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NEWS RELEASE

Falcon's Beyond Activates Advisory Board and Its First Strategic Advisor

2024-11-12

Former President of Universal Creative Mike Hightower Engaged by Falcon's as Strategic Advisor to Help Propel Its Ambitious Growth Plan and Broaden Its Impact

ORLANDO, Fla.--(BUSINESS WIRE)-- **Falcon's Beyond Global, Inc.** (Nasdaq: FBYD) ("Falcon's Beyond", "Falcon's" or the "Company"), a visionary leader in innovative and immersive storytelling through Falcon's Creative Group ("FCG"), Falcon's Beyond Destinations ("FBD") and Falcon's Beyond Brands ("FBB") is proud to announce the establishment of its Advisory Board, along with first Strategic Advisor, Mike Hightower, former president of Universal Creative (the division of Universal Destinations & Experiences responsible for designing, developing, engineering, and producing themed attractions, rides, and resorts for Universal Parks & Resorts worldwide).

Former President of Universal Creative Mike Hightower Engaged by Falcon's Beyond as Strategic Advisor (Photo: Business Wire)

Over the coming year, Falcon's Beyond will build its Advisory Board, which will expand its reach in the themed entertainment industry and beyond. By choosing prominent leaders with diverse expertise, Falcon's is poised to position the business for continued success and future growth.

"As the experience economy accelerates, we recognize the value of bringing in distinguished industry leaders who are masters of their craft to participate in discussions regarding strategic guidance, insights and knowledge to help us amplify our momentum and navigate our path forward," said Cecil D. Magpuri, CEO of Falcon's Beyond.

As Falcon's first Strategic Advisor, Hightower will provide strategic guidance for Falcon's theme park and entertainment ventures, particularly in the development and integration of innovative ride and show systems to

further enhance Falcon's themed immersive attractions. He also will advise the business on potential acquisitions, assist with client relations, and help enhance Falcon's network within the industry by building new relationships with key influential stakeholders and potential clients and partners that can help contribute to the continued growth and success of the company.

With 30+ years as a globally renowned theme park project leader, Hightower has been instrumental in shaping the themed entertainment industry and has championed innovative parks, lands, attractions, and experiences from concept through opening for Universal theme parks across the globe. His leadership was a driving force behind the innovative design, engineering and ambitious expansion of Universal's world class destinations and properties including the opening of Universal's Islands of Adventure, The Wizarding World of Harry Potter - Hogsmeade and Diagon Alley, as well as Universal Studios Japan. Hightower played an integral role in the development process and has been involved in all aspects of planning, design and delivery of Universal theme parks, resorts, restaurant and retail venues and new ventures ranging from Orlando, Hollywood, Japan, Spain, Dubai, Singapore, and Beijing.

"I'm excited to establish our Advisory Board with Mike as the first member on the board," said Cecil D. Magpuri, CEO of Falcon's Beyond. "Mike's proven track record of success speaks for itself. We've known each other for more than two decades and I've always admired his brilliance in stewardship and ability to make the impossible possible in theme park development. When I was thinking of establishing the Advisory Board, Mike was top of mind, and I'm incredibly honored he has stepped onboard as a Strategic Advisor. He is uniquely qualified with the methodological expertise to meet our business needs and perfectly aligns with our vision to create next level entertainment experiences worldwide."

"I am excited to join Falcon's Beyond as the first member of their Advisory Board," said Mike Hightower, former president of Universal Creative. "I wasn't planning to work again after retiring from Universal, but after reconnecting with Cecil and meeting his senior team, I felt this role is a perfect fit for me. Falcon's has impressed me with their innovation, professionalism and collaborative culture. I look forward to leveraging my experience in support of Falcon's fast paced growth."

Establishing the Advisory Board with Hightower as the first Strategic Advisor for Falcon's Beyond is just the latest move during a time of unprecedented growth for the Company, which has been scaling up its workforce to support creative projects worldwide. Some of this work includes:

- A joint venture with Hong Kong based cultural commerce giant, Raging Power Limited, an arm of K11 Group, to develop innovative virtual sea life entertainment experiences throughout China.
- A global licensing agreement with The Hershey Company to create Hershey-themed experiential attraction and retail experiences.
- A letter of intent with Tokyo-based designer Tanseisha Co., Ltd., to explore developing new themed

entertainment experiences to bring popular Japanese anime and manga intellectual property (IP) to life through location-based entertainment (LBE), games, movies and more.
- Falcon's Creative Group's involvement in an extensive scope of work for the Qiddiya Investment Company in Saudi Arabia focused on the master planning and designing of several first-of-its-kind immersive entertainment projects for Qiddiya City (the world's first city built for play near Riyadh, Saudi Arabia).

Prior to his storied career at Universal Parks & Resorts, Hightower was an engineering project manager in the aerospace and defense contracting industry for Eastport International (now Oceaneering Entertainment Systems), where he delivered the sharks for the Universal Studios Florida JAWS II attraction.

Hightower holds degrees in Mechanical Engineering from Oklahoma State University (BSME) and Stanford University (MSME).

About Falcon's Beyond

Falcon's Beyond is a visionary innovator in immersive storytelling, sitting at the intersection of three potential high growth business opportunities: content, technology, and experiences.

Falcon's Beyond propels intellectual property (IP) activations concurrently across physical and digital experiences through three core business units:

- Falcon's Creative Group creates master plans, designs attractions and experiential entertainment, and produces content, interactives and software.
- Falcon's Beyond Destinations develops a diverse range of entertainment experiences using both Falcon's Beyond owned and third party licensed intellectual property, spanning location-based entertainment, dining, and retail.
- Falcon's Beyond Brands endeavors to bring brands and intellectual property to life through animation, movies, licensing and merchandising, gaming as well as ride and technology sales.

Falcon's Beyond also invents immersive rides, attractions and technologies for entertainment destinations around the world.

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Falcon's is headquartered in Orlando, Florida. Learn more at **falconsbeyond.com**.

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Source: Falcon’s Beyond Global, Inc.