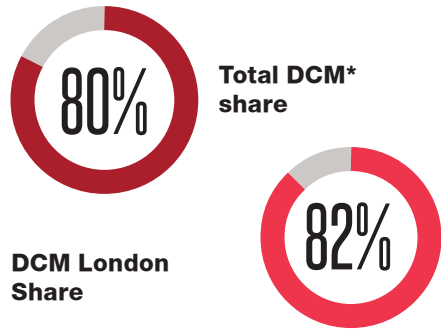


FAST FACTS – 2022

DCM'S ADMISSIONS SHARE



*Source: CAA/comScore Q4 2021 Admissions share.

CINEMA'S YOY PERFORMANCE

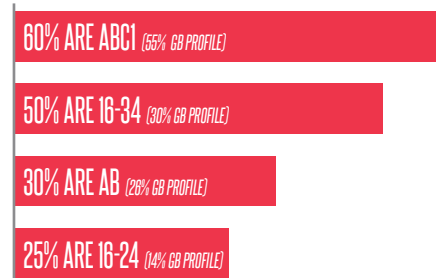
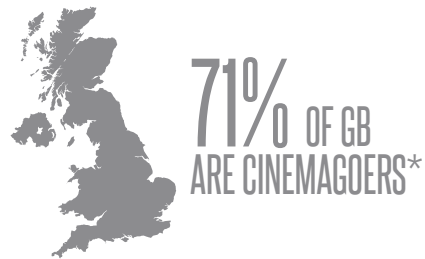
| Year | Films released | Industry Admissions | DCM Revenue |
|-------|----------------|---------------------|--------------|
| 2019 | 938 | 176m | £105m |
| 2020 | 444 | 44m | £27m |
| 2021 | 497 | 74m | £40m (+48%) |
| 2022* | 900 | 140m | £84m (+110%) |

Source: Films released, comScore. 2019-21 admissions data, CAA/Comscore, Revenue, DCM. 2022 figures are all DCM predictions..

2022 TOP 10 16-34 BLOCKBUSTER FORECASTS

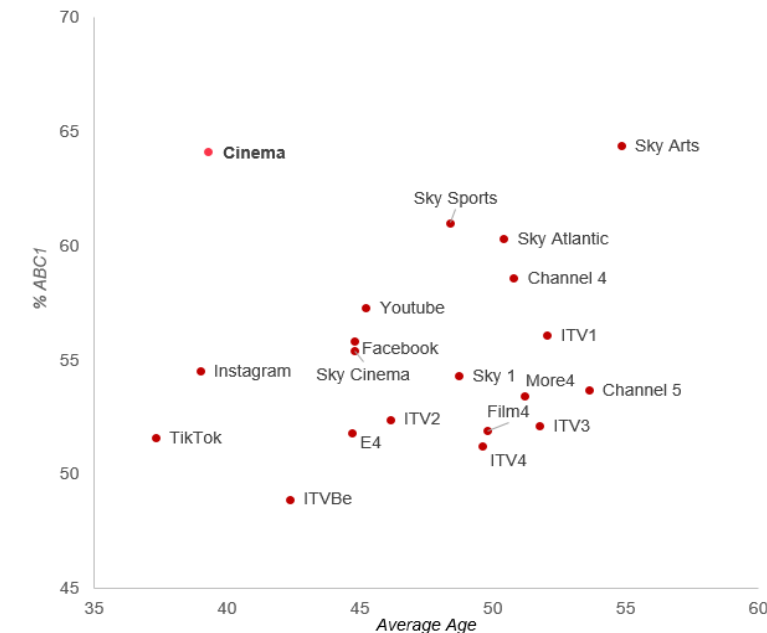
| 2022 Films | Industry admissions | Estimated 16-34 TVRs |
|---|---------------------|----------------------|
| Black Panther: Wakanda Forever (November) | 5.7m | 23 |
| The Batman (March) | 5.6m | 21 |
| Thor: Love & Thunder (July) | 5.1m | 20 |
| Doctor Strange In The Multiverse Of Madness (May) | 3.9m | 15 |
| Jurassic World: Dominion (June) | 5.1m | 15 |
| Top Gun: Maverick (May) | 4.4m | 14 |
| Avatar 2 (December) | 4.9m | 13 |
| Fantastic Beasts: Secrets of Dumbledore (April) | 3.2m | 11 |
| The Flash (November) | 2.6m | 9 |
| Morbius (April) | 1.9m, | 8 |

THE CINEMA AUDIENCE:



Source: TGI GB December 2021 15+. Demo breaks based on those who have been in last six months.

CINEMA PROFILES YOUNGER AND MORE UPMARKET



Source: TGI GB December 2021. Been in last week / watched in last week / used in last 7 days

Source: Estimated 16-34 TVRs, based on industry admissions.

2022 FILM SLATE

