

# Kinepolis Group Press Release

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## 5.2 million Kinepolis visitors in the first quarter

From January to March this year inclusive, Kinepolis Group welcomed 5 210 005 visitors to its cinema complexes.

In line with expectations, Kinepolis visitor numbers in all countries were down on 2008 (-17%).

When comparing the two periods, account should be taken of the outstanding success in France and French-speaking Belgium of *Bienvenue chez les Ch'tis* in 2008, and the timing of the holiday periods (Christmas holiday and Easter holiday) which meant that there were far fewer days' holiday in the first quarter of 2009 than in the same period in 2008. Moreover 2008 was a leap year.

Bright spots among the range of films on offer in the first quarter included *The Curious Case of Benjamin Button*, *Bolt 3D*, *Twilight*, *Seven Pounds* and *Valkyrie* (international top five), but they were unable to keep pace with the smash hit *Bienvenue chez les Ch'tis* (first quarter of 2008). Between January and March the live opera programme *Opera in the Cinema* brought over 23 000 Belgian and French opera lovers to Kinepolis.

In the meantime the second quarter and the Easter period have begun with the overwhelming success of the *Fast and Furious 4* release, and with hits such as *Knowing*, *Monsters vs. Aliens 3D*, *Duplicity*, *Coco* (France, Belgium) and *SM Rechter* (Flanders). Moreover, *Angels and Demons*, *Night at the Museum 2*, *Terminator Salvation: The Future Begins*, *Coco avant Chanel* (France, Belgium), and a series of 3D films including *Coraline 3D* will come out on top in the second quarter.

The tenth and final live opera of the Metropolitan Opera season is to be presented in Belgium and France on 9 May: *La Cenerentola* (Rossini).

In France, *Carmen* is to be transmitted live from the Opéra Comique de Paris to all French Kinepolis cinemas on 25 June.

Kinepolis Belgium is taking part in the worldwide evening showing of *Iron Maiden: Flight 666 – The Movie*. This spectacular documentary, which follows the British heavy metal band backstage during the successful 'Somewhere Back In Time' tour, is to be shown in digital format on just one evening, on Tuesday 21 April, at all Kinepolis cinemas in Belgium.

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	Belgium 11 cinemas	France 7 cinemas	Spain 3 cinemas	Switzerland 1 cinema	Total	2009/2008
First quarter 2009	2 202 703	1 807 761	1 155 924	43 617	5 210 005	-16.9%
Second quarter 2009						
Third quarter 2009						
Fourth quarter 2009						
January – March 2009	2 202 703	1 807 761	1 155 924	43 617	5 210 005	-16.9%
January - March 2008	2 722 878	2 212 970	1 282 491	51 115	6 269 454	
2009 / 2008	-19.1%	-18.3%	-9.9%	-14.7%	-16.9%	