
PRESS RELEASE



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Merlin Entertainments announces world's first standalone Peppa Pig Resort in Sichuan, China

Merlin Entertainments brings partnership with Hasbro to life in China for its first dedicated standalone resort

Merlin Entertainments ("Merlin" or "the Company"), a global leader in location-based entertainment with brands including LEGOLAND®, Madame Tussauds and SEA LIFE, today announces that it has entered into a formal co-operation agreement to create the world's first standalone Peppa Pig Resort in Meishan, part of Sichuan Tianfu New Area, China. This will be established in partnership with the Meishan Administration Committee of Sichuan Tianfu New Area, Zhongjun Tianxin (Beijing) Investment Co., Ltd., Chengdu Excellent City Property and Hasbro Inc.

A ceremony took place with attendees including Sichuan provincial-level and Meishan municipal-level senior officials, senior officials from Meishan Administration Committee of Tianfu New Area and corporate representatives of Merlin Entertainments, Hasbro Inc., Excellence Group, and Zhongjun Tianxin Group.

The Resort will be the world's first ever Peppa Pig Resort, including a Peppa Pig Theme Park, a Peppa Pig Hotel, as well as a brand-new SEA LIFE aquarium positioned adjacent to the park. Families will be able to squeal with delight as they jump into the playful world of Peppa Pig for an unforgettable trip packed full of adventure. It has been designed to be the ultimate experience for pre-school children, with the theme park featuring multiple rides, interactive attractions, themed playscapes and water play areas - complete with "muddy puddles" - all based on instantly recognizable locations from the globally popular brand.

Construction is due to begin in July 2021, and the Resort is expected to open in 2024, with Merlin and its Chinese partners dedicated to developing the attraction into a global flagship resort. The project will attract a combination of domestic visitors and foreign tourists, which will significantly contribute to Meishan's employment and tax revenue and contribute to the further development of supporting industries. The new joint venture will also aid the rapid development of Sichuan's cultural tourism industry and raise the international profile of both Sichuan and Meishan.

Merlin Entertainments has a strategic partnership agreement with Hasbro, owner of the Peppa Pig brand, to build and operate Peppa Pig attractions targeted at the pre-school market as part of its broader strategy to engage in IP partnerships with some of the world's most popular brands. Over the past three years Merlin has launched two "in-park" lands within Heide Park and Gardaland Resort in Germany and Italy respectively, with a recently announced, standalone Peppa Pig Theme Park also planned to open in Florida in 2022.

Merlin have also been rolling out an indoor play centre concept that they developed with Hasbro called “Peppa Pig World of Play”, which currently consists of three sites in the US and one in Shanghai – with further openings planned in 2022 and beyond. China, in particular, is a focus of significant development and investment by Merlin and since the start of 2018, the Company has opened six new Midway attractions in-country.

Chief Development Officer for Merlin Entertainments, Mark Fisher, said:

“Peppa Pig is a global star among preschoolers, and we are working with Hasbro to bring the excitement and fun of Peppa and her friends to the world’s first standalone Peppa Pig Resort in Sichuan. We have already had great success with our immersive Peppa Pig World of Play attractions in both Asia and the US, and the new resort is set to be a must-visit destination for both domestic visitors and international tourists.

The Merlin team look forward to working with our partners to develop the creative concept design for the Peppa Pig Resort and making it a reality, marking a significant milestone for Merlin’s presence in the Chinese market.”

Ranked Europe’s top and the world’s second-largest tourist attraction operator, Merlin runs more than 135 tourist attractions in 24 countries across Europe, America, Asia and Oceania. Brands operated by Merlin include LEGOLAND®, Madame Tussauds, SEA LIFE and Peppa Pig.

Peppa Pig is one of the world’s leading preschool brand properties with over 1,000 licensees across 60 countries. The popular television programme is broadcast in 180 territories in 40 different languages, and China is a key market for the brand.

Merlin currently operates 14 Midway attractions in China including LEGOLAND® Discovery Centres, Madame Tussauds, SEA LIFE Centres, the Dungeons, Peppa Pig World of Play and Little BIG City.

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Notes to Editors

The new Peppa Pig Resort follows successful launches by Merlin Entertainments of four Peppa Pig World of Play indoor attractions in China and North America as well as two Peppa Lands in Gardaland in Italy and Heide Park in Germany, with

a standalone Peppa Pig Theme Park also planned to open in Florida in 2022, all under a multi-territory licensing agreement with Hasbro.

The image used is a generic media image and is not representative of Peppa Pig Resort in Sichuan, China.

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates over 135 attractions, 21 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

About SEA LIFE and the SEA LIFE Trust

SEA LIFE is the world's largest family of aquariums, proudly delivering amazing discoveries around the world. From breathtaking underwater tunnels to incredible up-close encounters, guests can dive into the ocean world without getting wet. Welcoming more than 20 million guests each year to over 50 aquariums and six sanctuaries, SEA LIFE cares for over 180,000 creatures living in incredible themed habitats.

SEA LIFE has a vision of oceans that are healthy, protected, and full of diverse, wonderful animals and works together with its partner charity, the SEA LIFE TRUST. Their joint focus is to protect these oceans and the amazing marine life within them.

The SEA LIFE Trust owns and operates marine wildlife sanctuaries (including the world's first Beluga Whale Sanctuary in Iceland), runs inspiring conservation campaigns and funds projects and education programmes that champion the need to protect our oceans.

Through its global BREED, RESCUE, PROTECT programme and dedicated Conservation, Welfare and Engagement team, SEA LIFE's team of expert marine biologists pioneer global breeding projects which may one day provide a lifeline to the ocean's endangered species, as well as nursing sick creatures back to health and returning them to the wild. If they can't survive in the wild, they are given a safe home for life.

For more information on the work SEA LIFE and the SEA LIFE Trust does in protecting our oceans, visit www.visitsealife.com and www.sealifetrust.org.

About HASBRO

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through **eOne**, its independent studio; and gaming, led by the team at **Wizards of the Coast**, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS.

The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the **100 Best Corporate Citizens** by 3BL Media and one of the **World's Most Ethical Companies** by Ethisphere Institute. Important business and brand updates are routinely shared on our [Investor Relations](#) website, [Newsroom](#) and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

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About Excellence Group

Excellence Group Co., Ltd. (abbreviated to Excellence Group), was founded in Shenzhen in 1996. Through diversified development, Excellent Group now has core business segments of residential and commercial real estate development, urban renewal, asset management, and financial investment. Excellence Group has a total asset of 220 billion Chinese Yuan (about \$33.7 billion U.S. Dollar) and accumulated 31 million square meters of development portfolio. Excellence Group now manages over one million square meters of office buildings in China, and it is well-known for its subsidiary company -- Excellence Commercial Property (6989.HK), which went public in 2020. Office buildings developed by Excellence house the headquarters of well-known companies like OPPO, JD.com and China Mobile, etc. In collaboration with the world's leading designers, Excellence Group strives to create urban landmarks. Also being a firm believer in sustainable development, Excellence Group always insists on high standards, such as LEED gold certification and WELL gold certification, to create green buildings as well as to contribute to energy conservation and environmental protection.

About Zhongjun Tianxin (Beijing) Investment Co. Ltd.

Zhongjun Tianxin (Beijing) Investment Co., Ltd. is mainly engaged in investment, development, operation and value-added services of theme parks and cultural industry parks, and investment in and management of cultural industries. Against the backdrop of a flourishing cultural tourism industry supported by the state, the company plays to its strengths as a platform that connects resources. It has forged close partnership with leading international cultural and entertainment companies and grown into a professional platform that invests in, operates and manages theme parks and cultural industry parks and provides consulting, conceptualization and other value-added services in this field.

Merlin attractions in China

- Madame Tussauds – Beijing, Shanghai, Hong Kong, Wuhan, Chongqing
- LEGOLAND Discovery Centre – Beijing, Hong Kong, Shanghai, Shenyang
- SEA LIFE – Shanghai, Shenyang
- Dungeons – Shanghai
- Peppa Pig World of Play – Shanghai
- Little BIG City – Beijing