

PRESS RELEASE

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Start of construction of Majaland at Holiday Park Kownaty in Poland

The foundation stone was laid yesterday at Holiday Park Kownaty in Poland for Majaland, the first theme park in Poland featuring the popular Studio 100 characters Maya the Bee, Vic the Viking, and Heidi.



The Polish Majaland is an initiative of Dutch investor Momentum Capital in partnership with the Plopsa Group, the theme park division of Studio 100. Majaland is the first theme park at Holiday Park Kownaty, a 205-hectare recreation area for all ages. Holiday Park Kownaty, strategically located between Berlin and Poznan, is situated close to the exit of the A2 highway between Berlin and Warsaw. The recreation area itself is also an initiative of Momentum Capital and will comprise connected theme parks and facilities, including hotels and holiday village. The Majaland theme park will cover an area of 10 hectares, welcome an estimated 300,000 annual visitors, and be open all year round.

Majaland is the Plopsa Group's first venture in Poland. Plopsa currently has six successful theme parks in Belgium, the Netherlands, and Germany, which together welcome three million visitors each year. All of these parks feature popular Studio 100 characters. So the construction of Majaland in Poland is a direct result of the success of Studio 100 characters in Poland. The feature film *Maya the Bee Movie: First Flight* was shown in movie theaters across Poland and the TV series on the adventures of Maya the Bee and Vic the Viking are

extremely popular. According to Steve van den Kerkhof, CEO of the Plopsa Group, “The start of the construction of Majaland here at Holiday Park Kownaty is in perfect keeping with our growth targets. Majaland will be part of Studio 100 and Plopsa’s total entertainment formula and comparable to the zones developed within the existing Plopsa theme parks. The new theme park will let children and their parents experience an unforgettable adventure.”

The foundation stone that marks the official start of construction of Majaland in Poland was laid jointly by Mayor Ryszard Stanulewicz of Torzym, the municipality where Holiday Park Kownaty is located, the CEO of the Plopsa Group Steve van den Kerkhof, the CEO of Momentum Capital, Martijn van Rheenen, and local youth. Majaland is expected to greet its first visitors in December 2017. “Two new Studio 100 movies will be launched in 2018, namely the second Maya feature film and a movie about Vic the Viking. ‘Heidi’ will also soon be beaming into Polish living rooms, when the series is shown for the first time on Polish television. It’s fantastic that Polish children and their parents will soon also have the opportunity to experience these characters personally at Majaland!” says Daniel Heinst, Director of Majaland Poland.

Martijn van Rheenen, CEO of Momentum Capital, is also satisfied with the development. “After years of preparation, Holiday Park Kownaty is now entering a new phase. The start of the construction of Majaland is a team achievement to which the local authorities and community, the team in Poland, the fabulous expertise of Plopsa and Studio 100, Momentum Capital and its co-investors have all contributed. We will also be serving a market with the first genuine theme park in Poland. We are especially proud that this honor has been bestowed us, together with Studio 100 and Plopsa.”

Note for the editors (not for publication):

Upload images: <http://www.plopsanews.com/en/studio-plopsa/start-of-construction-of-majaland-at-holiday-park-kownaty-in-poland>

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About Momentum Capital and Holiday Park Kownaty

Momentum Capital is an investment company with a track record of more than ten years that aims to bring positive changes to markets. The private equity activities of Momentum Capital focus on a select number of sectors: Urban Development, Clean Tech and Essential Assets. Momentum Capital has participating interests and partnerships in growth markets in Europe, Latin America, and the United States.

- *Urban Development:* participating interest in pioneering urban planning concepts and development of living areas for the emerging middle class in growing regions.
- *Clean Tech:* participating interests in companies specializing in sustainable technologies aimed at making products more sustainable and achieving significant energy savings in production, thereby contributing to the transition to a sustainable economy.
- *Essential Assets:* aimed at meeting basic necessities like a sustainable supply of heat and water and strategic infrastructure.

About Studio 100

Studio 100 is one of the leading companies in family entertainment worldwide. It was founded in 1996 by Gert Verhulst and Hans Bourlon. In addition to its head office in Schelle, Belgium, it has branch offices and studios in the Netherlands, France, Germany, and Australia. Studio 100 takes a 360° approach to family entertainment, focusing on global brands: the CGI series Maya the Bee, broadcast in 160 countries and with more than 300 licensees, Vic the Viking, licensed in more than 60 countries, and the series Heidi, licensed in more than 70 countries. In addition, Studio 100 has many other characters that are extremely popular in the Benelux region and abroad like K3, Samson & Gert, Bumba, Mega Mindy, and Prinsessia. The well-known Studio 100 characters can be seen in movies, theatrical productions, music, digital platforms, books, merchandising, theme parks, and live-action and animated television shows. For more information, go to: www.studio100.tv.

About Plopsa

Plopsa, the theme park division of Studio 100, operates six theme parks. Parks located in Belgium are Plopsaland De Panne, the indoor Plopsa Indoor Hasselt and Plopsa Coö. Plopsa opened its first water park, Plopsaqua De Panne, on March 22, 2015. The first indoor theme park in the Netherlands, Plopsa Indoor Coevorden, opened in 2010 and the German Holiday Park was acquired. The Plopsa parks combine the magic of the Studio 100 television characters with the enjoyment of top attractions and rides in a unique environment. They welcome an average of three million visitors per year. In addition to the parks, Plopsa also operates an external Plopsa shop at the Wijnegem Shopping Center and the Plopsa Theater in De Panne.