PRESS RELEASE

DXB Entertainments hires new General Manager of Family Entertainment Centers

- Paul Parker joins DXB Entertainment to head newly created division

Dubai, 10 October 2017: DXB Entertainments PJSC (DFM:DXBE), the Dubai based leisure and entertainment company, and owner of Dubai Parks and Resorts, today announced that it has hired Paul Parker as General Manager of the newly created Family Entertainment Centers division.

Paul Parker joins the DXB Entertainments team with over 20 years of management experience covering marketing, sales and operations. He has held senior positions at some of Australia's most successful media companies including the Nine Network and ARN and built a successful digital media business. Most recently, Paul was Chief Commercial Officer for a 21 Century Fox joint venture in the Middle East.

DXB Entertainments announced in June this year, that it had signed an agreement to manage a portfolio of family entertainment centers owned by its majority shareholder Meraas. The agreement seeks to leverage the operational expertise of DXB Entertainments in managing theme park attractions and will enhance its cross marketing and selling opportunities.

Mohamed Almulla, Chief Executive Officer of DXB Entertainments PJSC said, "We are very pleased to welcome Paul Parker to the DXBE team, who will further strengthen the newly created Family Entertainment Centers division. The division includes attractions that are world-class and well positioned for growth, as evidenced by the recent wins at the Time Out Kids awards. We are managing an incredibly diverse portfolio that offers entertainment for the whole family and Paul will be focused on developing strategies that will grow awareness of these attractions, create synergies and drive footfall from both residents and visitors alike."

The Family Entertainment Centers division includes some of Dubai's leading attractions including the award-winning Hub Zero and The Green Planet, and Mattel Play! Town located at City Walk, as well as popular children's attraction Splash Pad.

Recognized as UAE's 'Best Kids Entertainment Center' by Time Out Dubai Kids Awards 2017, Hub Zero is a family-friendly entertainment hub which offers a fun-

filled day out with 18 thrilling rides, attractions and experiential zones, spread across two floors. In addition to pool tables, arcade machines, a LAN gaming area and karaoke rooms, the hub also has cafes across both floors and a gift shop for themed merchandise.

Recently recognized as UAE's 'Best Kids Edutainment Venue' by Time Out Dubai Kids Awards 2017, The Green Planet is a bio-dome inviting visitors to explore our planet's fascinating flora and fauna through an immersive expedition into the tropics. Designed as an enclosed ecosystem, The Green Planet recreates the enchanting world of a tropical forest with over 3,000 plants and animals and the world's largest indoor man-made and life-sustaining tree. The educational and recreational facility raises awareness of the delicate balance and preciousness of one of our world's oldest living ecosystems, making it an ideal educational destination for the entire family.

Mattel Play! Town is a magical interactive indoor 'eduplay' attraction for children aged 2 to 10 that is themed around five of the world most recognised brands from the global toy company, Mattel: Barney™, Thomas & Friends™, Bob the Builder™, Angelina Ballerina™, and Fireman Sam™. Little visitors can enjoy engaging and stimulating play experiences and delve into the world of their favourite characters along with live shows, to create long-lasting memories. An exclusive retail space with the latest offering from Mattel and a café serving healthy meals and snacks complement the magical experience at Mattel Play! Town.

Splash Pad is an outdoor water splash park, located on The Beach, opposite the JBR Walk. The wet play area offers a range of water activities and engagement ideas with fountains, tipper buckets, water squirters and Imagination Playground Blocks™ in a controlled environment for children of all ages, starting as young as 1 year old.

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DXB Entertainments PJSC

DXB Entertainments PJSC (DFM:DXBE) (previously Dubai Parks and Resorts PJSC) is a Dubai-based leisure and entertainment company. We bring together a diverse portfolio of world-class brands to offer entertainment in the areas of theme parks, family entertainment centres and retail and hospitality.

DXB Entertainments is the owner of Dubai Parks and Resorts, the Middle East's largest integrated theme park destination, with five Theme Parks (one under development), two Hotels (one under development), and a themed retail and dining destination all spread over 30.6 million sq.ft of land.

DXB Entertainments also manages five Dubai-based, family entertainment centers including Hub Zero, Splash Pad, The Green Planet and Mattel Play Town in addition to a chain of cinemas, all owned by Meraas.

DXB Entertainments is traded on the Dubai Financial Market ("DFM") under the trading symbol DXBE. With a market cap of AED 6.2 billion as of 31 July 2017, DXB Entertainments is the largest leisure and entertainment company in the region.

For more information, go to: www.dxbentertainments.com

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