



FEBRUARY 2019

# Investor Presentation

Cedar Fair (NYSE: FUN)



A vibrant water park scene with a yellow slide curving in the background and a blue slide in the foreground. A young girl in a colorful swimsuit is sliding down the blue slide. The sky is clear and blue.

## FORWARD-LOOKING STATEMENTS

Some slides and comments included here, particularly related to estimates, comments on expectations about future performance or business conditions, may contain “forward-looking statements” within the meaning of the federal securities laws which involve risks and uncertainties. You can identify forward-looking statements because they contain words such as “believes,” “project,” “might,” “expects,” “may,” “will,” “should,” “seeks,” “approximately,” “intends,” “plans,” “estimates” or “anticipates” or similar expressions that concern our strategy, plans or intentions. These forward-looking statements are subject to risks and uncertainties that may change at anytime, and could cause actual results to differ materially from those that we anticipate. While we believe that the expectations reflected in such forward-looking statements are reasonable, we caution that it is very difficult to predict the impact of unknown factors, and it is impossible for us to anticipate all factors that could affect our actual results. Important factors, including those listed under Item 1A in the Partnership’s Form 10-K could adversely affect our future financial performance and cause actual results to differ materially from our expectations.

## OUR VISION

TO BE THE PREFERRED CHOICE  
for regional entertainment.

## OUR MISSION

TO MAKE PEOPLE HAPPY  
by providing fun, immersive and  
memorable experiences.





## CEDAR FAIR TODAY

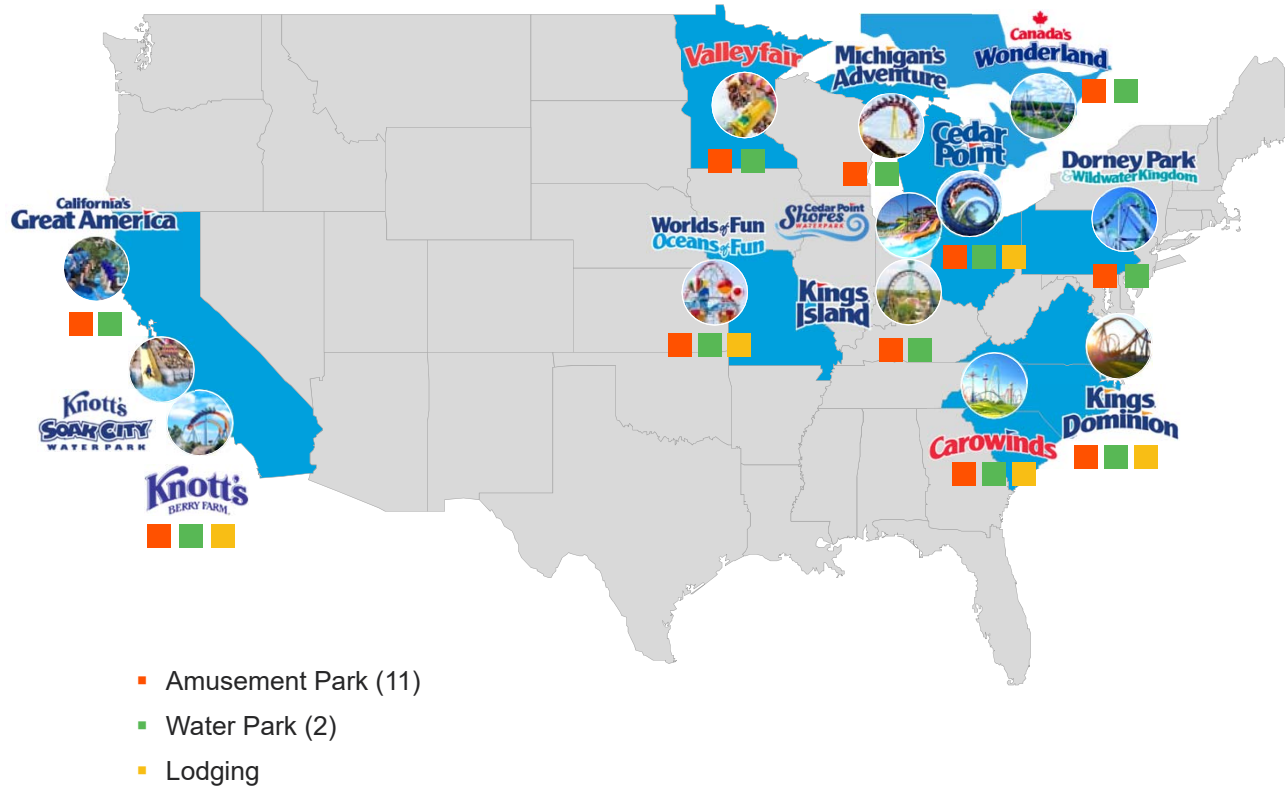
### KEY STATISTICS

Entertain  
**26M**  
visitors annually

**850+**  
rides and attractions

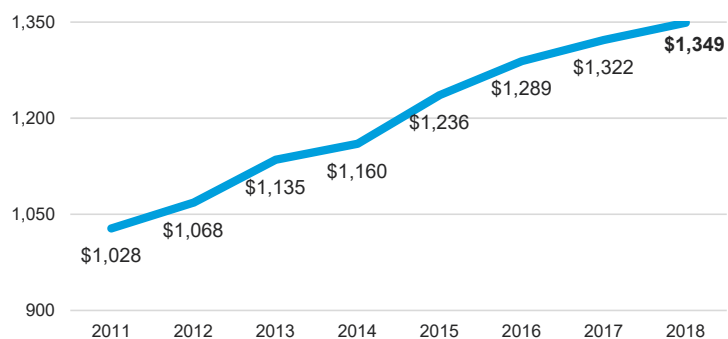
**115+**  
roller coasters

**1,600+**  
hotel rooms



## CONSUMER DEMAND REMAINS STRONG

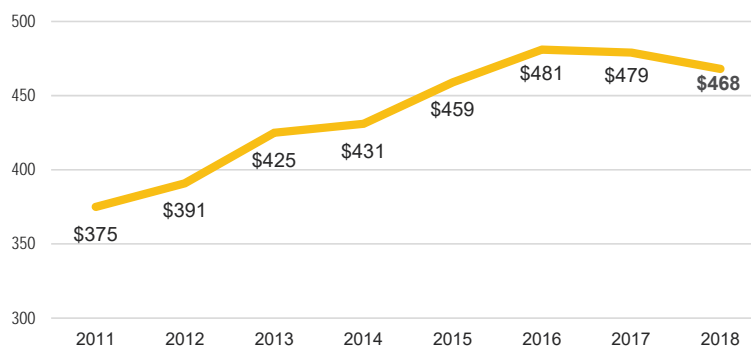
**TOTAL REVENUE**  
(\$ in millions)



### 2018 Results

- Record net revenues of \$1.35 billion, up 2%
- Record attendance of 25.9 million visits, up 1%
- Record in-park per capita spending of \$47.69, up 1%
- Record out-of-park revenues of \$152 million, up 6%

**ADJUSTED EBITDA<sup>(a)</sup>**  
(\$ in millions)



### 2019 Outlook

- Advance purchase commitments up more than 25%<sup>(b)</sup>
- Anticipating record attendance in 2019
- \$3.70/unit annual distribution rate, up 4% YOY



<sup>(a)</sup> See Appendix for reconciliation of Adjusted EBITDA

<sup>(b)</sup> As of Feb. 13, 2019

A vibrant photograph of a woman in a red swimsuit with white polka dots, splashing water in a pool. She has a joyful expression with her mouth open. In the background, several hands are raised, and water droplets are suspended in the air, creating a sense of fun and activity. The scene is set outdoors with white umbrellas and a blurred crowd in the distance.

# Why Invest In FUN?



## WHY INVEST IN FUN?

### GREAT PARKS, GREAT PEOPLE, GREAT BUSINESS

- High-quality assets in an industry with high barriers to entry
- Experienced management team with history of value creation through multiple economic cycles
- Successful business model proven to drive sustainable growth
- Strong, well-established regional brands provide entertainment at a quality and scale unmatched by other generic entertainment options
- Value proposition creates loyal and repeat customers
- Committed to investing in business while paying unitholders a steadily increasing distribution
- MLP structure allows for a tax-efficient return of capital to unitholders
- Primarily fixed-debt structure minimally impacted in a rising interest rate environment

FUNdamentals of new long-term strategy will continue to drive growth



## WHY INVEST IN FUN?

### SUPERIOR TRACK RECORD, FOUNDATION FOR GROWTH

- Revenues have increased in 19 of the past 20 years
- Adjusted EBITDA growth of approximately 4% CAGR since 2009
- Strong, consistent cash flow generation
- Eight consecutive years of record average in-park guest per capita spending
- Increasing attendance trends
- \$2.6 billion in total distributions paid to unitholders over a 32-year period
- 15% compound annual total return to investors since going public in 1987
- No near-term financing or covenant concerns

New long-term strategy positions Cedar Fair to extend its track record of growth, success and value creation

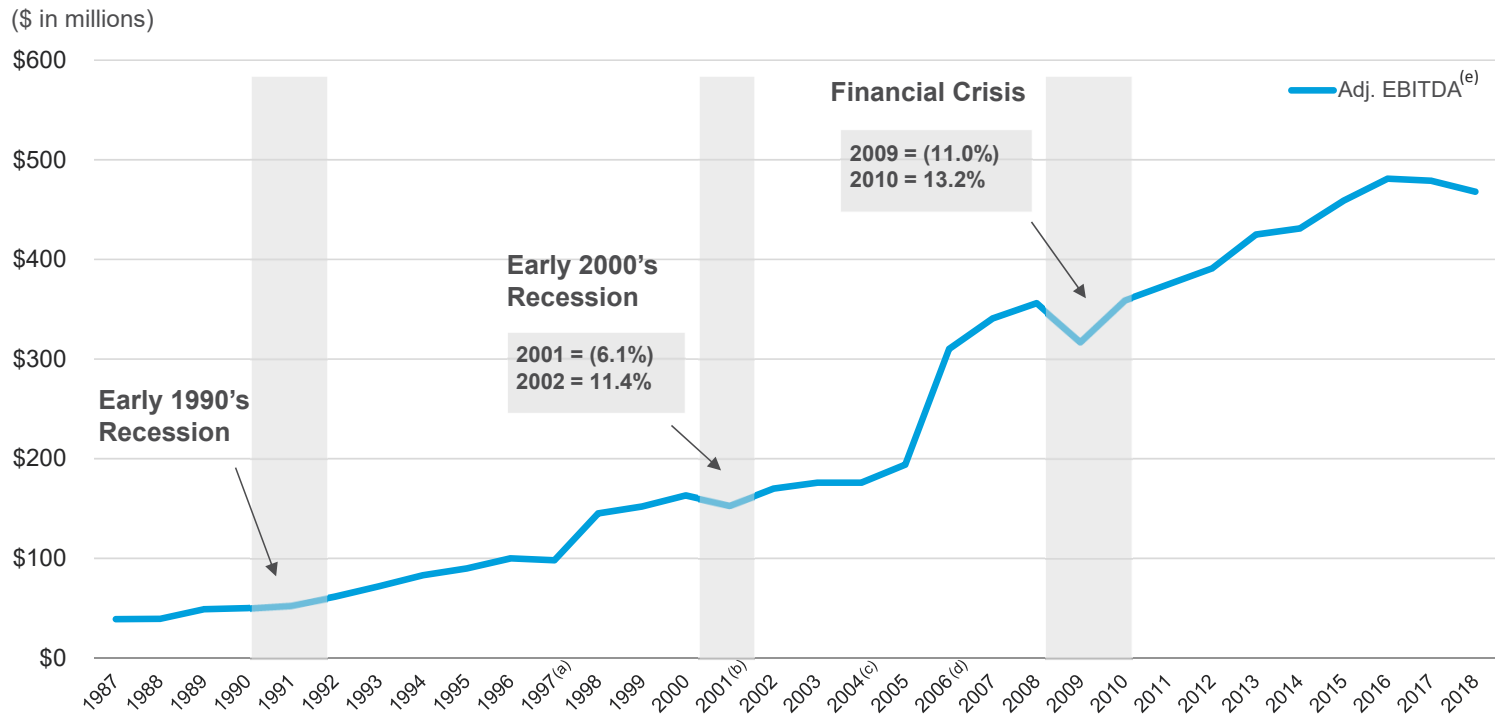




## WHY INVEST IN FUN?

# SUPERIOR TRACK RECORD

## Strong Long-Term Growth and Recession Resilience



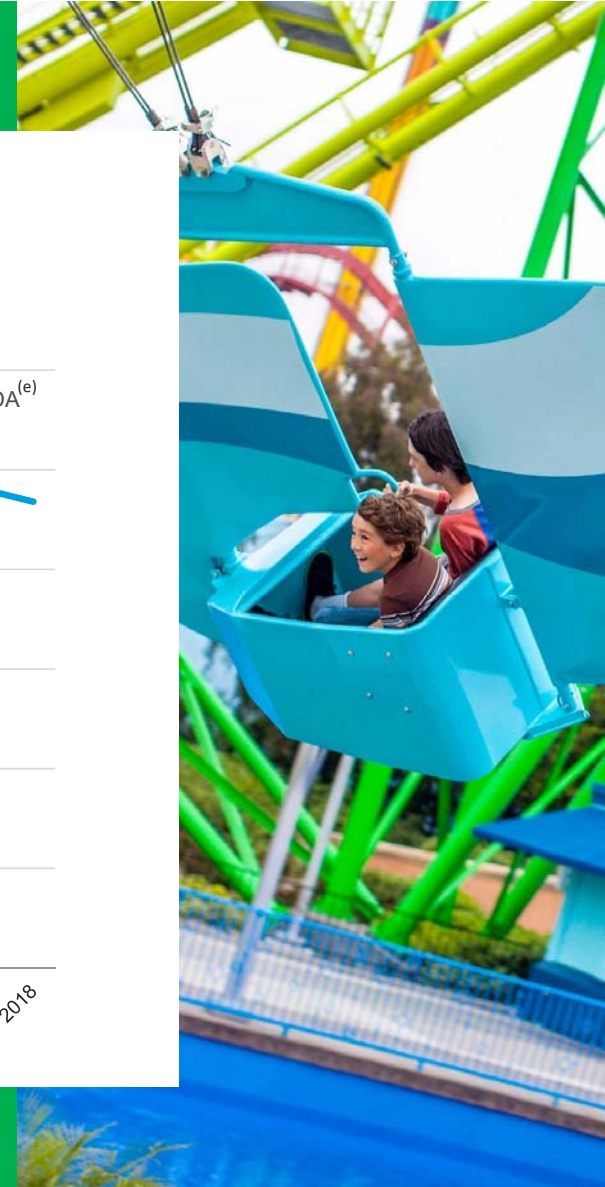
<sup>(a)</sup> Acquisition of Knott's Berry Farm in December 1997

<sup>(b)</sup> Acquisition of Michigan's Adventure in 2001

<sup>(c)</sup> Acquisition of Geauga Lake in 2004

<sup>(d)</sup> Acquisition of Kings Island, Canada's Wonderland, Kings Dominion, Carowinds and California's Great America in 2006

<sup>(e)</sup> See Appendix for reconciliation of Adjusted EBITDA



# FUNdamentals of Our Long-Term Strategy

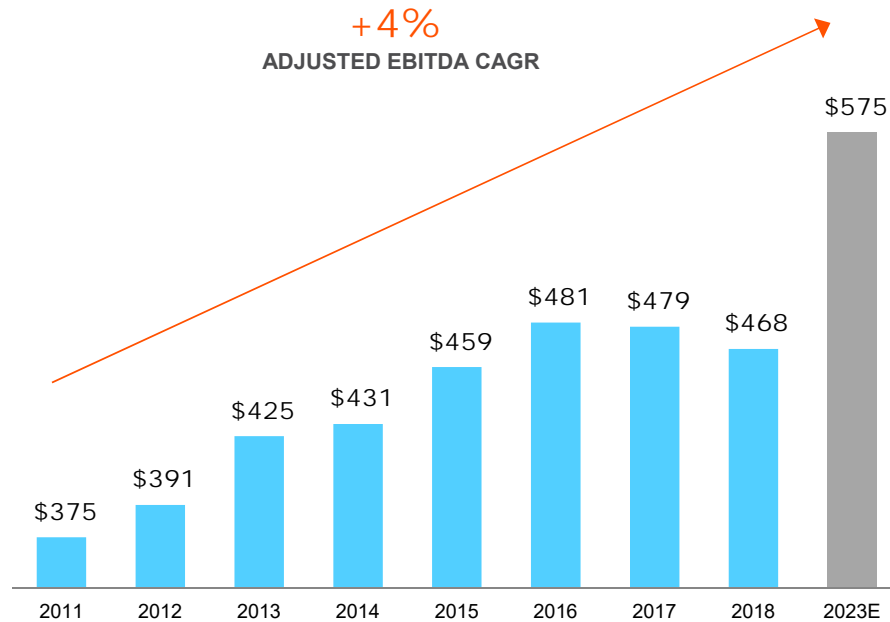


## SIGNIFICANT FREE CASH FLOW SUPPORTS DISTRIBUTION GROWTH

Compelling yield of  
**~7%<sup>(a)</sup>**  
at today's prices

- Core focus of strategy remains the same: THE place to be for FUN
- Targeting \$575M in Adjusted EBITDA by 2023
- Remain committed to steadily increasing unitholder distribution by 4% annually

### ADJUSTED EBITDA<sup>(b)</sup> GROWTH (in millions)



(a) Based on closing price of \$52.79 as of 2/11/19

(b) See appendix for Adjusted EBITDA reconciliation



## THE FUNDAMENTALS OF OUR LONG-TERM STRATEGY



**Broaden the Guest Experience**



**Increase Market Penetration through Targeted Marketing Efforts**



**Expand Season Pass Program**



**Pursue Adjacent Development**



## BROADEN THE GUEST EXPERIENCE

*Offer a more encompassing, more agile, entertainment experience at a quality and scale unmatched by others.*

- Existing inventory of thrill rides allows for spacing out larger investments over a longer period of time
- Near-term, less capital intensive investments to focus on interactive and immersive family attractions, special events, concerts and outdoor gathering spaces
- “Seasons of FUN” strategy, offering more interactive, multi-layered events, creates an urgency to visit multiple times throughout the year
- Consistent spending and updates across all parks on annual basis provides greater hedge against weather patterns in any one market
- Smaller investments foster more nimble decisions based on changing consumer tastes / demands
- Opportunities to extend length-of-stay and drive higher guest spending levels



## BROADEN THE GUEST EXPERIENCE

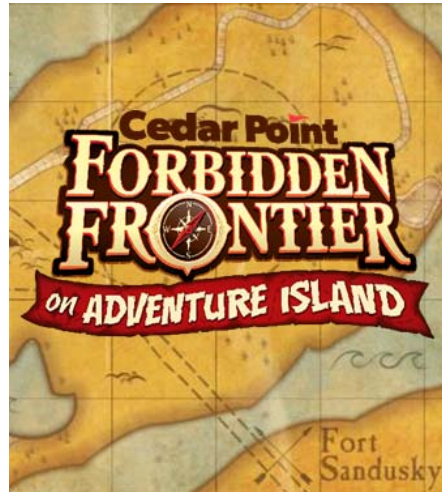
### WinterFest

The addition of limited-time, special events at all of our parks has proven successful in driving urgency, enhancing the value proposition of a season pass and tapping into an incremental audience. This includes springtime festivals, immersive summer entertainment, Halloween frights and WinterFest holiday celebrations.



### Forbidden Frontier

Slated to open in 2019 at Cedar Point, Forbidden Frontier on Adventure Island will offer unique, interactive and immersive entertainment beyond rides. Forbidden Frontier is a real-life adventure in which guests become part of the story, immersed in interactive encounters with island inhabitants and realistic experiences challenging their problem-solving skills as the mystery of the island unfolds.



### Unique Culinary Experiences

Executive chefs at each park ensure the quality of our food offerings is top notch and they introduce new and unique culinary options. This in-house expertise, combined with new catering facilities, allows us to better serve our group sales clients, providing them with unique experiences that fit both their needs and their budgets.

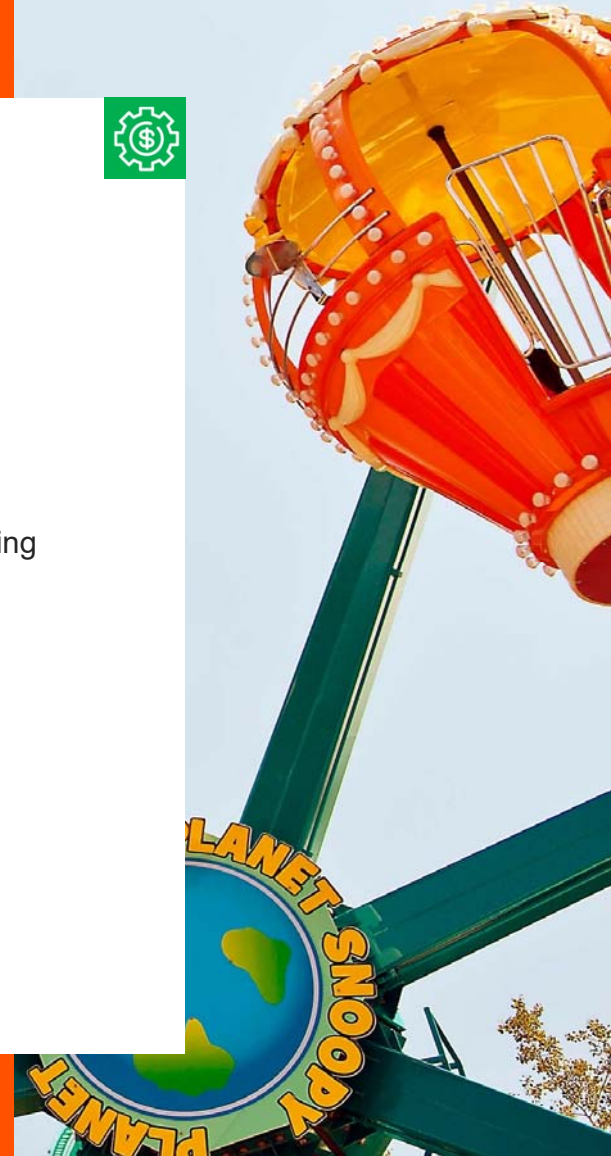




### EXPAND THE SEASON PASS PROGRAM

*Promote advance purchase commitments that create more consistent visitation patterns and reduce the impact of disruptive events such as bad weather.*

- Transition from a seasonal, transaction-based program to a long-term, relationship-based program focused on the lifetime value for, and from, our guests
- Evolution of our season pass program will focus on:
  - Address **affordability** concerns for our value-oriented guests while maintaining admissions pricing integrity
    - Installment payment program expanded to 12 months
  - Drive higher unit sales through “stickier” **retention**
    - Introduction of loyalty and rewards program
    - Increase perceived value via “passholder only” experiences
    - Broadening the guest experience
  - Increase the **average visitation** of our season passholder base
    - Introduction of loyalty and rewards program
    - Expansion of special events / “Seasons of FUN” to drive urgency



## LONG-TERM STRATEGY FUNDAMENTALS

### EXPAND THE SEASON PASS PROGRAM



#### Seasons of FUN

Our advance purchase channels make up more than two thirds of our overall attendance and continue to be the largest area of growth for FUN. We attribute this success to the "Seasons of FUN" that we have established at Knott's and are beginning to establish at our other parks, including the introduction of WinterFest at five parks and one more in 2019.



#### All-Season Products

Our All-Season Dining and All-Season Beverage programs continue to grow in popularity and have helped to drive our record in-park guest per capita spending in 2018. Pre-sales of these products for our 2019 operating season are also off to a strong start.



#### Loyalty and Rewards

A new loyalty and rewards program will focus on increasing visitation and driving renewal rates higher. It will provide passholders an opportunity to earn and redeem rewards throughout the year. Testing of the new program will begin at several parks in 2019 in order to determine what resonates with passholders and which rewards best motivate value-enhancing behavior. A broader rollout will then take place in 2020.



## INCREASE MARKET PENETRATION THROUGH TARGETED MARKETING EFFORTS

*Drive attendance by attracting growing and underpenetrated audience segments within our markets.*

- Utilize new research tools and data analytics to identify most attractive and growing audience segments within our markets
- Allocate marketing spend towards audiences producing the most attractive returns, rather than more mature segments
- Extend reach of communications and promotional messaging through new distribution channels
- Near-term focus on driving incremental visits from tourism markets; initial focus on Knott's Berry Farm (KBF) and the Southern California market
  - KBF has less than 2% penetration of Orange County, California's 49M annual visitors
  - 100 bps increase could result in additional 500k unique visits
- Broaden our entertainment offerings through immersive limited-time events for stronger appeal among Gen X and young adults





## PURSUE ADJACENT DEVELOPMENT

*Expand out-of-park revenue streams and maximize the value of existing portfolio through development*

- More than 1,300 acres of undeveloped land adjacent to our parks <sup>(a)</sup>
- Hotels, cabins to expand accommodation services for guests
  - New 129-room SpringHill Suites Hotel adjacent to our Carowinds park in Charlotte, NC expected to open in Q4 2019
- Amateur sports facilities and partnerships to drive incremental attendance and out-of-park revenue
  - 150,000 square-foot indoor amateur sports facility overlooking our Cedar Point amusement park in Sandusky, Ohio to open in Q4 2019
- Other complementary commercial development opportunities in retail, dining and entertainment



# The FUN Continues





## THE FUN CONTINUES

# 2019 CAPITAL EXPENDITURES

### Select rides and attractions coming next year

#### Yukon Striker

This will be the longest, fastest and tallest dive coaster in the world. It will anchor **Canada's Wonderland's** newly themed Frontier Canada area, representing the rugged Yukon backcountry during the Klondike gold rush era of the late 1890's.

#### Copperhead Strike

A double launch coaster with five inversions that whips riders through a trail of twisted intensity. The ride will be the central element of **Carowinds'** new richly themed Blue Ridge Junction area.

#### The Forbidden Frontier on Adventure Island

A mysterious, immersive experience at **Cedar Point**, where guests will interact with characters as they unlock puzzles and enjoy physically active challenges. Located on an actual island, Forbidden Frontier is designed to create a one-of-a-kind adventure.

YUKON STRIKER



COPPERHEAD STRIKE



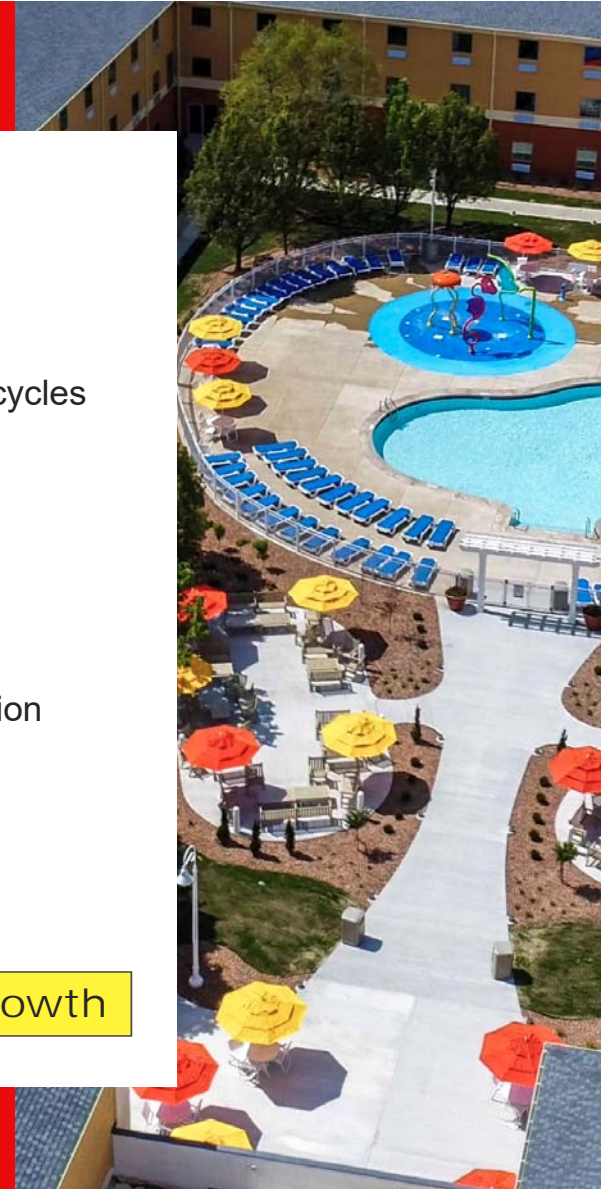


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# Appendix

## APPENDIX

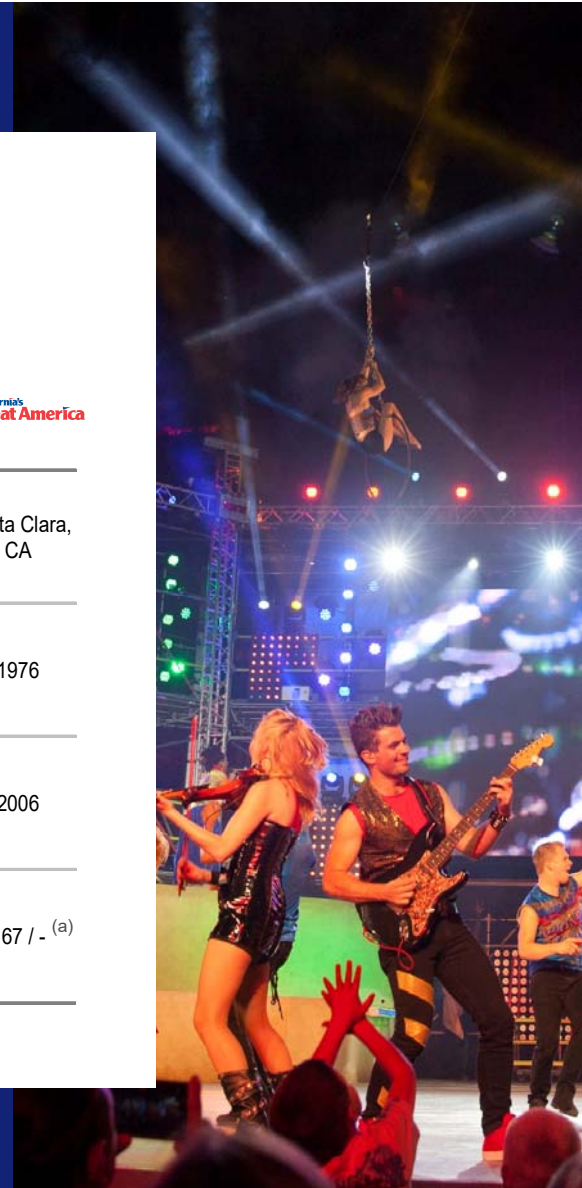
# SIGNIFICANT REAL ESTATE HOLDINGS

The company owns more than 4,000 acres of developed and developable real estate



Location	Sandusky, OH	Buena Park, CA	Allentown, PA	Kansas City, MO	Shakopee, MN	Muskegon, MI	Cincinnati, OH	Toronto, Ontario	Richmond, VA	Charlotte, NC	Santa Clara, CA
Date Opened	1870	1920	1884	1973	1976	1978	1972	1981	1975	1973	1976
Date FUN Acquired	N/A	1997	1992	1995	1978	2001	2006	2006	2006	2006	2006
Acreage (developed/ developable)	538 / 146	175 / -	179 / 33	250 / 100	113 / 77	121 / 139	326 / 351	295 / -	279 / 458	299 / 100	167 / - <sup>(a)</sup>

(a) California's Great America land is leased; all other land is owned by the Company





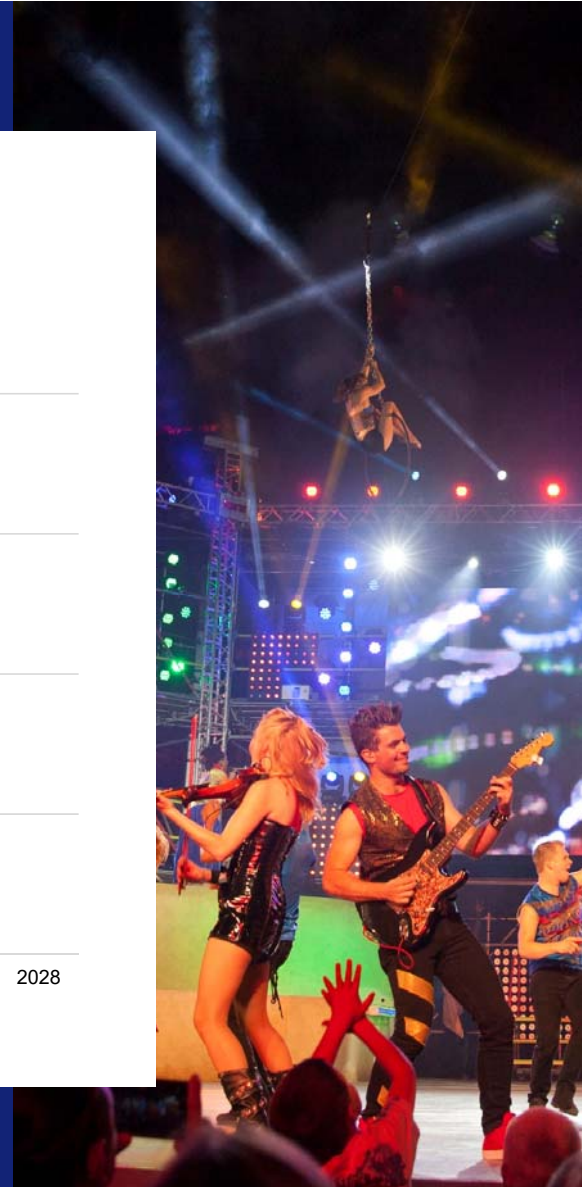
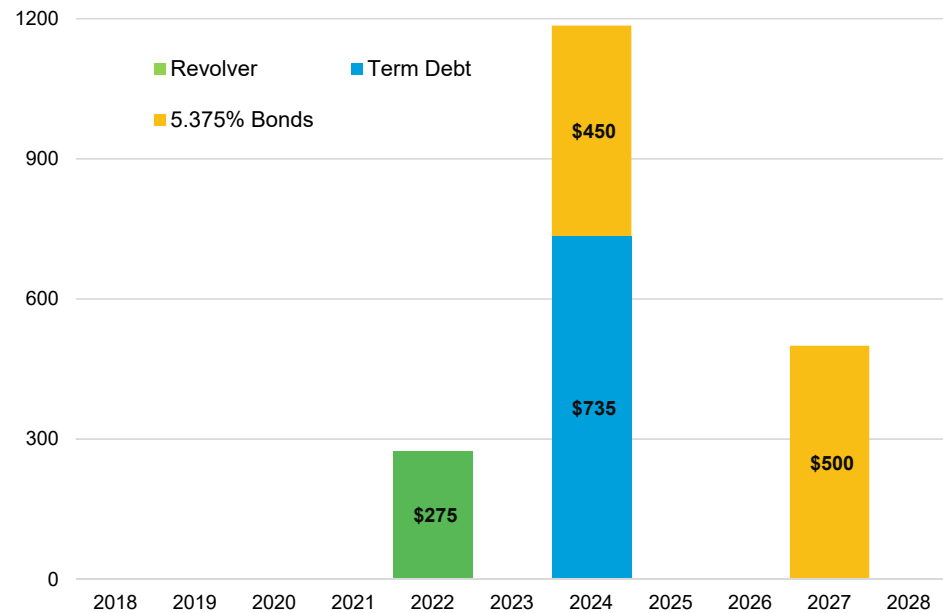
## APPENDIX

### BALANCE SHEET STRENGTH

- Ample financial flexibility to capitalize on organic and external growth opportunities
- Consolidated Leverage Ratio of 3.6x as of 12/31/18
- Cash interest costs expected to be ~\$85M
- Cash on hand was ~\$105M as of 12/31/18

### DEBT MATURITIES

(in millions)



## APPENDIX

# NON-GAAP RECONCILIATIONS

<i>(in thousands)</i>	2018	2017
<b>Net income</b>	<b>\$126,653</b>	<b>\$215,476</b>
Interest expense	85,687	85,603
Interest income	(1,515)	(855)
Provision for taxes	34,743	1,112
Depreciation and amortization	155,529	153,222
<b>EBITDA</b>	<b>401,097</b>	<b>454,558</b>
Loss on early debt extinguishment	1,073	23,121
Net effect of swaps	7,442	(45)
Non-cash foreign currency (gain) loss	36,294	(29,041)
Non-cash equity-based compensation	11,243	13,789
Loss on impairment/retirement of fixed assets, net	10,178	12,728
Gain on sale of other assets	(112)	(1,877)
Employment practice litigation costs	---	4,867
Other <sup>(a)</sup>	558	877
<b>Adjusted EBITDA<sup>(b)</sup></b>	<b>467,773</b>	<b>478,977</b>

(a) Consists of certain costs as defined in the Company's Amended 2017 Credit Agreement and prior credit agreements. These items are excluded in the calculation of Adjusted EBITDA and have included certain legal expenses, costs associated with certain ride abandonment or relocation expenses and severance expenses. This balance also includes unrealized gains and losses on short-term investments.

(b) Adjusted EBITDA represents earnings before interest, taxes, depreciation, amortization, other non-cash items, and adjustments as defined in the Amended 2017 Credit Agreement and prior credit agreements. Adjusted EBITDA is not a measurement of operating performance computed in accordance with GAAP and should not be considered as a substitute for operating income, net income or cash flows from operating activities computed in accordance with GAAP. The Company believes Adjusted EBITDA is a meaningful measure as it is widely used by analysts, investors and comparable companies in our industry to evaluate our operating performance on a consistent basis, as well as more easily compare our results with those of other companies in our industry. Further, management believes Adjusted EBITDA is a meaningful measure of park-level operating profitability and uses it for measuring returns on capital investments, evaluating potential acquisitions, determining awards under incentive compensation plans and calculating compliance with certain loan covenants. Adjusted EBITDA may not be comparable to similarly titled measures of other companies.

