



Parques Reunidos

Executive Summary



- **Leading park operator globally**
- **Global leader in leisure parks acquisitions**
- **Focus on sustainable growth**
- **Attention to teams and their successful integration into Parques Reunidos global structure**

Parques Reunidos

The global leader in providing liquidity to families in our industry

Leading park operator globally

- 2nd largest European leisure park operator and one of the largest globally
- Largest water park operator worldwide
- Focus on regional and local park segment
- Operator of 56 parks in 11 different countries.
- Owned by leading reputed shareholders (EQT, Corporacion Financiera Alba and GBL)

Global leader in leisure parks acquisitions

- Since 2004, 23 acquisitions, involving 59 parks in 11 countries

Focus on sustainable growth

- Execution of thorough investment plan, focused on innovative attractions and investments
- Application of best-in-class operating know-how to drive growth (e.g. customer centric performance marketing tools, digital transformation strategies (i.e. web and CRM) and reinforced sustainability)
- Reinforcement of safety policies involving environmental protection, strengthening of our social contribution and overall increasing the care of our guests and employees

Attention to teams and their successfully integration into Parques Reunidos global structure

- Strong reliance on local teams to run the businesses and their development
- Application of “founder spirit” to the operation, with respect to the local brand and soul and special attention to history and tradition, while working closely with local communities

Parques Reunidos, a leading global leisure park operator

One of the leading, fastest-growing leisure park operators in the world

56 parks portfolio with 21m annual visitors in 11 countries

Strategic focus on the regional and local park segments

**Top10** World Operator

**2nd** Europe Operator

**1st** WaterPark Operator

**56** Parks in USA, Europe and Australia

**21M** Annual Visitors

**11** Countries

**18k** Employees

- Founded in 1967
- Leading global owner and operator of amusement parks
- Present in all park types: Amusement, Theme, Water, Animal and others, with a focus on the regional and local park segments
- Successfully acquired and leased 59 parks in the last 10 years, being the most active acquirer of individual leisure parks in Europe and USA
- Owned by Private Equity Funds EQT, Corporación Financiera Alba and GBL

Main Parks

**Theme / Water Parks**



**Animal Parks**



**Others**



Global platform with presence in 11 countries

Global platform with presence in 11 countries



Experts in fuelling park growth through expansion

We invest in our parks, with special attention to expansion projects and with a customer centric approach

3 different types of expansion projects already successfully proven

2nd Gate Parks

- Mirabeach water park (Mirabilandia, Italy)
- Aquamexicana water park (Slagharen, Netherlands)
- Warner Beach water park (Warner, Spain)



Lodging Facilities

- Hotel and Lodging (Tropical Islands, Germany)
- Bear Creek Campground (Lake Compounce, Connecticut, US))
- Raccoon Lodging facility (Slagharen, Netherlands)
- Cartoon Network Hotel (Dutch Wonderland, Pennsylvania, US)



Transformational areas

- Ducati Land (Mirabilandia, Italy)
- Nickelodeon area (Parques de Atracciones de Madrid, Madrid and Movie Park, Germany)
- Steelers Country (Kennywood, Pennsylvania, US)



Global leader in acquiring Leisure Parks

PQR success strongly supported by the acquisition and integration of high quality parks with high growth potential

Since 2004, PQR has acquired 59 parks across 11 countries

Year	Park Name	Country	Number of Parks
2004	Bobbejaanland	Belgium	1
2006	Bo Sommarland	Norway	1
2006	Marineland	France	1
2006	Mirabilandia	Italy	1
2007	Warner	Spain	1
2007	Aqualud	France	1
2007	Grant Leisure	UK	3
2007	Bonbonland	Denmark	1
2008	Tusenfryd	Norway	1
2008	Faunia	Spain	1
2008	Palace Group	US	31
2008	Hawaii Seaquarium	US	1
2008	Kennywood	US	5
2010	Movie Park Germany	Germany	1
2010	Dutch Wonderland	US	1
2012	Slagharen	Netherlands	1
2012	Noah's Ark	US	1
2014	Miami Seaquarium	US	1
2018	Belantis	Germany	1
2018	Vogelpark Walsrode	Germany	1
2018	W&W Sydney	Australia	1
2019	Tropical Islands	Germany	1
2021	Adventureland	US	1

59 parks



Parques Reunidos

PASSION
FOR LEISURE