

# Press Release Kinopolis Group

Brussels, Wednesday 15 July 2009 - **Embargo: 5.45 PM**  
Contact: Myriam Dassonville, Corporate Communication Manager  
Tel: +32 9 241 00 16 - E-mail: mdassonville@kinopolis.com

## 9.8 million Kinopolis visitors in the first half of 2009

From January to June this year, the Kinopolis Group welcomed 9.8 million visitors in its cinema complexes, 5.3% less than in the first half of 2008.

The considerable decrease in the first quarter (-17%) could be compensated for to a large extent in the second quarter (+12.4%). One of the reasons for this was the shift of the Easter Holiday from the first quarter in 2008 to the second quarter in 2009.

All countries recorded strong visitor figures. Spain clearly exceeded them all thanks to the success of the 3D genre, the revival of the Spanish film, including the Spanish comedy "Fuga de Cerebros" and the success of the campaign for elderly cinemagoers in Madrid "Mayores de Cine".

The top films of the **second quarter** were "Angels and Demons", "Fast and Furious 4", "X-men Origins: Wolverine", "Knowing" and "Night at the Museum 2". The 3D film "Monsters vs. Aliens" also did extremely well. The programme was successfully expanded in the direction of events, music and theatre:

- Belgium and France: Opera in the Cinema in cooperation with the Metropolitan Opera
- France: "Carmen" in cooperation with l'Opéra Comique de Paris
- Belgium: Last episode of the popular TV series "Flikken" in evening premiere; Iron Maiden: Flight 666; Theatre in the Cinema in cooperation with NT London (Phèdre).
- Kinopolis Spain presented a 3D pilot project with great success, in which the tennis final of Roland Garros (7/06/09) was broadcast live as well as in 3D by satellite on the big screen.

Meanwhile, "Ice Age 3" (3D), "Harry Potter and the Half-Blood Prince", "Public Enemies", "Brüno" and "G-Force" are setting the tone for the **third quarter**. On 16 July, Kinopolis France brings the concert of Julien Clerc aux nuits de Fourvières (Lyon) live as well as in 3D to the cinema.

For the **last quarter**, there are high expectations from "Up" (3D), "2012", "A Christmas Carol" (3D), the Flemish "Dossier K", the French "MicMacs à Tire-Larigot", the Spanish films "Agora" and "Rec 2", and the long-awaited "Avatar" (3D). In addition, the culture-loving public can look forward to the continuation of Theatre in the Cinema in Belgium with "All's Well That Ends Well" (William Shakespeare) on 1 October and the launch of the third season of "Opera in de Cinema" (10/10/09) in Belgium and France.

	Belgium	France	Spain	Switzerland	Total	2009/2008
	11 cinemas	7 cinemas	3 cinemas	1 cinema		8
First quarter 2009	2,202,703	1,807,761	1,155,924	43,617	5,210,005	-16.9%
Second quarter 2009	1,905,421	1,529,914	1,161,780	35,915	4,633,030	12.4%
Third quarter 2009						
Fourth quarter 2009						
January - June 2009	4,108,124	3,337,675	2,317,704	79,532	9,843,035	-5.3%
January - June 2008	4,441,982	3,606,774	2,264,500	79,219	10,392,475	
2009 / 2008	-7.5%	-7.5%	2.3%	0.4%	-5.3%	