



Parques Reunidos Servicios Centrales, S.A. (“**Parques Reunidos**” or the “**Company**”), pursuant to article 228 of the consolidated text of the Securities Market Act, approved by Royal Legislative Decree 4/2015, of 23 October, hereby informs of the following:

MATERIAL FACT

Today, the Company has reached an important agreement to develop the first Nickelodeon-themed indoor entertainment centre in Portugal, in the *Dolce Vita Tejo* shopping centre in Lisbon.

The agreement has been entered with *Dolce Vita Tejo – Investimento Imobiliário, S.A.*, owner of *Dolce Vita Tejo* shopping centre and with Viacom International Media Networks (VIMN), a division of Viacom Inc. one of the world’s leading media content creators comprising several of the best-known multimedia entertainment brands, including, among others, Nickelodeon.

This agreement represents another important milestone of Parques Reunidos growth strategy in the development of Mall Entertainment Centers (MECs) as stated in the informative Prospectus approved by the Spanish National Securities Market Commission on 20 April 2016.

A press release is attached.

In Madrid, on 28 July 2016

Parques Reunidos Servicios Centrales, S.A.

Parques Reunidos, Viacom International Media Networks and Eurofund Capital Partners team up to create the first Nickelodeon-themed family entertainment center in Portugal

- **The Dolce Vita Tejo shopping center in Lisbon will host this family dedicated area scheduled to open in 2017's last quarter.**
- **This is Parques Reunidos's first entry into Portugal.**

Madrid, 28 July 2016 – **Parques Reunidos**, one of the leading leisure park operators in the world, **Viacom International Media Networks (VIMN)**, a division of Viacom Inc. (NASDAQ: VIA, VIAB), and **Eurofund Capital Partners** have reached an agreement to develop the first Nickelodeon-themed indoor family entertainment centre in Portugal to open late 2017.

This project represents a fundamental step of Parques Reunidos and VIMN in the plan to develop family entertainment centers in Europe. Dolce Vita Tejo, located in Lisbon, it is one of the largest shopping centers in Portugal. For Parques Reunidos, this agreement represents the first step of the group in Portugal, expanding the company's presence internationally.

The new family entertainment centre will provide 50,000 square feet of pure entertainment. It will be highly interactive with a large variety of adventure zones, dedicated space for the younger members of the family, numerous attractions and Nickelodeon-themed rooms perfect for birthday parties and family get-togethers. Kids and families will be delighted by the colorful décor and experiences like character meet-and-greets featuring some of Nickelodeon's most beloved characters, such as SpongeBob SquarePants, Dora the Explorer, Teenage Mutant Ninja Turtles, PAW Patrol and The Fairly Odd Parents. There will be also a dedicated food and beverage area and a Nickelodeon retail space.

Fernando Eiroa CEO of Parques Reunidos, said: "This agreement marks a new milestone in the growth strategy of Parques Reunidos, it also involves our first incursion in Portugal. This is a milestone that allows us to increase our firm's portfolio's geographical diversification, as we enter in a new country. Our company is constantly seeking growth opportunities and one of the most attractive is the development and management of leisure centres in shopping centres. These spaces have become a favourite entertainment option for families. Our goal is to continue offering unforgettable fun moments and we are convinced that the opening of this



new leisure centre in partnership with Dolce Vita Tejo and Nickelodeon will be a success.”

“Our goal at Nickelodeon is to be everywhere kids are and we’re excited to diversify our portfolio to bring the Nickelodeon brand and characters to life through these new Family Entertainment Centers”, said Gerald Raines, Senior Vice President, Global Recreation for Viacom International Media Networks.

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world’s most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, Channel 5 in the UK, VH1, VIVA, COLORS, Spike, Game One and Tr3s: MTV, Música y Más. Viacom brands reach more than 3.4 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom

About Nickelodeon

Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company’s portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon’s brands reach 1.1 billion cumulative subscribers in more than 160 countries and territories, via more than 80+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world’s leading creators of programming and content across all media platforms.

About Parques Reunidos

Parques Reunidos is one of the leading, leisure park operators in the world. The Group portfolio is made up of 57 operations (attraction parks, animal parks, water parks, entertainment centres and other attractions). The Group has continued its expansion in recent years and is currently present in 14 countries in the Americas, Europe and Asia, and receives a total of approximately 20 million visitors* per year. For more information about Parques Reunidos please visit www.parquesreunidos.com

*Information as of financial year ended 30 September 2015

Contacts:

Parques Reunidos

Eurocofin (Consultora de comunicación del Grupo Parques Reunidos)

Lola Fernández



Tel. (+34) 91 308 36 57

lfernandez@eurocofin.com

Parques Reunidos Departamento de Comunicación Externa:

Jennifer López

Tel.: (+34) 91 526 97 00

parquesreunidos.comu@grpr.com

Viacom International Media Networks

Kate Laverge

+ 1 212 654 4335

Kate.laverge@viacom.com