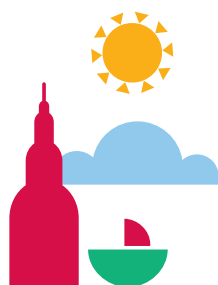


# Growing demand combined with cost efficiencies

## Targeting the resident market

Our pricing has been adapted to provide compelling price points for residents and tourists whilst encouraging repeat visitation.



## Total visits

Close to 2.8 million visits to DPR in 2018.



# 2.8m



## Thea award

DreamWorks™ Animation Zone at MOTIONGATE™ Dubai received a prestigious award from the Themed Entertainment Association (TEA) for outstanding achievement.

## Time Out Dubai Kids Awards

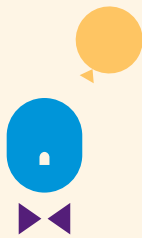
MOTIONGATE™ Dubai was awarded the best theme park in UAE and LEGOLAND® Water Park was awarded best water park in UAE, with LEGOLAND® Dubai highly commended at the 2018 Time Out Dubai Kids Awards.



**Operating cost**

AED 728m (for the year ended 31 December 2018)

● Salaries and other employee benefits	40%
● Sales and Marketing	14%
● Utilities	10%
● Repairs and maintenance	8%
● Supplies, communication and IT	6%
● Rent	5%
● Others	17%



**Cost optimisation**

Cost optimisation was achieved through reductions in staff costs, more efficient marketing spend and renegotiation of third-party provider contracts.



**Dubai Airports partnership**

Agreement to provide exposure to DPR at multiple consumer touchpoints across every terminal at the world's busiest international airport.



**Visitation record**

New daily visitation record set in April with more than 36,000 visits during the second annual Big Day Out festival.



**36,000**

**Partnership with UnionPay**

Entered into partnership with leading global card company UnionPay to provide marketing services and enable payments for Chinese visitors to the UAE.

**Agreement with Dubai Taxi Corporation**

An agreement with Dubai Taxi Corporation gave visitors entry to two theme parks for AED 235, with 100 specially branded taxis operating from arrival terminals at Dubai International Airport.