

Tivoli Gardens Copenhagen Presentation at Finlandia Hall, Helsinki 2 March 2010

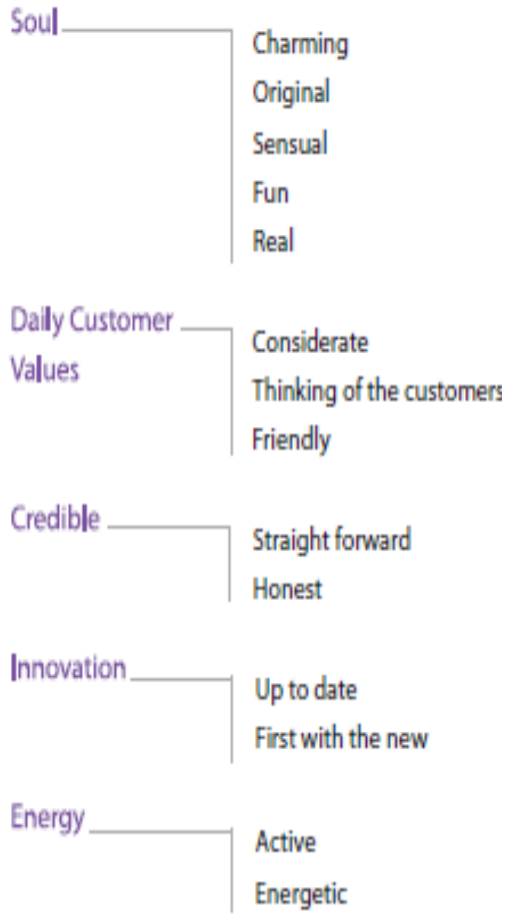
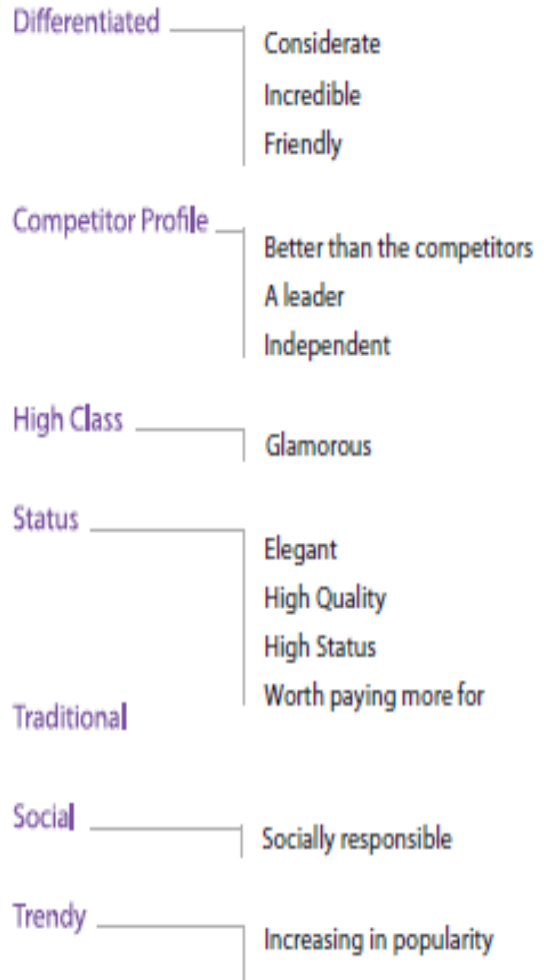
Vicepresident Finn Sture Madsen

Let us introduce and entertain you....

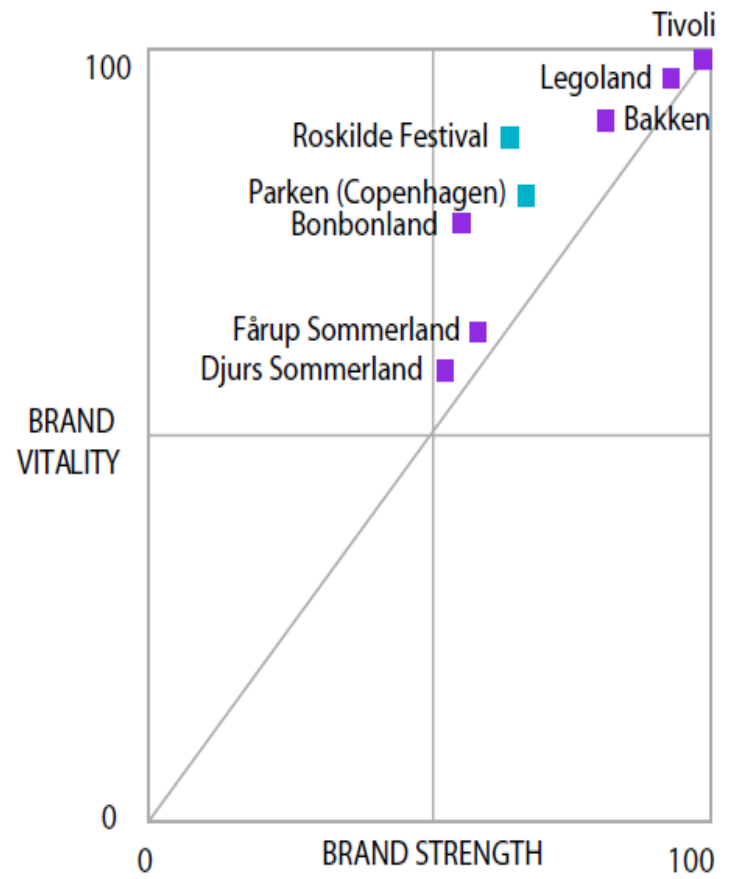


Tivoli as brand.....

Age groups 15-39 & 40+ (no children)
Copenhagen



- Amusement Parks
- Others



Brand Strength
Opinion and dominance.
The historical strength of the brand.

Brand Vitality
Differentiation and relevance.
The brand's growth potential.



Tivolis is a business....

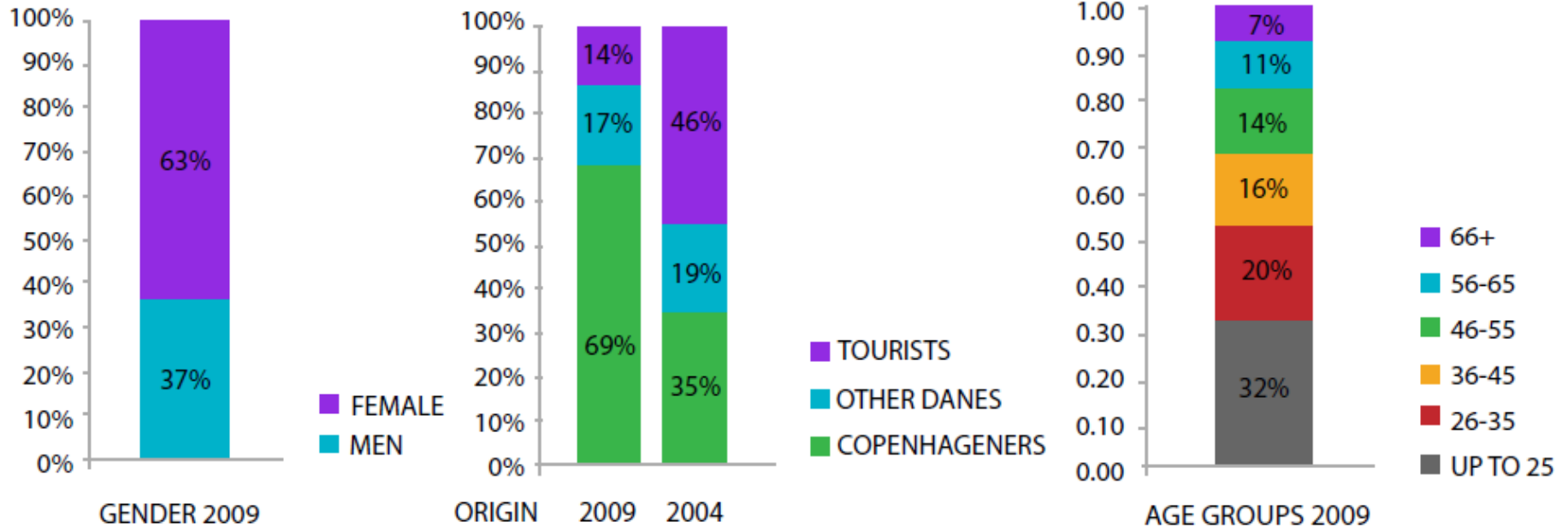
	08	07/08	06/07	05/06	04/05
Revenue	569.3	581.7	579.8	467.2	463
Growth	-2%	0%	24%	1%	
EBITDA	134.7	100.7	116.3	104.8	111.5
Margin	24%	17%	20%	22%	24%
EBIT	90.3	37.1	56.9	52	51
Margin	16%	6%	10%	11%	11%
Assets	898.1	890.80	804.20	709.00	605.60
Equity	580.5	535.80	524.70	495.80	466.70
Invested Capital	757.9	784.5	713.1	609.1	524.1
Growth	-3%	10%	17%	16%	
NIBD	289.8	223.8	260.1	200.6	
Number of Employees	818	695	688	476	461
ROIC	12%	5%	9%	9%	10%
ROCE	16%	7%	11%	11%	11%

9 month:

From 2008 the financial report have been adjusted to a calendar year.

Tivoli Demographics

TIVOLI'S DEMOGRAPHICS



Focus on 5 guest segments

- Families with children
- "Friday rockers"
- Business segment
- The cultural interested
- Tourists



...but still a garden for everyone (or 4 mio. of them!)



How? -

Its all about balancing between.....

- Tradition and innovation
- Being a Danish cultural icon and an international brand
- Being cultural elitist and popular feasible.



Tradition and innovation

Case: New rides – and old favorites...



Tradition and innovation

Case: New seasons and programming: Halloween



Tradition and innovation

Case: New seasons Christmas



E:\Finlandia Hall
presentation\Jultivol

How to balance between being an national icon – and international brand

- Avoid becoming a tourist trap – Tivoli is a place where tourists meets the Danes, which is its unique attraction.
- To be a program park – as opposed to a theme park.
 - Rides and attractions
 - Rockfestival, Jazz Festival and events every weekend.
 - High end restaurants
 - Cultural investments
 - Tivoli Season Pass with more than 300.000 passholders.

How to balance between being an national icon – and international brand?

- Case: Transformation Nimb

Nimb



How to balance between being an national icon – and international brand



How? By balancing being cultural elitist and commercially feasible

- Programming – i.e. rock Friday night, jazz Saturday evening, classical music weekdays evenings.
- Using the 3 orchestras - Tivoli Symphony Orchestra, Tivoli Big Band and Tivoli Boys Guard for maximum synergy.
- Cultural events creates turnover for Tivoli restaurants and branding.
- Sponsors
- Friday Rock is Denmark's biggest music festival with more than 700.000 unique visitors

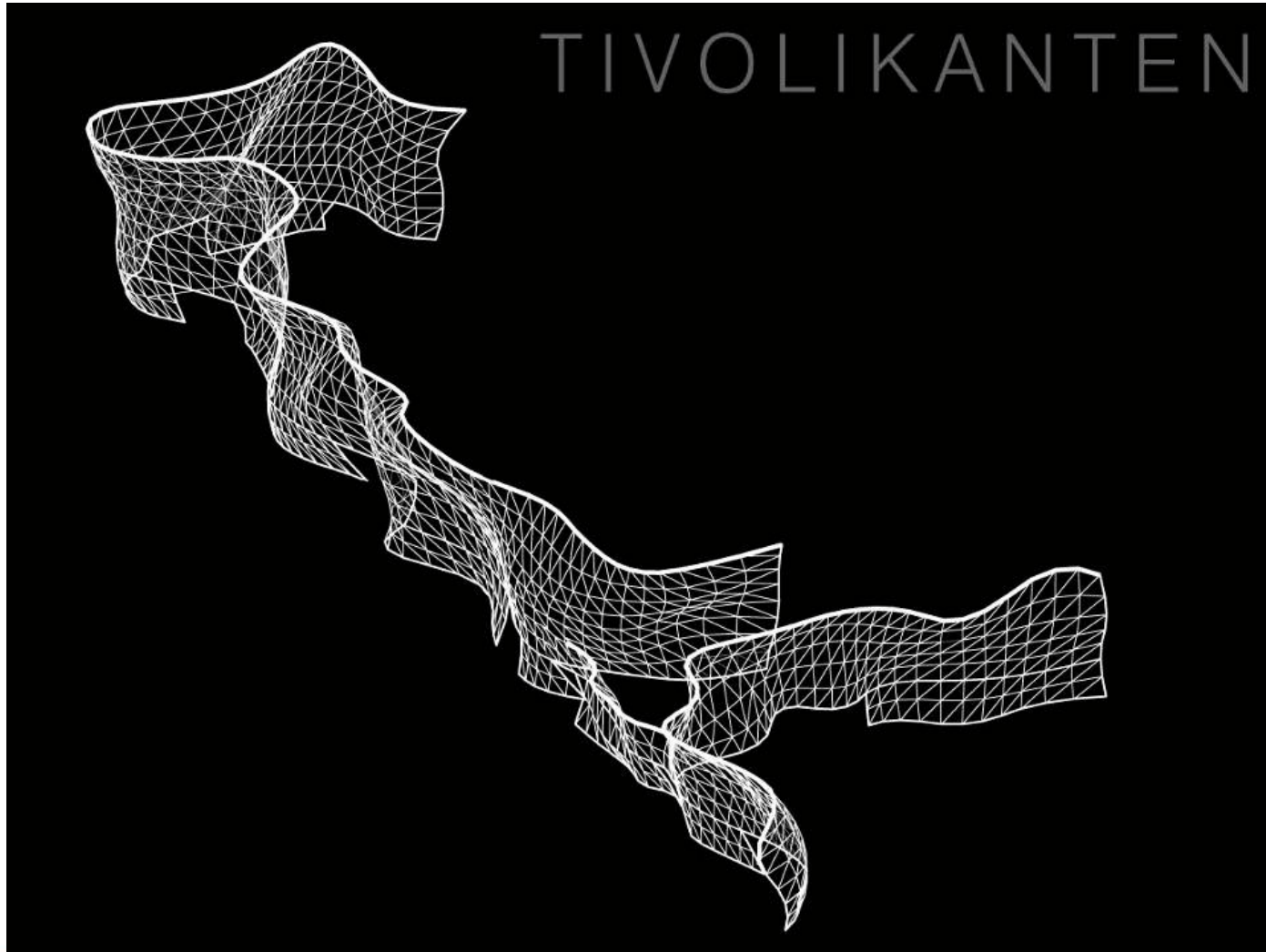


How ? Its all about the people....

Treat your employees like you want them to treat your guests



Future for Tivoli



- Tivoli Edge project bringing:

- Tradition and innovation

- Being a Danish cultural icon and an international brand

- and creating a new centre in Copenhagen for retail, restaurants and leisure activities while staying true to Tivolis values.

- Architect: Pei, Cobb & Freed, NY, USA.

- Project is scheduled to start in 2011.



- Questions?