KINEPOLIS GROUP

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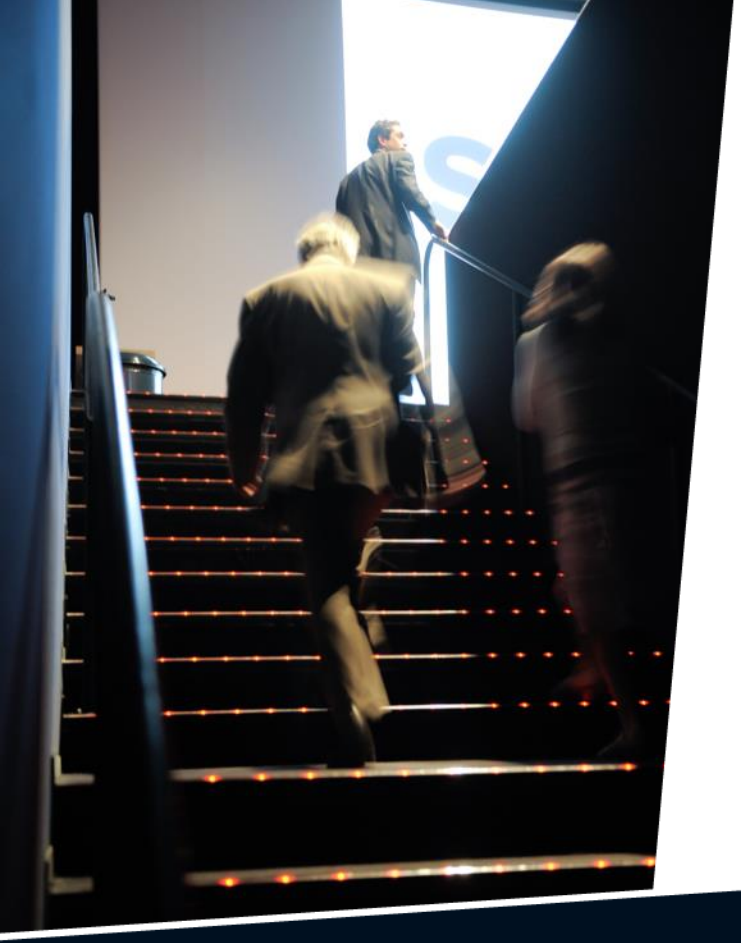


01 Kinepolis Group in brief

KINEPOLIS GROUP

Mission: create 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

2019

visitors in europe **27.3** mio

complexes 58

screens 608

seats 134 123

GRAND DUCHY OF LUXEMBOURG
3

BELGIUM
11

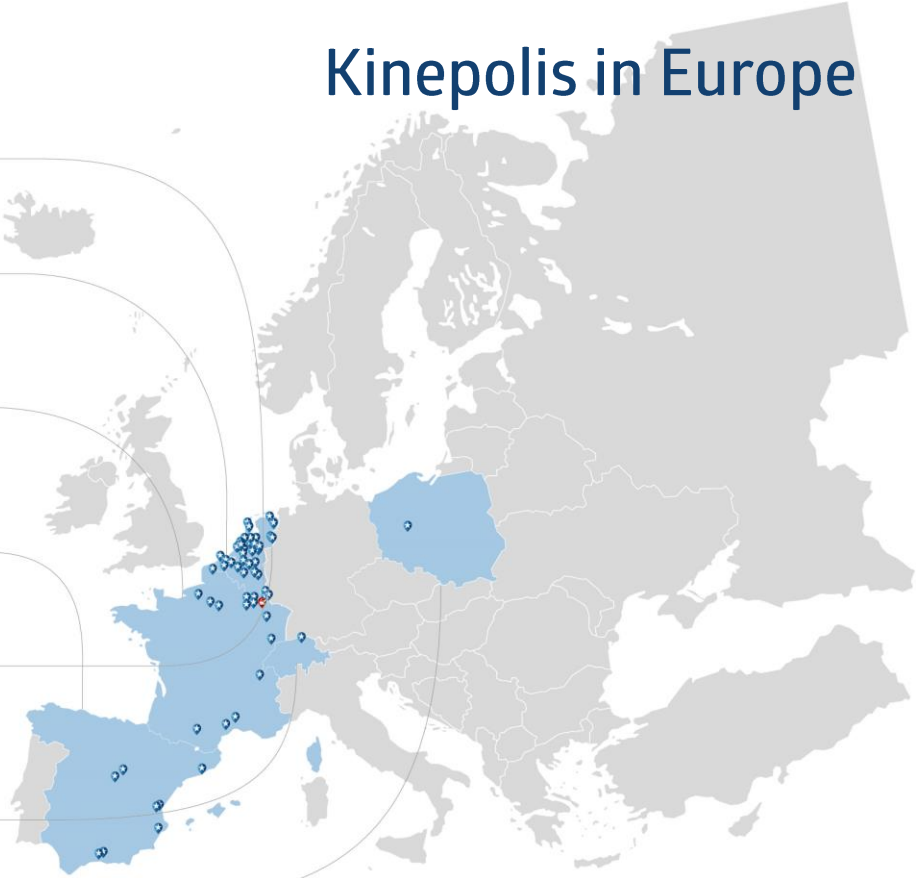
FRANCE
14

SPAIN
8

THE NETHERLANDS
20

SWITZERLAND
1

POLAND
1



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

Kinepolis in North America

2019

visitors in North America **13** mio

complexes 40
screens 325
seats 43 499

Total Kinepolis Group worldwide:

- 108 complexes
- 1,097 screens
- Almost 200,000 seats

KINEPOLIS

August 2021 - EN

Core businesses

BOX OFFICE

ITS

B2B

REAL ESTATE

KFD

BRIGHTFISH

DCS

Key Figures
2021
(severe Covid-19 impact)

VISITORS
17.2 million

TURNOVER
266.4 million EUR

ADJUSTED RESULT
-24.9 million EUR

ADJUSTED EBITDA
72.7 million EUR

Key Figures
2019
(pre-Covid reference)

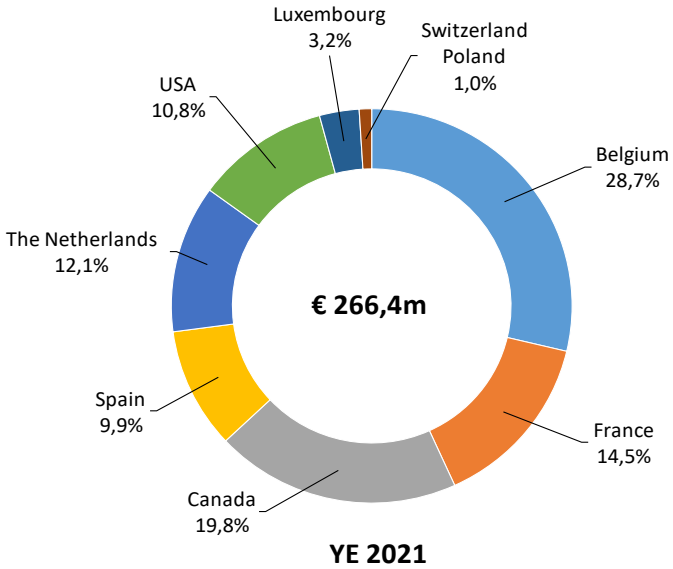
VISITORS
40.3 million

TURNOVER
551.5 million EUR

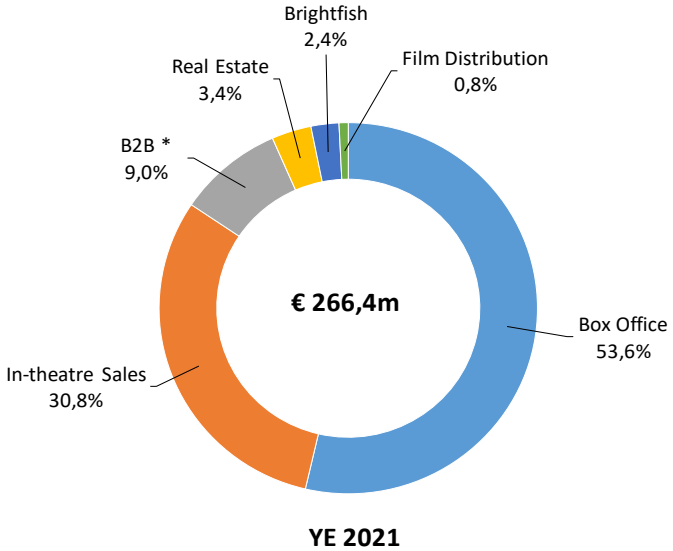
ADJUSTED PROFIT
56.0 million EUR

ADJUSTED EBITDA
146.8 million EUR

Revenue 2021



BY COUNTRY



BY ACTIVITY

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)

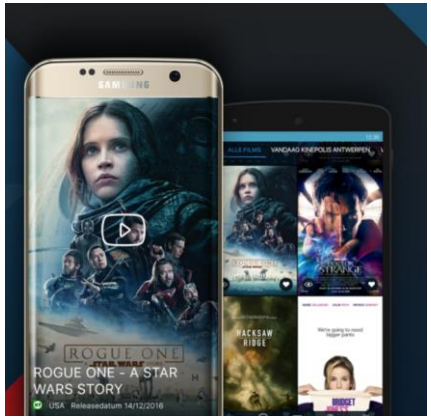
2019
Takeover MJR Digital Cinemas (US)
10 multi- and megaplexes

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®