

CONTACT DETAILS

Level 16, 61 Lavender Street  
Milsons Point NSW 2061  
AUSTRALIA  
Telephone +61 2 9409 3670  
Investor Services 1800 ARDENT  
Fax +61 2 9409 3670  
[www.ardentleisure.com.au](http://www.ardentleisure.com.au)

REGISTRY

c/- Link Market Services Limited  
Level 12, 680 George Street  
Sydney NSW 2000  
Locked Bag A14  
Sydney South NSW 1235  
Telephone 1300 720 560  
[registrars@linkmarketservices.com.au](mailto:registrars@linkmarketservices.com.au)

**Ardent Leisure Trust**  
ARSN 093 193 438  
**Ardent Leisure Limited**  
ABN 22 104 529 106  
**Ardent Leisure Management Limited**  
ABN 36 079 630 676  
(AFS Licence No. 247010)



**ASX RELEASE**

17 February 2014

The Manager  
Company Notices Section  
ASX Limited  
20 Bridge Street  
SYDNEY  
NSW 2000

Dear Sir/Madam

**ARDENT DELIVERS 14% REVENUE AND 13% EARNINGS GROWTH**

**Key Highlights**

- Revenue of \$250.6 million up 14.1% on prior period;
- Core earnings of \$33.5 million up 13.4% on prior period;
- Main Event US dollar earnings up 32% on prior period;
- Health Club earnings up 19%, boosted by successful acquisitions; and
- Improvement in trading results in the Bowling division.

Ardent Leisure (ASX:AAD) today announces a strong first half result with revenues up 14.1% and core earnings up 13.4%.

Ardent Leisure Group Chairman, Neil Balnaves AO said, "The Group has continued to diversify and reweight earnings to the high growth Main Event and Health Club divisions, where EBITDA grew by 32.3% and 19.3% respectively. In addition, both Bowling and Theme Park divisions have recorded positive growth, through a focus on providing quality leisure and entertainment experiences at affordable prices."

"Both Main Event and Health Club divisions are enjoying strong operating fundamentals, with opportunities for ongoing portfolio expansion to drive future earnings growth. Both businesses are now well positioned to benefit from increased scale and operational efficiencies."

**Main Event**

Main Event recorded total revenues of US\$40.3 million, representing a 25.8% increase on prior year revenues delivering EBITDA growth of US\$8.3 million, up 32.3% on the prior period.

Group CEO, Greg Shaw noted that, "This exceptional result has been driven by both strong constant centre performance, where earnings before property costs grew by 8.2%, and excellent results from new centres.

For personal use only

**CONTACT DETAILS**

Level 16, 61 Lavender Street  
 Milsons Point NSW 2061  
 AUSTRALIA  
 Telephone +61 2 9409 3670  
 Investor Services 1800 ARDENT  
 Fax +61 2 9409 3670  
[www.ardentleisure.com.au](http://www.ardentleisure.com.au)

**REGISTRY**

c/- Link Market Services Limited  
 Level 12, 680 George Street  
 Sydney NSW 2000  
 Locked Bag A14  
 Sydney South NSW 1235  
 Telephone 1300 720 560  
[registrars@linkmarketservices.com.au](mailto:registrars@linkmarketservices.com.au)

**Ardent Leisure Trust**  
 ARSN 093 193 438  
**Ardent Leisure Limited**  
 ABN 22 104 529 106  
**Ardent Leisure Management Limited**  
 ABN 36 079 630 676  
 (AFS Licence No. 247010)



Our management team has focused heavily upon the quality of customer experience, while expanding our product offer, particularly in the Food and Beverage category. This formula has delivered consistently strong results across all centres and provides the foundation for significant portfolio expansion across the USA, the world's largest leisure market."

"During the period our first centre outside Texas, in Tempe, Arizona, opened in November 2013. In addition, six new sites have been secured, ensuring that the Group is on track to meet its growth target of 19 operational centres operational by the end of the 2015 financial year. Negotiations are also advancing on a further four sites for FY16 openings."

January 2014 revenues of US\$7.8 million continued the positive trend, being up 23.2% on January 2013, with constant centre revenue growth accelerating to 6.6%.

**Health Clubs**

Goodlife Health Clubs recorded a 27.4% lift in total revenue to \$80.0 million, with EBITDA up 19.3% to \$16.3 million. The result reflects a continuation of stable growth in the constant centre portfolio (where revenues grew by 2.2% and earnings before property costs grew by 4.4%) and the full half year contribution from the 19 Fenix and Fitness First clubs acquired in October/ November 2012. The group now represents a strong national brand, with presence across the majority of Australian states.

During the period a new club opened in Preston, VIC ahead of schedule with positive trading results. This club incorporates a number of new programs including virtual group fitness classes, to enhance the member value proposition and these offerings will progressively be rolled out across the broader portfolio.

January 2014 revenues of \$13.4 million have maintained the positive trend, being up 6.6% on January 2013, with constant centre revenues up 5%.

**Theme Parks**

The Theme Park division recorded total revenues of \$55.8 million for the period, being largely in line with the prior period. Strong margin improvement saw an EBITDA of \$20.7 million being recorded, representing an increase of 5.2% on prior period EBITDA.

The popularity of annual unlimited passes and strong support from the local market saw attendances grow by 13.7%. Higher return entries from unlimited passes positively impacted the guest value proposition, however led to a corresponding reduction in per cap spend of 12.3%.

The Theme Park Capital campaign, undertaken in conjunction with Village Roadshow and the Queensland Government, has increased destination awareness, particularly from the southern states of Australia and New Zealand. This campaign will continue with a retail focus in the second half of the financial year.

For personal use only

**CONTACT DETAILS**

Level 16, 61 Lavender Street  
 Milsons Point NSW 2061  
 AUSTRALIA  
 Telephone +61 2 9409 3670  
 Investor Services 1800 ARDENT  
 Fax +61 2 9409 3670  
[www.ardentleisure.com.au](http://www.ardentleisure.com.au)

**REGISTRY**

c/- Link Market Services Limited  
 Level 12, 680 George Street  
 Sydney NSW 2000  
 Locked Bag A14  
 Sydney South NSW 1235  
 Telephone 1300 720 560  
[registrars@linkmarketservices.com.au](mailto:registrars@linkmarketservices.com.au)

**Ardent Leisure Trust**  
 ARSN 093 193 438  
**Ardent Leisure Limited**  
 ABN 22 104 529 106  
**Ardent Leisure Management Limited**  
 ABN 36 079 630 676  
 (AFS Licence No. 247010)



The campaign helped deliver growth in January attendance of over 20% with revenue of \$13.0 million, up 7.1% on the prior period.

Investment in new product and product innovation saw Dreamworld receive the Queensland Best Major Tourist Attraction Award in December 2013.

A lower Australian dollar exchange rate and the highly competitive domestic airfare market will provide further support to the Gold Coast destination in attracting domestic visitation.

**Bowling**

The Bowling division recorded total revenues of \$59.2 million, reflecting a 0.7% increase on prior period revenues. An EBITDA of \$8.7 million was recorded, reflecting a 9.4% increase on prior period EBITDA.

After a soft first quarter, the Bowling division recorded an improvement in trading results through an ongoing focus upon customer experience and enhanced value offers during school holiday periods.

Operational efficiency reviews, procurement initiatives and IT process solutions helped deliver margin improvement to 35.5% against 33.4% in the prior half year. New sites at Liverpool and Penrith continue to outperform traditional bowling centres, due to greater product diversity which will progressively be included in existing centres as part of ongoing portfolio upgrades.

January 2014 revenues of \$10.9 million were down 5.5% on January 2013, due to heatwave conditions in southern states and some initial impact of 'Wet 'n' Wild' Sydney in a number of Western Sydney centres.

**Marinas**

d'Albora Marinas recorded total revenues of \$11.2 million marginally ahead of the prior period. An EBITDA of \$5.0 million was recorded, against the prior period EBITDA of \$5.2 million.

The d'Albora portfolio continues to benefit from strong occupancies as a result of premium locations in Australia's most popular waterways. Land revenues recorded a minor decline of 2.1% during the period, as a result of rent negotiations on a small number of tenancies, whilst fuel revenues grew 5.6% representing more favorable summer weather conditions. A focus on ensuring customers maximise their enjoyment from boating remains a core objective to drive customer retention and build occupancy, particularly in the winter months.

**Capital Management**

The Group continues to maintain low gearing at 31.8%, with over \$100 million of available debt capacity.

The re-negotiation of debt facilities in the past financial year has provided an increased US\$ debt facility and has allowed the Group to benefit from highly competitive US\$ interest rates.

For personal use only

CONTACT DETAILS

Level 16, 61 Lavender Street  
Milsons Point NSW 2061  
AUSTRALIA  
Telephone +61 2 9409 3670  
Investor Services 1800 ARDENT  
Fax +61 2 9409 3670  
[www.ardentleisure.com.au](http://www.ardentleisure.com.au)

REGISTRY

c/- Link Market Services Limited  
Level 12, 680 George Street  
Sydney NSW 2000  
Locked Bag A14  
Sydney South NSW 1235  
Telephone 1300 720 560  
[registrars@linkmarketservices.com.au](mailto:registrars@linkmarketservices.com.au)

**Ardent Leisure Trust**  
ARSN 093 193 438  
**Ardent Leisure Limited**  
ABN 22 104 529 106  
**Ardent Leisure Management Limited**  
ABN 36 079 630 676  
(AFS Licence No. 247010)



---

## Strategy and Outlook

Ardent Leisure will continue to drive organic growth by offering enhanced customer experiences, with improved value, while further refining operational efficiencies.

The Group's ongoing focus on our four operational pillars of Customer, People, Volume and Efficiency are being driven by IT and digital solutions that deliver effective customer recruitment and retention, staff engagement and operational efficiency solutions. As a result, online sales continue to grow strongly across all divisions offering greater convenience for customers, while lowering the costs of consumer marketing and engagement strategies.

Yours faithfully

Alan Shedden  
Company Secretary

For further information please contact:

Greg Shaw  
Chief Executive Officer  
Phone: +61 (0)2 9409 3671  
Mobile: +61 (0)419 727 152

Richard Johnson  
Chief Financial Officer  
Phone: +61 (0)2 9409 3672  
Mobile: +61 (0)407 880 181

Ardent Leisure Group is a specialist operator of leisure and entertainment assets across Australia, New Zealand and the United States. The Group operates Dreamworld, WhiteWater World, SkyPoint, SkyPoint Climb, d'Albora Marinas, AMF and Kingpin bowling centres and Goodlife fitness centres across Australia and New Zealand. The Group also operates the Main Event family entertainment centres in the United States. For further information on the Group's activities please visit our website at [www.ardentleisure.com.au](http://www.ardentleisure.com.au)

For personal use only