



We are a leading theme park and entertainment company providing experiences that matter, and inspiring guests to protect animals and the wild wonders of our world.



Differentiated, World-class Theme Parks

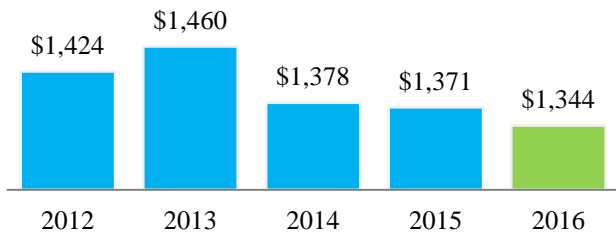
- Large scale parks, including 4 of the top 20 parks by attendance in North America*.
- Located in key markets: warm weather, sizable local populations, tourist destinations.
- Park clusters in 5 of our 6 markets; 5 of our 12 theme parks are open year-round.
- One of the world's largest zoological collections.
- Our animal experts have helped more than 29,000 ill, injured, orphaned and abandoned animals.
- More than 600 rides and attractions that appeal to guests of all ages.
- Approximately 2,000 acres of owned land, with nearly 400 acres available for future development.

* Source: Theme Index: The Global Attractions Attendance Report TEA/AECOM, 2016.

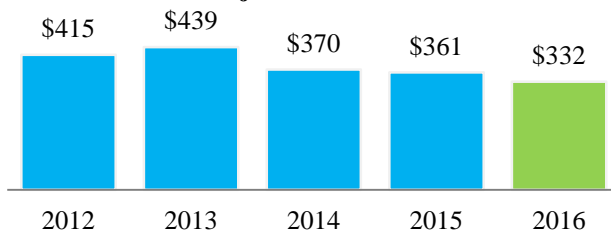
In Millions, except per capita data

	2012	2013	2014	2015	2016
Theme Park Attendance	24.391	23.391	22.399	22.471	22.000
Total Revenue per Capita	\$58.37	\$62.43	\$61.51	\$61.01	\$61.10
Total Revenue	\$1,424	\$1,460	\$1,378	\$1,371	\$1,344
Adjusted EBITDA ^{1,2}	\$415	\$439	\$370	\$361	\$332
Capital Expenditures	\$192	\$166	\$155	\$157	\$161

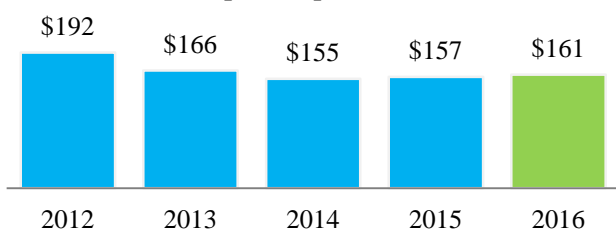
Total Revenue



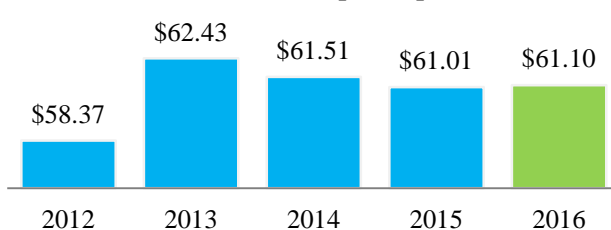
Adjusted EBITDA



Capital Expenditures



Total Revenue per Capita





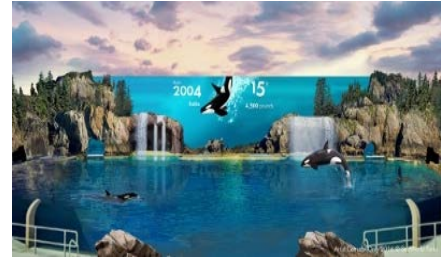
2017 Coming Attractions: Distinct Guest Experiences that are Fun and Meaningful



San Antonio



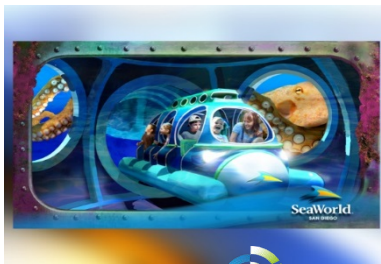
Viking-themed Wooden Roller Coaster
Williamsburg



San Diego



Florida's First Coaster with Virtual Reality!
Orlando



San Diego



Our New Nighttime Park Experience
San Diego & Orlando

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SEAS

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This fact sheet may contain forward-looking statements, reflecting management's expectations regarding future events and operating performance and speaks only as of February 28, 2017. These forward-looking statements involve a number of risks and uncertainties. A list of the factors that could cause actual results to differ materially are expressed in the Company's 2016 Annual Report on Form 10-K filed with the Securities and Exchange Commission ("SEC") as such risk factors may be updated from time to time in our periodic filings with the SEC.

This fact sheet was designed to provide a brief overview of SeaWorld Entertainment, Inc. You can obtain a complete description of the Company, its operations, and financial conditions by accessing its website at www.seaworldentertainment.com.

This fact sheet should not be construed as an offer to buy or sell securities.

¹ This fact sheet includes metrics which are not calculated in accordance with the generally accepted accounting principles in the United States ("GAAP"), including Adjusted EBITDA. These metrics have important limitations and should not be considered in isolation or as a substitute for a measure of a company's financial performance or liquidity prepared in accordance with GAAP. In addition, these metrics, may not be comparable to similarly titled measures of other companies due to varying methods of calculations.

² Adjusted EBITDA is defined as net income (loss) before income tax expense, interest expense, depreciation and amortization, as further adjusted to exclude certain non-cash, and other items permitted in calculating covenant compliance under the credit agreement governing the company's Senior Secured Credit Facilities. See reconciliation of Adjusted EBITDA to its respective most comparable financial measure calculated in accordance with GAAP in the Investor Presentation slides found at www.seaworldinvestors.com.

