

## Major European player

Since its foundation in 1997 and its subsequent flotation in 1998, Kinepolis has grown into the market leader in Belgium and a leading player in the European market.

With 23 cinema complexes in Belgium, France, Spain, Poland and Switzerland welcoming 22 million visitors in 2007, Kinepolis is one of the leading cinema operators in Europe and employs 1 800 people.

### Concept

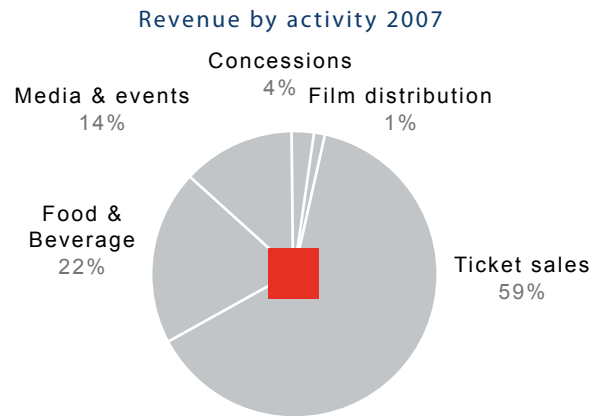
The Kinepolis concept is driven by an urge to achieve innovation and customer focus. Kinepolis is one of a select groups of cinemas in the world that are able to offer digital cinema. The revolutionary DLP™ technology is used to do this. Kinepolis now has an extensive platform of digital projectors in Belgium, France and Spain.

### Real Estate

The land and buildings represent an unmistakable asset for Kinepolis Group. The group owns nearly 860 000 m<sup>2</sup> of real estate, including land and buildings which still need to be fully developed, over 360 000 m<sup>2</sup> of commercial space, 450 000 m<sup>2</sup> of parking space, and 60 000 m<sup>2</sup> of leased out surfaces for concessions.

	complexes	screens	employees
Belgium	11	138	845
France	7	87	422
Spain	3	64	346
Poland	1	20	98
Switzerland	1	8	47
Totaal	23	317	1758

### Revenue



Figures 2007 - IFRS

EUR M	2007
Revenue	212.3
EBITDA	49.6
Operating profit before financing costs, EBIT	25.1
Profit for the period	14.7
Earnings per share (€)	2.15
Net financial debt	138.9





## The Kinepolis Experience

Kinepolis has always been a pioneer in technological innovation. It is continuously looking for the best state-of-the-art technology in the entertainment industry. Evidence of this is THX certification, the standard for perfect image and sound quality in the cinema industry, that was awarded to each Kinepolis cinema hall.

The so-called "Kinepolis Experience" is based on a series of well-balanced features such as:

- \* the selection of suitable, easily accessible locations
- \* the design and building of 5th-generation multifunctional leisure centres with restaurants, cafes, exhibition and meeting facilities, etc.
- \* broad knowledge in the area of film programming, ticketing, comfort and safety
- \* unparalleled image and sound quality
- \* operational excellence and customer satisfaction



### Pioneer in Digital Cinema

Kinepolis has played a pioneering role in Europe for many years in relation to 'Digital Cinema'.

In 2007 and 2008 all Kinepolis screens in Belgium will be digitalised in collaboration with Barco to improve picture and sound quality and extend the offering.

Digital Cinema offers the very best in terms of image and sound in the cinema. In comparison with the traditional 35mm film, digital cinema offers outstanding picture quality, perfect subtitles and better colours.

Digital technology also stands out in that it retains quality to a better standard over a longer period. The film is projected onto the screen using a computer server and a digital projector. It makes no difference whether the film is shown once or thousands of times. The quality remains impeccable since there is no wear and tear as there is with the conventional 35 mm film.

This also opens up the possibility of offering more alternative content in digital format, alongside digital Hollywood productions, such as prestigious events, television series previews, live concerts, live sporting competitions and a host of applications for companies, universities and the medical sector.

### Dolby 3D Digital Cinema

On its way towards integral digitalisation with HDDC (High Definition Digital Cinema), Kinepolis, in conjunction with Dolby Laboratories, Inc., Barco and Texas Instruments (DLP Cinema®) is embarking upon the path of 3D digital cinema. This latest-generation relief cinema constitutes another milestone in the technological development of Kinepolis.

So far, 17 Kinepolis complexes have equipped one auditorium each with a Dolby® 3D Digital Cinema system: all the Kinepolis complexes in Belgium (10) and in France (6) and the Spanish megaplex Kinepolis Madrid. Beowulf 3D was the first movie to grace the Kinepolis screens in 3D. Fly me to the Moon in 3D is scheduled for 2008.

### Cinema of the future

Today, with the creation of each new complex, Kinepolis Group takes another step forward thanks to a number of pioneering innovations. The most striking features are the open foyer, the seat booking facilities, the ticket pricing and monitoring system and the extensive digitalisation of film, information and communication channels.

## Contact Kinepolis Press Service

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