



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 two important agreements, one to develop an aquarium and another to develop a Nickelodeon-themed indoor entertainment centre, both in the Xanadú shopping centre in Madrid (Spain).

For the aquarium, the agreement has been entered with Madrid Xanadú 2003, S.L., owner of the Xanadú shopping centre who will profit from the proven experience of the Company in the management and operation of aquaria and marine parks.

For the Nickelodeon-themed indoor entertainment centre, the agreement has been also entered with Madrid Xanadú 2003, S.L., 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.

These agreements represent 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 and Ivanhoe Cambridge will introduce the first Aquarium at Xanadu' shopping centre

In a second partnership, Parques Reunidos with Viacom International Media Networks to develop a Nickelodeon Branded Family Entertainment Centre in Madrid Xanadu

- **This will be the first Aquarium in Madrid and the first in a shopping centre in Spain that will start operations in 2017.**
- **This will be the first Nickelodeon Family Entertainment Centre in Madrid that will start operations beginning 2018.**
- **With this agreement, Parques Reunidos covers Mall Entertainment Centers openings objective included in the 2017-2018 Business plan.**

Madrid, 28 July 2016 – **Parques Reunidos**, one of the leading leisure park operators in the world and **Ivanhoe Cambridge**, owner of Madrid Xanadú shopping centre, have reached an agreement to build an Aquarium in Madrid Xanadú. Both parties have also reached an agreement with **Viacom International Media Networks (VIMN)**, a division of Viacom Inc. (NASDAQ: VIA, VIAB), to develop a Nickelodeon-themed indoor family entertainment centre in Madrid Xanadú.

This announcement represents the latest development from Parques Reunidos to develop family entertainment centres throughout Europe. Madrid Xanadú, which is on the outskirts of Madrid, is one of the busiest and most successful centres in Spain.

The new Aquarium, which will open its doors in late 2017, will be the first of its kind in Madrid and the first in Spain located in a shopping centre. This new attraction will have an exhibition tank with sea turtles, a penguin exhibit with artificial snow and a 315,000 gallon aquarium featuring sharks. In addition visitors will see various species of tropical fish, poisonous fish and jellyfish.

A visit to the 50,000 square feet Aquarium begins through the lower level and continues until they reach the Amazon of freshwater. There they continue along many ecosystems including beaches, mangrove, shallow marine waters and the deep sea

It will also include, at the upper level, an educational classroom, several “touch and explore” areas with rays and invertebrates aquariums and an interactive area with underwater cameras, plus diving experiences in the main tank and an educational tour of the technical areas from the center tank.

The Aquarium will have a 2,700 square feet restaurant with a large terrace, decorated with different murals featuring different sea-species that will be open also for the shopping centre visitors.

The new Nickelodeon family entertainment center 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: “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 Ivanhoé Cambridge. The entertainment area and the aquarium will transform the visit of those families visiting Madrid Xanadú into great experiences. Shopping centres have evolved into spaces where families spend time together and Parques Reunidos shares Xanadu’s vision of transforming the experiences lived in these centres to make them into wonderful memories. With this agreement, Parques Reunidos covers the Mall Entertainment Centers openings objective included in the 2017-2018 Business plan”.

“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.**”

Meka Brunel, President Europe Ivanhoé Cambridge, said: “We are delighted to start this exciting project with such innovating companies and leaders in their respective sectors as Parque Reunidos and Nickelodeon.” “This is a very important moment for Madrid Xanadú: the aquarium - the first in a shopping centre – and the Nickelodeon family entertainment centre, will consolidate Madrid Xanadú as a family oriented shopping centre, leader in fashion and leisure in Spain”, according to Brunel.

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

About Ivanhoé Cambridge



Ivanhoé Cambridge, a global real estate industry leader, invests in high-quality properties and companies in select cities around the world. It does so prudently with a long-term view to optimize risk-adjusted returns. Founded in Quebec in 1953, Ivanhoé Cambridge has built a vertically integrated business across Canada. Internationally, the Company invests alongside key partners that are leaders in their respective markets. Through subsidiaries and partnerships, Ivanhoé Cambridge holds interests in close to 500 properties, consisting primarily in office, retail, residential and logistics real estate. Ivanhoé Cambridge held more than Cdn\$55 billion in assets as at December 31, 2015. The Company is a real estate subsidiary of the Caisse de dépôt et placement du Québec (cdpq.com), one of Canada's leading institutional fund managers. For further information: ivanhoecambridge.com.

About Madrid Xanadú®:

Madrid Xanadú® (www.madridxanadu.com), inaugurated in May 2003, is the Shopping and Leisure Centre of reference in Spain. Madrid Xanadú, a property of Ivanhoé Cambridge, has 178,000 square meters and more than 220 premises dedicated to shops, services, leisure and restaurants. The element that makes the Centre different is the only indoor snow slope in Spain. The Centre also has as a driving force the Hipercor and Tiendas El Corte Inglés, as well as the largest selection of national and international leading brands, among them the first Apple Store in Spain. The leisure offer, family and youth oriented, includes 15 movie theaters, a mini golf, thematic restaurants and many other singularities. Madrid Xanadú is located in Arroyomolinos, in the southwest area of Madrid, Extremadura Highway (A-5) exit 22. It can also be accessed by the Radial R-5 and the M-50 highway. It has more than 10,000 free parking spaces on the surface and 500 in the basement. Madrid Xanadú is open every day of the year*. Madrid Xanadú is a socially responsible company that complies with the highest quality standards (UNE 170001-2 for Universal Accessibility, UNE-EN ISO 14001 for Environmental Management, ISO 22320:2011 for Emergency Management and LEED Certification from the U.S. Green Building Council). In 2016, the International Council of Shopping Centres (ICSC) has awarded Madrid a Silver SOLAL Award in the B2B category and a GOLD SOLAL Award in the Footfall Activation category.

*The shopping area is closed on the 1st and 6th of January and the 25th of December.

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