

PEANUTS ***EXPERIENCES***

“It’s a really good thing that
people are different.”

-Charlie Brown
05/19/70



PEANUTS NORTH AMERICA PARTNERSHIPS

Theme Parks



Cedar Fair

27 Million Guests annually

11-parks in North America, all featuring dedicated Camp/Planet Snoopy

Expanding in-park Peanuts presence, including retail, hospitality

Pop-Up Experiences



Search for Snoopy

30,000 square foot, indoor immersive Experience



Virtual & Family Fun Runs

Seasonally-themed "family runs" can be done at any time and anywhere



Snoopy Sports: a modern take on mini-golf

18 imaginative holes over 15,000 square feet

Touring across North America, January 2024

Family Entertainment



A Charlie Brown Christmas, ICE

Rotates among 6-Gaylord Properties



All Systems Are Go!

20-minute Immersive Experience at the Kennedy Space Center

Opened April 2023



Vintage Rail Events

Seasonal-themed railroad events



A Charlie Brown Christmas / Santa's Village

Walk through experience for kids leading to a 'visit with Santa'



A Charlie Brown Christmas, Live

Touring Stage Show In 40 markets

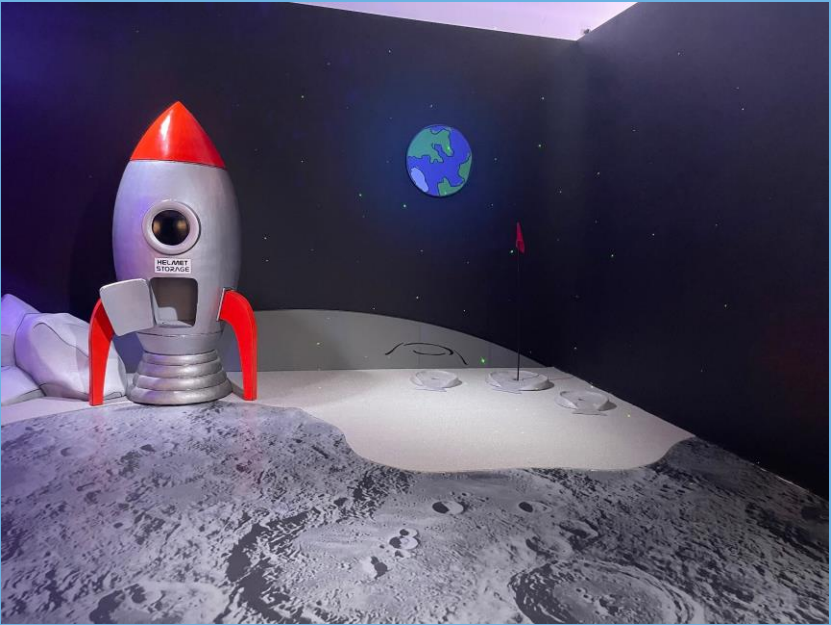
Theme Parks



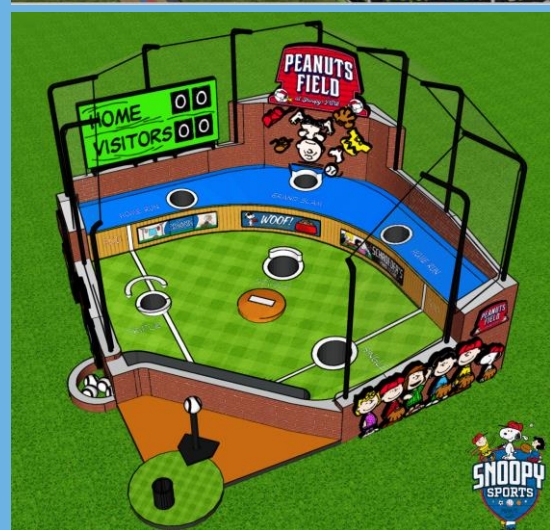
Pop-Up Experiences



Snoopy Persona Spaces from
The Search for Snoopy.



Pop-Up Experiences



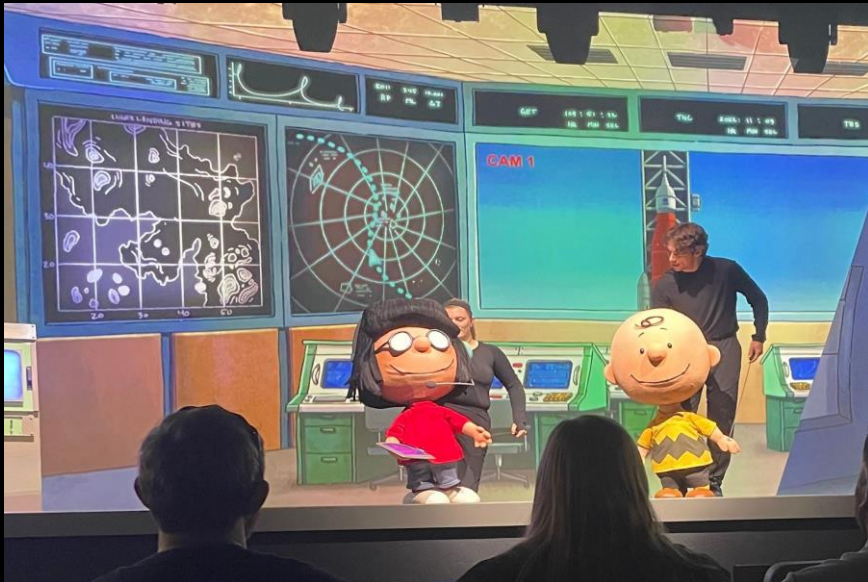
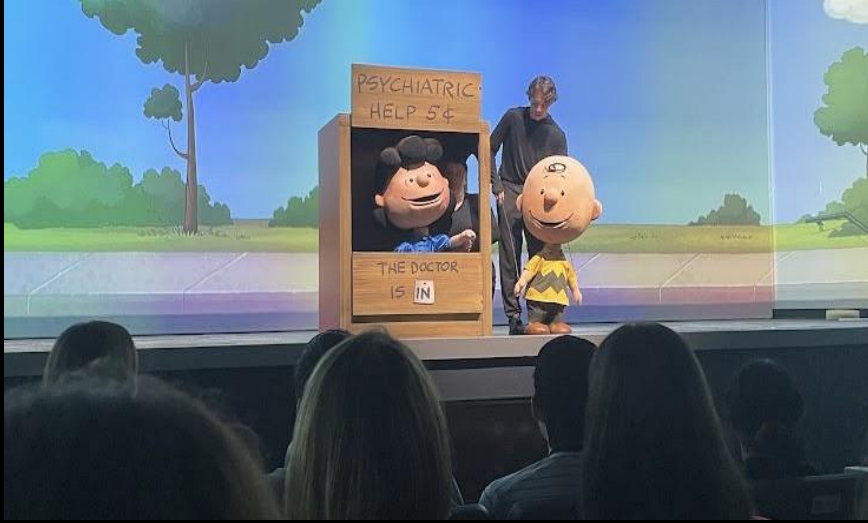
Pop-Up Experiences



Family Entertainment



Family Entertainment



THANK YOU
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