



*Welcome to the Parques Reunidos First Half 2017 Results Presentation. The Management of the company will run you through the presentation. I'm now pleased to give the floor to Mr. Isidoro Diez, Chief Financial Officer and Juan Barbolla, Senior VP Strategic Planning and Investor Relations. Please go ahead Mr. Barbolla, you have the floor.*

**Juan Barbolla:**

Good morning, everyone. And thank you for joining Parques Reunidos First Half 2017 Results conference call. Today we are pleased a strong performance of the business in the first half of the year. Before we get into the details, it is important to highlight a calendar impact effect of the Easter holidays. Last year, an important part of the revenues incoming for the holidays in Easter took place in H1 while this year, it has all been shifted to April. As a result, and in order to give a more comprehensive view of the business performance, we are showing as well year-to-date figures as of May 7 that include Easter holidays, as well as the May bank holiday weekend. So we can provide a better view of the current [inaudible] performance of the business. H1 results have been sluggish during the first half of the year while year-to-date performance as of May shows strong like-for-like revenue growth of +8.4%, ahead of our year-end target. H1 period corresponds with the low season of the business and the main growth levels for this period are: season passes, off-season events and Easter holidays. We can say that we have excelled across all of them. We have reached record levels in season passes, +21% year-on-year growth. We continue extending the season at even a +16% revenue growth in the Halloween and Christmas campaigns. And we have delivered strong results in the vacation period of Easter. Additionally we remain fully focused on delivering 2017 results and we continue making good progress on our expansion strategy. The visibility for the year is ahead of our expectations with a strong performance year-to-date, which is complemented with a higher visibility of revenues coming from the record levels in season passes. However, it is important as well to highlight that we are still in the low season. H1 represents less than 20% of the revenues and the big part of the year is still to come. Therefore, we are enthusiastic but we need to be prudent as well. Okay?

Finally, we would also like to highlight that we have introduced a new accounting policy regarding season passes in order to standardize our across all of the regions the way we record revenues from the season passes.

Now Isidoro will explain in of the business within the



more detail the performance period.

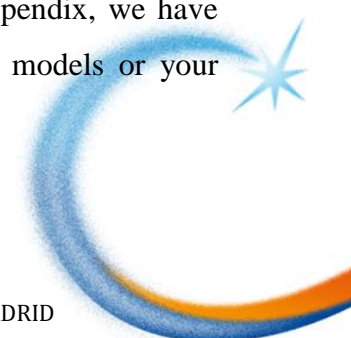
**Isidoro Diez:**

Thank you, Juan. Good morning, everyone. As Juan was saying, the H1 performance we have is flat vs. prior year. Looking at page number 3, we are introducing to you in three columns: on the left, we have the reported figures, in the middle, we have the like-for-like figures with the only impact of the effect, so the only difference between reported and like-for-like is the effect, and then on the right side of the page, we have included, as Juan was explaining, year-to-date as of May 7, to capture both the Easter and the important bank holiday at the beginning of May.

In numbers, let me provide you with like-for-like and year-to-date May. On like-for-like figures, page 1, on the digital side, we have been -2.4% but considering as of May 7, that percentage is +9.4%, or in absolute terms, almost half a million of visitors ahead of prior year. In terms of revenue, as said before, we have been flat in this H1, but factoring the Easter and the May bank holiday, we are talking about +8.4% compared to prior year, or €12.2 million ahead of prior year in terms of revenue.

As Juan said before, moving on to page number 4, I'd like to explain to you what change we have done in our accounting policy regarding the season passes. Formerly we were maintaining two different account criteria: one in the US and one for Spain and the rest of Europe. The US one, wherein season passes are allocated based on an estimated average percap multiplied by the actual number of visitors, this is the criteria we have adopted also for Spain and the rest of Europe. Whereas formerly, a season pass revenue was booked once it was collected. In that moment, if we sell a season pass by €60, the moment of the season pass is already sold, that amount was booked as revenue. Now we have homogenized the criteria across our group following the US one, so season passes are allocated based on estimated average percap multiplied by the actual number of visitors.

Two important things: this change has no impact on a yearly basis because most of the season passes expire at the end of the season, and second, this criteria that we have adopted is the same one that our peers are using. So we do believe that this was something that was interesting to do. And we will report in the coming quarters following this new criteria. On page 16, as part of the Appendix, we have included the Q1 figures but following the new criteria, so you can update your models or your estimates.





And now, entering into the Spain. Well, record a revenue drop of 2.5% but for-like basis as of May 7, improvement on the

segments, let's start with performance. In H1, we see again, considering on a like-we are talking about an revenue side of 19%, one-

nine percent. This growth has been driven by attendance. Let me give you three important areas. First, 23% revenue growth during off-season events, Halloween and Christmas mainly. Second, 29% revenue growth in season passes, enhancing repetitive visits and strong Easter holiday season. So, as of May 7, as we were explaining, outstanding performance. Again, as Juan was explaining before—H1, very good performance, but H1 in Spain represents roughly 21% of annual revenues in this segment. So, so far so good, but 21% income, 79% to come.

On the next page, page 6, we have the rest of Europe. Again, on track with enhanced visibility with season passes. The H1 we see, our revenues dropped by 4.4%, but again including the Easter and first week of May, we can see a revenue increase of 3.5% on a like-for-like basis. This growth was driven by attendance. Let me give you again a couple of numbers. 22.5% revenue growth during off-season events in the rest of Europe, mainly Halloween and Christmas, 16% revenue growth in season passes and again a strong Easter holiday season. As explained in Spain, so far so good, but in the case of the rest of Europe, we only have in hand 17% of the revenue. Just to put in context the performance of this H1.

The third segment: the US. While in the US, the H1 represents only 14%, so it's even smaller. That's because the main KPI at this stage of the season, is the pre-sales. On this side, we have 23.5% growth, which means €2 million ahead of prior year. This is providing us visibility of the revenue in the coming quarters. In the H1, we have been able to deliver 1.4% revenue growth, but considering April and the first seven days of May, we are talking about 1.8%.

To finish with the segments, in the headquarters where it's...on the revenue side, we see an increase driven by the management service provided, but at the same time, we have seen an increase—as expected—on the operating costs, which are entirely due to the publicly traded company, as expected and as per the guidance we provided in the past.

Now, let me drive you through the P&L below with EBITDA. First, a shock—let me use this expression—+27% net income growth. Then we point out a couple of lines that I think is worth mentioning. The first one is on the non-recurring items, we see we have €18 million in H1 17, if we include mainly two things. The first one is an impairment test regarding 3 US parks amounting to €10



million, and the other one is a debtor amounting to €5 the Mountain Creek thing I wanted to highlight on the net financial

due to a provision related to million. This is related to termination fee. The second was the dramatic decrease expenses. Let me point out

something. You are seeing now 14.2 financial expense in the H1 but please don't get this number multiplied by 2 to get the final number because this number is impacted by a positive financial income due, which is not a cash income, it's due to a [inaudible] valuation. So we maintain our guidance for the full year 17 in the region of €33 million, 34.

And to finish the financial section, let me illustrate to you about the cash flow and the swing during the low season. Well, this is a seasonality business as explained before. We start our chart on the left, with the net debt at the end of September, €540 million. It has increased due to the effect of the dollar, of course, which brings us to a new debt of 551. The rest of the increase up to 655, which is the net debt at the end of March, is the intra-year working capital needs, which is a €114 million. This is the amount that was expected, that was going to be the swing during the year, and we have dedicated our debt payments that we have done mainly they are the... Well, sorry, first the negative EBITDA, €28 million, and then we have the capex, €31 million, the changes in working capital, €28 million, and the interest payments, €16.8 million. As conclusion, these intra-year working capital needs will be zero at the end of the year as explained before.

And now, Juan, if you want to continue with the presentation please.

**Juan Barbolla:**

Thank you, Isidoro. So in summary, the company is going ahead of the year in revenue target growth. We have reached record levels in Spain; rest of Europe is on track, and in US, the pre-sales, which is the main KPI for this period, are +24 up vs. last year. Moving to page 11, we are fully focused on reaching 2017 goals, and we have in place multiple top-line initiatives to achieve our targets. We have reached record levels in terms of season passes, which provides better visibility for the rest of the season as well as a partial hedge to reduce weather risk. We have in place, the right, we believe, the right pricing policies to maximize, to getting percaps. And we have multiple initiatives across all of the parks to boost impact revenues for all types of visitors, including the season pass holders. Our capex program for the year is on track. Most of the attractions have been already launched and we would like to emphasize, first, the new roller coaster launch at Movie Park, which is themed with a Star Trek IP. It is the first and only coaster worldwide themed with Star Trek and we believe that it will be a quick growth driver for the peak season in this important park. Second, we have achieved strong success with



the recently launched of today, we have already with Virtual Reality okay? These include the launched in Spain, at Parque

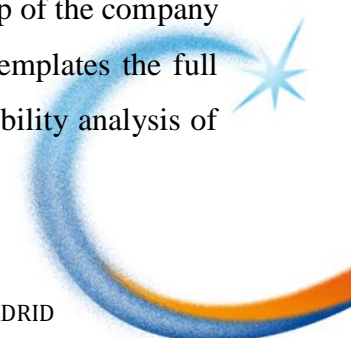
Virtual Reality coasters. As opened three roller coasters features, and one is coming, first Virtual Reality coaster Warner in Madrid. The Sky

Rocket coaster at Kennywood, Pennsylvania. The Master Thai coaster at Mirabilandia in Italy, and we are expecting to launch this coming weekend a new Virtual Reality coaster at Parque de Atracciones in Madrid, Spain. Okay? Finally, we have announced that the approved dividend of €20 million will be fully paid on July 19.

Going to the next slide, the company continues executing its growth strategy. Our expansion projects for the season 2017 are on track. The new lodging facilities of Slagharen, which represent approximately an investment of €8 million, have recently opened and expansion of the water park at Warner Park in Madrid is expected to open in August. We have also a big, enlarged pipeline with other multiple projects that have been identified and which are expected to come in the next seasons. This includes second gate parks, such as the indoor aquarium at Story Land in New Hampshire, that is currently under development, and it is expected that it will open its doors for the next season—2018 season. We are also contemplating additional lodging facilities similar to the case of Slagharen and we are also contemplating new park expansions that include transformations of attractions and in some cases, in connection with well-known [inaudible]. We will be updating the markets in due course.

On the management contracts front, it's worth highlighting that the four parks—Motiongate and Bollywood in Dubai, and Dragon Park and Typhoon Park in Vietnam—all of them have already opened. It is too early still to assess the run rate performance of each of the parks. In the case of Dubai, it is important to highlight that a significant part of the attractions have been gradually launched post-opening of the park and throughout the last months. And in the case of Vietnam, there is still little information. It is important to highlight that one of the parks—Typhoon Park—just opened very recently.

Additionally, and as part of our efforts to look for other opportunities across different regions, we have reached a strategic agreement with Harvest Century Group on the future potential development of both theme parks and indoor entertainment concepts in China. This represents the first step of the company to enter what we believe a very attractive market like China. The agreement contemplates the full cooperation with Harvest in the early stages of the projects, which include the feasibility analysis of them, until the management and operation of the parks. Okay?







On the mall entertainment working hard on two fronts. new locations for new may know, we have already agreements and five centers

centers, we continue The first one is securing potential centers. As you signed five lease are being under

development—three in Spain, one in Portugal and one in the UK. And we have multiple negotiations, ongoing negotiations with shopping mall operators and real estate developers to secure new locations. We can say that actually, we have more than twenty active situations. Another secondary focus is the one we are establishing with global brands in order to reach licensing agreements similar to the one with Nickelodeon and Lionsgate. So we can link the cost that we have developed to well-known brands which we believe is the right way to define the most attractive concept for the visitors, as well as for the potential rollout strategy of this business.

Finally, we continue very actively analyzing potential add-on acquisitions. We have a strong track record in the past sourcing, successfully executing and integrations acquired parks and we should expect to continue doing this going forward.

With this, we have finished the presentation and we are now available for any questions you might have. Thank you.

*Thank you very much. Ladies and gentlemen, the Q&A session starts now. If you wish to ask a question, please dial 01 on your telephone keypad. There will be short silence while questions are being registered. Thank you.*

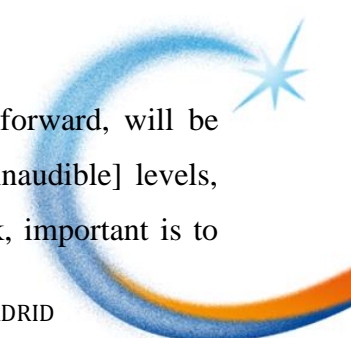
*The first question from Ed Young, from Morgan Stanley. Please go ahead, Sir.*

**Ed Young:**

Hello, thanks for taking my questions. I've got three. I'll ask them one at a time, if that's okay. The first is on rest of Europe. Can you talk about the moving parks with Marineland on revenue and on costs? Now they're including, and you're in...within the results for rest of England, rest of Europe rather. And is the recovery here on plan?

**Juan Barbolla:**

Okay, thank you, Ed, for your question. So for Marineland. Marineland, going forward, will be integrated again as part of rest of Europe. The reason behind that is that now, [inaudible] levels, Marineland is comparable with the prior year, okay? The performance of the park, important is to





highlight is that the plan development. We have leave out the right policies the park. These are being visibility of the success of

defined for the park is under defined the right... We will to boost the performance of implemented. To have full these initiatives, we will

need to wait until the peak season, which will start in this park in July. So far what we can say is that we feel comfortable with the plan defined. Having said that, we compare the current performance of Marineland vs. the prior year, the benchmark of the prior year includes the compensation [inaudible] of the insurance, which compensated with the lost business while the park was closed and for the ramp up when the park re-opened, and look, it was very well...we believe it was well negotiated because it was based on historical peaks of the park. We expect the recovery... With this, what we mean is that we expect that the recovery of Marineland should crystallize in the second part of the year where the benchmark of the year is low. Okay? And this is overall slightly affecting the rest of Europe performance. Having said that, you'll see top-line growth in rest of Europe is +3.5% year-on-year, and this is on track of what we were expecting for the year.

**Ed Young:**

Thanks very much. And then two on the more strategic side, if that's okay. First of all, on acquisitions, you say now you're engaged with several parties. Obviously, not commenting on the specifics, but can you talk about, broadly, what you're looking for and what factors need to come together for you to actually do something concrete in terms of acquisitions.

**Juan Barbolla:**

Look, on acquisitions, our strategy is the same as we had in the past. So we need basically two main criteria to meet... to do an acquisition. Basically, the first one is we look for parks with a good reputation and second, we look for parks that have substantial potential for improvement—operational improvement. With those criteria, we really are interested in the parks. The good thing that Parques Reunidos has is that we are capable of managing very different types of parks. That is the, that is our story and that is how we are seeking portfolio. So we don't have any specific type of park target. And in terms of regions, we are active globally. So we are happy to acquire parks in the US, we are happy to acquire parks in Europe, and we would be willing to explore new geographies with the caveat that we would meet a minimum size in that case, okay, to make sure that we are profitable, okay? That's pretty much everything. With that, we are active in several situations, and look, we'll see where they'll come so we will be reporting to the market on the due date.

**Ed Young:**





Thank you, and a final one touched on it in the give a bit more idea about imagine there's some discussions to go. But an

are here maybe? What kind of, what kind of timeline you might be able to see on some of the, some of the projects you might do with Harvest?

for me, just on Harvest. You presentation but can you what the scope is here, and I negotiations, some idea of what your ambitions

**Juan Barbolla:**

Look, yes sure. On Harvest, the important thing is that the company has been very active in the region trying to find what we believe is the right partner for us, and we believe it's Harvest, okay? We have maintained dialogues with several parties and we have concluded that the partner which is more aligned with our interests, and we feel more comfortable working with is Harvest, okay? That's the first thing. Harvest is putting on the table, bringing on the table important things such as the local knowledge, they have expertise in developing projects in the sector, they have an attractive pipeline of potential projects, and they bring along as well a partnership with China Development Bank, which will provide support for the future projects.

So this is very encouraging for us. Having said that, we are still in early stages, meaning that the plan for the coming months is to work together with Harvest to analyze the feasibility of some of the projects that have been already identified, actually identified, or the potential projects and doing the feasibility analysis. And as soon as those analyses are completed, when we see a potential successful project, we will be providing more color to the market so with this, Ed, what we can say is early stages in a very attractive market.

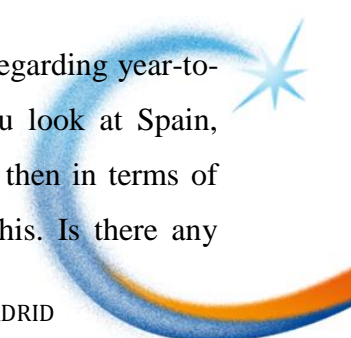
**Ed Young:**

Okay, thank you.

*Thank you very much. The next question comes from João Safara from Banco Santander. The floor is yours, Sir.*

**João Safara:**

Yes, hi, thank you for taking my questions. I have three quick questions. The first regarding year-to-date performance. I was just curious and I've been looking at the details. If you look at Spain, particularly Spain but also rest of Europe, we see very strong visitor numbers but then in terms of percaps actually they're down. I just wanted to understand a bit the reason for this. Is there any







particular step/strategy place here, being more prices. For me it's surprising would expect to see more in contribution in a country

there you're putting into aggressive in terms of to see this figure. I'd say I park revenues or higher where we've been seeing

consumption levels increasing substantially. So if you could elaborate a bit on that, I would appreciate it. Then, the second question is on the management revenues. What I basically wanted to understand is in this quarter, when you have Dubai and you have Vietnam working already... According to my figures, I estimate around €2.2 million revenues contribution from these parks and also I was surprised to see, and correct me if I'm wrong, a very high conversion to EBITDA. Can you also elaborate on this? I mean, from what I can understand from your numbers is that basically this [inaudible] entirely to the EBITDA level and this with a very high margin and so I was surprised seeing this and also, if you could... Considering this, and considering that your guidance at the beginning of the year was contribution at the EBITDA level for management contracts of around €4-5 million, is there an upside to this figure considering this? And then the last one, sorry for taking so long, it's very simple, just for you... If you could give me more details on exactly the amount of money you're putting into the expansion projects this year. You said €8 million for Slagharen so basically I just wanted to understand how much you are putting into the Warner project, as well as the Story Land although this is only for the [inaudible] season. And that's it. Thank you.

**Isidoro Diez:**

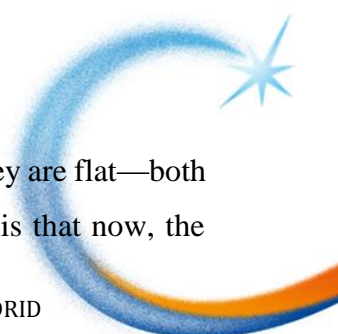
Okay, let me try to get to the first and second question. The first one regarding percaps, it's true that you see that they are flattish, both in Spain and rest of Europe. Well, here, it's very important to take into consideration the change of criteria in terms of season passes. So because formerly, with the prior criteria, in the entire period, we were booking the entire amount of the season pass at the moment it was sold. So at the beginning of the season, percaps were higher and then they were going down, because the following visits—where we are counting the visits but the revenue was already booked. Now... Yeah?

**João Safara:**

The connection is very bad. I'm sorry, I couldn't understand anything you said. I don't know if it's on my side or....

**Isidoro Diez:**

Let me try to repeat please. I was saying that the impact on percap, you can see that they are flat—both in Spain and in Europe—, at the year-to-date as of May, and the main impact here is that now, the





season passes are booked. Formerly, when we sold a amount was considered as counting only one visit at during the season, when the

with the new criteria. season pass, the whole revenue but we were that moment. And then visitors were coming, we

were counting another visit—another visit without any revenue related. So the percap was going down. So now we consider that the percap now is more real. Let me think. And this is why the percap has lagged. In any case, you also have the impact that when you have such a big increase in terms of visitors that we are talking about, for instance in Spain, 19.5%, you cannot expect increases in the same region regarding percap.

Your second question regarding what's on the revenue side on headquarters, it's not only the management fee, because we also have... They are booked, the sponsorships that we get from some providers. So maybe that's the reason why it doesn't tie to you. I don't know.

And now Juan is going to take your third question regarding expansion capex investment.

**Juan Barbolla:**

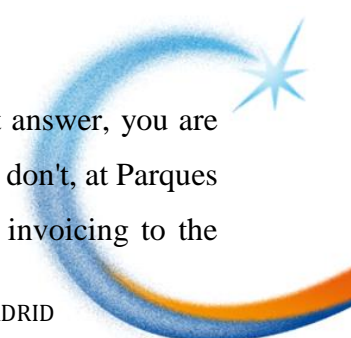
Correct. So João, in terms of expansion capex, so the plan for the season is €8 million on Slagharen, already incurred, the expansion of the water park at Warner Park represents an additional €8 million. We are also, as I said before, developing the indoor aquarium at Story Land, which represents €4 million and we have other ongoing projects which have not been announced, where we are starting to include some additional capex. Okay? All in all, the plan is still the same, so on average, year-on-year for the coming year, so we expect to invest €25 million of expansion capex per season, approximately okay?

**João Safara:**

Okay, I think that I have to go back to you on the first question because the connection was very bad. I'll call you later. Just follow up on the second answer regarding management contracts. Just, I mean, just to confirm then. So when we talk about a €4-5 million roughly EBITDA contribution for management, that is still the level that is still reasonable for this year?

**Isidoro Diez:**

Ah! Fine, you mean the growth route between revenue and EBITDA, sorry I didn't answer, you are right, João. The management fee posted, regarding a management fee contract, is we don't, at Parques Reunidos, we do not incorporate any revenue or opex from the business. We are invoicing to the





business, to the park that we amount, and that amount is EBITDA. What costs are revenue? Well, we have headquarter level that we

don't want to give that number because this is going to be recorded but it's... Most of the revenue goes down to EBITDA, João.

are managing, we invoice an our revenue and it's an associated with this some costs at the usually consider that... I

**Juan Barbolla:**

And the forecast for the year, we are not changing it.

**Isidoro Diez:**

We are not changing [inaudible].

**João Safara:**

Okay, thank you very much.

**Isidoro Diez:**

João, regarding the first point if you cannot hear me very well, please call me later on, please.

**João Safara:**

Yes, I will. Thank you very much.

**Isidoro Diez:**

Thank you.

*Thank you. The next question comes from Hanan State, from Deutsche Bank. Please go ahead.*

**Hanan State:**

Oh, hi, afternoon everyone. I had two questions as well, please. On season passes, I mean, you said in the past they're more resilient and less weather sensitive and so on. Could you tell us the profitability difference of a Euro season pass revenue vs. normal ticket revenue, and I think US is the best performing at about 16% of divisional revenues at the moment. Do you have any sense of where that could or should get to? And then secondly, are you facing any issues regionally getting your part-time labor in place for the busy season? Are there any regions where you're seeing unexpected inflation, or

you're just not able to get the about the ramp up into the



staff? I'm just thinking busy period. Thank you.

**Isidoro Diez:**

Regarding the second question, Hanan, we haven't seen any impact so far. We haven't seen any impact so far of all this. But in any case, whatever impact comes from opex, it's going to also come from revenue because if we are getting pressure from opex because of the CPI, we are going to get that benefit also on our revenue side. And we will apply our operating leverage, so we don't see, we don't see any problem. Could you repeat, Hanan, the first question? Sorry, I didn't hear it very well.

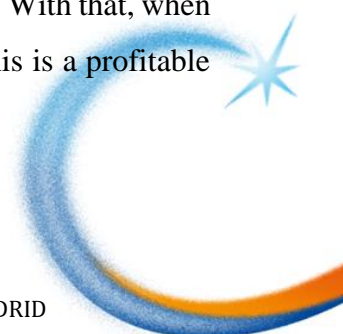
**Hanan State:**

Yeah, no worries. So, you've told us in the past that season pass revenue is more resilient, less weather sensitive and so on. I'm just trying to figure out, is there a profitability difference between €1 of season pass revenue vs. normal ticket revenue? And then, you said in the past as well that in the US, season pass revenues are about 15-16% of the division's revenue and that's the best performing group. Do you have any benchmark or any idea where you want to get that percentage in the medium term?

**Juan Barbolla:**

Okay. So, Hanan, in terms of season passes, important things to understand, I mean, we believe that both visitors—standard visitors and season pass visitors—are profitable. The dynamics are different and the ways to capture or maximize profitability are different. In the case of the season pass, what we want is somebody that, obviously, on a ticketing percap, is going to affect the percap, because he's going to come more times, okay, and obviously the resulting ticketing percap is going to be lower than a standard visitor. Having said that, it is a target where we need—and this is part of our duties—to make sure that we maximize the in-park consumption of these guys, which again, per visit, is going to be lower than a standard visitor, in absolute terms, will be much higher. And the cost is marginal to have an additional visitor there. Finally, the additional component to factor in the equation is that he's a visitor that is less sensible to operating conditions, such as, for instance, a cloudy day where some people would not like to come to the park, well, they don't care. They have already paid, so they come. And second, he's a visitor which is even sensitive to big days; they prefer to choose other days, which make a better type of visitor which help us to allocate demand better in the park, okay? With that, when you play accordingly to those factors, and you do it in the right way, you find that this is a profitable venture.

**Isidoro Diez:**





If I may, Juan, let me just details, Hanan, you know first of all, they have to you have to pay. Second, it's that for instance, if the day

it's cloudy, they are going to decide to come or not to come, but at some point, they will eat or drink something in the park. But the most important thing, and this is something I want to point out is: once you're a season pass holder, we know you, we have all your data. We know when it's your fam's birthday, and we will offer to you one month and a half before a perfect party for your son in one of our parks. We will write to you two months in advance whether the season pass is going to expire to offer to you a special offer tailored for you because we know how many sons or daughters, or who paid the season pass, if it was paid by the father or it was paid by the grandfather. This gives us such great information regarding CRM that it's a client that... It's going to be difficult for them to forget about us.

give you some details. I love me. A season pass holder, park. Most of our parking, true, as Juan was saying, at the beginning, at 12 noon

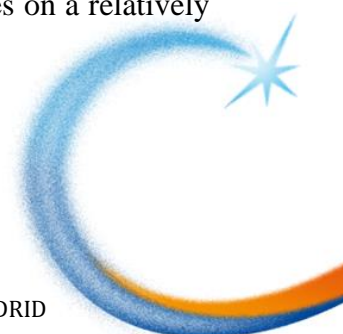
**Juan Barbolla:**

And finally, Hanan, regarding the targets, okay. It's difficult to really put a ceiling here. We don't know as yet what is the ceiling, what we know is there's substantial potential, and what we need to do is gradually achieve that potential, okay? Something that you cannot change in one season, you do it gradually, making sure that the work you are doing for this is done properly to avoid cannibalization of revenue, okay? And that's why you cannot come from a 5% to 25% in one season, for instance, making up some numbers, okay? It's gradual. We have some references in the market and while we have [inaudible] in the past, if for instance, the penetration of season pass holders in the case of one of our peers, Six Flags, they are in the area of 50%, but look, that is too much for our type of park. But what it's telling us is that at least, we have substantial potential to capture the area still, okay? If in the US, we are at 15% as of year-end, and we are growing at a double-digit rate so far in the year, okay? So there's still potential in the US, and we are capturing that potential. And in Spain and rest of Europe, we have even more potential because we are coming from lower levels.

**Hanan State:**

Uh, makes sense. I just, if I could just follow up on one thing. So, Juan's point of enjoying detail, is there a point at which you break out season pass revenues and report them separately? Because obviously, if what you're saying is right, the market should be valuing those revenues on a relatively much higher multiple than just the guy that turns up at the gate on any given day.

**Juan Barbolla:**





Look, for the time being, we  
We have considered to give  
are evolving in terms of  
holders. It's a point taken  
consideration but for the  
contemplated.



have not considered that.  
some guidance on how we  
penetration of season pass  
that we will take into  
time being it has not been

**Hanan State:**

Okay, fair enough. Thank you.

**Juan Barbolla:**

Thank you, Hanan.

*The next question comes from Francisco Ruiz, from Exane. Please go ahead, Sir.*

**Francisco Ruiz:**

Hi, good afternoon. Well, most of my questions have been answered but I have a final question on MECs. If you could give us, [inaudible] need the first opening and the updated calendar for the other four please.

**Juan Barbolla:**

Yeah, sure.

**Isidoro Diez:**

Hello, good morning, Paco. Look, the first one is expected to open in November this year, this is the one in Murcia, okay? Then, throughout the 2018 year, gradually we expect to open the one in Lisbon and the two in Madrid in Xanadú, and for the next year, in Q1 2019, we will be opening the one in UK.

**Francisco Ruiz:**

Okay.

**Isidoro Diez:**

So, I don't know if there's any additional questions. Operator, could you please confirm whether there are any additional questions.

*Francisco Ruiz, sir, the floor is yours. You can continue.*





**Francisco Ruiz:**

No, no sorry, I have already

all my questions, thank you.

*Thank you very much. And from James Roulen Clarks, from Barclays. The floor is yours, Sir.*

*the next question comes*

**James Roulen Clarks:**

Oh, hi there. Sorry just to come back to you on that season pass point again. Just to push you a little bit further really. Would you mind providing a bit more detail on how you're driving the season pass growth? So maybe some more color on whether it's a price promotion, exactly what's you're doing there? And then secondly, can you just explain why you've impaired three of the US parks in that one-off cost of €10 million? Thank you.

**Isidoro Diez:**

Okay, well, regarding the season pass, again coming back to the details. I'm Isidoro and I love details. Let me explain to you the three main promotions, or the three main marketing actions that we have done this year, for instance, in Spain, regarding season passes where we have obtained great success. First, Christmas time. We launched a special offer that you could get the super season pass, which is including Warner, Faunia, Zoo, Madrid Attraction Park, Water Park, all the top. Instead of paying €130 or something like that, we offered a special offer of €99. So the results were outstanding. The second promotion that we have launched was during, two weeks before Father's Day. In Spain, this is on March 19. I'm not sure if this is the same in Europe. We launched a special marketing action which was if you get one full season pass, the top one, you get your kid for free. And it was extremely successfully. It was so successful that we did the same on Mother's Day, which is May 1 in Spain. So this is not a matter of... sorry, if this is not technology or something digital or something very smart, but it worked very well. It's combining managing, pricing and offers.

**Juan Barbolla:**

So, and to complement Isidoro, so you have the [inaudible] here, which is sometimes finding the right promotion, we are trying to find smart and attractive promotions and with that, what we find then after that, what we find ways to upgrade those promotions. For instance, when you get a promotion to get one pack, then there are different levels of season passes, where we can promote you to a more expensive one where you get discounts in the park, or you don't have, you are not subject to blackout dates, things like that, and you need to pay an extra ticket, so once you get in, we upgrade your [inaudible] and we improve the [inaudible] as well.



**Isidoro Diez:**

Thank you, Juan. Regarding  
of the statements  
updated our impairment

performed, we have found indicators of impairment in three parks in the US: Sandcastle, Sacramento and San Jose. Consequently, we have decided to deteriorate partially the goodwill associated with these three parks. It's important to highlight that under [inaudible], one asset cannot offset another one. So good performance in these three specific parks cannot be compensated with the rest of the portfolio. So following our criteria which is always to be conservative to be on the safe side, the impairment amount of €10 million has been booked. We do not expect a new impairment test at the end of the season but a new impairment analysis will be carried out in September.

the impairment test, as part  
preparation, we have  
test. During the analysis

**James Roulen Clarks:**

Thank you very much.

**Isidoro Diez:**

Thank you.

*Thank you very much. Ladies and gentlemen, we remind you in order to ask a question, please press 01 on your telephone keypad.*

*There are no further questions in the conference call so I now give back the floor to the speakers for the final remarks. Thank you.*

**Isidoro Diez:**

It's been a pleasure to hold this call, we would like to thank all of you for your participation and we hope you have a nice day. Thank you very much.

**Juan Barbolla:**

Thank you very much. Bye!

