### YOU MAY KNOW US FOR OUR RETAIL BUSINESS....  
Category Leadership Like No Other Specialty Retailer

<table>
<thead>
<tr>
<th>Industry Leader</th>
<th>Party Goods</th>
<th>Crafts</th>
<th>Pet Supplies</th>
<th>Sporting Goods</th>
<th>Home Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stores</td>
<td>~730(^1)</td>
<td>~1,350</td>
<td>~1,430</td>
<td>~750</td>
<td>~2,270</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#2 Player</th>
<th>Party Goods</th>
<th>Crafts</th>
<th>Pet Supplies</th>
<th>Sporting Goods</th>
<th>Home Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stores</td>
<td>NM</td>
<td>~600</td>
<td>~1,400</td>
<td>~200</td>
<td>~1,860</td>
</tr>
</tbody>
</table>

\(^1\) Excludes franchise stores (~180)

Source: Company filings and websites.
...BUT WE ARE SO MUCH MORE
Our unique vertical model sets us apart from other retailers

1. We are the world’s largest designer, manufacturer and distributor of party goods

2. We have a large and growing manufacturing base – primarily located in the USA

3. Our business has several unique barriers to entry
YOU MAY NOT KNOW:
We are the world’s largest designer, manufacturer and distributor of party goods

/ Over a third of our total profits are generated by third party wholesale customers

/ Our products are sold into 100+ countries

/ Over 40,000 retail locations worldwide sell our products:
  / Independent party stores
  / Grocery stores
  / Dollar stores
  / Mass merchants
  / Our own Party City stores

Grocery retailer in the U.K.

Card and gift store
YOU MAY NOT KNOW:
We have a large and growing manufacturing base – primarily located in the USA

We have built a foundation of state-of-the-art manufacturing capabilities prioritizing domestic production…

/ Over 20% of products sold in Party City are self manufactured:
  - Metallic balloons (next page)
  - Paper napkins, plates, cups
  - Plastic plates, cups, bowls
  - Custom injection-molded plastics
  - Costumes
  - Latex balloons
  - Piñatas

/ Our goal is to increase this to 50% self-manufactured product

...and an efficient, world-class sourcing engine

/ Of the products we source internationally, we have been diversifying away from China to take advantage of lower wages and duties in Vietnam, India, Indonesia

/ We are reducing sourcing agents and increasingly going direct to factory
YOU MAY NOT KNOW:
We are the world’s largest manufacturer of metallic balloons (and they’re produced in the U.S.)

Foil balloon industry overview:
/ Anagram has ~60% global market share
/ Anagram sales distribution:
   ▪ International: 35% ; Domestic: 65%
/ Sales of licensed product: >30%
/ Biggest category is Every Day (>80%)
/ Opportunities to expand beyond customary retail channels

Anagram: Our metallic balloon manufacturing facility in MN
Examples of balloon formats
YOU MAY NOT KNOW:
Our business has several unique barriers to entry

Portfolio of Top Tier Licenses

/ We have strong, decades-long relationships with our licensors

Difficult Category for Online Retailers to Steal Market Share

/ We offer a fun and unique destination shopping experience creating a strong and growing need for brick & mortar

Unmatched Product Breadth

/ Over 30,000 SKUs¹ in-store and 80,000 SKUs online

Innovative Product with our 130-Person In-House Design Team

We are Entrenched in the Party Goods Industry

/ We have a 70-year history in our product category
/ Many of our retail competitors are our wholesale customers because we are the leading supplier

85% Unaided Brand Awareness

¹ Includes seasonal SKUs
OUR UNIQUE VERTICAL MODEL
A “Virtuous Circle of Strength”

Our vertical model and significant, global scale provide unique competitive advantages:

/ Enhanced profitability by capturing the full manufacturing-to-retail margin on a significant portion of the products sold in our retail stores
/ Maintain greater control of every step from design and production through the sale of our products across channels
OUR VERTICAL GOALS

Breakdown of Retail Sales

Today

Goal (2-4 years)

25%

55%

20%

Singles

20%

Doubles

30%

50%

Triples

Definitions

Product that PRTY buys from a third party and sells at Party City corporate stores. *Ears retail margin only*

/ Examples: candy, greeting cards, helium, foil serving pans

Product that PRTY’s wholesale division buys from a third party and sells at Party City corporate stores. *Ears wholesale + retail margin*

/ Examples: party favors, costumes and wearables, table covers, cutlery

Product that PRTY’s wholesale division manufactures + distributes + sells at Party City corporate stores. *Ears manufacturing + wholesale + retail margin*

/ Examples: paper plates, bowls, cups & napkins, plastic cups, metallic and latex balloons, piñatas, costumes
KEY INVESTMENT HIGHLIGHTS

Leading Market Position with Category Defining Retail Concept

Unique Vertically Integrated Operating Model

Highly Efficient Global Sourcing with Controlled Distribution Channels

Broad and Innovative Product Offering

Strong Financial Performance and Free Cash Flow Generation

World Class Management Team and Experienced Sponsor Ownership
OUR RESULTS
STRONG PERFORMANCE
Consistent results, with strong underlying performance

Total Revenues ($mm)

Adjusted EBITDA\(^1\) ($mm) and Adjusted EBITDA Margin\(^1\)

Free Cash Flow ($mm)\(^2\)

Free Cash Flow Conversion\(^3\)

1. See SEC filings for reconciliation of Adjusted EBITDA to Net Income
2. Free Cash Flow defined as Adjusted EBITDA less CapEx.
3. Free Cash Flow Conversion defined as (Adjusted EBITDA – CapEx) / Adjusted EBITDA.
SOLID PERFORMANCE TO DATE
Focused on our Core Fundamentals

Summary Results
($ in millions)

<table>
<thead>
<tr>
<th></th>
<th>9/30/2016</th>
<th>Year to Date</th>
<th>Y-o-Y ∆</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenues</td>
<td>$1,534</td>
<td>$21</td>
<td>1.4%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>$571</td>
<td>$29</td>
<td></td>
</tr>
<tr>
<td>% Margin</td>
<td>37.5%</td>
<td>140 bps</td>
<td></td>
</tr>
<tr>
<td>Operating income</td>
<td>$115</td>
<td>$13</td>
<td>13.2%</td>
</tr>
<tr>
<td>% Margin</td>
<td>7.5%</td>
<td>80 bps</td>
<td></td>
</tr>
<tr>
<td>Adj. EPS</td>
<td>$0.39</td>
<td>$0.18</td>
<td>85.7%</td>
</tr>
<tr>
<td>Adj. EBITDA</td>
<td>$198</td>
<td>$15</td>
<td>8.2%</td>
</tr>
<tr>
<td>% Margin</td>
<td>12.9%</td>
<td>80 bps</td>
<td></td>
</tr>
</tbody>
</table>

- Revenue growth of ~1.4% (reported) and 2.4% in constant currency
- Comp Sales growth of 1.3%
- Gross margin expansion of +140bps, driven by continued Share of Shelf gains and sourcing efficiencies
- Operating Margins of 7.5%, improving ~80bps YoY
- Adjusted EBITDA $198M, 8.2% higher than YTD 3Q15
- Adjusted EPS of $0.39
- Healthy free cash flow generation of $140M
A SOLID THIRD QUARTER
Strong Underlying Business Performance

Summary Results

<table>
<thead>
<tr>
<th></th>
<th>Q3 2016</th>
<th>Y-o-Y Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>557</td>
<td>2</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>197</td>
<td>7</td>
</tr>
<tr>
<td>% Margin</td>
<td>35.5%</td>
<td>110 bps</td>
</tr>
<tr>
<td>Operating income</td>
<td>37</td>
<td>5</td>
</tr>
<tr>
<td>% Margin</td>
<td>6.6%</td>
<td>90 bps</td>
</tr>
<tr>
<td>Adj. EPS</td>
<td>0.12</td>
<td>0.02</td>
</tr>
<tr>
<td>Adj. EBITDA</td>
<td>66</td>
<td>8</td>
</tr>
<tr>
<td>% Margin</td>
<td>11.9%</td>
<td>140 bps</td>
</tr>
</tbody>
</table>

Revenue growth of ~0.3% (reported) and 1.7% in constant currency
Comp Sales growth of 1.2%
Gross margin expansion of +110bps, driven by continued Share of Shelf gains, sourcing efficiencies and less promotional activity in our stores
Operating Margins of 6.6%, improving ~90bps YoY
Adjusted EBITDA over $66M, and $8M above PY
Adjusted EPS of $0.12, 20% growth
Healthy free cash flow generation of $44M

The shift from a Saturday to a Monday was the main driver of a softer Halloween season (our Fiscal October), with comp sales down 6.4%

Strong underlying growth in our Everyday categories demonstrates the inherent strength of our underlying business and reinforces our growth objectives

Everyday category growth:
- 3Q16 up ~4%
- Fiscal October up ~4%
STEADY GROWTH
Sales of party goods resilient in all economic cycles

Rolling LTM Gross Wholesale Sales ($ in millions)
A STRONG OUTLOOK BEYOND 2016

- Sustainable long-term comp store sales growth
- Retail Store expansion in North America of 40¹ stores/yr. over the next 3-5 years
- Manufacturing share of shelf growing to 50%, fueling ~200bps gross margin expansion
- Continued EBITDA margin growth

¹ Includes Mexico stores and potential franchise acquisitions
### OUR GROWTH PLATFORM

**Multiple levers for sustained growth**

1. **Grow Wholesale Business**
   - Increase share of shelf at company-owned and 3rd party stores
   - Drive continued product innovation
   - Expand into adjacent business-to-business channel

2. **Grow our International Presence**
   - Drive international growth through customization of products
   - Expand retail presence through store-within-a-store concept with select international retailers
   - Represents ~15% of consolidated revenues in 2015

3. **Pursue Accretive Acquisitions**
   - Completed numerous successful acquisitions
   - Emphasis on smaller, bolt-on acquisitions that add scale and/or unique capabilities
   - Significant synergy potential with existing business

4. **Expand Our Retail Store Base**
   - Plan to open ~30² stores per year representing ~4% annual square footage growth
   - New stores generate a ~3 year payback, 50% ROIC in year 3

5. **Drive Additional Growth and Productivity From Existing Stores**
   - Continue to improve brand image and awareness
   - Pursue merchandising initiatives to drive increased units per transaction
   - Convert existing stores to new, more customer interactive format

6. **Grow Our Global Digital Platform**
   - Enhance customer experience through integrated omni-channel strategy
   - Further develop international capabilities through country specific sites
   - Currently represents only approximately ~7% of retail sales

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1. 2013 – 2015
2. Includes potential franchise acquisitions

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- SOS Gains of over 700bps since 2013
- CAGR sales growth of 5% since 2013
- Market expansion (e.g. Mexico)
- CAGR sales growth of 17% since 2013
- Manufacturing & distribution acquisitions
- Franchise groups (23 stores 2016)
- Opened 44 net new stores 2015-YTD16
- Take work out of our stores
- Focus on service and engagement
- NA web comp sales up 12% YTD 2016
- Customer conversion levels growing
GROW OUR INTERNATIONAL PRESENCE

INITIATIVES BY COUNTRY/REGION:

**Mexico:**
- Franchise agreement with Grupo Oprimax to open 80 stores by 2024
- Five stores open by end of 2016
- Target 50% share of shelf

**United Kingdom:**
- Two retail locations up and running
- Store-in-store concepts currently in ~40 Woodies locations
- Dedicated party retail space in ~400 Clinton’s locations
- 20+ store-in-store concepts planned by year end 2016 in Morrison’s
- ASDA footprint in 300+ locations

**Australia:**
- Store-in-store concepts currently in ~140 Big W stores
- Dedicated space in 130 Spotlight stores across Australia and New Zealand
- Licensed Tableware Program active in ~1,200 grocery stores (Coles and Woolworths)

**Continental Europe:**
- Dedicated space in large retailers in several countries, including Spain, Germany, Belgium, Switzerland

*International represents ~12% of total consolidated sales today*
CLOSING THOUGHTS

• We are much more than just a Retailer.....
• Our ability to drive vertical integration provides unique competitive advantages
• The core fundamentals of our business model are inherently strong
• We have delivered consistent financial results
• We remain excited about our future growth opportunities
COMPANY OVERVIEW

Largest vertically integrated manufacturer, supplier and retailer of decorated party goods globally

$2.3 billion in worldwide sales\(^1,2\)

$395 million in Adjusted EBITDA\(^1,3\) / 17.1% Adjusted EBITDA margin\(^1,3\)

Products we manufacture: metallic and latex balloons; paper plates, cups, napkins and bowls; plastic cups, plates and bowls; costumes (new in 2016)

We are the largest manufacturer of metallic balloons in the world

Manufacturing

Wholesale / Distribution

Retail

>45,000 SKUS

40,000 Retail Locations

#1 party goods retailer in North America

>75% of products are sourced through wholesale business

One stop shop for all party needs

1. LTM ending 9/30/16
2. Includes franchise royalties.
3. See SEC filings for reconciliation of Adjusted EBITDA to Net Income.
4. Includes franchise locations.
HISTORY OF VERTICAL INTEGRATION

Evolution of the Business – Key Events

Amscan founded

The Party Superstore Channel evolves

Built a new distribution facility

Acquired Anagram

Acquired M&D Balloons

Acquired Party City

Acquired Gags and Games, Factory Card and Party Outlet & 85% of Party City Franchise Group

Acquired party goods division of American Greetings

Acquired iParty and Party Delights (online retailer)

Acquired Travis Designs

Acquired 23 franchise stores


Became a vertically integrated manufacturer

Acquired Party America

Acquired remaining interest in Party City Franchise Group

Acquired Riethmüller, Latex Balloon Manufacturing in Malaysia, and Party Packagers in Canada

Acquired U.S. Balloon

Acquired ACIM

Acquired Festival SA

Party City has developed into a fully integrated manufacturer and wholesaler with an Omni-Channel Retail Presence
WHOLESALE
We are one of the largest manufacturers, designers and distributors of decorated party supplies in the world

/ Over $1.2bn\(^1\) in sales, \(~49\%)^3\) to owned retail and e-commerce
/ Product sold in over 40,000 retail locations in 100+ countries
/ 57\%\(^3\) U.S. / 43\%\(^3\) International
/ Deep assortment with over 45,000 SKUs across 5 product categories
/ 400+ party goods ensembles, which contain 5 to 50 design-coordinated items
/ Balanced, multi-channel customer base – no single customer represents more than 10% of third party sales at wholesale

Wholesale Revenue by Product Category\(^1\)
- Costumes & Accessories: 28%
- Decorations: 20%
- Tableware: 24%
- Favors, Stationery & Other: 16%
- Metallic Balloons: 12%

Wholesale Sales by Channel\(^1\)
- Owned Stores & e-commerce: 47\%\(^2\)
- Party City: 13%
- Domestic Balloon Distributors/Retailers: 6%
- Other Domestic Retailers: 12%
- International Balloon Distributions: 2%
- Other International: 20%

---
1 Reflects LTM 9/30/16 numbers. Based on total wholesale sales including intercompany sales to retail operations.
2 Includes sales to Party City Canada and Party Delights.
3 LTM 9/30/16
WHOLESALE
Global sourcing, manufacturing and distribution

- In-house manufacturing focused on high-volume party essentials that can be manufactured through highly automated processes
  - Examples: Paper and plastic tableware products and metallic balloons
- Capabilities are cost-competitive and provide rapid turnaround times on key product categories
- Labor intensive products, such as banners, favors and centerpieces, are principally sourced from Asia
- 20+ year relationships with many of our vendors
- Diversified sourcing, quality control and testing with offices throughout Asia (China, Indonesia, India and Vietnam)

<table>
<thead>
<tr>
<th>Wholesale Sourcing Mix¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-House Manufacturing</td>
</tr>
<tr>
<td>Third Party Manufacturing</td>
</tr>
</tbody>
</table>

¹ Reflects December 31, 2015 numbers. Based on total wholesale sales including intercompany sales to retail operations. 2015 total wholesale sales were $1,227 million and intercompany sales were $573 million.
RETAIL
Innovative & Fun In-Store Experience

Party City

Largest retail network of decorated party supplies in North America
/ ~730 company-owned Party City superstores including ~50 locations in Canada
/ ~180 franchise locations

Color City
Candy City
Custom Invitations
Favor City

Halloween City
A leading operator of temporary Halloween stores in North America
/ Used to test locations for year round Party City stores
/ ~300 temporary stores

One stop shop for all party needs
/ Greater assortment of merchandise than our national competitors, including mass merchants
/ Fun destination shopping experience where customers can get new ideas and be inspired
/ Deep merchandise selection with high in-stock positions

Compelling Value
/ "Nobody has More Party for Less" pricing strategy
/ Low price point and slow inventory turn makes it difficult for other online retailers to profitably compete

Party Goods SKU Count Comparison¹

<table>
<thead>
<tr>
<th></th>
<th>Dollar Stores</th>
<th>Mass Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Party City</td>
<td>30,000</td>
<td></td>
</tr>
<tr>
<td>Candy City</td>
<td>&lt;2,000</td>
<td>&lt;1,000</td>
</tr>
<tr>
<td>Favor City</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Color City</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom Invitations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 Party City management estimates.
2 Includes seasonal SKUs.
RETAIL + WHOLESALE
Best in Class Innovation and Broad Product Offering

**Innovation**

- Over 130 person in-house design team
- Creative staff is constantly in the market identifying trends and new product concepts
- Vertical integration allows development team to test new products and rapidly respond to changes in consumer preferences
- Proprietary designs and licenses help differentiate products from those of competitors
- Introduce approximately 8,000 new products and 50 new party goods ensembles annually

**License Portfolio**

![Logos of various licenses including Disney, Mattel, Nick, WB, Marvel, Sesame Street, NFL, NBA, NHL, and Major League Baseball.]

**Product Offering**

- Broadest assortment of merchandise
- Organized by events and themes
- Deep merchandise selection
- Wide assortment including invitations, thank you cards, tableware, hats, horns, banners, cascades, balloons, novelty gifts, piñatas, favors and candy

**Selected Merchandise Ensembles**

![Images of selected merchandise ensembles including 50% off sale, NFL, and MLB merchandise.]
RETAIL
Differentiated Online Platform

/ Largest party supplies e-Commerce platform with $140 million of sales in 2015
/ Coordinated product sets (by color, theme) make it fast and easy for the customer to get everything they need
  • Simplifies mobile browsing – 50% of online traffic is mobile
  • Limited risk that different products don’t “match”
/ Curated offering with multiple search refinement options allows customers to quickly find specific products
/ Average basket size is 3x retail

Online competitor challenges
/ Non-curated product offering makes it difficult to find what you want – they are too many options to look through
/ Duplicate products from multiple vendors appear in search results
  • Different vendors = different designs
  • Difficult to create a matching product set across all products
/ Low price point baskets with multiple items is not very profitable
/ Party supplies are not add-on purchases to a typical basket

Sample Comparison – Dora the Explorer birthday party search

<table>
<thead>
<tr>
<th></th>
<th>PartyCity</th>
<th>amazon</th>
<th>BIRTHDAY EXPRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td># of items</td>
<td>113</td>
<td>500+</td>
<td>36</td>
</tr>
<tr>
<td># of webpages</td>
<td>2</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Refine by dept (tableware, favors, etc)?</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Sold in kits?</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Party inspiration ideas provided?</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Free shipping?</td>
<td>Yes</td>
<td>Yes</td>
<td>$75+ order for free shipping</td>
</tr>
</tbody>
</table>

Online inspiration also helps drive in-store traffic – 50% of online visitors use website to plan in-store purchases
# POWER OF THE VERTICAL MODEL

Gross margin impact of achieving our vertical goals

## Illustrative

<table>
<thead>
<tr>
<th>Hypothetical example</th>
<th>Gross margin</th>
<th>Today</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Individual¹</td>
<td>Cumulative</td>
<td>Vertical</td>
</tr>
<tr>
<td>“Single”</td>
<td>$1.00 Retail sales price</td>
<td>0.50 product cost</td>
<td>0.50 product profit</td>
</tr>
<tr>
<td>“Double”</td>
<td>$0.50 WS sales price</td>
<td>0.25 product cost</td>
<td>0.25 product profit</td>
</tr>
<tr>
<td>“Triple”</td>
<td>$0.25 Mfg sales price</td>
<td>0.21 cost</td>
<td>$0.04 profit</td>
</tr>
</tbody>
</table>

1 For ease of illustration purposes, a static product mix between vertical and 3rd party volumes as well as a static individual margin used. Actual results depend on range of individual margins by product line and mix of vertical and non-vertical volumes.

2 Does not reflect GM impact of other factors like FX, international sales and expense leverage.
STRONG BALANCE SHEET AND LIQUIDITY

- Majority of primary proceeds from 2015 IPO used to reduce existing indebtedness
- Solid free cash flow generation with ability to self-fund organic growth and opportunistic acquisitions
- Ample liquidity going forward supported by new revolver of $640 million
- Target gross leverage YE 2016: 4.2x; YE 2017: 3.5x - 3.7x

**Historical Net Debt / Adj. EBITDA**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>4.2x</td>
<td>3.5x</td>
<td>6.3x</td>
<td>6.7x</td>
<td>5.8x</td>
<td>4.6x</td>
<td>3.5x - 3.7x</td>
</tr>
</tbody>
</table>

1. ABL revolver comprised of $500 million facility, $40 million FILO tranche, and $100 million seasonal facility increase.
2. See SEC filings for reconciliation of Adjusted EBITDA to Net Income.