

PRESS RELEASE

DXB ENTERTAINMENTS ANNOUNCES PLANS TO GROW ITS LAPITA BRAND

- *The Company aims to secure hotel management agreements operated by the Lapita Brand with trusted partners*
- *The Company aims to establish a collection of themed hotels, tailored to theme park and family entertainment destinations*

Dubai, UAE - 20 April 2017: DXB Entertainments PJSC (DFM:DXBE), the Dubai based leisure and entertainments company, owner of Dubai Parks and Resorts, the region's largest integrated theme park destination, has announced its intent to grow its Lapita™ brand in the region. This announcement comes following the official opening of the first Lapita™ Hotel, part of Autograph Collection by Marriott, on January 2nd 2017 with the aim to spearhead a series of Lapita™ Hotels and ultimately forming a global chain.

The Polynesian themed Lapita™ Hotel Dubai is located at the heart of Dubai Parks and Resorts and is dedicated to families and friends who want to stay close to all the theme parks and at the same time enjoy a fun destination in its own right. The hotel offers 504 keys, including 60 suites and 3 villas providing ultimate comfort and relaxation.

As part of its goal to deliver shareholder value and become a leading provider of leisure and entertainment offerings, DXB Entertainments aims to launch Lapita™ in other prime entertainment destinations to represent the best in upscale themed family hotels. The Company aims to secure management contracts with trusted partners to facilitate the expansion plan.

Raed Kajoor Al Nuaimi, Chief Executive Officer of DXB Entertainments PJSC, considers the expansion plans as the next evolutionary step in the Company's strategy and the brand's offering. He said "We are aiming for Lapita™ to become the leading family hotel chain in key entertainment destinations around the world. Strategically we want to establish ourselves locally before expanding regionally and then globally. This of course means starting here in Dubai, at the Dubai Parks and Resorts destination, while seeking further opportunities."

"The Lapita™ Hotel chain will be based on the same business model - linking to theme parks and entertainment destinations to ensure strong demand. By combining the existing Lapita™ model with high-level operating standards and processes, custom tailored to theme parks and family destinations - Lapita™ will stand alone as a new and unique brand" he added.

“The Dubai Parks and Resorts destination has now been open to the public for over 5 months, and the demand for on-site hotels is evident. In last few weeks of March, the Lapita Hotel Dubai was close to full occupancy as the destination experienced some of its highest attendance numbers on the back of regional school holidays”

The Company is participating at the upcoming Arabian Hotel Investment Conference (AHIC), the host to over 700 of the most powerful people in the hospitality industry between April 25 to April 27, 2017. The Vice President of Hospitality and Retail at DXB Entertainments PJSC, Klaus Assmann, will be one of the key spokespeople at the event and will introduce the Lapita™ brand and shed the light on Dubai Parks and Resorts’ offering which compliments the Lapita Hotel themed concept and experience.

The Lapita Hotel is designed to bring an exciting, new and fresh approach to family vacations and is custom tailored to the needs of families. Boasting a serene atmosphere and lush landscaping, the family-friendly Lapita offers five signature restaurants and bars serving up international fare, from seafood to Chinese specialties, accompanied by live music and entertainment. Additionally, children can discover endless games and activities, including exciting Polynesian inspired arts and crafts projects at the Luna & Nova Kids and Teens Club. These themed activities are designed to offer endless surprises to children and the young at heart.

Dubai Parks and Resorts, the region’s largest integrated theme park destination, features MOTIONGATE™ Dubai – a unique theme park showcasing some of Hollywood’s most beloved characters from DreamWorks Animation, Columbia Pictures and Lionsgate, Bollywood Parks™ Dubai, a first-of-its-kind theme park that will showcase rides and attraction based on some of Bollywood’s biggest blockbusters, It will also host LEGOLAND® Dubai, a unique, interactive theme park for families which will bring the well-known LEGO® brick to life in a playful learning environment, in addition to the LEGOLAND® Water Park, the region’s first water park catering to families with children aged 2-12. The entire destination is connected by Riverland™ Dubai – a uniquely themed retail and dining destination at the heart of Dubai Parks and Resorts. Expected to open in late 2019, Six Flags Dubai will be destination’s fourth theme park and the region’s first Six Flags theme park.

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DXB Entertainments PJSC (previously Dubai Parks and Resorts PJSC) is a Dubai-based provider 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 pioneering entertainment in the areas of theme parks, retail and hospitality as well as leisure attractions.



Launched in 2014, DXB Entertainments owns and operates Dubai Parks and Resorts, the largest theme park destination in the Middle East. Spanning 30.6 million square feet of land, the AED 13.2 billion destination consists of four theme parks (Six Flags coming in 2019) in one location.

For us, fun means business. With a market cap of AED 10.4 billion as of 31 December 2016, DXB Entertainments is set to become an industry-leading provider and producer of innovative and inspirational entertainment experiences in the Middle East and beyond.

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

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