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Press release

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Lai Sun Group Novotown Partners with Real Madrid Club de Fútbol for an Interactive Football Experience Centre in Hengqin

Lai Sun Group jointly announced a collaboration with world-class football club Real Madrid Club de Fútbol today at the Santiago Bernabéu Stadium. The partnership will bring about an indoor interactive football experience centre in Phase Two of Novotown, the latest cultural development of Lai Sun Group in Hengqin China, which is currently under planning.

Emilio Santos, spokesperson of the Club, hosted a media presentation and introduced Lai Sun Group together with the Novotown project. The appearance of Real Madrid legends Raúl and Roberto Carlos concluded the presentation and marked the beginning of the Club's journey in China. Director General of China National Tourism Administration Spain office, Zhang Zhiyun, was also at the media presentation to witness the moments.

“We are extremely delighted to partner with Real Madrid, who with their expertise in football training, will be able to bring about highly participative and personalized sports entertainment experiences, supported by advance technology. Residents and travellers in Hengqin Zhuhai, Guangdong and the broader southern China region will surely appreciate this.” said John Tse, Head of Novotown Project of Lai Sun Group. “The interactive football centre is instrumental to develop the culture of sports entertainment, and establish a diversified range of industries to promote the region's tourism economy. It is our aim to nurture a sporting culture, especially in the area of football, among the younger generation.”

The centre interweaves elements of sports, entertainment and advanced technology, where a range of virtual and augmented reality football experiences will be made available to guests. Participants can indulge themselves in an immersive world of football encounters, and manage personalized player profile to keep track of one's training journey. They can also create and own their “behind-the-scenes” training extracts. The centre also features a museum of Real Madrid history, various mini game challenges and other entertainment experiences. The aim is to create fun-filled and highly participative sports moments for guests of all ages and interests.

The centre covers an area of approximately 12,000 square metres, and contains multiple interactive football related experiences. It also includes food and beverage outlets as well as concept retail concessions.



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Information

Novotown is located at the heart of Hengqin, Zhuhai, the People's Republic of China, which requires only a 5-minute drive from the Hengqin Port that is closest to Macau. The project features a mix of cultural and entertainment attractions and is positioned as a cultural and creative incubator for Guangdong, Hong Kong, Macau and Taiwan. Experiences in phase one of Novotown include Lionsgate Entertainment World™, National Geographical Ultimate Explorer, Healthcare and Beauty Cultural Centre, multi-purpose performance hall, wedding pavilion, Hengqin Hyatt Regency Hotel and signature shopping and dining outlets. It is expected that more than 5 million visits will be drawn within the first year of operation. For more information visit: www.novotown.com.cn

Real Madrid was founded in 1902 as Madrid Football Club, and is now one of the most successful football clubs in the world. The club owns the most esteemed and widely supported sports team in the world. Winning records include 12 Champions League trophies, 33 La Liga titles and many more. Real Madrid is the club that hold the highest number of titles in both Champions League and La Liga so far. More information on its official website: www.realmadrid.com.

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