

July 23, 2023



Sensational Openings of Barbie and Oppenheimer Driving Cinemark Toward Record-Breaking Summer Box Office Weekend, Tracking to be Among the Highest Box Office Weekends of All Time

Holdovers from “Mission: Impossible – Dead Reckoning Part One” and “Sound of Freedom,” among others, helped bolster the record-setting weekend performance.

Consumer enthusiasm to see these diverse films in theaters underscores the power great stories have to bring people together, amplifying the moviegoing experience while creating a buzzworthy cultural impact.

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), one of the world’s largest and most influential movie theater companies, today announced that the weekend of July 21, 2023, is tracking to be the exhibitor’s best summer weekend box office of all time, as well as one of the highest grossing box office weekends in the Company’s history. Driven by the immense buzz surrounding *Barbie* and *Oppenheimer*, as well as carry-over from other films, including *Mission: Impossible – Dead Reckoning Part One* and *Sound of Freedom*, consumers underscored their excitement to experience the year’s most compelling films in the shared, immersive environment of a movie theater.

“People love coming together to experience great storytelling in a movie theater, as proven yet again by the sheer volume of consumers who visited our locations to see *Barbie* and *Oppenheimer* during opening weekend,” said Wanda Gierhart Fearing, Cinemark Chief Marketing and Content Officer. “It appears *Barbie* actually is everything, and Christopher Nolan fans turned out in droves to see his newest masterpiece in the larger-than-life theatrical format that he intended. Congratulations to our studio partners, as well as the entire creative community for delivering films that generate these record-breaking results.”

Fans will be thrilled to see more films on the big screen through the end of the year with diverse films across all genres, including *Teenage Mutant Ninja Turtles: Mutant Mayhem* on August 2, *The Equalizer 3* on September 1, *The Nun 2* on September 8, *Kraven the Hunter* on October 6, *The Exorcist: Believer* on October 13, *Killers of the Flower Moon* on October 20, *Dune: Part Two* on November 3, *The Marvels* on November 10, *Trolls Band Together* and *Hunger Games: The Ballad of Songbirds and Snakes* on November 17, *Wish* and *Napoleon* on November 24, *Wonka* on December 15, *Aquaman and the Lost Kingdom* on December 22, *The Color Purple* on December 25 and so much more.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most

influential movie theater companies in the world. Cinemark's circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 516 theaters (317 U.S.; 200 South and Central America) with 5,833 screens (4,391 U.S.; 1,442 South and Central America) in 42 states domestically and 14 countries throughout South and Central America. Cinemark consistently provides an extraordinary guest experience from the initial ticket purchase to the closing credits, including Movie Club, the first U.S. exhibitor-launched subscription program and the first to reach the one-million-member milestone; the highest Luxury Lounger recliner seat penetration among the major players; XD - the No. 1 exhibitor-brand premium large format; and expansive food and beverage options to further enhance the moviegoing experience. For more information go to <https://ir.cinemark.com>.

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