

Corporate Presentation | Nov 2024

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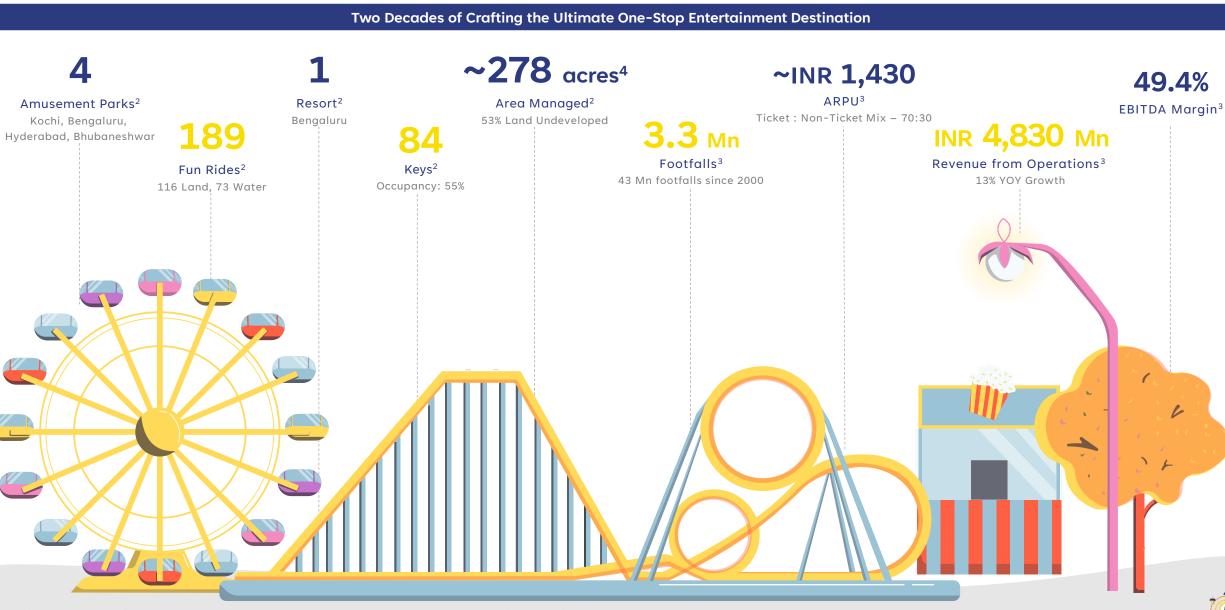
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Wonderla – #1¹ Amusement Park Operator in India





Notes: 1) By FY24 Revenue; 2) As of Sep-24/Chennai park has not been considered as it is under development; 3) For FY24 4) Includes Area managed in Bhubaneshwar where land is taken on lease

Key Milestones





Overview of Amusement Parks



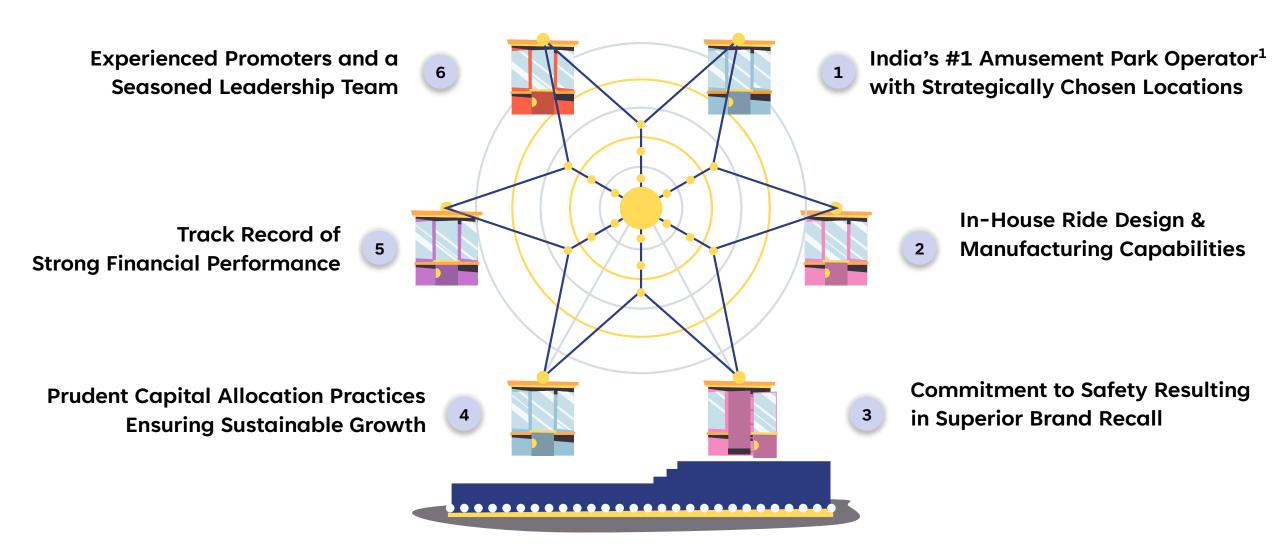
		Workness Wor		WONDERLA	
	Wonderla Kochi	Wonderla Bengaluru ³	Wonderla Hyderabad	Wonderla Bhubaneshwar ⁴	
Year of Commencement	2000	2005	2016	2024	
Area (Acres)1	94	82	52	51	
Area Utilized %1	27.7%	53.7%	73.1%	64.7%	
# Rides ¹	56	60	52	21	
Footfall (Mn) ²	1.0	1.3	0.9	0.1	
ARPU (INR) ²	1,305	1,541	1,416	1,245	
Avg. Ticket Price (INR) ²	976	1,146	1,002	781	
Avg. Non Ticket Price (INR) ²	329	395	414	464	
Revenue (INR Mn) ²	1,351	1,957	1,344	117	



Notes: 1) As on Sep-24; 2) FY24 (except Bhubaneshwar); 3) Excludes Bengaluru resort; 4) All metrics for H1 FY25 / as on Sep-24 as this park commenced operations in May-24







Notes: 1) By FY24 Revenue

Wonderla: India's #1¹ Amusement Park Operator & a One Stop Entertainment Destination 1a







(11)



Key Considerations while Identifying Locations					
Large Catchment	Footfall Ability Land Availability at Right Cost		Weather		
Target cities with 1 Mn+ population	Proximity & connectivity to nearby cities	Space > 50 acres	Moderate year-round temperatures		

Notes: 1) Ernakulam District for 2022-23 (Source: Govt. of Kerala – Department of Economics & Statistics); 2) Bengaluru Urban District for 2022-23 (Source: Government of Karnataka Economic Survey); 3) Hyderabad District for 2022-23 (Source: Telangana Socio Economic Outlook 2024); 4) Odisha for 2023-24 (Source: Directorate of Economics & Statistics, MoSPI, GOI); 5) Chennai District for 2019-20 (Source: District Income Estimated by Department of Economics & Statistics, GoTN); 6) India Per Capita Income = INR 1,50,906 (2019-20) INR 1,69,496 (2022-23) and INR 1,84,205 (2023-24); 7) As on Sep-24; 8) Source: Google Maps



Robust In-House Designing & Manufacturing Capabilities...

55 Rides manufactured in-house till date¹

In-house manufacturing facility at all amusement parks



Talented Pool of Technicians



...Along with a Global Procurement Network Netherlands Germany Italy USA <u>% of Rides¹</u> 30-40% 60-70% Imported

In house capabilities to refurbish rides from closed parks across the world



Robust Capabilities Ensuring Timely and Cost-effective Ride Development Aligned with Local Preferences

In-House





Well Defined Strategies in Place to Stay Ahead of Consumer Trends...

Trend Analysis



Dedicated engineering team for studying industry trends through participation in global fairs & conferences



Monitoring Regular monitoring of rides usage by visitors



Evaluation of Customer Preferences

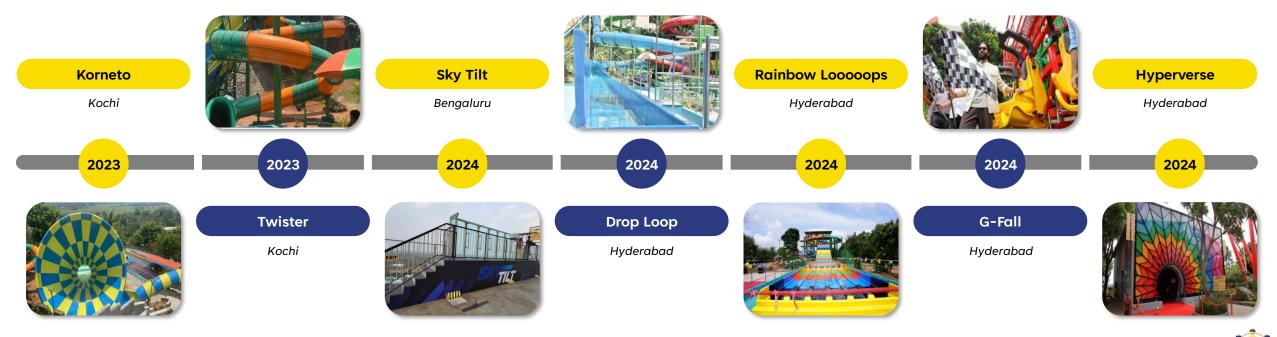
Regular surveys to evaluate customer reviews and choices

Global Benchmarking



Continuous upgradation by benchmarking own rides against global amusement parks

...With Regular Addition New Rides



^{3a} Unparallelled Commitment to Safety & Hygiene

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Certification

Bureau



Reverse Osmosis Technology ensures potable, clean & safe water for attractions

Extensive Water Filtering & Recycling Systems for pools

First Aid supplies along with fully equipped standby ambulances and talented medical officers

Dedicated ERTs² with First-aid responders & firefighters

Lightning arrestors installed for protection against lightning hazards

Dedicated surveillance of operational areas through **200+** cameras across each park

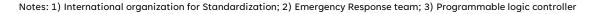
Daily, Monthly & Annual maintenance checks on all rides

Overhaul Maintenance every 2-4 years

Redundant PLC³ System & Pneumatic locking system for the rides



ISO¹ 450001:2018 certificate for meeting Occupational Health & Safety Management protocols



^{3b} Building Strong Brand Equity through Targeted Marketing & Localized Experiences

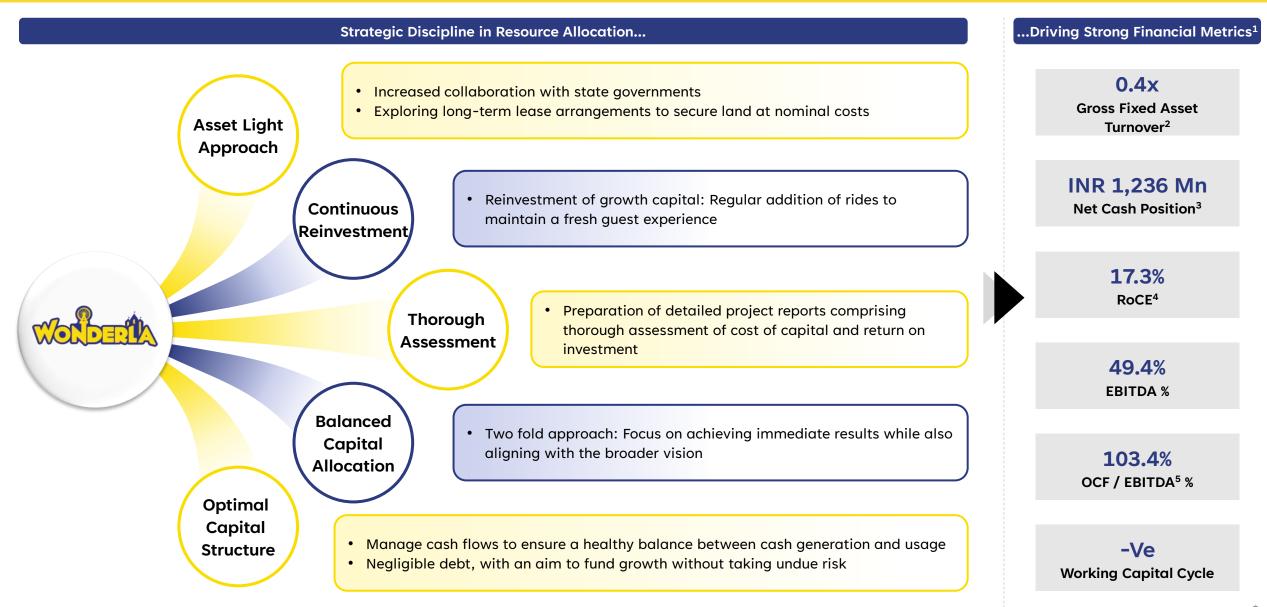




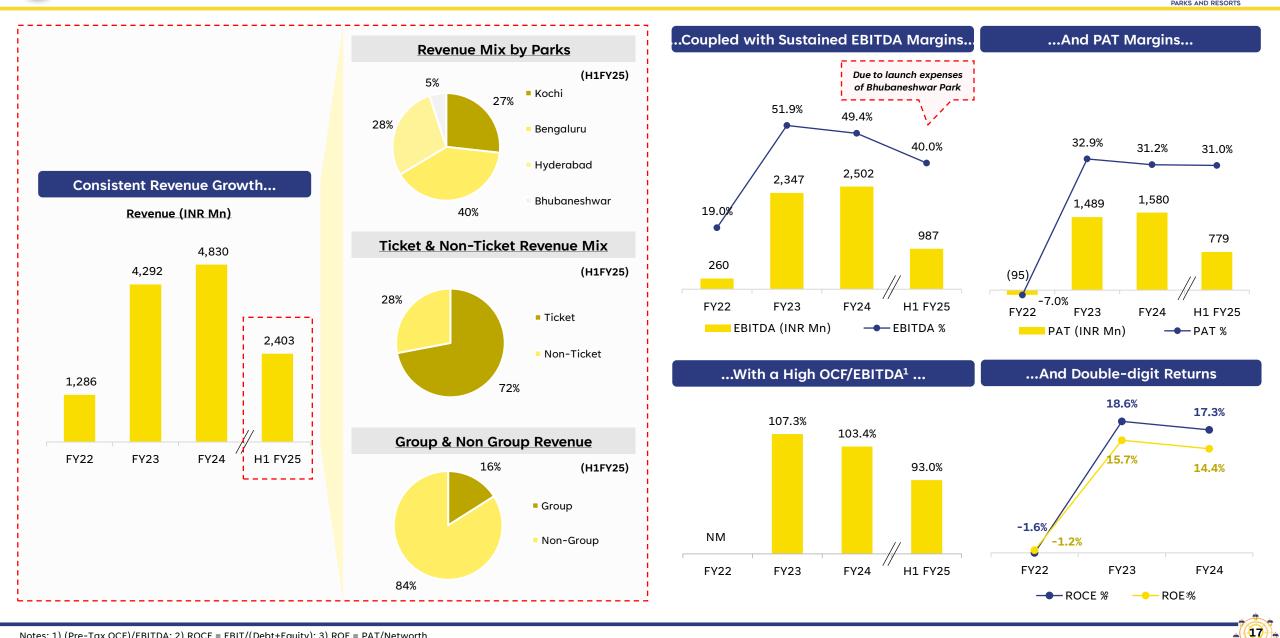
Notes: 1) As on 31 Oct 2024; 2) Source: Khushi Advertising; 3) As on 4 Nov 2024; 4) Every amusement park in their respective cities of operations

4





^{5a} Track Record of Strong Financial Performance





Board of Directors





Mr. M. Ramachandran¹

Formerly engaged with TATA &

Chairman, Non-Executive &



Mr. Arun K. Chittilappilly

Managing Director Conceptualized Wonderla Parks & Resorts



Mr. R. Lakshminarayanan

Non-Executive Vice-Chairman Former Executive director on the Mudra Board



Mrs. Priya Sarah Cheeran Joseph **Non-Executive Director**



Mrs. Anjali Nair Independent Director

Deloitte



Senior Management

Mr. Kasaragod Ullas

Kamath Independent Director Chairman of FICCI Karnataka State Council Ex-CMD of Jyoti Lab (JLL)



Mr. Madan Padaki

Independent Director Co-founder of Global Alliance for Mass Entrepreneurship (GAME)



Mr. Saji K Louiz **Chief Financial Officer** CA. B.com



Mr. Dheeran Choudhary **Chief Operating Officer** Executive Program INSEAD, BBM



Mr. Ravikumar M A Park Head – Kochi Master of Public Administration. B.com



Mr. Sudhir M V Resort Head – Bengaluru Formerly engaged with Indian Air force as HR & Admin Officer



Mr. Rudresh H S Park Head – Bengaluru MBA (Marketing Management), B.com



Mr. Madhu Sudhan Gutta Park Head – Hyderabad B.com



Mr. Kalpataru Naik Park Head – Bhubaneshwar MBA (Marketing), PUC, BBA (Retail management)







Expand business operations by setting up new amusement parks in other cities

To **Expand** business operations and **Develop brand** by setting up new parks

In the process of constructing a new park in Chennai

Continue to expand and improvise existing amusement parks to increase Footfalls

Technical department to **constantly innovate** newer attractions

To increase the **operational capacity** of parks by developing the **undeveloped portions** of land



Integrating resorts with amusement parks to enhance visitor experience & broaden its customer base

Resort to attracts **Corporate clients** & is suitable for hosting weddings, parties & corporate events, allowing visitors to extend their stay & spend more

Expansion of revenue streams & innovative marketing initiatives to supplement income from entry fees

Single ticket entry model where visitors are required to purchase a single entry ticket

Intend to increase Income from **Food & beverages** as well as **direct merchandising** in line with the global parks

To explore Tie ups with companies

Further augment in-house ride design and manufacturing capabilities

Developed in-house manufacturing capabilities to Manufacture/Construct rides & attractions

Team of qualified staff working at **Assembly/** Manufacturing facilities



Detailed Parks & Resort Overview

Kochi Park Overview

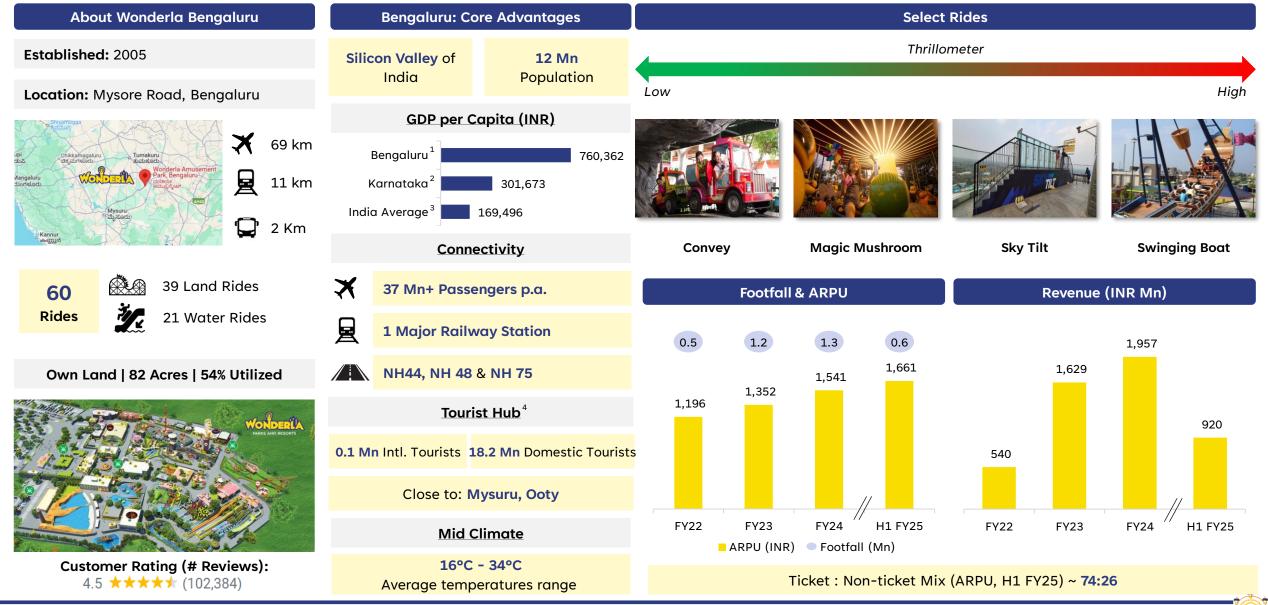




Source: Care Advisory Industry Report, Google Maps, Google Reviews | Notes: 1) Ernakulam District for 2022-23 (Source: Govt. of Kerala – Department of Economics & Statistics); 2) Per Capita Income for 2021-22 (Source: National Statistics Office, MoSPI, GOI); 3) Per capita net national income at Current Prices for 2022-23 (Source: Economic Survey 2023-24); 4) Tourists information is for Kerala state

Bengaluru Park Overview

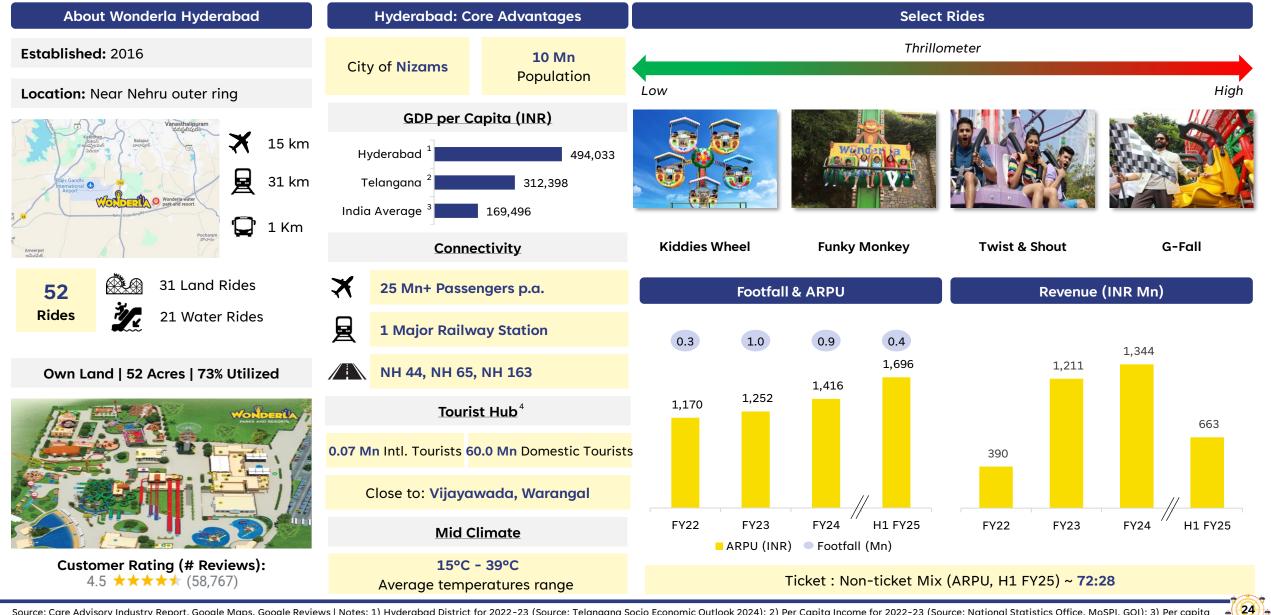




Source: Care Advisory Industry Report, Google Maps, Google Reviews | Notes: 1) Bengaluru Urban District for 2022-23 (Source: Government of Karnataka Economic Survey); 2) Per Capita Income for 2022-23 (Source: National Statistics Office, MoSPI, GOI); 3) Per capita net national income at Current Prices for 2022-23 (Source: Economic Survey); 4) Tourists information is for Karnataka state

Hyderabad Park Overview

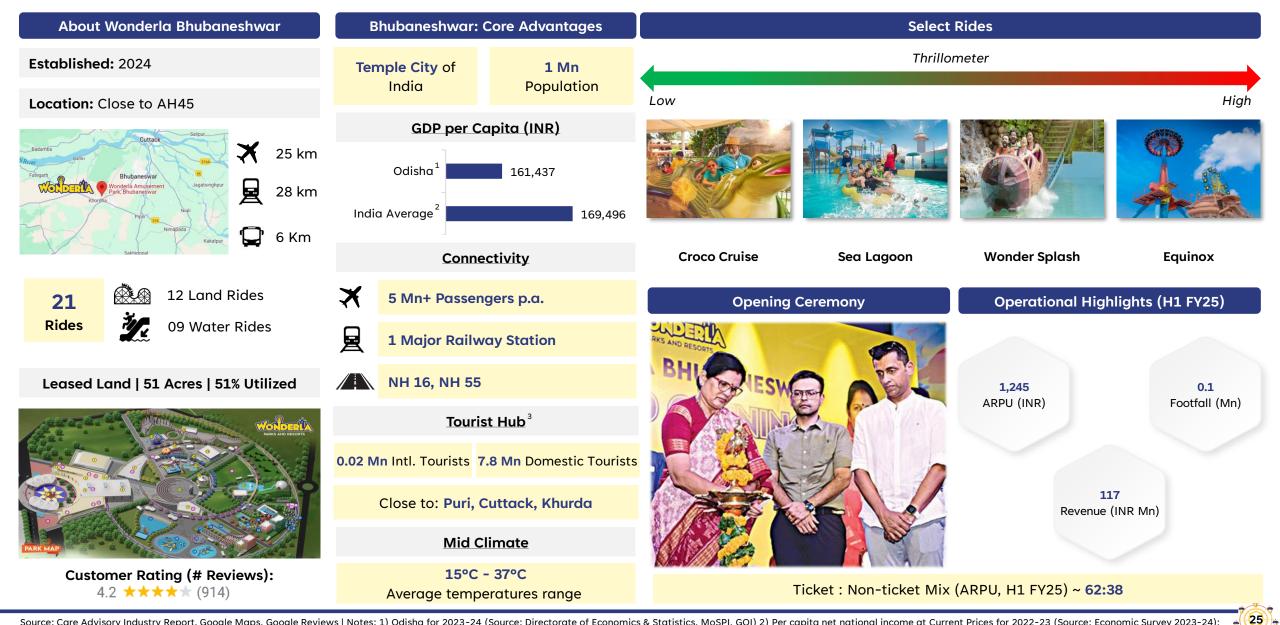




Source: Care Advisory Industry Report, Google Maps, Google Reviews | Notes: 1) Hyderabad District for 2022-23 (Source: Telangana Socio Economic Outlook 2024); 2) Per Capita Income for 2022-23 (Source: National Statistics Office, MoSPI, GOI); 3) Per capita net national income at Current Prices for 2022-23 (Source: Economic Survey 2023-24); 4) Tourists information is for Telangana state

Bhubaneshwar Park Overview

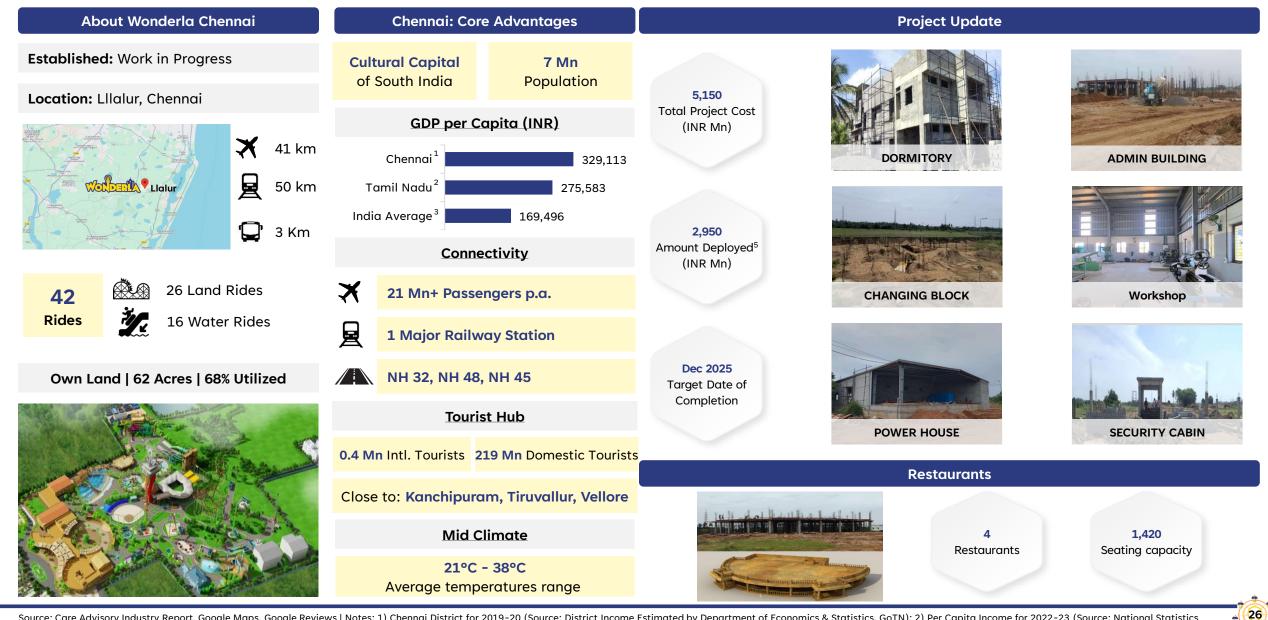




Source: Care Advisory Industry Report, Google Maps, Google Reviews | Notes: 1) Odisha for 2023-24 (Source: Directorate of Economics & Statistics, MoSPI, GOI) 2) Per capita net national income at Current Prices for 2022-23 (Source: Economic Survey 2023-24); 3) Tourists information is for Odisha state

Chennai Park Overview





Source: Care Advisory Industry Report, Google Maps, Google Reviews | Notes: 1) Chennai District for 2019-20 (Source: District Income Estimated by Department of Economics & Statistics, GoTN); 2) Per Capita Income for 2022-23 (Source: National Statistics Office, MoSPI, GOI); 3) Per capita net national income at Current Prices for 2022-23 (Source: Economic Survey 2023-24); 4) Tourists information is for Tamil Nadu state; 5) Spent upto H1 FY25

Bengaluru Resort Overview





Source: Care Advisory Industry Report, Google Maps, Google Reviews | Notes: 1) Bengaluru Urban District for 2022-23 (Source: Government of Karnataka Economic Survey); 2) Per Capita Income for 2022-23 (Source: National Statistics Office, MoSPI, GOI); 3) Per capita net national income at Current Prices for 2022-23 (Source: Economic Survey 2023-24); 4) Tourists information is for Karnataka state



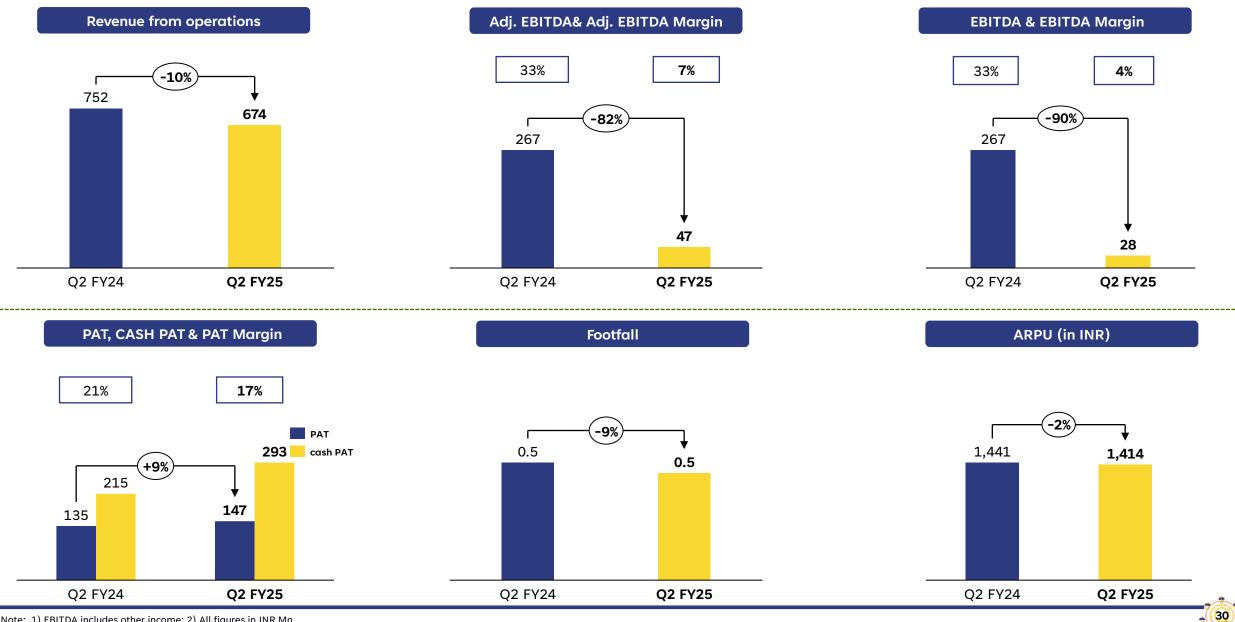


- Total Revenue stood at INR 712 Mn for the quarter
- Footfall for the quarter stood at **0.5 Mn** across parks
- Park wise footfall for the Q2 FY25: Kochi 0.1 Mn, Bengaluru 0.2 Mn, Hyderabad 0.1 Mn, Bhubaneshwar 0.2 Mn
- Adjusted EBITDA¹ for the quarter stood at INR 47 Mn, down by 82% YoY
- ARPU in Q2 FY25 stood at INR 1,414, a decrease of 2% YoY
- Creative & Innovative market strategies to increase footfalls continued with festival and event-based campaigns
- Enhanced customer experience with special festive decorations along with festive themed food & product offerings across parks



5b Q2 FY25 Result Highlights





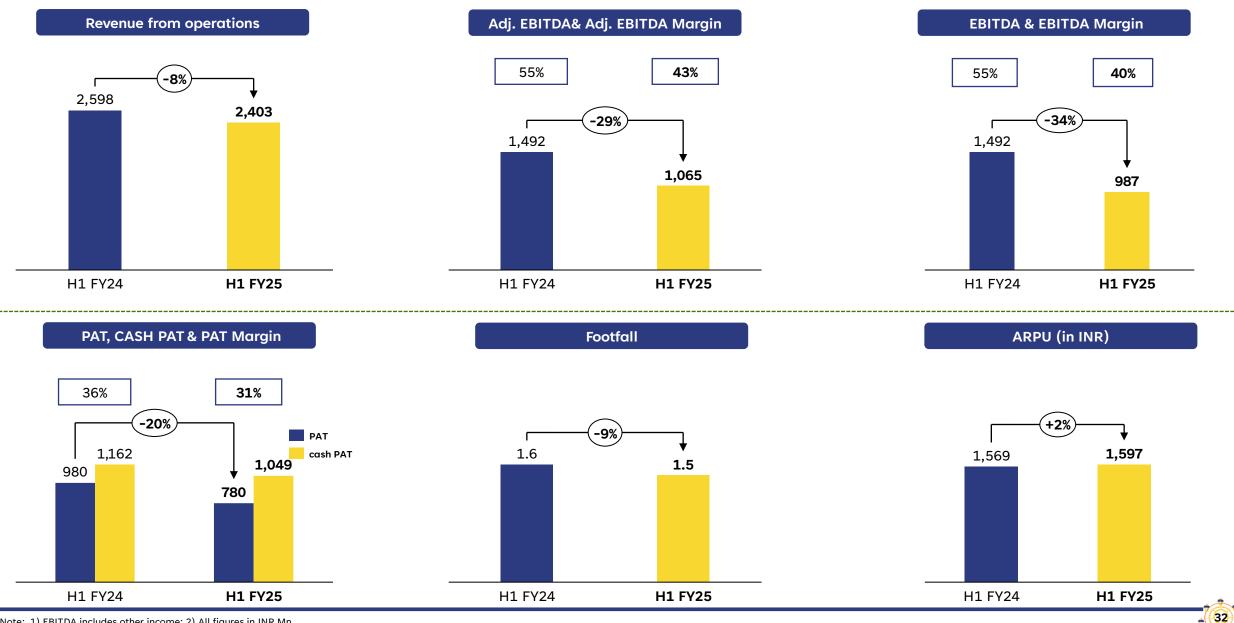
Note: 1) EBITDA includes other income; 2) All figures in INR Mn



- Total Revenue stood at INR 2,487 Mn for the half year
- Footfall for the quarter stood at **1.5 Mn** across parks
- Park wise footfall for the HY FY25: Kochi 0.4 Mn, Bengaluru 0.6 Mn, Hyderabad 0.4 Mn, Bhubaneshwar 0.1 Mn
- Adjusted EBITDA¹ for the quarter stood at INR 1,065 Mn, down by 29% YoY
- ARPU in Q2 FY25 stood at INR 1,597, an increase of 2% YoY

^{5c} H1 FY25 Result Highlights

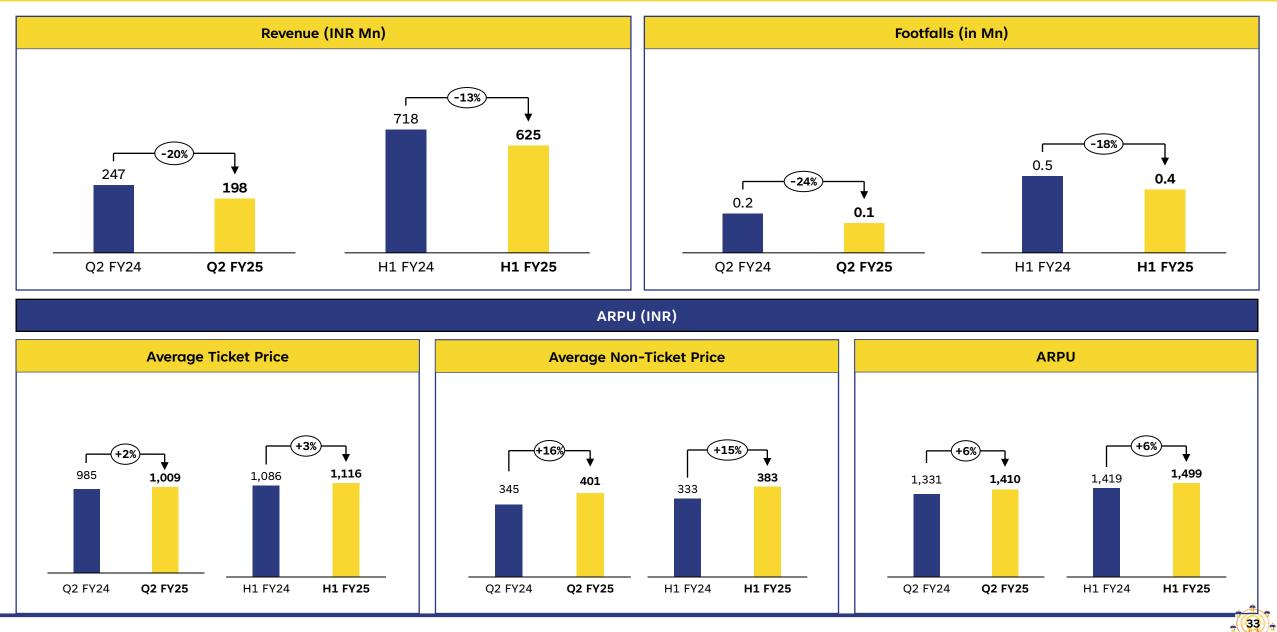




Note: 1) EBITDA includes other income; 2) All figures in INR Mn

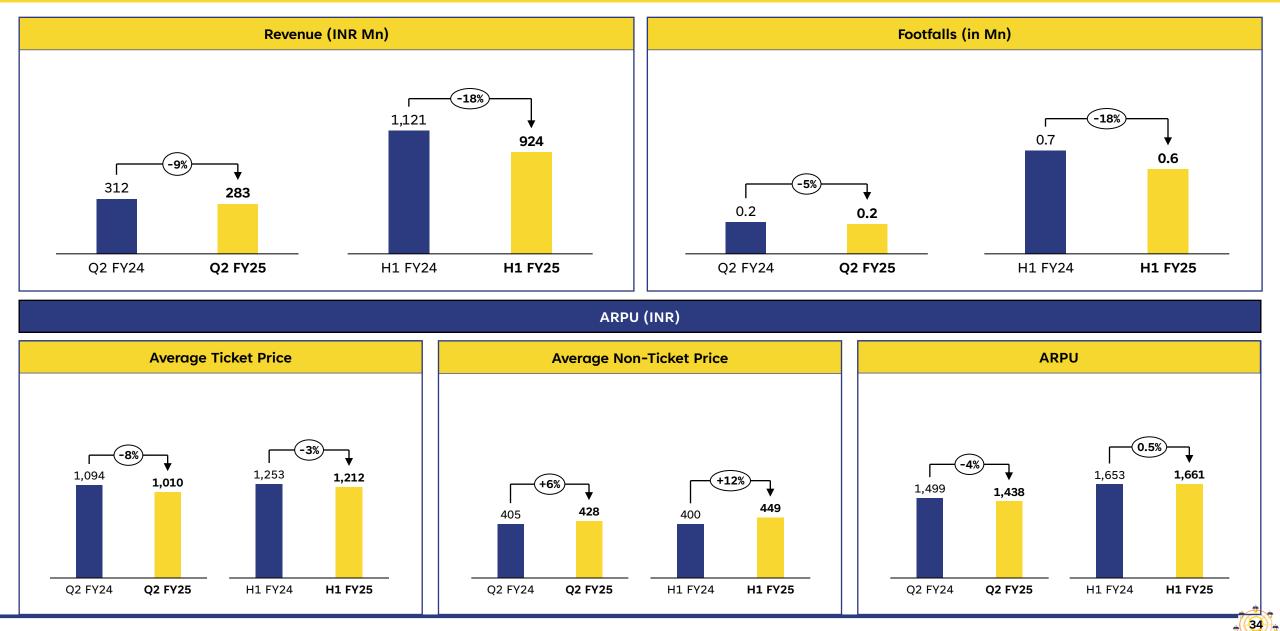
Kochi Park – Q2 & H1 FY25 Metrics





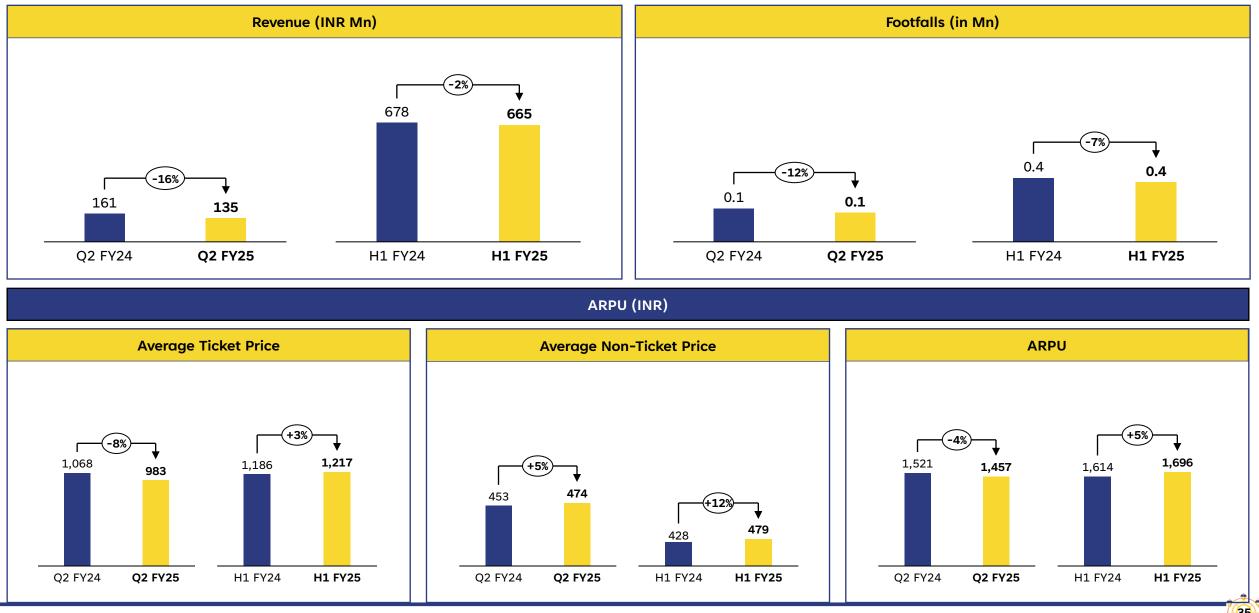
Bengaluru Park – Q2 & H1 FY25 Metrics





Hyderabad Park – Q2 & H1 FY25 Metrics

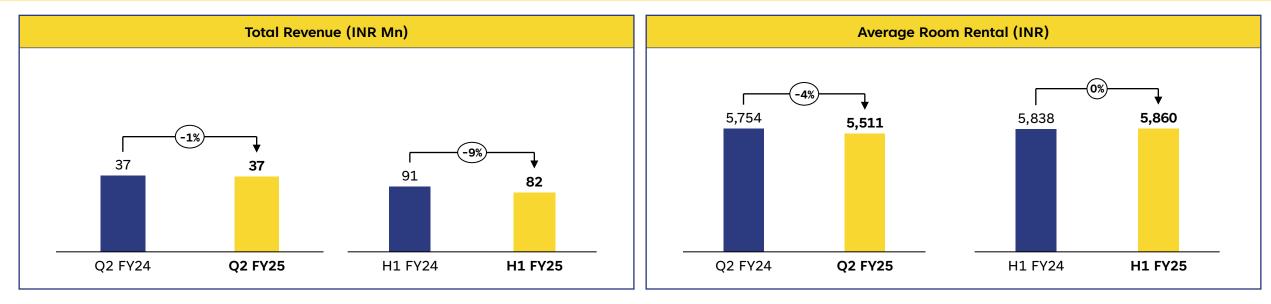


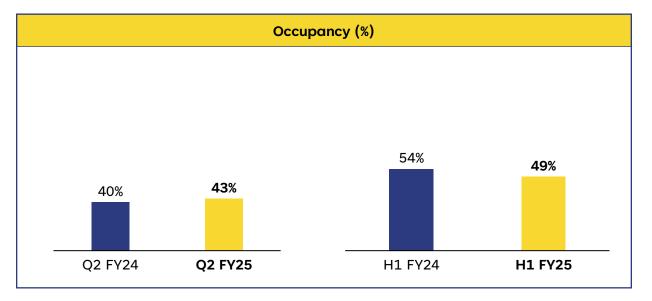


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Wonderla Resort, Bengaluru – Q2 & H1 FY25 Metrics













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Wonderla Kochi IAAPI National Awards for Excellence 2024 -Runner-Up - Most Innovative Ride <u>Wonderla Kochi</u> Safe Tourist Destination Award 2024 by National Safety Council – Kerala Chapter

Wonderla Kochi MKK Nayar Productivity Award 2023 - Best Productivity Performance in the category of Service Organization









Wonderla Bengaluru Innovative Promotional Activity through Media-Digital Marketing Wonderla Resort Travellers' Choice 2024 by Tripadvisor Wonderla Hyderabad Best Innovative Tourism Product in the Tourism Sector, Telangana State

Marketing Creatives that captivate, connect & build a brand experience





Consolidated Profit & Loss Statement



Particulars (INR Mn)	FY22	FY23	FY24	H1 FY25
Revenue from Operations	1,276	4,292	4,830	2,403
Other Income	58	232	230	84
Total Income	1,333	4,524	5,060	2,487
Cost of materials consumed	66	229	276	136
Purchase of stock-in-trade	74	218	210	111
Changes in inventories of stock-in-trade	-3	-6	-4	-3
Employee Expenses	325	512	626	404
Other Expenses	611	1,224	1,451	852
EBITDA ¹	260	2,347	2,502	987
EBITDA Margin (%)	19.5%	51.9%	49.4%	40%
Depreciation	384	352	382	269
Finance Cost	3	3	6	4
РВТ	-128	1,991	2,113	714
Ταχ	-33	502	534	-66
РАТ	-95	1,489	1,580	780
PAT Margin (%)	-7.1%	32.9%	31.2%	31.4%



Consolidated Balance Sheet



INR Mn	FY22	FY23	FY24	H1 FY25
Non-current Assets	7,744	7,897	9,888	11,147
Fixed Assets	7,567	7,683	9,299	10,561
Other Non-Current Assets	176	214	589	586
Current Assets	1,313	2,866	2,496	1,770
Inventories	76	94	135	138
Trade Receivables	12	14	29	12
Cash and Cash Equivalents	51	255	293	223
Other Bank Balances	351	1,102	946	468
Other Current Assets	172	41	193	228
Asset Held for sale	-	-	-	20
Total Assets	9,057	10,763	12,383	12,937
Total Equity	8,007	9,496	10,946	11,622
Non-current Liabilities	669	883	878	636
Borrowings	-	3	3	3
Other Non-current Liabilities	669	880	875	633
Current Liabilities	381	384	559	679
Borrowings	-	0.1	0.1	0.1
Trade Payables	190	258	338	357
Other Current Liabilities	174	126	221	322
Total Equity & Liabilities	9,057	10,763	12,383	12,937



Particulars (INR Mn)	FY22	FY23	FY24	H1 FY25
Cash Flow from Operating Activities				
Profit After Tax	-95	1,489	1,580	780
Adjustment for Non-Operating Items	323	741	728	174
Operating Profit before Working Capital Changes	228	2,230	2,308	954
Changes in WC	-11	43	-35	-37
Cash Generated from Operations	217	2,273	2,343	917
Less: Direct Taxes paid	3	350	566	73
Net Cash from Operating Activities	214	1,923	1,777	844
Purchase of PPE, CWIP & Intangible Assets	-106	-443	-2,234	-1,546
Other Investing Activities	-255	-1,199	653	777
Cash Flow used in Investing Activities	-361	-1,642	-1,581	-769
Cash Flow (used in)/ from Financing Activities	-15	-77	-159	-145
Net increase/ (decrease) in Cash & Cash equivalents	-163	204	38	-70
Cash and cash equivalents at beginning of the year	214	51	255	293
Cash and cash equivalents at the end of the year	51	255	293	223

Glossary



Term	Description
ARPU	Average Revenue per User
EBITDA	Earnings before Interest, Tax, Depreciation & Amortization
ERT	Emergency Response Teams
FSSAI	Food Safety and Standards Authority of India
GOI	Government of India
GoO	Government of Odisha
GoTN	Government of Tamil Nadu
ΙΑΑΡΙ	Indian Association of Amusement Parks & Industries
ISO	International Organization for Standardization
Mn	Million (1Mn = 10 Lakhs)
MoSPI	Ministry of Statistics & Programme Implementation
OCF	Operating Cash Flows
PLC	Programmable Logic Controller
Rides	Rides include Rides and Attractions
RoCE	Return on Capital Employed
RoE	Return on Equity
ΥοΥ	Year on Year

For Further Queries:

WONDERIA

Wonderla Holidays Ltd.

Mr. Saji K Louiz, Chief Financial Officer Email: investors@wonderla.com

Thank you !

Mod Derth