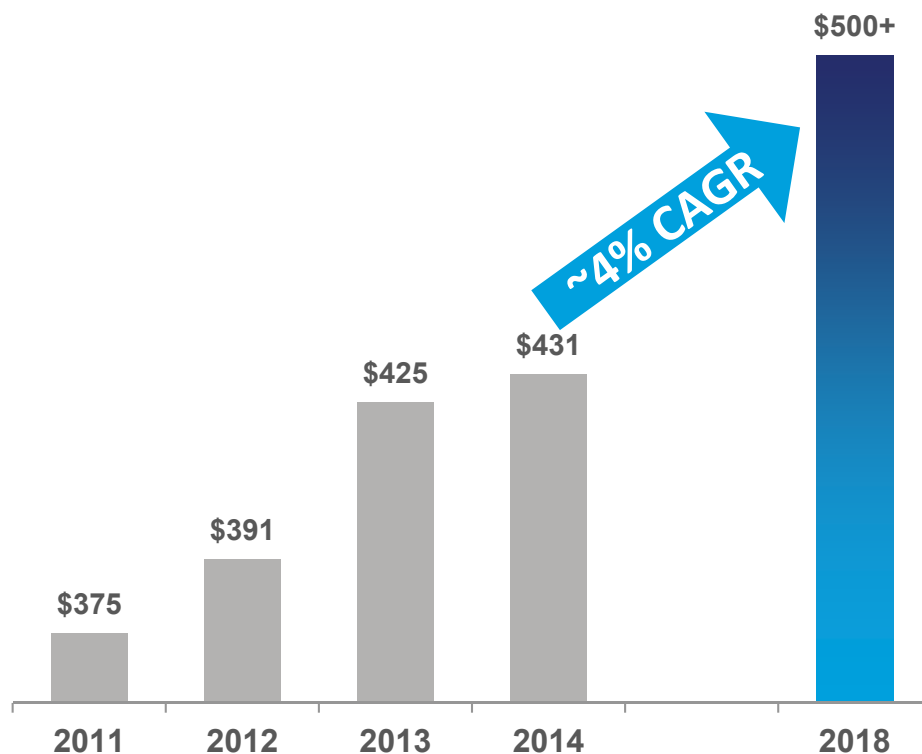


Continued Growth: FUNforward 2.0

Targeting Adjusted EBITDA of \$500 million, or more, by 2018

Adjusted EBITDA Growth

(in millions)



Strategic Growth Drivers

- Enhanced guest experience to drive strong price-value proposition
- Advance purchase commitments
- Embrace digital technology
- Capital and expense productivity
- Complementary development adjacent to parks

