

July 24, 2017



## **AMC Theatres® Celebrates One-Year Anniversary of AMC Stubs Relaunch with 9 Million-Plus Member Households**

*AMC Stubs more than triples its membership in a year*

*AMC adds more than 1 million members in less than two months with its sights set on 10 million members*

LEAWOOD, Kan.--(BUSINESS WIRE)-- Today, as AMC Theatres® (NYSE:AMC) ("AMC") celebrates the 1-year anniversary of the relaunch of its AMC Stubs loyalty program, the program now has more than 9 million AMC Stubs member households, more than tripling its membership during the past year.

In July of 2016, AMC announced a relaunch of AMC Stubs, to increase the appeal of its paid, premier tier and to add a free tier. At that time, the AMC Stubs membership sat at approximately 2.5 million households, a membership level that had not changed in approximately three years. The program membership has been growing rapidly since relaunch, including adding 1 million members in the past two months.

Given the continuing robust pace of new member enrollments, AMC now expects this year that AMC Stubs will reach 10 million household members, in the fall of 2017. This is a goal AMC originally did not expect to reach before the year 2025.

In addition to that significant year-over-year membership growth, the Company continues to see benefit from the growing loyalty customer base. During July 2017, for the first time ever, AMC Stubs U.S. ticket penetration reached more than 30 percent of total AMC ticket buyers in the United States, meaning more than 30 percent of tickets sold at AMC Theatres in the U.S. were purchased by AMC Stubs members.

"The continued brisk growth of the AMC Stubs membership base during the past year has been a testament to the successful relaunch of AMC Stubs in the summer of 2016," said Adam Aron, CEO and President of AMC. "This growth of our AMC Stubs database allows us to reach more movie-goers than ever before, and with greater efficiency and precision."

For information about AMC Stubs and to sign up, guests can inquire at their local AMC or at [amctheatres.com/amcstubs](http://amctheatres.com/amcstubs).

### **About AMC Entertainment Holdings, Inc.**

AMC is the largest movie exhibition company in the U.S., in Europe and throughout the world with approximately 1,000 theatres and 11,000 screens across the globe. AMC has

propelled innovation in the exhibition industry by: deploying more plush power-recliner seats; delivering enhanced food and beverage choices; generating greater guest engagement through its loyalty program, web site and smart phone apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. AMC operates among the most productive theatres in the United States' top markets, having the #1 or #2 market share positions in 22 of the 25 largest metropolitan areas of the United States, including the top three markets (NY, LA, Chicago). Through its Odeon subsidiary, AMC operates in 14 European countries and is the # 1 theatre chain in Estonia, Finland, Italy, Latvia, Lithuania, Spain, Sweden and UK & Ireland.

[amctheatres.com](http://amctheatres.com)

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Source: AMC Entertainment Holdings, Inc.