

# Foundations for future success



**On behalf of the Board of Directors of DXB Entertainments PJSC (the “Company”) and its subsidiaries (collectively the “Group”), I am pleased to present the annual report for the year ended 31 December, 2018.**

In 2018 we reaffirmed DPR’s position as the region’s leading integrated theme park destination. DPR has been designed to appeal to the UAE’s residents and tourists and is an integral part of Dubai’s long-term tourism vision.

There are encouraging signs that we are delivering on our main objective to reach EBITDA break-even and thereafter profitability. Our strategy to drive international visitation through the introduction of more hotel rooms, strategic partnerships and focusing on our key source markets is in place and we are confident this will deliver the required international visitation to break-even.

Our proposed enhancement plan, subject to shareholder approval, will further enhance what is already a market-leading destination and will see rides, including world-record rides, introduced to our destination for the first time. If approved this will broaden our appeal, increase dwell time, encourage repeat visitation and drive higher per-capita spend.

As with all leisure and entertainment businesses we are susceptible to wider market factors, including global macro-economic conditions that are outside of our control. Whilst we are optimistic as to the future we must always be mindful of potential near-term headwinds. Looking ahead we remain grateful to our shareholders, and other stakeholders, for their continued patience. By its very nature, operating a theme park on this scale requires a long-term view.

On behalf of the Board of Directors, I would like to thank our shareholders for their ongoing support. I must also express my appreciation and gratitude to our customers, dedicated employees, operators and financing partners as well as the Government of Dubai and the UAE Federal Authorities for their continued support in ensuring that we can deliver on our target to reach profitability.



**Abdul Wahab Al-Halabi**  
Chairman