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PRESS RELEASE

National Geographic Ultimate Explorer celebrates grand opening in Zhuhai's Hengqin City on September 9

National Geographic Ultimate Explorer Hengqin brings adventure-based family entertainment to the Greater Bay Area, with immersive experiences designed to inspire guests to explore and protect our planet.

Zhuhai, Guangdong, September 9, 2019 – The first National Geographic Ultimate Explorer family entertainment centre in the South China region welcomed guests today, following a grand opening ceremony that commemorated the venue's successful launch.

Speaking at the ceremony, Guangxin Gu, Deputy Director of the Administrative Committee of Hengqin New Area highlighted the importance of National Geographic Ultimate Explorer Hengqin, noting its role in the continued development of Hengqin's growing leisure and tourism industry.

"The highly-anticipated opening of National Geographic Ultimate Explorer represents yet another important step in the development of leisure tourism within Zhuhai and the Greater Bay Area. By positioning Hengqin as the epicentre of family-friendly fun, we are providing travellers with more choices than ever, while also helping to foster the continued diversification of Macau's economy."



Guangxin Gu, Deputy Director of the Administrative Committee of Hengqin New Area



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Officiating guests attended the grand opening ceremony of National Geographic Ultimate Explorer Hengqin. From the left: Steven Liu, General Manager of National Geographic Ultimate Explorer Hengqin; Coveey Li, Director of Marketing and New Media in China, National Geographic; John Tse, CEO of Novotown; Guangxin Gu, Deputy Director of the Administrative Committee of Hengqin New Area; Ziqin Zhu, Chief of Social Affairs Bureau of Hengqin New Area; Larry Leung, Managing Director of Novotown; Roger Houben, CEO of iP2 Entertainment

Five young explorers received “Adventurer Passports’ at today's ceremony, in recognition of their curiosity and courage for exploring the unknown.



Group photo of Steven Liu, General Manager of National Geographic Ultimate Explorer Hengqin with five young explorers



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National Geographic Ultimate Explorer Hengqin is the latest flagship attraction to launch in Novotown, the integrated entertainment complex established by Lai Sun Group on Zhuhai's Hengqin Island. Larry Leung, Managing Director of Novotown said at the ceremony, "Having positioned Novotown as a cultural and creative incubator - one that features an inspiring mix of cultural and entertainment attractions - we are delighted that the opening of National Geographic Ultimate Explorer will allow us to offer just that. We will continue to bring even more diversified entertainment experiences to guests at Hengqin."

Explore space, the past, nature and much more

Under a licensing agreement with National Geographic Partners and created by iP2 Entertainment, National Geographic Ultimate Explorer aims to inspire every child to become the next generation of scientists, engineers, astronauts, biologists, oceanographers, thinkers and explorers. Geared primarily towards kids aged 6-12 and their families, National Geographic Ultimate Explorer will inspire youth to go further and explore the world around them.

Spanning over 4,500 square meters, the centre offers around 15 breath-taking experiences that take families from the far reaches of space to the deepest depths of the ocean.



Space Jump: Blast off for an out-of-this-world experience! The 360-degree immersive simulation cabin fitted with VR helmets and motion seats will take you all the way to space and back.



National Geographic Ocean Endeavour: Board the National Geographic expedition boat and embark on a deep-sea exploration. You will encounter many fascinating marine creatures – while learning about the oceans and how to preserve them.



Tombs of the Ancients: Venture deep into the mysterious Mayan ruins to uncover ancient secrets. You will need to solve the mysteries left behind by the Mayans in order to escape from the tombs.



Safari Speedway: Test your speed against 12 species of wild animals. With the help of motion capture technology, you can give the world's fastest – or slowest – creatures a run for their money.

Join us now at National Geographic Ultimate Explorer Hengqin to become an Ultimate Explorer by purchasing your tickets on the center's official WeChat channel.

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About National Geographic Ultimate Explorer Hengqin

The first-ever National Geographic Ultimate Explorer centre in the South China region is located in Hengqin, Zhuhai, the centre is only 5-minute drive from Hengqin port. Address: 3/F Novotown, No. 82 Zhishui Road, Hengqin New Area, Zhuhai.

About Novotown

Novotown is a multi-phase project located in the heart of Hengqin, within a five-minute driving distance from the Hengqin Port which is adjacent to Macau. Novotown features a mix of cultural and entertainment attractions and is positioned as a cultural and creative incubator that combines state-of-the-art technology with some of the most innovative concepts for Guangdong, Hong Kong, Macau and Taiwan. Phase I of Novotown is currently 80% owned by Lai Fung Group and 20% owned by eSun Group. Cultural experiences of Phase I include Lionsgate Entertainment World™, National Geographic



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Ultimate Explorer, a multi-purpose performance hall, wedding ceremony venue, Hyatt Regency Hotel as well as concept retail and dining, etc. Phase II will be headlined by Real Madrid World, a Ducati themed motorcycle experience centre, and ILA Hengqin with Harrow International. Detailed information can be found at its official website: www.novotown.com.cn/EN/.

About iP2 Entertainment

iP2 Entertainment is a diversified international experiential entertainment and media company building Out of Home immersive experience centres based on some of the most iconic brands in the world. The Company's mission is to immerse families into the worlds of the brands and characters they know and love through innovative, memorable, and compelling experiences designed to entertain as well as educate through play and fun. Based in Amsterdam, iP2 Entertainment currently has centres operating in Mexico and China. Visit www.ip2entertainment.com for more information.

About National Geographic Partners

National Geographic Partners LLC (NGP), a joint venture between The Walt Disney Company and the National Geographic Society, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 131 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers and reaching millions of people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit natgeotv.com or nationalgeographic.com, or find us on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#).