

Results Presentation FY 2016

28 November 2016

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1. 2016 Financial Performance

- 2. Strategic Outlook
- 3. Appendix

Key Highlights

Parques Reunidos PASSION POR LEISURE

2016 Key developments

- ✓ Strong performance achieved in the Spain and Rest of Europe (excluding Marineland)
- ✓ Offset by external factors:
 - Abnormally adverse weather conditions in the US
 - The attack suffered in Nice that affected Marineland
- ✓ Reached a pro-forma Net Income of €76 MM in 2016 and reduced Net Debt up to €540 MM, driven by IPO proceeds and cash generation of the business
- ✓ Dividend proposal: €20 MM or 26% pay-out ratio on the back of 2016 pro-forma Net Income
- ✓ High single EBITDA digit growth expected for 2017
- Strong underlying organic growth potential
 - Multiple top-line initiatives to grow attendance and percaps
 - €33 MM of expansion capex projects
- ✓ The company continues successfully implementing its external growth strategy
 - Dubai and Vietnam openings are on track (Bollywood already open)
 - Ongoing conversations for new potential management contracts across different regions
 - 5 MECs lease agreements signed and over 20 additional projects being negotiated
 - Agreement reached with Lionsgate and ongoing negotiations with other global brands
 - Active in acquisitions

Strategic Outlook



Strong performance delivered in Spain and Rest of Europe (excluding Marineland)

Offset by two external factors

- Abnormally adverse weather conditions in the North East region of the US
- The devastating attack suffered in Nice (France) in July affecting Marineland performance

Results

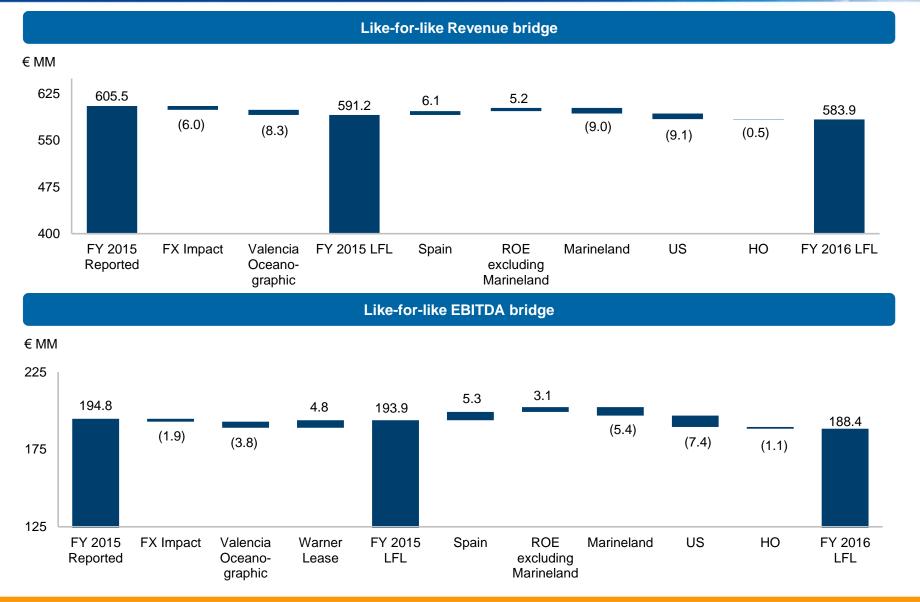
- √1.2% decrease in like-for-like revenues
- ✓2.9% decrease in like-for-like EBITDA

✓ Achieved an adjusted net income of € 75.9 MM benefitted from new capital structure post IPO

Group Like for Like			
€MM	2015	2016	Var.
Visitors (000's)	20.170	19.814	(1,8%)
Total Percap	29,3	29,5	0,5%
Ticketing Percap	15,8	15,7	(0,5%)
In-park Percap	11,7	11,8	0,9%
Total Revenue	591,2	584,0	(1,2%)
EBITDAR	208,8	202,1	(3,2%)
% margin	35,3%	34.6%	(3,270)
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EBITDA	193,9	188,4	(2,9%)
% margin	32,8%	32,3%	
Proforma Net Income	19,8	75,9	n. m.
% margin	3,4%	13,0%	
Recurrent capex	60,4	72,5	20,1%
% revenue	10,2%	12,4%	

Financial performance overview







Strong performance in Spain

Strong macro conditions

 Continued improvement of Spanish macroeconomic conditions

Successful commercial policies

- ✓ Dynamic pricing
- Improved promotional activity, reducing nonpaying visitors
- Improvement of in-park consumption offering

Key attractions and improvements introduced

- ✓ New terror maze and Paw Patrol IP at PAM
- ✓ New Batman show at Warner
- Re-theming of Villanueva and Costa Daurada water parks during the past 3 years is paying off

Strong operating leverage achieved

✓ EBITDA drop through of 86%

Spain Like for Like			
€MM	2015	2016	Var.
Visitors (000's)	6,179	6,357	2.9%
Total Percap	21.2	21.6	1.8%
Ticketing Percap	11.9	12.3	3.2%
In-park Percap	8.1	8.4	2.7%
Total Revenue	131.2	137.3	4.7%
EBITDAR	53.4	57.7	7.9%
% margin	40.7%	42.0%	
EBITDA	50.3	55.6	10.5%
% margin	38.4%	40.5%	
Recurrent capex	9.7	10.3	6.7%
% revenue	7.4%	7.5%	



Good performance in Rest of Europe (excluding Marineland)

Key commercial actions carried out

- ✓ Dynamic pricing
- Focus on profitable visitors
- Mirabilandia return to a positive growth trend

Key attractions and improvements introduced

- ✓ New western area at Mirabilandia
- First virtual reality coaster at Bobbejaaland
- Successful second year attendance growth at Slagharen in-door water park

Strong operating leverage achieved

EBITDA drop through of 61%

ROE Like for Like (Excluding Marineland)								
€MM	2015	2016	Var.					
Visitors (000's)	6,561	6,648	1.3%					
Total Percap	26.9	27.3	1.6%					
Ticketing Percap	14.4	14.7	2.2%					
In-park Percap	10.5	10.6	0.8%					
Total Revenue	176.2	181.3	2.9%					
EBITDAR	60.3	63.5	5.3%					
% margin	34.2%	35.0%						
EBITDA	58.9	62.1	5.3%					
% margin	33.5%	34.2%						
Recurrent capex	17.5	26.7	52.9%					
% revenue	9.9%	14.7%						



Affected by external factors

Key facts

- Shut down of the park until March 16 due to the floods suffered in October 15
- Devastating attack suffered in Nice

Performance

 The park experienced a significant drop in attendance

New plan is being designed to boost performance in the next two seasons

- ✓ Focus on local demand
- ✓ Increase penetration of season passes
- ✓ Recover our corporate event business
- Reposition the park based on educational activities and our commitment to wildlife conservation and rescue & rehabilitation of marine animals

Marineland			
€MM	2015	2016	Var.
Visitors (000's)	1,071	699	(34.8%)
Total Percap	35.6	n.m.	n.m.
Ticketing Percap	19.5	n.m.	n.m.
In-park Percap	12.6	n.m.	n.m.
Total Revenue	38.1	29.1	(23.6%)
EBITDAR	13.5	8.0	(40.6%)
% margin	35.3%	27.4%	
EBITDA	13.3	7.9	(40.9%)
% margin	35.0%	27.1%	
Recurrent capex	5.0	4.7	(6.5%)
% revenue	13.2%	16.2%	



Adverse external conditions

Delivered good performance under normalised external conditions

- ✓ Dynamic pricing initiatives
- Continued improvement of in-park offering
- ✓ Launch of new attractions
 - Phobia coaster at Lake Compounce
 - Noah's Ark walk through at Kennywood
 - Princess castle at Idlewild
- Achieved record season passes revenues: +4.6% y-o-y growth

Performance affected by adverse weather conditions

 Abnormal weather conditions during the last week of July and 1st half of August

US Like for Like			
€MM	2015	2016	Var.
Visitors (000's)	6,358	6,110	(3.9%)
Total Percap	37.6	37.6	0.1%
Ticketing Percap	20.5	20.3	(0.7%)
In-park Percap	16.4	16.6	1.2%
Total Revenue	239.0	229.9	(3.8%)
EBITDAR	95.3	87.8	(7.9%)
% margin	39.9%	38.2%	
EBITDA	85.4	77.9	(8.7%)
% margin	35.7%	33.9%	
Recurrent capex	23.4	27.5	17.1%
% revenue	9.8%	11.9%	

Adverse External Conditions experienced in US



Adverse External Conditions

Adverse weather conditions in the North East (c.60% of US revenues)

- Historical record heat registered in Connecticut, Pennsylvania and New York
- 2nd wettest August in the history

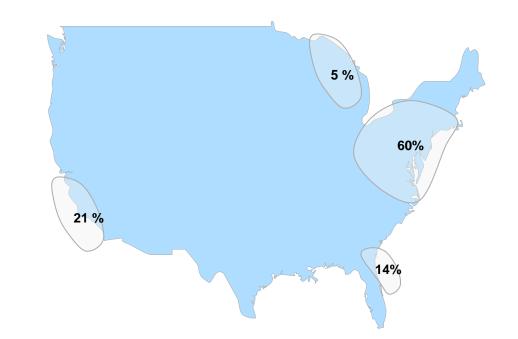
Adverse conditions particularly affected the last week of July and 1st half of August

 Substantial increase in humidity and rainy days increase by (+71% or 62 operating days¹)

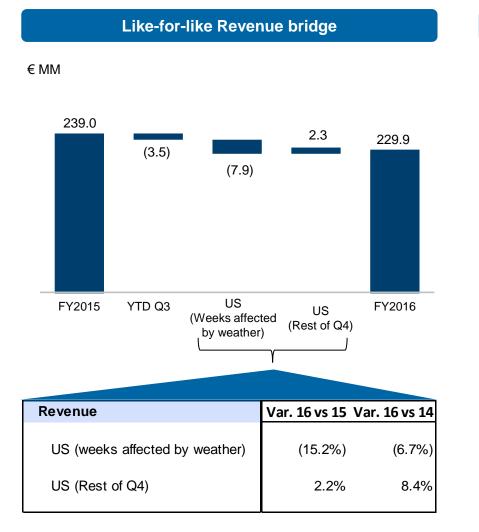
Reduction of Latin American tourism to Florida

- Impacted by Brazil Olympic games
- Strong dollar vs. local currencies with a particular impact for Brazil, Mexico or Venezuela

US – Geographical Revenue Distribution







Elike-for-like EBITDA bridge 85.4 (3.8) (5.6) (0.7) 2.6 77.9 (3.8) (5.6) (0.7) 5.6 FY2015 YTD Q3 Revenue Q4 Minimum wage Cost FY2016 vs Q4 15 increase management

✓ Q4 reactivity ratio of 36.5%

 Q4 reactivity ratio factoring increase in minimum wage of 49%



Highlights

EBITDA drop of € 1.1MM mainly driven by

- Increase in operating expenses as publicly traded company
- Partially offset by a reduction in variable remuneration

2015	2016	Var.
6.7	6.3	(7.1%)
(14.1)	(15.2)	7.8%
4.8	3.3	(30.8%
	6.7 (14.1)	6.7 6.3

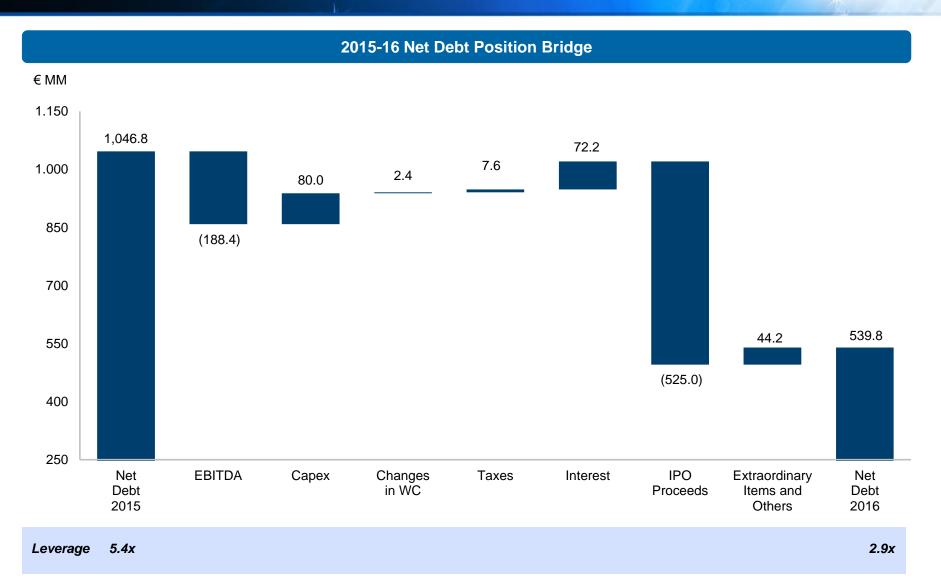
Net income FY16 Results



Key P&L Items			
€MM	2015	2016	2016 PF
Reported EBITDA	194.8	188.4	188.4
D&A	(67.6)	(68.6)	(68.6)
Net losses on impairments	(2.3)	(2.3)	(3.1)
Change in trade provisions	(4.2)	(0.8)	(0.8)
Other non-recurrent expenses	(0.1)	(25.6)	0.0
Operating Profit	120.6	91.1	115.8
Financial income	0.6	0.3	0.3
Financial costs	(85.9)	(70.9)	(36.7)
Arrangement fees	(8.2)	(18.0)	(4.8)
Exchange gains / (losses)	(5.0)	2.7	2.7
EBT	22.1	5.4	77.4
Income tax	(2.2)	(1.8)	(1.5)
Net income	19.8	3.5	75.9
Attributable to Parent shareholders	20.1	3.9	76.2
Non-controlling interests	(0.3)	(0.4)	(0.4)

Highlights

- ✓ Achieved a PF Net Income of €76 MM adjusted for:
 - Non-recurrent expenses mainly linked to IPO related expenses
 - Annualised financial costs to reflect new capital structure post IPO
- ✓ Dividend proposal: €20 MM or 26% pay-out ratio on the back of 2016 pro-forma Net Income



Parques Reunidos

PASSION FOR LEISURE



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2017 Outlook

- ✓ High single EBITDA digit growth:
 - Spain and Rest of Europe (excluding) Marineland to grow mid-single digit
 - US expected to benefit from more benign operating conditions
 - Gradual recovery of Marineland
 - Partial contribution from Dubai and Vietnam management contracts

2017 Growth Initiatives









Strong potential to continue growing in season passes, bringing more loyal customers, enhancing visibility of earnings and reducing the impact of weather on the business

% of 2016 Ticketing Revenue 18% 16.1% 16% 14% 13.4% 11.4% 12% 10% 8% 6% 4.5% 4% 2% 0% RoE US Group Spain

Key Initiatives

- Include entry level passes with limited advantages \checkmark
- Launch multi-tier season passes with different

advantages and prices

- **Up-selling** initiatives \checkmark
- Marketing campaigns \checkmark
 - Black Friday sale
 - Christmas campaign
 - Exclusive events targeting pass holders

Penetration of Season passes



We operate very strong regional brands and, when convenient, we leverage on other brands

We have shown our ability to obtain hot brands

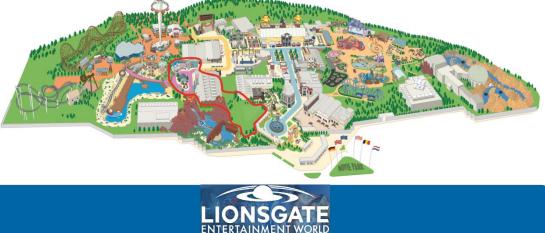


NEU in 2017: STAR TREK OPERATORN ENTERPRISE Durational control control and the stand

Movie Park Germany

- ✓ Start Trek IP license
 - 10 year agreement in connection with a themed area at Movie Park Germany
 - The first and only Star Trek themed coaster worldwide
 - 2nd largest coaster at Movie Park







Off season revenues are growing on the back of off season events

Key Initiatives

Continue to roll-out existing off season events

- Extend length of the events (more days)
- Extend length of stay (more hours)

Develop and roll-out new off season events:Spring and late Summer

2016 Halloween Season

+18% revenue growth achieved in 2016 Halloween season⁽¹⁾







Yield Management

- Push high yield channels and increase percaps in each channel
- Reduced discounts along the season by increasing low promotions discounts (15%-25%) and reducing strong promotions discounts (25%-40%)
- Control and restrict number of coupons that are launched to the market (i.e.: online coupons, urban check tickets)
- Include Blackout dates in promotions for high attendance days (i.e.: Halloween or 15th August in Summer)
- Reduce period to redeem promotions to create a sense of urgency to the customer and avoid discounting during high attendance periods
- Increase prices associated to new attractions or events

Dynamic Pricing

- ✓ Flexible pricing structure
 - Price established per day according to visitor demand
 - Five different scenarios
 - Price adjusted depending on booked demand

- Status of implementation (direct channels)
 - In 2015: 5 parks in Spain in 2015
 - In 2016:
 - Rest of Spanish portfolio and rest of Europe
 - US: Flexible calendar pricing at Splish Splash
 - In 2017:
 - Spain and rest of Europe: 2nd / 3rd season with dynamic pricing
 - US: Flexible calendar pricing at water park portfolio and Kennywood





Parques Reunidos is always pursuing new ways to raise in-park per caps

Key Actions

Develop branded partnerships

Improve facilities

Introduce new upcharge experiences

Enhance throughput

Introduce all-inclusive offers

Offer VIP products and services

CRM initiatives

M	nald's	

Examples















1 <u>Top line initiatives</u> New attractions coming in 2017



New attractions are a key factor to drive attendance and increase percaps Recurrent capex (maintenance and new attractions) represent 10-11% of annual revenues

PAM: Extension of Nickelodeon Area (c.€4.5 MM)



Dutch Wonderland: Suspended Coaster (c.€7 MM)



Slagharen: Coaster Gold Rush (c.€5 MM)

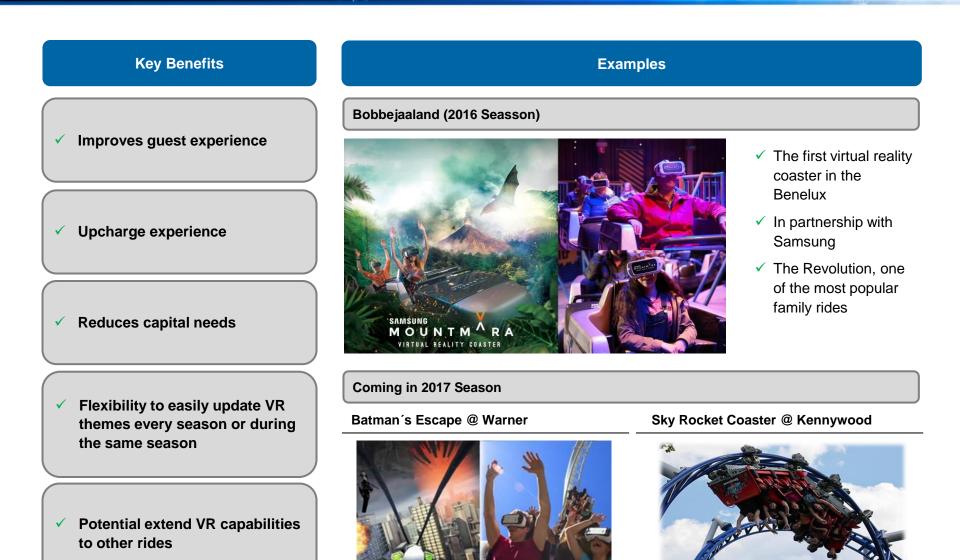


Lake Compounce: Phobia Coaster (2016)



1 <u>Top line initiatives</u> New Virtual Reality Coasters





2 Expansion capex Expansion capex: 2017 projects (I)



4 projects identified and approved for development in 2017 and are expected to open in 2017 /18 Represent c.€33 MM of investment to be incurred in 2017 and 2018

<image>

Warner Park: Expansion of Warner Beach

- ✓ Investment: c.€8 MM
- ✓ Strategic rationale
 - Extend length of stay with more content for a 2 day visit
 - Expand catchment area
 - Enhance product offering
- ✓ Expected ROIC: +20%

Slagharen: Extension of lodging facilities



- ✓ Investment: c.€8 MM
- ✓ Strategic rationale
 - Expand capacity of the existing lodging
 - Increase off season attendance on the back of the new indoor water park
 - Improve story telling experience and upgrade existing facility
- ✓ Expected ROIC: +20%

2 Expansion capex Expansion capex: 2017 projects (II)



4 projects identified and approved for development in 2017 and are expected to open in 2017 /18 Represent c.€33 MM of investment to be incurred in 2017 and 2018

Story Land: Living Shores Aquarium



- ✓ Investment: c.€4 MM
- ✓ Strategic rationale
 - Indoor aquarium in the New Hampshire White Mountains (popular destination in summer for outdoor recreation and winter for skiing)
 - Strong product bundling options (2 day stay, hotel packages and annual passes)
 - Year round operation
- ✓ Expected ROIC: +20%





A \$2,900 MM premier year-round regional leisure and entertainment destination MotionGate and Bollywood parks expected to represent the largest investments in the entire leisure destination Bollywood open in November and Motiongate opening is expected for December



motiongate



- 4 themed zones: Studio Central, DreamWorks, Smurfs Village and Sony **Pictures Studios**
- 27 attractions located in an open park
- Key brands: Shrek, Madagascar, Kung Fu Panda and How to Train Your Dragon
- Licensed IPs: DreamWorks, Sony Pictures and Lionsgate



IVERLAND

6

AUTOGRAPH COLLECTION

Operated by:

Marriott



Bollywood

- Six themed zones: Bollywood Boulevard, Mumbai Chowk, Rustic Ravine, Bollywood Film Studios, Hall of Heroes and Royal Plaza (includes Rajmahal theatre with separate ticketing)
- 16 different rides
- Licensed IP from \checkmark Bollywood film studios





Recently awarded a new management contract in Vietnam; expanding our presence into Asia Parks are expected to open by march 2017



Key Terms of the Agreement

- 10 year management contract with Sun Group to operate a theme park and a water park in Vietnam
- Expected opening date: March 2017
- First class theme park and water park located in Ha Long City with 214 hectares
- ✓ Fees structure
 - Development fee
 - Management fee: Variable fee based on performance (linked to both revenues and EBITDA) and with a minimum fee guaranteed





Already accomplished our 2017-18 goals Large and growing pipeline On going conversations to analyse new potential projects are taking place

MECs	Location	Real Estate Operator	Concept	Lease Agreement Signed	Expected Opening
THADER	Murcia, Spain	Metrovacesa	Nickelodeon	Mar-16	Q4-17
LAKESIDE	London, UK	Intu	Nickelodeon	May-16	Q4-18
LISBON	Lisbon, Portugal	Intu	Nickelodeon	Jul-16	Q1-18
XANADU	Madrid, Spain	Ivanhoe	Nickelodeon	Jul-16	Q2-18
XANADU	Madrid, Spain	Ivanhoe	Aquarium	Jul-16	Q1-18

Pipeline

Signed Contracts

✓ Over 20 additional situations being discussed and at different stages

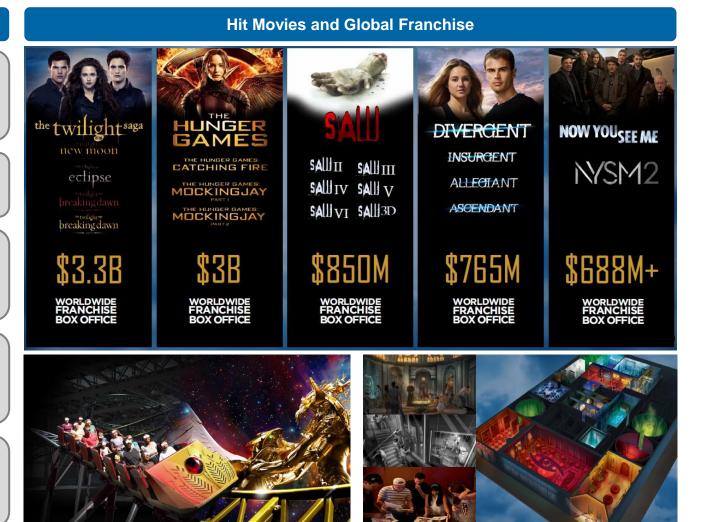
✓ Provides high visibility to accomplish our targets for the period 2017-20

MECs: Parques Reunidos & Lionsgate Agreement



Key Highlights

- Strategic agreement to develop Lionsgate branded MECs
- Highly recognizable brands
- Expansion of our MECs footprint into the young adult market
- Proven capacity to reach major global alliances
- Enhanced visibility of our MECs growth potential





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Like for Like figures		Group			Spain		Res (Excludi	t of Euro ng Mari		Ma	arinelar	nd		US			HQ	
€MM	2015	2016	Var.	2015	2016	Var.	2015	2016	Var.	2015	2016	Var.	2015	2016	Var.	2015	2016	Var.
Visitors (000's)	20,170	19,814	(1.8%)	6,179	6,357	2.9%	6,561	6,648	1.3%	1,071	699	(34.8%)	6,358	6,110	(3.9%)			
Total Percap	29.3	29.5	0.5%	21.2	21.6	1.8%	26.9	27.3	1.6%	35.6	n.m.	n.m.	37.6	37.6	0.1%			
Ticketing Percap	15.8	15.7	(0.5%)	11.9	12.3	3.2%	14.4	14.7	2.2%	19.5	n.m.	n.m.	20.5	20.3	(0.7%)			
In-park Percap	11.7	11.8	0.9%	8.1	8.4	2.7%	10.5	10.6	0.8%	12.6	n.m.	n.m.	16.4	16.6	1.2%			
Total Revenue	591.2	584.0	(1.2%)	131.2	137.3	4.7%	176.2	181.3	2.9%	38.1	29.1	(23.6%)	239.0	229.9	(3.8%)	6.7	6.3	(7.1%)
EBITDAR	208.8	202.1	(3.2%)	53.4	57.7	7.9%	60.3	63.5	5.3%	13.5	8.0	(40.6%)	95.3	87.8	(7.9%)			
% margin	35.3%	34.6%		40.7%	42.0%		34.2%	35.0%		35.3%	27.4%		39.9%	38.2%				
EBITDA	193.9	188.4	(2.9%)	50.3	55.6	10.5%	58.9	62.1	5.3%	13.3	7.9	(40.9%)	85.4	77.9	(8.7%)	(14.1)	(15.2)	7.8%
% margin	32.8%	32.3%		38.4%	40.5%		33.5%	34.2%		35.0%	27.1%		35.7%	33.9%				
Recurrent capex	60.4	72.5	20.1%	9.7	10.3	6.7%	17.5	26.7	52.9%	5.0	4.7	(6.5%)	23.4	27.5	17.1%	4.8	3.3	(30.8%)
% revenue	10.2%	12.4%		7.4%	7.5%		9.9%	14.7%		13.2%	16.2%		9.8%	11.9%				

Profit & Loss account FY16 Results



P&L Summary	Reported	
€MM	2015	2016
Visitors (000's)	20,963	19,814
% growth		(5.5)%
Percap (€)	28.9	29.5
% growth		2.0%
Revenues	605.5	584.0
% growth		(3.6)%
Cost of sales	(69.0)	(65.7)
Gross Profit	536.5	518.3
% margin	88.6%	88.7%
Personnel expenses	(168.6)	(167.4)
Other operating expenses	(173.1)	(162.5)
EBITDA	194.8	188.4
% margin	32.2%	32.3%
D&A	(67.6)	(68.6)
% revenues	(11.2)%	(11.7)%
EBIT	127.3	119.8
% margin	21.0%	20.5%
Net losses on impairments	(2.3)	(2.3)
Change in trade provisions	(4.2)	(0.8)
Other non-recurrent expenses	(0.1)	(25.6)
Operating Profit	120.6	91.1
Financial income	0.6	0.3
Financial Cost	(85.9)	(70.9)
Arrangement fees	(8.2)	(18.0)
Exchange gains / (losses)	(5.0)	2.7
EBT	22.1	5.4
Income tax	(2.2)	(1.8)
Net income	19.8	3.5
Attributable to Parent shareholders	20.1 (0.3)	3.9
Non-controlling interests	(0.3)	(0.4)



Asse	ets		Equity and Liabilities					
	FY15	FY16			FY15	FY16		
€MM	(30 Sept. 15)	(30 Sept. 16)	Var.	€MM	(30 Sept. 15)	(30 Sept. 16)	Var.	
Property, plant and equipment	832.7	877.3	44.6	Share capital	23.4	40.4	16.9	
Goodwill	680.7	640.6	(40.1)	Share premium	819.5	1,327.5	508.1	
Intangible assets	418.2	427.8	9.6	Other reserves	(283.7)	(268.9)	14.8	
Non-current financial assets	39.1	44.4	5.3	Other comprehensive income	29.9	29.0	(0.9)	
Deferred tax assets	37.2	48.8	11.5	Retained earnings (Parent)	20.1	3.9	(16.2)	
Total non-current assets	2,008.0	2,038.9	30.9	Equity (Parent)	609.2	1,131.8	522.7	
Inventories	22.6	23.9	1.2	Non- controlling interests	0.9	0.5	(0.4)	
Trade and other receivables	34.5	28.0	(6.5)	Total equity	610.0	1,132.3	522.3	
				Financial liabilities from issuing bonds	377.6	-	(377.6)	
Current tax assets	0.4	0.7	0.2	Loans and borrowings	774.3	560.7	(213.7)	
Other current financial assets	28.7	-	(28.7)	Finance lease	52.6	53.5		
Other current assets	7.6	6.5	(1.0)	Deferred tax liabilities	242.2	246.9	4.7	
Cash and cash equivalents	151.1	110.0	(41.1)	Provisions	11.7	11.4	(0.2)	
Total current assets	244.9	169.0	(75.9)	Other non-current liabilities	44.1	43.8	(0.2)	
Total assets	2,253.0	2,208.0	(45.0)	Total non-current liabilities	1,502.5	916.3	(586.2)	
	_,	_,	(1010)	Financial liabilities from issuing bonds	14.7	-	(14.7)	
				Loans and borrowings	0.7	33.0	32.3	
				Finance lease	4.9	4.9		
				Trade and other payables	107.8	109.7	1.9	
				Current tax liabilities	4.3	1.9	(2.4)	
				Other current liabilities	8.0	9.7	1.8	

Total current liabilities

Total equity and liabilities

Total liabilities

159.3

1,075.6

2,208.0

140.4

1,642.9

2,253.0

18.9

(567.3)

(45.0)