

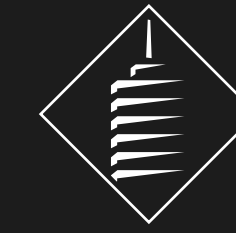
International Sports & Entertainment Zone

First Dedicated Free Zone Cluster

المنطقة الدولية للرياضة والترفيه

ISEZA

INTERNATIONAL SPORTS
& ENTERTAINMENT ZONE



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DUBAI WORLD TRADE CENTRE

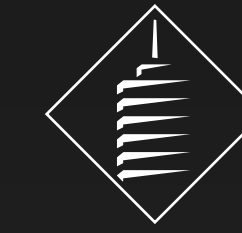
المنطقة الدولية للرياضة والترفيه

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Game Changer

- **First-of-a-kind** Sports & Entertainment Free Zone Cluster in the Middle East and internationally.
- Operated within **Dubai World Trade Centre (DWTC)** Free Economic Zone framework.
- Aimed at **licensing and hosting sports and entertainment companies**, freelancers, artists, sports and media personalities.
- Cementing Dubai's position as the global hub for sports, tourism and entertainment.
- Creating a **unique collaborative ecosystem** for the growth and development of the sports and entertainment industry in the UAE and the wider region.





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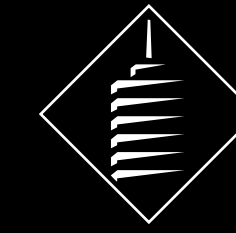
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Dubai Leading the Race

- Dubai has been historically **at the forefront of Economic Zones development**, hosting more than 20 Free Zones and Clusters dedicated to various industries.
- Dubai's sports industry contributes approximately **\$2.5 bln** annually to the Emirate's economy*
- Establishing a sports and entertainment business cluster is the **next big step**, aligned with the **Dubai Economic Agenda (D33)**, to make Dubai one of the top international tourism and business destinations*

Advantage Dubai.

- Dubai is the global financial, sports, entertainment, and tourism hub, offering:
- First-class infrastructure, **global connectivity**, and outstanding hospitality
- Welcoming investment and **competitive tax regime**
- **Concentration of talented**, innovative and creative minds
- Ambitious, innovative and **visionary leadership**
- **Concentration of capital** and investors
- **Economic and political stability**, high-level security and safety
- **Young dynamic environment** with major growth ahead



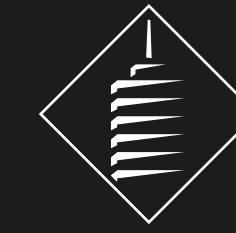
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Centre of Gravity



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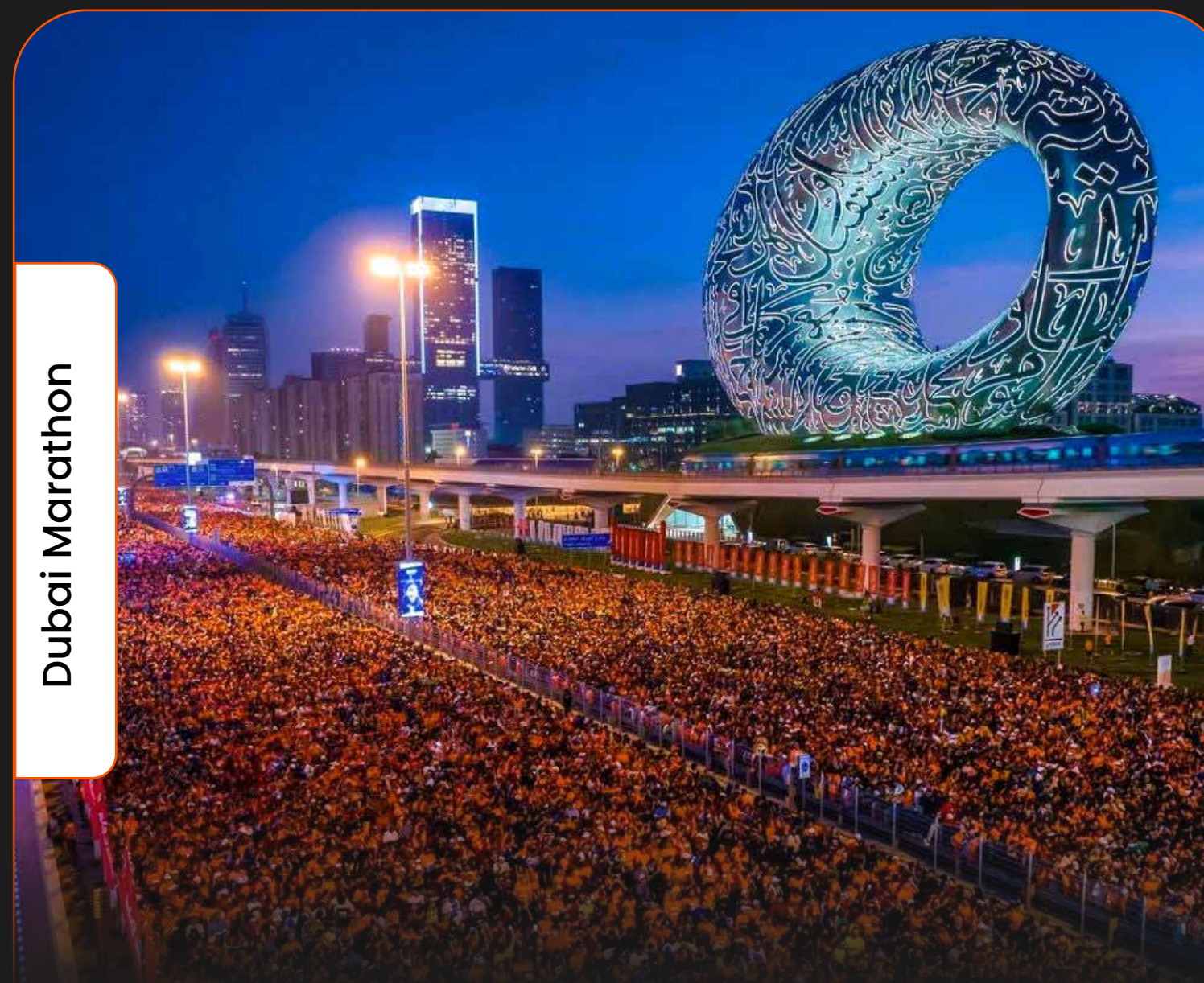
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- Dubai has an **excellent track record** of hosting mega events.
- DWTC is the **region's leading events venue**, connecting people, trade, innovation and ideas from all around the world for over 40 years.
- Dubai Sports Council's 10-year Sports Strategy, aligned with the D33 Agenda, **aims to host 3,000 events* with a target of increasing private sector's participation to 90%.**
- ISEZA's strategic goal is to contribute to the **growth of private sector in the sports and entertainment industry**, facilitating investments, innovations, and new job creations.

Coca-Cola Arena



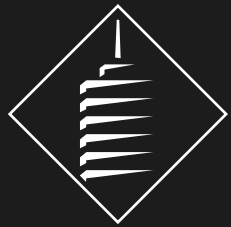
Dubai Marathon



Dubai Opera



DWTC Home Run



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EMIRATES
24/7

Hamdan bin Mohammed highlights
DWTC's role in driving Dubai's
global business growth

DUBAI WORLD TRADE CENTRE DRIVES IMPACT AS ECONOMIC OUTPUT SURGES IN 2025

108

LARGE-SCALE EVENTS

2.18MM

ATTENDEES IN 2025

44%

WERE INTERNATIONAL ATTENDEES

TOTAL
ECONOMIC OUTPUT

AED 25BN

59%
RETAINED

RETAINED IN
DUBAI'S ECONOMY

AED 14.66BN

JOB'S SUPPORTED

> 94,000

DIRECT
ECONOMIC OUTPUT

4.5 BN

5.5x

TOTAL
ECONOMIC OUTPUT

25 BN

ADJACENT
SECTORS

13.48 BN



TOP
PERFORMING EVENT SECTORS

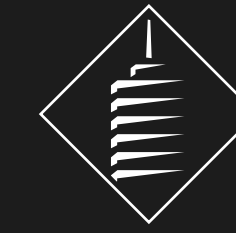


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- Located in the heart of Dubai's business district, **Dubai World Trade Centre (DWTC)** is the **global hub for mega events**, international exhibitions, trade shows and conferences.
- DWTC generated over **AED 25 bln (c. USD 6.8 bln)** in total economic output in 2025.
- DWTC hosted 108 large-scale events in 2025, **bringing together 2.18 mln participants**.
- **Located in the heart of Dubai**, DWTC Free Zone is the world-class free economic zone for entrepreneurs, start-ups and multinationals.
- In addition, for 15 years DWTC has been the home of the **Dubai Sports World**, the largest indoor sports facility in the GCC for sports activities during summer seasons **curated by the Dubai Sports Council**.





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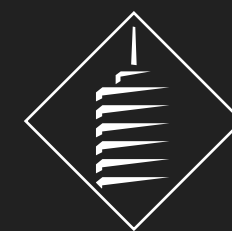
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Your Home Pitch

- ISEZA complements DWTC Free Zone community with a unique industry-focused business hub facilitating **licensing** and providing **full legal and corporate support**.
- Our mandate is to create a **unique collaborative ecosystem** to support and accelerate the growth of the sports and creative industry.
- **ISEZA is the home to diverse industry players**, ranging from global brands, international and regional federations and associations, sports leagues and franchises, rights owners and investors to local start-ups and entrepreneurs, professional athletes, artists, celebrities, media personalities, influencers, and creative industries professionals.





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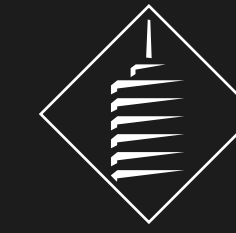
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Welcome to the Club

- Welcoming free zone legal regime and first-class infrastructure
- Comprehensive legal, corporate, and tax support
- Unique ecosystem and collaboration platform
- Integrated partnership and investment opportunities
- Prime location in the heart of Dubai's business community
- Cost-effective approach for launching and developing a business
- Assistance in obtaining UAE Golden Visas and residency
- Market-entry and strategic development support
- Assistance in liaising with the UAE government authorities
- Exclusive business activities and tailored structuring solutions



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Team ISEZA

- ISEZA's strategic position ensures **fast and straight forward** incorporation and licensing.
- But most importantly, **we are "in your corner"** to provide full legal and corporate post-licensing support, throughout the **full business cycle**, along with a wide range of **added-value services**.
- **We always go the extra mile** to provide additional support to make sure the businesses of ISEZA residents thrive regionally and internationally.
- While the UAE Corporate Tax (9%) framework applies to Free Zone Persons, including DWTC and other UAE Free Zones, DWTC companies are eligible for a 0% UAE Corporate Tax rate for specific activities, subject to meeting certain conditions.



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Playing by the Rules

➤ ISEZA specifically assists in liaising with the UAE government authorities, such as :

- Dubai Sports Council
- Dubai Culture
- Ministry of Sports
- Ministry of Culture
- Dubai Department of Economy and Tourism
- Dubai Association Centre
- Sports Federations
- Immigration

and other key authorities in obtaining approvals and permits swiftly and without hassle

➤ ISEZA and DWTC care about the fair play and apply thorough KYC and due diligence procedures to ensure compliance with the UAE and Dubai laws and regulations



Shoot for the Stars

- We have added **more than 100 unique sports and entertainment license activities** and can create tailored activities that do not exist in other UAE Free Zones to make sure each business is accommodated and each player has their place on the business pitch
- The Zone provides a unified platform for licensing businesses across established sectors, such as **sports management, sports marketing, event management, talent representation, media and broadcasting**, while also supporting growth in emerging areas like **e-sports, AI-driven sports tech, fan tokens and engagement**, etc.
- **ISEZA facilitates a fully online, fast and straightforward registration and licensing procedure at a competitive fee**, because speed and numbers matter



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Sports Services

Sports & Entertainment Marketing & Management

Sports & Entertainment Event Management

Sports & Entertainment Consultancy

Sports & Entertainment Agency

Sports & Entertainment Research & Analytics

Sports Talent Scout Services

Talent Management Services

Sports Training Camps Organizing

Sports Nutrition Consultancy

Online Fitness Services

Sports & Entertainment Media

Sports & Entertainment Social Media Management

Sports & Entertainment Broadcasting Services

Sports & Entertainment Online Streaming Platform

Sports & Entertainment Portal

Music Production and Recording

Media Production Services

Content Production and Distribution

E-Sports League

E-Sports Team

E-Sports Club

Gaming Academy

Gaming Studio

Gaming Platform

E-Sports Management

Gaming Development Services

Gaming Content Production

E-Sports Data and Analytics

ISEZA's Playlist

Sports Technology Development & Operator

Sports & Entertainment Software Development

Sports & Entertainment AI Developing Services

Sports & Entertainment Ticketing

Sports Memorabilia Collection and Trading

Sports Merchandise Distributor

Sports Wear Trading



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Sports Federation

Sports Association

Sports Academy

Sports Institute

Sports Museum

Sports League

Sports League Operator

Sports Clubs & Facilities Management

Sports Franchise Ownership and Management

Investment in Sports and Management

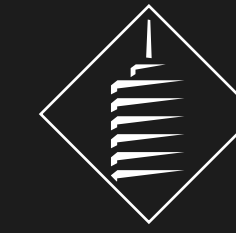
Music Consultancy

Musical Band

Sports & Entertainment Content Management

Sports & Entertainment Blogging and Podcasting

**Image & Intellectual Property Rights Holding
and Management**



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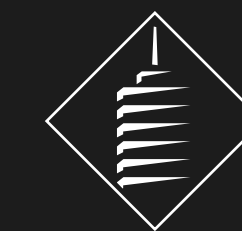
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Medal Stand

- We take an extra mile and offer **added-value services** to cater to the needs of all industry players – from start-ups to global brands, from freelancers to key industry players
- Our added-value services range from the **all-inclusive gold package** with full access to all fast-track services, resources and facilities, events and projects, partnerships and marketing to **silver and bronze packages** with additional support provided to ISEZA members in the corporate, legal, immigration, tax, banking and other areas
- We specifically **assist in liaising with the UAE government authorities** in obtaining approvals and permits to ensure smooth and hassle-free operations
- Irrespective of the package, **each ISEZA member benefits** from the unique collaboration opportunities, professional guidance and support on all stages of the business lifecycle





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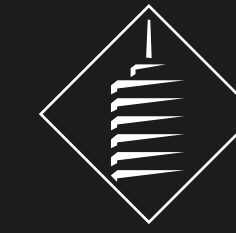
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All-Star Game

- ISEZA specifically targets **international and regional sports federations and leagues**, as well as global entertainment companies to establish their presence in the region.
- Dubai is already home to numerous international and regional sports organization, such as Asian Paralympic Committee (APC), International Cricket Council (ICC), Asia Rugby, Baseball United, etc.
- Welcoming legal regime, excellent accessibility and government support make the **UAE an attractive jurisdiction** to host international and regional sports organizations and leagues, creating an **alternative to traditional jurisdictions like Switzerland or UK**.
- The Zone assists multiple **sports investors and club owners** to structure their sports assets ownership to benefit from UAE asset protection and tax regime.

Shine Bright



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- ISEZA assists numerous **high-profile sports and media celebrities** in obtaining a **10-year UAE Golden Visa** for special talents, such as for:
 - Professional athletes and renowned coaches;
 - Members of international sports organizations;
 - Artists, musicians, directors, TV presenters, actors and actresses;
 - Bloggers, influencers, journalists and social media personalities.
- UAE Golden Visa grants a renewable 10-year residency permit for a **special talent and family members**. Golden Visa holders can stay outside the UAE for extended periods without affecting their residency status.
- The UAE imposes **no personal income tax**. Golden Visa holders can benefit from the UAE tax regime, access to banking and other facilities.
- UAE residency can be specifically beneficial to professional athletes performing in individual sports (such as **tennis players, golfers, MMA fighters, Formula 1 Drivers**, etc.) as well as independent artists, who are citizens of the world and do not spend substantial time in a particular jurisdiction, to establish their presence and **tax residence in the UAE**.
- We further provide legal assistance in **structuring licensing and protection of image rights**, sponsorship and endorsement deals, commercialization of Intellectual Property.





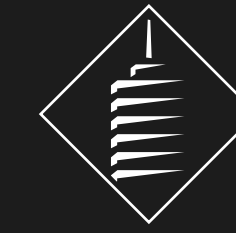
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Backstage Stars

- ISEZA recognizes the hard work of sports and entertainment industry providers and assists them in various needs, such as corporate structuring, licensing, liaising with local authorities, organizing committees and venues, obtaining all required permits and approvals, as well as helping with legal, tax, immigration, labour and other admin matters.
- We assist international sports and entertainment consultancy and event management firms, as well as start-ups, entrepreneurs, freelancers, agents and promoters, providing a comprehensive legal and corporate support in their daily operations.
- The GCC and Middle East sports and entertainment market is booming with numerous mega events to be staged in the region in the coming decade. We assist international companies in navigating through local regulatory specifics, market entry, event bidding and staging requirements.



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Show me the Money

- ISEZA specifically supports **sports agents, promoters and talent representation firms** helping them in expansion and optimization operations through establishing presence in the UAE.
- **UAE became second home for many sports stars, celebrities and media personalities.** Managing clients' international portfolio through an investment and tax friendly **UAE jurisdiction creates a competitive edge both for agents and their clients.**
- **The Zone provides a platform** and facilities to reach out to major industry players, sponsors and suppliers. **The home of ISEZA is open for agents** to stage press-conferences, player signings, product announcements and other activations.

Game On

- The gaming industry currently ranks among the world's most influential and profitable businesses. E-sports is booming in the Middle East. Dubai Program for Gaming 2033 aims to make Dubai a top 10 global gaming hub by 2033.
- The UAE's eSports market is experiencing significant growth, driven by increasing government support and a rising interest in e-sports, particularly among young people.
- ISEZA supports such initiatives through creating unique opportunities for licensing e-sports leagues, teams, players, gaming platforms and developers, providing full range of legal, corporate and administrative assistance.
- The UAE is establishing a legal framework for the gaming sector, which will further support the growth of the eSports industry. The country is also heavily investing in gaming infrastructure to support the eSports industry, including eSports arenas and dedicated spaces for gaming events, such as Dubai E-sports and Gaming Festival which is held in DWTC.

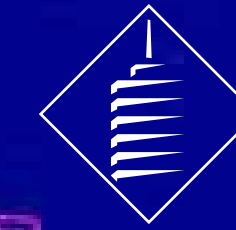


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MoneyBall

- **AI and other next-generation sports technologies and analytics** are changing the business of sports and entertainment through digitalization, data analysis, smart and sustainable arenas through innovative technology solutions.
- **ISEZA offers an integrated platform for the sports and media tech industry**, offering structuring solutions to **AI-driven and big data driven tech services** and platforms, athlete performance technologies, fan engagement solutions, live-streaming technologies, ticketing platforms research and analytics, content distribution and management, etc.
- We assist with general legal and corporate services, as well as **Intellectual Property structuring and protection**.
- ISEZA particularly provide **legal assistance in structuring investments**, raising capital, **liaising with venture capital firms** and the full spectrum of contractual assistance



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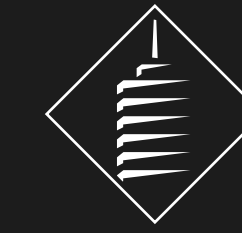
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Music to Your Ears

- We offer a broad range of assistance to **music, media and entertainment sector** in structuring operations, drafting and negotiating various contract related to Intellectual Property licensing and management, recording and production, streaming and broadcasting, content management and distribution.
- **Social media business is an industry of particular focus for ISEZA.** UAE government supports social media influencers, bloggers and content creators through granting Golden Visas and offering a legal platform for digital marketing and commercialization.
- ISEZA facilitates licensing and full legal support of **content creators, production and media companies** through liaising with the Ministry of Culture, Dubai Media Office and other key industry stakeholders.

Wild Card



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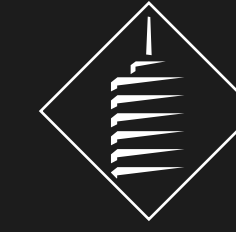
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- Because every player should have a place on the business pitch, **ISEZA facilitates freelance licenses and supports residence visas** issuance to various freelancers, such as **sports instructors, online fitness and yoga instructors, sports agents, sports nutritionists and sports psychologist.**



- We also support creative industry specialists, such as **social media influencers, bloggers, commentators and presenters, producers, photographers, artists, social media managers, copywriters, etc.**
- Growing community of gaming professionals requires licensing of various individual players and specialists, such as e-sports gamers, e-sports coaches, **e-sports agents, gaming producers, gaming developers, gaming artists** and other professionals.
- We provide **cost-effective solutions** for licensing, residency, tax and banking support.



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Extra Mile.

- In line with Dubai's strategy to host world known exhibitions, ISEZA plans to attract **sports museums, exhibitions, conferences and community projects** to the DWTC.
- The Cluster will run also **sports management academic and training programs** in partnership with the major universities and international educational centers.
- **ISEZA's goal is to create a vibrant and creative space** within the DWTC community to promote innovation, sustainable development and passion for sporting lifestyle.

ISEZA Cares

- Driven by the UAE's vision of business development with higher social impact, we strive to promote an active and healthy lifestyle.
- ISEZA specifically supports projects aimed at growth of sports participation for people of determination, women in sports initiatives, youth engagement and local start-ups.
- We do a lot of good pro bono work to offer a helping hand to the initiatives, which can make the world better through sports, arts and culture.



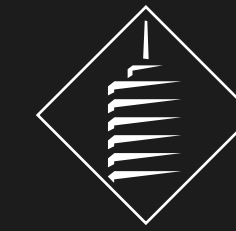
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One Central – Towards the Future



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➤ Located in the heart of Dubai, One Central business district – between the Sheikh Rashid Tower, the iconic first high-rise building in Dubai, and the Museum of the Future – **ISEZA** symbolizes the dynamic movement aimed at innovating the sports and entertainment industry capitalized on the great success story of Dubai's growth.



➤ **ISEZA** is the home of sports & entertainment industry, where entrepreneurs, professionals and creative minds can meet, exchange ideas, collaborate, host events, presentations and seminars, press-conferences, product launches, signing players and MoU, and any other activations to make live their business aspirations.



بيت الأعمال الرياضية والترفيهية



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