

**SeaWorld Parks & Entertainment
Team Member Communication Meeting
CEO Jim Atchison**

***“Nothing truly exceptional is
accomplished without passion.”***

-- SEA value



Highlights

A Record-Breaking Year

SeaWorld Parks & Entertainment

- Largest single-year investment in company history (10 new attractions in 8 parks)
- Issue management and proactive communication lifted corporate image
- New in-park programs generated record per caps
- Achieved record EBITDA
- Achieved record EBITDA margin



A Record-Breaking Year

SeaWorld, Discovery Cove and Aquatica

- Launched One Ocean and The Grand Reef with resounding success
- Created in-park programs for record per caps
- Achieved record EBITDA
- Achieved record EBITDA margin





SeaWorld Parks & Entertainment
Corporate Programs and Updates

Continued Focus on Team Members



“Communication should be clear, frequent and honest.”

Team Member Engagement Survey

- New avenue of communication between team members and leadership
- 12,000 SEA team members participated (65% of all eligible)
- Timing milestones
 - Surveys completed Q4
 - Action plans in development
 - Next step: conduct periodic pulse surveys
- Orlando parks action plan
 - Created focus groups in all departments to better understand needs and concerns
 - Examined job descriptions and restructured leadership responsibilities
 - Opened up developmental opportunities and training offerings
 - Enhanced communication outlets

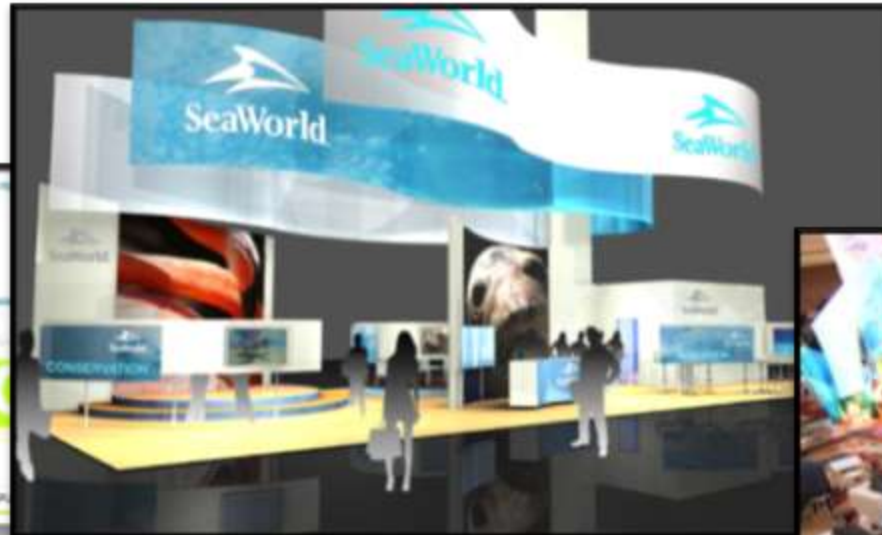




Growing Our Brand Through New Mediums

Extending our Brands

- 50-year legacy creating nature-themed entertainment
- Expanding into new platforms provides growth
- Launching in industry shows
 - Kidscreen in NYC reached 1500 leaders; 800 companies
 - Licensing show in Las Vegas this summer



New Media and Lifestyle Expansions

- SeaWorld Pictures
- SeaWorld home entertainment
- Publishing: three digital storybooks launch this spring
- SeaWorld Kids banner and branding
- Enter the \$74 billion games industry
- Licensed consumer products available at retail
 - Phone and laptop accessories, wall decals, toys





Conservation and Caring for the World

What is “SeaWorld/Busch Gardens/Sesame Place Cares”



Rescue Rehab Return
Education
Conservation
Community Support



Zoological Leadership
Education
Conservation
Community Support



Education
Conservation
Kids & Family
Community Support

Rescue & Rehabilitation

More than 715 animals rescued

More than 360 returned or provided permanent home



Rescue & Rehabilitation - Orlando



Care for Atlantic Spotted Dolphin



Fishing Hook Removed from Turtle



Tangled Dolphin Rescues

[Let's follow this turtle's journey](#)

Rescue & Rehabilitation – San Diego



Sea Lion Saved From a Bullet



"Jaws" the Harbor Seal



Home for Rescued Otter Pup

In-Park Efforts



Link guest visit to helping conservation

- Signage
- Message on tickets
- Integrate in marketing




No plastic bags in Orlando parks

SeaWorld's Happy Tails



- More than 17,500 cats and dogs adopted through the program
- New shelters in three SeaWorld markets
- Program expanding to BG and SP parks
- Hosting “Shelter Summits” in Orlando and San Diego with industry experts



**Innovative Culinary:
Allergen-Friendly
Program**

Allergen-Friendly Program

- 4 to 8 % of the population has food allergies
- Common food allergies: milk, eggs, shellfish, fish, wheat, peanut, tree nut, and soy
- Target launch date: May 1
- More than 6,000 culinary team members will be FAAN-trained
- Entire prep of allergen-friendly meal requests will be supervised
- Look for upcoming communication





**Innovative Partnership:
The Coca-Cola
Company**

A New Type of Partnership

- 10-year agreement to partner with The Coca-Cola Company
- Global reach and resources; respected brand
- Shared commitment to environmental stewardship
 - \$250,000 donation to SWBG Conservation Fund
- Park change-out milestones
 - Completed 10 park-activation team meetings
 - Goal for transition: April 1
- New cup
 - Joint sustainability message
 - Cup is made with 85 % renewable resources
 - Call to seaworldcares.com





Attractions Update: A Year of "Firsts"



SeaWorld Orlando - TurtleTrek



World's first
3-D/360-degree theater

Opening April 27

[TurtleTrek Webisode
Premiere](#)



Discovery Cove - Freshwater Oasis



Opening late spring

Freshwater Oasis
Webisode Premiere



Antarctica – Empire of the Penguin

One-of-a-kind ride

Closer-than-ever
animal
encounters

Coldest theme
park attraction in
the world

SEAWORLD'S
ANTARCTICA
EMPIRE OF THE PENGUIN



Busch Gardens Tampa - Animal Care Center



State-of-the-art facility brings guests into the animal care experience

Now open



Busch Gardens Tampa - Iceploration



New ice show with world-class skaters, aerial performances, master puppetry and live animals

Now open



New Holiday Tradition in Tampa



Holiday music, food and decorations

Fridays, Saturdays and Sundays
Nov. 30 – Dec. 23



Busch Gardens Williamsburg “Entwined: Tales of Good and Grimm”



New musical show featuring
acrobats, dancers and singers

Opening March 24



Busch Gardens Williamsburg - Verbolten



North America's first
horizontal track drop

World's first roller
coaster to feature
multiple ride endings

Opening late spring

[Let's go for a ride](#)

VERBOLTEN
BRAVE THE BLACK FOREST

SeaWorld San Diego - Manta



First coaster launch station
with combined simulator
elements

Opening May 26



SeaWorld San Antonio - Aquatica



North America's first
raft ride that soars to the top
of a zero-gravity wall

Opening May 19

AQUATICA[™]
SeaWorld's
WATERPARK
SAN ANTONIO



New TV Series on ABC

SeaRescue



Premieres Saturday morning April 7 on
95% of all ABC stations
- WFTV Channel 9 at 11:30 a.m.

26 weeks, 13 episodes

1 million viewers per episode

Hosted by Good Morning America's
Sam Champion

[Sneak preview](#)



Thank You

Questions?