



A WANDA GROUP COMPANY

AMC Theatres® (NYSE: AMC) is the customer experience leader. We run the most productive theatres in the country's top markets. AMC operates six of the top 10 highest grossing theatres in the U.S., and has the No. 1 market share in the top three markets (NY, LA, Chicago). AMC has propelled industry innovation and continues today by delivering more comfort and convenience, enhanced food & beverage, greater engagement and loyalty, premium sight & sound, and targeted programming.

## Company Facts ...

- AMC has interests in 348 theatres with 4,937 screens across the United States
- We serve approximately 200 million guests each year with industry-leading guest satisfaction ratings
- AMC's food & beverage operations, including our dine-in theatres, represent a Top 60 U.S. restaurant chain
- AMC listed on the New York Stock Exchange in Dec. 2013
- AMC is headquartered in the metropolitan Kansas City area, where it has been since its founding in 1920
- AMC employs approximately 20,000 full- and part-time associates

## Guest Experience Leader ...

### More Comfort and Convenience

- National multi-year remodeling program underway with more than 73 locations thus far adding plush, power recliners
- Extensive online ticketing allows guests greater convenience and a guaranteed seat
- Reserved seating in 104 of our busiest locations creates anxiety free movie-going

### Enhanced Food & Beverage

- 18 *Dine-In Theatres*<sup>SM</sup> offer dinner and a movie with luxury seats, a full menu and seat-side service
- AMC *MacGuffins*<sup>TM</sup> bars serve beer, wine and cocktails to adult guests in 109 locations
- Broad food and beverage offering, including pizza and other meals, healthier snacks, specialty drinks, and *Coke Freestyle*<sup>®</sup> at 224 locations.

### Greater Engagement & Loyalty

- *AMC Stubs* membership program rewards guest loyalty and enables AMC to direct market to most avid movie-goers
- *Facebook* page with more than 4.4 million likes and a *Twitter* feed with more than 289,000 followers
- *AMCTheatres.com* generates nearly 300 million visits per year

### Premium Sight & Sound

- Leading *IMAX*<sup>®</sup> exhibitor globally – more than one-third of AMC locations house an IMAX screen (149 theatres)
- *RealD*<sup>®</sup> 3D capability in all theatres and fully upgraded digital projection, featuring 4K resolution by *Sony Digital Cinema*
- *Dolby Cinema at AMC Prime* presents movies with *Dolby Vision*<sup>TM</sup> laser projection, *Dolby Atmos* sound and recliner seating at 8 locations

### Targeted Programming

- Industry leading market shares for multiple titles in 2014, including community programming and blockbusters
- Largest theatres (14.2 screens per theatre vs. 7.3 industry average) enables AMC to bring more diverse titles to an increasingly diverse audience
- Through AMC's targeted programming, more than 512 indie films played at AMC in 2014

