

Disclosures

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This presentation contains "forward-looking statements" within the meaning of U.S. federal securities laws. All statements contained in this presentation other than statements of historical facts are forward-looking statements. Words such as "might," "will," "may," "should," "estimates," "continues," "continues," "projects," "projects," "projects," "projects," "projects," "projects," "intends," "believes," "forecasts," "future" and variations of such words or similar expressions are intended to identify forward-looking statements.

Forward-looking statements are not historical facts, and are based upon management's current expectations, beliefs, estimates and projections, many of which are inherently uncertain and beyond our control. Such expectations, beliefs, estimates and projections are expressed in good faith and management believes there is a reasonable basis for them. However, there can be no assurance that management's expectations, beliefs, estimates and projections will be achieved and actual results may differ materially from what is expressed in or indicated by the forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward-looking statements, including risks detailed in SeaWorld Entertainment, Inc.'s ("SeaWorld" or the "Company") 2014 Annual Report on Form 10-K as filed with the U.S. Securities and Exchange Commission (the "SEC"), as such risk factors may be updated from time to time in our periodic filings with the SEC. Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances or other changes affecting forward-looking information except to the extent required by applicable securities laws.

Statement Regarding Non-GAAP Financial Measures

This presentation includes several metrics which are not calculated in accordance with the generally accepted accounting principles in the United States ("GAAP"), including Adjusted EBITDA, Free Cash Flow and Net Free Cash Flow. These metrics have important limitations and should not be considered in isolation or as a substitute for measures of the Company's financial performance or liquidity prepared in accordance with GAAP. In addition, these metrics, as presented by the Company, may not be comparable to similarly titled measures of other companies due to varying methods of calculations.

Adjusted EBITDA is defined as net income (loss) before interest expense, income tax expense (benefit), depreciation and amortization, as further adjusted to exclude certain unusual, non-cash and other items permitted in calculating covenant compliance under the credit agreement governing the Company's senior secured credit facilities. The Company believes that the presentation of Adjusted EBITDA is appropriate to provide additional information to investors about the calculation of, and compliance with, certain financial covenants in the credit agreement. Adjusted EBITDA is a material component of these covenants. The Company also uses Adjusted EBITDA in connection with certain components of its executive compensation program. In addition, investors, lenders, financial analysts and rating agencies have historically used EBITDA-related measures in the Company's theme park and entertainment industry, along with other measures to evaluate the Company's ability to meet its debt service requirement, to estimate the value of a company and to make informed investment decisions.

Free Cash Flow is defined as Adjusted EBITDA less (i) cash capital expenditures, (ii) debt service, which is defined as cash interest paid and debt principal payments in the ordinary course of business, (iii) cash taxes paid and (iv) certain other non-cash items included in Adjusted EBITDA. Net Free Cash Flow is defined as Free Cash Flow less cash dividends paid. The Company believes that Free Cash Flow and Net Free Cash Flow are useful to investors, equity analysts and rating agencies as a performance measure. The Company uses Free Cash Flow and Net Free Cash Flow and Net Free Cash Flow and Net Free Cash Flow are not defined by GAAP and should not be considered in isolation or as an alternative to net income (loss), net cash provided by (used in) operating, investing and financing activities or other financial data prepared in accordance with GAAP or as an indicator of the Company's operating performance. Free Cash Flow and Net Free Cash Flow as defined herein may differ from similarly titled measures presented by other companies. Prior to the third quarter of 2015, the Company defined Free Cash Flow as cash provided by operating activities reduced by capital expenditures but has since redefined the definition to provide a more meaningful metric to investors. For a reconciliation of Adjusted EBITDA, Free Cash Flow and Net Free Cash Flow to net income (loss), please refer to the Appendix in this presentation.

Statement Regarding Use of Registered Trademarks

The Company owns or has rights to use a number of registered and common law trademarks, service marks and trade names in connection with its business in the United States and in certain foreign jurisdictions, including SeaWorld Entertainment, SeaWorld Parks & Entertainment, SeaWorld[®], Shamu[®], Busch Gardens[®], AquaticaTM, Discovery Cove[®], SeaRescueTM, and other names and marks that identify our theme parks, characters, rides, attractions and other businesses. In addition, the Company has certain rights to use Sesame Street[®] marks, characters and related indicia through certain license agreements with Sesame Workshop (f/k/a Children's Television Workshop). Solely for convenience, trademarks, service marks and trade names referred to in this presentation may be without the ® and TM symbols, but such references are not intended to indicate, in any way, that the Company will not assert, to the fullest extent under applicable law, its rights or the rights of the applicable licensors to these trademarks, service marks, and trade names. This presentation may contain additional trademarks, service marks and trade names of others, which are the property of their respective owners.



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JOEL MANBY PRESIDENT & CHIEF EXECUTIVE OFFICER

SEAWORLD Entertainment

Agenda

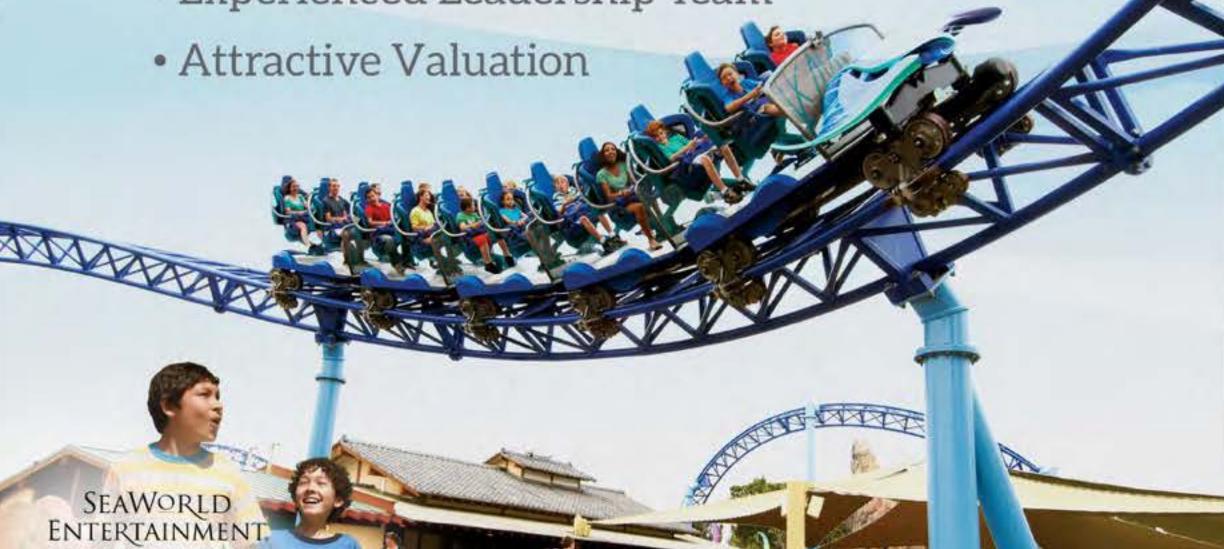
| Welcome & Executive Summary | Joel Manby |
|------------------------------|--|
| Strong Business Fundamentals | Joel Manby |
| Roadmap to Stabilize & Grow | Joel Manby Anthony Esparza Pete Frey Jill Kermes Peter Crage |
| Summary | Joel Manby |
| Q & A Session | |



Why SEAS?

Strong Business Fundamentals

- Long History with Solid Free Cash Flow
- Proven Business Model in a Growing Industry
- Outstanding Global Brands
- Distinct Zoological Experiences and Conservation Focus
- Experienced Leadership Team



Roadmap to Stabilize & Grow



- Experiences that Matter
- Distinct Guest Experience: Fun and Meaningful
- Organic and Strategic Revenue Growth
- Addressing the Challenges
- Financial Discipline



More than 50 Years of History







SeaWorld rescues its first wild animal



Busch Gardens Williamsburg opens



SeaWorld San Antonio opens



Aquatica Orlando opens 27,000th animal rescue

SEAS begins trading on NYSE; Aquatica San Diego opens; The Wildlife Docs premieres



Operational Overview

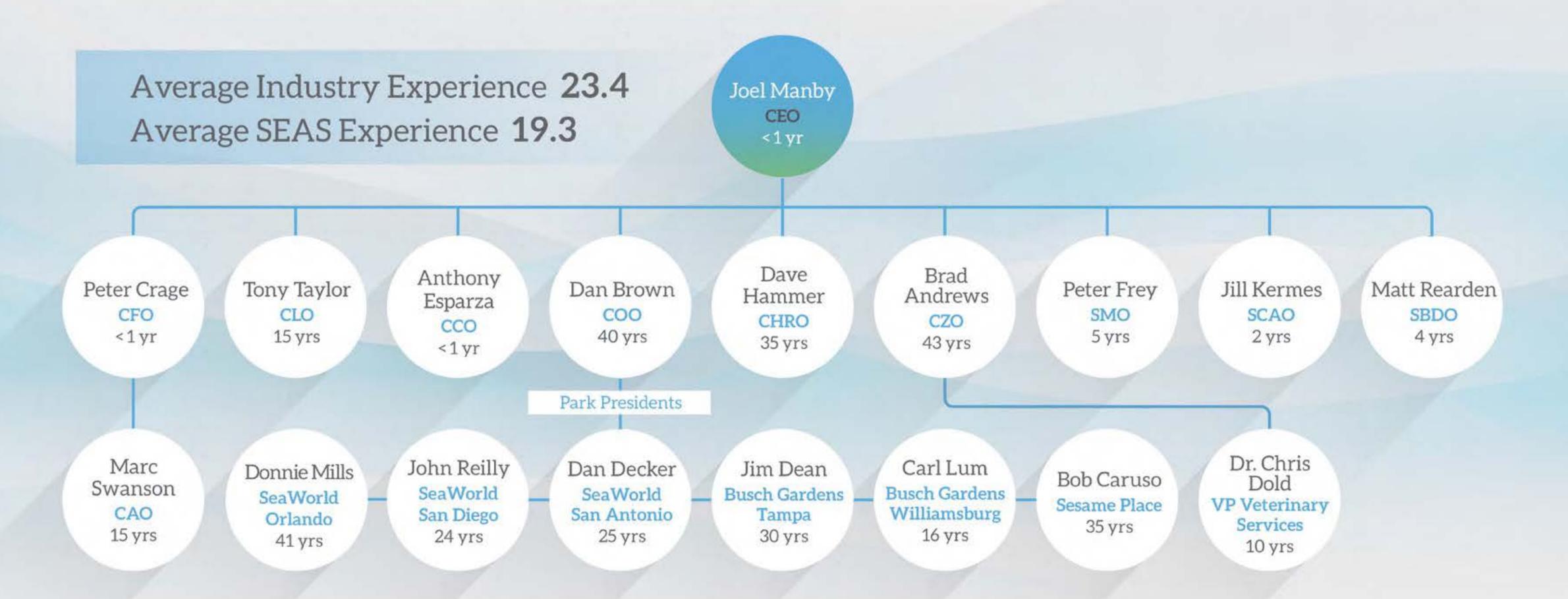
6 8

- 11 parks in 5 states
- 4 of the top 20 theme parks by attendance in North America
- Care for more than 800 animal species
- More than 600 rides and attractions
- Approximately 2,000 acres of owned land, with nearly 400 acres available for future development
- 3 of the top 10 waterparks in North America
- Busch Gardens Williamsburg has been voted the World's Most Beautiful Theme Park for 25 consecutive years.
- Discovery Cove ranked #1 theme park in the world in 2013 & 2014





Experienced Leadership Team





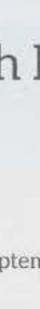
2015 LTM Results¹

22.4_{MM} in Attendance

\$1,368_{MM} of Revenue

\$364_{MM} of Adjusted EBITDA

\$113_{MM} of Free Cash Flow









Well Positioned for Success

Proven business model in a growing industry

• Distinct zoological experiences & conservation focus

Solid operating history with consistent cash flow

Global brands with growth potential

• 11 differentiated parks in key destination and regional markets

 More than 600 guest-centric rides, attractions and experiences

Strategic and organic opportunities for growth

Efficient capital structure





Roadmap to
Stabilize & Grow

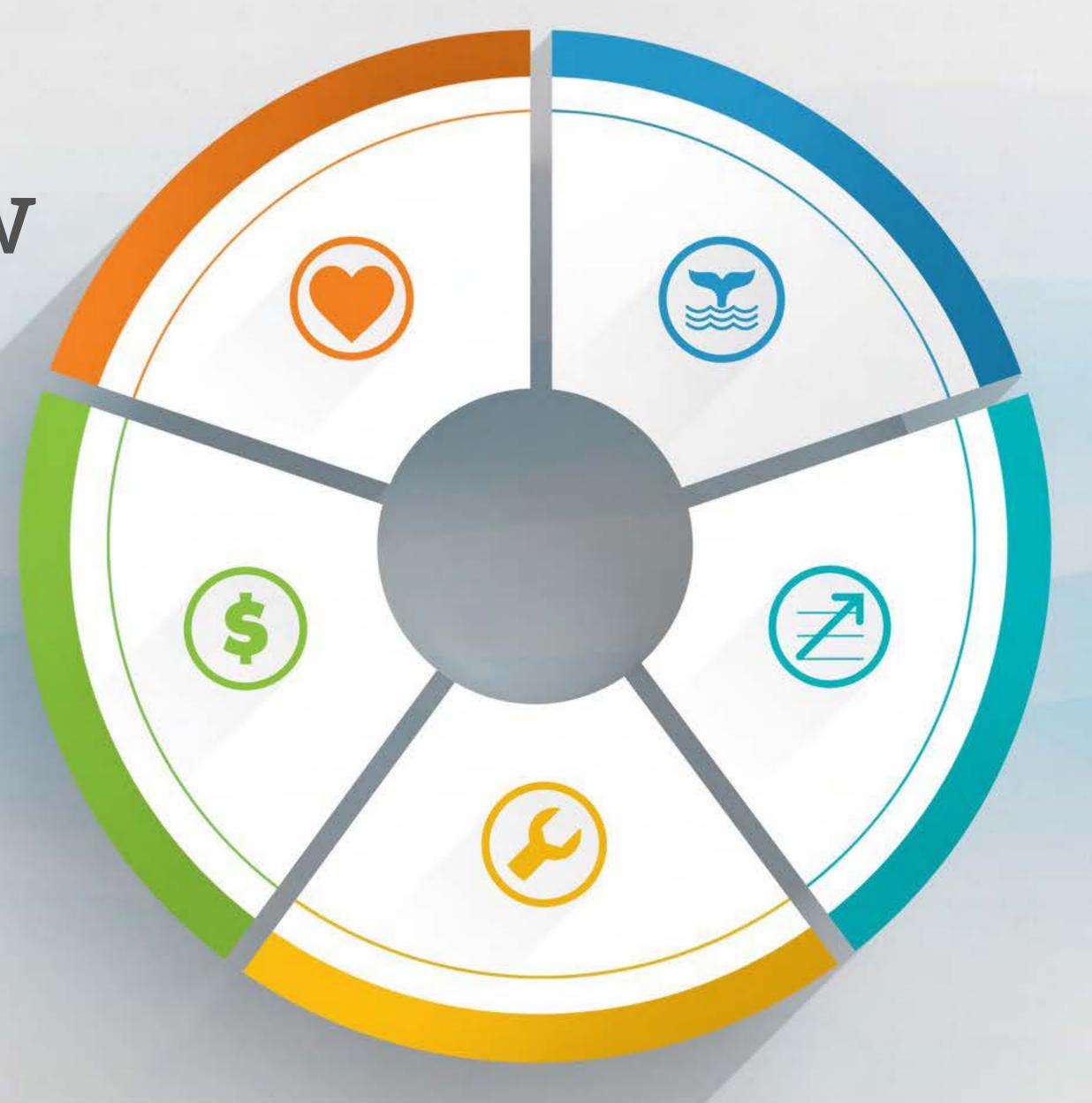
Experiences That Matter

Distinct Guest Experience: Fun and Meaningful

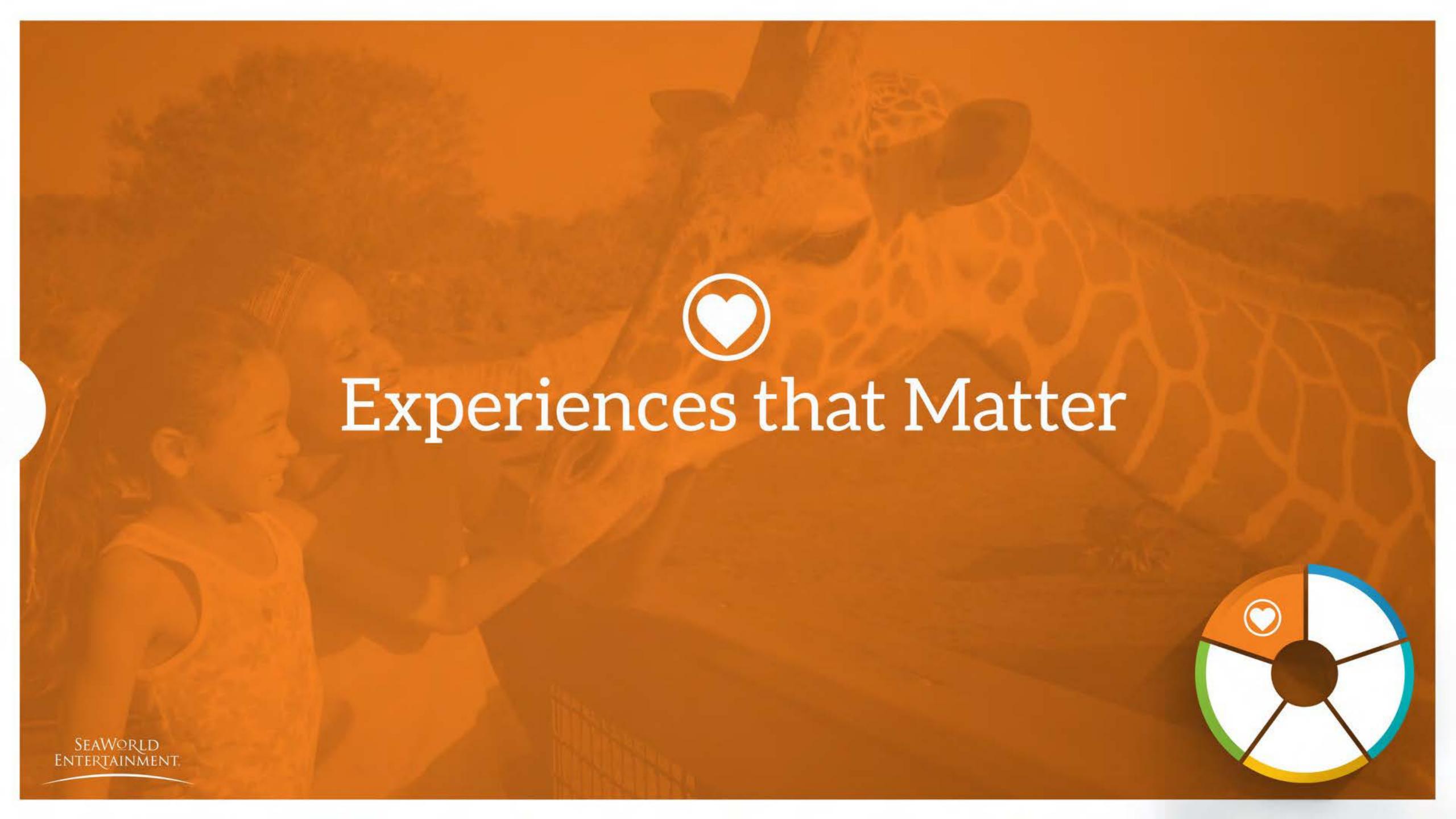
Organic and Strategic Revenue Growth

Addressing the Challenges

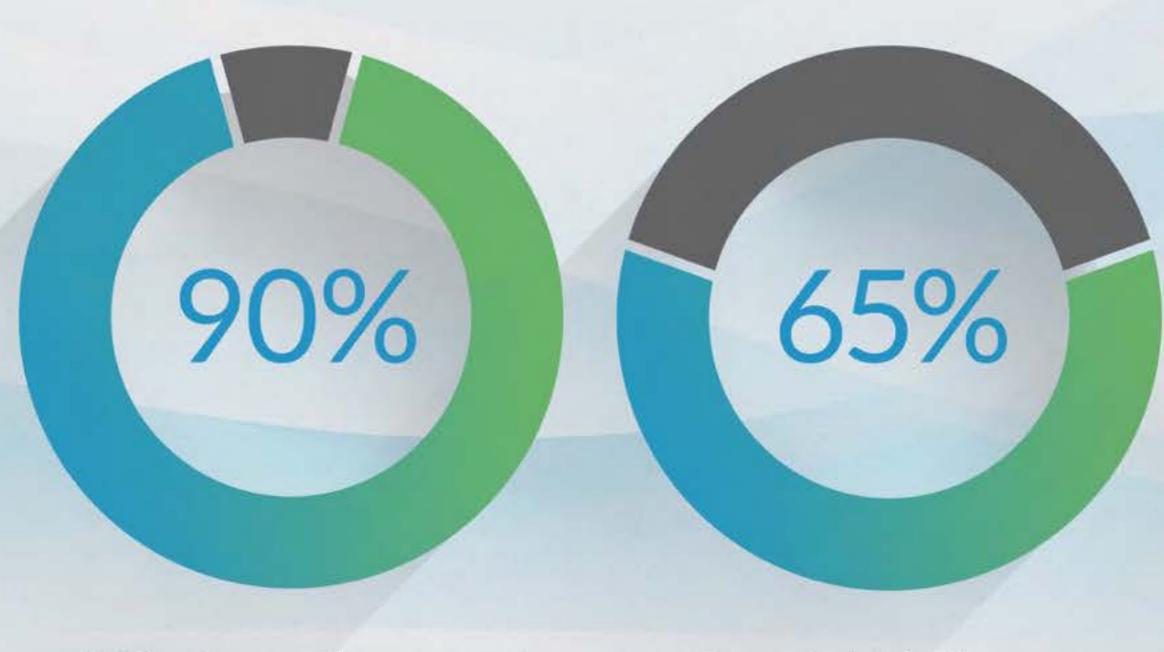
Financial Discipline







People Love Animals



of US voters say they support the Endangered Species Act¹

of households in the United States include a pet²

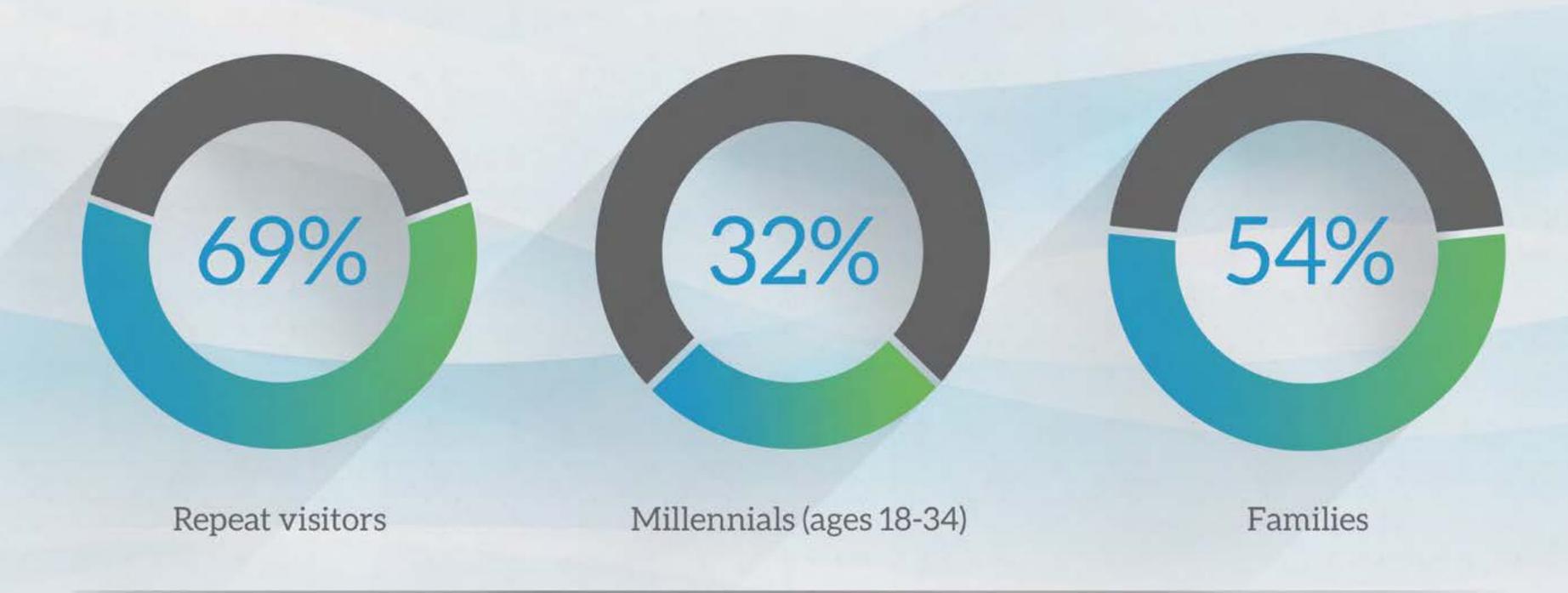


Sources: 1 faunalytics.org/faunalytics-index-august-2015; 2 psychologytoday.com/blog/animals-and-us/201102/are-we-really-nation-animal-lovers





Guest Demographics



Source: SEAS 2014 Guest Satisfaction Tracking Study





Moms Want Experiences with Meaning



of adults agree that visiting a marine park or zoo can inspire conservation of moms want to buy products supporting a cause





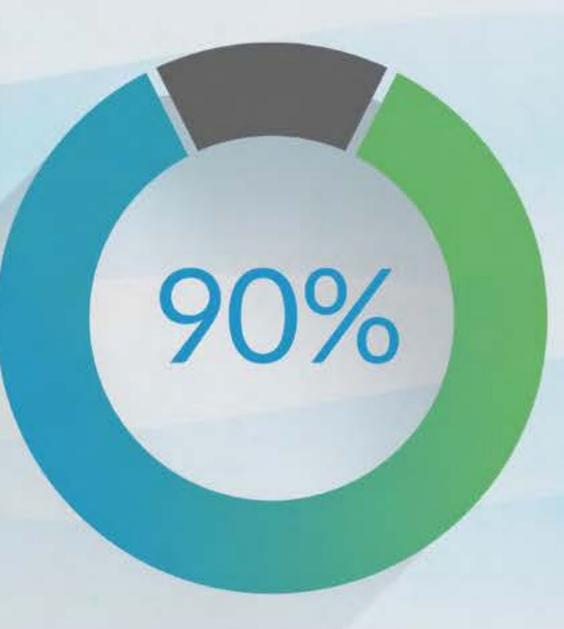


Mindful of Millennials

Seek: Authenticity, Trust, Transparency, Engagement



78%



want to learn something new when they travel¹ are likely to switch brands—even when price and quality are equal—if the second brand supports a cause²

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Experiences That Matter

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We inspire people to protect animals and the wild wonders of our world



Committed to the safety of our guests and employees and the health and well being of our animals











Experiences that Matter

Building from the inside out



Millennial Ambassadors



SeaWorld Entertainment,

Passionate Culture:

Work that Matters



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Improved orientation process

Informed ambassadors

Inspired to act







Distinct Guest Experience: Fun and Meaningful



Strong Foundation

High quality theme park assets creates high barrier to entry and established foundation for growth

Portfolio of Attractions¹

- Animal habitats: 99
- Animal species: more than 800
- Theme park rides and water slides: 193
- Annual / Seasonal shows: 116
- Events, distinctive experiences and play areas: 227













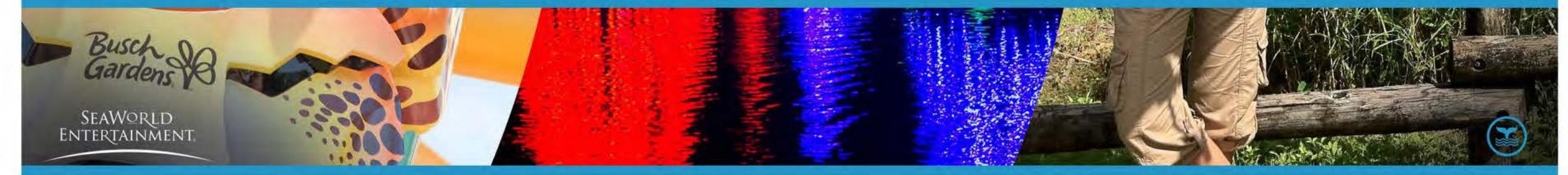
ANTHONY ESPARZA CHIEF CREATIVE OFFICER

SEAWORLD Entertainment



Attractions

Live Experiences





Creative Heartbeat



New Development Studio

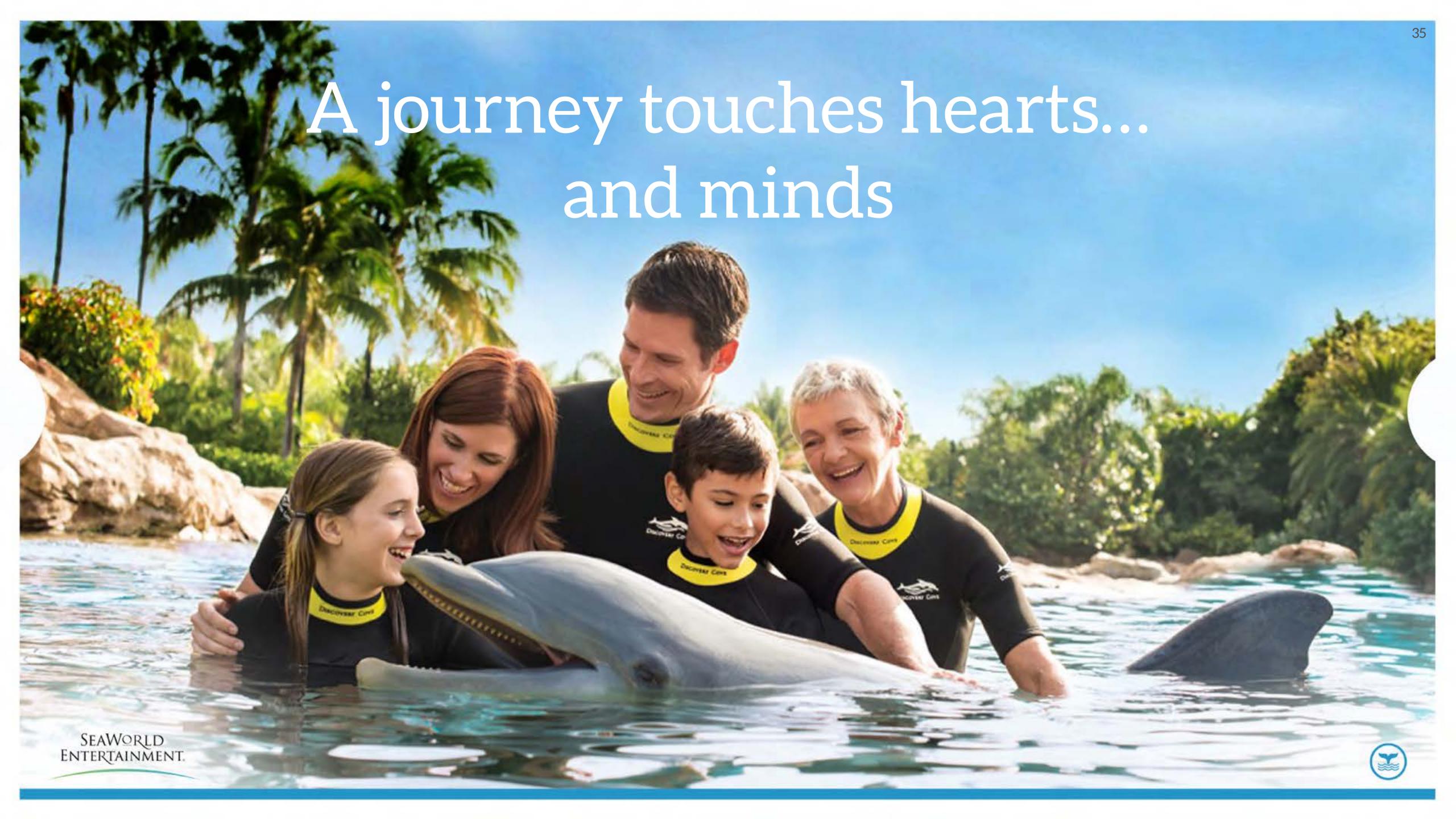
Expert Advisors

Supercharged Partners











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Both shows align to our rescue and care message

Help build our brand toward millennials

Provide cross-marketing opportunities with parks

Two NEW seasons for BOTH shows through Summer 2018

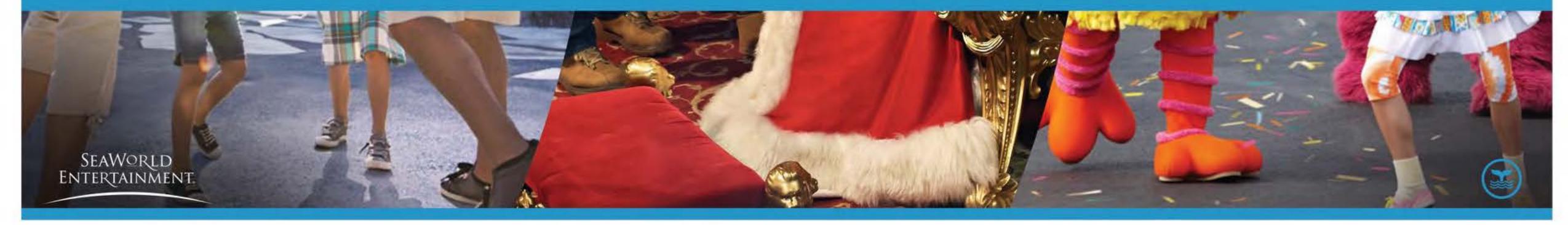




Dynamic Attractions that tell our story

Event Traditionsthat drive attendance

Beloved Characters
that increase revenue

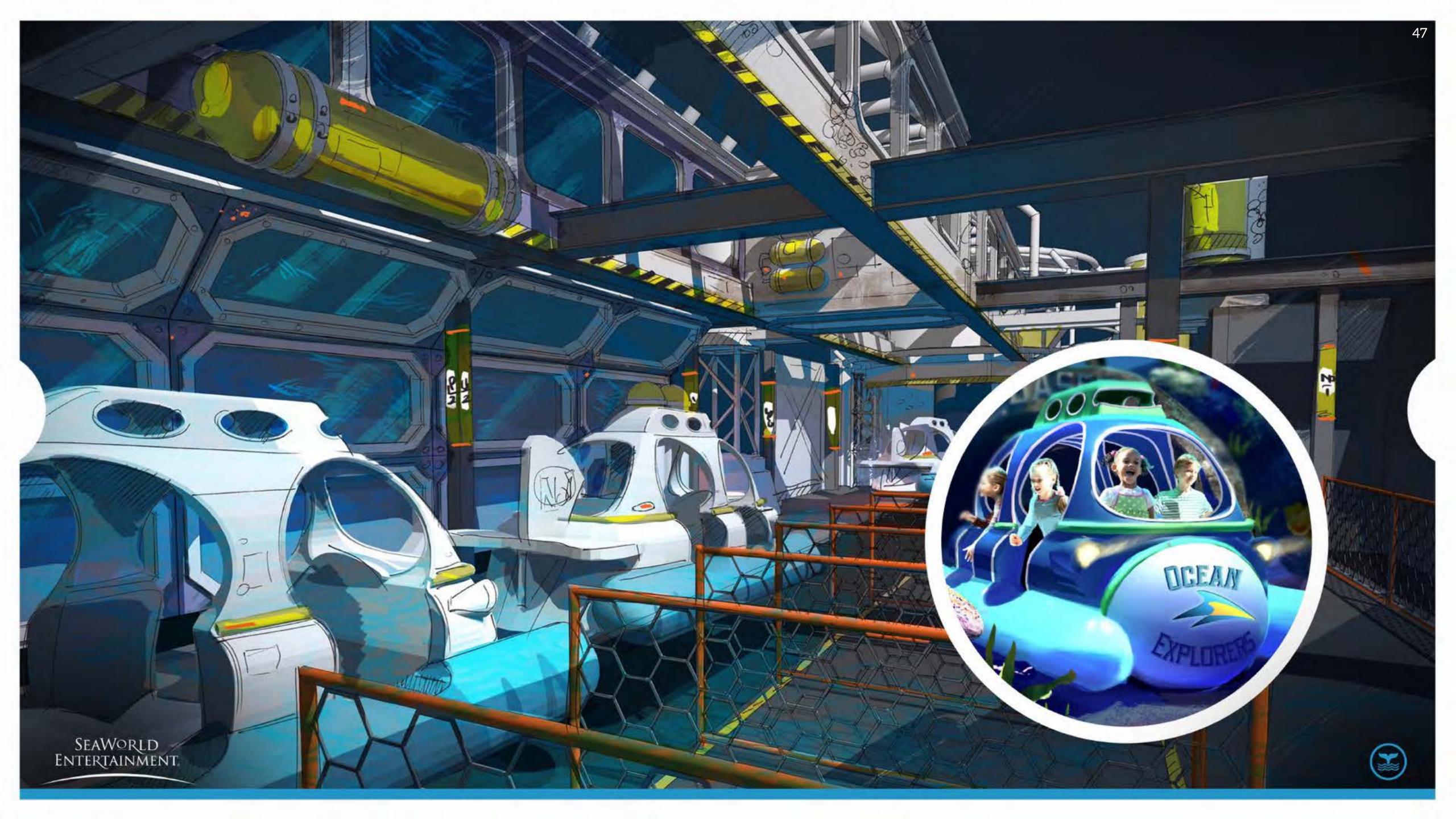






























Explore Inspire Act

Creative Heartbeat and world-class design team Event Traditions that drive repeat business

Targeted Attractions with fun and meaning



Television and Digital Experiences that frame our brands and stories

Beloved Characters and stories you know





Organic and Strategic Revenue Growth



Drive Revenue

Opportunities

- Address price/value perceptions
- Reduce number of offers & product confusion
- Differentiate pass products
- Buy early & save
- Upsell premium bundled experiences
- Leverage technology for convenience and impulse buys











PETE FREY SENIOR MARKETING OFFICER

SeaWorld Entertainment

SEAS Admissions Pricing Principles

Establish pricing framework to drive volume and incease profitability







Value Leadership

| | Single-Day Advance Purchase | Multi-Day (2 visits) | Annual Pass ¹ |
|------------------------|-----------------------------------|-------------------------|-----------------------------|
| SeaWorld. ORLANDO | \$79 | \$99 | \$156 |
| Major Competitors Avg. | \$100 | \$173 | \$524 |
| Difference | (\$21) | (\$74) | (\$368) |

¹Entry level annual pass

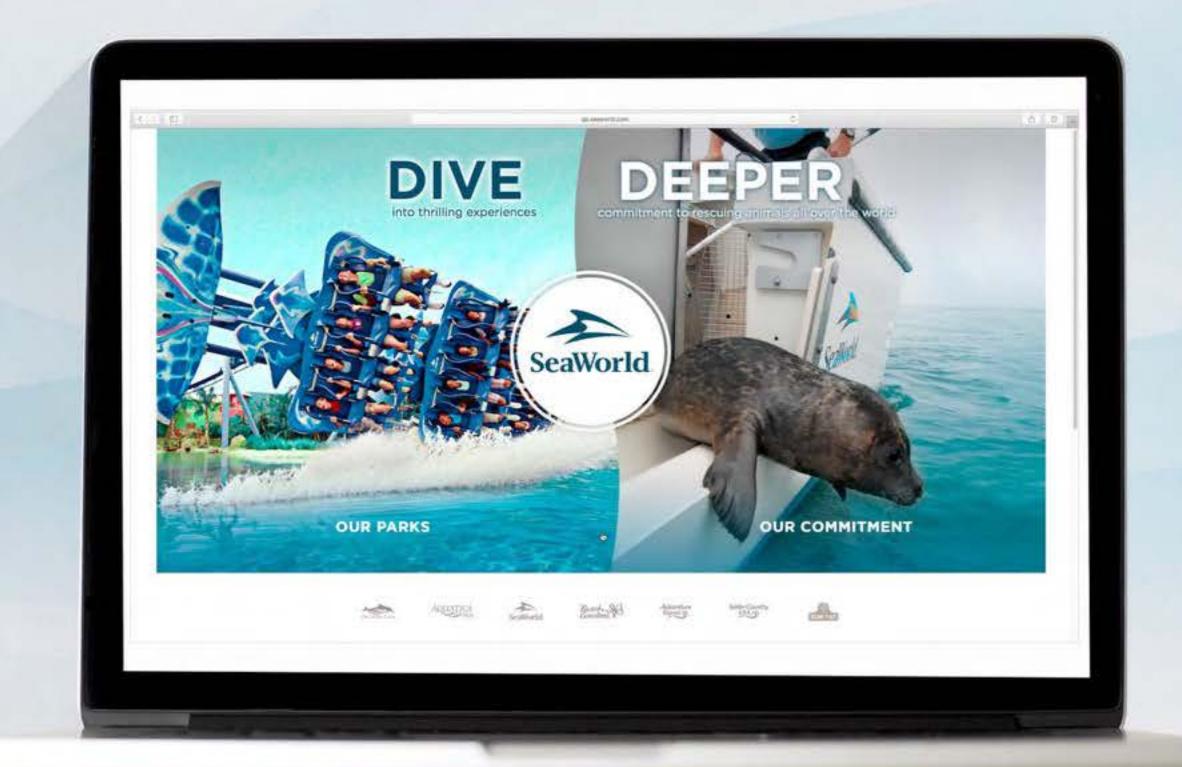




Simplify Key Web Portals

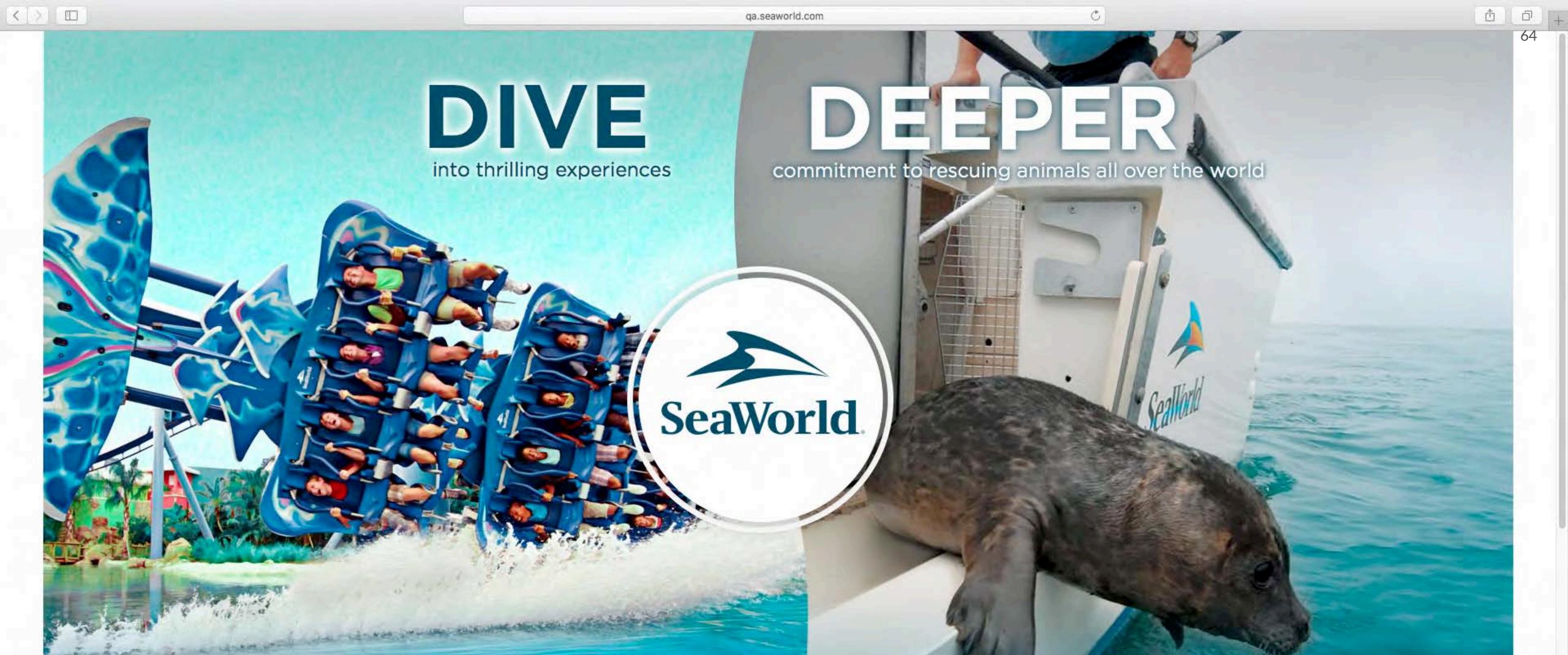
Better showcase parks and brand purpose

- Connect people to the adventure of the sea
- Showcase compelling experiences for families
- Inspire people to protect wild animals and wild places
- Inform the public about SEAS conservation efforts











OUR PARKS









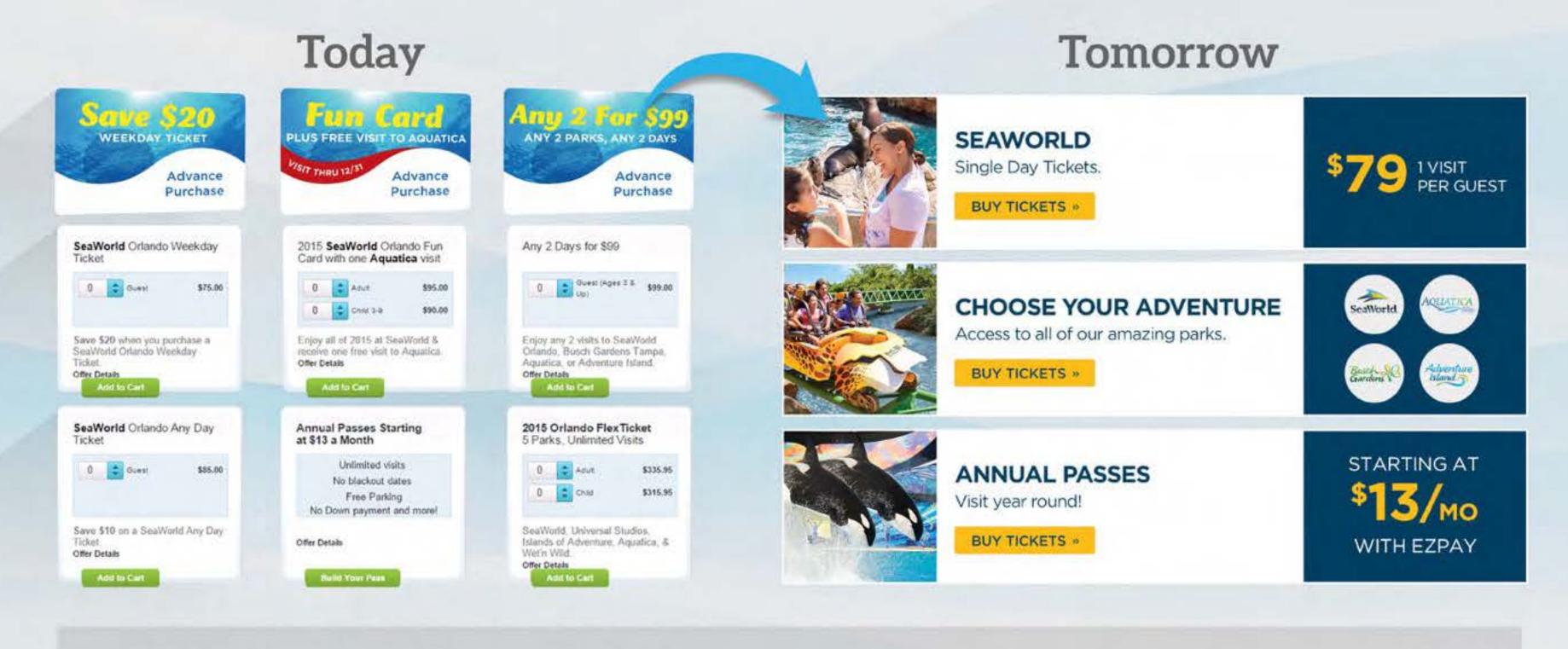




OUR COMMITMENT

Simplify the Purchase

Introduce simplified pricing approach



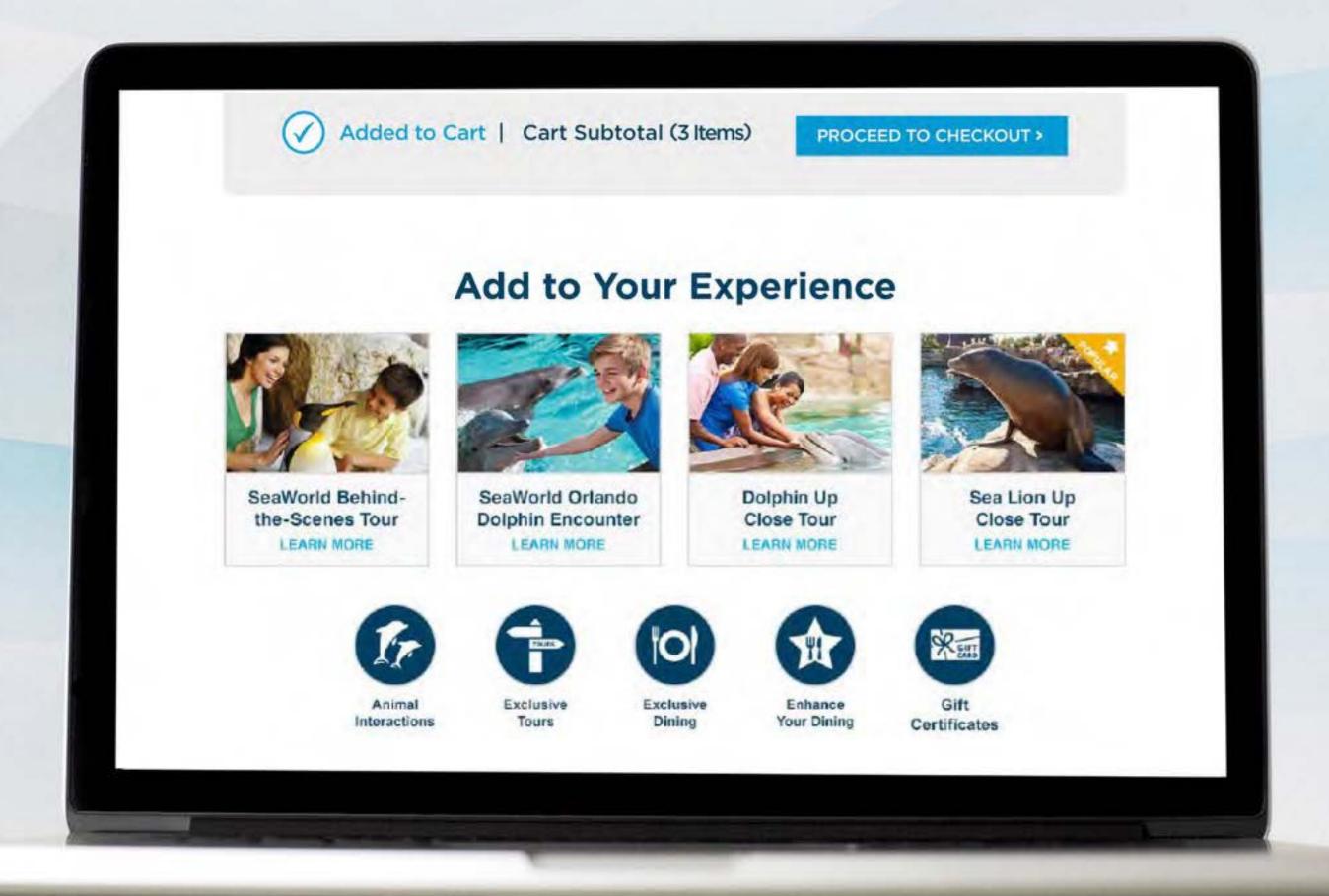
- "Choose Your Adventure" in Florida promotes the value of the multi-park experience
- Positions for easy upgrade

- Focus on park experiences and value vs. price
- Removes perceived barriers to repeat visits



Simplify the Upsell

Lock in the sale, then make adding in-park experiences easy



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Simplify the Value Message

Launch products focused on park experiences and value, instead of price

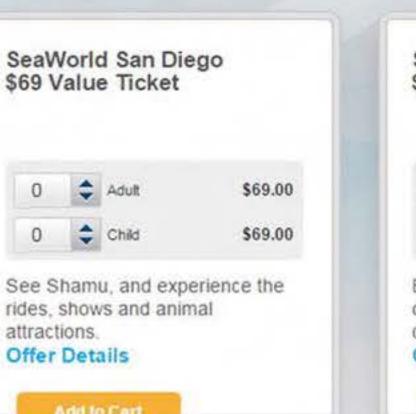






 Sell the experience and premium value, not just the discount











\$225 VALUE FOR ONLY \$109

SeaWorld

All-Inclusive

Good

Better

Best





Advance Purchase

Drive early commitment

Better predict attendance and revenue from local markets

Mitigate impact of external factors weather / competitive / macro-economic



Create a sense of urgency

Use price changes and benefit additions to motivate purchase



Advance Purchase

Use price changes and benefit additions to motivate pass purchase

- Leverage price increase to incentivize early commitment
- Better communicate value at the time of purchase
- Migrate to higher revenue pass products
- Lead with **EZPOU** to reinforce affordability
- Benefits go away over time







Growing In-Park Revenue

Enhancing "Experiences that Matter" through unique products and packages



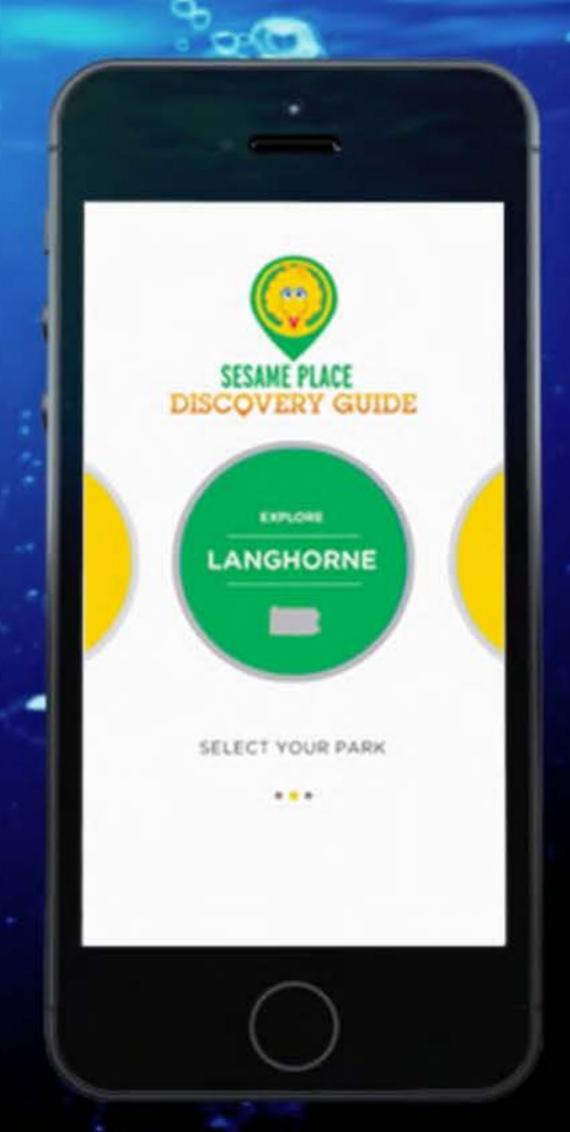
- Offer packages that connect the in-park experiences with engagement and action
- Improve the delivery of offerings using enhanced technology









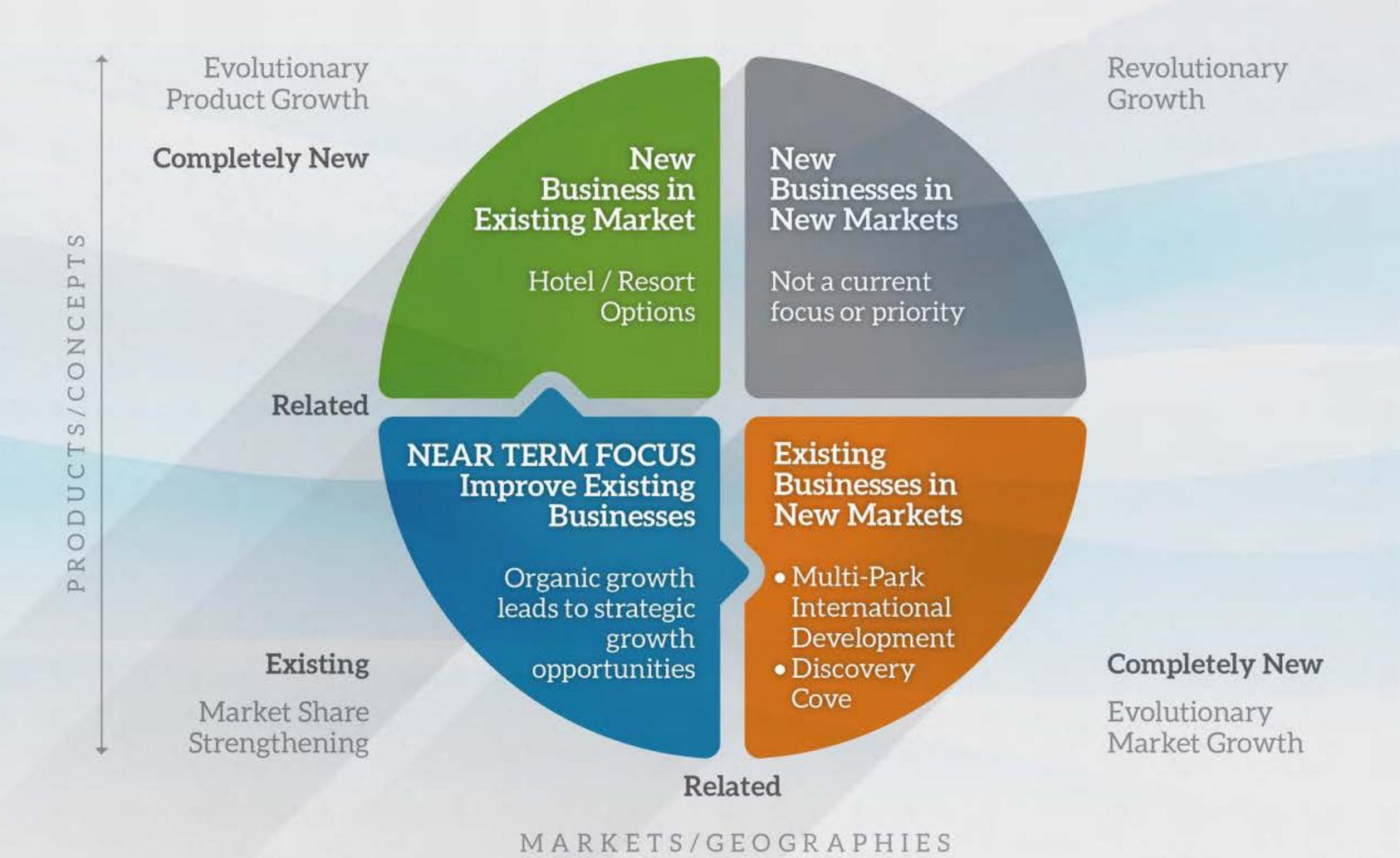


Business Development Objectives





Growth Priorities



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Why?

- Proven business model
- Incremental Adjusted EBITDA
- Premium rates
- Increase wallet share from existing customers
- Better integration of guest experience
- Improve vacation package offering

How?

- Managable investment level
- Options include development, aquisition or joint venture
- Partnership opportunities



San Diego

- Developed Park Properties
- Parking Lots
- Potential Resort Locations / Underdeveloped Land







Orlando

- Developed Park Properties
- Parking Lots
- Potential Resort Locations / Underdeveloped Land



San Antonio

- Developed Park Properties
- Parking Lots
- Potential Resort Locations / Underdeveloped Land





Tampa

- Developed Park Properties
- Parking Lots
- Potential Resort Locations / Underdeveloped Land



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JILL KERMES SENIOR CORPORATE AFFAIRS OFFICER

SEAWORLD Entertainment Getting the Facts Out

Our messages resonate

- Killer whale care is world-class
- Killer whales in our care are healthy and thriving
- Our whales live as long as those in the wild
- We do not separate mothers and calves
- We have not collected a killer whale from the wild in more than 35 years



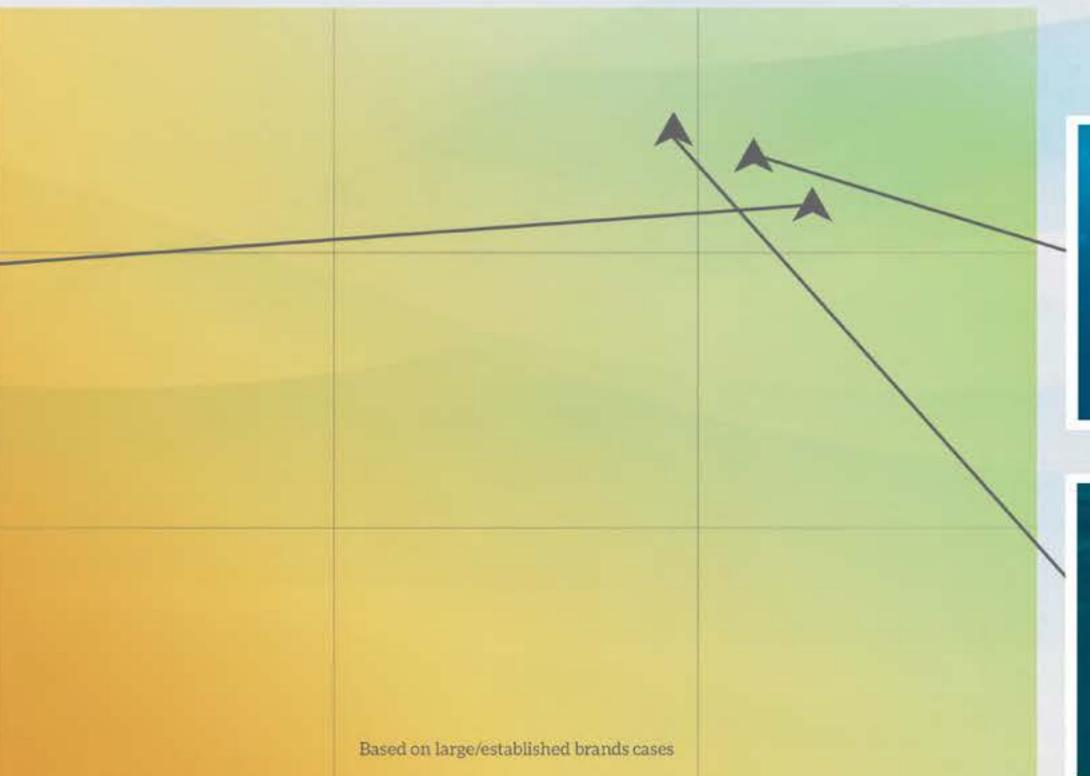


Informative, Genuine and Strongly Linked to Sea World

Responsibility



Persuasion



Meet the Animals





Awareness



Reputation Ad Breaks Through in Targeted Market





~ ± 26 net point increase in positive information flow²

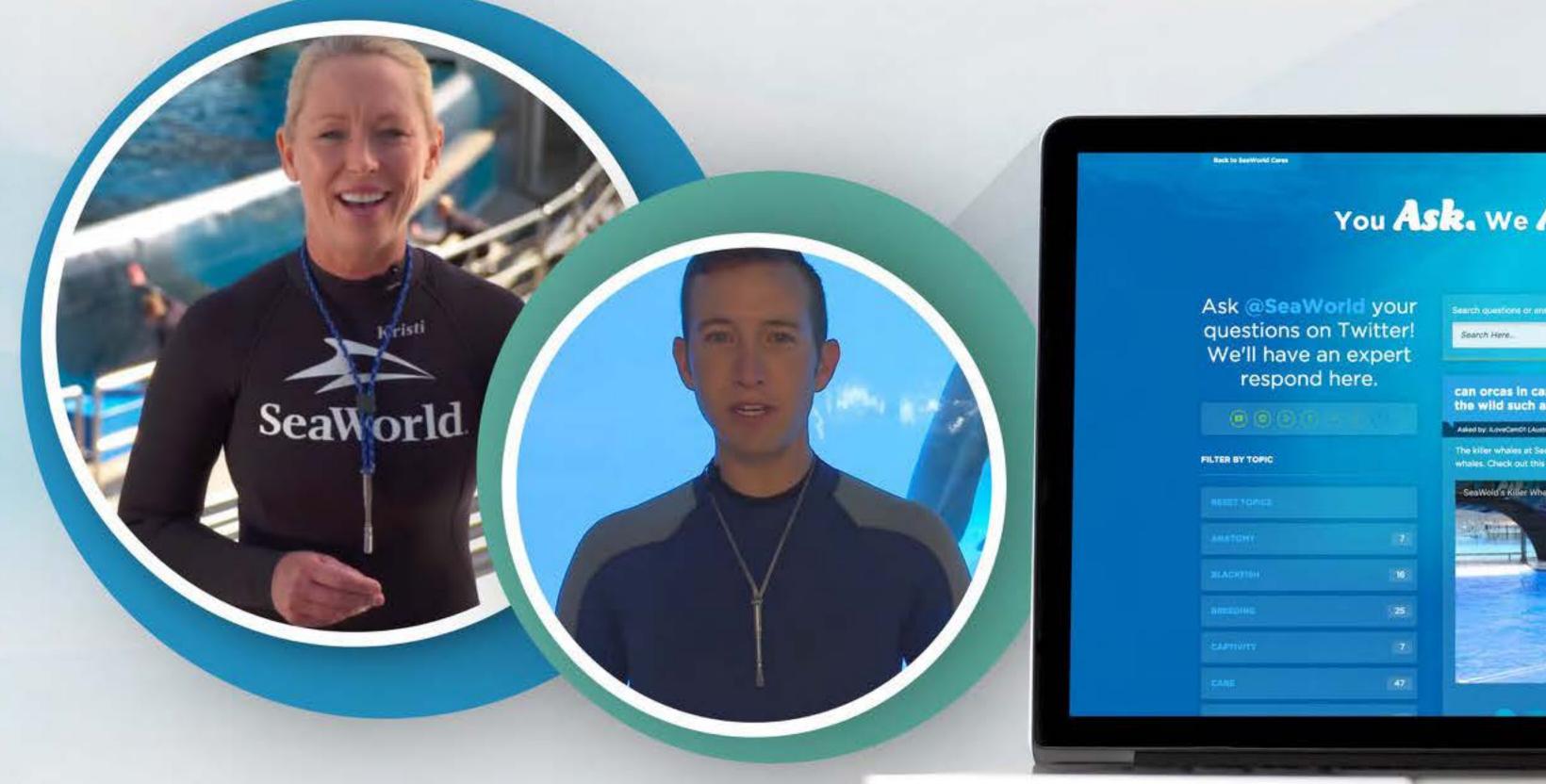
¹Management estimate based on internal source of guest residency data collected at SeaWorld San Diego parking tolls. Reflects point change in attendance variance versus the prior year period from targeted market measured during pre-media campaign period (January - May 2015) to attendance variance versus the prior year period from targeted market measured including post-media campaign period (January - June 2015).

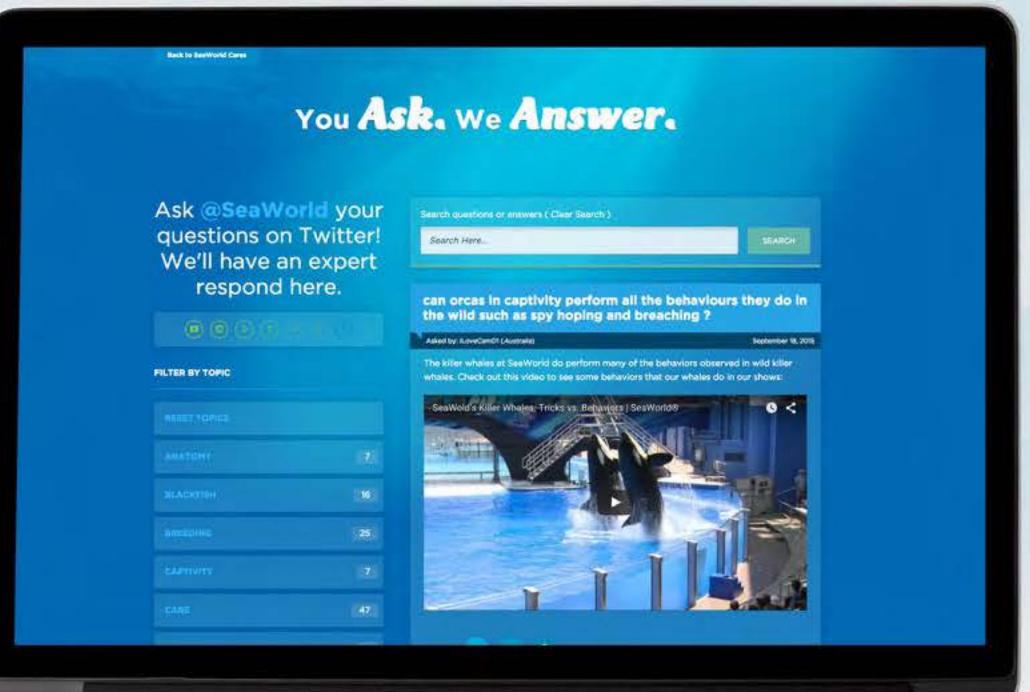
²Management estimate based on third party survey of adults in the targeted market performed pre-media campaign (May 19-21, 2015) and post-media campaign (June 29-July 1, 2015).

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Social Campaign





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Stabilize Sea World Parks Base & Drive Sustainable Growth







Sea World Orlando Capital Planning

Designed to Drive Sustainable Growth

- Increase cadence to annual capital investments
- Mako: Fun and Meaningful
- Enhance event strategy
- Utilize existing indoor facilities



SeaWorld San Diego Capital Planning

Designed to Drive Sustainable Growth

- New capital allocation for 2017
- Re-allocate portion of Blue World investment
- Maximize event strategy
- Phase out theatrical killer whale show in 2016
- New orca experience debuts 2017
 - Informative and more natural setting
 - Conservation message inspiring people to act





Sea World San Antonio Capital Planning

Designed to Drive Sustainable Growth

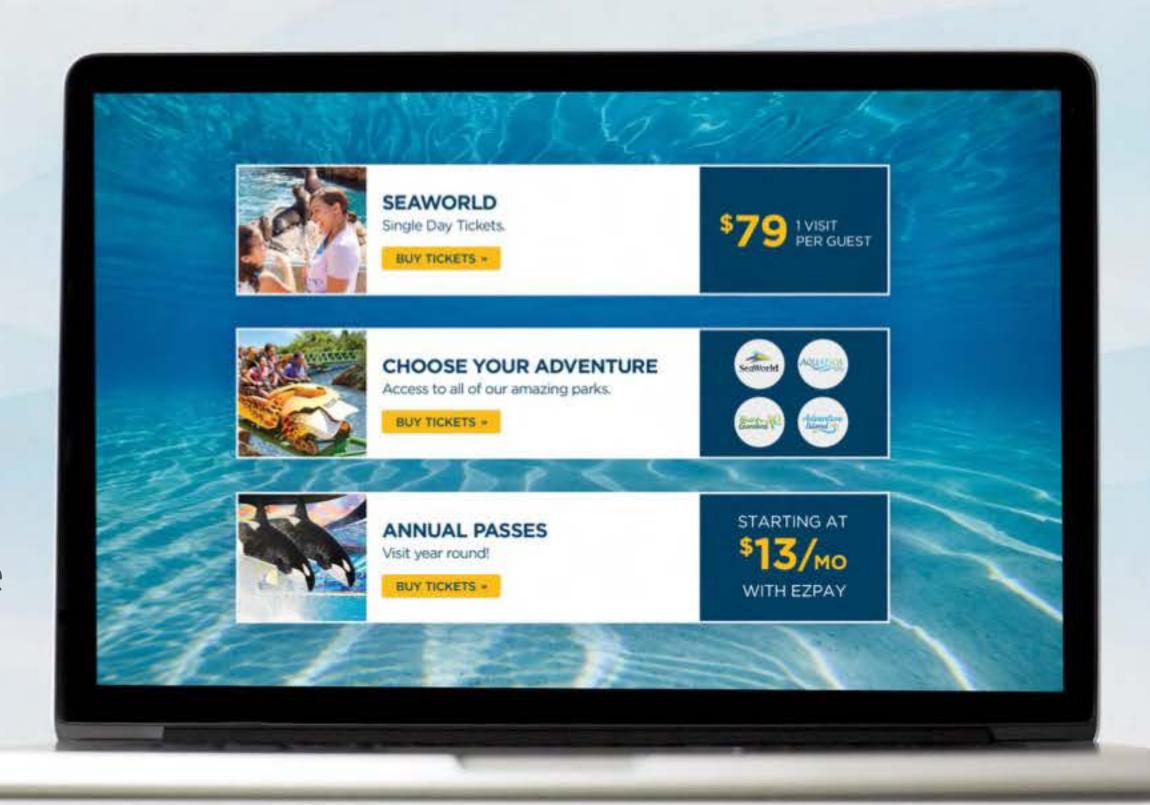
- Pull forward capital to 2017
- More frequent attraction cadence
- Focused event strategy



Orlando Value Leader

Simplified Pricing Structure

- Message value over pricing parity
- Shift value proposition to multi-park, multi-visit through easy upgrades
- Offer most rewarding pass program, unrivaled portfolio of benefits and value







Market Prioritization

Strategic Imperatives:

- Reallocate marketing investment to select drive and overnight markets (~300 miles)
- Position multi-parks to reinforce value and variety of experiences
- Highlight themed events to drive repeat visitation





Sea World Parks Vacation Planning

Increase focus on Hotel Partner Program

Improve vacation packaging online experience

Expand efforts with key resellers and destination partners

Resort strategy







PETER CRAGE CHIEF FINANCIAL OFFICER

SeaWorld Entertainment



- Proven Business Model
- Stabilizing in the Near Term
- Well Diversified Portfolio
- Operating Margin Leverage
- Strong Free Cash Flow Generation
- Disciplined Capital Deployment
- Efficient Debt

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Engagement with Investment Community

Proven Business Model



- Notwithstanding recent challenges in key markets, proven business model
- Record growth in 2011 through 2013 fueled by impactful capital investment in key markets

- Portfolio stabilizing in 2015
- 2016 capital spend focused in Orlando and Tampa
- Expect improved performance as we focus on brand and make targeted capital investments

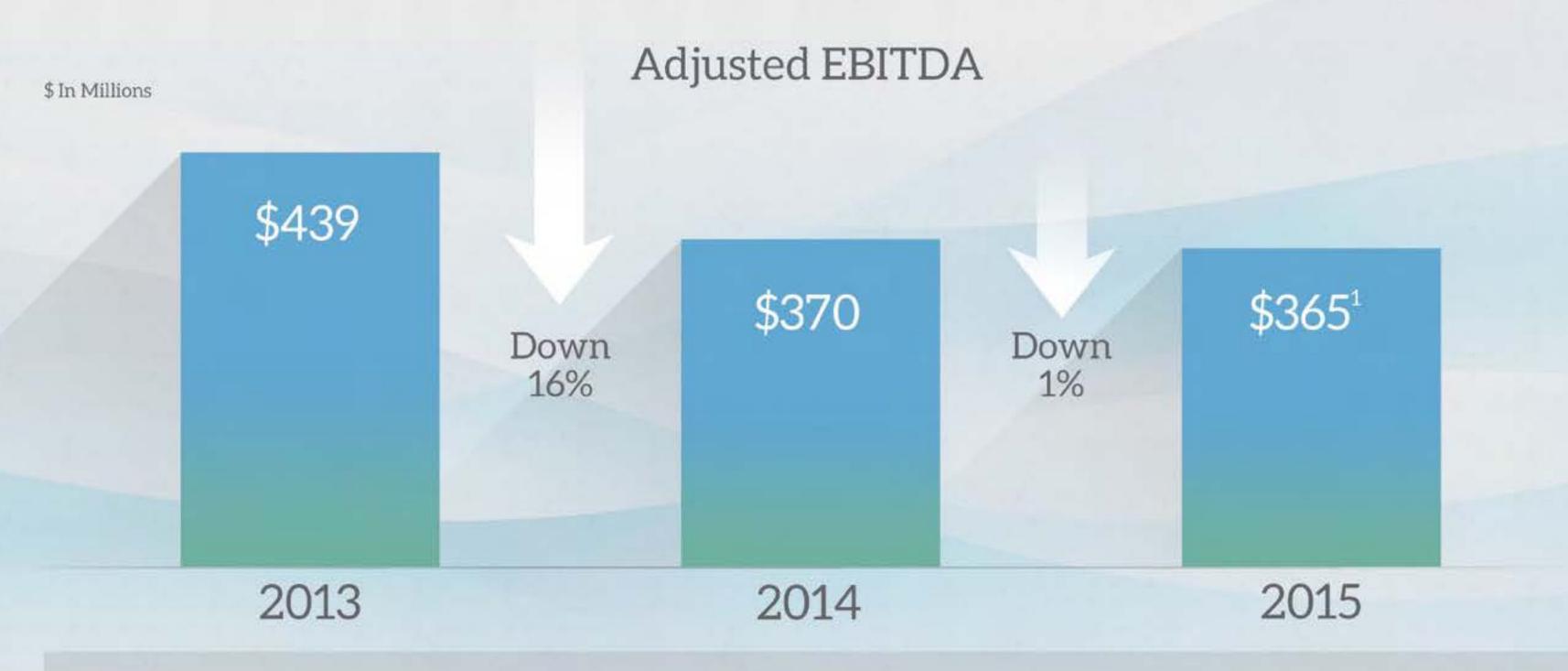




¹Twelve months ended September 30, 2015.

² 2014 Adjusted EBITDA includes benefit of \$10 million non-cash proforma expense adjustment.

Stabilizing in the Near Term



- We believe Adjusted EBITDA trend is <u>reversing</u>
- 2014 Adjusted EBITDA includes benefit of \$10 million non-cash pro forma expense adjustment





Stabilizing in the Near Term

Variance 2015 vs. 2014



Q3

• Based on improvement in key metrics (total revenue per capita and attendance), we believe our overall results are <u>stabilizing</u> but 6-9 months more experience will be necessary to be fully comfortable that we have stabilized

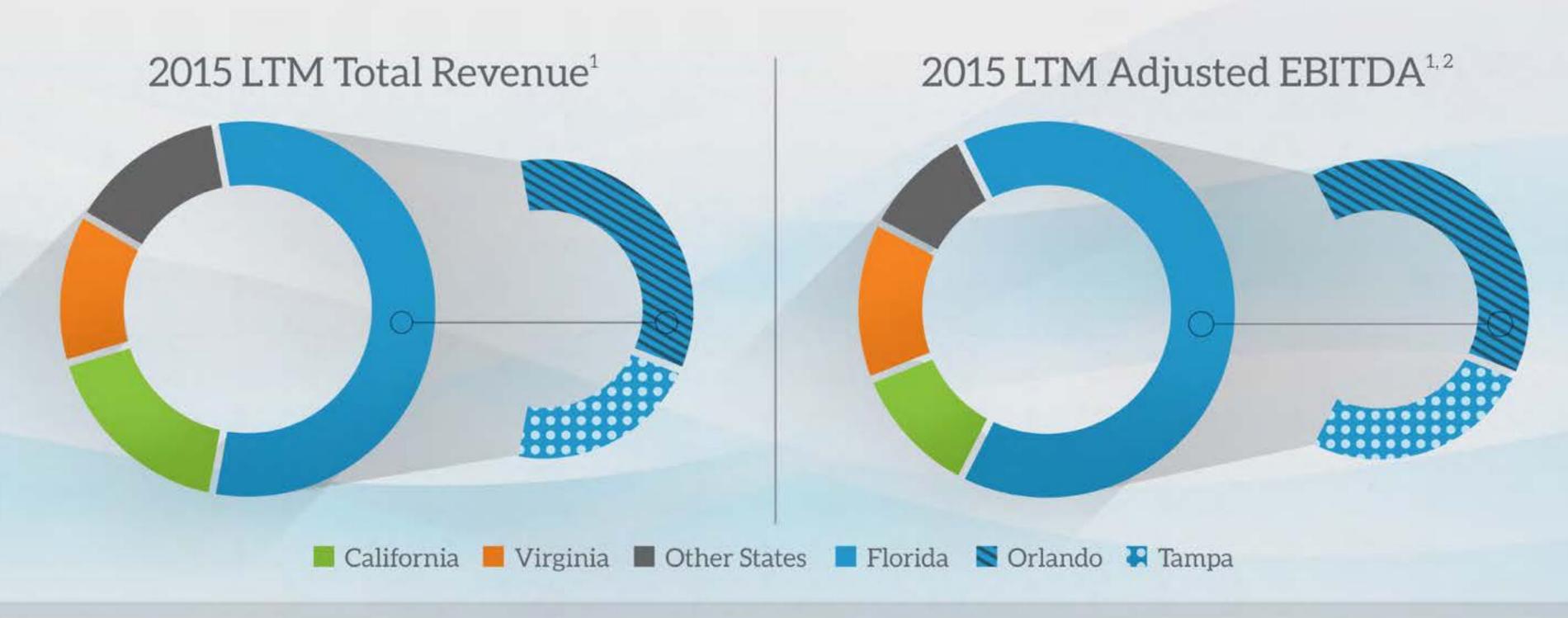
Q2

Impactful new attractions opening in 2016 in keymarkets

Q1



Well Diversified Portfolio



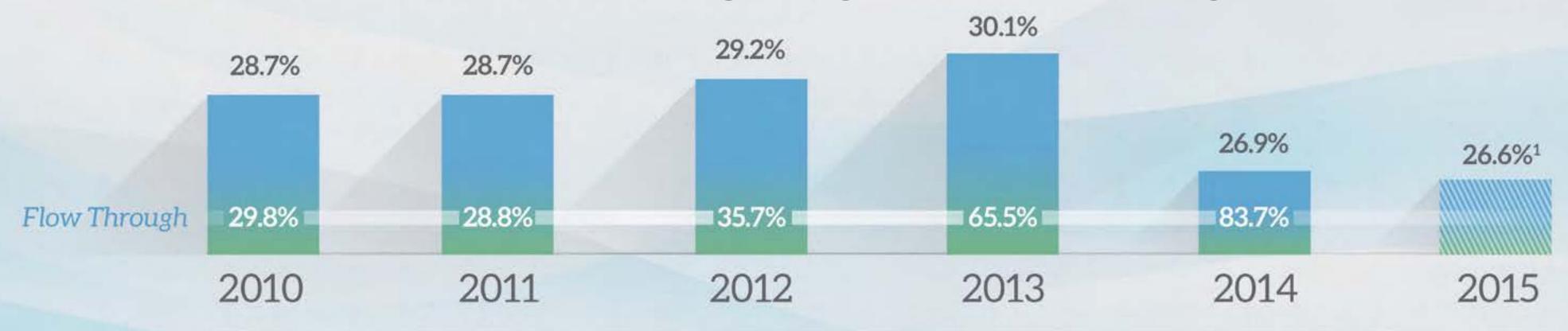
- Operations in both destination and regional markets provide economic, geographic and weather diversification
- Florida operations are critical to the business, generating a significant portion of portfolio revenue and Adjusted EBITDA
- Remainder of portfolio is well diversified





Operating Margin Leverage

Operating Margins & Flow Through



- Current challenges have put pressure on margins
- Opportunity to organically widen margins as we grow revenue
- Continual evaluation of costs across the organization
 - Cost containment and focus on efficiencies
 - Implementation of bottom-up approach in 2016 at corporate
- Margin comparison to regional peers
 - At peak in 2013, SEAS margin differential ~700 bps
 - Half or more of the differential related to zoological operations and land lease in California
- 200 -250 bps of cost related opportunity over next 2-3 years





Strong Free Cash Flow Generation

\$ In Millions

| | 2014 | 2015¹ |
|----------------------|-------|--------------------|
| Adjusted EBITDA | \$370 | \$365 |
| Non-cash Items | 10 | 0 |
| Capital Expenditures | 155 | 170 |
| Debt Service | 120 | 110 ^{2,3} |
| Cash Taxes | ~1 | ~1 |
| Free Cash Flow | \$84 | \$84 |
| Dividends | 72 | 72 |
| Net Free Cash Flow | \$12 | \$12 |

| Adj. EBITDA: | \$360 - \$400 |
|----------------|---------------|
| Capex: | \$165 - \$175 |
| Debt Service: | \$110-\$90 |
| Cash Taxes: | \$1 - \$5 |
| FCF: | \$84-\$130 |
| Dividends: | \$72 |
| Net FCF Range: | \$12 - \$58 |

- Positive Net Free Cash Flow, even in challenging years
- Disciplined and targeted capital spending can free up additional cash
- Stable and inexpensive debt service
- Tax shield from current NOL balance, estimated full usage by 2020 -2021

- <u>Dividend is well covered</u> –payout ratio < 90% of Free Cash Flow before Return of Capital
- Attractive current yield
- Net FCF will be deployed to maximize shareholder value over long term

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¹²⁰¹⁵ Adjusted EBITDA and capital expenditures are presented based on the midpoint of management's guidance as of November 5, 2015.

²Excludes costs related to 2015 refinancing

³ Includes ~\$50 million in required amortization and debt prepayment

Disciplined Capital Deployment



| Growth Capital Appro | oach |
|----------------------|---|
| New Attractions | Drive growth across portfolio of parks, target key markets at regular intervals |
| Events | Unique offerings aimed at driving repeat visitation and providing value |
| Revenue Initiatives | Drive percapita growth through culinary, merchandise, animal experiences and interactions, etc. |

| Sustainment Capita | al Approach | |
|--------------------|---|--|
| Infrastructure | Safety, animal welfare, maintain guest expectations and cleanliness | |

- Committed to reinvesting in business
- <u>Disciplined</u> capital spend and ROI hurdles
 - Generally target a minimum 20% cash on cash project returns
 - Prioritize capital deployment where highest returns are generated
- Establish <u>cadence</u> of capital with customer-facing major and minor attractions
 - Addresses competition in key tourist markets with most upside
 - Focus on uniqueness of brands and guest preferences
- Leverage value add technology in unique and differentiated ways
 - Increase mobile engagement utilizing in-park Wi-Fi
 - Reduce lines and hassles for our guests
 - Deliver more personalized experience
- Ongoing analysis to <u>measure and manage</u> <u>performance</u>





Efficient Debt

| Millions A | | | As of Septembe | er 30, 2015 | | |
|---------------------------------------|----------------------------|---------|----------------|-------------|---------|---------|
| | Ratings | Coupon | Floor | Maturity | Amount | xEBITDA |
| Cash and Cash Equivalents | Corp. B1 / BB-(Stable/neg) | | | | \$119 | |
| Revolver \$192.5 million ¹ | | L + 250 | | Apr-18 | - | |
| Term Loan B-2 | B1 / BB | L + 225 | 0.75% | May-20 | 1,342 | |
| Term Loan B-3 | B1/BB | L+325 | 0.75% | May-20 | 279 | |
| Total Debt | | | | | \$1,621 | 4.46x |
| Total Net Debt ² | | | | | \$1,501 | 4.13x |

- Inexpensive debt with no near-term maturities
- Approximately 75% of debt fixed through hedging until September 2016
- WACD = 3.38% (4.22% September 2016)
- Revolver capacity sufficient for liquidity needs for the foreseeable future
- Monitor capital markets to extend maturity profile and other financing opportunities
- Near term target leverage: 3.5x to 4.0x
 - Primarily organic, some debt repayment
 - Provides adequate <u>flexibility</u> for growth initiatives
 - · Consider unsecured tranche to provide more flexibility



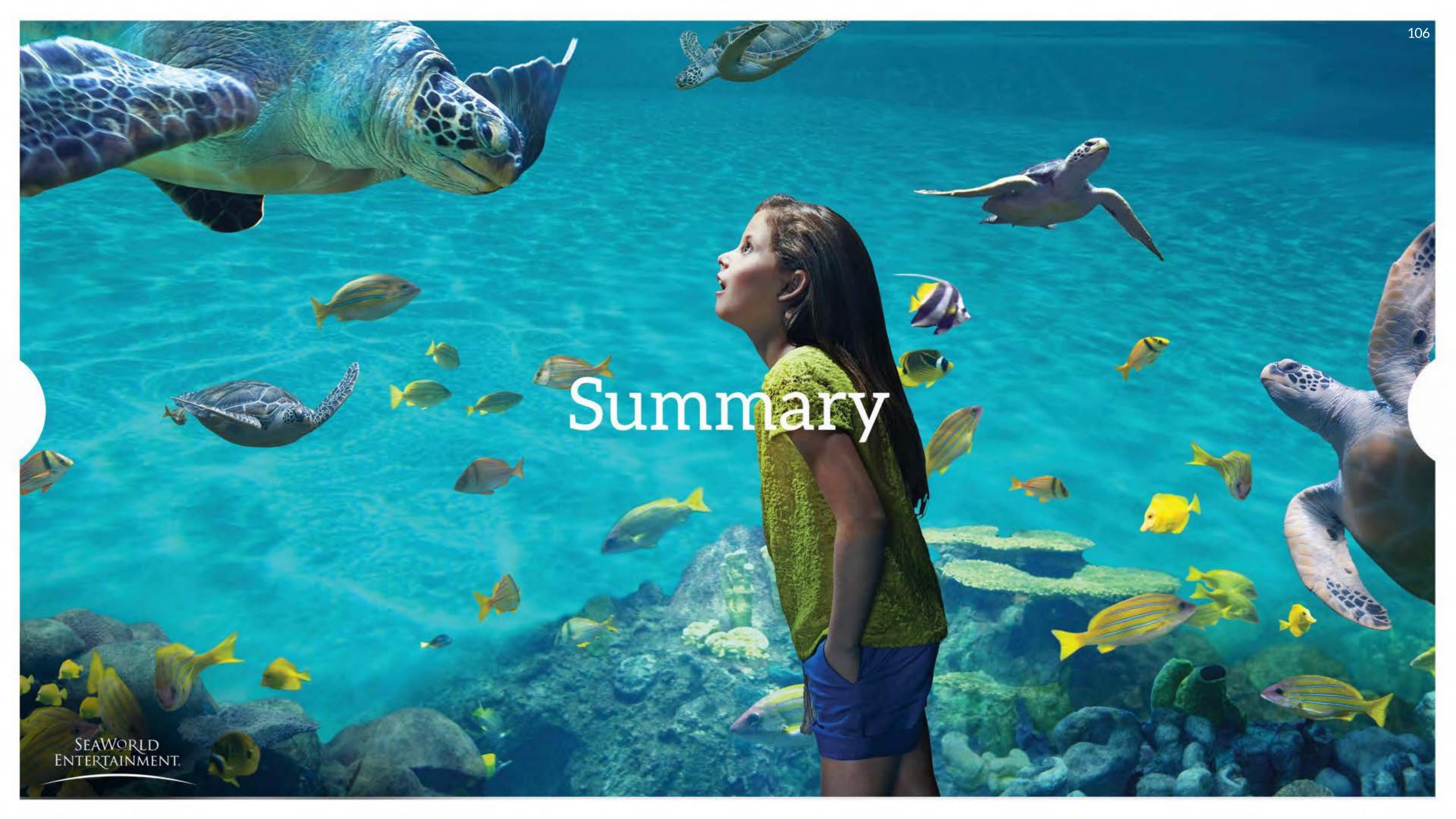


¹\$174.5 million currently available due to \$18 million in letter of credit usage. ²Column may not foot due to rounding.

Engagement with Investment Community

- Enhancing our engagement efforts with investors and maintaining high level of responsiveness
 - Seeking an understanding of investor views—recent perception study
 - Regular attendance at investor conferences
 - Consistent interactions with investors through calls, on-site meetings / park tours and non-deal roadshows
 - Keeping the investment community updated on our progress
 - Shortened quiet period during 1st, 2nd and 3rd quarters now begins on first day of quarter through earnings report
- Newly appointed IR leadership; Mark Trinske, Vice President of Investor Relations





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Roadmap to Stabilize & Grow



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- Distinct Guest Experience: Fun and Meaningful
- Organic and Strategic Revenue Growth
- Addressing the Challenges
- Financial Discipline

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Reconciliation of Non-GAAP Financial Measures

| 400 | | 2000 | 444 | | | |
|------|------|-------|-------|-----|-----|--|
| C 1 | Sec. | Mi | 312 | - | - | |
| 75 (| 173 | DOM: | 3 8 7 | CN | 115 | |
| - | | 47.44 | 0.04 | No. | 1.5 | |

| In Millions | | | | | | |
|---|--------------|--------------|-------|-------|-------|-------|
| | 2010 | 2011 | 2012 | 2013 | 2014 | 20151 |
| Net (loss) income | (\$45) | \$15 | \$74 | \$52 | \$50 | \$35 |
| (Benefit from) provision for income taxes | (29) | 11 | 37 | 26 | 29 | 17 |
| Loss on early extinguishment of debt | 127 | 15 | 2 | 30 | | 20 |
| Interest expense | 134 | 98 | 111 | 90 | 82 | 71 |
| Depreciation & amortization | 207 | 214 | 167 | 166 | 176 | 186 |
| Restructuring & other related costs | | | 120 | | 12 | 10 |
| Secondary offering costs | 144 | | | 1 | 1 | |
| Termination of advisory agreement | .== | | | 50 | | |
| Advisory fees | 5 | 6 | 6 | 3 | 22 | 44 |
| Equity-based compensation expense | | 1 | 2 | 6 | 2 | 5 |
| Debt refinancing costs | * | 4 | 5 | 4 | 22 | 122 |
| Other adjusting items | | | 1 | 1 | 3 | 1 |
| Other non-cash expenses | 9 | 12 | 10 | 10 | 5 | 8 |
| Carve-out costs | 45 | 6 | | | | ** |
| Estimated cost savings | 新 | = | = | - | 10 | 10 |
| Deferred revenue write-down | 17 | | | - | | 107 |
| Adjusted EBITDA ² | \$343 | \$382 | \$415 | \$439 | \$370 | \$364 |
| | Cash capital | 155 | 149 | | | |
| | Debt service | Debt service | | | | |
| | Cash taxes | 1 | 1 | | | |
| | Non-cash ite | 10 | 10 | | | |
| | Free Cash F | \$84 | \$113 | | | |
| | Dividends | 72 | 73 | | | |
| | Net Free Cas | sh Flow | | | \$12 | \$40 |



