



BEYOND THE SCREEN

HOW WE CREATE SUSTAINABLE
VALUE IN **13 FIGURES**



Hi there,

Every great story has a higher purpose. Ours is to enrich people's lives through the power of movies. Something we pursue by being the best cinema operator, the best marketer and the best real estate manager. And being the best includes going the extra mile for people and planet.

From the energy behind the scenes to the smiles in front of the screen, our commitment to a better tomorrow is present in everything we do.

You'll find the ins and outs behind that statement in [our first CSRD-compliant sustainability report](#) – something no other cinema group has done before.

But time is precious, like Gandalf said to Frodo in The Lord of the Rings: The Fellowship of the Ring. So, we captured the essence of our sustainability progress in 13 telling figures.

Lights. Action. Impact.

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**GREEN AND
RESILIENT BUILDING
& INFRASTRUCTURE**



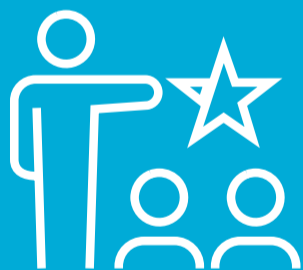
**RESPONSIBLE
WASTE
MANAGEMENT**



**DEVELOPMENT,
EMPOWERMENT
AND WELL-BEING
OF EMPLOYEES**



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EXPERIENCE
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GREEN AND RESILIENT BUILDING & INFRASTRUCTURE

Dorothy knew it well in The Wizard of Oz – and so do we at Kinepolis: **“There’s no place like home.”** Earth is our only home, and protecting it is not just a choice but a responsibility. Unlike Dorothy, however, we can’t simply click our heels and return to the way things were ...



6.0
GWh

In line with the latest technology developments, Kinepolis goes all in on laser projection. In short, you get a sublime image quality, while using 40% less energy than xenon lamp projectors. By the end of 2024, 745 of 1 152 screens (or 65% of all Kinepolis, Landmark and MJR screens) were equipped with laser projectors.

	2021	2022	2023	2024
% of screens	25%	42%	59%	65%
Energy savings per year	2.0 GWh	3.7 GWh	5.4 GWh	6.0 GWh

MAX. 1.5°C

To avoid the most severe effects of climate change, global warming needs to be limited to 1.5°C above pre-industrial levels – a threshold set by the Paris Agreement. We are ready to play our part and, in 2024, voiced a commitment to achieve Net Zero. That means Kinepolis will no longer add to the total amount of greenhouse gases in the atmosphere by 2050.

We are currently finalizing our climate transition plan, supported by the Science Based Targets initiative (SBTi). Soon, we will be joining a global community of nearly 11 000 companies with science-based targets and commitments.



UP TO 60% ENERGY SAVINGS

To minimize the ecological impact of our cinema infrastructure, building management systems (BMS) play a crucial role. These automated platforms integrate and control a building's technical equipment like HVAC and

lighting. In 2024, 7 additional European cinemas received a 100% tailor-made BMS, bringing the total to 24 out of 64 cinemas in Europe. In North America, most of our cinemas are equipped with a 'light' BMS system.



"OUR LEVEL OF DETAIL IN BUILDING MANAGEMENT SYSTEMS SETS US APART. WE CONSIDER FACTORS SUCH AS EXPECTED VISITOR NUMBERS, WEATHER FORECASTS, AND THE DIMENSIONS OF HALLS AND FOYERS. WE EVEN EXCHANGE THE HEAT BETWEEN HIGHLY AND LESS OCCUPIED THEATRES. THIS ENABLES US TO SAVE UP TO 60% IN ENERGY."

ERIK VANDEN BERGHE,
GENERAL MANAGER REAL ESTATE
CONSTRUCTION & MAINTENANCE



RESPONSIBLE WASTE MANAGEMENT

“You’re gonna need a bigger boat”, says an awestruck Chief Brody in Jaws. But when it comes to tackling big challenges, sometimes the best solution isn’t size – it’s strategy. That’s exactly how Kinepolis approaches waste reduction and sustainability: by making smart choices.



“I AM PLEASED THAT PEOPLE CAN NOW GET THEIR DEPOSIT BACK ON THE SPOT, WHICH MOTIVATES MORE RETURNS AND RECYCLING. I HOPE OTHER ORGANIZATIONS WILL FOLLOW THIS EXAMPLE.”

JEROEN HILLEN,
DIRECTOR OF STATIEGELD NEDERLAND

1ST DEPOSIT RETURN MACHINE

In 2024, Kinepolis was the first cinema chain in the Netherlands to introduce deposit return machines. The idea: visitors get a deposit back when they return empty bottles or cans for recycling. Previously, we already had collection points, but the deposit was automatically donated to charities. The new machines give visitors the choice between donating and receiving their deposit into their bank account.

5 791 TONS OF WASTE GENERATED

Yes, that's a lot. In fact, it's half the Eiffel Tower. And yet, we're steadily heading in the right direction ever since we launched our sustainability program back in 2011. To be more precise, we're making the sustainable choice the only, easiest or most logical choice for moviegoers – with success.

A selection of our efforts to reduce, sort and recycle waste:



**Dedicated bins
located at theatre
entrances and exits**



**Information on
waste sorting during
pre-shows**

**Redesigned
soft drink lids to
eliminate single-use
plastic**



**Paper drinking
straws and snack
bags in most
European locations**



**Electric dryers
instead of towel rolls
in restrooms**

**Nacho trays and
popcorn packaging
from recycled
cardboard**



**Combatting food
waste with Too Good
To Go in Canada**





DEVELOPMENT, EMPOWERMENT AND WELL-BEING OF EMPLOYEES

Sometimes, the simplest words can carry the deepest meaning. Take the now-classic line from Lilo & Stitch: **“Family means nobody gets left behind.”** At Kinopolis, that sentiment resonates deeply because our people – both frontstage and backstage – are at the heart of what we do.

A DIVERSE TEAM OF +4 000 DEDICATED EMPLOYEES

Our overall goal – to enrich people’s lives through the power of movies – is only possible thanks to the people across key operational regions such as Belgium, Spain, Canada, the US, the Netherlands, Luxembourg and France. And that’s a very diverse team of employees who take pride in their work.

- › **70%** youngsters (under 30 years), complemented by experienced professionals
- › **29%** contractors, student workers and interns to supplement our permanent workforce
- › **50%** female employees, with 23.3% occupying key positions in top management



4 INNOVATION AWARDS

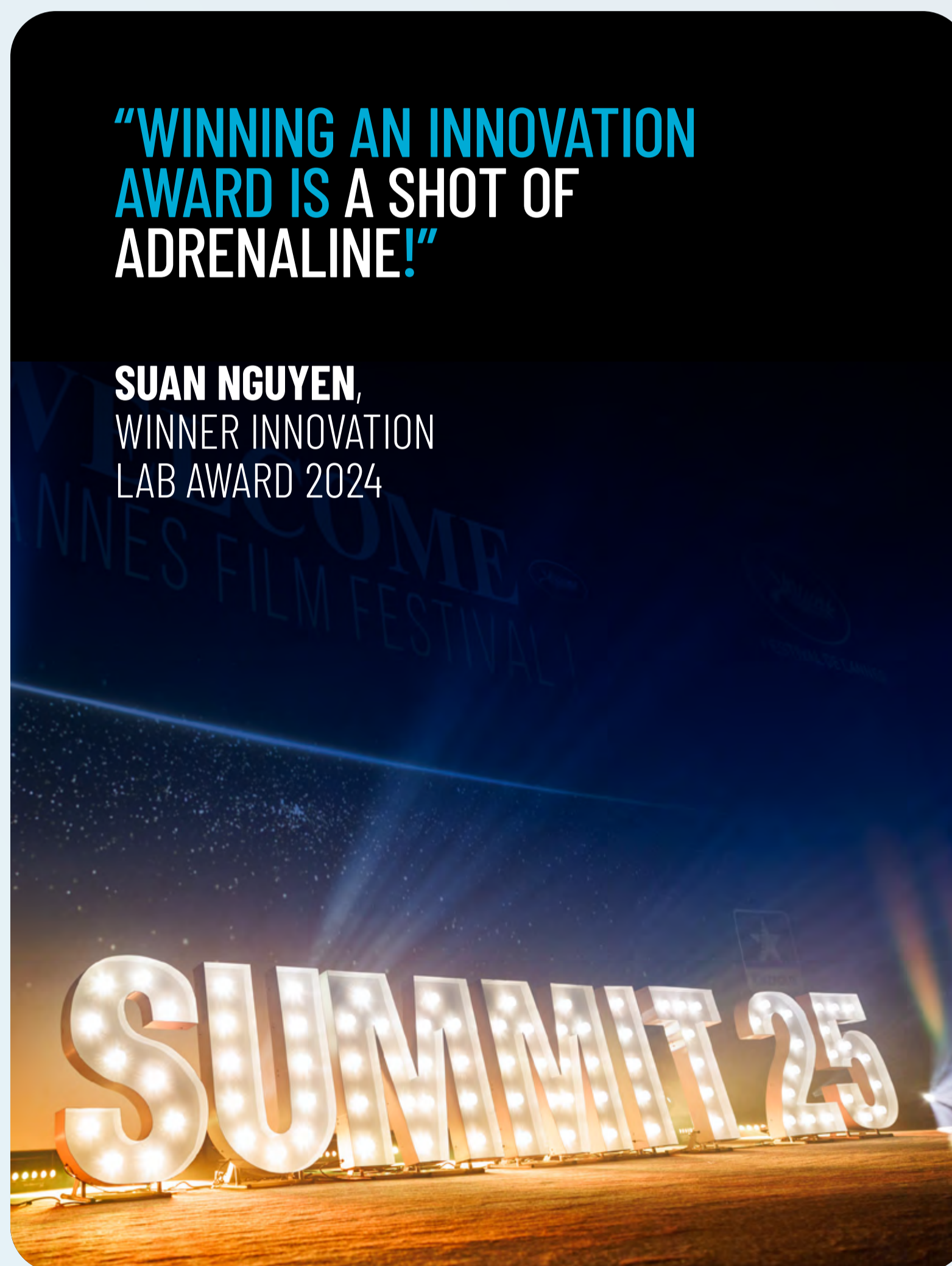
Innovation and entrepreneurship are as essential to Kinopolis as the Force is to the Star Wars universe. We call it our ‘self-learning culture’: always striving for improvements, learning from each other, and thinking outside the box.

Since 2024, we hold a yearly international Innovation Lab Summit. The Innovation Lab is aimed at empowering all employees, from students to senior managers, to submit fresh ideas that have the potential to contribute to our strategy of being the best cinema operator, the best marketer and the best real estate manager.

The best ideas from all countries are judged and celebrated with an Innovation Award in 4 categories: the most impactful idea, the most promising idea, the most creative idea and the public’s choice.

“WINNING AN INNOVATION
AWARD IS A SHOT OF
ADRENALINE!”

SUAN NGUYEN,
WINNER INNOVATION
LAB AWARD 2024



LAUNCH OF OUR 2ND ACADEMY



Next to the Kinopolis Academy (for European territories), we now have the Landmark’s Movie Lover Academy (for Canada). The platform boasts various e-learning modules and training courses at different levels, including general modules for new employees.





CUSTOMER EXPERIENCE EXCELLENCE

At Kinopolis, we take inspiration from the classics. One of our favourites? Don Corleone's infamous line in The Godfather: ***"I'm gonna make him an offer he can't refuse."*** It may seem unusual, but it perfectly reflects our approach to customer experience. By prioritizing customer satisfaction and care, we create an unforgettable journey designed to be an offer no moviegoer can resist.

490K COMPLETED SURVEYS

We invite visitors to share their experience in numerous areas: how did they like the film, the quality of the picture and sound, the service, the value for money, cleanliness, etc. The reporting and screening of the results takes place daily at team, cinema and national level.

"WITH OUR SURVEYS, WE GAIN CRUCIAL INSIGHTS INTO ALL ASPECTS OF OUR OFFERINGS. IT ALSO ALLOWS US TO DETECT SHIFTS IN CUSTOMER PREFERENCES EARLY ON."

ERIC MEYNIEL,
CHIEF BOX OFFICE OFFICER



1+1+1+1+1...

Going to the cinema means quality time with family, relatives or friends. It's also the perfect place for a first date or a romantic evening. Or what about sharing emotions with strangers in the audience?

To reinforce that social element, Kinopolis organizes film marathons, one-off concert performances, Horror Nights, Family weekends and so on.

CATERING TO THE NEEDS OF 32.6 MILLION MOVIEGOERS



**From blockbusters
to art house**



**From kids and young
adults to seniors**



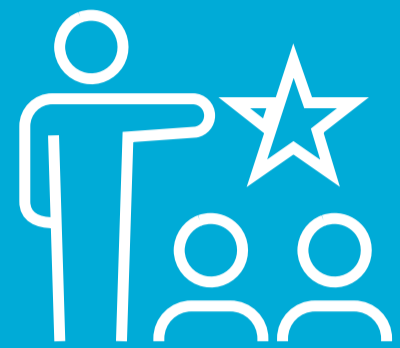
**From Hollywood to Bollywood
(and everything in between)**



**From wheelchair access
to aids for audio-visual
impairments**



**From standard to
premium cinema
concepts**



BUSINESS INTEGRITY AND GOOD GOVERNANCE

“With great power comes great responsibility.” Uncle Ben’s cautionary warning to a young Peter Parker in the 2002 Spider-Man movie still echoes today. And for good reason, strong shoulders (should) carry the most weight. At Kinepolis, we, too, recognize our responsibility in ethical leadership and governance.



STRIVING FOR 100% ALIGNMENT WITH SUPPLIERS

We know, that’s ambitious. But we find it important that our partners and suppliers uphold the same high standards when it comes to working conditions, health & safety, environmental performance and ethical business conduct. That’s why we have an ethical code for suppliers, which is an integral part of our contracts since 2022.

It’s only by joining forces with like-minded parties and working towards common goals that we’ll truly enrich people’s lives through the power of movies.

0 TOLERANCE ON MISCONDUCT

When it comes to issues like conflicts of interest, corruption, bribery, harassment and data privacy, we expect our people to do the right thing. What exactly we consider ‘wanted behaviour’ is written down in our policies. However, it’s mainly our unwritten culture of integrity, respect and accountability that accounts for an exemplary track record in ethical business conduct and legal compliance.

When misconduct does happen, we encourage people to speak up. For example, through our whistleblowing mechanisms, which are now also present in North America.



“THE IMPLEMENTATION OF A FORMAL WHISTLEBLOWING PROCEDURE IN NORTH AMERICA – IN LINE WITH WHAT WE HAVE IN EUROPE – EMPOWERS EMPLOYEES TO VOICE CONCERNS, THUS FOSTERING A CULTURE OF TRANSPARENCY.”

HILDE HERMAN,
GENERAL COUNSEL



[Read the full annual report here](#)

