



Q4 & FY22 RESULT UPDATE

MAY 2022

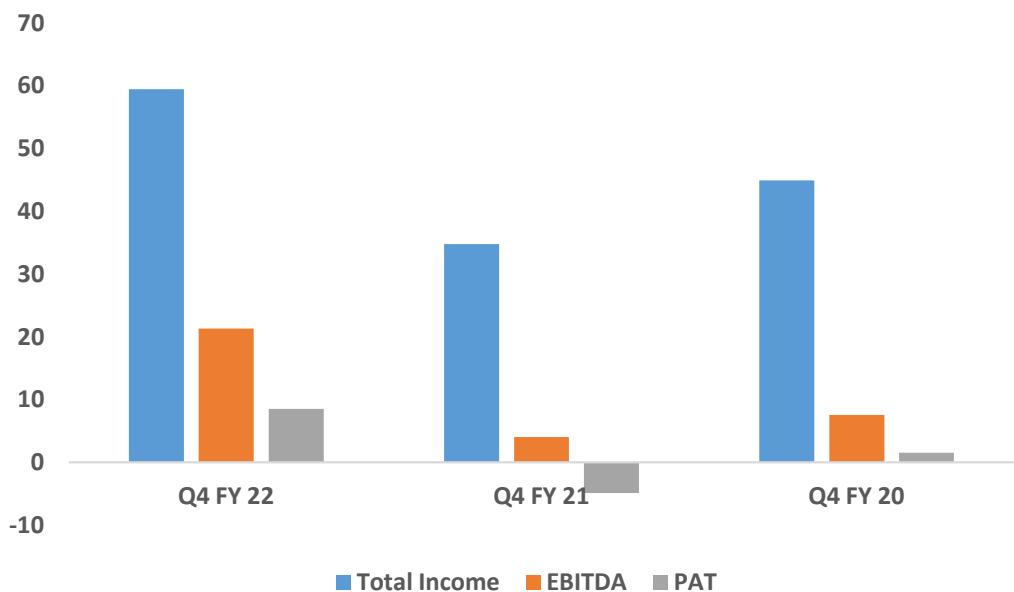


- Q4 & FY22 HIGHLIGHTS
- BUSINESS UPDATES
- FINANCIALS
- COMPANY OVERVIEW





Q4 OPERATIONAL HIGHLIGHTS



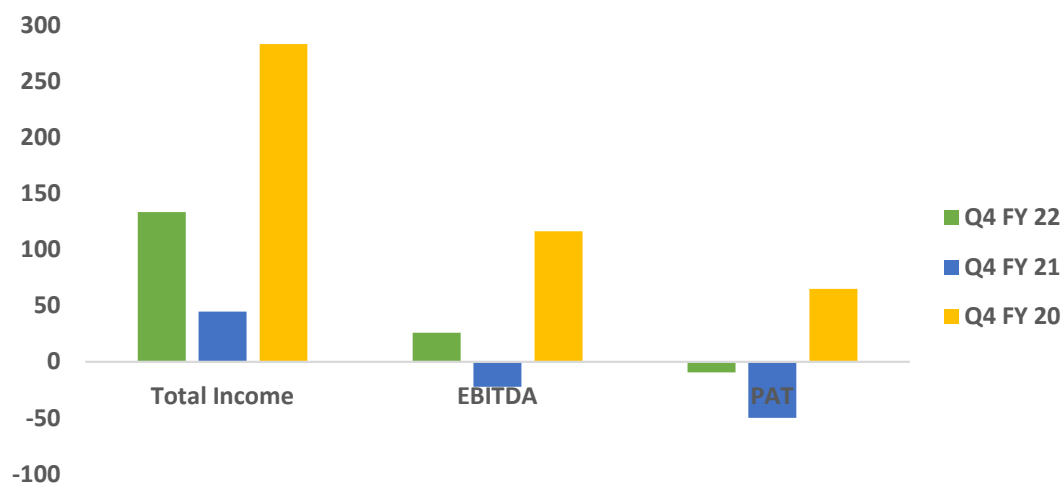
Quarterly Results Highlight In Crores

Quarter	Total Income	EBITDA	PAT
Q4 FY 22	59.44	21.34	8.51
Q4 FY 21	34.79	4.03	-4.87
Q4 FY 20	44.91	7.56	1.56

- Strong and Resilient performance in Q4 FY 22.
- Overall quarterly **growth of 71%** in the gross revenue (59.44 cr. in Q4 FY22 as against Rs. 34.79 cr. in Q4 FY21).
- **429% growth** in EBITDA in Q4 FY22.
- PAT stood positive at Rs. 8.51 Cr against negative PAT in Q4 FY21.

FY22 OPERATIONAL HIGHLIGHTS

- Commendable year-on-year performance in midst of a pandemic. Footfall crosses 10 Lakhs.
- Gross Revenue from operation grew by 198%.
- EBITDA positive for the year at Rs. 25.97 Cr as against the Rs. -22.29 Cr in FY21.
- PAT positive for Q3 and Q4.
- Positive cash generated from Operations.



Financial Year Highlight (in crores)

Quarter	Total Income	EBITDA	PAT
FY 22	133.3	25.97	-9.48
FY 21	44.71	-22.29	-49.93
FY 20	282.88	116.11	64.78

Q4 & FY22 OPERATIONAL HIGHLIGHTS

Yearly & Quarterly Footfall

Quarterly	Footfall(In Lakhs)	Financial Year	Footfall(In Lakhs)
Q4 FY 22	4.94	FY 22	10.57
Q4 FY 21	3.11	FY 21	3.56
Q4 FY 20	4.05	FY 20	23.81

- March 2022 recorded the **highest march month footfall since inception** which is 3.02 Lakhs.
- Total Footfalls during Q4FY22 crossed 4.94 lakhs visitors and **10.57 Lakhs visitors** for the full FY2022.
- All-round performance from all three parks.
- Q4 FY22, footfalls were the highest since Q4FY20 (the first wave of Covid).





Q4 & FY22 OPERATIONAL HIGHLIGHTS

Strong performance in Q4 FY22

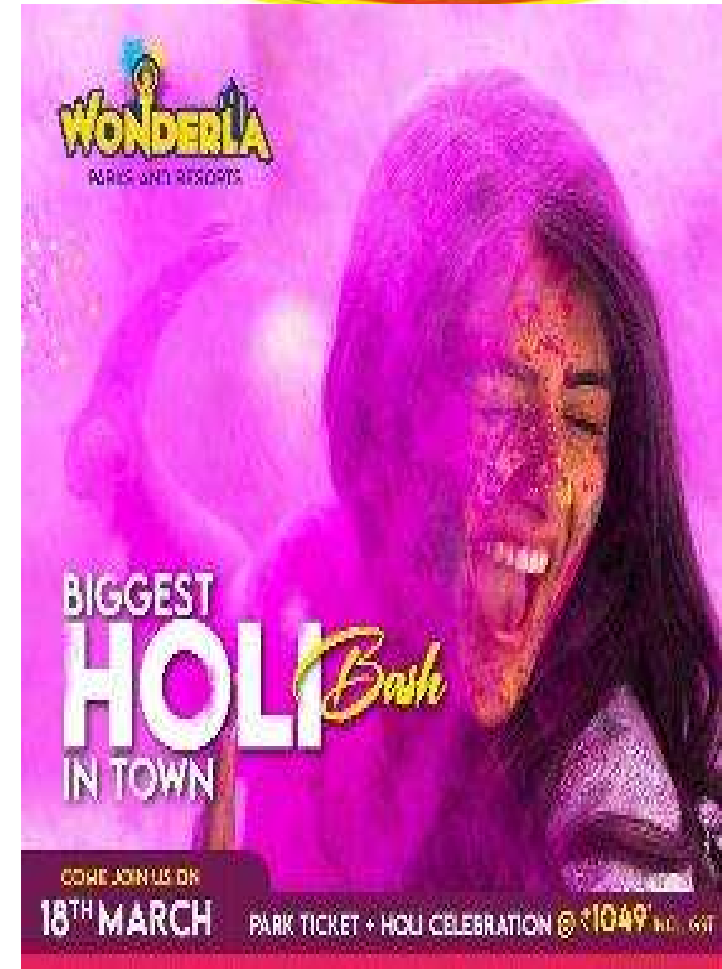
The Company delivered a commendably strong performance and reported a return to profitability after a disrupted FY 2021. The Company was able to reach pre-pandemic levels in PAT and EBITDA for FY 22.

Positive EBITDA for the year and PAT Positive for two Quarters.

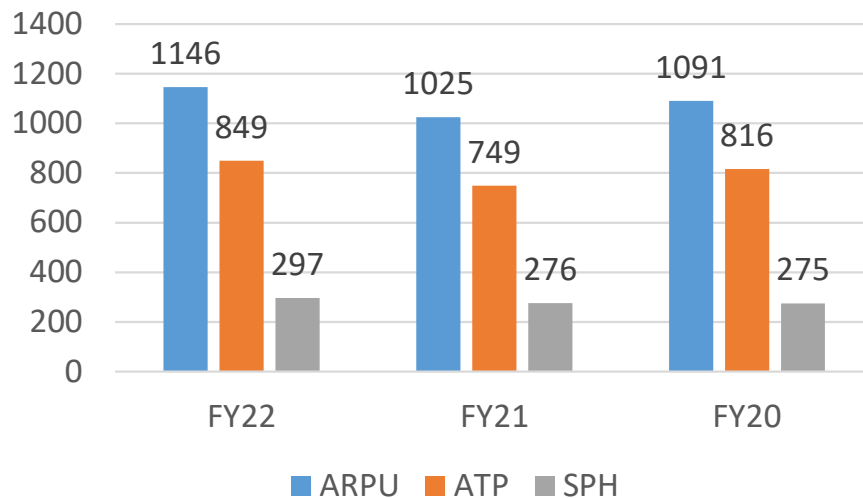
Company stood EBITDA positive in FY 22.

Footfall crosses 10 L

Various marketing strategies like "women only world" and "girl power rocks" were received positively by the targeted audience and helped the Company record more the 10 Lakh footfalls during the year FY 22.



Q4 & FY22 OPERATIONAL HIGHLIGHTS

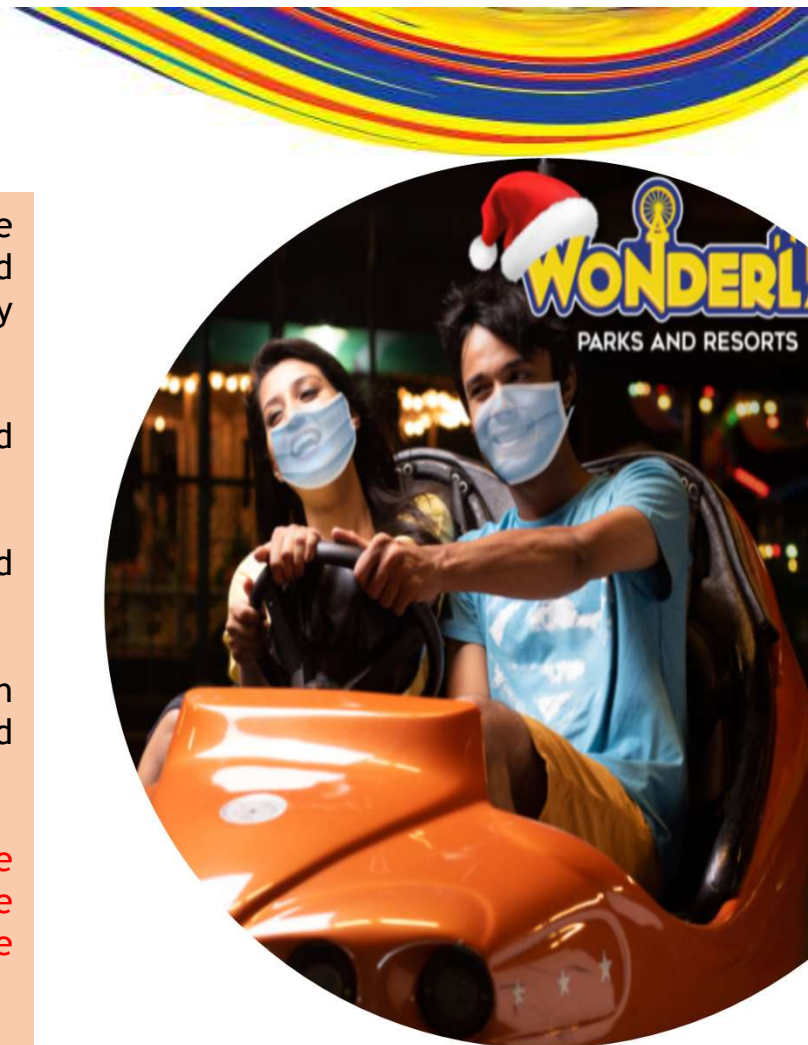


- The company registered a favourable increase in ARPU which stood at Rs. 1,146 in FY 22 as against Rs 1,025 in FY 21 and Rs. 1,091 in FY 20.
- Improved retail footfall aided increase in ATP
- SPH improved on thematic experiments

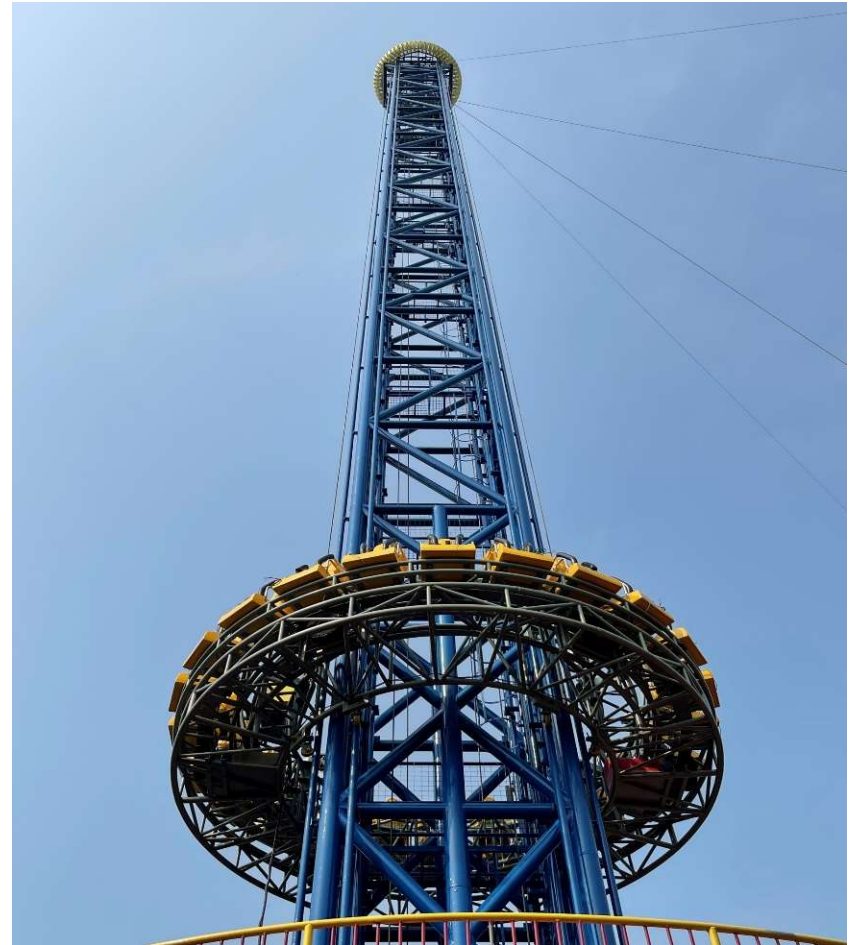


Q4 FY 22 - OTHER HIGHLIGHTS

- A fresh round of Government restrictions in an attempt to limit the Omicron variant has impacted the Q4 FY22, which had only started showing recovery from the roughly two-year-long destruction caused by the COVID-19 outbreak.
- The 3rd wave receded end of February 2022 and mobility improved thereafter.
- Relaxation in travel restrictions, re-opening of schools/colleges and Corporate event aids group recovery.
- The Company focused on increasing footfalls across all the parks through various marketing Campaigns, scaling contents, special events and attractions, which resulted positively in footfall.
- Record-breaking performance was registered on Women's Day and the Holy Bash was well received. These super successful event days fell in the month of March. The Women's day contributed to 32,632 footfall and the Holi celebrations contributed to 18,123 footfall.



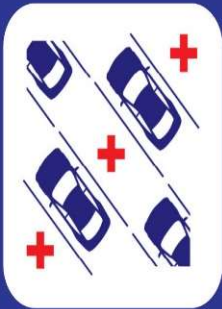
Other Update



New Attraction – Skyring ride launched at Kochi 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**

WONDERLA
PARKS AND RESORTS

GIRLS GET THE PUSH

WOMEN'S DAY
ONE+ONE OFFER*
@₹1049 INCL. GST FOR 2 TICKETS

BOOK ENTRY ONLY FOR WOMEN ON MARCH

WONDERLA
PARKS AND RESORTS

BIGGEST HOLI Bash
IN TOWN

MAKE THIS A GREAT HOLI-DAY.
AT WONDERLA RESORT, BANGALORE

WELCOME DRINKS, 1 COMPLIMENTARY FERTI BEER, NIGHTMAY, HOLI SPECIAL LUNCH & HOI SPECIAL ZONE @₹750

WOMEN'S DAY
ONE+ONE OFFER*
@₹750 INCL. GST FOR 2 TICKETS

BOOK NOW

BOOK ENTRY ONLY FOR WOMEN ON MARCH

WONDERLA
PARKS AND RESORTS

BIGGEST HOLI Bash
IN TOWN

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PARKS AND RESORTS

BIGGEST HOLI Bash
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AT WONDERLA RESORT, BANGALORE

WELCOME DRINKS, 1 COMPLIMENTARY FERTI BEER, NIGHTMAY, HOLI SPECIAL LUNCH & HOI SPECIAL ZONE @₹1500

WOMEN'S DAY
ONE+ONE OFFER*
@₹1500 INCL. GST FOR 2 TICKETS

BOOK NOW

BOOK ENTRY ONLY FOR WOMEN ON MARCH

WONDERLA
PARKS AND RESORTS

MOVE IT, GIRLS!

HURRY, BOOK YOUR TICKET NOW.

WOMEN'S DAY
ONE+ONE OFFER*
@₹1049 INCL. GST FOR 2 TICKETS

BOOK NOW

BOOK ENTRY ONLY FOR WOMEN ON MARCH

COLOURFUL, EVENTFUL and FUN FILLED Quarter



Social Media Campaigns-



WONDERLA
PARKS AND RESORTS

WELCOME TO A WOMEN-ONLY WORLD

WOMEN'S DAY
ONE+ONE OFFER*
@₹1049 INCL. GST FOR 2 TICKETS

BOOK NOW

PARK ENTRY ONLY FOR WOMEN ON MARCH 8TH

WONDERLA
PARKS AND RESORTS

LADIES, LAST DAY TO BOOK YOUR ONLINE TICKETS!

WOMEN'S DAY SPECIAL
ONE + ONE OFFER
@₹1049 INCL. GST FOR 2 TICKETS

BOOK NOW

PARK ENTRY ONLY FOR WOMEN ON MARCH 8TH | *T&C APPLY

WONDERLA
PARKS AND RESORTS

WHERE BEST FRIENDS HAVE THEIR BEST TIME

WOMEN'S DAY
ONE+ONE OFFER*
@₹1049 INCL. GST FOR 2 TICKETS

BOOK NOW

PARK ENTRY ONLY FOR WOMEN ON MARCH 8TH

FINANCIALS - P&L STATEMENT

Particular (Rs Mn)	Q4FY22	Q4FY21	FY22	FY21
Revenue from Operations	576.87	333	1275.54	384.21
Cost of materials consumed	29.27	19.77	65.92	25.26
Purchase of stock-in-trade	34.94	17.84	73.93	18.44
Changes in inventories of stock-in-trade	-1.58	0.47	-2.88	3.55
Employee benefits expense	86.45	91.35	325.23	254.56
Other expenses	231.9	178.08	611.13	368.16
Total Expenses	380.98	307.51	1073.33	669.97
EBITDA	195.89	25.49	202.21	-285.76
Other Income	17.53	14.86	57.45	62.87
Depreciation	95.21	102.21	384.06	436.6
Finance Cost	0.66	0.97	3.14	4.8
PBT	117.55	-62.83	-127.54	-664.26
Tax Expense	32.47	-14.12	-32.74	-164.93
PAT	85.08	-48.72	-94.81	-499.3

COMPANY OVERVIEW – UNDERSTANDING THE WONDERLA ADVANTAGE



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

COMPANY OVERVIEW – SUSTAINABLE COMPETITIVE ADVANTAGES



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

COMPANY OVERVIEW – FUTURE GROWTH STRATEGY



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.



THANK YOU

FOR FURTHER QUERIES -



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