



## **DUBAI ARENA TO BECOME COCA-COLA ARENA AFTER 10-YEAR NAMING RIGHTS DEAL SECURED FOR DUBAI'S FIRST MULTIPURPOSE INDOOR ENTERTAINMENT ARENA**

- *Newly branded Coca-Cola Arena in Dubai to be opened in June 2019*
- *17,000-capacity arena, located at City Walk by Meraas, to host major live music concerts, sporting events, family entertainment and corporate events all year-round*
- *Long-term deal gives Coca-Cola range of exclusive on-site rights*

**Monday 8th, April 2019, Dubai:** AEG Ogden announced today it is bringing together The Coca-Cola Company and the recognisable Dubai based landmark developer Meraas, to sign a long-term deal between the two giving Coca-Cola exclusive naming rights for the UAE's first multipurpose live music, indoor sports and events arena.

AEG Ogden announced the hugely anticipated Coca-Cola Arena which is located at the heart of an urban retail and residential development within the bustling city of Dubai. With a capacity of 17,000 the Coca-Cola Arena will have the capability to host large scale live events 365 days a year and will further strengthen Dubai's worldwide status as a year-round destination for tourists.

Guy Ngata, AEG Ogden's CEO of the Coca-Cola Arena said: "We are proud to partner with Meraas and Coca-Cola as we launch the UAE's first world-class, multipurpose indoor arena. We look forward to working closely together over the next 10 years.

"This naming rights agreement is hugely beneficial for Dubai and Coca-Cola, which are both internationally recognised brands in their own rights. We are excited to grow our partnership over the next decade and further establish Dubai as a major destination for world music tours, sporting competitions, family show and corporate events.

"In addition to major branding and exclusive beverage sales at the arena, the strategic partnership also means the new Coca-Cola Arena will be able to tap into Coca-Cola's vast network of expertise in the worlds of business and entertainment, while the company

will see huge gains from its close, long-term relationship with one of the best live entertainment arenas in the region."

The state-of-the-art multipurpose Coca-Cola Arena has been magnificently designed to accommodate a huge variety of concerts and performances that will amaze an array of cultures and nationalities throughout the calendar year, strategically standing as the biggest multipurpose arena of its kind between Istanbul and Singapore.

The Coca-Cola Arena is designed with sustainability in mind with the incorporation of innovative elements such as humidity capture A/C units, light and water sensors, LED lights and an organic composter, the arena promises to be a crowning jewel for Coca-Cola and AEG Ogden.

Murat Ozgel, General Manager of Coca-Cola Middle East and Deputy President of Coca-Cola Middle East and North Africa, added, "We are proud to be a part of this highly anticipated entertainment destination which demonstrates our commitment to the region. The Coca-Cola Arena will build on Dubai's thriving entertainment industry, positively contributing to the city's ambitions to become a world-leading metropolis. The arena will create another iconic landmark in the city attracting visitors from across the world.

He added, "In line with Dubai's vision to create a smart and sustainable city, we are committed to making the Coca-Cola Arena a sustainable venue in line with our 2030 Environmental Goals."

With the capability of hosting major touring international artists, sporting events, comedy shows, gala dinners, exhibitions and conferences, the Coca-Cola Arena doesn't just add to the aesthetic of Dubai, but to its economy and community.

The design of the Arena caters for worldwide productions to visit with ease with its unique roof design and 190 metric tonnes weight load capacity and boasts to be the first fully air-conditioned indoor arena with end-stage, central and half-stage configuration capabilities in the region.

The Coca-Cola Arena is owned by Meraas, a well-known landmark developer within the United Arab Emirates, and is to be operated by the reputable and international venue management company AEG Ogden. AEG Ogden is a joint venture with AEG Facilities and part of AEG, the world's leading sports, venue and live entertainment company who also own and operate leading elite venues including London's The O2 Arena, STAPLES Center in Los Angeles, and Qudos Bank Arena in Sydney. The established venue operating and management company have provided their considerable design and technical expertise during the construction process, for both internal and external infrastructures.

"Great arenas are known for great partnerships and we are excited that Coca-Cola shares our vision for the great potential for the Coca-Cola Arena. This venue will be the region's leading destination for sports, concerts, family shows and all other world-class

events," said Bob Newman, President, AEG Facilities. "We are honored to be the operators of the Coca-Cola Arena and look forward to its fast-approaching grand opening."

Construction work on the indoor arena was announced in 2016 and has been moving ahead with several key targets already achieved. The building's spectacular active-lit façade has been completed and fully installed, while the 42 hospitality and corporate suites are currently receiving their final touches.

For more information please visit [www.coca-cola-arena.com](http://www.coca-cola-arena.com) and @cocacolaarena

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### **About Coca-Cola Arena**

Opening in June 2019, the Coca-Cola Arena will revolutionise the live entertainment industry in the UAE and throughout Middle East.

Capable of hosting live shows 365 days a year, the fully air-conditioned, 17,000-capacity arena will establish Dubai as a major destination on the global events circuit.

The Coca-Cola Arena's unique automated seating design means it can be adapted to international and local events of all sizes, from sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings.

Located in the heart of City Walk, Dubai's lifestyle destination, the Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5-minute walk from the closest Dubai Metro Station.

The region's largest indoor arena, the Coca-Cola Arena is owned by Meraas, a Dubai-based holding company, and managed by AEG Ogden, the international venue management company.

### **About AEG Ogden**

AEG Ogden is an Australian based joint venture between Australian venue management interests and AEG Facilities of the United States.

AEG Ogden manages venues throughout the Asia Pacific region, including convention centres in Brisbane, Cairns, Darwin, Kuala Lumpur, Oman and ICC Sydney, Suncorp Stadium in Brisbane; and arenas including the Brisbane Entertainment Centre and the adjacent Sports Centre, Sydney's Qudos Bank Arena, the Newcastle Entertainment Centre, Perth Arena and the Coca-Cola Arena in Dubai.

For more information about AEG Ogden [www.aegogden.com](http://www.aegogden.com) and AEG [www.aegworldwide.com](http://www.aegworldwide.com)

### **About Meraas**

Meraas is dedicated to making Dubai and the UAE better for people to live, work and play in. We design for a diverse mix of people to stimulate a creative urban culture where the next generation of ideas, businesses and communities can take root. Our investments ensure a better future for generations to come and are spread across different sectors including food, retail, leisure, hospitality, health and education. Our

destinations which include to date – City Walk, The Beach, Boxpark, Last Exit, The Outlet Village, Kite Beach, Al Seef, La Mer, The Yard and Bluewaters – are open places for communities to socialise, explore, learn, play, create and innovate.

For more information: [www.meraas.com](http://www.meraas.com)

### **About Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries and territories. In addition to the company's Coca-Cola brands, our portfolio includes some of the world's most valuable beverage brands, such as AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, innocent smoothies and juices, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and ZICO coconut water. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We're also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

### **Media Contacts**

#### **Global:**

#### **Greg Adermann**

AEG Ogden

Group Communications Manager

+61 419 729 972

[gadermann@aegogden.com](mailto:gadermann@aegogden.com)

#### **Regional:**

#### **Tom Bushell**

The Coca Cola Arena

Media Manager

† +971 58 126 9417

e [tbushell@aegogden.com](mailto:tbushell@aegogden.com)