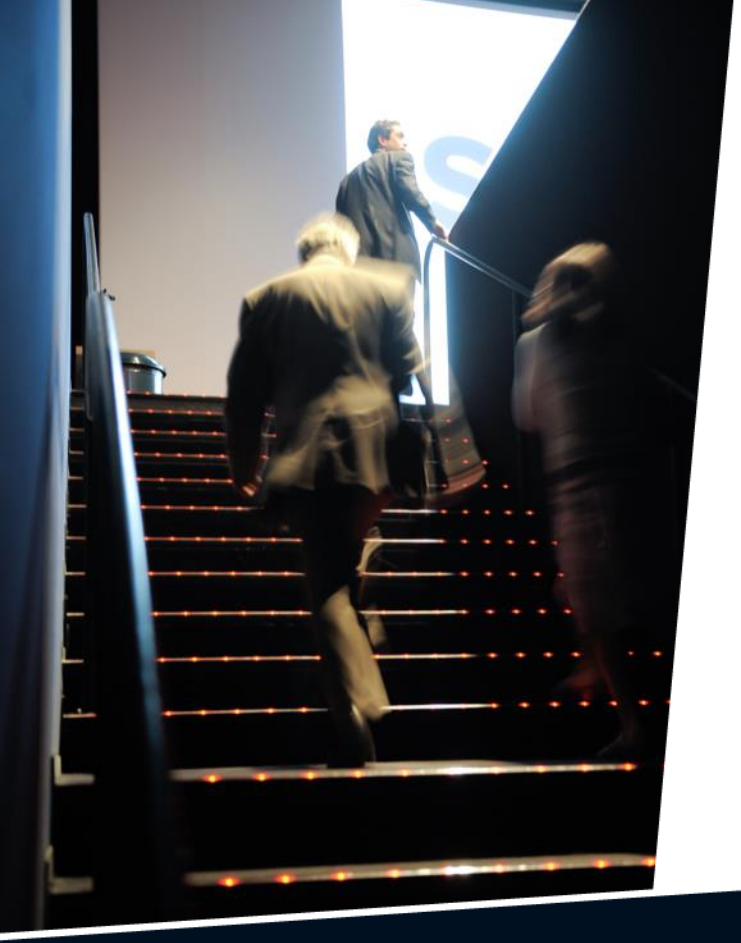
KINEPOLIS GROUP

CONTENT

01 Kinepolis Group in brief

02 Once upon a time

03 Kinepolis today:
Ready for the future



01 Kinepolis Group in brief

KINEPOLIS GROUP

Purpose
Enriching people's lives through the power of movies

Mission
the ultimate movie experience

Three strategic pillars

- Best marketer
- Best cinema operator
- Best real estate manager

Best **marketer**

Best **cinema operator**

Best **real estate manager**

Kinepolis in Europe

2022

countries 7
complexes 62
screens 648
seats 142 254

GRAND DUCHY OF LUXEMBOURG
3

BELGIUM
11

FRANCE
16

SPAIN
10

THE NETHERLANDS
20

SWITZERLAND
1

POLAND
1

(*) The cinema in Poland is operated by a third party

Kinepolis in North America

2022

complexes 38
screens 312
seats 41 159

Total Kinepolis Group worldwide:

- 110 complexes
- 1,124 screens
- Approx. 200,000 seats

Core businesses

BOX OFFICE

ITS

B2B

REAL ESTATE

KFD

BRIGHTFISH

DCS

Key Figures 2022

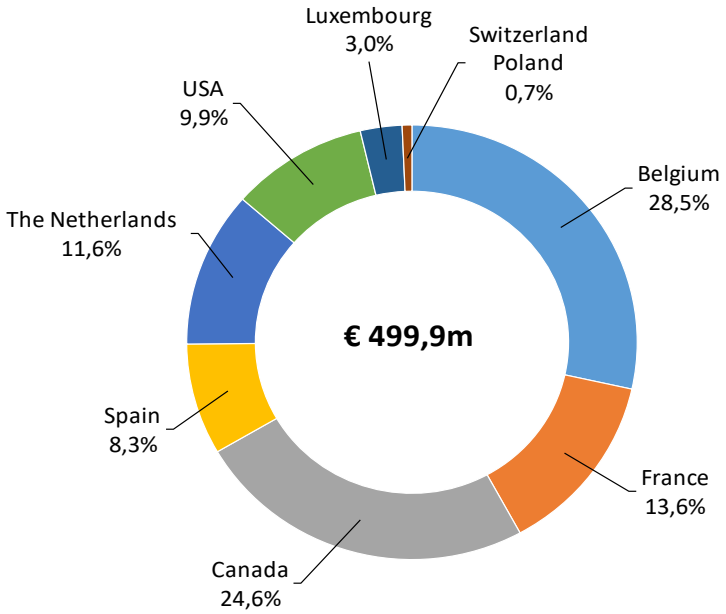
VISITORS
29.3 million

TURNOVER
499.9 million EUR

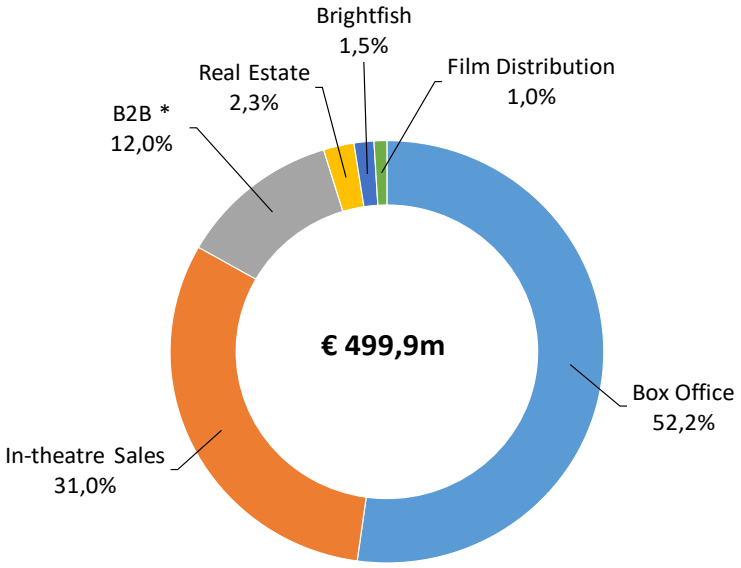
NET PROFIT
27.5 million EUR

ADJUSTED EBITDAL
114.7 million EUR

Revenue



YE 2022



YE 2022

KINEPOLIS
BIG BITE

Expansion

KINEPOLIS

CINEMAS
KINEPOLIS

MJR
GRAND
16
CINEMA

Landmark

02 Once upon a time ...

KINEPOLIS GROUP

Timeline 1968-2015

1975
Opening **Pentascoop** in Kortrijk (5 screens)

1995
First **international complex** (Saint-Julien-Lès-Metz, France)

1998
Initial public offering, **rebranding to Kinepolis** and start of international expansion

2008
Appointment of **Eddy Duquenne** as CEO, together with Joost Bert

1968
Albert Bert takes over the family's Cinema **Majestic** in Harelbeke and turns into a duplex (2 screens) in 1970

1972
Trioscoop Hasselt (3 screens)

1981
Opening **Decascoop** in Ghent (10 screens)

1988
First megaplex : opening **Kinepolis Brussels** (25 screens)

1997
Merger between 2 family-led cinema groups Claeys-Vereecke and Bert: **founding of Kinepolis Group**

1998
Construction Madrid (25 screens, 9,200 seats) the world's largest cinema complex

2014-2015
Start expansion strategy acquisitions in Spain, The Netherlands, France and Grand Duchy of Luxembourg

Corporate DNA

MULTIPLEX CONCEPT

COMFORT

INNOVATIVE TECHNOLOGY

CUSTOMER SERVICE

Timeline 2015-2019

2014
Takeover of **two Spanish cinemas** (Madrid & Alicante)

2015
Takeover Utopolis cinemas in The **Netherlands, Lux & France**
Entrance Lux market

2016
Takeover of **Belgian Utopolis cinemas** and immediate sale of all complexes to UGC

2017
Takeover of Landmark Cinemas (Canada)
45 Canadian complexes

2014
Takeover Wolff Bioscopen cinema group

Entrance Dutch market

2015
Takeover cinema **Mégaroyal** (Bourgoin, FR)

2016
Takeover **cinema in Rouen** (FR)

2016
Opening of 5 new-build cinemas (Dordrecht, Breda, Granada, Fenouillet, Utrecht)

2016
Opening IMAX Brussel (BE)

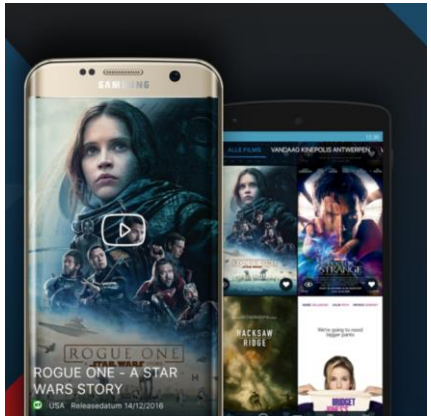
2019
Takeover MJR Digital Cinemas (US)
10 multi- and megaplexes

03 Kinepolis today: ready for the future

KINEPOLIS GROUP

Kinepolis **concept**

CUSTOMER FOCUSED INNOVATION



RELATIONSHIP MARKETING

ACTIVE PROGRAMMING

Global Achievement in Exhibition
Award 2014 (CinemaCon, Las Vegas)

Exhibitor of the Year
Award 2017 (CineEurope, Barcelona)

Entrepreneur of the Year
Award 2019 (Brussels)

Impactful and responsible business

REDUCE ECOLOGICAL FOOTPRINT

EMPLOYEE WELL-BEING & EMPOWERMENT

SOCIOCULTURAL RESPONSIBILITY

Our **people**

+4,000 EMPLOYEES

SELF-LEARNING ORGANISATION

ENTREPRENEURSHIP

Cosy Seating

In-theatre sales

KINEPOLIS®