NEWS RELEASE

Falcon’s Beyond Promotes Bruce A. Brown to Chief Legal Officer & Corporate Secretary

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Expanded Role Recognizes Brown’s Significant Contributions to Falcon’s Beyond as the Company Navigates a Time of Tremendous Growth

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 promotion of Bruce A. Brown as the Company’s Chief Legal Officer and Corporate Secretary. The newly created role is a promotion for Brown, who has served as Falcon’s Executive Vice President of Legal, General Counsel & Corporate Secretary since October 2023. He will continue to report to the Company’s President, Simon Philips.

Bruce A. Brown, Chief Legal Officer & Corporate Secretary, Falcon's Beyond Global, Inc. (Photo: Business Wire)

With more than 20 years of legal expertise, Brown will continue to strategically advise and oversee legal, compliance, enterprise risk management and government relations for Falcon’s Beyond. Brown will also continue to serve as a key advisor to the executive leadership team and the Board of Directors.

“I joined Falcon’s Beyond at a pivotal moment in its history, and it’s been an exciting ride as we’ve evolved from a private firm to a public company on the Nasdaq,” said Bruce A. Brown. “It has been rewarding to establish the foundation to ensure continued success for our Company and I look forward to helping Falcon’s continue to grow and enhance its businesses.”

Since Brown joined Falcon’s Beyond, the Company has been in a time of unprecedented growth and is scaling up its

workforce to support creative projects worldwide. Some of this work includes Falcon's Creative Group playing a key role in bringing **the world's first Dragon Ball theme park** to life in **Qiddiya City** (the world's first city built for play near Riyadh, Saudi Arabia) as the master planner, attraction designer and creative guardian of the project. Also, within Qiddiya City, Falcon's Creative Group is overseeing the master planning and creative guardianship of Saudi Arabia's first water theme park, **Aquarabia**, and supporting the experience design and technology development for the **world's first Gaming and Esports district**.

"Bruce hit the ground running when he joined Falcon's last year and has done a phenomenal job navigating our intricate businesses," said President Simon Philips. "Time and again, Bruce's extensive corporate legal expertise, particularly with strategic transactions, has proven to be invaluable and we are so fortunate to have him on our team. This well-deserved promotion recognizes Bruce's contributions and fortifies Falcon's as we position ourselves for the ongoing growth of our company."

Prior to joining Falcon's Beyond, Brown served as Senior Vice President, Deputy General Counsel of Hilton Grand Vacations. Previously, Brown served as Vice President and General Counsel of Tupperware Brands. He also held various positions at Darden Restaurants, where he most recently served as Vice President, Associate General Counsel and Assistant Secretary. Brown has also held roles with World Fuel Services, NICE Systems, American Express Company, General Electric Company and Xerox Corporation.

Brown holds a Bachelor's degree from Howard University and a J.D. from Howard University School of Law. He currently serves on the Board of Directors of Community Legal Services located in Orlando, Florida, a not-for-profit organization that promotes equal access to justice.

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.

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**.

Media Relations:

Kathleen Prihoda, Falcon’s Beyond

kprihoda@falconsbeyond.com

Investor Relations:

Brett Milotte, ICR

ir@falconsbeyond.com

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