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MANCHESTER UNITED TO OPEN CLUB-THEMED ENTERTAINMENT AND EXPERIENCE CENTRES ACROSS CHINA

- **UNITED THEMED FOOTBALL EXPERIENCE**
- **FIRST CENTRES TO OPEN IN BEIJING, SHANGHAI AND SHENYANG BY THE END OF 2020**

曼联将在中国建立曼联主题娱乐体验中心

- 曼联足球体验
- 第一批曼联主题娱乐体验中心将于 2020 年底前在北京、上海、沈阳对外开放

(NYSE: MANU) Manchester United, in partnership with leading Chinese property developer, Harves, has announced that it will open a series of club themed entertainment and experience centres throughout China.

曼联足球俱乐部携手中国杰出地产开发商华锐世纪宣布，将在中国建立一系列曼联主题娱乐体验中心。

The first Manchester United Entertainment and Experience Centres are scheduled to open in Beijing, Shanghai and Shenyang by the end of 2020. They will use interactive attractions and exhibitions to bring the excitement of



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the iconic club and its Old Trafford stadium to United's 100 million followers in China, giving fans a place to celebrate the team they so passionately support and further deepening the special relationship the club has with China.

第一批曼联主题娱乐体验中心计划于 2020 年底前分别在北京、上海和沈阳对外开放。他们将利用互动的景点和展览，将曼联足球俱乐部和老特拉福德球场最激动人心的体验带给中国上亿的曼联球迷，给球迷提供一个为他们热情支持的球队共同欢庆的舞台，并进一步加深曼联与中国的特殊情谊。

The Beijing centre will be located within the Beijing FUN development, in the historic Qianmen Dashilan area right next to Tiananmen Square and the Forbidden City.

其中，北京的曼联主题娱乐体验中心将选址前门大栅栏地区的北京坊，距天安门和故宫仅咫尺之遥。

Each venue will feature interactive and immersive experiences, using state-of-the-art technology to bring Manchester United to life. Fans who visit will be able to experience the thrill of a matchday at Old Trafford as well as learn the history and heritage of English football's most successful and storied club.

每个曼联主题娱乐体验中心都将以互动和沉浸式体验为特色，运用最先进的科技技术让曼联体验栩栩如生。到访的球迷将能够体验到老特拉福德比赛日的激动人心，并了解到这个英国足球史上最成功和最有传奇色彩的足球俱乐部的历史和传统。

Each Manchester United Entertainment and Experience Centre will offer visitors a different experience and will include restaurants, along with a club retail store.

同时，这些位于不同城市的曼联主题娱乐体验中心还将为访客提供不同的服务体验，中心还包含了餐厅，以及俱乐部商品专卖店。

Manchester United's Group Managing Director, Richard Arnold comments:



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曼联集团总经理理查德·阿诺德说：

“We’re very excited to be partnering with Harves on the Manchester United Entertainment and Experience Centres concept, offering our millions of Chinese fans the chance to experience the club in a new and innovative way.. We first visited China in 1975 and we’re proud to have seen our fan base in the region grow and develop their passion for United over the years. This new concept will allow them to get closer to the club they love.”

“我们很高兴能和华锐世纪在曼联主题娱乐体验中心这一创新概念上进行合作，以这种全新的方式给曼联的中国球迷带来特殊的曼联体验。我们第一次到访中国是 1975 年，很荣幸看到这些年来，曼联的中国球迷不断增长，对曼联的热情也与日俱增。曼联主题娱乐体验中心这个全新的概念将让球迷们和他们深爱的曼联走得更近。”

Harves CEO, Bo Zhang comments:

“Harves is honoured to partner with Manchester United and bring our property development expertise in the creation of these centres. They were the first club to broadcast games in China and I can remember setting my alarm to watch the best players in the world play. Manchester United was also the first to tour China and the first to host fan events in the country. But they are so much more than a football club. They are always striving for excellence in the way they approach life. We are excited to bring the rituals and emotions of the Manchester United experience to the youth in China, capturing what it feels like to be a member of this elite club. Rooted in its unique approach to training, its storied legacy and leadership, and its status as the most successful club in the world, we will create a fully immersive experience that entertains, educates, and inspires the next generation of football fans.”

华锐世纪 CEO 张博说：



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“华锐世纪很荣幸与曼联合作，能将我们在房地产开发方面的经验运用于创建曼联主题娱乐体验中心。他们是第一支在中国转播比赛的国外足球俱乐部，我记得我当时还为了观看世界上最高水准最佳队员的比赛专门设置了闹钟。曼联也是第一个到访中国，并在中国举办球迷活动的英超球队。但曼联不仅仅是一个足球俱乐部，在球场内外他们永远拼搏向上，追求卓越。我们很高兴能把曼联的这种精神和激情带给中国的年轻人，让他们体验成为这支精英俱乐部的一员是怎样的感受。我们将以它独特的训练方法、它传奇的遗产和领导力，以及它作为世界上最成功的俱乐部的地位为基础，创造一种完全沉浸式的体验，来娱乐、教育和激励下一代足球迷。”

ENDS



ABOUT MANCHESTER UNITED

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 141-year heritage we have won 66 trophies, enabling us to develop the world's leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.

关于曼联

曼联是世界上最受欢迎、最成功的运动团队之一，踢着世界上最受欢迎的观赏性足球比赛。经过 141 年的传承，我们赢得了 66 座奖杯，建立了全球领先的体育品牌，并在全球拥有超过 6.59 亿粉丝组成的球迷社区。这个规模巨大、充满激情的粉丝社区为曼联提供了一个创造多元化重要收入的全球平台，包括赞助、产品销售、产品许可、新媒体和手机、转播和比赛日等。

ABOUT HARVES

Harves is a premiere Chinese real estate development and investment firm with a growing portfolio of assets. Having developed 55 million square feet of real estate in the last two decades, Harves also owns and operates enterprises across sectors, including airlines, hospitality, and operations management. Focused on the next generation, Harves has partnered with the China Development Bank Capital Corporation Ltd. to build cultural entertainment and education experiences throughout the country. This includes an exclusive partnership with the world's most valuable sports brand, Manchester United, with whom they will create immersive Entertainment and Experience Centres across China. For additional information on specific projects, visit www.harves.com

关于华锐世纪

关于华锐世纪是中国首屈一指的房地产开发投资公司，资产组合不断增加。在过去的二十年中，华锐世纪发展了 5,500 万平方英尺的房地产，同时拥有并经营着包括航空公司、酒店业和运营管理在内的各个行业的企业。华锐世纪以下一代为重点，与国开金融合作，在全国各地建立文化娱乐和教育经验。这包括与世界上最有价值的体育品牌曼联足球俱乐部建立独家伙伴关系，他们将与曼联一起在中国各地创建沉浸式娱乐和经验中心。有关具体项目的更多信息，请访问 www.harves.com

