

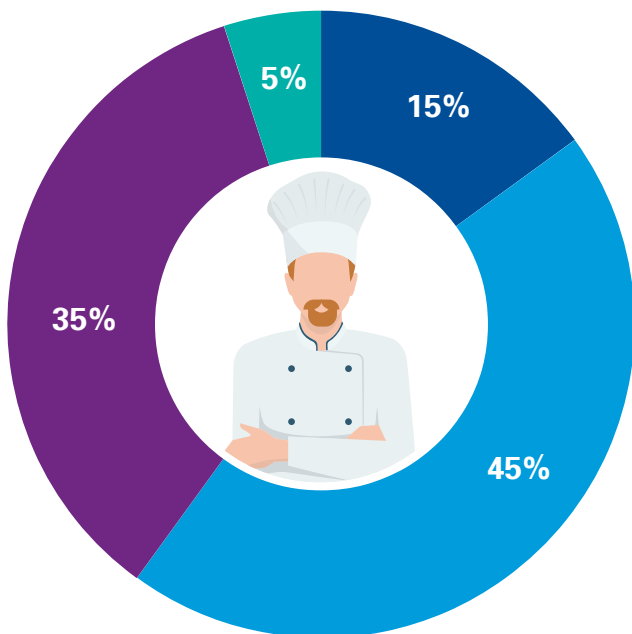
While 60% of operators expect a directly favorable impact to their businesses, some have a different view. Those who believed there would be little direct positive impact on Dubai's F&B sector mentioned that most of the activity will be in and around the event site. Some operators stated that the Expo 2020 Dubai may draw tourists away from existing F&B destinations in the UAE.

While Expo 2020 Dubai is just under two years away, more than one third of operators plan to directly participate, by establishing a presence at the site. An additional 20% are considering options for event-related campaigns to take advantage of the increased number of tourists in the city.

The remaining 45% of operators have not made event-specific plans as yet, but this may change in the interim. However, for most, the priority for 2019 is to set the house in order.



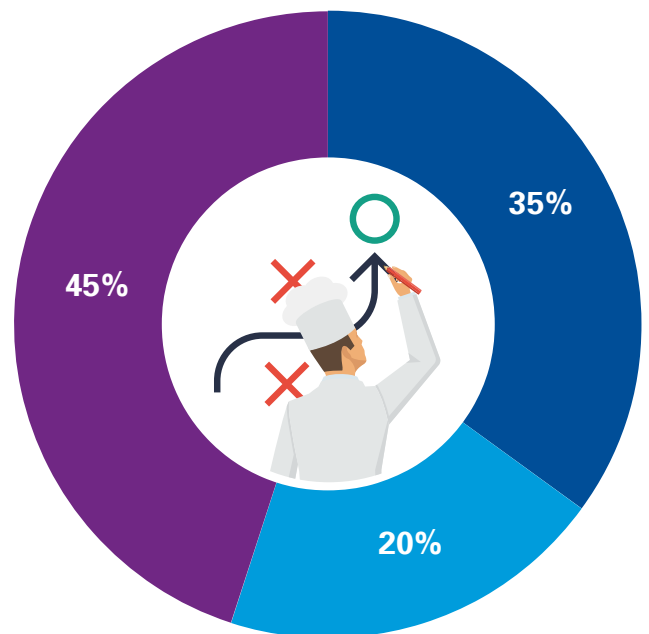
### How is Expo 2020 Dubai expected to impact your business?



- Highly favorable impact (>10% growth)
- Favorable impact (<10% growth)
- Not much impact from Expo
- Unfavorable impact



### What are your plans around Expo 2020 Dubai?



- Direct participation
- Expo-specific campaigns
- No specific plans as yet