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PRESS RELEASE

DUBAI - United Arab Emirates

LAST CAPSULE INSTALLED ON THE BIGGEST OBSERVATION WHEEL IN THE WORLD

On Bluewaters Island, Dubai (United Arab Emirates), POMA has installed the 48th and last capsule on the world's biggest observation wheel, named Ain Dubai.



Innovating and rising to new challenges: the POMA Group's DNA

At the beginning of 2019, Hyundai Engineering & Construction awarded leading ropeway transportation company, POMA, the EPCI contract* to provide the 48 capsules for the world's newest and biggest observation wheel "Ain Dubai".

POMA, the world leader in ropeway transportation solutions, has been designing and building large-scale projects in the Entertainment sector for many years. A project of this scale calls for the highest levels of technological expertise, combined with unparalleled know-how.

Forty-eight outsized and completely original capsules, each able to accommodate up to 40 people, were designed, built and installed in a record time of less than 24 months.

* For POMA, this is a major contract worth between €50m and €100m.

A world record!

Located 500 metres from the coasts of JBR beach and Dubai Marina, the observation wheel "Ain Dubai" ("the Dubai eye") will offer its guests a panoramic view of the city and the bay, while setting the new height world record of 250m (twice the size of the London Eye).



POMA, the preferred partner

Innovating and designing exactly the right engineering solutions while guaranteeing safety, efficiency and cost-effectiveness, is part of POMA's DNA.

The Group has, in particular, fine-tuned its engineering expertise and its unique technical prowess in the sector through involvement in the delivery of numerous special projects:

- Big observation wheels in London with the London Eye and in Las Vegas with the High Roller
- Other complex projects, in particular the incredible British Airways i360 observation tower in Brighton...
- Regular provision of capsules for smaller observation wheels: Baku, Chicago, Hong Kong...

Unique know-how for fast track projects

As well as mastering the technology to successfully complete complex projects, POMA benefits from an agile organization enabling close joint-construction with the customer or managing the Group's multicultural and multi-expert teams and its subcontractors, who, for the "Ain Dubai" project, were coordinated from France but based in seven countries on four different continents.

The design and manufacture of the 48 capsules for "Ain Dubai" was a fast track project, carried out in under two years. This project clearly demonstrates the French Group's ability to export its services, tackle innovative projects and handle tight deadlines.

Confronted by the uncertainty of the health crisis, POMA's teams had to adapt almost continuously to deliver the 48 capsules and limit the impact on the construction site to a minimum.



On the world's highest observation wheel, everything takes on a new dimension. Therefore the number of capsules, their size, their weight and the environmental and climatic constraints all strongly impacted product development, from design to installation, even production, including logistical aspects.

The French POMA Group, with the monumental Giant Wheel in Dubai, has once again confirmed its position in this area of Entertainment and is proud to have contributed to creating an extraordinary spectacle and a unique experience for the thousands of visitors who will ride on Dubai's forthcoming iconic attraction every day.



THE POMA GROUP

A CONNECTION WE SHARE

With more than 8,000 lifts built worldwide over the past 84 years, the French POMA Group is a leading player in ropeway transportation solutions. All over the world, POMA innovates and brings its know-how and expertise in ropeway transportation to both urban and mountain areas, for tourism and industry. POMA's turnover was €480m in 2019. POMA employs 1,300 people, of whom 750 are located in France at its various industrial sites which are all based in Auvergne-Rhône-Alpes region.

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