

# ESG Priorities and Commitments



Kinepolis attaches the greatest importance to the social and ecological impacts of its business operations. We proceed from a long-term vision, in which the creation of a positive impact on stakeholders and on society, as well as reducing any negative impact as far as possible, automatically leads to a sustainable economic narrative. We are committed to creating 'shared value' starting

from our purpose, which is to **enrich people's lives through the power of movies.**

Kinepolis conducted a materiality analysis based on stakeholder and management consultation, leading to the following ESG priorities, which are intrinsically linked to its three strategic pillars.

## Three strategic pillars



**Best cinema operator**



**Best marketer**



**Best real estate manager**

ESG focus areas



**Development & empowerment of employees**



**Employee well-being, diversity & inclusion**



**Customer experience excellence**



**Green & resilient building & infrastructure**



**Responsible waste management**

# ESG Priorities and Commitments



## Development & empowerment of employees

Kinopolis aims to develop talent through its culture of continuous improvement powered by its self-learning organisation, with bottom-up innovation and accountability at its core. Further, Kinopolis wants to each year equip hundreds of job starters and students with essential skills.



## Employee wellbeing, diversity & inclusion

Kinopolis strives to be a company where people feel safe, listened to, motivated and valued.



## Customer experience excellence

Kinopolis wants to entertain and inspire millions of moviegoers each year, striving for the highest quality standard in all aspects of the moviegoing experience ('the ultimate movie experience'), while safeguarding wide accessibility.



## Green & resilient building & infrastructure (carbon footprint)

Kinopolis aims to improve the energy efficiency of its cinema operations, infrastructure and buildings every year, with a view to the CO<sub>2</sub> neutrality of its activities and Net Zero emissions in the longer term. In addition, Kinopolis is committed to the sustainable design and execution of new construction projects, as well as the sustainable renovation of existing cinemas.



## Responsible waste management

Kinopolis gives due consideration to the limiting, sorting and recycling of waste and is intensifying its efforts in this respect.



## Business integrity

In addition to the above, **governance** and **business integrity** aspects are also given due consideration and form an integral part of Kinopolis' ESG policy. More information on these aspects can be found in Kinopolis' annual report and on the company's investor relations website [www.kinopolis.com/corporate](http://www.kinopolis.com/corporate).

# ESG Achievements 2022



## Employee development

- ★ 11.2% of all permanent employees is a so-called business owner, participating in operational reviews and actively contributing to the development & growth of the company
- ★ Annual performance cycle for 100% of employees
- ★ 1 in 2 vacancies (permanent jobs) were filled internally in 2022
- ★ +700 students accompanied in first job experience



## Wellbeing of employees, diversity & inclusion

- ★ Yearly employee engagement survey: People Satisfaction Index (PSI), with a response rate of 81% in 2022
- ★ 75% of employees under the age of 30; 50% of all employees is female
- ★ Depending on the country, 35 to 52% of management positions are held by women



## Customer experience excellence

- ★ Continuous stakeholder consultation through the Customer Satisfaction Index (CSI): +424 000 surveys completed in 2022 (+35% vs 2021)
- ★ 21.5 million € invested in maintenance and internal expansion (roll out of premium technology formats & cinema concepts)

# ESG Achievements 2022



## Green & resilient buildings & infrastructure

- ★ Measurement of SCOPE 1 and 2 emissions since 2021 (SCOPE 3 exercise in preparation)
- ★ Transition to energy-efficient laser projection: 42% of the Group's projector park was laser per end 2022 (vs. 25% per end 2021); 65% will be laser by the end of 2023
- ★ Renewed car policy in order to reduce emissions from car fleet



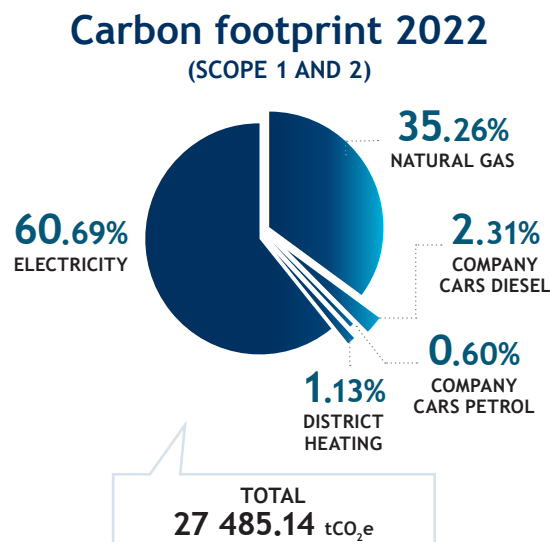
## Responsible waste management

- ★ No consolidated KPI's reported yet (in progress)



## Business integrity

- ★ 100% of employees have signed the code of conduct
- ★ Implementation of code of conduct for suppliers & partners
- ★ Revised GDPR training program
- ★ Ongoing investments in cyber security



# Self-learning company culture



## Empowering employees

To actively contribute to the development of the company and its results



## Business ownership

Stimulates entrepreneurship



## Innovation Lab

All employees are encouraged to think out of the box and come up with new ideas



## Talent factory

High internal mobility rate



## Yearly employee survey

People Satisfaction Index (PSI)



## Yearly performance cycle

For 100% of employees

# Towards net zero emissions BY 2050



**Roll out of intelligent building management systems**

Save up to **50%** energy consumption

Led by International Efficiency Engineer for technical installations



**Ongoing investments in transition to laser projection**

**80%** of Kinepolis' European screens will be laser by end of 2023

**65%** at Group level



**Reduce emissions from car fleet**



**Step up waste management practices**

Kinepolis is currently in the process of revising its ESG reporting framework in order to be fully compliant with the Corporate Sustainability Reporting Directive (CSRD) as from reporting year 2024. KPIs and datapoints will be adjusted and/or added in line with the European Sustainability Reporting Standards (ESRS) for all material topics mentioned in this document.

More information on Kinepolis' ESG policy can be found in its 2022 annual report and on Kinepolis' investor relations website.

[www.kinepolis.com/corporate](http://www.kinepolis.com/corporate)