

PRESS RELEASE

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Dutch/Polish recreation park Kownaty captures Maya the Bee



The Dutch and Polish recreation park Holiday Park Kownaty, an initiative by Momentum Capital, has signed a contract with Plopsa, a subsidiary of the Belgian entertainment company Studio 100, to use the amusement park license for the animated character Maya the Bee. Maya the Bee will be the central figure in an indoor and outdoor theme park in Poland called Mayaland. This is the first step in the development of the Polish recreation park Holiday Park Kownaty. At the same time, discussions are going on with operators of golf courses, vacation homes, and hotels regarding further participation in the recreation park Holiday Park Kownaty, which measures a total of 207 hectares.

Daniel Heinst, CEO of Holiday Park Kownaty, says, "I am convinced that with Maya the Bee, we have been able to bring a global brand on board which will ensure a fantastic start to Holiday Park Kownaty. Maya the Bee is a timeless character that is loved by all ages. Studio 100 presents the adventures of this cheerful bee to children and their parents through the television show and the brand new movie shown in theaters. Mayaland will bring the world of Maya the Bee even closer."

Steve Van den Kerkhof, CEO of the Plopsa group, says, "The new theme park will give children and their parents the opportunity to discover the world of Maya for themselves and to experience unforgettable adventures with her, like they can in the Maya zones in the Plopsa theme parks."

The Mayaland project is the only one of its kind in the entire region between Berlin, Germany, and Poznań, Poland. It will also be Poland's first genuine theme park.

Note for the editors, not for publication:

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About Momentum Capital

Momentum Capital is an independent Dutch private equity firm with participations and partnerships in growth markets in Latin America, the United States, and Europe. Momentum Capital focuses on real estate and technology companies in growth markets that capitalize on a specific, societal need and also consider future-proofing and long-term sustainability as an important guiding principle. Momentum Capital is active in two sectors:

Real estate

Brazil and Poland are characterized by increasing industrial development, the expansion of urban areas, a growing population, and rising prosperity in the middle class. In Brazil and Poland, Momentum Capital has participations in project and area development companies that achieve residential areas for the growing middle class and industrial zones.

Clean technology

The world population and the global level of prosperity are increasing dramatically, and so is the use of available natural resources. Momentum Capital focuses on clean technology by participating in companies that develop and apply groundbreaking sustainable technologies.

For more information about Momentum Capital, go to: www.momentumcapital.nl

About Plopsa

Plopsa, the theme park division of the Belgian entertainment company Studio 100, operates five theme parks. Three parks are located in Belgium: Plopsaland De Panne, the indoor park Plopsa Indoor Hasselt, and the tourist location Plopsa Coo. Plopsa's first theme park in the Netherlands, Plopsa Indoor Coevorden, opened in 2010. In late 2010, the company took over Holiday Park, an existing theme park in Germany. The Plopsa parks combine the magic of the Studio 100 television characters with the enjoyment of top attractions and rides in a unique environment. The Plopsa parks welcome an average of 2.6 million visitors per year. In addition to the amusement parks, Plopsa also operates two external Plopsa Winkel stores in Belgium, one in Hasselt and one in the Wijnegem Shopping Center. **Plopsa is responsible for the global amusement park licensing of the Studio 100 characters Maya the Bee, Vicky the Viking, and Heidi.**

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, Hong Kong, 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; Vicky 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