

# Kinepolis Group Press Release

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## 10.4 million Kinepolis visitors in the first half of 2008

During the first six months of 2008, Kinepolis Group received 10.4 million visitors, 2.7% fewer than in 2007.

Compared to the international cinema market, however, this is a creditable performance. In France and Spain Kinepolis did better than the cinema market; in Belgium the fall in visitor numbers is in line with the market.

In the first quarter of 2008 Kinepolis sold 11.2% more tickets than in 2007. However, from April to June 2008 Kinepolis's ticket sales were 18.2% lower than in the same period of 2007.

In 2007, ticket sales accounted for about 59% of the total revenue of the Kinepolis Group.

The striking growth recorded in the first few months was unfortunately cancelled out by the downturn during the second quarter.

As has already been announced, the head start built up during the **first quarter** was the result of a positive comparison with a weak first quarter in 2007, weather conditions that favoured visits to the cinema and a good range of films on offer.

The **second quarter** stands in contrast to this, given the comparison with a strong second quarter in 2007, the fine weather in May and June, and the general economic downturn. In addition, many football fans were kept away from an evening at the cinema by the *EURO 2008* football championship. However, Kinepolis Spain and France offered a response to this for 10,000 and 3,000 football fans respectively by showing a series of exciting football matches live on the big screen in digital quality.

The strong results recorded by '*U2 3D*', '*Iron Man*', '*What Happens in Vegas*', '*Indiana Jones and the Kingdom of the Crystal Skull*' and '*Sex and the City*' also sounded positive notes in the second quarter. However, these films were not in the same class as the top films in 2007 ('*Spiderman 3*', '*Pirates of the Caribbean 3*', '*Shrek 3*).

The real highlight in the first half of the year was '*Bienvenue chez les Ch'tis*', which accounted for 21% of the half-year visitor figures in France and 10% of the half-year visitor figures at group level. '*Bienvenue chez les Ch'tis*' was the most successful film in the history of French cinema since 1945. Four popular French comedies ('*Bienvenue chez les Ch'tis*', '*Astérix aux Jeux Olympiques*', '*Disco*' and '*Enfin Veuve*') are among the top ten at Kinepolis France (first half of the year). Many Flemish cinema-goers were captivated by '*Aanrijding in Moscou*' which gained a place for itself among the leading films at Kinepolis Belgium.

### Top films in the first six months (international):

1. *Bienvenue chez les Ch'tis*
2. *Indiana Jones and the Kingdom of the Crystal Skull*
2. *Astérix aux Jeux Olympiques*
3. *National Treasure 2*
4. *Iron Man*

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Meanwhile the **second half of the year** is off to a good start with the family adventure epic '*Chronicles of Narnia: Prince Caspian*', the Will Smith comedy '*Hancock*', the action film '*Wanted*' and the cartoon film '*Kung Fu Panda*'.

Coming soon are the Batman film '*The Dark Knight*', the cartoon films '*Wall-E*' and '*Madagascar 2*', '*The Mummy 3*', '*Mamma Mia*', '*James Bond: Quantum of Solace*' and '*Harry Potter and the Half-Blood Prince*'.

There are also a number of promising French productions on the horizon, including '*Babylon a.d.*' and '*Faubourg 36*', Flemish films like '*Los*', '*Loft*', '*Piet Piraat 3*', '*Christmas in Paris*' and '*Blinker en de Blixvaten*', the 3D-film '*Journey to the Centre of the Earth*', and various live opera showings. Spain is looking forward to the romantic film '*Vicky Cristina Barcelona*', shot in Barcelona.

	Belgium	France	Spain	Switzerland	Total*	2008/2007*
	11 complexes	7 complexes	3 complexes	1 complex		
First quarter	2,722,878	2,213,150	1,282,491	51,115	6,269,634	11.2%
Second quarter	1,719,104	1,393,624	982,009	28,104	4,122,841	-18.2%
Third quarter						
Fourth quarter						
January - June 2008	4,441,982	3,606,774	2,264,500	79,219	10,392,475	
January - June 2007	4,758,765	3,353,943	2,476,974	89,929	10,679,611	
2008 / 2007	-6.7%	7.5%	-8.6%	-11.9%	-2.7%	

\* after deduction of the visitor figures for the Polish complex, Cinema City Kinepolis (transfer of operation on 19/01/07)