



# **Parks! America, Inc. Investor Deck**

OTCPink: PRKA | February 2024



# Forward Looking Statements

Except for historical information contained herein, this news release contains certain "forward-looking statements" within the meaning of U.S. securities laws. Such forward looking statements involve risks and uncertainties, including, among other things, statements concerning: our business strategy; liquidity and capital expenditures; future sources of revenues and anticipated costs and expenses; and trends in industry activity generally. Such forward-looking statements include, among others, those statements including the words such as "may," "will," "should," "expect," "plan," "could," "anticipate," "intend," "believe," "estimate," "predict," "potential," "goal," or "continue" or similar language or by discussions of our outlook, plans, goals, strategy or intentions.

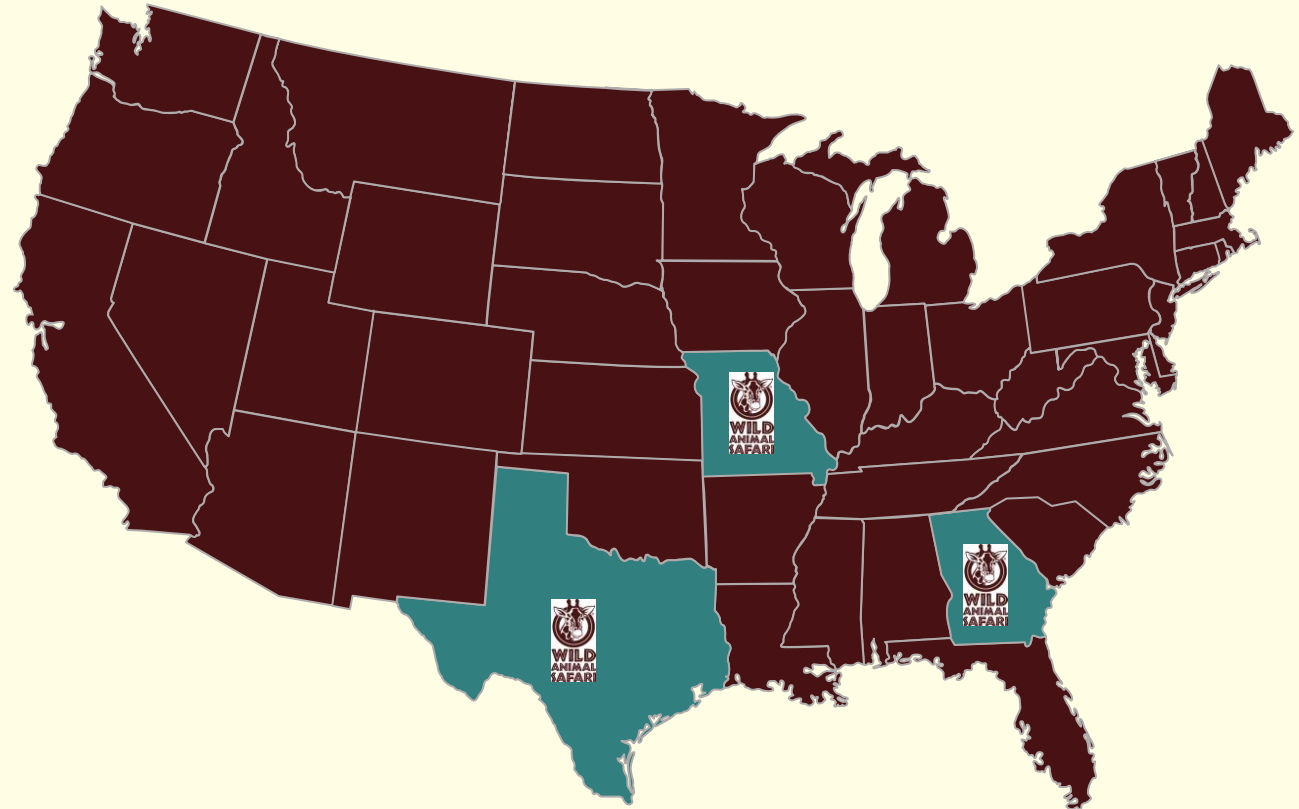
You are cautioned not to place undue reliance on these forward-looking statements; our actual results may differ significantly from those projected in the forward-looking statements. These statements are only predictions and involve known and unknown risks, uncertainties and other factors, that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements. Factors that could cause actual results to vary materially from future results include but are not limited to: competition from other parks which we believe is increasing, factors related to the spread of COVID-19 and its variants, difficulty engaging seasonal and full-time workers, weather conditions during our primary tourist season, the price of animal feed and the price of gasoline. Although we believe that the expectations reflected in these forward-looking statements are based on reasonable assumptions, we cannot guarantee future results, levels of activity, performance or achievements.

We believe the expectations reflected in forward-looking statements are reasonable, however we can give no assurances that such expectations will be realized, and actual results could differ materially. We assume no obligation to update any of these forward looking statements to reflect actual results, changes in assumptions or changes in other factors affecting these forward-looking statements, except as required by applicable law. A further description of these risks, uncertainties and other matters can be found in the Company's annual report and other reports filed from time to time with the Securities and Exchange Commission, including but not limited to the Company's Annual Report on Form 10-K for the fiscal year ended October 1, 2023.

# Parks! America Snapshot

## Best Drive-thru Safari Parks

- **Parks! America owns and operates three regional theme parks**
  - Wild Animal Safari – Pine Mountain™ - Georgia
  - Wild Animal Safari – Strafford™ - Missouri
  - Aggieland Wild Animal Safari™ - Texas
- **Unreplaceable experiences:** Each park features a multiple-mile long drive through safari experience, a Walkabout Adventure Zoo, a retail shop and a restaurant in Georgia and Missouri
- **Broad appeal:** More than 1.5 million guests in last five years; offering has a wide appeal to consumers of all ages and demographic profiles
- **Growth opportunities exist to elevate experience and drive profitability**
  - Development of excess land
  - New attractions and experiences
  - Improved Park entry portals
  - Upgrading restroom facilities
- **Committed to driving value for all stakeholders; investors, employees, animals and community**



# Investment Highlights

Destination for Family Entertainment

Enterprise Value\*

**\$42.1M**

Market Cap\*

**\$41.6M**

Shares Out

**75.7M**



FY 2023 Revenue

**\$9.4M**

FY 2023 Attendance

**255,000**

FY 2023 EBITDA

**\$1.2M**



Fiscal Year End October 1, 2023

\*As of 2/23/2023

# Corporate Priorities

Three Key Initiatives / Capital Allocation

1

## Improving Core Business Safari Parks

- Strategic investments updating and improving Parks
- Enhancing guest experiences – driving per capita revenue
- Georgia Park – Building new entry plaza and guest restrooms
- Highly focused on ROI

2

## Adjacent Growth

- Develop guest activities with unused acreage
- Glamping – Safari style tents and camping

3

## Acquisition Opportunities

- Identify potential entertainment parks to enhance portfolio
- Roll-up strategy of successful “mom-and-pop” operations
- Geography focused

# Growth Pillars

New management team focused on modernization of the business, company culture, guest experience and efficient capital allocation

- **Organic Growth of Core Businesses**
  - Improving Park Assets and Amenities
  - New Attractions
  - Enhancing Overall Guest Experiences
  - Consistent Operational Procedures
  - Refined Digital Marketing
  - Implementing Dynamic Pricing
  - Driving Park Attendance and Spend per Guest Visit
- **Adjacent Development and Monetization of Excess Land**
  - New Guest Experiences
  - Glamping – Safari Style Tents
- **Potential Acquisition of Entertainment Assets**
  - Acquisition of a variety of entertainment assets near strong core markets



# Park Overviews



# Wild Animal Safari – Our Parks



**WILD ANIMAL SAFARI**  
PINE MOUNTAIN

- ~1Hr south of Atlanta
- Purchased by PRKA in 2005, opened 1991
- 500 acres (200 developed)
- 500+ animals and 65+ species

Revenue: \$5.87 million  
EBITDA: \$2.05 million  
EBITDA Margin: 35.0%

Fiscal Year End October 1, 2023



**WILD ANIMAL SAFARI**  
SPRINGFIELD

- ~45 south of Branson
- Purchased by PRKA in 2008, opened in 1971
- 255 acres
- 350+ animals and 65+ species

Revenue: \$1.69 million  
EBITDA: \$0.26 million  
EBITDA Margin: 15.2%



**WILD ANIMAL SAFARI**  
AGGIELAND

- ~2Hrs from Houston, Austin and Dallas
- Purchased by PRKA in 2020, opened in 2019
- 450 acres (250 developed)
- 600+ animals and 70+ species

Revenue: \$1.88 million  
EBITDA: \$0.03 million  
EBITDA Margin: 1.6%

(1) See Appendix A



# Operating Philosophy

Driving value for all stakeholders generates returns for shareholders

**Our Guests:** Guest experience is crucial for our overall business model, generating higher revenue and return visitation. We are focused on enhancing our guest experience through guest service training, improved infrastructure such as restrooms, shade and enhanced animal habitats.

**Our Animals:** Our team is focused on improvement of animal habitats and continuation of animal enrichment. We aim to educate our guests and create increased awareness around conservation efforts and participate in a variety of efforts to raise funds organizations such as the Giraffe Conservation Foundation.

**Our People:** We believe our team is THE differentiator in the experience we provide. We are focused on a culture of accountability through incentive-based compensation, training and implementation of standard operating processes and procedures.

**Our Communities:** Being a strong community partner is key to our long-term success and we are developing relationships to drive increased collaboration with our community through employment opportunities, education and partnerships.



# Capital Allocation

More than 75% of the 2024 capital budget is focused on deferred maintenance/recovery efforts in Georgia

## Georgia

- Rebuild of restroom facility and main entrance plaza
- Carnivore night house
- Capybara feeding experience.
- Continued sidewalks, fencing and shade replacements

## Missouri

- Nature walkway and rebuild of the dock and fish feeding experience
- Other safety and maintenance projects

## Texas

- Build out of zookeeper facilities.
- Covered storage and other maintenance and safety projects.

Management is focused on strategically addressing deferred maintenance in a way that generates lasting return; over time Capex is expected to represent 10-15% of annual revenues and will be more evenly distributed between maintenance and growth capital as deferred needs are addressed

# Key Developments



# Marketing Optimization

Attracting more park visitors through organic social media, refined digital efforts and community outreach

## Digital Marketing

- Refined and Targeted Marketing
  - Cost-effective
  - Improving cost of sales
- Improving Brand Awareness
- Social Media Sites
- Driving Park Attendance

## Pricing Management

- Newly “Priced” Season Passes
  - Specials – Black Friday
- New Family Value Memberships
- Implementing Dynamic Pricing
- Group Sales – Special Events
- Growing Spend per Guest Visit



# Tornado Damage

Pine Mountain, GA - March 26, 2023

- **Devastating EF-3 category tornado made direct impact at the 250-acre Wild Animal Safari Park in Pine Mountain, GA**
- The tornado destroyed over 4,500 trees, numerous animal exhibits, sidewalks, landscaping, signage and the park's main restroom building.
- The team reacted quickly to safely secure the park's animal population – majority remained on park property within secondary fencing.
- Nearly every single building sustained damage with the walkabout adventure zoo section of the park sustaining substantial damage.
- Implemented Emergency Recovery Plan – Reopened Park to Guests in ONLY 20-days
- Financial Impact ~\$1.0 Million+ Lost Park Revenue During Fiscal Year 2023



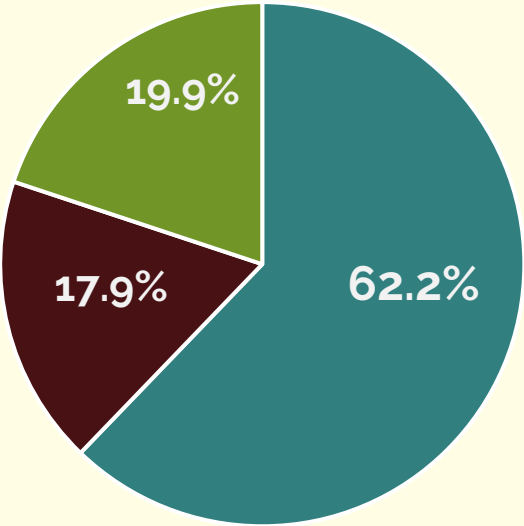
# Financials



# Segment Revenue

Revenue by Park

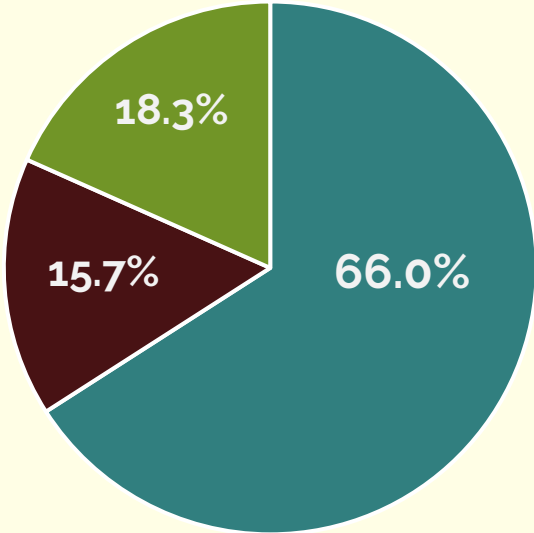
FY2023 - \$9.4 million



■ Georgia Park ■ Missouri Park ■ Texas Park

Tornado Damage March 2023: FY2023 Total revenue impacted by a loss of ~\$1 million in park revenue from Pine Mountain Park

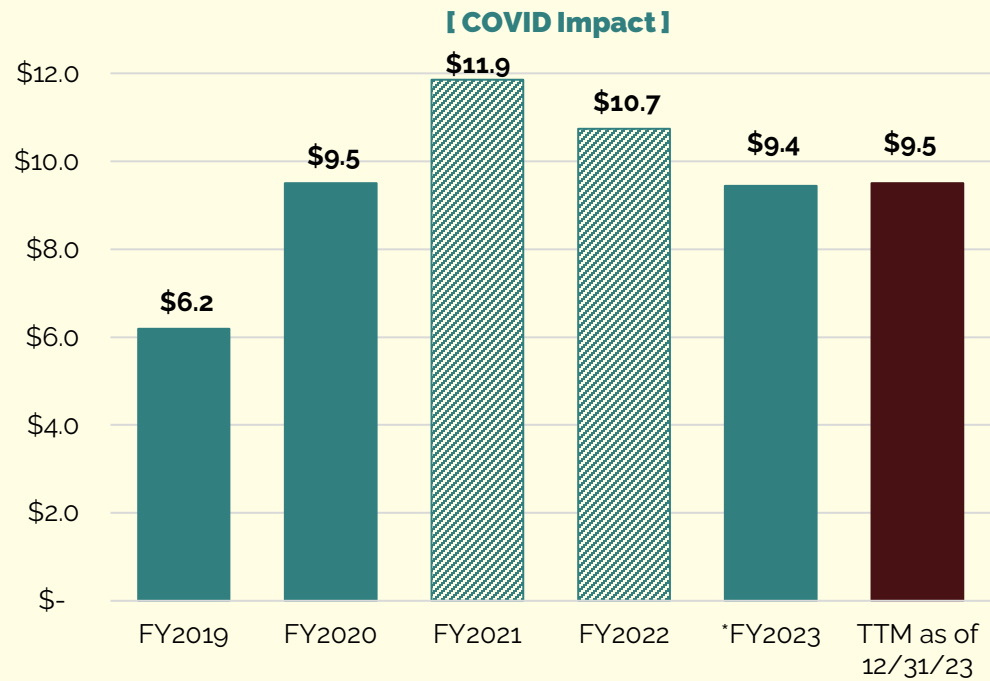
FY2022 - \$10.7 million



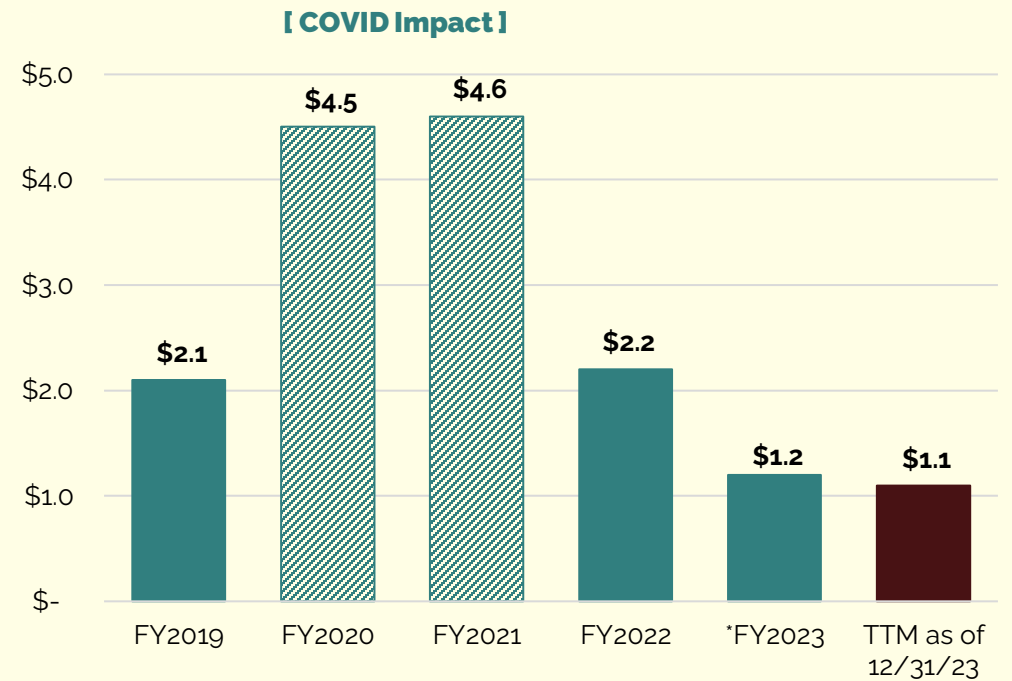
■ Georgia Park ■ Missouri Park ■ Texas Park

# Annual Revenue & EBITDA

Fiscal Year End Oct. 1 (\$ in Millions)



**Revenue**



**EBITDA<sup>(1)</sup>**

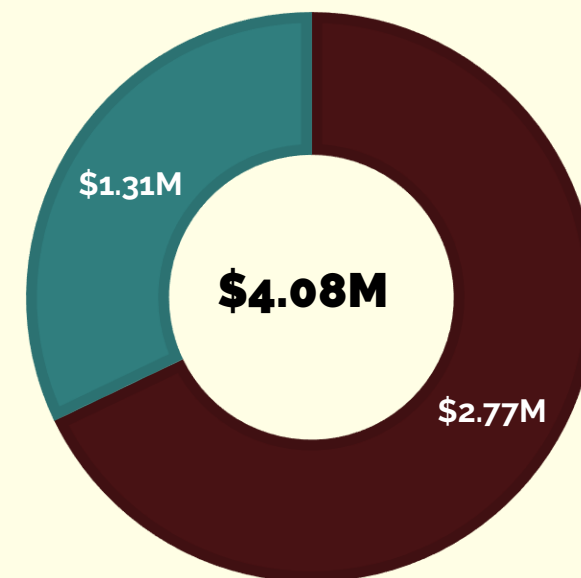
\*Tornado Damage March 2023: FY2023 Total revenue impacted by a loss of ~\$1 million in park revenue from Pine Mountain Park

(1) See Appendix A



# Balance Sheet Highlights

\$ in Millions	As of 12/31/23
Equity	\$14.7
Total Long-Term Debt	\$4.1
Debt/Equity Ratio	0.27x
Cash and short-term investments	\$3.6
Working Capital	\$3.2
Est. Two LOCs Oct. 2023 Totaling \$0.8	<b>ZERO Borrowed</b>



■ 2020 Term Loan ■ 2021 Term Loan

## Long-Term Debt Profile

2020 Term Loan: 5% Interest Rate. Matures 04/27/2031  
 2021 Term Loan: 3.75% Interest Rate. Matures 06/18/2028

# Executive Team and Board of Directors

## Seasoned Industry Experience

Entertainment

Leisure

Hospitality

Amusement

Consumer Goods

Specialty Retail

Water Park

Zoo Industry

Resort

Real Estate Development

### Lisa Brady

#### President & Chief Executive Officer

Joined Parks! America: 2022

Director: 2021

### Charles Kohnen

#### Interim Chairman

Joined Parks! America: 2010

### John Gannon

#### Director

Joined Parks! America: 2019

### Dale VanVoorhis

#### Director

Joined Parks! America: 2003

### Todd R. White

#### Chief Financial Officer

Joined Parks! America: 2013

Director: 2014

### Jeffery Lococo

#### Director

Joined Parks! America: 2006

### Rick Ruffolo

#### Director

Joined Parks! America: 2021

# Parks! America 2024

- **Well established owner and operator of regional drive-thru safari parks in the U.S.**
- **Current portfolio: 3 unique parks – all producing positive EBITDA**
- **Total park acreage > 900 acres: opportunities for further development and new attractions.**
- **Reinvesting in current assets to:**
  - Improve parks physical plant.
  - Develop new attractions and create enhanced customer experiences.
  - Increase park attendance of new and repeat visitors via improved digital marketing.
  - Increase revenue per guest.
- **Strong cash flow from operations and balance sheet enable company to execute strategic initiatives**





# **Parks! America, Inc.**

## **Appendix A**

OTCPink: PRKA



# Appendix A – GAAP to Non-GAAP Reconciliation

## (1) Adjusted EBITDA

	Fiscal Year 2019	Fiscal Year 2020	Fiscal Year 2021	Fiscal Year 2022	Fiscal Year 2023	TTM as of 12/31/23
<b>Net income (loss)</b>	<b>\$ 1,096,538</b>	<b>\$ 2,767,469</b>	<b>\$ 2,798,546</b>	<b>\$ 727,491</b>	<b>\$ (483,738)</b>	<b>\$ (700,033)</b>
Income tax provision	398,900	926,400	882,000	302,800	(88,683)	(163,283)
Interest expense	76,003	182,926	335,944	261,621	222,396	215,105
Depreciation and amortization	453,968	576,139	704,016	782,987	884,458	890,477
(Gain) loss on asset disposals	32,693	29,121	90,105	(6,738)	317,147	331,564
Contested proxy and related	-	-	-	-	-	126,640
Tornado expenses and write-offs, net	80,444	(24,373)	-	-	368,955	368,955
Legal settlement	-	-	-	100,000	-	-
Gain (loss) on extinguishment of debt	-	-	(189,988)	-	-	-
<b>Adjusted EBITDA</b>	<b>\$ 2,138,546</b>	<b>\$ 4,457,682</b>	<b>\$ 4,620,623</b>	<b>\$ 2,168,161</b>	<b>\$ 1,220,535</b>	<b>\$ 1,069,425</b>

# Non-GAAP Disclosure of Adjusted EBITDA

(1) Adjusted EBITDA is not a measurement of operating performance computed in accordance with generally accepted accounting principles (“GAAP”) and should not be considered as a substitute for operating income, net income or cash flows from operating activities computed in accordance with GAAP. We believe that EBITDA is a meaningful measure as it is widely used by analysts, investors and comparable companies in the entertainment and attractions industry to evaluate our operating performance on a consistent basis, as well as more easily compare our results with those of other companies in our industry. We also believe EBITDA is a meaningful measure of park-level operating profitability. EBITDA is a supplemental measure of our operating results and is not intended to be a substitute for operating income, net income or cash flows from operating activities as defined under GAAP.