DXB ENTERTAINMENTS

DREAMS WITHOUT BOUNDARIES

Presentation

January 2017

www.dxbentertaiments.com

DXB Entertainments Overview

DXBE Introduction

DXB Entertainments is at the forefront of the booming LEISURE AND ENTERTAINMENT industry in the MIDDLE EAST.

Our aim is to …

Redefine the sector with a growing, integrated portfolio of engaging family attractions and hospitality services.

Become a leading provider of leisure and entertainment offerings and services for customers, spreading fun and excitement throughout the region through amazing family experiences.

DXBE Introduction

DXB Entertainments PJSC is traded on the Dubai Financial Market under the trading symbol DXBE.

DXB Entertainments PJSC was listed on the DFM in December 2014 originally as Dubai Parks and Resorts PJSC.

DXB Entertainments PJSC owns the Dubai Parks and Resorts destination.

8.0b

AED 8.0 billion equity.

AED 6.3 billion in equity through an IPO in 2014.

An additional AED 1.7 billion through a rights issue in 2016.

12.6b

AED 12.6 billion market cap as of end Q3 2016

DXBE Portfolio

7
EXPERIENCES*

OVER 125
ATTRACTIONS*

OVER 30m
SQ FT OF LAND*

DUBAI PARKS AND RESORTS opened its gates to guests in Q4 2016. It is the Largest Integrated Theme Park Destination in the Middle East and first time in the world that Multiple Theme Parks have opened in the same place, at the same time.

ENTERTAINMENT DOESN'T GET ANY BIGGER AND BETTER THAN THIS

Dubai Parks and Resorts is where the best of the East meets the best of the West to create a world of fun and adventure unlike any other. It will bring seven unique experiences to our visitors, all within walking distance of each other.

EVERYTHING IN ONE LOCATION

Spread across 30 million sq. ft., you will find Four World-class Theme Parks, One Water Park, a Retail and Dining destination, and a Themed Resort Hotel side by side, with over 125 rides and attractions providing wide-ranging appeal for entire family in a world of adventure, fun, and hospitality.

DXBE Strategy (1/2)

Provide leisure and entertainment experiences with a focus on innovation, customer centricity and delivering shareholder value

PRODUCT

WOW the customer with use of innovative technology and provide experiences and content that is fresh

SHAREHOLDER VALUE

Deliver exceptional value to shareholders and be recognized for our corporate governance

TECHNOLOGY

Use technology to provide the most seamless end to end user experience, and to create efficiency and value

PEOPLE

Employ and train professionals who are passionate about creating success for customers and shareholders

DXBE Strategy (2/2)

Generate **long term growth** through developing relevant companies and assets in target sectors:

- **Theme Parks**
- **Retail and Hospitality**
- **Select Opportunities**

Dubai Parks and Resorts will **focus** on:

- **Operational Excellence**
- **Delivering Additional Growth**
- **Stable Visitor Numbers**

Dubai total overnight international visitors

9.58m YTD August 2016

Top source markets for visitors to Dubai

('000 visitors YOY Jan – August 2016 | 15)

No.	From ...	Jan – Aug 2016	2015	% change
1	KSA	**1,117**	1,064	5%
2	INDIA	**1,085**	989	10%
3	UK	**798**	765	4%
4	OMAN	**781**	660	18%
5	USA	**394**	398	-1%
6	PAKISTAN	**390**	343	14%
7	CHINA	**347**	307	13%
8	IRAN	**299**	316	-5%
9	GERMANY	**294**	301	-2%
10	KUWAIT	**293**	300	-2%
15	RUSSIA	**135**	132	3%

Sources: DTCM. Source of Visitor by Region (% in YTD August2016)

Location Highlights – Theme Park Market

Untapped theme park market in the Middle East and Indian Subcontinent

Location is a major advantage for Dubai Parks and Resorts, serving a previously untapped market that lacks a world-class theme park destination

About **3 billion people live within a four-hour flight** from Dubai – and **double that figure are only 8 hours** away.

Global Attendance Across Top Theme Parks (2015, million)

Dubai Parks and Resorts is ideally located between Dubai and Abu Dhabi

Prime location on SHEIKH ZAYED ROAD

- Main Highway in Dubai
- Main connection to Abu Dhabi

BIGGEST AIRPORT in the WORLD, with an expected capacity of 160 million passengers by 2027

EQUALLY DISTANT from Abu Dhabi and Dubai's Airports

Dubai Parks and Resorts Overview

Gathering the Best of Entertainment from the East and the West

Three

World-Class
Theme Parks

One

Amazing
Water Park

One

Polynesian-themed
Family Hotel

One

Grand Entrance Plaza
with Retail, Dining, &
Entertainment

All in ONE location

motiongate™ Dubai

motiongate™ Dubai

DREAMWORKS | SMURF'S VILLAGE | LIONSGATE

SONY PTCTURES STUDIOS | STUDIO CENTRAL

The **largest Hollywood inspired theme park** in the Middle East. For **Hollywood movie lovers** whether you are a kid or an inner child

For Thrill seekers: Innovative, immersive rides and attractions for ALL AGE. Thrilling rides, rollercoasters, drop tower, a water ride, 3D simulators, interactive play labs, 15 entertainment experiences including character Meet & Greets, live stage shows

Animated and live action **Hollywood films brought to life**

4 m* SQ FT OF LAND

5 THEMED ZONES

27 ATTRACTIONS

9 CHARACTER THEMED DINING

17 RETAIL OUTLETS

* Actual Footprint – 2 m sq ft

Bollywood Parks™ Dubai

Bollywood Parks™ Dubai

Rustic Ravine | Mumbai Chowk | Bollywood Boulevard

Bollywood Film Studio featuring Hall of Heroes | Royal Plaza

The **1st theme park in the world** dedicated to **Bollywood**

A unique and authentic experience. The ability to immerse yourself in **Mumbai's film industry** thanks **to attractions, 3D rides, cinemas and all live shows** throughout the day

Become the **star of your favorite movie**: Rock On, Don, Dabangg, Lagaan, Sholay, Krrish, Ra One and many others featuring top Bollywood Stars like **Shahrukh Khan, Salman Khan, Aamir Khan, Farhan Akthar and Hritik Roshan**

Choose among **20 Live performances** across **5 Stages**

Attend a **Broadway-style show** in the 850 seated theatre **Rajmahal** *(separate ticket)*

2.1 m* SQ FT OF LAND

5 THEMED ZONES

1 ICONIC THEATRE

15 ADDITIONAL ATTRACTIONS

7 BOLLYWOOD DINING

8 RETAIL OUTLETS

* Actual Footprint – 1.7 m sq ft

LEGOLAND® Dubai

LEGOLAND® Dubai

ADVENTURE | IMAGINATION | FACTORY | MINILAND | LEGO® CITY | KINGDOMS

The ultimate destinations for **families with kids from 2 to 12:** This is the 1st waterpark in the UAE dedicated for kids 2 to 12 offering **2 full days of fun and playful learning**

A mixture of **indoor & outdoor** attractions perfect for all year round visits

Families can enjoy hands-on experience and take part in LEGO® themed adventures in a unique and safe environment where **the child is the hero**

Children can immerse themselves in the **fantastic world of LEGO®** and enjoy interactive rides, slides, shows and LEGO® building experiences

3.2 m* SQ FT OF LAND

6 THEMED LANDS

Over 40 ATTRACTIONS

10 DINING

9 RETAIL OUTLETS

15 k LEGO® MODELS

60 m LEGO® BRICKS

* Actual Footprint including LEGOLAND® Water Park – 1.9 m sq ft

LEGOLAND® Water Park

LEGOLAND® Water Park

DUPLO® Splash Safari: a water play area designed for toddlers with 2 small slides

Joker Soaker: A fun, interactive water playground with various slides. Guests can wade in the surrounding pool and be surprised with a torrential spill from a 300-gallon bucket

Build-a-raft River: A one-of-a-kind concept where kids customize their own raft made of soft LEGO® bricks

The Wave Pool: Families can catch a gentle wave in this perfectly sized wave pool where the waves are just big enough for all ages to enjoy

3.2 m*
SQ FT OF LAND

Over **20**
ATTRACTIONS

2
DINING

2
RETAIL OUTLETS

337 m
BUILD-A-RAFT RIVER

For Families with kids aged
2 - 12

* Actual Footprint including LEGOLAND® Dubai – 1.9 m sq ft

LAPITA™ Dubai

LAPITA™ Dubai

Lapita is a **Polynesian themed family resort**, located in the heart of Dubai Parks and Resorts. A hotel which is dedicated to families and friends who want to stay close to all the activities that the theme parks will be offering

Our own brand Lapita Managed by Marriott under Autograph Collection. This amazing hotel will offer high quality services: Along with its exquisite Rooms, Suites, Villas, Restaurants, and Bars, there are: a Family Pool / a children pool with "lazy river" feature, play lagoon, water playground, Spa & Health Club, Kids Club with themed fun activities, 750m² Ballroom – 6 Meeting Rooms/Boardrooms, Outdoor Event Space

The hotel's **name was inspired** by the pre-historic Pacific Ocean people and their journey and settlement into the islands (The Lapita movement).

501
ROOMS

3
VILLAS

5
RESTAURANTS & BARS

1
LAPITA RETAIL & OLA SPA BOUTIQUE

Lagoon Style
POOLS

RIVERLAND™ Dubai

RIVERLAND™ Dubai

Boardwalk | The Peninsula | India Gate | The French Village

Riverland™ Dubai is the **Gateway** to Dubai Parks and Resorts

A **themed, fun, dining and retail destination** which you can access without purchasing a ticket! **Take a walk along the river** on a journey through time, where four different zones meet

The wide range of offerings, coupled with planned **street theatre and entertainment**, will make Riverland™ Dubai the perfect place for families and friends to come together, meet, relax and recharge

230 k
SQ FT OF LEASABLE SPACE

1 km
CANAL

4
THEMED ZONES

Over 50
RETAIL & FOOD OUTLETS

RIVERLAND™ Dubai – Overview

Riverland™ Dubai.

Take a walk on the bright side!

Four vibrant districts will make up the dining, retail and entertainment destination (with excellent Parking availability and Tram Stations) which will be free for all to visit. Riverland™ Dubai will be the **Gateway** that everyone will walk through to access other Parks.

The French Village

Boardwalk

India Gate

The Peninsula

The wide range of offerings, coupled with the **planned street theatre** and **entertainment**, will make Riverland™ Dubai the perfect place for families and friends to come together, meet, relax and recharge.

Coming in Q4 2019 ...

3.5m*

SQ FT OF LAND

~27#

RIDES AND ATTRACTIONS

AED 2.6 bn

ESTIMATED PROJECT COST

LOCATION

As part of Dubai Parks and Resorts destination, in close proximity to Lapita™ Hotel and Riverland™ Dubai

* Opening Day footprint – 2.0 m sq ft

Subject to change based on final design

Operations Overview

Operations Overview

TEAM

- Senior management team with over **100+ years of theme park management experience** from groups such as Universal Studios, Walt Disney, Merlin Entertainments, Parques Reunidos
- **3,800 total staff strength** of the theme park operations groups for phase 1. Recruitment from **Eastern Europe, Asia, South Africa** with significant focus on **Emiratization**
- We ensure consistency and standardization of policies, practices and service levels, manage IP relationships and corporate support to aid in monitoring of safety, show quality and other business support areas
- Assists in the **operational design** and development of **new attractions**

ENTERTAINMENT

- Custom in house live show production covering
  - **10** live shows and **13** character meet and greets: motiongate™ Dubai
  - **14** live shows and **4** character meet and greets: Bollywood Parks™ Dubai
  - **1** live show and **5** character meet and greets at LEGOLAND
- Conducted an international audition tour seeing more than **2,700 performers**
- **2 hour Broadway caliber Bollywood musical** production produced in partnership with India's largest live entertainment company
- **361 live performers**
- Readiness to **host major events and festivals**

Operations Overview (cont'd)

Retail Product Development

- Custom in **house retail product design**
- **5,800 SKU's** developed for motiongate™ Dubai and Bollywood Parks™ Dubai
- LEGOLAND® product is the **main driver of retail sales** at the LEGOLAND® parks

Central Kitchen Facility

- **State-of-the-art central kitchen** facility serves 3 theme parks + 1 waterpark (guests and staff)
- Daily capacity of **50,000 meals**
- Second central kitchen planned as part of Six Flags development which will more than double our daily meal capacity

Marketing

- Destination marketing team works in close conjunction with the **brand custodians** at each park and a centralized sales team
- Marketing plans, media plans and PR plans all **coordinated** and are **market focused**

Operations & Technical Services

- Extensive experience in attraction operations and maintenance from **major theme park operators** in the industry
- Extensive training programs for all staff ranging from **language skills, service levels and technical skills**
- 3rd party **safety inspections** conducted annually by TUV SUD
- **Smart park technology** fully integrated into the design of the resort to maximize revenue and drive greater customer satisfaction

Sponsorship partners

Leading International and regional brands have partnered with us through destination-wide strategic sponsorship tie ups

Quick-service Partner

Beverage Partner

Telecom Services

Financial Services

Payment Solutions

Ice-cream Partner

Contacts

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THANK YOU

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