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NEWS RELEASE

Falcon's Beyond Highlights Role in Creative Design and Flagship Attraction Development for Mattel City

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Falcon's Beyond highlights previously disclosed scope as lead creative designer for newly renamed Mattel City at VAI Resort

ORLANDO, Fla:--(BUSINESS WIRE)-- Falcon's Beyond Global, Inc. (Nasdaq: FBYD) ("Falcon's Beyond," "Falcon's," or the "Company"), a global leader in visionary experiences and technologies, today highlighted its role providing lead creative design and attraction development services for the newly renamed **Mattel City** at VAI Resort in Glendale, Arizona.

Mattel City

As previously disclosed, Falcon's Beyond entered into agreements with VAI Resort in May and June 2026 to provide attraction systems and lead design consulting services for a theme park development in Arizona. In connection with VAI Resort's unveiling of the newly renamed Mattel City, Falcon's is highlighting its role as the lead creative designer for the park, which is being expanded to transform the destination into a multi-day entertainment experience.

VAI Resort recently unveiled plans for a major expansion plan transforming the original Mattel Adventure Park concept into Mattel City, a larger themed entertainment destination spanning approximately 14 acres, up from the original nine-acre plan. VAI Resort announced that the reimagined development will feature 35 branded experiences inspired by Mattel's iconic brands, including Barbie®, Monster High™, Masters of the Universe®, and Hot Wheels®, alongside immersive themed lands, new thrill rides, family attractions, themed dining, and expanded guest offerings. According to VAI Resort, the project will also add more than 800 hotel rooms across two themed hotel towers, creating a premier multi-day destination that extends far beyond the traditional theme park

experience.

Falcon’s Beyond’s scope of work spans the full project lifecycle, from planning and design services to attraction design, technical execution, and attraction delivery, leveraging the Company's integrated capabilities. Through its creative design services, Falcon's will help to shape the guest experience through the development of attraction concepts, themed environments, public spaces, circulation planning, and the integration of immersive storytelling.

“We’re honored to help bring some of Mattel’s most beloved brands to life through a one-of-a-kind destination experience,” said Cecil D. Magpuri, Chief Executive Officer of Falcon’s Beyond. “At Falcon’s, we believe the world’s most memorable experiences begin with powerful stories. By bringing together the imaginative storytelling and experience design expertise of Falcon’s Creative with the attraction design, engineering, and ride systems capabilities of Falcon’s Attractions, we have a unique opportunity to create a destination that sparks imagination, inspires connection, and creates lasting memories for generations of guests.”

“As Mattel City evolved into a much larger and more ambitious destination, we needed a partner capable of helping shape both the vision and the execution,” said Tommy Fisher, Owner of VAI Resort. “Falcon’s Beyond brings a rare combination of strategic planning, creative vision, design expertise, and attraction delivery capabilities that few companies in the industry can offer. Their ability to seamlessly unite those disciplines made them the clear choice to help bring Mattel City to life.”

Mattel City will be Arizona’s first major theme park and a centerpiece of VAI Resort's broader entertainment destination in Glendale, Arizona. Designed as a four-season destination, the park will combine indoor and outdoor attractions with multiple acres of air-conditioned space, offering guests a comfortable entertainment experience year-round.

Falcon’s Beyond continues to earn recognition for its work on some of the world’s most ambitious destination developments. Earlier this year, Falcon’s received a World Waterpark Association Leading Edge Award for its contributions to Qiddiya Investment Company’s Aquarabia Water Theme Park in Saudi Arabia. For Aquarabia, Falcon’s led master planning and attraction design, developed the experiential vision and original intellectual property, and served as creative guardian throughout the project. Falcon’s was also recognized in 2026 with two Thea Awards for its work on Universal Epic Universe and Harry Potter and the Battle at the Ministry™.

About Falcon’s Beyond

Falcon’s Beyond is a visionary entertainment and technology enterprise at the forefront of the global experience economy. We design, develop, engineer, deliver, and commercialize immersive physical and digital experiences for leading brands, developers, and destination operators worldwide, as well as for our own portfolio of entertainment

and technology concepts. Our business is built on an integrated experience platform that brings together creative development, proprietary technologies, advanced engineering, intellectual property, and operational execution to enable the repeatable creation, deployment, and scaling of entertainment experiences across multiple formats and locations globally. We operate through three complementary business divisions:

- Falcon's Creative, consisting of Falcon's Creative Group and Falcon's Beyond Creative, provides creative and advisory services including destination strategy, master planning, experiential and attraction design, digital media, interactive software, IP development, and creative guardianship for entertainment and hospitality destinations.
- Falcon's Beyond Brands encompasses a broad portfolio of intellectual property, proprietary technologies, and operating businesses that design, engineer, commercialize, and deploy entertainment systems, products, content, and experiences across physical and digital environments.
- Falcon's Beyond Destinations develops, owns, operates, and expands entertainment venues, hospitality experiences, and branded destination concepts across a variety of location-based formats, utilizing proprietary and third-party intellectual property.

FALCON'S BEYOND and its related trademarks are owned by Falcon's Beyond.

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

Falcon's Beyond may use its website as a distribution channel of material Company information. Financial and other important information regarding the Company is routinely accessed through and posted on our website at **investors.falconsbeyond.com**.

In addition, you may automatically receive email alerts and other information about Falcon's when you enroll your email address by visiting the Email Alerts section at **investors.falconsbeyond.com**.

About VAI RESORT

VAI Resort is a first-of-its-kind entertainment resort in Glendale, Ariz., bringing hospitality, live entertainment, dining and immersive attractions together in one destination. Set to become Arizona's largest hotel and entertainment resort, VAI will feature more than 2,000 rooms, suites and villas; 13 signature restaurants, including Bar Mar by José Andrés; Konos Island; a luxury spa; curated retail; a conference center; and a multi-level indoor theater. The destination will also be home to the world's first Mattel City, the 15,000-seat VAI Amphitheater and a 130-foot-high sky bar ride. Developed by VAI Global Development, the resort is designed to deliver an unparalleled multi-day entertainment experience in the heart of Glendale. For more information, visit **vairesort.com** or follow @vairesort on social media.

Access Mattel City media kit **here**.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This press release contains statements that are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. When used in this press release, words such as “will”, “overseeing,” “developing,” “opportunity,” “offering,” “shape,” and similar expressions identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ from those expressed in or implied by the forward-looking statements, including our ability to achieve the results that we anticipate, our reliance on our senior management and key employees, and our ability to hire, train, retain, and motivate qualified personnel, our ability to protect our intellectual property and avoid potential infringement on the intellectual property rights of others, and the risks disclosed under the caption “Risk Factors” in the Company’s most recent Annual Report on Form 10-K, and the Company’s other filings with the Securities and Exchange Commission. The forward-looking statements herein speak only as of the date of this press release, and the Company undertakes no obligation to publicly update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law.

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