

PRESS RELEASE

9 October 2018

**DXB Entertainments awarded Dubai Chamber of Commerce CSR Label**

DXB Entertainments PJSC (DFM: DXBE), the company that owns Dubai Parks and Resorts, has earned the prestigious CSR label from the Dubai Chamber of Commerce for implementing socially and environmentally responsible practices at the corporate office.

The Dubai Chamber CSR is a framework and a CSR management tool that encourages participating companies to develop and improve their approach to CSR best practices, and assess their social and environmental impact. It is the first CSR Label in the region that builds on international standards while ensuring local relevance.

DXB Entertainments won the CSR label for its community-driven initiatives across a number of leading charities in the UAE. These initiatives are part of the company's wider CSR policy that aligns with the 'Year of Zayed', which encourages organizations to embrace charitable giving in the UAE. Since its inception, DXB Entertainments has supported less fortunate people across the UAE such as orphans, people of determination and labourers, with the goal to empower and enrich their lives.

Waseem Hassan, Chief Business Support Officer, DXB Entertainments PJSC, said: "We are proud to be certified by the Dubai Chamber of Commerce and win the CSR Label, which has become the highest level of recognition for the CSR efforts of businesses in the Middle East."

He added: "This label is a testament to our commitment to not just be the largest integrated theme park destination in the region, but also be the most socially and environmentally responsible. We are undertaking a number of initiatives across the four parks to ensure that we meet the highest standards associated with the Dubai Chamber CSR Label."

The Dubai Chamber CSR Label is a voluntary standard for CSR implementation in UAE and the GCC and recognises companies that adopt the best business practices and comply with international CSR standards and guidelines. It also serves as a development tool for companies, enabling them to evaluate their CSR strategies, gain recognition for their efforts, and improve their reputation.

**Ends**



## **DXB Entertainments PJSC**

DXB Entertainments PJSC (previously Dubai Parks and Resorts PJSC) is a Dubai-based operator 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 entertainment in the areas of theme parks, family entertainment centres and retail and hospitality.

DXB Entertainments is the owner of Dubai Parks and Resorts, the region's largest integrated theme park destination, with five Theme Parks (Six Flags Dubai under development), two Hotels (LEGOLAND® Hotel under development), and one retail and dining facility all spread over 30.6 million sq.ft of land, with an estimated AED 13.2 billion in development costs.

DXB Entertainments also manages six Dubai-based mid-way attractions in addition to a chain of cinemas, all owned by Meraas.

With a diverse portfolio of 16 leisure and entertainment assets, DXB Entertainments is the largest leisure and entertainment company in the region.

For more information, go to: [www.dxbentertainments.com](http://www.dxbentertainments.com)

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