

Q3 & 9M FY22
RESULT UPDATE
February 2022



- Q3 & 9M FY22 HIGHLIGHTS
- BUSINESS UPDATES
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Q3 & 9M FY22 OPERATIONAL HIGHLIGHTS

- After second wave, all the park resumed their operations albeit gradually from August/September onwards.
- Hyderabad and Bangalore park resumed operations in August and remained operational in Q3FY22, however Kochi Park was the last one to re-open during September. Kochi park in October for initial month was running during weekend (Thursday-Sunday) thus remained operational for 80 days during Q3FY22.
- In Q3 FY22, Total Income was INR 50 cr vs INR 6 cr in Q3 FY21. *EBITDA for the quarter was at INR 16 cr as against INR -8.7 cr in Q3 FY21. Company reported its best ever quarterly numbers over last 7 quarters. **Company turned PAT positive in Q3FY22**
- During the quarter, the Company focused its efforts on **Increasing footfall** from various segments, experimenting with new areas like exciting array of events and F&B offerings, concentrated digital marketing activities etc.
- Company celebrated its 16th Anniversary of Bangalore Park on 1st Oct 21.
- During October, Dusshera event received an encouraging response.
- During November, Diwali & Children's day celebrations were widely acknowledged.
- During December, Christmas and New Year celebrations were exclusively appreciated by customers. Footfalls and Ticket pricing both saw encouraging momentum during this period.
- **PARK PLUS strategy** has helped company to record higher footfalls of more than 1k per day during the event.



Q3 & 9M FY22 OPERATIONAL HIGHLIGHTS

At onset of Q3, there were many headwinds in likes of extreme weather conditions in Bangalore during month of October and November. In the month of December fear of third covid wave led by Omicron variant started creeping in. However , company showed significant resilience and on back of timely marketing campaigns and initiatives.

Business Updates

- Footfalls across all the parks saw a strong momentum. Footfalls during Q3FY22 was highest since Q4FY20 (first wave of Covid). Such higher footfalls are quite encouraging.
- Total Footfalls during Q3FY22 were 3.8 lakhs and were 5.63 lakhs for 9MFY22.
- During the Q3FY22, the resort achieved 58% occupancy with an ARR of INR 4,260 versus 12% occupancy and ARR of 3,169 in Q3FY21 .
- The momentum gained in Q3FY22, was impacted in Q4 with the onset of COVID-19 third wave led by Omicron variant, propelled the Government to lay trade restrictions which impacted Bangalore and Kochi parks. Bangalore Park was closed for two weekends of January 2022 and reopened from 22nd January 2022. Whereas Kochi Park remained shut for two Sundays in January 2022. However, these restrictions were lifted recently.



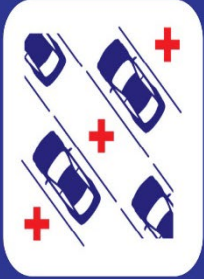
Other Update



New Attraction – Tarantula Ride at Bangalore Park

Precautions in place at parks

PRE-ENTRY SAFETY PROTOCOLS



**PARKING INSTRUCTIONS
TO BE FOLLOWED.**



**TEMPERATURE CHECK
IS MANDATORY BEFORE ENTRY.**



**SAFETY INFO SIGNAGES ARE
DISPLAYED ACROSS THE PARK
FOR GUESTS TO FOLLOW.**



**REDUCED CAPACITY
WITH LIMITED TICKETS TO
ENSURE PHYSICAL DISTANCING.**

HEALTH & SAFETY INSTRUCTIONS



**ADVANCE ONLINE
BOOKING
IS MANDATORY.**



**IF FLU SYMPTOMS APPEAR,
INFORM US TO MAKE
NECESSARY ARRANGEMENTS.**



**WEARING MASKS IS
COMPULSORY.**



**USE CONTACTLESS
PAYMENTS FOR
ALL TRANSACTIONS.**



**ADVISE TO INSTALL
THE AROGYA SETU APP
ON GUEST PHONES.**



**PHYSICAL
DISTANCING TO BE
MAINTAINED.**



**TEMPERATURE
CHECK IS
MANDATORY
BEFORE ENTRY.**



**SAFETY INFO SIGNAGES
ARE DISPLAYED ACROSS
THE PARK FOR GUESTS
TO FOLLOW.**



**ALWAYS COVER
COUGH AND SNEEZE
WITH YOUR ARM OR
USE A TISSUE
OR UPPER SLEEVES**

Social Media Campaigns-



Festival Celebrations

Social Media Campaigns-



FINANCIALS - P&L STATEMENT

Particulars (Rs mil)	Q3 FY 22	Q3 FY 21	9M FY 22	9M FY 21
Revenue from Operations	483.1	49.2	698.7	51.2
Cost of materials consumed	25.6	4.66	36.7	5.48
Purchase of stock-in-trade	25.4	2.1	39	0.59
Changes in inventories of stock-in-trade	-0.1	0.71	-1.3	3.07
Employee benefits expense	89.6	62.1	239	163
Other expenses	200	80.7	379	190
Total Expenses	340.5	150	692	362
EBITDA	142.6	-87	6.3	-263
Other Income	17.9	14.1	39.9	48
Depreciation	94.9	104	289	334
Finance Cost	0.74	1.07	2.49	3.82
PBT	64.9	-192	-245	-601
Tax Expense	19.4	-45	-65	-151
PAT	45.5	-148	-180	-451

COMPANY OVERVIEW – BOARD OF DIRECTORS & MANAGEMENT TEAM



KOCHOUSEPH CHITILAPPILLY PROMOTER AND CHAIRMAN EMERITUS, WONDERLA	<ul style="list-style-type: none"> • 20+ years in the industry • Founded V-Guard Industries Ltd., a publicly listed company since 2008 and is currently its Chairman Emeritus • Post Graduate Degree in Physics 	ARUN KOCHOUSEPH CHITILAPPILLY PROMOTER AND MANAGING DIRECTOR	<ul style="list-style-type: none"> • 15+ years in the industry • Holds a masters degree in industrial engineering • Actively involved in day-to-day operations and management of Wonderla since 2003 			
M RAMACHANDRAN CHAIRMAN & INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> • 45+ years of work experience • Served as partner for 20 years with audit firm Deloitte Haskins & Sells LLP • Member of ICAI & ICSI 	R LAKSHMINARAYANAN VICE CHAIRMAN & NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> • 40+ years of work experience in Retail & Marketing • Chairman in Jyothi Labs Limited 			
GEORGE JOSEPH NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> • 40+ years work experience • Ex-Chairman & MD- Syndicate Bank • Director at Credit Access Grameen 	GOPAL SRINIVASAN INDEPENDENT DIRECTOR	<ul style="list-style-type: none"> • 40+ years work experience • Chairman & MD- TVS Capital Funds Pvt Ltd & Chairman- TVS Electronics Ltd 	PRIYA SARAH CHEERAN JOSEPH NON-EXECUTIVE DIRECTOR	<ul style="list-style-type: none"> • 15+ years in the Industry • Was involved in F&B Operations and HR department of Wonderla since 2005 	
ANJALI NAIR INDEPENDENT DIRECTOR		<ul style="list-style-type: none"> • 20+ years of executive experience in development and commercialization of hi-tech products that are software-driven, incorporating Design Thinking, Data Sciences, advanced algorithms and applied Artificial Intelligence. • Working as COO SP Life Care Pvt Ltd 				
SIVADAS M. PRESIDENT – OPERATIONS		<ul style="list-style-type: none"> • 28+ years of experience • Bachelor’s Degree in Physics 	SATHEESH SESHADRI CHIEF FINANCIAL OFFICER (CFO)			<ul style="list-style-type: none"> • 25+ years of experience • Worked in Finance & Accounts at Bangalore International Airport, Dubai Transport Corporation • Chartered Accountant & SAP ERP certified
MAHESH M.B. AVP – COMMERCIAL		<ul style="list-style-type: none"> • 22+ years of experience • MBA in International Business 	AJIKRISHNAN A. G. VP – ENGINEERING & IT			<ul style="list-style-type: none"> • 25+ years of experience • B.E, MBA



KEY CONCERNS ON SCALABILITY

**HIGHLY CAPITAL
INTENSIVE BUSINESS**

**AFFORDABILITY –
TICKET PRICES ARE HIGH**

**LAND AVAILABILITY,
LOCATION &
CONNECTIVITY**

WONDERLA ADVANTAGE

- In-House Design Capability for the Amusement Park
- In-House Ride Manufacturing Facility in Kochi
- Manufactured / constructed 42 rides / attractions in-house
- Typical Capex for a New Park is ~Rs 2,500 mn – Rs 3,500 mn including Land cost

- Typical Target Audience is the Middle class which can spend Rs 4,000-5,000 per trip for a Family
- All three Parks have Land as well as Water rides under the same Ticket
- Average ticket prices in the range of Rs 800 – Rs 1200

- All three Operational Parks have large Land Parcels and have good connectivity (Within 15-25 km from the city)
- Parks provide a thrilling & unforgettable experience to visitors from neighbouring states like Tamil Nadu and Andhra Pradesh while also being an attractive tourist spot for pan India population



OVER A DECADE OF OPERATIONAL EXPERIENCE AND BRAND EQUITY

- 20+ yrs of successful operations of the parks has built significant brand equity
- Mr. Kochouseph and Mr. Arun have over 20 yrs and 15+ yrs of experience respectively in amusement park industry
- Won several awards, including 'best tourism destination' and 'highest number and variety of innovative rides'

IN-HOUSE MANUFACTURING FACILITY AT WONDERLA KOCHI

- Benefits from certain cost efficiencies and improves maintenance efficiency of rides
- Enables customisation and modification of rides purchased
- Manufactured / constructed 42 rides / attractions in-house



PROXIMITY TO CITY WITH AMPLE LAND AVAILABLE FOR FUTURE DEVELOPMENT

- Owns 93.17 acres in Kochi, 81.75 acres in Bangalore and 49.50 acres in Hyderabad, within which further expansion of existing parks can be undertaken
- All the three parks - Kochi, Bangalore and Hyderabad - are situated in the proximity of the main city.

STRONG CUSTOMER INSIGHTS - CONSTANTLY INNOVATING NEW ATTRACTIONS

- In-depth understanding of customer preference and needs helps while conceptualising new rides
- Won the IAAPI excellence award for the highest number and variety of innovative rides four times

SCALABILITY – EXPANSION THROUGH SETTING NEW AMUSEMENT PARKS

- Currently in process of Construction of Project in Chennai as well as identifying potential opportunities for setting up new parks in other key geographies
- Board has recently approved setting up another park in Odisha

FOCUS ON IMPROVISING EXISTING PARKS TO IMPROVE FOOTFALLS

- Evaluate customer preferences to innovate attractions based on popular concepts
- Develop the undeveloped land at existing parks to increase operational capacity
- Efforts to cover tourists through portals developed for tour operators.

ENHANCED VISITOR EXPERIENCE THROUGH PARKS INTEGRATED WITH RESORTS

- Wonderla Resort enables visitors to stay longer at the park & increases spend per head
- Enhance visitor experience at other parks by integrating them with resorts
- Introduced stay & paly scheme at Kochi park in association with a leading hotel

EXPAND IN-HOUSE RIDE DESIGN AND MANUFACTURING CAPABILITIES

- Introduce new rides and attractions based on customer preferences and research done by visiting parks in other parts of the world
- Continue to invest in new manufacturing facilities at upcoming parks

EXPAND REVENUE STREAMS AND INNOVATING MARKETING INITIATIVES TO SUPPLEMENT INCOME FROM ENTRY FEES

- Bolster revenues from entry tickets by offering value-added services
- Introduce character and theme based attractions and promote this through marketing initiatives , ad campaigns using media as well as tour operators

Wonderla parks in Bangalore, Kochi and Hyderabad were ranked at #3, #8 and #17 respectively in India by Tripadvisor (2021)

Wonderla Bangalore ranked 11th Best in Asia.



FOR FURTHER QUERIES -



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DICKENSON

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THANK YOU

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