PRESS RELEASE

22nd April, 2018

# Dubai Parks and Resorts and Dubai Airports sign exclusive agreement to feature the theme park destination in DXB

- ***The agreement aims to showcase the diversity of Dubai's world-class entertainment offer amongst international transit and inbound travellers***
- ***The partnership will assert Dubai Parks and Resorts' position as the region's largest integrated theme park destination and reaffirm Dubai Airports' commitment to making DXB a destination in itself***
- ***Dubai Parks and Resorts and Dubai Airports to support the achievement of the Dubai Tourism Vision 2020 goals through driving visitor growth***

Dubai, UAE, April 22, 2018: DXB Entertainments PJSC (DFM:DXBE) owner of Dubai Parks and Resorts the Middle East's largest integrated theme park destination, and Dubai Airports, operator of the world's busiest international airport Dubai International today announced a strategic partnership with the aim of creating an unparalleled airport experience while showcasing Dubai's position as the ultimate tourist and family entertainment destination in the region. The partnership will showcase Dubai Airports' efforts to make Dubai International (DXB) a destination in its own while promoting the breadth of offer at Dubai Parks and Resorts to the over 88 million passengers travelling through Dubai Airport annually.

The unique agreement will see Dubai Parks and Resorts promoted at all DXB concourses with access to over 65 airlines flying to and from over 240 destinations in 170 countries around the globe. Dubai Parks and Resorts will engage and delight airport passengers by providing branded family zones and dedicated retail locations selling Dubai Parks and Resorts products while enticing them to experience the full offer by conducting direct marketing and immersive advertising.

Dubai International (DXB), the world's busiest international airport, recorded a 10% average passenger growth over the past 10 years with 88.2 million passengers passing through it in 2017, and some 90 million passengers are expected in 2018.

2018 is the first full year of operations for Dubai Parks and Resorts and the Company aims to continue growing international tourist visitor numbers to the destination in line with the Dubai Tourism Vision 2020. The first quarter of 2018, set a new record for Dubai Parks and Resorts, with over 850,000 visits to the destination, a 45%

increase compared to the same period last year. The partnership allows Dubai Parks and Resorts to directly target inbound and transit passengers to the city and showcase the breadth of entertainment offers within its destination.

“We are pleased to announce our upcoming venture with Dubai Airports, which is a key milestone towards growing the inbound tourist segment. As the largest integrated theme park destination in the region, we are dedicated to strengthening Dubai’s position as a global tourism and entertainment hub. We believe our presence at the world’s busiest international airport will drive maximum engagement and recognition amongst the estimated 88 million passengers travelling through the airport” said Mohamed Almulla, CEO and MD, DXB Entertainments PJSC.

“Our dedicated media solutions and immersive concepts will be strategically positioned throughout Dubai International passenger concourses, adding an element of surprise and entertainment to passengers’ journey through the airport, and giving them a glimpse of what awaits them at Dubai Parks and Resorts” he added.

“This partnership demonstrates Dubai Airports’ commitment to showcase the world-class hospitality and entertainment options available to visitors of this vibrant city, while also creating unique airport experiences,” said Eugene Barry, Executive Vice President, Commercial at Dubai Airports. “Dubai Parks and Resorts are the perfect partner to work with us on creating authentic and memorable activations to engage with a global audience, with the goal of inspiring connecting travellers to visit Dubai, and Dubai Parks and Resorts, on their next journey.”

Ends

Notes for Editors

**DXB Entertainments PJSC**

DXB Entertainments PJSC (previously Dubai Parks and Resorts PJSC) is a Dubai-based operator of leisure and entertainment destinations and experiences. The Company is traded on the Dubai Financial Market (DFM) under the trading symbol DXBE. 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 region’s largest integrated theme park destination, with five Theme Parks (Six Flags Dubai under development), two Hotels (LEGOLAND® Hotel under development), and one retail and dining facility all spread over 30.6 million sq.ft of land, with an estimated AED 13.2 billion in development costs.

DXB Entertainments also manages six Dubai-based mid-way attractions in addition to a chain of cinemas, all owned by Meraas.

With a diverse portfolio of 16 leisure and entertainment assets, DXB Entertainments is the largest leisure and entertainment company in the region.

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

**Dubai Parks and Resorts**

Dubai Parks and Resorts, owned by DXB Entertainments PJSC, is the Middle East's largest multi-themed leisure and entertainment destination comprising four separate theme parks: MOTIONGATE™ Dubai, the region's largest Hollywood-inspired theme park, featuring immersive rides and attractions based on Hollywood hits; LEGOLAND® Dubai, a unique, interactive theme park for families which brings the well-known LEGO® brick to life in a playful learning environment; and BOLLYWOOD PARKS™ Dubai, a first-of-its-kind theme park that showcases rides and attractions based on some of Bollywood's biggest blockbusters. It also hosts the LEGOLAND® Water Park, the region's first water park catering to families with children aged 2-12. Expected to open in late 2019, Six Flags Dubai will be destinations fifth theme park and the regions first Six Flags themed park.

The entire destination is connected by Riverland™ Dubai, the free to enter themed recreational hub with a multitude of dining, shopping and unique entertainment options, that connects the theme parks, perfect for friends and families of all ages. Guests can stay at the Lapita™ Hotel, a Polynesian themed family hotel part of the Marriott Autograph Collection.

Located on Sheikh Zayed Road opposite the Palm Jebel Ali in Dubai equidistant to Dubai and Abu Dhabi International Airports, the destination offers over 100 rides and attractions

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

**About Dubai Airports**

Dubai Airports manages the operation and development of both of Dubai's airports – DXB and DWC. As integrator, Dubai Airports works to balance the interests of all stakeholders to maintain aviation growth, protect operational resilience and ensure that service providers collaborate to provide a safe and secure service and improve the experience of our customers whilst maintaining a sustainable business.

DXB is the world's number one airport in terms of international passenger traffic and number three globally in terms of total passenger traffic as reported by Airports Council International