



BEYOND THE SCREEN

HOW WE CREATE SUSTAINABLE
VALUE IN **17 FIGURES**

2025
EDITION

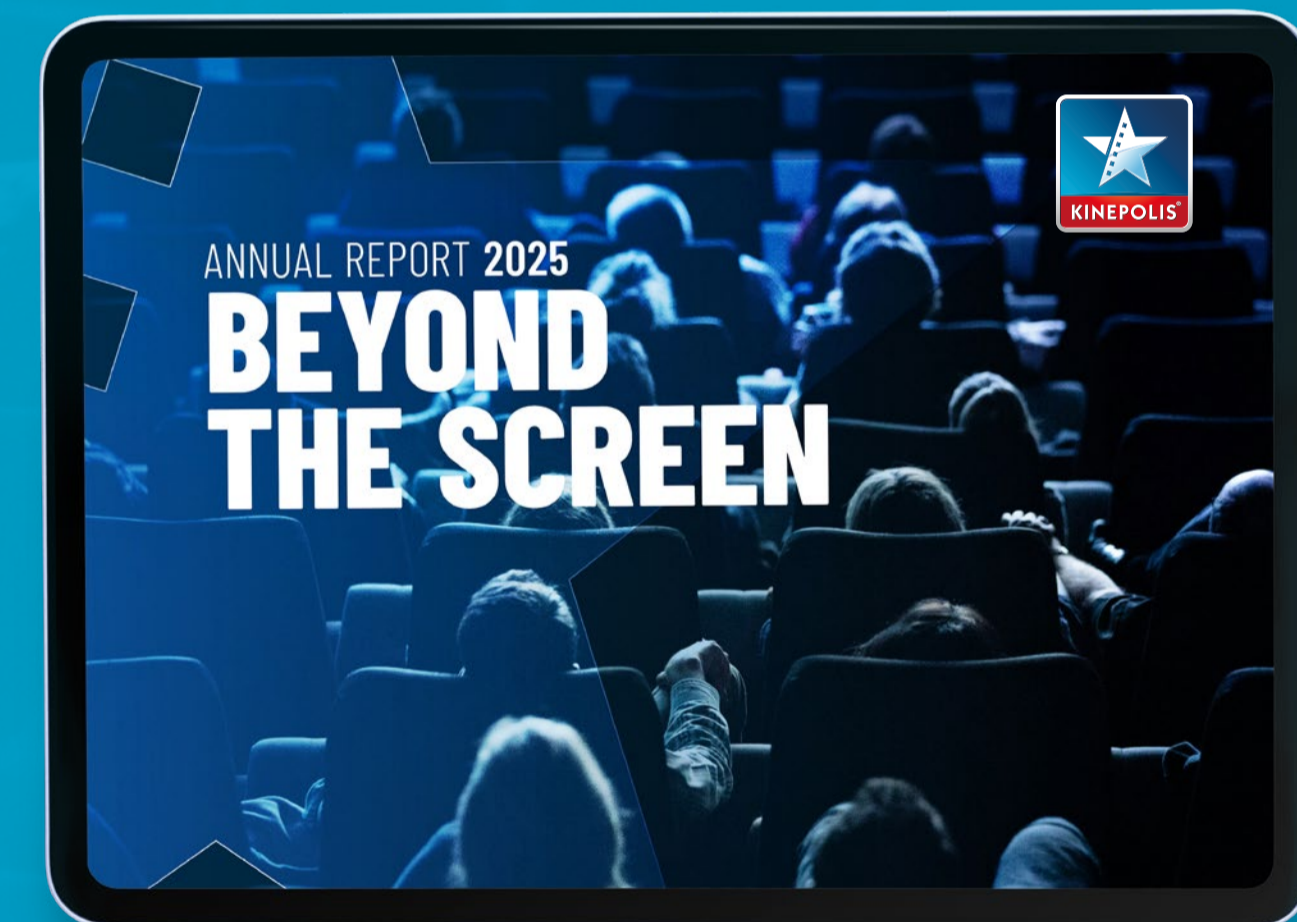
Hi there,

At Kinepolis, we're in the business of shared experiences. But what happens outside the theatre matters just as much as what happens inside. In 2025, we worked with our suppliers, partners, and teams to make sure every decision – big or small – left people and planet a little better off.

Here's our 2025 in 17 figures.

Lights. Action. Impact.

EAGER TO GET THE FULL PICTURE?



Immerse yourself in our CSRD-compliant 2025 Sustainability Report

QUICK INDEX

Click the tiles for easy navigation



**DEVELOPMENT,
EMPOWERMENT
AND WELL-BEING
OF EMPLOYEES**



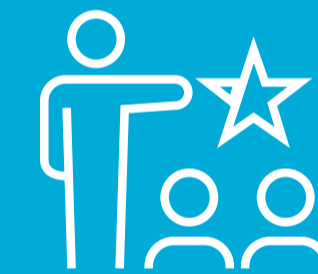
**CUSTOMER
EXPERIENCE
EXCELLENCE**



**GREEN AND
RESILIENT
OPERATIONS &
INFRASTRUCTURE**



**RESPONSIBLE
WASTE
MANAGEMENT**



**BUSINESS
INTEGRITY AND
GOOD GOVERNANCE**



DEVELOPMENT, EMPOWERMENT AND WELL-BEING OF EMPLOYEES

“Ohana means family, and family means nobody gets left behind.” Sometimes, the simplest words can carry the deepest meaning, like this line from 2025’s most popular movie Lilo & Stitch. At Kinopolis, that sentiment feels close to home. Our people - both frontstage and backstage - are at the heart of everything we do.

1 IN 8 EMPLOYEES ACT AS A BUSINESS OWNER



We encourage our employees to take ownership of their work. Case in point: many are responsible for their department’s targets and budgets, helping to build a culture focused on accountability and continuous improvement. This bottom-up way of working is a key part of Kinopolis’ DNA. It gives teams the opportunity to contribute to strategy, grow their skills, and improve both operations and the customer experience.

60 NEW CAST TRAINERS JOIN LANDMARK CINEMAS

In 2025, over 60 employees stepped into the Cast Trainer role, mentoring new team members and supporting their growth. These trainers bridge the gap between frontline staff and managers, helping teams integrate quickly, boosting engagement, and strengthening leadership pipelines.

2 ACADEMIES DRIVING TALENT DEVELOPMENT

THE KINEPOLIS ACADEMY (IN EUROPE)



New in 2025, among other things: a four-day leadership programme for local managers in the Netherlands to strengthen the leadership skills of young managers.

LANDMARK’S MOVIE LOVER ACADEMY (IN CANADA)



New in 2025: two comprehensive onboarding programmes designed to create a streamlined and consistent experience for all new Cast and Crew members.

4 INNOVATION AWARDS

In 2025, the second edition of the Innovation Lab Summit took place in Lomme, France. The summit gathered 140 employees and managers from across the Kinopolis Group to exchange ideas and draw inspiration for innovation. The best ideas were celebrated with an Innovation Award in 4 categories: the most impactful idea, the most promising idea, the most creative idea and the public's choice.

Important: in 2025, we also introduced the Innovation Lab in the US and Canada, giving all employees equal opportunities to participate in the pitching process at the international Summit and to apply for the Group's Innovation Awards.

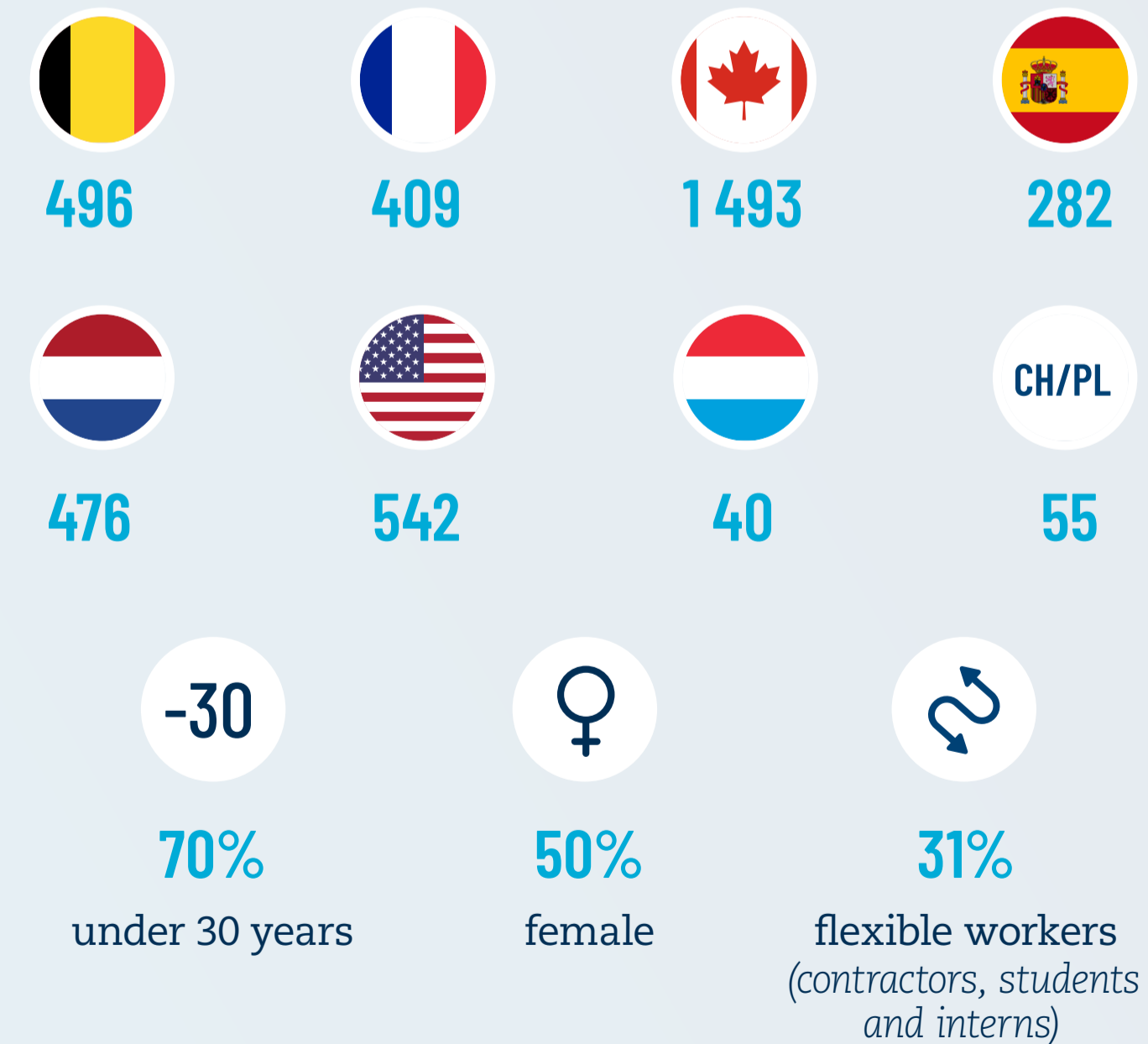


"I GOT THE FREEDOM TO EXPERIMENT, LEARN, AND CREATE SOMETHING TANGIBLE. THE ENTIRE PROCESS – FROM IDEA TO PRODUCT – WAS MOTIVATING AND INSPIRING."

ANKE STRUBBE,
WINNER OF THE 2025
MOST CREATIVE IDEA WITH
A POPCORN-INFUSED BEER

A DIVERSE TEAM OF 3 793 DEDICATED EMPLOYEES

Our overall goal – to enrich people's lives through the power of movies – is only possible thanks to the people across key operational regions such as Belgium, Spain, Canada, the US, the Netherlands, Luxembourg, France and Switzerland. This workforce is supported by a large group of flexible workers to ensure maximum efficiency.





CUSTOMER EXPERIENCE EXCELLENCE

Hakuna Matata! This Swahili phrase from ‘Mufasa: The Lion King’ (2024) – which translates to ‘no worries’ – perfectly reflects our approach to customer experience. When visitors walk through the doors at Kinopolis, they enter a carefree world: one where they can enjoy premium services, choose a movie that suits their tastes, and relax in an auditorium designed to impress.

WOWING +30 MILLION MOVIE-GOERS



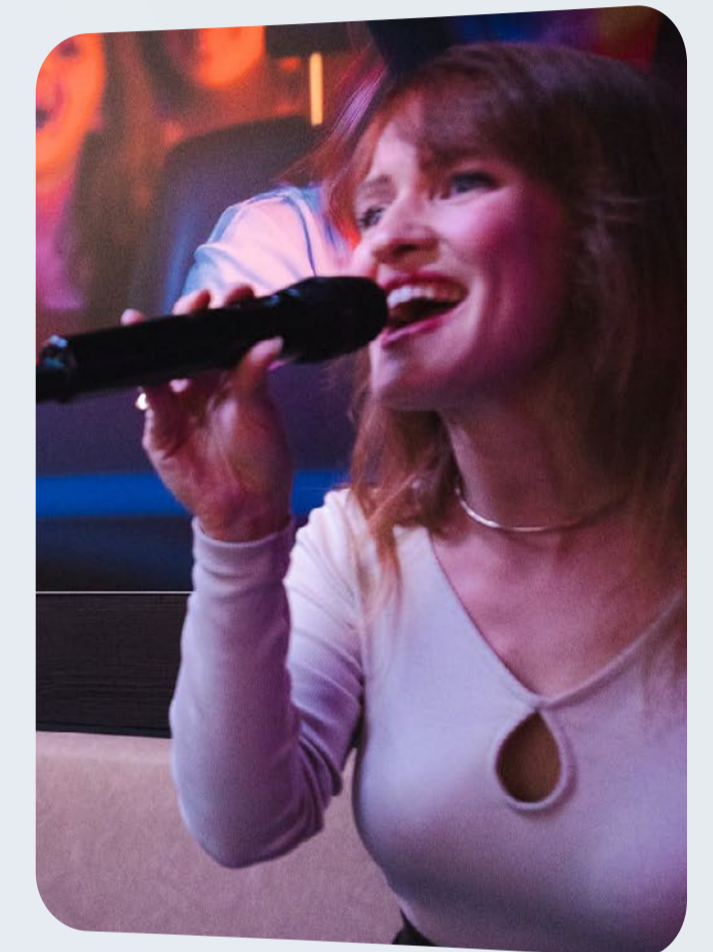
Quality time with the family



A romantic night out



Themed cinematic experiences



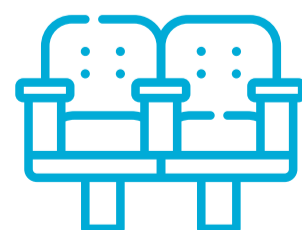
Singing along to crowd favourites



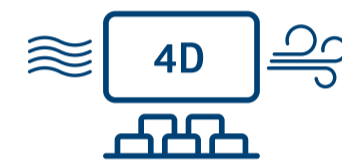
WELCOME TO THE 6 MILLION MOVIE-GOERS OF EMAGINE ENTERTAINMENT, THE NEWEST MEMBER IN THE KINEPOLIS GROUP!

42.7 MILLION EURO INVESTED IN CUSTOMER EXPERIENCE

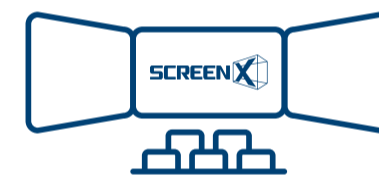
We keep on investing in premium technology and seating, bringing immersive formats and greater comfort to moviegoers. Kinopolis now boasts 70 Laser ULTRA screens, 15 4D screens, 31 ScreenX screens, 20 IMAX screens, 390 3D screens and 87 Dolby Atmos sound systems alongside a wide range of premium seats – from Cosy Seats and Loungers in Europe to Recliners and VIP/Premiere Seats in North America. These innovations make for unforgettable movie experiences.



70
Laser ULTRA screens



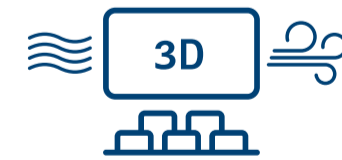
15
4D screens



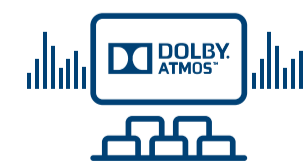
31
ScreenX screens



20
IMAX screens



390
3D screens



87
Screens with Dolby Atmos

181 WORLD CINEMA TITLES PROGRAMMED

“WE’RE ALWAYS ON THE LOOKOUT FOR HIDDEN GEMS TO COMPLEMENT MAJOR RELEASES, CLOSELY TRACKING AUDIENCE DEMAND.”

IN 2025 ALONE, WE PROGRAMMED 181 WORLD CINEMA TITLES ACROSS THE BELUX MARKET. EVENT-BASED CONTENT IS GAINING GROUND AS WELL: CONCERT FILMS, SCREENINGS WITH LIVE MUSIC, FILM MARATHONS - WE’VE GOT IT ALL COVERED.”

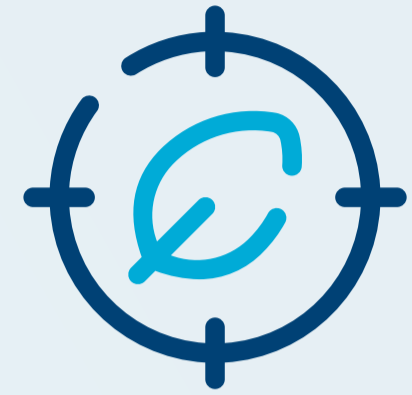


BIEKE OLDERS
CONTENT COORDINATOR BELUX



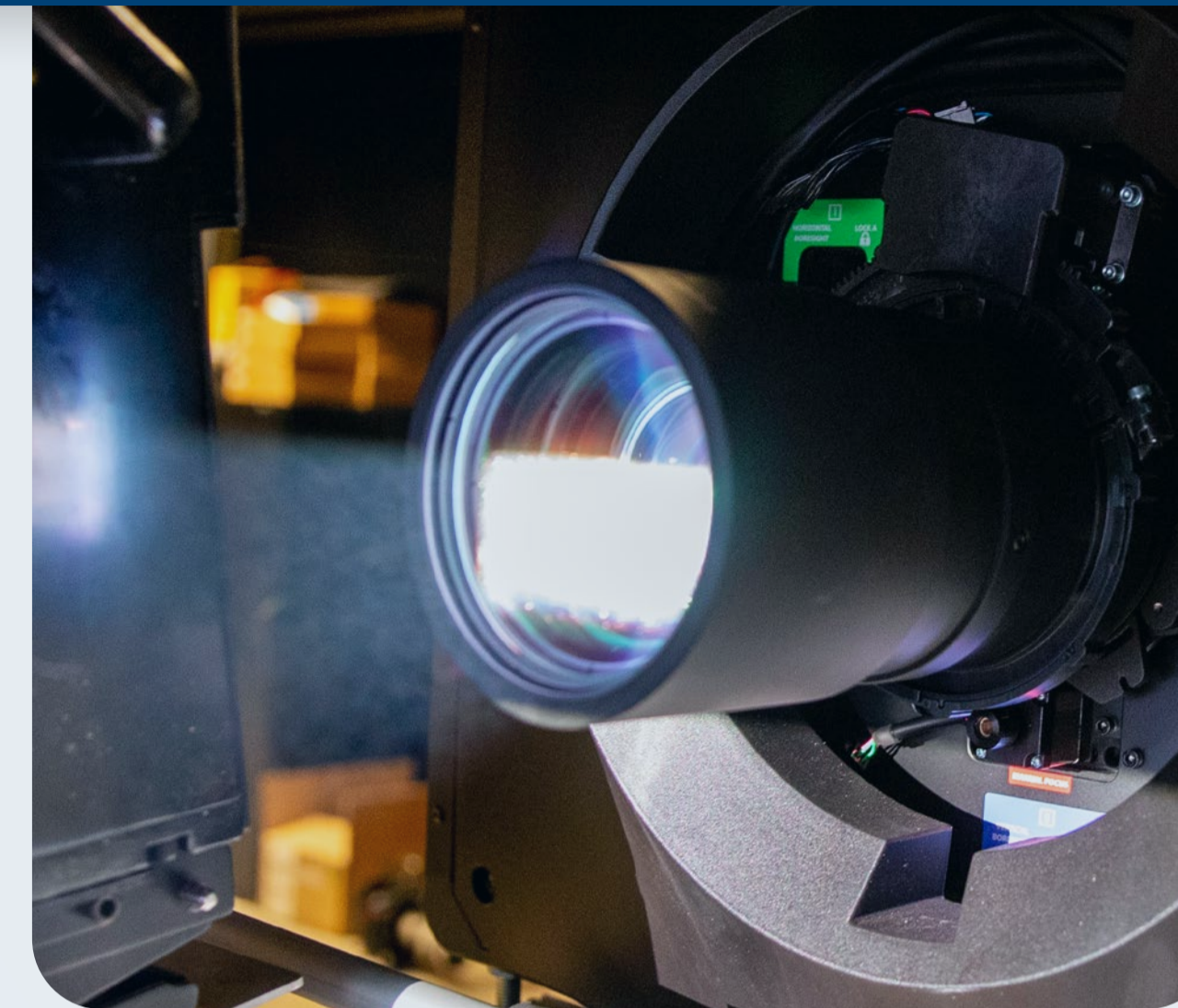
GREEN AND RESILIENT OPERATIONS & INFRASTRUCTURE

“We don’t rule the Earth. We just think we do. When the Earth gets tired of us, believe me, it will shake us off like a summer cold.” This line, spoken by Dr. Henry Loomis in Jurassic World: Rebirth (2025), is unsettling – and rightfully so. In numerous ways, nature is urging humankind to turn the tide. Kinopolis takes up its responsibility with green and resilient building and infrastructure management.



OUR FIVE FOCUS AREAS

- #1** Less energy used, more green energy produced
- #2** Environmentally conscious operations
- #3** Sustainable new-build projects
- #4** Sustainable renovation of cinemas
- #5** Longer lifespans for materials and reuse

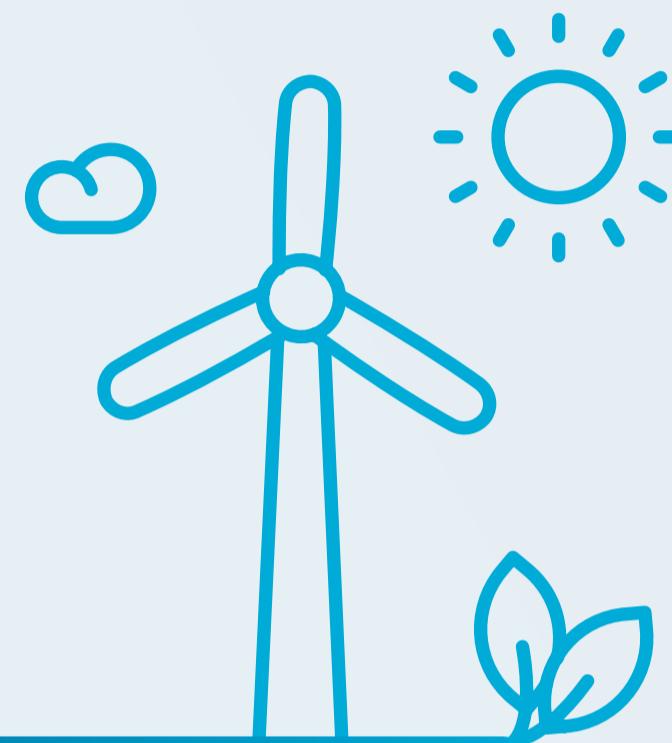


52 CINEMAS EQUIPPED WITH TAILOR-MADE BUILDING MANAGEMENT SYSTEMS

To minimize the ecological impact of our cinema infrastructure, building management systems (BMS) play a crucial role. These automated platforms integrate and control a building’s technical equipment like HVAC and lighting. By tailoring these systems to the specific characteristics of cinemas, we achieve energy savings of up to 60%!

100% GREEN ENERGY IN BELGIUM AND LUXEMBOURG

In Belgium, Kinopolis Belgium switched to 100% green energy contracts. Meanwhile, Kinopolis Antwerp became the Group's 4th cinema complex with its own solar panels.



2035 EMISSION TARGETS = ON TRACK



We are reducing emissions from the activities we control (Scopes 1 and 2) faster than planned, keeping us ahead of our path to 2035. Reductions in our indirect emissions (Scope 3) are progressing more gradually, due to limited influence over key sources such as film distributors and employee and visitor travel. Even so, we are still on track to meet our ambitious targets.

SCOPE	BASE YEAR	2035 TARGET
Scope 1 & 2	2022	-63%
Scope 3	2023	-37.5%

LANDMARK CINEMAS: 29% ENERGY SAVINGS (AND COUNTING)

Landmark Cinemas in Canada cut total energy use from 45,000 MWh to 32,000 MWh since 2019 – even as new locations were added. This performance was rewarded with the Excellence in Energy Management Award by Save On Energy.

“STANDOUT PROJECTS IN 2025 INCLUDE LASER PROJECTION RETROFITS AND DANTE SOUND UPGRADES, WHICH IMPROVE PICTURE AND SOUND QUALITY WHILE CUTTING ENERGY USE.”

TONY CAMPBELL
DIRECTOR OF EXPERIENCE
AT LANDMARK CINEMAS



RESPONSIBLE WASTE MANAGEMENT

“All I have is my faith”, says a desperate Neytiri in Avatar: Fire and Ash (2025). But when it comes to tackling big challenges, faith alone isn’t enough. You need a solid strategy. That’s exactly how Kinopolis approaches waste management: by consequently integrating circular economy principles.



MEET OUR 12TH DEPOSIT RETURN MACHINE

These machines allow visitors in the Netherlands to get a deposit back when they return empty bottles or cans. Alternatively, they can donate the money. The idea: by enabling people to redeem their deposit on the spot, Kinopolis encourages higher return rates and increased recycling.

New waste sorting islands in France and Belgium



Information on waste sorting during pre-shows



Gift cards and boxes from eco-friendly materials



Paper drinking straws and snack bags in most European locations



Local popcorn production whenever feasible



Nacho trays and popcorn packaging from recycled cardboard



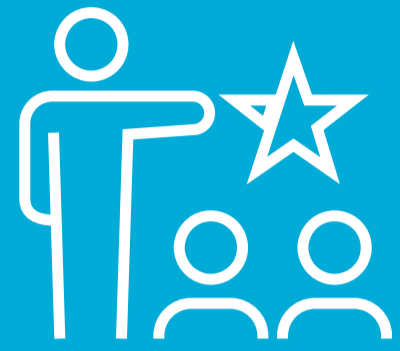
Combatting food waste with Too Good To Go in Canada



And many more local initiatives

474 TONS LESS WASTE

We keep making the sustainable choice the obvious one for movie-goers. That effort shows up in the numbers. In 2025, we generated 5 317 tons of waste. That's 474 tons less than the year before, or an 8% reduction.



BUSINESS INTEGRITY AND GOOD GOVERNANCE

“Our lives are the sum of our choices.” Luther Stickell’s words to Ethan Hunt in Mission Impossible: The Final Reckoning (2025) struck a chord – who you are and where you end up reflects the decisions you’ve made, big and small. Even inaction is a choice. At Kinopolis, we take that to heart. Becoming the ethical, inclusive and transparent company we want to be takes many conscious choices, every single day.

HOW WE PLAY IT STRAIGHT: **6** KEY POLICIES

CODE OF CONDUCT

Setting the standard for ethical behaviour, company-wide.

WHISTLE-BLOWER PROCEDURE

Making it safe to speak up when it matters.

AI POLICY

Using AI responsibly, ethically, and with confidence.

CODE OF CONDUCT FOR COMMERCIAL PARTNERS

Holding our entire supply chain to our standards.

DATA PROTECTION & PRIVACY

Respecting customer data as a matter of trust.

ANTI-BRIBERY & ANTI-CORRUPTION

Zero tolerance for corruption, in every market we operate.



[Read the full annual report here](#)

