Investor Presentation

March 2015



The **Marcus** Corporation



# the marcus® corporation

### **Forward Looking Statement**

Certain matters discussed in this presentation are "forward-looking statements" intended to qualify for the safe harbors from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements may generally be identified as such because the context of such statements include words such as we "believe," "anticipate," "expect" or words of similar import. Similarly, statements that describe our future plans, objectives or goals are also forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties which may cause results to differ materially from those expected, including, but not limited to, the following: (1) the availability, in terms of both quantity and audience appeal, of motion pictures for our theatre division, as well as other industry dynamics such as the maintenance of a suitable window between the date such motion pictures are released in theatres and the date they are released to other distribution channels; (2) the effects of adverse economic conditions in our markets, particularly with respect to our hotels and resorts division; (3) the effects on our occupancy and room rates of the relative industry supply of available rooms at comparable lodging facilities in our markets; (4) the effects of competitive conditions in our markets; (5) our ability to achieve expected benefits and performance from our strategic initiatives and acquisitions; (6) the effects of increasing depreciation expenses, reduced operating profits during major property renovations, impairment losses, and preopening and start-up costs due to the capital intensive nature of our businesses; (7) the effects of adverse weather conditions, particularly during the winter in the Midwest and in our other markets; (8) our ability to identify properties to acquire, develop and/or manage and the continuing availability of funds for such development; and (9) the adverse impact on business and consumer spending on travel, leisure and entertainment resulting from terrorist attacks in the United States or incidents such as the tragedy in a movie theatre in Colorado in July 2012. Shareholders, potential investors and other readers are urged to consider these factors carefully in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements made herein are made only as of the date of this presentation and we undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

# the marcus corporation

### MCS MSNED NYSE.

## **Company Overview**

- A leader in lodging and entertainment
- LTM Revenues: \$476M
- LTM EBITDA: \$89M
- Strong senior management team
- Market Cap: ~\$556M (as of 3/19/15)





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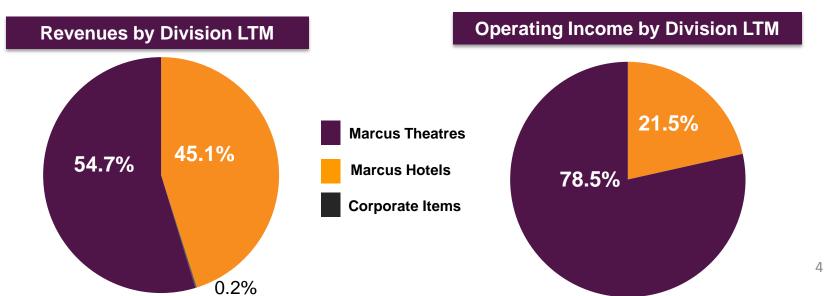
### A Leader in Lodging & Entertainment



- Fifth largest U.S. exhibitor
- 685 screens at 55 locations in 7 states



- Portfolio of 20 distinctive properties
- Manage ~5,200 rooms in 11 states



# the marcus® corporation

### **Investment Thesis**

#### **Diversified Business Platform**

- Proven expertise in two distinct business segments
- Theatres steady growth, resilient, promising 2015-2016 film slate; Hotels recovery continues
- Long-term track record of success

#### Strong Market and Financial Position

- Theatre investments and marketing driving industry outperformance
- Theatres and hotels both leaders in their respective markets and industries
- Conservative capitalization; liquidity to fund future growth; "capital-light" hotel growth strategy
- Significant real estate assets; hotel monetization opportunities

#### Return of Capital to Shareholders

- Increased annual cash dividend rate 11.8% to \$0.38 per share effective 5/15/14; Yield 1.9% (as of 2/26/15)
- Special dividends in 2006 (\$7.00) and 2012 (\$1.00)
- Repurchased over 3.9 million shares in last five fiscal years
- Total return to shareholders has averaged 27% over the last three fiscal years; 25% in F2015 YTD



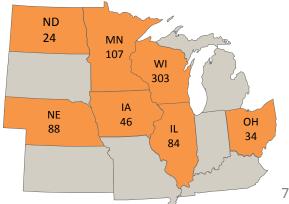
### By the Numbers

- 83% of screens are in states where Marcus is the #1 or #2 player among our peers
- 12.5 screens per location
- Digital cinema in 100% of first-run screens
- Digital 3D capability at 31% of first-run screens including 90% of *Ultra*Screens®
- Acquired more than 230 screens over the past 8 years; increased screen count by 36%
- Will have invested nearly \$90 million over last two years in recliner seating, largeformat screens, expanded food and beverage concepts and a new flagship theatre; more investments planned
- Division president/CEO with 34 years of industry experience

#### **Marcus Theatres by Location**

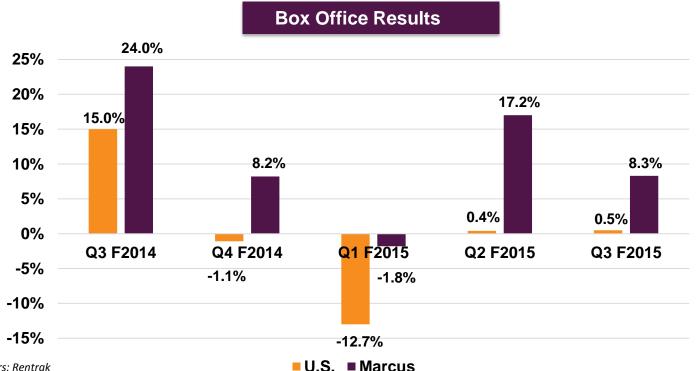


#### **Marcus Theatres by Screen**



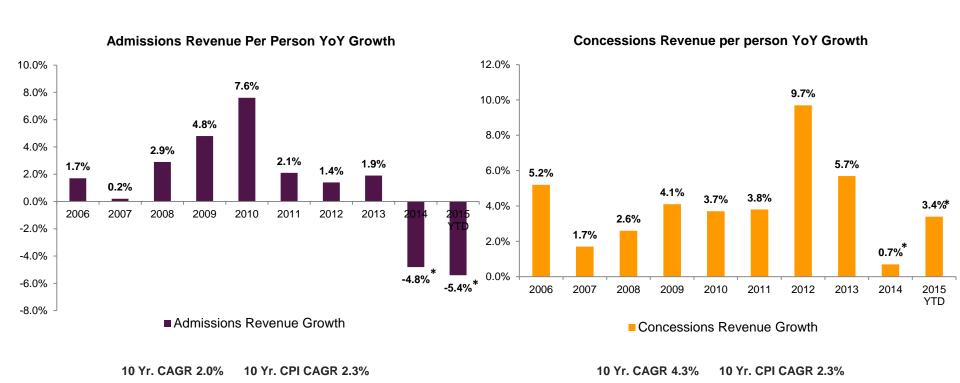
### By the Numbers

- Outperformed the industry in last five fiscal quarters by approximately 8-17 percentage points each quarter
- Only circuit in the U.S. Top 10 to report increased box office revenues for F2015 YTD
- Regardless of the strength of the movies in any given quarter, our goal is to outperform the national numbers



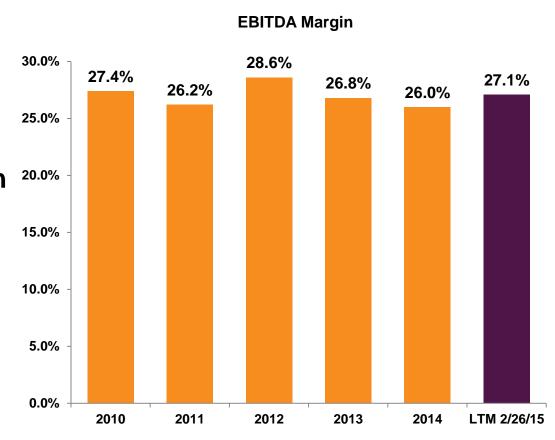
### By the Numbers

# Stable and continuous revenue growth in concession and ticket revenue per person over the past 10 years



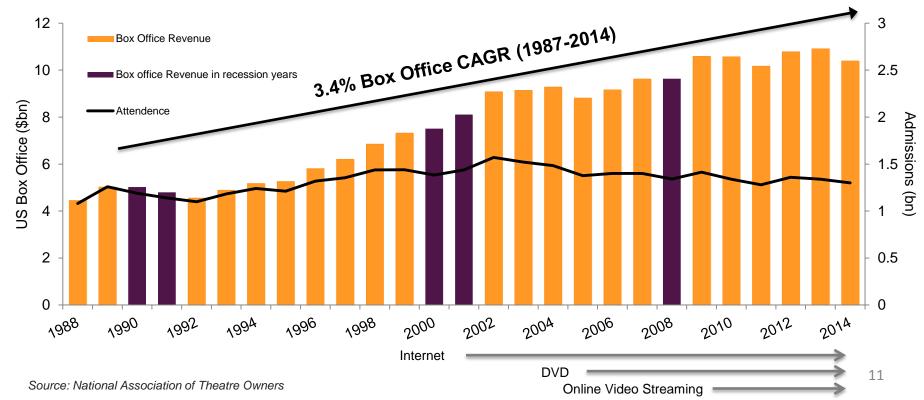
### By the Numbers

- Stable industry-leading EBITDA margins
- Consistently stronger than larger competitors (AMC, Carmike, Regal and Cinemark have been in the 16-22% range)

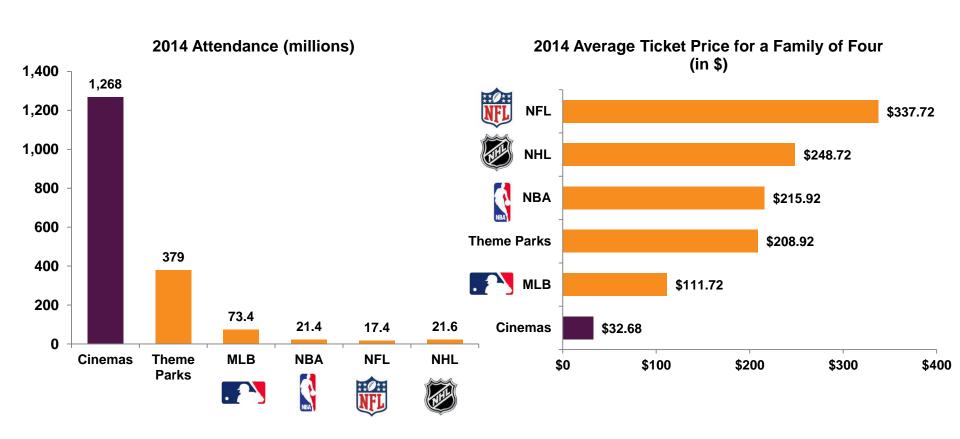


#### **Domestic Attendance & Box Office**

- North American attendance down 5.6% in 2014 following a 1.3% decrease in 2013 and 6.3% increase in 2012.
   Marcus Theatres attendance up 13.9% for F2014 and up 12.8% for F2015 YTD.
- Box office revenues in North America declined to \$10.4 billion in calendar 2014 compared to \$10.9 billion in 2013 and \$10.8 billion in 2012. Marcus Theatres box office up 8.6% for F2014 and up 6.7% for F2015 YTD.
- Resilient growth during recessions

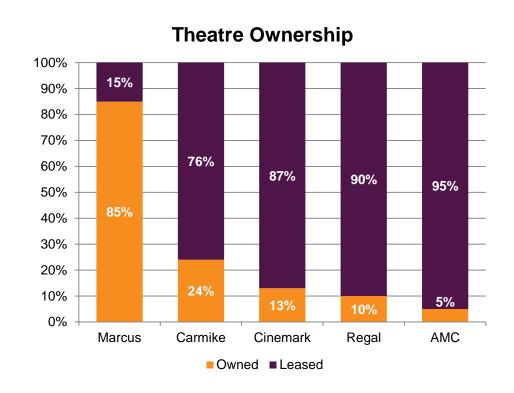


#### **Best Entertainment Value**



### **Unique Real Estate Ownership Profile**

- Real estate ownership profile sets us apart
- Own 85% of our theatres keeping rental expenses at a minimum and distinguishing ourselves from the industry standard of leased theatres
- Real estate portfolio provides a strategic advantage through the ability to quickly react to changing theatre trends



### **Growth Strategies**





Enhance
Operating &
Marketing
Strategies



**Engage with Customers** 



Pursue
Expansion
Opportunities

### **Grow Revenues & Expand Audience**

### **Invested Nearly \$90 Million in Existing Assets**

#### In the last two years we will have:

- Added DreamLounger<sup>st</sup> premium recliner seating to 12 theatres
- Increased number of large screen formats in the circuit to 24: 16 UltraScreen DLX® (DreamLounger eXperience); 7 traditional UltraScreens; 1 SuperScreen
- Added Big Screen Bistros<sup>®</sup> to three theatres; five theatres total
- Added Take Five® Lounges to 10 theatres; 14 theatres total
- Added Zaffiro's® Express to 11 theatres; 15 theatres total
- Opened a new state-of-the-art theatre with all of these amentities in one location





### **Grow Revenues & Expand Audience**

#### **Transforming the Way You See Movies**

- DreamLounger<sup>™</sup> premium, luxurious recliner seating:
  - State-of-the-art oversized recliners
  - Ultimate in comfort; double the legroom
  - Requires full auditorium remodels to accommodate 7 feet of legroom
  - 12 theatres in six states; 187 auditoriums (by May 2015)
  - In nearly 23% of theatres and 28% of screens (by May 2015); highest percentages among the top chains
  - Tremendous positive customer feedback; increased attendance
  - Continued expansion planned





### **Grow Revenues & Expand Audience**

#### **Transforming the Way You See Movies**

- UltraScreen DLX® Conversions:
  - Bringing the best in premium, largeformat presentation to moviegoers
  - Combines:
    - Screens up to 70 feet wide, three stories tall
    - Dolby<sup>®</sup> Atmos<sup>®</sup> multidimensional sound
    - DreamLounger recliner seating
  - All reserved seating, premium pricing
- 16 UltraScreen DLX screens and 7 traditional UltraScreens available in over 40% of first-run theatres (by May 2015); additional conversions planned





### **Grow Revenues & Expand Audience**

**Signature Food & Beverage Concepts** 







- Relaxing, social gathering place
- Variety of chef-inspired menu offerings and full bar
- TV screens for watching sports and events at some locations
- 14 locations (by June 2015)

- Full-service, in-theatre dining auditoriums
- Chef-prepared menu, concessions and cocktails delivered to customer's reserved seat by friendly waitstaff
- 5 locations (1 managed)

- Lobby dining amenity
- Freshly prepared Thincredible™ pizza, sandwiches, salads & desserts
- 15 locations (by June 2015)







### **Grow Revenues & Expand Audience**

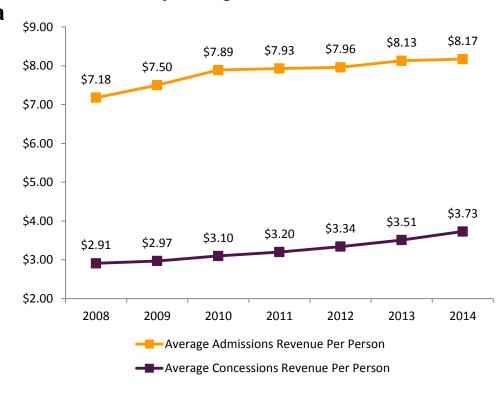
#### **Admissions Revenue**

- Admissions revenue per person is a function of the local markets
- Consistent and stable growth in admissions revenue despite economic conditions
- Most Marcus theatres are located in lower-priced Midwest locations

#### **Concessions Revenue**

- Concession sales per capita and revenues as a percent of box office receipts best in the U.S.
- Innovative food & beverage concepts contribute to industryleading numbers

#### **Industry Average Revenue Per Person**



Note: There are no published industry averages for Average Concessions Revenue Per Person. The chart data is an estimate compiled by us using publicly available data 19 from the four biggest U.S. Movie Theatre chains (Regal, AMC, Cinemark, Carmike)

### **Enhance Marketing & Operating Strategies**

#### **Value Pricing Promotions**

- \$5 Tuesday promotion aimed at mid-week value customers
- Outstanding response has created another weekend day without impacting regular weekend attendance
- Contributed to outperformance of the industry in past five quarters
- Win-win-win for customers, studio partners and us
- Other promotions include \$5
   Student Thursdays, Ladies Night and Young at Heart®





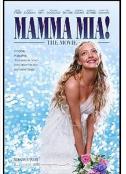
### **Enhance Marketing & Operating Strategies**

#### **Alternate Programming and Indie Focus**

- Theatre Entertainment Network™ offers weekday alternate programming at 30 locations including live sports, concerts, classic movies & genre-specific films
- Indie Focus offers the best art and independent films











### **Engage with Customers**

#### **Magical Movie Rewards**

- Launched Magical Movie Rewards<sup>®</sup> in March 2014; reached 1,000,000 members in less than one year
- Benefits include:
  - Earn points for each dollar spent
  - Rewards redeemable at the box office, concession stand or signature food and beverage venues
  - Free popcorn on \$5 Tuesdays
  - No fees for online or mobile ticketing
  - Exclusive screening opportunities
  - Unique concessions offers
- Using data from Movio to understand customer preferences and habits and target rewards and promotions
- Promote special programming and series





### **Engage with Customers**

#### **Connecting Directly with Patrons**

- Engage with moviegoers 24/7 about movies, events, special promotions, polls, contests and more
- Mobile app platform offers enhanced features including:
  - Find a theatre
  - View trailers
  - Purchase tickets
  - Select reserved seat
  - Avoid printing a ticket
  - Access Magical Movie Rewards program
- 231,688 Facebook fans; 8,000+ Twitter followers







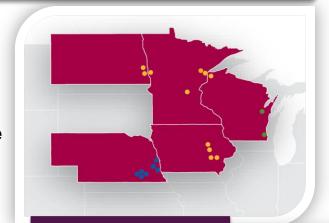






### **Pursue Expansion Opportunities**

- Added more than 230 screens over the past 8 years; increased screen count 36%
- Will pursue opportunistic acquisitions where we could leverage our innovative strategies to grow attendance
- Built a presence in the Midwest
- New 12-screen theatre in Sun Prairie, Wis. opening April 30
- Will offer:
  - Reserved DreamLounger seating in every auditorium
  - Two UltraScreen DLX auditoriums
  - Four Big Screen Bistro auditoriums
  - Zaffiro's Express & Take Five Lounge
- Replaces older 16-screen theatre nearby





### **Movie Outlook**

#### Remainder of Fiscal 2015 and Summer

































### **Movie Outlook**

#### **Encouraging 2015 & 2016 Film Slate**

#### Second Half 2015 Film Slate

- Fantastic Four
- The Man from U.N.C.L.E.
- Maze Runner 2
- Hotel Transylvania 2
- The Peanuts Movie
- Spectre (James Bond)
- Hunger Games Mockingjay 2
- The Good Dinosaur
- The Martian
- Sisters
- Star Wars 7









#### 2016 Film Slate

- Divergent: Allegiant Part 1
- Superman vs Batman
- Captain America 3
- Alice in Wonderland 2
- X-Men: Apocalypse
- Finding Dory
- Independence Day 2
- Star Trek 3
- Ice Age 5
- Ghostbusters
- Planet of the Apes 3
- Next Bourne Chapter

innovate. invest. inspire.



### **Diverse Portfolio**

#### Company majority-owned properties:





















### **By The Numbers**

- Nine company majority-owned and operated properties
- Manage 11 properties for other owners
- Own or manage ~5,200 rooms
- Invested over \$80M in existing hotels over the past six fiscal years
- Recently oversaw \$24M in renovations at new managed properties

#### **Marcus Hotels Locations**

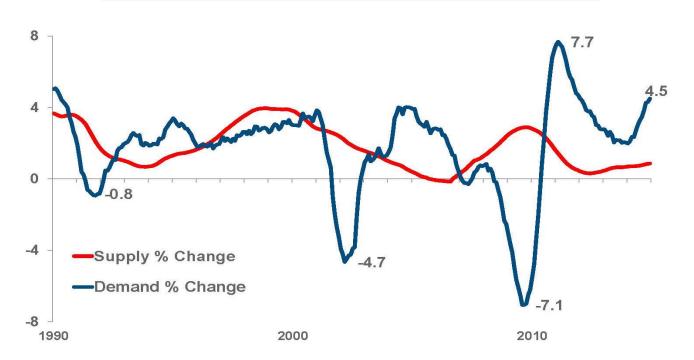
(Owned and/or managed)



### **Industry Performance**

#### Supply/demand imbalance driving strong performance

#### **Supply and Demand Change**

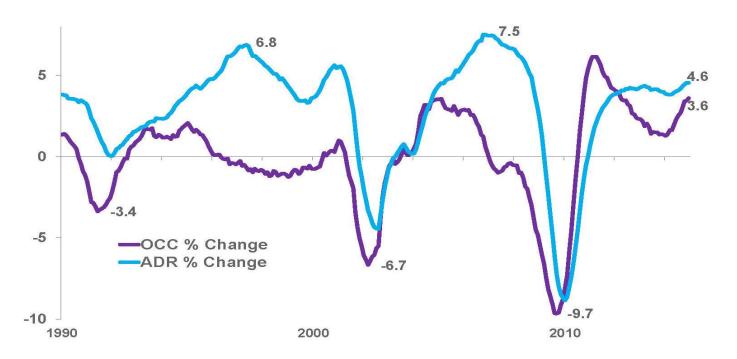




Total U.S., Supply & Demand % Change, 12 MMA 1/1990 - 12/2014

### **Industry Performance**

- Occupancy rates at historic highs on an annualized basis
- ADR increasing but not back to historic levels



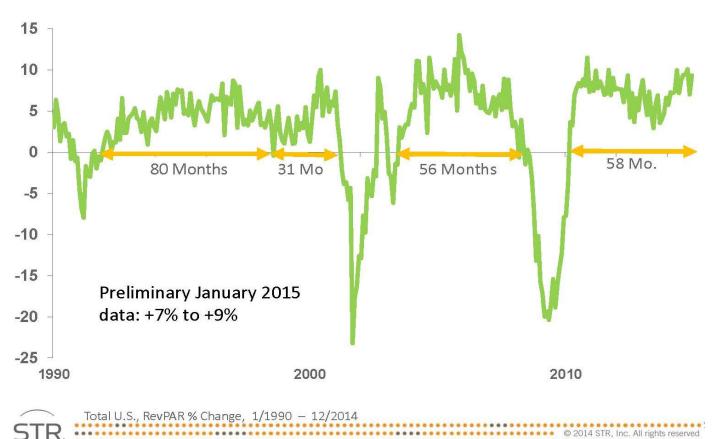


Total U.S., ADR & OCC % Change, 12 MMA 1/1990 - 12/2014

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### **Industry Performance**

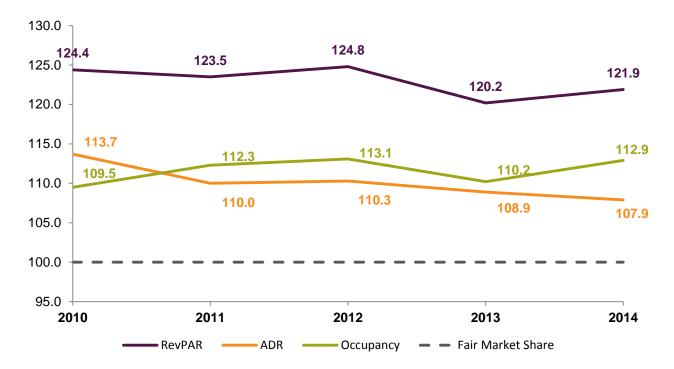
Positive RevPAR Growth for the Foreseeable Future



### **Industry Performance**

 Marcus Hotels & Resorts has exceeded the fair share of its respective markets in terms of RevPAR, ADR and Occupancy

#### Marcus Owned Market Share<sup>(1)</sup>



### **Industry Performance**

### Monetization opportunities:

- Continued upward trend in hotel market values
- Upper upscale hotels showed strong value increase of 7% in 2014
- Book value of hotel assets is approximately \$325M, or approximately \$115,000 per room
- Evaluating individual hotel assets for monetization; considerations include income taxes, ability to continue managing, individual market conditions, pricing

Year	Value per Room	Annual % Change
<u>Overall</u>		
2009	\$76,457	-18%
2010	78,326	2%
2011	87,952	12%
2012	98,322	12%
2013	106,957	9%
2014	114,334	7%
_uxury		
2009	253,083	-22%
2010	263,762	4%
2011	290,380	10%
2012	323,943	12%
2013	354,482	9%
2014	377,498	7%
Jpper Upscal	<u>e</u>	
2009	134,460	-19%
2010	136,893	2%
2011	151,163	10%
2012	167,466	11%
2013	181,075	8%
2014	192,818	7%
 Jpscale		
2009	92,028	-19%
2010	92,721	1%
2011	106,429	15%
2012	117,935	11%
2013	127,953	9%
2014	136,535	7%

Source: Penn State index of U.S. Hotel Values 2014

### **Growth Strategies**



Acquire Additional Properties



Add New Management Contracts



Enhance Existing Assets



Maximize
Competitive
Advantages

### **Acquire Additional Properties**

### MCS Capital:

- Serves as an investment fund sponsor, joint venture partner or sole investor
- Acquired properties can be managed by Marcus Hotels
- Led by experienced industry executive with seasoned team of professionals

#### **Westin Atlanta Perimeter North**



#### The Cornhusker, A Marriott Hotel



#### **Add New Management Contracts**



- Added 931 rooms in F2013- F2015 YTD:
  - Managing the Heidel House Resort & Spa in Green Lake, Wis.
  - 73% majority owner of The Cornhusker, A Marriott Hotel, in Lincoln, Neb.
  - 11% interest in the Westin Atlanta
     Perimeter North in suburban Atlanta,
     Ga.
  - 10% interest in The Hotel Zamora in St. Pete Beach, Fla.
- Oversaw multi-million dollar renovations at The Cornhusker and Westin Atlanta
- Comprehensive portfolio of services hotel owners and developers need; proven track record
- Ability to make small equity investments in managed properties

#### Enhance Existing Assets

AC

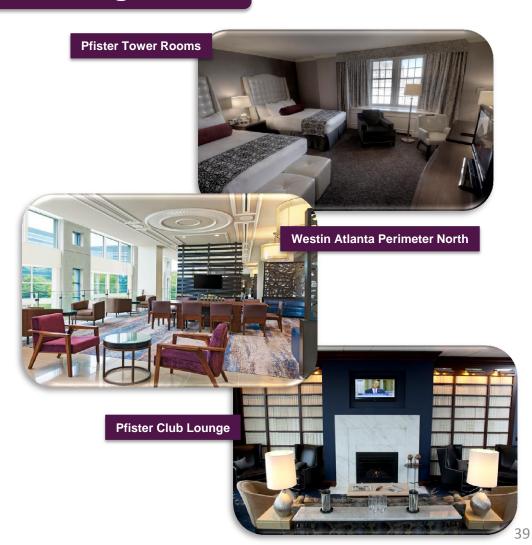
- Converting Four Points by Sheraton Chicago Downtown/Magnificent Mile into one of the first AC Hotels by Marriott in the U.S.
- Inspired by the fashion houses of Spain; European urban lifestyle brand; contemporary look and feel
- Latest amenities and technology for the savvy traveler
- Will feature an AC Lounge, AC Library, AC Fitness and AC Breakfast
- Opening May 2015





#### **Enhance Existing Assets**

- Major renovation of 176 tower guest rooms at The Pfister completed; final phase of multi-year, multi-million dollar renovation
- Completed major renovations at The Cornhusker Hotel and Westin Atlanta Perimeter North totaling \$24M
- New Club Lounges at the The Pfister Hotel and Grand Geneva Resort & Spa
- Enhanced Miller Time Pub & Grill restaurant concept at the Hilton Milwaukee; introduced second location at The Cornhusker
- Completed major hotel renovation projects at the Hilton Milwaukee, Grand Geneva Resort & Spa, Hotel Phillips and Hilton Madison in last four years



### **Maximize Competitive Advantages**

- Over 50 years of industry experience
- Expertise in management, development, historic renovations, asset repositioning and food & beverage
- Portfolio of leading brands including Hilton, IHG, Marriott & Starwood
- Strong balance sheet; well positioned for growth
- Proven track record





- Pfister has maintained AAA Four Diamond status for 39 consecutive years since first introduced in 1976
- 15 of Marcus Hotels' owned and managed properties received the TripAdvisor® 2014 Certificate of Excellence. 12 restaurants and lounges also received the designation in 2014
- Eight hotels earned recognition as Best Hotels in their respective cities and states by U.S. News & World Report in 2013







#### **Maximize Competitive Advantages**

#### **Engaging with Guests**

- Mobile websites for smartphones and tablets; tremendous growth in Facebook and Twitter followers
- Social media team at each property responds to customer comments and online reviews
- Capture customers directly through online search, advertising and email
- Hotel and restaurant loyalty program established in 2008
- Points system rewards repeat customers; data used for targeted marketing



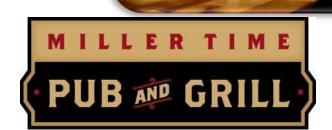


### Maximize Competitive Advantages

#### **Grow Food & Beverage Revenues**

- Food and beverage revenues up 6.1% in F2014 and 3.0% in F2015 YTD
- Expanding successful internally developed restaurant brands and catering & events business
- Reintroduced Miller Time Pub & Grill concept at Hilton Milwaukee and opened second location at The Cornhusker in Lincoln, Neb.





#### Outlook

- Good economic environment needed to sustain upward trends
- Near-term supply growth has been limited
  - Exceptions are the Milwaukee and Oklahoma City markets
- PKF Hospitality Research predicts strong RevPAR growth in 2015 & 2016; shift from record-setting occupancy to growing ADR
- Exploring hotel investments through MCS Capital
- Actively pursuing new management contracts; added highly experienced development executive
- Leveraging experience and complete portfolio of services
- Exploring selected hotel monetization opportunities with goal of retaining management









#### The Corners of Brookfield

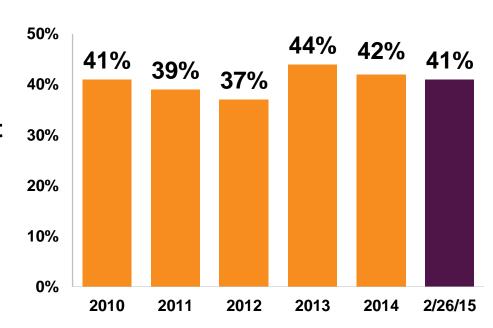
- Initiated \$200 million mixed-use open air development at prime location in suburban Milwaukee including a former theatre site
- Anchored by first Von Maur department store in Wis.
- Led project through concept, design and approval stages
- Entered into JV agreement with majority equity partner with significant retail experience; maintained 10% minority interest
- Contributed land, expect to be reimbursed for predevelopment costs with opportunity for development profit
- Expected spring 2015 groundbreaking; fall 2016 opening



# Conservative Capitalization/ Ample Access to Capital

- Strong and consistent cash flow
- Credit facilities well positioned for growth
- \$136 million of unused credit lines as of 2/26/15
- Debt portfolio at 2/26/15 was 70% fixed/30% variable; average interest rate of 3.9%

#### **Debt/Capitalization Ratio**



inspire

**Summary** 



#### **Shareholder Value Creation**

#### **Long-Term Value Maximization**



- Acquisitions
- New Builds

### Divestitures of Assets

- Sale of Selected Hotels (may retain management)
- Selected Theatre Replacement



### Hotel Expansion

- Joint Ventures
- Management Contracts
- Creation of a Fund

## **Operating Strategies**

- Revenue Enhancements
- Cost Rationalization
- Management



### Reinvestment in Existing Assets

- Hotel & Theatre Renovations
- New Amenities & Features
- F&B Innovations
- UltraScreens, DreamLoungers & UltraScreen DLX

### Capital Structure Strategies

- Share Repurchases
- Dividend Policy
- Balance Sheet Management

### **Company Strengths**

Market leadership with national presence

Long-term track record of continuous growth

Conservative capitalization and ample liquidity to fund both future growth and return of capital to shareholders

Significant real-estate assets

Experienced management team



Investor
Presentation
Appendix





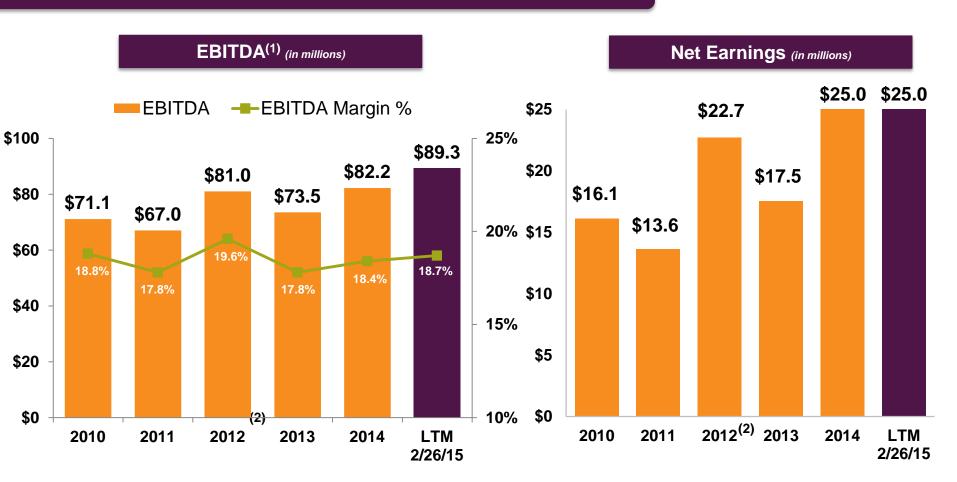
#### **Financial Performance**



<sup>(1)</sup> Legal costs related to the now-settled lawsuits concerning our Las Vegas property totaled approximately \$3.3 million in 2013, \$1.4 million in 2012, \$1.8 million in 2011 and \$1.7 million in 2010.

<sup>(2)</sup> Fiscal 2012 was a 53-week year and operating results benefited from the extra week of operations.

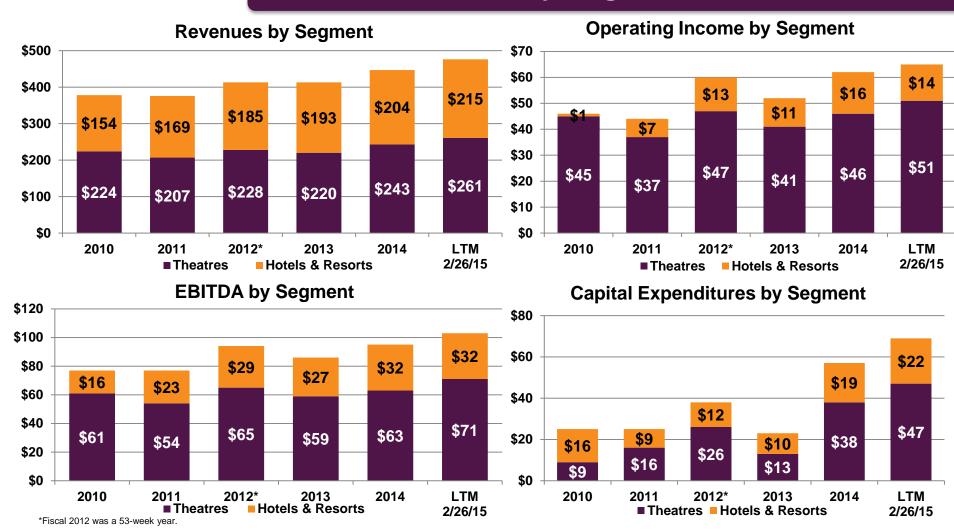
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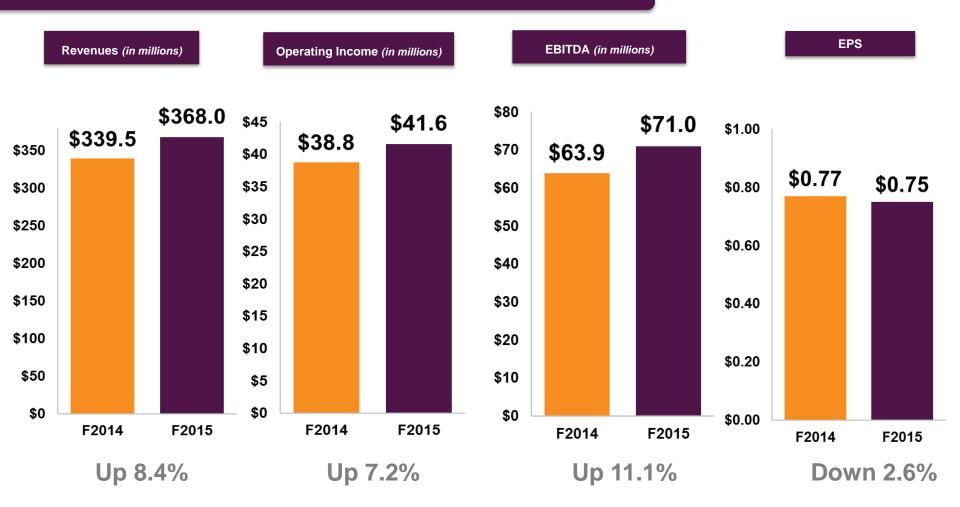
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### **Historical Results by Segment**



#### **First Three Quarters F2015**



### **Highlights – First Three Quarters**

#### **Marcus Theatres**

- Admissions revenues outperformed the industry for fifth consecutive quarter
- Revenues up 9.6%; operating income up 13.3%
- Concession revenues up 16.6%
- New amenities, food and beverage concepts and \$5 Tuesday promotion contributed to box office outperformance

#### **Marcus Hotels & Resorts**

- Achieved record revenues all three quarters; operating income down due to temporary impact of construction for renovation of Chicago property
- RevPAR for comparable company-owned hotels up 6.1% (excluding Chicago)
- Occupancy at historic highs
- Average daily rate up slightly





Investor Presentation

March 2015



