



Merlin Entertainments announces LEGOLAND Shanghai Resort is anticipated to open in 2024

Construction of one of the largest LEGOLAND parks in the world expected to begin in 2021

6 November 2020: Merlin Entertainments (“Merlin” or “the Company”), a global leader in location based entertainment with brands including LEGOLAND®, Madame Tussauds and the Dungeons, today announces that it has entered into a formal co-operation agreement with the Shanghai Jinshan District Government, CMC Inc. and KIRKBI to develop a LEGOLAND® Resort in the Jinshan District of Shanghai, China. This follows the signing of a framework agreement in November 2019, announced as part of the China International Import Expo.

Under the terms of the agreement, all parties will form a joint venture company and contribute funding to the construction and development of LEGOLAND® Shanghai. The total project investment is expected to be approximately \$550 million. Construction of the project is planned to start next year, and the Resort is expected to open in 2024.

LEGOLAND® Shanghai will be one of the largest LEGOLAND® Resorts in the world and will incorporate a 250-room fully themed hotel on opening. World-leading creative, design and construction teams will work together to create an immersive theme park, drawing inspiration from famous scenic spots in Shanghai, Jinshan District and the town of Fengjing. It will be located in the Jinshan District in south west Shanghai with a two-hour catchment of 55 million people. The region comprising Shanghai, Jiangsu, Zhejiang and Anhui has an estimated population of 220 million.

China is a focus of significant development and investment by Merlin. Since the start of 2018, the Company has opened five new Midway attractions, including the world’s first Peppa Pig World of Play (Shanghai) and Little BIG City (Beijing). The LEGO® Brand has also been established as the leading toy brand in China and has seen annual double-digit growth for more than a decade. With millions of LEGO Fans now in China, the basis is certainly established for LEGOLAND® Shanghai.

The building of the LEGOLAND® Shanghai Resort is part of the Jinshan District’s ‘five-year plan’ for the area, which seeks to establish a new area of cultural and tourism development in this region of the Yangtze River Delta. It is envisaged that the construction of the resort will be accompanied by the establishment of other businesses in the vicinity including hotel accommodation, retail, sports facilities, offices and high-end housing.

Nick Varney, Chief Executive of Merlin Entertainments, said:

“China represents a great opportunity for strong global brands and I am delighted to work with our partners to bring one of the world’s largest LEGOLAND® Resort to Shanghai, which builds on the other attractions we have developed in this exciting part of the country.”

The Shanghai LEGOLAND® Resort will be a must-visit destination for playful learning experiences for the millions of people who live in the vicinity and beyond. The Merlin team looks forward to working with our partners to develop the creative concept design for the resort and making it a reality, marking a significant milestone for Merlin’s presence in the Chinese market.”

Merlin currently operates 13 Midway attractions in China including LEGOLAND® Discovery Centers, Madame Tussauds, SEA LIFE Centers, Dungeons, Peppa Pig World of Play and Little BIG City.

Dependent on opening schedules, LEGOLAND® Shanghai will be opened after LEGOLAND® New York (scheduled to open 2021) and LEGOLAND® Korea (scheduled to open 2022).

Jorgen Vig Knudstorp, Executive Chairman, LEGO Brand Group, an entity within KIRKBI, commented:

“The LEGO® brand has increased its presence, revenue and contribution in China during the past decade to create a positive impact on the development of the Chinese society with learning through play experiences. We are excited about the opportunity to bring LEGOLAND® to Shanghai Jinshan. It will give Chinese families even more opportunities to experience the benefits of LEGO® play and have fun together. We have been pleased with the positive response the LEGO® brand has received in China. KIRKBI, the LEGO® Group and LEGO® Education look forward to continuing to invest to bring even more exciting experiences to families in Shanghai and the Yangtze River Delta.”

Hu Weiguang, Secretary of Shanghai Jinshan District Party committee – the Jinshan District representative, said:

“Jinshan District is striving to build a bridgehead for the integrated development of the Yangtze River Delta, and the Fengjing area of Jinshan, where LEGOLAND® Shanghai Resort project is located, is in the geographical center of the Yangtze River Delta. Facing the “14th five-year plan” period, Jinshan District will give full support to the strong halo effect which will be created by the building and opening of the LEGOLAND® Shanghai Resort. The project will become a new cultural and tourism landmark promoting the Yangtze River Delta and the surrounding areas. It will also help advance the pace of industrial upgrading, urban renewal and rural revitalization, and accelerate the construction of Shanghai’s southwest urban sub-center, thus contributing to the high-quality development of Yangtze River Delta integration.”

Mr. Ruigang Li, Chairman and CEO of CMC Inc., said:

“LEGO and LEGOLAND have an enormous fan base around the world. The town of Fengjing in Jinshan District is an excellent option of an advantageous location at the center of Yangtze River Delta with remarkable economic growth momentum and purchasing power. As one of the partners in LEGOLAND® Shanghai, CMC Inc., having extensive resources, profound consumer insights, and local operation experience in media and entertainment, will work closely together with Jinshan District, KIRKBI, and Merlin Entertainment on the development and operation of LEGOLAND® Shanghai, to create a destination and experience of fun and inspiration for kids and family from Shanghai and China.”

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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 now operates 130 attractions, 20 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

See www.merlinentertainments.biz for more information and follow on Twitter @MerlinEntsNews

About LEGOLAND Parks

Merlin currently operates eight LEGOLAND parks in seven countries, including the most recent new openings in Dubai (2016) and Japan (2017), and plans to open LEGOLAND New York in 2021 and LEGOLAND Korea in 2022. The LEGOLAND Park Operating Group constitutes 38% of Merlin revenues and welcomes over 15 million guests (2018). The roll out of new LEGOLAND Parks is one of the key growth drivers of Merlin Entertainments.

Merlin also operates LEGOLAND Discovery Centres, a smaller, indoor LEGOLAND experience which brings to life 'learning through play'.

About Jinshan District, Shanghai

Jinshan District is situated in the southwest region of Shanghai and north of Hangzhou Bay. Steeped in history and at the economic centre of the Yangtze Delta region, Jinshan's tourism sector is in growth supported by infrastructural development as well as great natural beauty.

Find out more at <http://en.jsq.sh.gov.cn/>

About KIRKBI A/S

KIRKBI is the holding and investment company of the Kirk Kristiansen family, which owns 75% of the LEGO Group. As a long-term strategic shareholder in Merlin Entertainments Ltd, KIRKBI's interest remains in ensuring a sustainable future for the LEGO® brand and its branded activities such that it delivers superior learning through play experiences worldwide. For more information please go to KIRKBI.com

About CMC Inc.

CMC Inc. is a media and entertainment conglomerate based in Mainland China and Hongkong. Renowned for its prominent strengths in multi-genre premium content creation and related businesses, the comprehensive scope of CMC Inc. include film, drama series, variety show, game, fashion & lifestyle, news and financial media, short video, sports, documentary and factual entertainment, concert, music festival, musical, immersive play and show, art festival, artist and sports agency, cinema, theatre, theme park, urban recreational destination, media and entertainment complex.

Merlin attractions in China

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