



KINEPOLIS GROUP

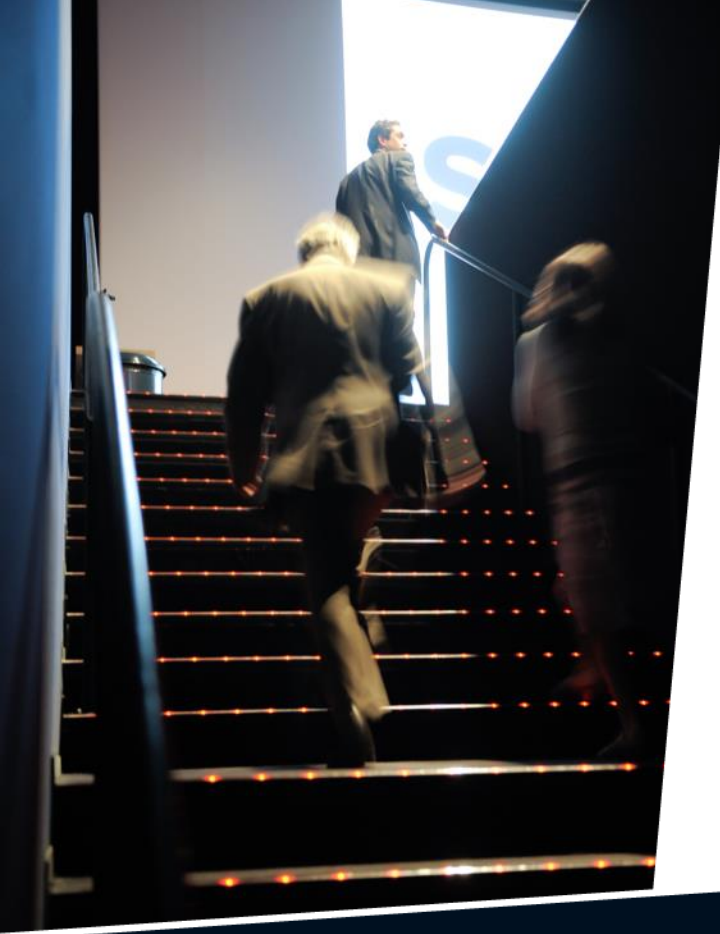


01 Kinopolis Group in brief

02 Once upon a time

03 Kinopolis today:
Ready for the future





01 Kinopolis 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



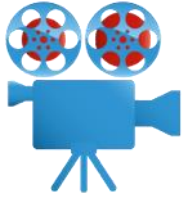
Best real estate manager





Best marketer





Best cinema operator





Best real estate manager



Kinepolis in Europe

2022

visitors
in 2019
in Europe **27.3** mio

countries  7
complexes  61
screens  636
seats  139 792

GRAND DUCHY OF LUXEMBOURG

 3

BELGIUM

 11

FRANCE

 15

SPAIN

 10

THE NETHERLANDS

 20

SWITZERLAND

 1

POLAND

 1



November 2022 - CH

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



Kinepolis in North America

2022

visitors
in 2019 in
North America **13** mio

complexes  40
screens  325
seats  43 941

Total Kinepolis Group
worldwide:

- 111 complexes
- 1,125 screens
- Approx. 200,000 seats

BRITISH COLUMBIA

 12

ALBERTA

 12

SASKATCHEWAN

 2

MANITOBA

 4

ONTARIO

 10



MICHIGAN

 10



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

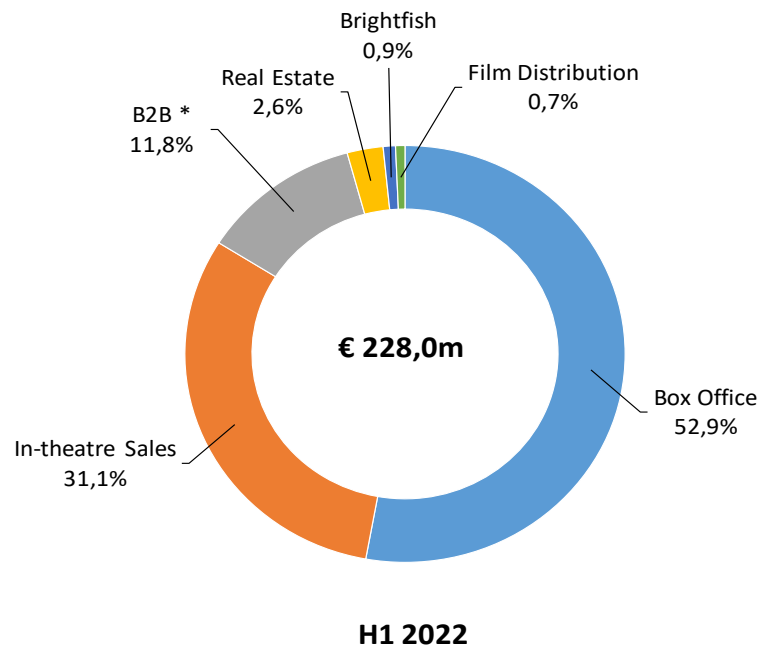
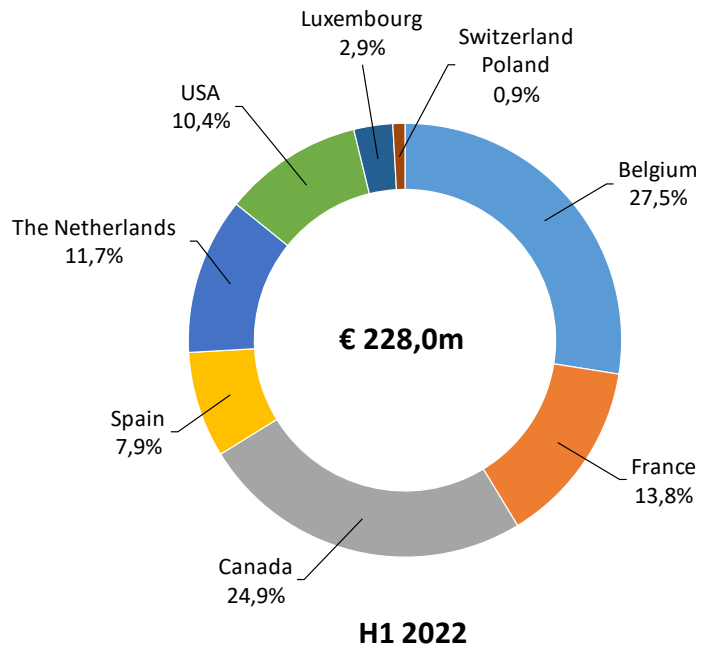
ADJUSTED PROFIT
56.0 million EUR



ADJUSTED EBITDA
146.8 million EUR



Revenue H1 2022



Expansion





02 Once upon a time ...



KINEPOLIS GROUP



Timeline 1968-2015



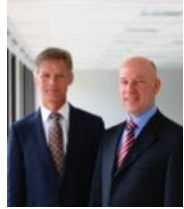
1975
Opening
Pentascoop in
Kortrijk (5 screens)



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

1998
Initial public offering,
rebranding to Kinopolis
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 **Kinopolis
Brussels** (25 screens)



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



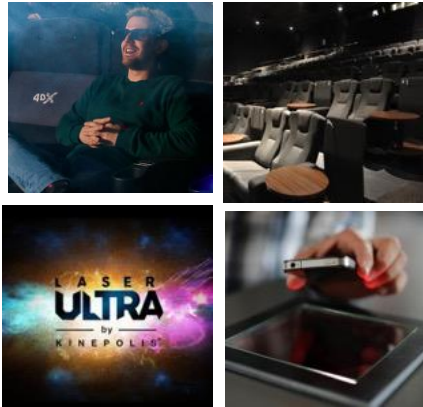


03 Kinopolis today: ready for the future

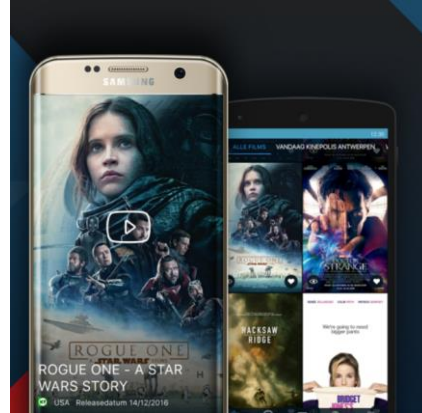
KINEPOLIS GROUP



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



