FALCON'S BEYOND™

Investor Presentation

November 2024

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Section 1

Executive Summary

Introduction

FALCON'S BEYOND™

Falcon's Beyond is a **global entertainment powerhouse**, masterfully crafting world-class destinations and experiences.

By seamlessly fusing together, **cutting-edge design**, **technology**, and **brand development**, we deliver transformative and immersive experiences that captivate and inspire audiences worldwide.

"We connect the world by bringing stories to life through ***theme parks, resorts, animation, consumer products, gaming*** and beyond."

Cecil D. Magpuri
Chief Executive Officer

FBYD | **Nasdaq** Listed

Scan or click to view our "Spark" video!

At the Helm

Scott Demerau

Executive Chairman

- Guided Mountasia through a **successful IPO**, followed by acquisition of Malibu Grand Prix to become the largest LBE operator chain in the U.S.
- **In 2007, founded the House of Katmandu**, now known as Katmandu Park | Mallorca.
- **Entrepreneur** Magazine's list of **40 Under 40**, awarded **Inc. Magazine's** Entrepreneurs of the Year 1991.

Cecil D. Magpuri

Chief Executive Officer

- Previously served as part of the creative leadership at **Universal Parks & Resorts**.
- Founded Falcon's in 2000 and led its efforts on master planning, design and media projects totaling over **$120 billion.**
- Inventor named of **multiple patents** granted for award-winning technologies, attractions and ride systems.

Simon Philips

President

- Previously served as **President of Marvel Entertainment International**, and in executive leadership at **Walt Disney Company** and **Moonbug Entertainment.**
- Shaped strategic direction of **iconic franchises** including **Disney, Pixar, Star Wars, Marvel, CoComelon, Pokémon, Teenage Mutant Ninja Turtles** and **Yu-Gi-Oh** as well as the **Olympics**.

Jo Merrill

Chief Financial Officer

- Previously Served as CFO at **Entertainment Technology Partners.**
- Was the Vice President of Finance and Corporate Controller at **Hard Rock International** for ten years.
- Over a decade as a senior manager at **PwC**, providing specialized international audit and consulting services.

Key Investment Highlights

Year-over-year Positive Revenue Growth.[1]

Trusted by major companies and brands with **strong strategic partnerships** in place.

An **emerging growth company** at the forefront of **entertainment**, **technology** and the **experience economy**.

Inventors of **patented** technologies and **innovative** techniques.

Honored with multiple prestigious **awards**[2] for our **creative** and **consumer products** teams, leadership, **destinations** and our **patented product** experiences.

Expert leadership with proven track-record of delivering **outstanding results**.

(1) Based upon results for FCG and PDP time period Q3 2024 versus Q3 2023 (YoY).

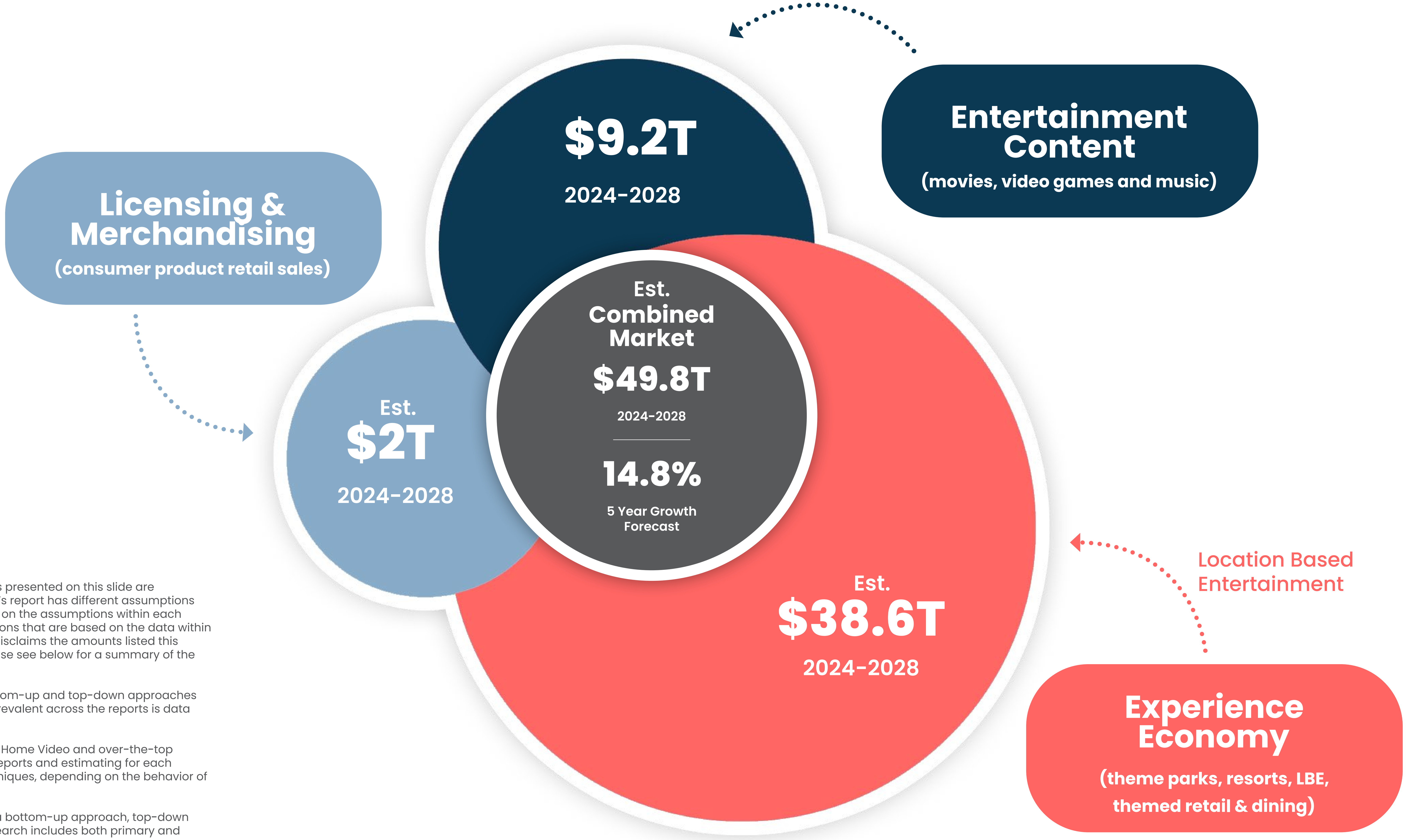
(2) IAAPA Brass Ring, Best New Product: Exhibitions, Shows/Production, Theatrical Equipment and Supplies, Displays and Sets (Becoming Jane: The Evolution of Dr. Jane Goodall, National Geographic Museum, 2021), American Alliance of Museums Overall Winner, Excellence in Exhibition (Becoming Jane: The Evolution of Dr. Jane Goodall, National Geographic Museum, 2021),Thea Award for Outstanding Achievement (Dragon's Treasure, City of Dreams Casino, Macao, 2010).

Estimated Total Addressable Market (2024-2028)

Our Sandbox

We operate at the intersection of **content, technology** and **experiences.**

We **engage, inspire** and **entertain** through our **creativity** and **innovation**, and we connect people with brands, with each other and with themselves through the combination of digital and physical experiences. Our Combined Market Opportunity encapsulates **Entertainment Content**, **Licensing & Merchandising** and the **Experience Economy.**



Different methodologies are utilized to produce each of the amounts listed on this slide. The amounts presented on this slide are aggregates of individual numbers from a different combination of sources listed herein. Each source's report has different assumptions and different sources with different assumptions may conflict. We have not performed due diligence on the assumptions within each individual report. Additionally, some of the inputs for each amount contain mathematical extrapolations that are based on the data within these reports, as such, the the amount may differ from the amount within the report. The Company disclaims the amounts listed this slide and we cannot give comfort on the individual amounts that create the aggregate number. Please see below for a summary of the methodologies for each source's report.

Movies, Music, and Videos & Video Game (Grandview): The company utilizes a combination of bottom-up and top-down approaches for segmenting and estimating quantitative aspects of the market. Additionally, a recurring theme prevalent across the reports is data triangulation that looks at the market from three different perspectives.

Traditional TV (Statista): The data encompasses B2C enterprises and are based on Traditional TV & Home Video and over-the-top services. The market size is determined through a bottom-up approach, using third-party financial reports and estimating for each country through the use of key market indicators. The company applies a variety of forecasting techniques, depending on the behavior of the relevant market.

Streaming Combined (Fortune Business): The methodology utilizes data triangulation focusing on a bottom-up approach, top-down approach, and primary research in order to provide a data estimation and present key findings. Research includes both primary and secondary research.

Theme Parks (GMInsights): Data is mined from primary research and third-party reports. The company uses a bottom-up approach to forecast and looks at growth drivers, restraints and trends, dynamics in application markets, regulatory and political updates, technology development, supply dynamics, and trade statistics.

LBE (Grandview): A three-pronged approach was followed for deducing the location-based entertainment market estimates and forecasts: information procurement, analysis, and validation. Information procurement is done on a primary and secondary research level. Different methods are utilized in the analysis stage depending on the type of information. In its market research efforts, the methods include bottom-up approach for estimating and forecasting demand size and opportunity, top-down approach for new products, and a combination for full coverage.

Section 2

Our Businesses

At Falcon's Beyond, We...

CREATE

...immersive and interactive entertainment experiences through the power of design, storytelling, content and technology...

OPTIMIZE

...brands, content, consumer experiences and monetization across multiple platforms...

IMMERSE

...people with captivating physical experiences connected by a boundless digital universe...

FALCON'S CREATIVE™ GROUP

Creates master plans, designs attractions and experiential entertainment and produces content, interactives, software...

FALCON'S BEYOND™ BRANDS

Brings brands and IP to life through animation, Licensing & Merchandising, gaming, ride and technology sales...

FALCON'S BEYOND™ DESTINATIONS

Develops a diverse range of entertainment experiences using both Falcon's owned, and strategic third-party licensed IP's, spanning LBEs, dining and retail...

FALCON'S CREATIVE™ GROUP

Falcon's Creative Group (FCG) creates master plans, designs attractions and experiential entertainment, and produces content, interactives software and beyond.

UNIQUE

A visionary company at the forefront of designing and producing compelling physical and digital experiences through creativity, innovation, storytelling and technology.

PROVEN

Over 24 years of expanding IP into Themed Entertainment having worked on over $120B worth of developments.

GROWTH

Falcon's Creative Group has a significant relationship with Qiddiya Investment Company which goes beyond QIC's strategic investment[1] in FCG. Our recent rapid growth at FCG involves an increase in demand and expanding the scope of current projects and acquiring new projects outside of QIC.

(1) QIC holds a 25% ownership of FCG

SYNERGY

Supports other Falcon's business units through design services, media production and technology development.


Media still from commercial for IMQ World's of Adventure in Dubai, U.A.E.

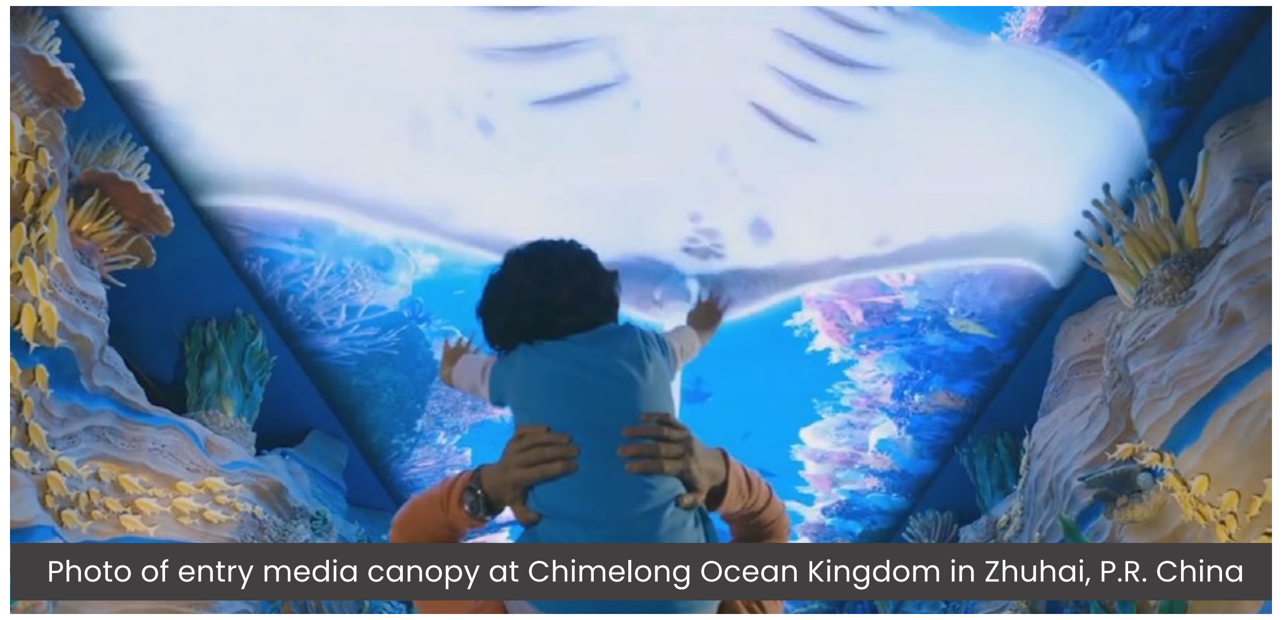


Photo of entry media canopy at Chimelong Ocean Kingdom in Zhuhai, P.R. China

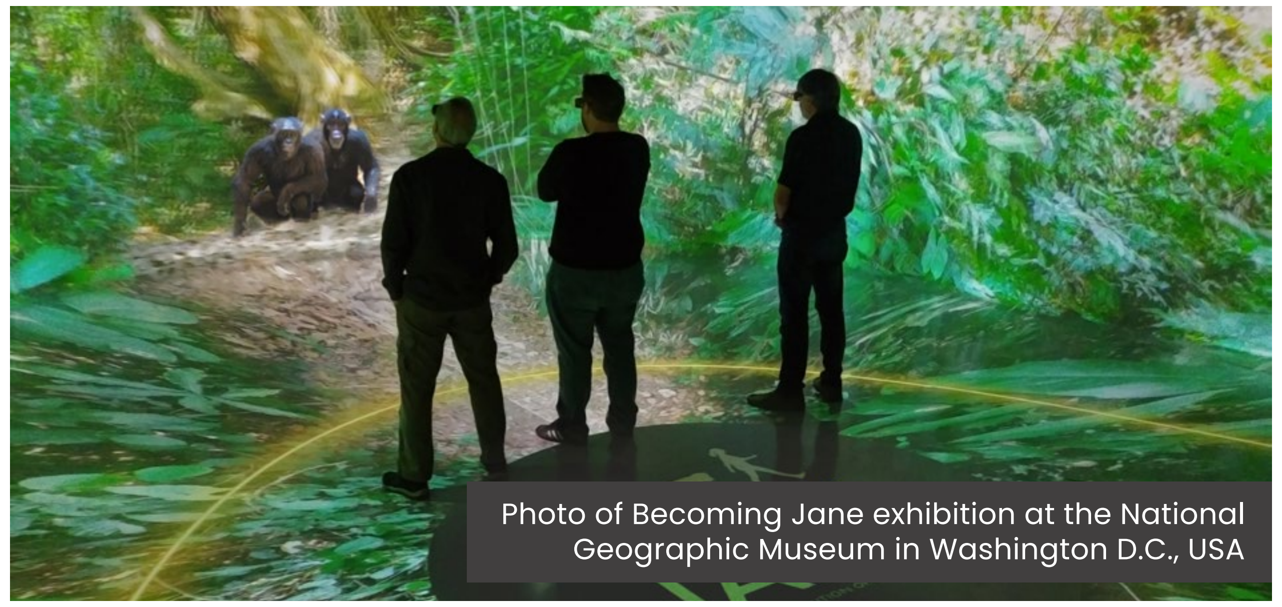


Photo of Becoming Jane exhibition at the National Geographic Museum in Washington D.C., USA

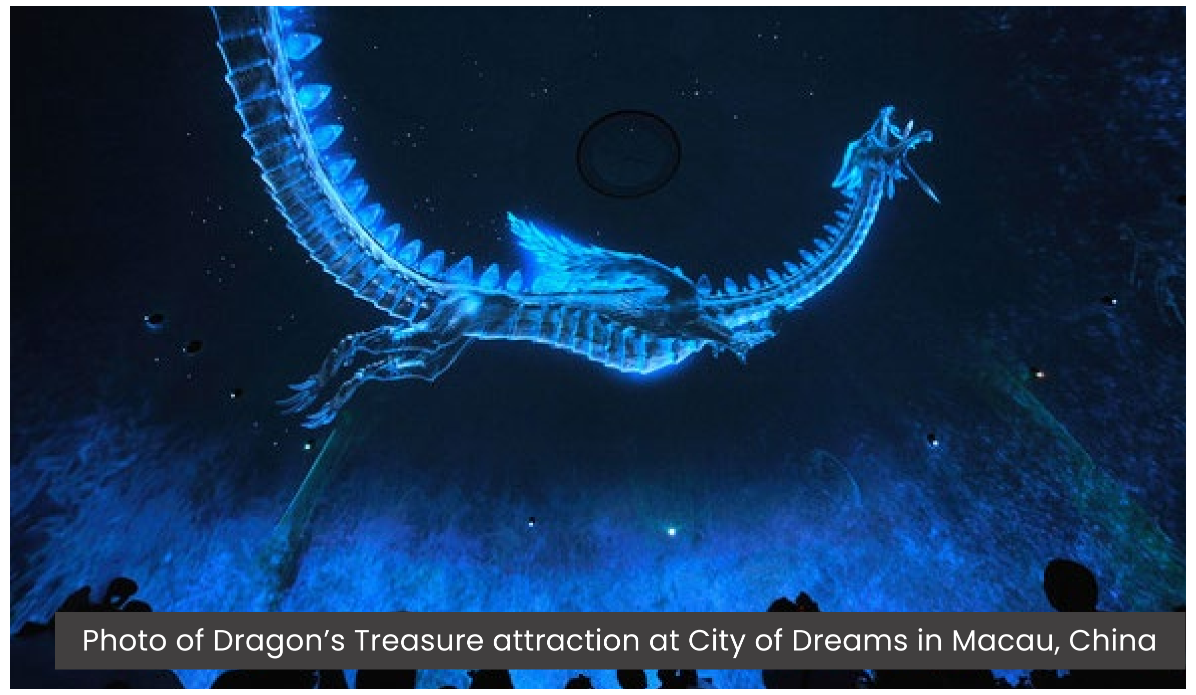


Photo of Dragon's Treasure attraction at City of Dreams in Macau, China

Promotional image for Story Bots Space Adventure

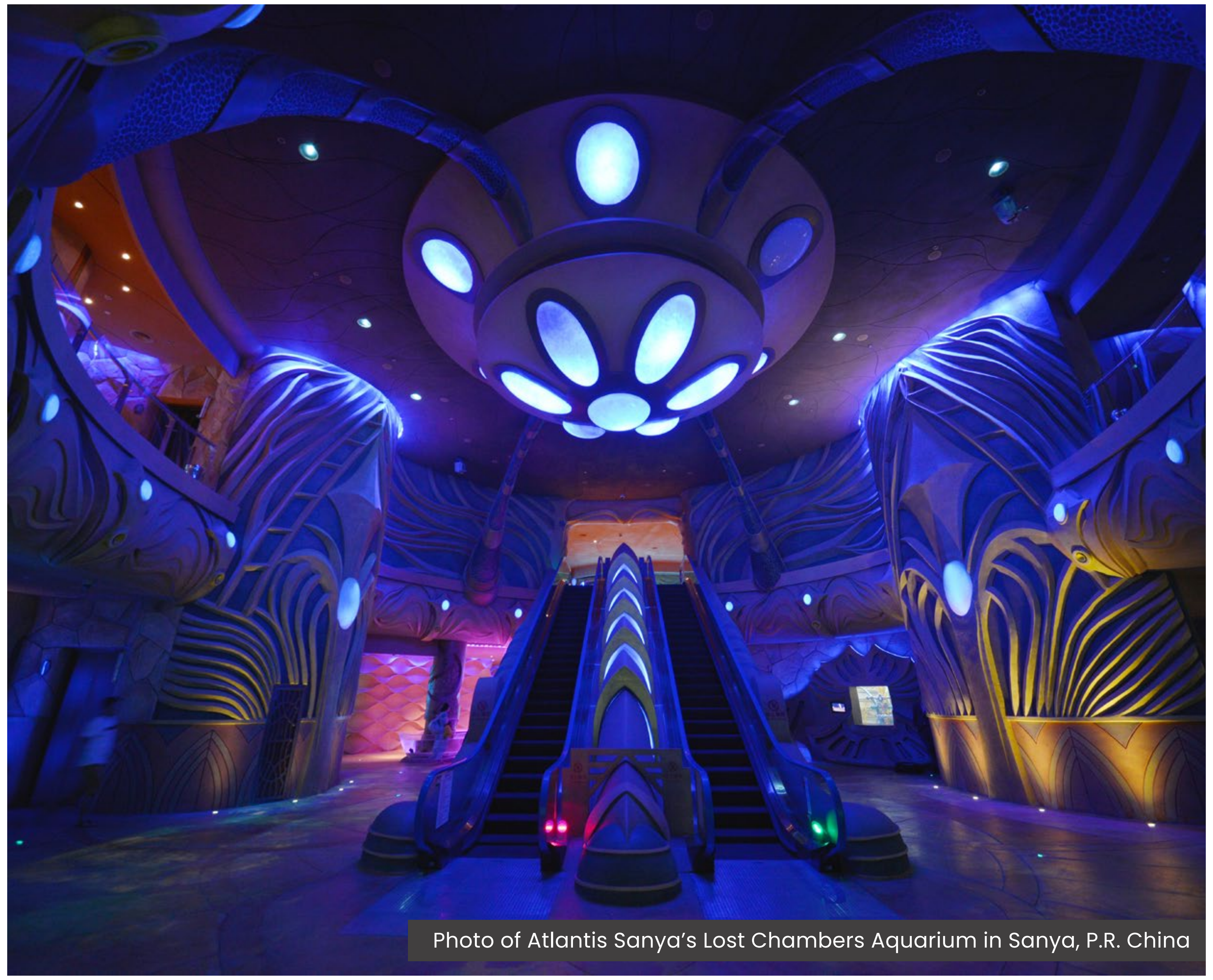


Photo of Atlantis Sanya's Lost Chambers Aquarium in Sanya, P.R. China

A Trusted Partner

We have a robust history providing creative and design services to some of the largest brands and IP holders in the world. Our vast experience, strong relationships and stellar reputation are fundamental drivers to our business.

Brands

Qiddiya, Marvel, Microsoft, NASA, The Walt Disney Company, DreamWorks, National Geographic, Wanda Group 万达集团, Mattel, Hasbro, Lionsgate, Cartoon Network, Verizon, Formula 1, LEGO, Crayola, AT&T, Dian Fossey Gorilla Fund, Hard Rock Cafe, Karate Combat, China Evergrande Group 中國恒大集團, Chase, Dippin' Dots, Chevron, 343 Industries, PBS Kids, Netflix, Hershey's, Nokia

IP

Wild Kratts, Odd Squad, Dinosaur Train, Xavier Riddle and the Secret Museum, The Amazing World of Gumball, Adventure Time, Lazy Town, Kung Fu Panda, Shrek, StoryBots, Ben 10, How to Train Your Dragon, The Powerpuff Girls, Pawn Stars, Madagascar, Enchantimals, Ultimate Spider-Man, Halo, Casper, Teenage Mutant Ninja Turtles, Thor, The Hunger Games, The Incredible Hulk, Avengers Assemble

Destinations

Walt Disney World, Disneyland Park, Qiddiya City, Royal Caribbean International, City of Dreams 新濠天地, Universal Studios Florida, Epcot, Atlantis, SeaWorld, Lotte World, Busch Gardens, Malibu Grand Prix, Sesame Place, Hard Rock Vault, Chimelong 长隆, Herschend Family Entertainment, OCT, San Diego Zoo Wildlife Alliance, Trans Studio Cibubur, Enchanted Kingdom, Fun Spot America, MSC Cruises, Space Center Houston, Katmandu Park, Mountasia Family FunCenter, Carnival, Bà Nà Hills, 恒大童世界 World Fairytale Land, IMG Worlds of Adventure, Kennedy Space Center Visitor Complex, 8th Portal, Motiongate Theme Park Dubai

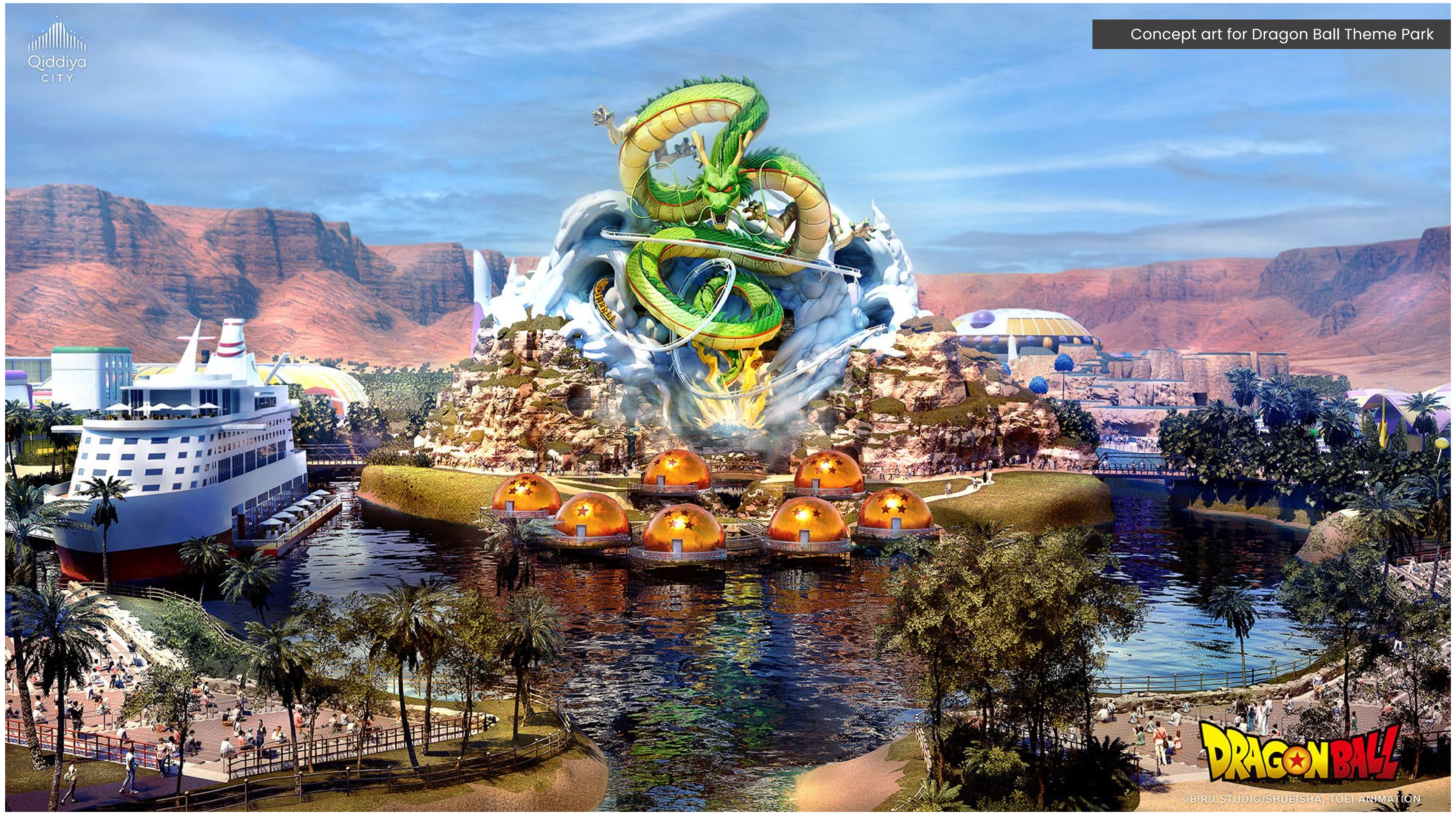
*Reflects publicly announced licenses, joint ventures and other agreements as of June 19, 2024. This list is not exhaustive, subject to change.

Qiddiya Investment Company

www.qiddiya.com

- Qiddiya Investment Company is developing one of the largest entertainment and tourism **megaprojects** in the world as part of Saudi Vision 2030 to diversify the Saudi economy.
- **Investment** in Falcon's Creative Group business unit in July 2023 allows priority access to design services on Qiddiya projects.
- Falcon's is a **key vendor partner** with significant involvement in multiple districts currently under development.
- Projects include Falcon's role as the **master planner, attraction designer and creative guardian of the first-ever Dragon Ball theme park**, the lead master planner of the 252,000 square meter (62-acre) Aquarabia Qiddiya Water Theme Park, designers for the world's first Gaming and Esports district.

All trademarks are property of their respective owners



Concept art for Dragon Ball Theme Park


Concept art for Aquarabia Qiddiya Water Theme Park


Aerial rendering of Qiddiya City

FALCON'S BEYOND™ BRANDS

Falcon's Beyond Brands is focused on bringing brands and IP to life through animation, movies, Licensing & Merchandising (L&M), gaming, ride and technology sales and beyond.

COMPREHENSIVE

FBB plays a crucial role in monetizing Falcon's intellectual property beyond their core theme park offerings, leveraging their characters and stories to create a wide array of content and consumer products.

TANGIBLE

Connects consumers with brands through highly desirable and exclusive "in real life" location-based entertainment market.

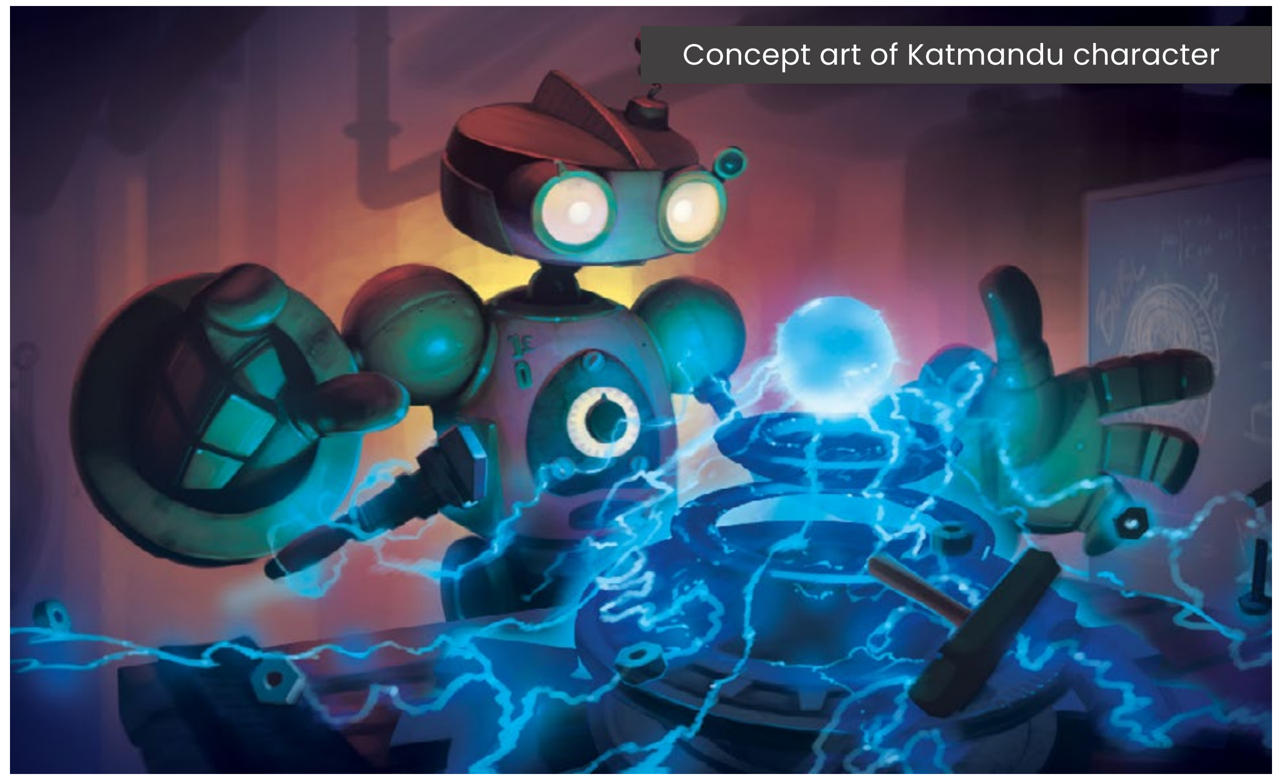
DIVERSIFIED

Sale of proprietary and patented attraction systems and technologies across multiple channels and markets

SYNERGY

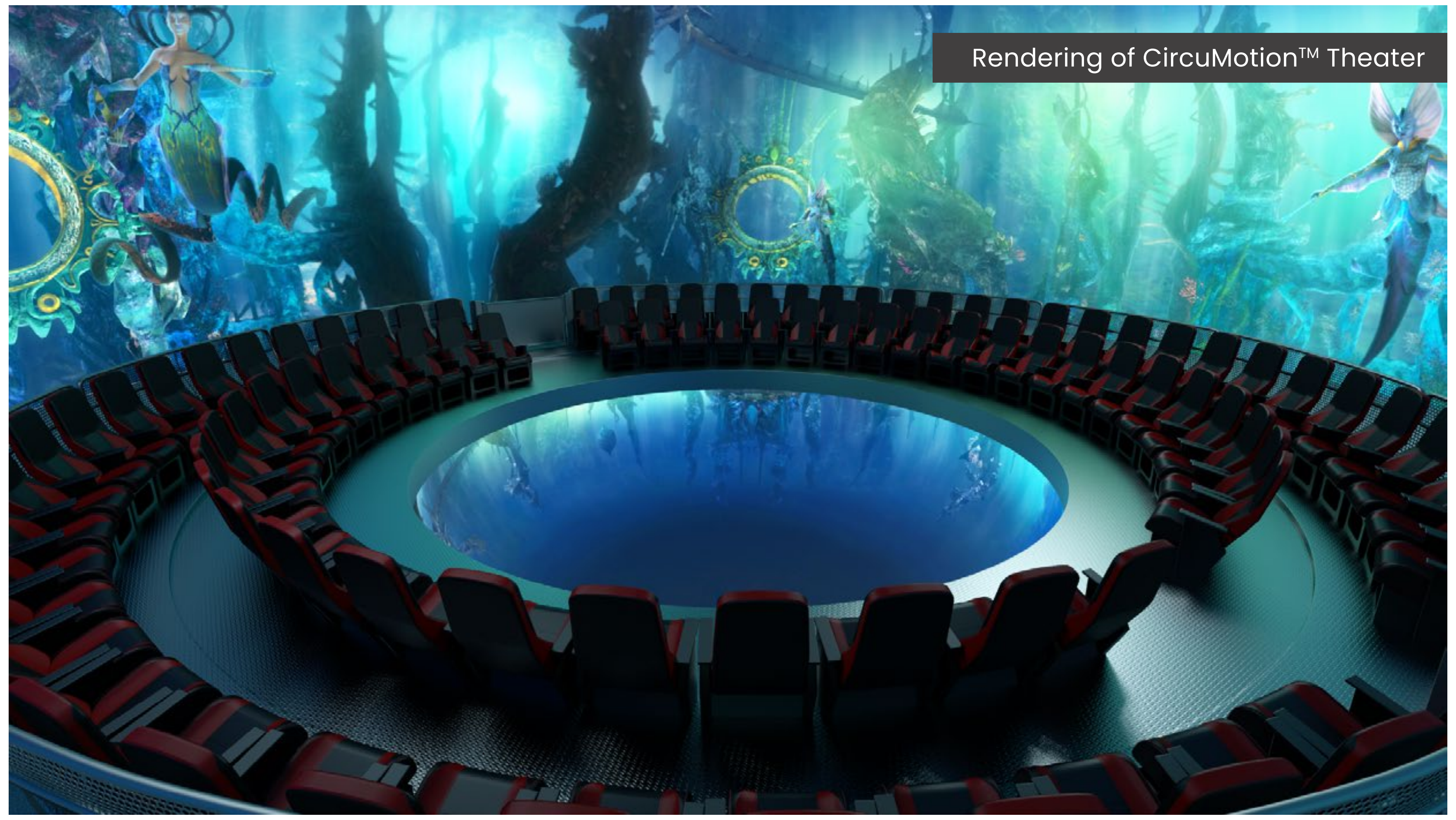
Supports Falcon's Creative Group through utilizing design and media production services. Leverages IP through strategic placement in Falcon's Destinations.


Concept art of CADIM and the Monster Wave


Concept art of Katmandu character


Concept art of RESQ characters


Photo of ON!X™ Theater


Rendering of CircuMotion™ Theater

Intellectual Properties

Original Brands

KATMANDU®

VQUARIUM™

RESQ

CADIM & THE MONSTER WAVE

CURIOSITY PLAYGROUND

Original Brand Platforms

BEYOND ME™

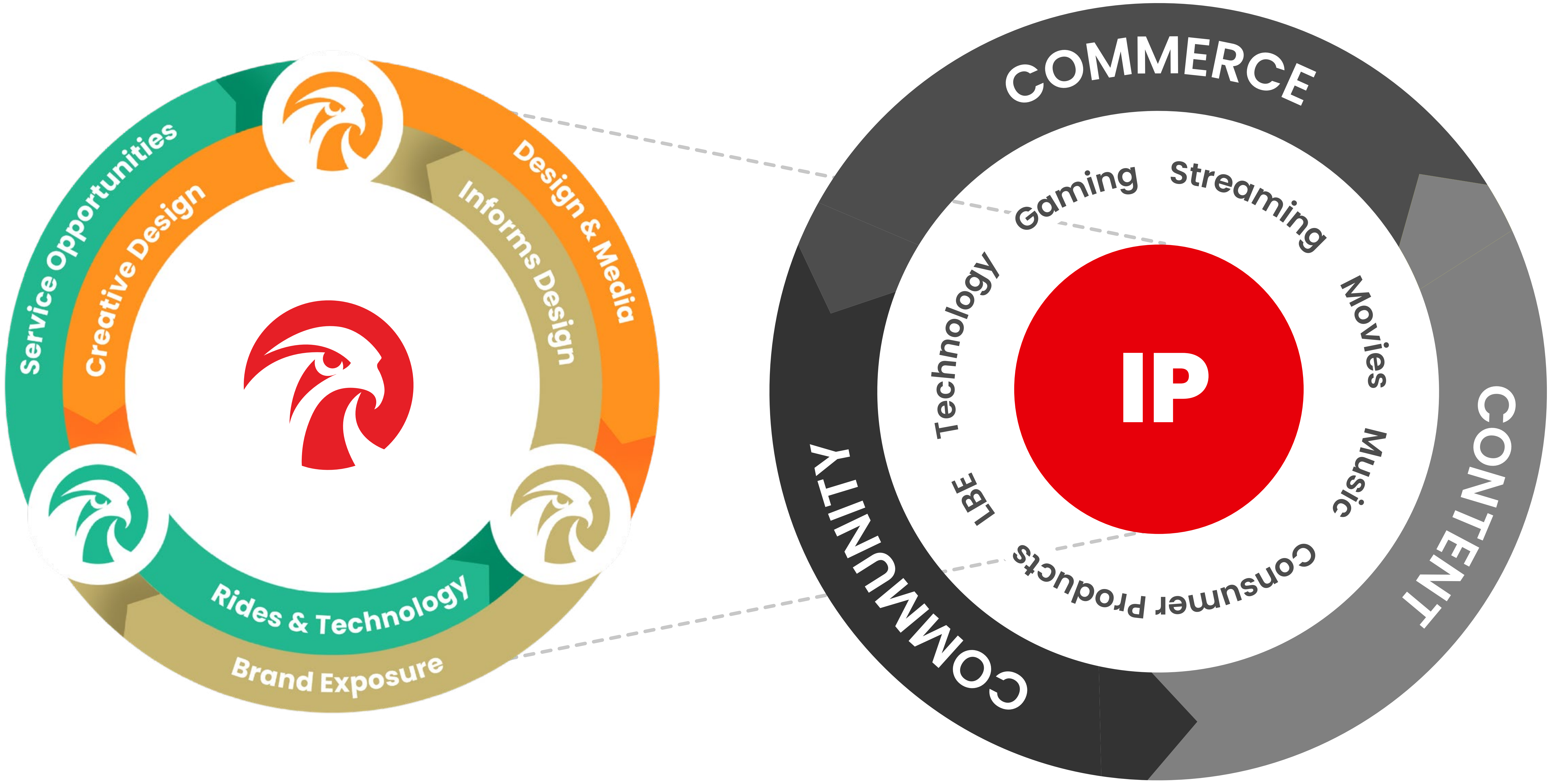
BEYOND LAND™

shop FALCON'S BEYOND™

IP Expander ™

We operate at the intersection of **content**, **technology**, and **experiences**. We aim to **engage**, **inspire** and **entertain** people through our **creativity** and **innovation**, and to connect people with brands, with each other, and with themselves through the combination of **digital** and **physical experiences**.

At the core of our business is **brand creation** and **optimization**, facilitated by our multi-disciplinary creative teams. We believe the complementary strengths of our business divisions advances **invaluable insights** and **streamlined growth**.



Collaborations

The Hershey Company

www.thehersheycompany.com

- Hershey's is a **beloved** and **trusted** confectionary brand with **global presence** and a rich 130-year history.
- In Q1 '24, Falcon's **signed a global liscencing agreement**[1] enabling Falcon's to develop multiple **Hershey-branded "LBE Experiences"**, featuring any of the company's over **90 iconic intellectual brands**[2] including Hershey's, Reese's, Jolly Rancher, and Twizzlers.

PBS Kids

www.pbskids.org

- PBS Kids is the children's network of the iconic PBS brand, focusing primarily on a **target age group from 2-8** years old. PBS Kids averages 13.6 million monthly users and 359 million monthly streams across PBS digital platforms as of February 2024[3].
- **Licensing agreement** to develop multiple domestic and international Location Based Entertainment venues featuring four key IP; **Dinosaur Train**, **Xavier Riddle and the Secret Museum**, **Wild Kratts** and **Odd Squad**.
- Falcon's plans to activate the license as **part of our Curiosity Playground LBE** development.

(1) Press Release

(2) www.thehersheycompany.com

(3) CET Kids - TV Schedule, CET (last updated February 1, 2024)

Overview

FALCON'S BEYOND™ DESTINATIONS

Falcon's Beyond Destinations develops a diverse range of entertainment experiences using both Falcon's owned, and third-party licensed IP, spanning LBE's, dining, retail and beyond.

DISRUPTIVE

Big experience, small footprint brick and mortar developments

RESOURCEFUL

Asset-efficient strategy expected to reduce CapEx and harnesses strengths and resources of our strategic partners

ACCESS

Joint ventures and strategic relationships with commercial developers and brands.

SYNERGY

Leverages design efforts, unique products and IP from other Falcon's business units.

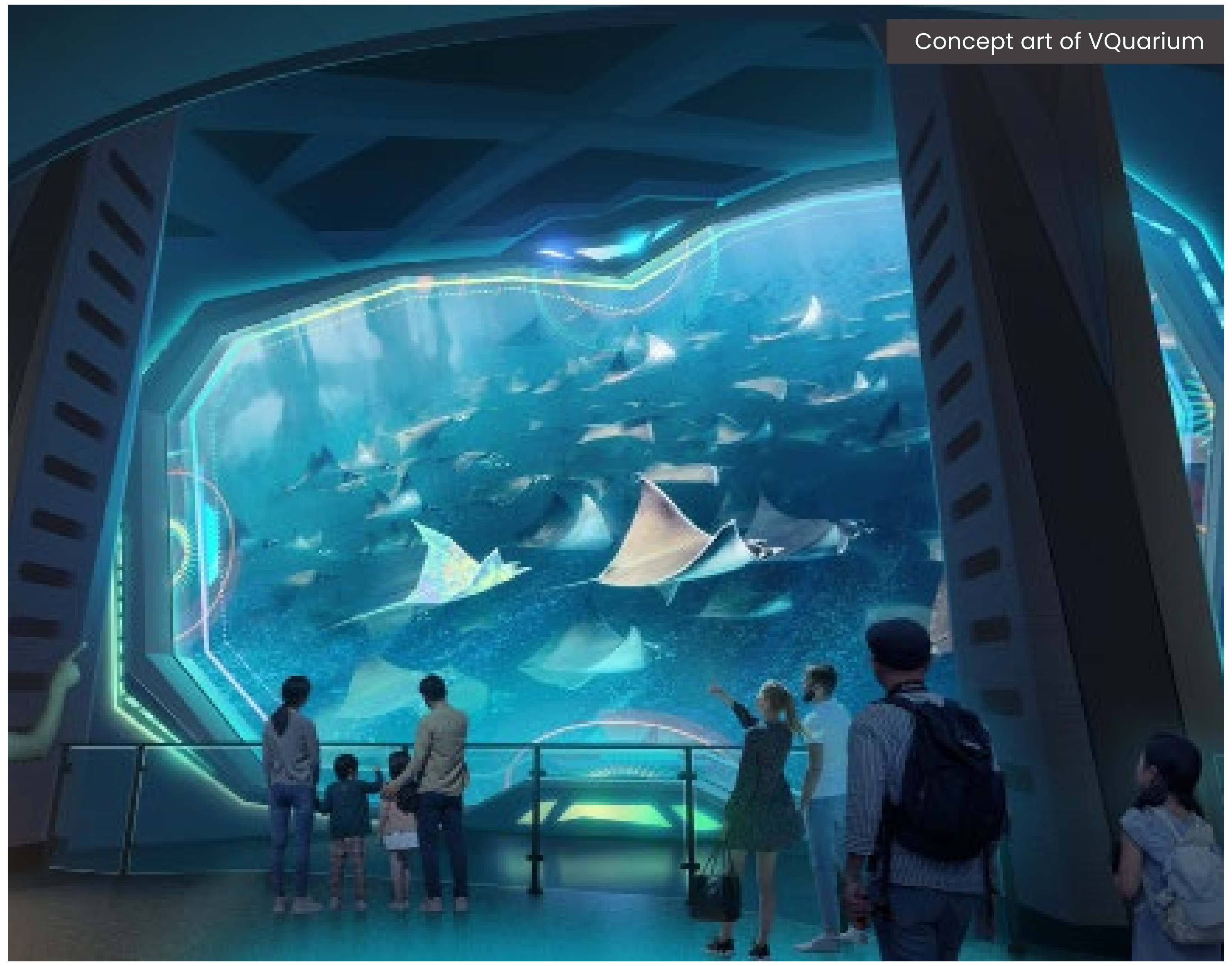
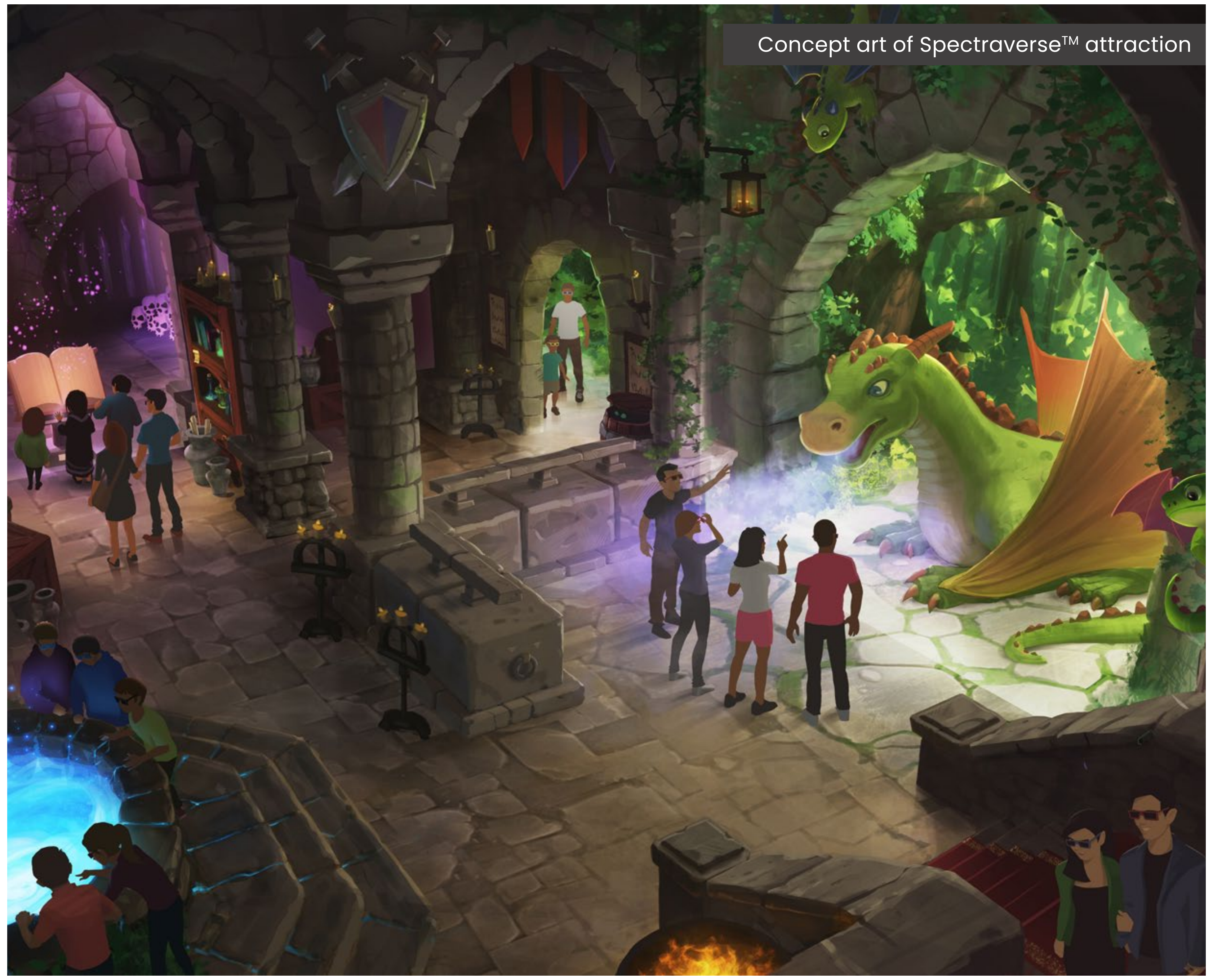

Concept art of VQuarium


Photo of guests at Katmandu Park


Photo of Sol Katmandu Park & Resort, Mallorca, Spain


Photo of guests at Katmandu Park


Photo of Sol Katmandu Park & Resort, Mallorca, Spain


Concept art of Spectraverse™ attraction

Asset-Efficient Approach

Cost Effectiveness

Expect to reduce exposure and tied up capital through working with partner developers which will enable us to allocate resources toward OPEX and/or other growth initiatives.

Flexibility

Developing modular destination models will allow us to have flexibility in terms of location and scalability.

Reduced Risk

Leasing existing space will allow us to focus on execution rather than infrastructure and civil works, which should reduce risk in schedule, cost and market fluctuations

Faster Time to Market

Expect to utilize existing space which will allow us to enter new markets or expand our operations more quickly, to take advantage of rapidly evolving opportunities.

Access to Established Infrastructure

Will seek existing commercial properties with established infrastructure such as utilities, transportation access, amenities and foot traffic, to save time and money.

U.S. Focus

To maximize the Up-C structure our initial focus is to secure U.S. locations

Destination Brands

Owned IP

falcon's central™

SOL KATMANDU PARK & RESORT MALLORCA

CURIOSITY PLAYGROUND

VQUARIUM™

GAME HUB

GOLF FANTASIA™

Licensed IP

HERSHEY'S

Reese's

JOLLY rancher

Twizzlers

HERSHEY'S Kisses

PBS KIDS

Jim Henson's DINOSAUR TRAIN

WILD KRATTS

ODD SQUAD

XAVIER RIDDLE AND THE SECRET MUSEUM

Collaborations

K11 Group

www.k11.com/en

- Raging Power, Ltd is a subsidiary of K11 Group, a **major retail mall developer** in China and Hong Kong, and part of New World Development[1] Company, a multi-billion dollar publicly traded Hong Kong-based real estate developer.
- **Joint venture** to develop themed virtual ocean adventure LBEs across China, with Falcon's retaining brand rights for use outside of China.
- First location expected to **open in 2025** at the new 11 SKIES complex adjacent to Hong Kong International Airport (HKIA).

Tanseisha

www.tanseisha.co.jp/en

- Tanseisha Co., Ltd. is a Tokyo-based designer and creator of **commercial and cultural facilities** with **deep roots** in the **Japanese market** and a strong track record of working with **globally-recognized brands**.
- **Falcon's** and **Tanseisha** signed an LOI[2] to explore collaboration on developing new **themed entertainment experiences**, to bring popular Japanese **anime** and **manga** intellectual property to life through **location-based entertainment.**
- To create the new **experiences**, Falcon's plans to activate its robust slate of **proprietary attractions** and **technologies** in **Japan** for the very **first time**. Specific IP-focused projects developed through the collaboration expected to be announced in the future.

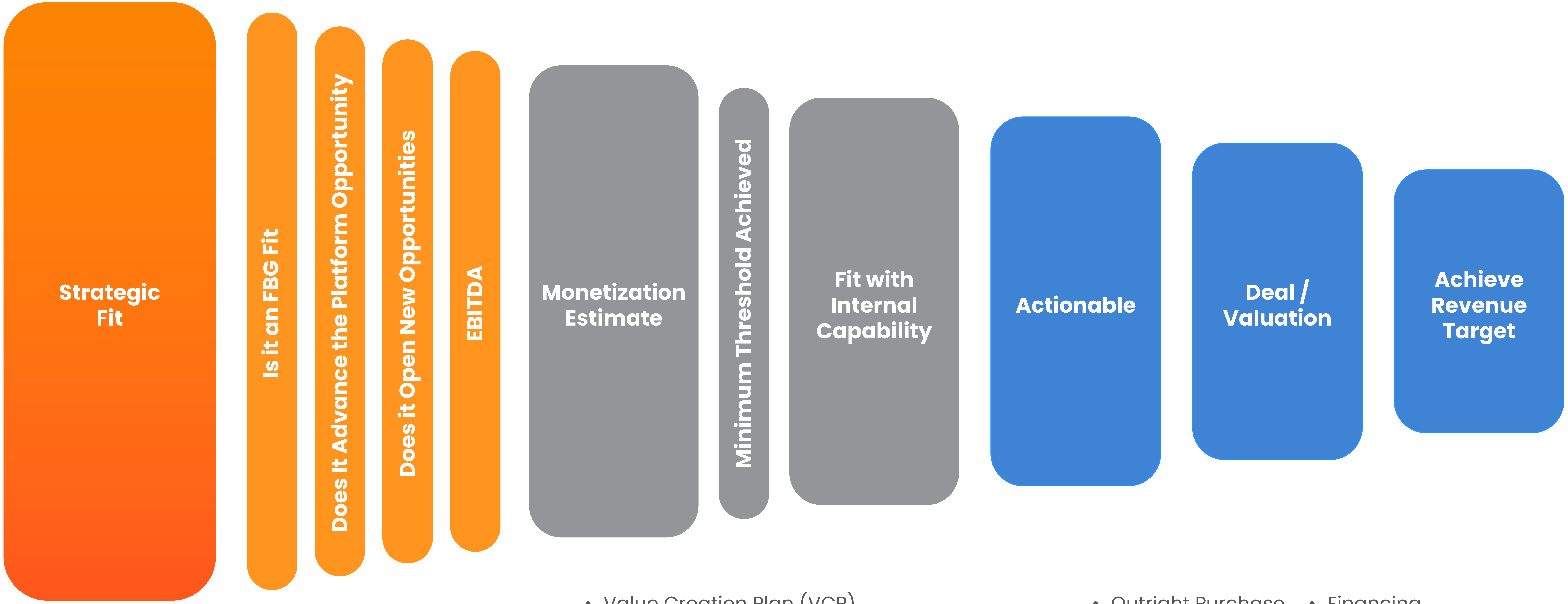
(1) www.nwd.com.hk

(2) Press Release

Section 3

M&A Strategy

Disciplined Approach



- Value Creation Plan (VCP)
- Synergies
- Financial Structuring Options

- Outright Purchase
- Minority/Option
- Controling Equity
- Financing
- Structure

Pass Stage-Gate **Pass Stage-Gate** **Structural Options**

Section 4

Financial Highlights

2024 Q1 FBG Highlights

$14.9M
2024 FCG(1) Revenue
87% YoY Increase
Q1'23 vs. Q1'24

$1.5M
FBG Consolidated Revenue(4)
Q1'24

$7.5M
PDP(2) Revenue
$1.2M YoY Increase
Q1'23 vs. Q1'24

$30M Investment
From
Qiddiya Investment Company
into **FCG**

"This quarter's **achievements** underscore the **strength** of our business model, the **creativity** of our team and the enduring **appeal** of our unique entertainment offerings."

Simon Philips
President of Falcon's Beyond

Secured Largest
Master Planning & Design
Services Agreement
in **FCG** History up to
$83.1M(3)
with **Qiddiya**

(1) QIC has a strategic investment in Falcon Creative Group (FCG). After the QIC preferred return and amortization, Falcon's Beyond Global's share of income from FCG was $0.5 million for Q1 2024.

(2) Producciones de Parques (PDP) is a 50:50 joint venture with Melia Hotels. Falcon's Beyond Global's share of income from PDP was $0.5 million for Q1 2024.

(3) The Services Agreement has a total contract value of up to approximately $83.1 million, consisting of approximately $64.6 million payable for normal routine design services and $18.5 million payable for additional services, provided that we bid for and win all of the opportunities available to us under such agreement.

(4) Q1, 2023 FBG consolidated revenue is not comparable to Q1, 2024 FBG consolidated revenue due to the deconsolidation of FCG in July 2023.

Please see FBG Q1 2024 10-Q and FBG Q1 2024 Earnings Release

2024 Q2 FBG Highlights

$15.7M
2024 FCG[(1)] Revenue
202% YoY Increase
Q2'24 vs. Q2'23

$11.3M
PDP[(2)] Revenue
0.9M YoY Increase
Q2'24 vs. Q2'23

$1.8M
FBG Consolidated Revenue[(3)]
Q2'24

"We saw **continued strength** in the second quarter of 2024 with **positive revenue increases** across FCG, PdP, and FBG. This quarter's performance highlights our **strategic focus** as we **continue to grow** our differentiated product and services, further **laying the groundwork** for the Company's **continued growth**."

Scott Demerau
Executive Chairman of Falcon's Beyond

(1) QIC has a strategic investment in Falcon Creative Group (FCG). After the QIC preferred return and amortization, Falcon's Beyond Global's share of income from FCG was $1.0 million for Q2 2024.

(2) Producciones de Parques (PDP) is a 50:50 joint venture with Melia Hotels. Falcon's Beyond Global's share of income from PDP was $0.7 million for Q2 2024.

(3) Q2 2023 FBG consolidated revenue is not comparable to Q2 2024 FBG consolidated revenue due to the deconsolidation of FCG in July 2023.

2024 Q3 FBG Highlights

$13.2M
2024 FCG[(1)] Revenue
190% YoY Increase
Q3'24 vs. Q3'23

$17.8M
PDP[(2)] Revenue
2.0M YoY Increase
Q3'24 vs. Q3'23

$2.0M
FBG Consolidated Revenue[(3)]
Q3'24

"We continue to see **positive momentum** in our third quarter with a year-over-year **increase in revenue in excess of 190%** in Falcon's Creative Group, and a significant reduction in Company overhead costs. The Company has taken **significant** steps this quarter to **restructure** and **simplify** its capital and debt stack to **pave the way** for the near term **expansion** of the business segments as we approached our first anniversary as a public company."

Jo Merrill
Chief Financial Officer of Falcon's Beyond

(1) QIC has a strategic investment in Falcon Creative Group (FCG). After the QIC preferred return and amortization, Falcon's Beyond Global's share of income from FCG was a net loss of $1.7 million for Q3 2024.

(2) Producciones de Parques (PDP) is a 50:50 joint venture with Melia Hotels. Falcon's Beyond Global's share of income from PDP was $1.6 million for Q3 2024.

(3) Q3 2023 FBG consolidated revenue is not comparable to Q3 2024 FBG consolidated revenue due to the deconsolidation of FCG in July 2023.

Capital Expenditure

Falcon's capital allocation strategy is strategically aimed at accelerating asset-efficient **rollout** and **verticality** within our high-growth market opportunities.

Business units **Falcon's Beyond Brands** and **Falcon's Beyond Destinations** are primary recipients of allocations.

Falcon's Creative Group will primarily operate on **free cash flow**(1) from ongoing service commitments.

Further Development and Expansion of Intellectual Property

Asset-Efficient Roll-Out

Strategic Debt Management

Disciplined Acquisitions and Technology development

(1) Free cash flow is calculated as cash flows from (used in) operations plus cash flows from (used in) investing activities.

Illustrative Potential Project Scope & Revenue

Falcon's Creative Group (FCG) provides a comprehensive suite of services and solutions for the development, operation, and management of theme parks. FCG serves as a total solution aggregator, encompassing all aspects of theme park creation and maintenance.

By leveraging FCG's internal resources and collaborating with FBB, FCG ensures the highest quality and innovation for its clients. Services include:

- **Master Planning:**
  - **Concept Development - FCG**
  - **Design and Planning - FCG**
  - **Creative and Technical Development - FCG**
- **Media:**
  - **•Innovation and Technology – FCG**
    •Media - FCG
    •Executive Production - FCG

- **Falcon's Beyond Brands (FBB)(1)**
  - **A/V Hardware**
  - **Ride Sales**

FCG integrates creativity, storytelling, and technical expertise to bring experiences to life, ensuring every project reflects FCG's commitment to quality and innovation.

(1) Revenue is based on acquisitions or utilizing a third-party company's services.

	FCG	FBB	Major Theme Park (e.g. Dragon Ball)	Regional Theme Park (e.g. Six Flags)	LBE (e.g. LEGO Discovery Center)
			Illustrative Revenue	*Illustrative Revenue*	*Illustrative Revenue*
Master Planning	X		$40M - $60M	$20M - $40M	$5M - $20M
Media	X		$75M - $125M	$30M - $50M	$5M - $20M
Executive Production	X		$10M - $20M	$5M - $10M	$1M - $5M
Sub Total FCG			$125M - $205M Per Park	$55M - $100M Per Park	$11M - $45M Per Park
A/V Hardware		X	$10M - $20M	$5M - $10M	$1M - $5M
Ride Sales		X	$50M - $80M	$5M - $50M	$1M - $10M
Sub Total FBB			$60M - $100M Per Park	$10M - $60M Per Park	$2M - $15M Per LBE
Illustrative Potential Total FCG+FBB Revenue /Park			$185M - $305M Per Park	$65M - $160M Per Park	$13M - $60M Per Park

Based on Falcon's 24 years of experience, we have estimated the revenue for each component of the theme park design process, but actual revenue for any services for which we are engaged may vary materially. Over the next decade, given the current market outlook, Falcons projects the opportunity to bid on services for both FCG and FBB for five major theme parks, two regional parks, and two Location-Based Entertainment (LBE) venues.

Section 5

Appendix

Industry Terms

IP: Intellectual Property
A work or invention that is the result of creativity, such as a manuscript or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc.

Franchise
Our franchise execution model is designed to efficiently support brand activation and growth across a broad spectrum of deployment vehicles within a compressed timeline

Brand
A brand is a unique combination of name, logo, design, and reputation that distinguishes a product, service, or company from its competitors in the marketplace.

Theme Park
A highly themed and immersive entertaining full day experience most often is a large outdoor area where people pay to go to enjoy themselves. All the different activities in a theme park are usually based on a particular idea or theme.

LBE: Location Based Entertainment
Location-based entertainment refers to entertainment experiences that are specifically designed and situated in physical locations, offering immersive and interactive entertainment opportunities to visitors.

FEC: Family Entertainment Center
An indoor amusement park, family fun center, soft play or a small amusement park marketed towards families with small children to teenagers. The centers usually cater to sub-regional markets of larger metropolitan areas. FECs are generally small compared to full-scale amusement parks with fewer attractions, a lower per-person per-hour cost to consumers than a traditional amusement park.

L&M: Licensing & Merchandising
The practice of leasing the rights to use intellectual property, such as characters or brand names, for creating and selling products, enabling content owners to generate additional revenue by allowing other companies to design, produce, and sell merchandise based on their properties, often extending a brand's presence and engagement with consumers.

XR: Extended reality
(XR) is an umbrella term to refer to augmented reality (AR), virtual reality (VR), and mixed reality (MR).

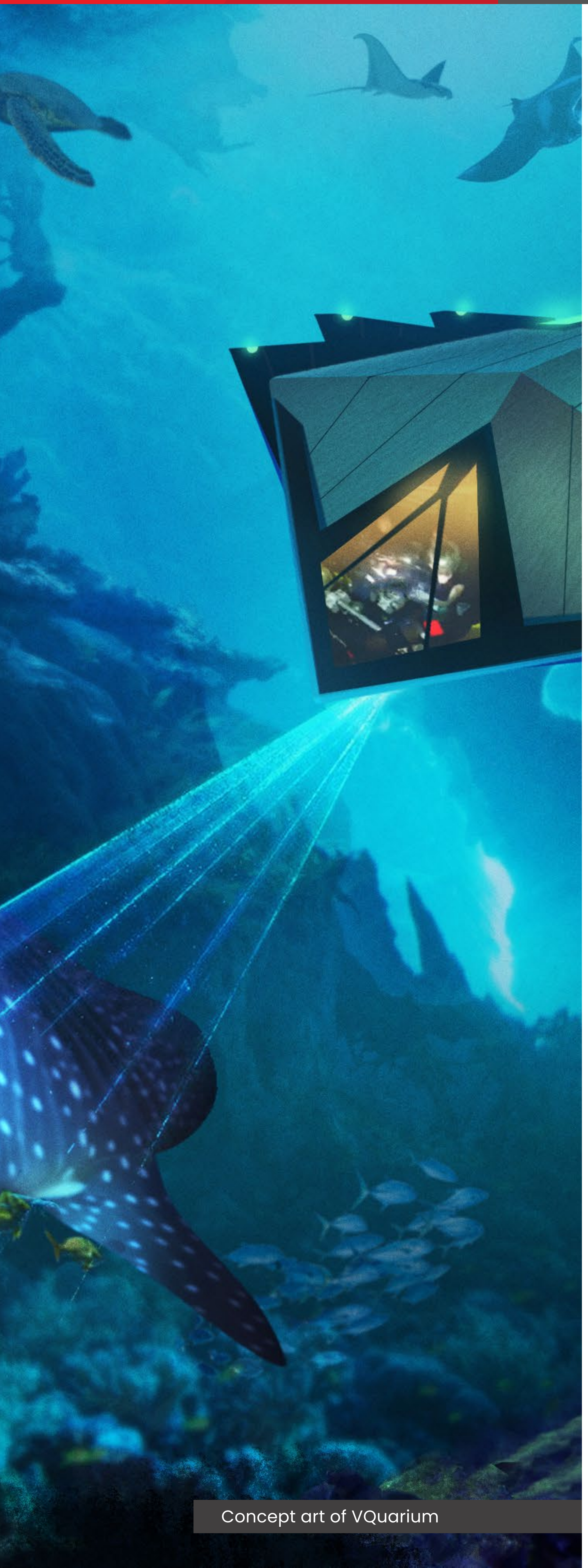
AR: Augmented Reality
An interactive experience that combines the real world and computer-generated content.

Metaverse
A collective virtual shared space, created by the convergence of virtually enhanced physical reality and persistent virtual spaces, where people can interact with each other and digital objects in real time.

Appendix

Intellectual Property

Original Brands



Concept art of VQuarium

In Development

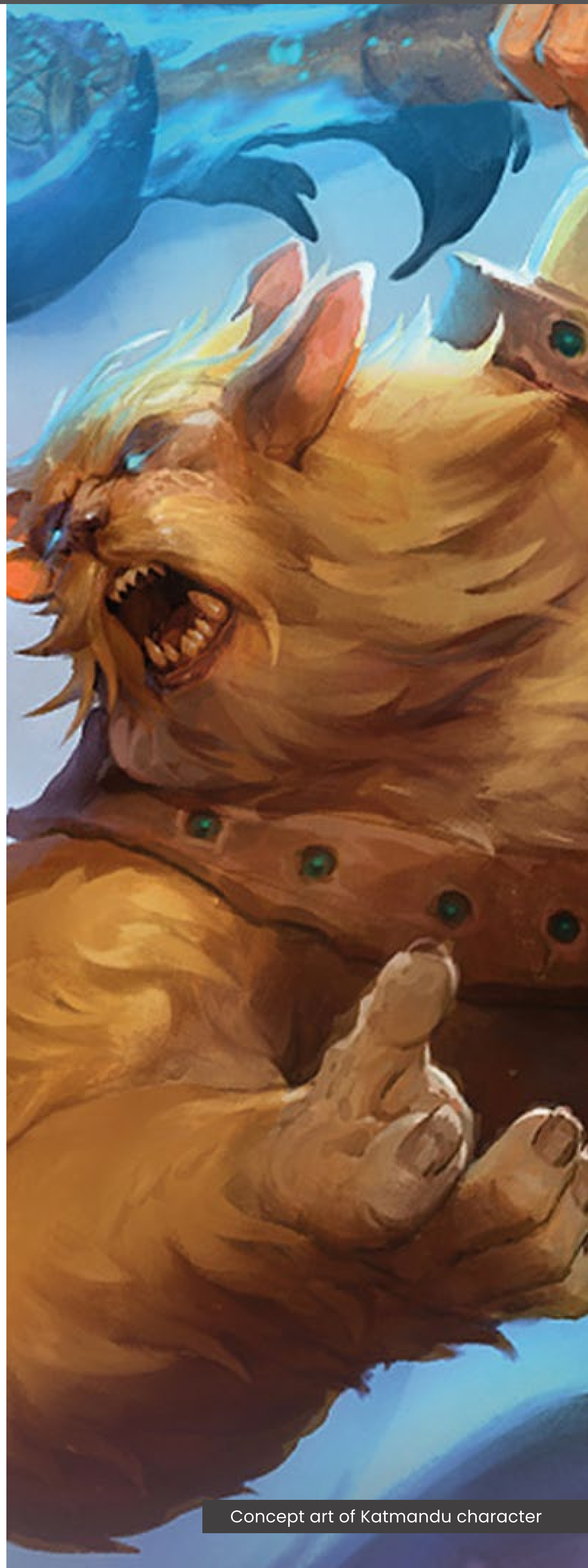
VQUARIUM™

Embodies the combination of adventure, wonder and connection through experiential narrative journeys. The first brand activation is the location-based attraction Vquarium which is expected to open in Hong Kong as a joint venture with K11 Group in 2025.

In Development

KATMANDU®

Katmandu is an adventure-fantasy franchise spanning infinite whimsical worlds called The Hidden Realms™. The brand has been activated in a variety of formats including theme parks, resorts, animation, games, publishing and merchandise.



Concept art of Katmandu character

Original Brands

Coming Soon

CADIM & THE MONSTER WAVE

CURIOSITY PLAYGROUND

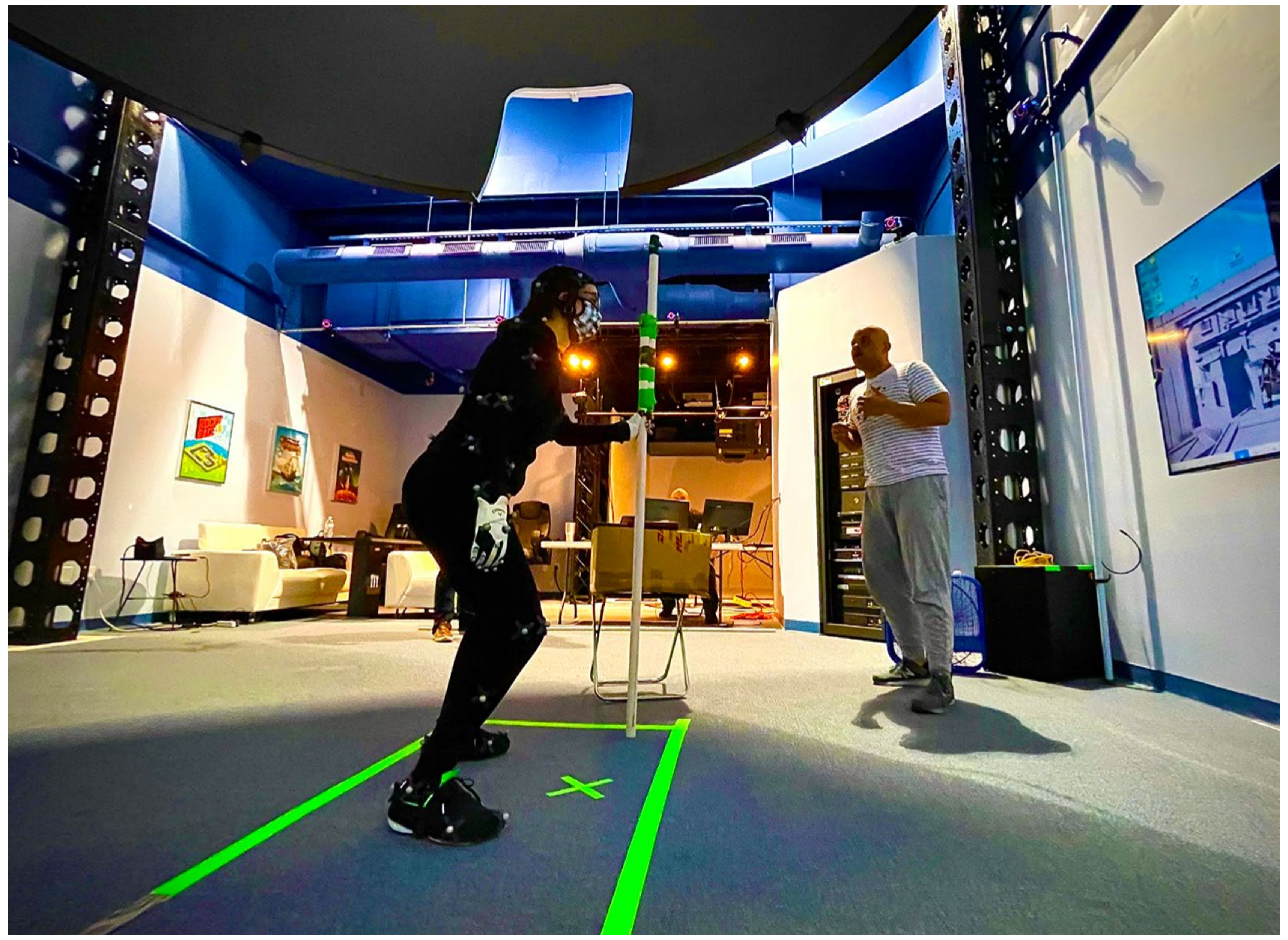
RESQ

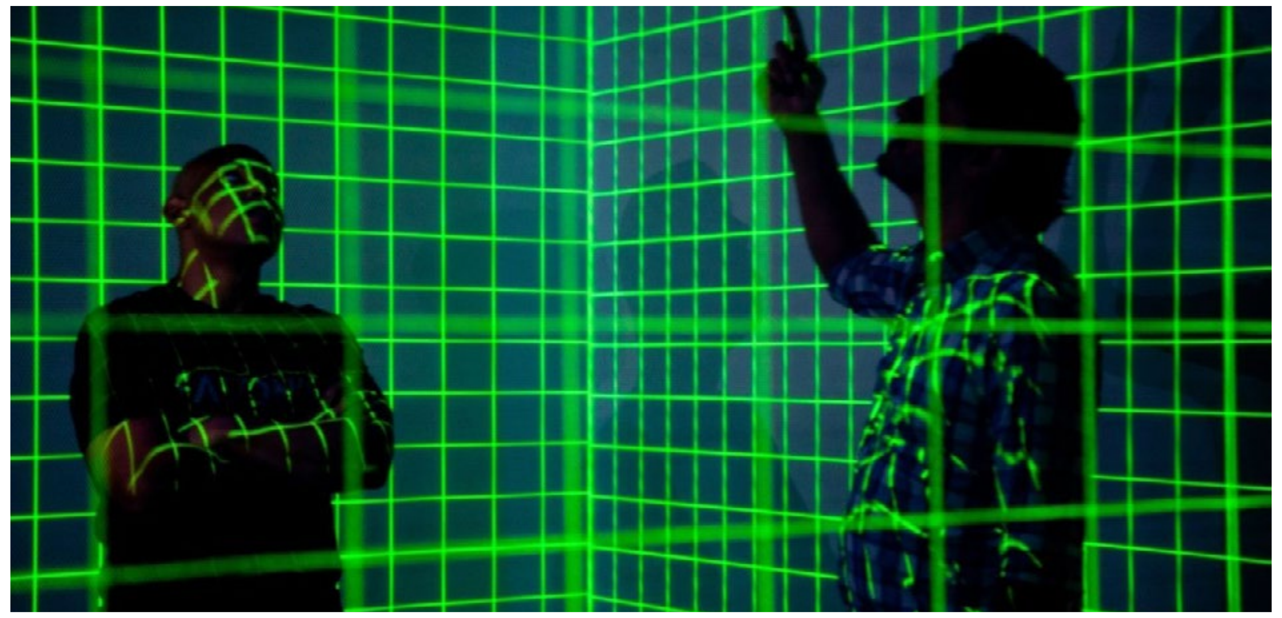
FALCON’S
XLAB

Falcon’s is an incubator of entertainment-driven techology

An emphasis on R&D drives our innovation and inventions.

Falcon’s **X-Lab explores** and **develops** various areas of **technology**, **innovation** and **entertainment** with the aim of enhancing and advancing Falcon’s products, experiences and storytelling capabilities. The research lab is part of Falcon’s Creative Group and **collaborates** with **academic institutions**, **industry partners**, and other Falcon’s divisions to pursue **cutting-edge technology research** in fields relevant to Falcon’s businesses.





Patents & Technology

FALCON'S ATTRACTIONS™ SYSTEMS & TECHNOLOGIES

Our award-winning **proprietary** and **patented** attractions and technologies have already been **deployed globally**.

Operating as a B2B brand within Falcon's Beyond Brands, **Falcon's Attractions Systems & Technologies'** experiences, while labeled under FBB, have received some of the most coveted industry awards of excellence(1).

(1) Including 2021 IAAPA Brass Ring for Best New Product: Exhibitions, Shows/Production, Theatrical Equipment and Supplies, Displays and Sets for the attraction Becoming Jane: The evolution of Dr. Jane Goodall at the National Geographic Museum, 2020 Telly Silver Winner and 2020 Muse Awards Platinum Winner (2020 Telly Award - Becoming Jane - Falcon's Vision AR and 2020 Muse Award - Falcon's Vision AR Experience).

Attractions

Our thrilling media-based attractions include CircuMotion™, Suspended Theater™, ON!X Theater, Spheron™ Theater, HybridDome™ Theater and more.

Turtle Trek attraction at Sea World Orlando

Technologies

Falcon's Vision augmented reality headset, and ÄEONXP, our networked ecosystem, have been adapted for our BeyondME platform.

Photo of guest using Falcon's Vision headset

Photo by Rebecca Hale/National Geographic for "Becoming Jane: The Evolution of Dr. Jane Goodall" exhibition organized by National Geographic and the Jane Goodall Institute.

Appendix

Our Work

Projects Spotlight

Qiddiya
CITY
PLAY LIFE

Qiddiya Investment Company has selected Falcon's Creative Group as a master planner, attraction designer and creative guardian for the disruptive destination Qiddiya City, the "capital of Entertainment, Sports and the Arts"(1)

- **Qiddiya City** is one of a series of **giga-projects** being constructed in Saudi Arabia, individually designed to consist of 367 sq. kilometers of entertainment.
- Since 2018, Qiddiya has engaged Falcon's to design and develop a multitude of key assets and objectives ranging from area development, theme parks, hospitality and technology.

Concept art for Aquarabia Qiddiya Water Theme Park

Aerial rendering of Qiddiya City

Concept art for Aquarabia Qiddiya Water Theme Park

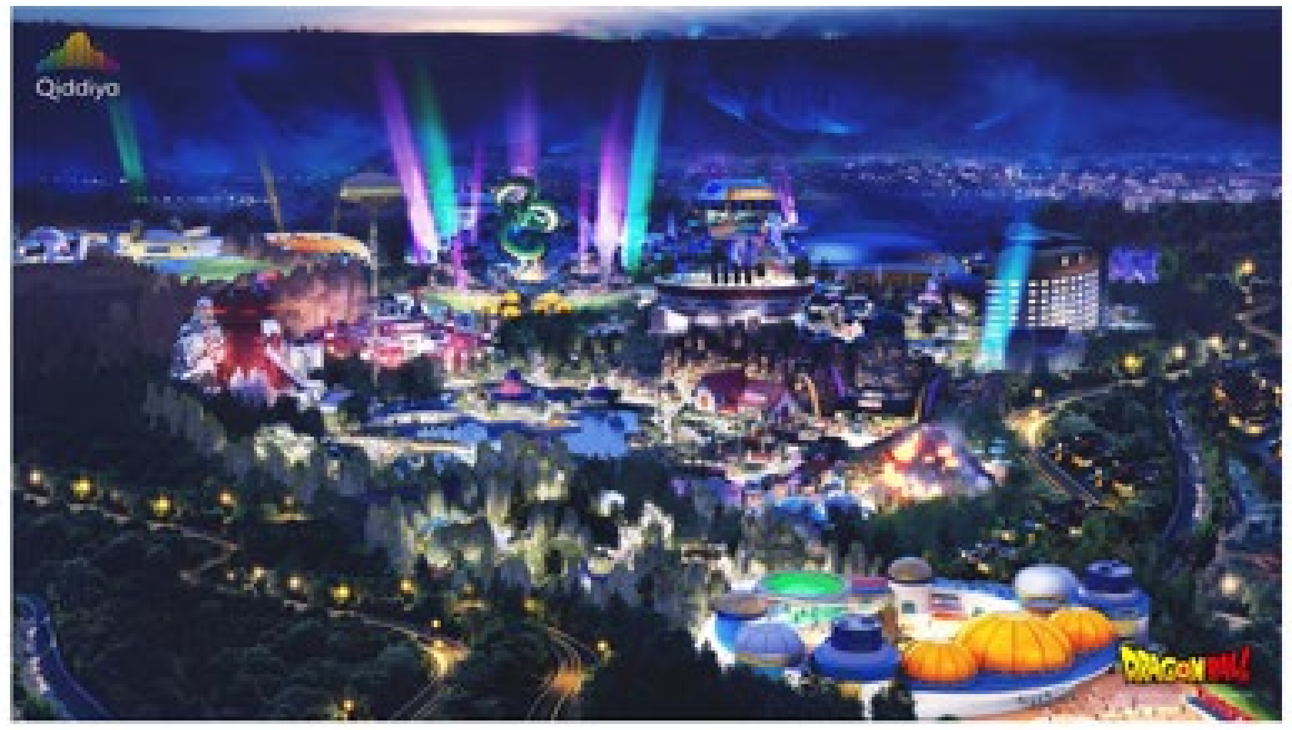
(1): As referenced on Qiddiya.com website.

Projects Spotlight

Theme Park

Qiddiya Investment Company and Toei Animation selected Falcon's Creative Group to bring global cultural manga & anime phenomenon to life in immersive theme park for fans

- **Falcon's Creative Group** is proud to announce they are the **master planner**, **attraction designer** and **creative guardian** of the first-ever Dragon Ball theme park.
- Unveiled at AnimeJapan on March 22, 2024 the Dragon Ball theme park experience will span over **500,000 square meters** and will be a key part of the highly anticipated Qiddiya City. Featuring **seven different themed lands** that recreate various iconic locales from the original series; such as Kame House, Capsule Corporation and Beerus's Planet.
- The Dragon Ball theme park will be developed and built with **creative oversight** from Falcon's Creative Group, who will play a critical role in bringing the project to life in new and immersive ways. Park guests will be able to experience the world of Dragon Ball from the first Dragon Ball series to Dragon Ball Super.



Projects Spotlight

Innovative Master Plans


Courtesy of Lions Gate Entertainment Inc.
Lionsgate zone at MOTIONGATE Dubai

Scan or click to view video


Aquaventure Waterpark Atlantis Sanya

THE HUNGER GAMES Lionsgate® Zone

Services provided: Master Planning, Attraction Design, Media/Audio Production, Themed Retail, Themed Restaurants, Creative Guardianship, Project Management, Art Direction, Installation Supervision, Ride Programming
Client: MOTIONGATE Dubai
Location: Dubai, U.A.E.

Tasked with bringing The Hunger Games film franchise to a brick-and-mortar experience, Falcon's had to carefully protect the style of The Hunger Games films, adding depth and dimension while combining an exciting storyline for the overarching experience. The Hunger Games attractions are a pulse-pounding and integral part of the MOTIONGATE Dubai adventure.

ATLANTIS Atlantis Sanya

Services provided: Master Planning, Attraction Design, Art Direction, Project Management
Client: Fosun International Limited
Location: Hainan Island, China

Atlantis Sanya is China's premiere 'Underwater World'-inspired entertainment destination resort, located on Hainan Island at Haitang Bay. Falcon's was proud to be selected to provide thematic and interior master planning design services as well as art direction for two of the resort's themed areas: Lost Chambers Aquarium and Aquaventure Waterpark, which span 200,000 square meters and offer guests the opportunity to enjoy a multitude of slides, restaurants and boutique shops.

Immersive Attractions & Experiences


Film image of Hulk Epsilon Base 3D

Scan or click to view video


US Astronaut Hall of Fame, Kennedy Space Center Visitor Complex

MARVEL Hulk Epsilon Base 3D

Services provided: Attraction Design, Media/Audio Production, Art Direction, Project Management, Installation Supervision, Ride Programming
Client: IMG Group
Location: IMG Worlds of Adventure Theme Park, Dubai, U.A.E.

Hulk: Epsilon Base 3D is a media-based attraction that is featured in the MARVEL zone at IMG Worlds of Adventure in Dubai. The immersive story pits The Incredible Hulk against Leader, an evil, formidable villain. With the help of Hulk and Iron Man, guests must escape with Epsilon Base's commander, General Ross and his experimental vehicle called the IRIS, which is our CircuMotion ride. The attraction system is a first-of-its-kind Falcon's Creative product that combines multiple cutting-edge technologies into one incredible package.

NASA Kennedy Space Center: Heroes & Legends

Services provided: Master Planning, Attraction Design, Media/Audio Production, Executive Production, Project Management, Art Direction, Installation Supervision, Ride Programming
Client: Delaware North Companies
Location: Kennedy Space Center Visitor Complex, Florida, USA

Heroes and Legends is an immersive storytelling experience allowing guests to follow in the footsteps of those who first dared to explore humanity's greatest frontier: Space. The design includes sleek architecture and a sweeping ramp that simulate the journey to the stars, with a slingshot maneuver through the Rocket Garden. Guests encounter the stunning 360° Discovery Bay, where they learn how society defines heroism.

Projects Spotlight

Captivating Media


Becoming Jane exhibition

Scan or click to view video


Film image of Halo: The Ring Expereince

Becoming Jane: The Evolution of Dr. Jane Goodall

Services provided: Media Production, Sound Production, Interactive Experiences, VR / AR Content Development
Client: National Geographic Society
Location: Washington D.C., USA

Falcon's Creative Group provided six multimedia experiences for the "Becoming Jane: The Evolution of Dr. Jane Goodall" exhibition. An introductory film that is part CG, part historical footage, shares Jane's personal journey, beginning with her childhood desire for adventure and eventually reveals how she made it to Gombe Stream National Park where she pioneered methods for studying animals in their natural habitat.

Halo: Outpost Discovery

Services provided: Media/Audio Production
Client: Herschend Live & 343 Industries
Location: Toured across USA

This attraction offers a wide range of thrilling and authentic Halo in-universe encounters for the whole family to enjoy. Falcon's key contribution is "The Ring Experience," a dome based, multi-projector theatrical presentation. Falcon's Creative provided the narrative, story development, live-action film production, CG animation, visual effects, motion graphics, sound design and interactive audio for a wide array of experiences throughout the experience.

Experiential Restaurants & Retail

Finn & Jake's Everything Burrito restaurant

Scan or click to view video


Marvel Vault Store retail

Finn & Jake's Everything Burrito

Services provided: Interior Design, Theming Design, Art Direction, Creative Guardian
Client: IMG Group
Location: IMG Worlds of Adventure Theme Park, Dubai, U.A.E.

When Falcon's Creative Group began master planning IMG Worlds of Adventure, the 1.5 million square foot indoor theme park in Dubai, we knew the food would play a big role, and it doesn't get much bigger than the Everything Burrito. This culinary concoction was introduced during an episode of Adventure Time called "Conquest of Cuteness." Falcon's Creative shouldered the design, onsite art direction, and creative guardianship for this casual dining experience.

Marvel Vault Store

Services provided: Interior Design, Theming Design, Art Direction, Creative Guardian
Client: IMG Group
Location: IMG Worlds of Adventure Theme Park, Dubai, U.A.E.

Falcon's Creative Group designed the store and provided project management, onsite art direction and creative guardianship for the themed retail experience. Falcon's Creative drew up the initial concept and took those designs all the way through the construction documentation phase, so every detail was developed by the Falcon's team. In addition, by leading the art direction and then overseeing all the work onsite, Falcon's ensured a seamless IP approval process.

Appendix

Our Talent

Our Team

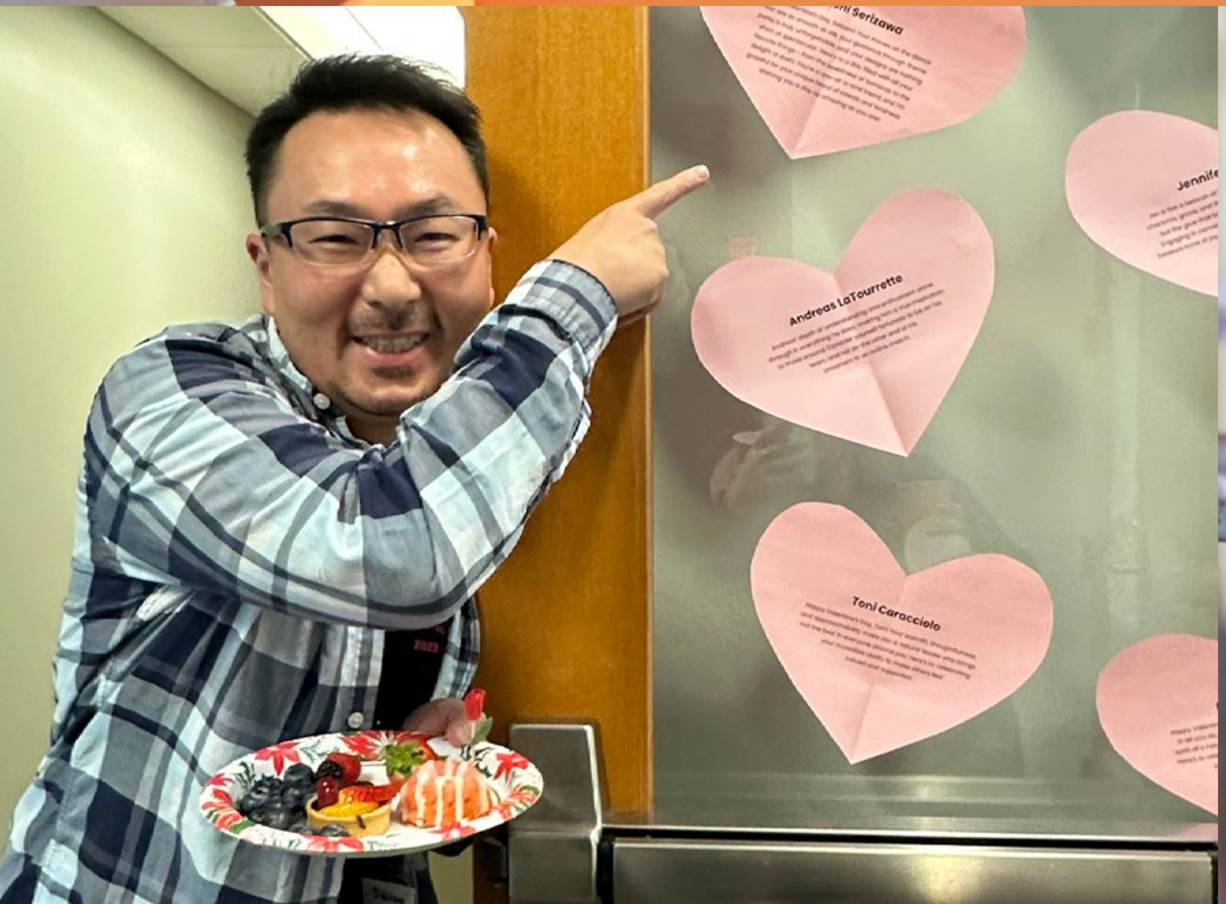
A **company's culture** serves as the foundation on which everything else rests, which is why Falcon's has emphasized building a **positive**, **warm** and **collaborative methodology** from the **very beginning**. Our **multidisciplinary** team of artists, engineers, filmmakers, developers and experiential storytelling experts is at the very core of our businesses.

We are distinguished by our **outstanding** body of work and **healthy** internal ecosystem. Bright minds, synergistic personalities, and close professional bonds are just some of the key elements that anchor our team's success.


Falcon's HQ • Orlando, FL, USA


Falcon's Creative Philippines • Manila, Philippines

Our Culture



Our Culture

We are committed to **quality**, **innovation** and **efficiency**. We respect the **creative vision** of our clients and partners while **nurturing** our working relationship with them.

Over the years, people we work with have **consistently** told us that they **recognize** our **enthusiastic** and **supportive culture**, and they **love** it. That love is reflected in the fact that our clients and partners **work with us again and again.**

Awards

FALCON'S BEYOND DESTINATIONS

PREMIO NACIONAL DE Turismo

DOMINICAN REPUBLUC NATIONAL TOURISM AWARD

KATMANDU PARK| PUNTA CANA

2022 Travelers' Choice Tripadvisor

Best of the Best

TRIPADVISOR

AMUSEMENT PARKS & WATER PARKS - WORLD

AMUSEMENT PARKS & WATER PARKS - EUROPE

2020 Travelers' Choice Tripadvisor

TRIPADVISOR

BEST OF THE BEST 2020, TOP 3 AMUSEMENT PARKS IN SPAIN

EUROPEAN Hospitality AWARDS

EUROPEAN HOSPITALITY AWARDS

#1 HOTEL IN EUROPE FOR INNOVATION IN SERVICE

trivago Awards 2016

TRIVAGO AWARDS

#1 HOTEL IN SPAIN FOR TRAVELING WITH KIDS

FALCON'S CREATIVE GROUP

2023:

- **The Influentials 2023 List - License Global**
  - ***The Innovator Award,*** Daryl White, Falcon's Beyond EVP of Global Licensing and Business Development
  - ***The Expert Award,*** Simon Philips, Falcon's Beyond President
- **Top Work Places 2023** Orlando Sentinel
- **M100 Top Technology** Innovators Award
- **Muse Creative Platinum Award - Experiential & Immersive – Out of Home** – Katmandu Park | Punta Cana
- **Muse Creative Platinum Award - Experiential & Immersive** – Challenge of the Mad Mage™
- **Muse Creative Gold Award – Branded Content – Retail –** Katmandu: Age of Artifacts™
- **Muse Creative Gold Award – Branded Content – Game/ Application** – BEYONDLAND™

2022:

- **Top Work Places 2022** Orlando Sentinel

2021:

- **Bronze Telly Award - Online Series (Animation)** – Mattel's "Enchantimals Sparkle Spectacular!" (Season 1)
- **IAAPA Brass Ring Award - "Best New Product: Exhibitions, Shows/Production, Theatrical Equipment and Supplies, Displays and Sets"** – Becoming Jane: The Evolution of Dr. Jane Goodall
- **TEA Outstanding Achievement Award** – Becoming Jane: The Evolution of Dr. Jane Goodall

2020:

- **32nd Annual American Alliance of Museum's Excellence in Exhibition Winner** – Becoming Jane: The Evolution of Dr. Jane Goodall
- **MUSE Creative Awards - Platinum** – Experiential & Immersive - The Ring Experience at Halo: Outpost Discovery
- **MUSE Creative Awards - Platinum** – Experiential & Immersive - National Geographic Museum's "Becoming Jane" Gombe 3D Experience at National Geographic Museum
- **Muse Creative Platinum Award** - Experiential & Immersive – "Becoming Jane: The Evolution of Dr. Jane Goodall" Falcon's Vision® AR Experience at National Geographic Museum
- **The Telly Awards Silver Winner** – General Animation – The Ring Experience
- **The Telly Awards Silver Winner** – Craft-Use of 360 – Becoming Jane: Gombe Theater Experience
- **The Telly Awards Silver Winner** – Immersive & Mixed Reality – Becoming Jane: Chimp Chat Interactive
- **The Telly Awards Silver Winner** – Immersive & Mixed Reality – Becoming Jane: Augmented Reality

2018:

- **AVA Awards** – Falcon's Creative Group Website
- **LIMA Location-Based or Experiential Initiative Award** – National Geographic Encounter: Ocean Odyssey
- **IAAPA Brass Ring Award** - National Geographic Encounter: Ocean Odyssey

2017:

- **Hermes Creative Awards Gold** – First Look at Augmented Reality and Virtual Reality
- **Communicator Award** – Falcon's Creative Group Website
- **Experience Design & Technology Award** – "Best Museum Environment" Gold – Heroes and Legends at Kennedy Space Center Visitor Complex
- **IAAPA Brass Ring Award** – Heroes and Legends featuring U.S. Astronaut Hall of Fame

2016:

- **W3 Silver Award** – Best Brand Video
- **W3 Silver Award** – Best Website/Self Promotion

2015:

- **Davey Award** – Best Website and Online Marketing
- **Communicator Award** – Falcon's Creative Group Website
- **Pixie Award** – Ocean Avenue Media Canopy at Chimelong Ocean Kingdom
- **Pixie Award** – Deep Sea Odyssey at Chimelong Ocean Kingdom

2013:

- **Pixie Gold Award** – Manta
- **Pixie Platinum Award** – Turtle Trek 3D 360

2010:

- **Davey Award** – Best Website Design
- **Communicator Award** – Best International Website
- **TEA Outstanding Achievement Award** – Dragon's Treasure

2009:

- **Visual Effects Society Award** – Outstanding Visual Effects in a Special Venue, Dance of Dragons

2008:

- **Communicator Award** – Best Website Structure and Navigation

2007:

- **W3 Gold Award** – "We are Storytellers"
- **Davey Award** – Online Branding and Website
- **TEA Outstanding Achievement Award** – Great Glass Elevator at Charlie and the Chocolate Factory

2006:

- **TEA Outstanding Achievement Award** – Curse of DarKastle

Scan or click to view Highlighted Projects video

Photos of Falcon's awards

Disclosure

Source of Information

Investors and others should note that the Company announces material financial and operational information to its investors using press releases, SEC filings and public conference calls and webcasts on its Investor Relations website at investors.falconsbeyond.com. The Company may also use its website as a distribution channel of material information about the Company. In addition, you may automatically receive email alerts and other information about the Company when you subscribe to the "Email Alerts" option at investors.falconsbeyond.com.

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FBYD | **Nasdaq** Listed

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Falcon's Beyond's Investor Website