

A YEAR OF PARTIAL OPERATIONS DELIVERING CLOSE TO 2.3 MILLION VISITS



Focus on guest experience and safety

In 2017, the Company focused on enhancing the guest experience at DPR by measuring satisfaction across 50 touch points.

The safety of our guests was the key focus of our operations, and DPR operated with no significant safety incidents in 2017.

Driving footfall

During 2017, the Company focused on driving footfall both from the GCC resident and inbound tourist markets, through targeted marketing campaigns in key source markets such as Saudi, India, the UK, Russia and China.

Revised pricing structure

A new winter season pricing structure was launched in September aimed at encouraging repeat visits from the GCC resident market, as well as an attractive annual pass offer targeting the local resident market.

Family Entertainment Centres

16

In August, the Company reached an agreement with its majority shareholder Meraas Holding to manage a select portfolio of their family entertainment centres, bringing the total number of leisure and entertainment experiences under management to 16.

Prestige industry awards

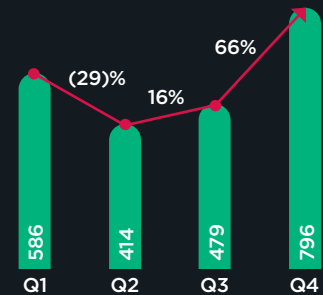
LEGOLAND® Water Park wins the award for Best Water Park, and Lapita™ Hotel the award for the Best Family Hotel at the Time Out Dubai Kids Awards for 2017.



Total visits ('000)

2.3m

Close to 2.3 million visits to Dubai Parks and Resorts in 2017



Appointment of new management team

A new management structure and appointments were made during the year, to support the business in its commercial development.

Optimising operational cost structure

40%

The Company has improved its operating cost structure by close to 40 percent compared to the original target.

Staggered opening

DPR staggered openings, with LEGOLAND® Water Park and Lapita™ Hotel in early January, and all rides and attractions delivered by end October with the opening of The Hunger Games rides at the Lionsgate zone in MOTIONGATE™ Dubai.

Record visitation in December

27,000 visits

December was a record month, delivering an average of 10,000 visits daily in the last 10 days of the month and peak daily visitation approaching 27,000.

Official announcement of the LEGOLAND® Hotel

250 rooms

The first LEGOLAND® Hotel in the Middle East and the eighth to open worldwide will completely immerse guests in the awesome world of the LEGO® brick, bringing children's imagination to life.