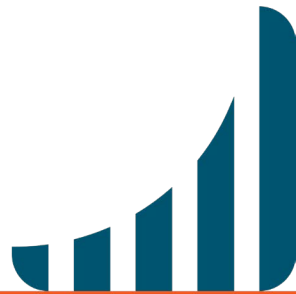


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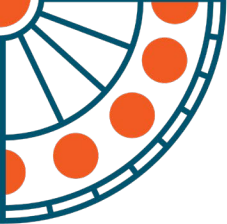
MEMBER TALK WITH MARCEL HENDRIKS GM, DOHA OASIS QUEST

Being the first indoor theme park in Qatar, Quest is a themed and story-based concept that caters to an audience of all ages, comprised of over 30 rides & attractions, featuring a mix of adrenaline-heavy thrill rides, media-controlled simulators, virtual reality experiences, and family-friendly attractions, all offering an experience unlike any other in Doha - Quest has become a go-to hub for families and finds itself regularly listed on popular sites as a MUST VISIT place in Qatar.

We are delighted to get in conversation again with Marcel Hendriks, General Manager, Doha Oasis Quest to check on how the year has been, the achievements, milestones and additions, future trends, and how they getting ready for the World Cup business.

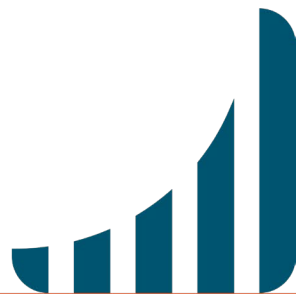
Congratulations on your first Anniversary. How has the year been? How has the local and tourist reaction been to the many iconic thrill rides at the Quest?





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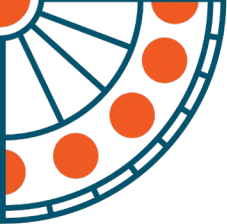
Thank you, looking back at our first year, it has been a series of exciting adventures and successes, starting from the opening to this very day. Even with Covid restrictions still in place, we managed to create a world-class experience for the residents and tourists of Qatar, with Quest being the first indoor theme park to open in Doha. Many of our customers are regulars and consider Quest their main go-to entertainment spot.

What has winning the MENALAC Award 2022 for the Best New Leisure / Entertainment Concept meant to you? Could you throw some light on this achievement and your other achievements and milestones in the year?



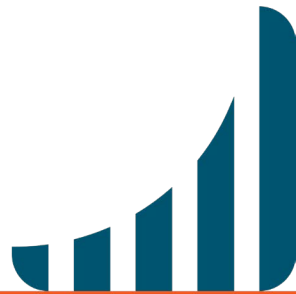
Winning the award was a big yet unexpected achievement for Quest, since we were competing against other major regional players in the New Leisure / Entertainment Concepts category. We are very proud of the recognition that this award has granted us, giving us further acknowledgment that we are on the right track.

We are also very proud of the exposure we are getting from both the local and regional media and authorities, where Quest has been featured on the Visit Qatar website and on social media posts by various influencers as one of the Must Visit entertainment locations in Qatar.



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There's Always More..... an apt tagline. Can you share how Doha Quest continually retains the novelty excitement among visitors despite already having some really cool rides including the EpiQ Coaster - the World's tallest indoor roller coaster, and Magma Blast - the World's tallest indoor drop tower? We are excited to know the WHY about your new rides.



To deliver on our promise “There is always more”, we took a look at our customers wish list for new additions and then looked at our available spaces and accordingly we were able to add some of the suggested attractions such as **Bumper Cars** for adults, **Laser Tag**, and **Toddler Rides**. We are still adding more fun and thrill to our portfolio of rides and attractions, namely **Gravity Wheel** and **Robomania** which have

recently started operation, **Aeroflip** which will be launched very soon and finally our own **iFLY** attraction, which is in the process of installation.

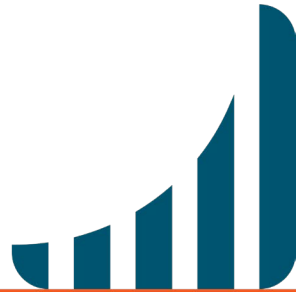
Special Events can be a critical element of a theme park's financial success, besides giving a different look to the facility, elevating fun and most importantly bringing in visitors. Do Events constitute an important component of DOHA OASIS QUEST's success? Do you plan for a full calendar of your own events, besides opening the park for hosting external events?





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We strongly believe in the power and impact of special events from both a branding/positioning perspective and from a footfall generating one, ensuring that they complement each other. Since opening, we have hosted a number of events such as Winter Wonderland, Ramadan Garangao, Eid Celebration events, First Year anniversary and Planet Hollywood's 90s-themed one-year celebration. Our events are carefully and strategically planned in line with seasonality, local cultural holidays and school holidays. We are currently planning for an exciting and engaging program for the World Cup that is scheduled to take place in November and December.

Dynamic Pricing, Touchless Technology, Augmented reality, Virtual Reality, IoT (Internet of things) Gastrogaming and Sustainability are trends to look forward to in Theme Parks. How has Doha Oasis Quest incorporated some of these trends? Are there any other trends that you are looking to adopt?

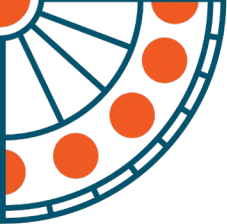


Quest is renowned for introducing proper full-fledged Virtual Reality, Motion Simulator and Media enhanced rides and attractions to the local entertainment scene in Doha. Additionally, we are always looking to ride the wave of new trends and see how these could be implemented in our day-to-day operations, or for Marketing tactics and gimmicks, or simply for a better guest experience starting from ease of pay to the guest journeys and experiences. In terms of sustainability, Quest continuously strives to use environmentally

friendly material where it can for its serve ware and bags. Some Marketing structures are often recycled for other internal uses instead of being disposed of. It is also worth mentioning that Quest has its own internal Green Team that works on Green initiatives taking place within Quest helping it achieve its Sustainability goal.

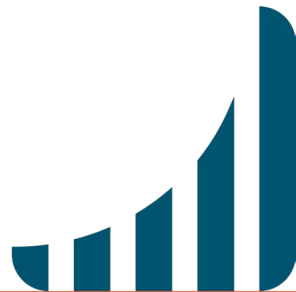
Come December and all eyes will be on Qatar. All businesses including attraction businesses will stand to benefit. How is Doha Oasis Quest gearing up for this world cup business? Could this be a playbook for attractions to benefit from major international city events?

Yes all eyes will be on Qatar and we anticipate that it will be a busy time for Quest and Qatar as a whole. We are currently rolling up our sleeves and gearing up, working on a variety of aspects ranging from accommodating high footfall numbers to inventories, increased manning, advertising and media plans, themed football marketing activities, clear signage and more.



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We are also working proudly and closely with Qatar Tourism Authority and Discover Qatar on promoting Doha as a destination to different international markets, through influencer marketing, commercial photoshoots by local and international TV stations, FAM trips, Travel and Tour operators and cruise liner visits for the purpose of including Quest in their packages, and these are just a few of the efforts exerted to promote Quest during this intense period that will be jam-packed with events and activated fan zones. This will surely be a learning experience for us, and we will amend and adjust our strategy accordingly for future events that Qatar plans to hold. But for now, we at Quest are very excited at what the next three months will hold for us, exciting times ahead!



Marcel Hendriks
GM, Doha Oasis Quest

What are the plans for the quiet after the FIFA world cup blitzkrieg, at Doha Oasis Quest?

Our planning for the post-World Cup period is already in the making as we are working on next years budgets and plans, Qatar is planning to host more events and initiatives in 2023 where it aims to be the Sports and Sustainability hub of the Middle East. We are hoping that the World Cup event will put Qatar on the map of tourism and give us a bigger market to dive into.

Thank you so much for your time and we wish you great success in the exciting months ahead.