



- SEA LIFE established in 1979
- Over 40 aquariums across the globe
- In excess of 15 million visitors per annum
- Approximately 150,000 fun and inspiring presentations
- Over 1 million educational school visits.



### Growth strategy;

- New build
- Acquisitions
- Annual reinvestment
- Group synergies.





### Location considerations

- Suitable sized market
  - 2 hours travel time
  - 10 million people
- Affordability in market place
- Proximity other leisure attractions & near water or retail malls
- Safe & easy access



### Development of a business

- Researching the market
  - Focus of the development
  - Cultural refinements
  - Scale of the development

### Operation of a business

- Key Performance Indicators
  - Strategic and tactical changes to business



## THE reason to visit

– Launch

- New SEA LIFE



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  - Acquired, rebranded to SEA LIFE



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  - Mobile Features
    - Annual re-locatable feature



### Strong ethical policies

- Acquisition
- Welfare
- Disposition



### Active Conservation and welfare programs

- Breed
  - Over 3500 animals across 45 species
- Rescue
  - Over 100 marine animals released across 7 species
- Protect
  - Over 15 million visitors
  - Over 130 local protection projects







### On brand

- Amazing Discovery
- Clear messaging
  - Breed
  - Rescue
  - Protect

## On brand

- Inspirational education
  - Fun learning

