



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 agreement to develop a Nickelodeon-themed indoor entertainment centre in a shopping centre in the United Kingdom.

The agreement has been entered with intu, the UK’s leading owner, manager and developer of prime regional shopping centres and with Viacom International Media Networks (VIMN), a division of Viacom Inc. one of the world’s leading creators of programming and content across all media platforms, comprising several of the best-known multimedia entertainment brands, including Nickelodeon.

This agreement represents an important step towards the 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 11 May 2016

Parques Reunidos Servicios Centrales, S.A.



## **Parques Reunidos, Viacom International Media Networks and intu will create a Nickelodeon Branded Family Entertainment Centre within a UK shopping centre**

### **Nickelodeon Branded Family Entertainment Centre to Open in 2018**

**Madrid, 11 May 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 intu, the UK's leading owner, manager and developer of prime regional shopping centres, have reached an agreement to develop a Nickelodeon-themed indoor family entertainment centre in a retail destination in the United Kingdom.

This announcement represents the latest development from Parques Reunidos and VIMN to develop family entertainment centres throughout Europe. intu Lakeside, which is on the outskirts of London, and is one of the busiest and most successful centres in the UK, will be home to this new Nickelodeon branded family entertainment centre.

The new family entertainment centre will provide 50,000 square feet of pure entertainment and is expected to open in 2018. 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 colourful 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 OddParents*. Building on intu Lakeside's highly successful catering offer, it will have a dedicated food and beverage area and Nickelodeon retail space.

**Fernando Eiroa, CEO of Parques Reunidos**, commented *"we are very pleased to continue applying our knowledge in the development and management of leisure parks to create these new family experiences in shopping centres and, particularly, of doing so in collaboration with Nickelodeon and intu. Shopping centres have evolved into spaces where families spend time together and Parques Reunidos shares intu's vision of transforming the experiences lived in these centres to make them into wonderful memories. Therefore, we are delighted to continue working with Nickelodeon, whose characters will provide the perfect magical environment."*

*"Family Entertainment Centres are an important element of Nickelodeon's recreation strategy - and Parques Reunidos is a longstanding partner across our recreation offerings,"* said **Gerald Raines, Senior Vice President, Global Recreation for Viacom International Media Networks**. *"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 Centres."*



*“It is our goal to create innovative and compelling experiences for all our visitors and by working with Parques Reunidos and Nickelodeon we will be able to offer a new and exciting experience at one of the busiest and most successful centres in the UK. This partnership is the next phase of our masterplan for intu Lakeside, which already has an annual footfall of 23 million, and will see us take our first step in creating a new and compelling leisure experience that lasts from early morning through to late evening,” said **Martin Breeden, Development Director at intu.** “We’re curating a new and compelling experience bearing all the hallmarks of the intu brand for our loyal catchment that will increase dwell time and visit frequency. The Nickelodeon Family Entertainment Centre, which will be elegantly integrated into the existing centre, will anchor the new leisure development. “*

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#### **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](http://www.twitter.com/VIMN_PR). For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com), [blog.viacom.com](http://blog.viacom.com) and the Viacom Twitter feed at [www.twitter.com/Viacom](http://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 55 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 12 countries in the Americas and Europe, and receives a total of approximately 20 million visitors\* per year. For more information about Parques Reunidos please visit [www.parquesreunidos.com](http://www.parquesreunidos.com)

\*Information as of financial year ended 30 September 2015

#### **About intu**

intu is the UK’s leading owner, manager and developer of prime regional shopping centres with a growing presence in Spain. We are passionate about creating uniquely compelling experiences, in centre and online, that attract customers, delivering enhanced footfall, dwell time and loyalty. This helps our retailers flourish, driving occupancy and income growth.

A FTSE 100 company, we own many of the UK’s largest and most popular retail destinations, including nine of the top 20, with super regional centres such as intu Trafford Centre and intu Lakeside and vibrant city centre locations from Newcastle to Watford.

We are focused on four strategic objectives: optimising the performance of our assets to deliver attractive long term total property returns, progressing our UK development pipeline to add value to our portfolio, leveraging the strength of our brand and seizing the opportunity in Spain to create a business of scale.

We are committed to our local communities, our centres support over 120,000 jobs representing about 4% of the total UK retail workforce, and to operating with environmental responsibility.

Our success creates value for our retailers, investors and the communities we serve.



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