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# Cinemark Sets the Scene: Investing in Innovation, Comfort and the Moviegoer Experience

*Investments to maintain and enhance technology, comfort and amenities consistently deliver a premium moviegoing experience across 500 theaters worldwide*

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), one of the largest and most influential theatrical exhibition companies in the world, is showcasing its commitment to continuously maintaining and enhancing its movie theaters. With a decades-long track record of elevating the guest experience through sustained investments that significantly exceed its peers, Cinemark strategically prioritizes innovation and operational excellence to position the company for continued success.

Cinemark consistently delivers unique, cutting-edge, immersive experiences across every facet of moviegoing, from elite sight and sound technology to elevated food and beverage offerings, streamlined theater operations, curated programming, engaging marketing and more. The company's dedication to delivering exceptional guest service is resonating among audiences, with 95 percent of surveyed moviegoers reporting satisfaction with their visit.

"Our mission at Cinemark is to create unforgettable, larger-than-life, immersive experiences that cannot be found at home or anywhere else, and we deliver on that promise every day through ongoing enhancements and meticulous maintenance across all aspects of our movie theaters," said Sean Gamble, Cinemark President and CEO. "By consistently investing in the entirety of our guest journey, we provide exceptional quality and value, positioning Cinemark as the ultimate destination for cinematic storytelling."

## **Immersive Sound and Picture-Perfect Presentation**

Cinemark is a leader in movie theater technology, delivering booming surround sound and crystal-clear pictures on huge screens, the best way to watch Hollywood's newest movies. The company maintains a heightened focus on ensuring every guest receives a premium experience, no matter which auditorium they choose.

While its Barco digital projectors remain best-in-class, a methodical, multi-year conversion to laser projection is underway, with a quarter of its global projectors expected to be upgraded by the end of this year. Notably, all of its more than 5,500 projectors worldwide are expertly maintained by Cinemark's industry-leading technology team, ensuring 99.98 percent uptime across thousands of showtimes every day. That means moviegoers can count on Cinemark for a smooth, uninterrupted presentation at its theaters.

For guests who want a further enhanced and differentiated experience, Cinemark offers XD, the world's leading private-label premium large format, which is featured in approximately 300 auditoriums. Movie lovers continue to choose Cinemark XD because it is the premier moviegoing experience with the biggest screens, the most vibrant projection of 35 trillion

colors, and powerful 50,000-watt surround sound that delivers maximum impact.

Additionally, select U.S. and Latin American Cinemark theaters feature IMAX auditoriums, which showcase compelling content in a highly immersive and impactful way through larger screens, enhanced sound and sophisticated technology. This includes the Cinemark Dallas XD and IMAX theater, one of a handful of locations across the nation equipped to show the rare and highly sought-after IMAX 70-millimeter film format.

Cinemark also offers ScreenX technology in select theaters, featuring a 270-degree panoramic wraparound screen that envelopes the audience's peripheral vision and places them at the center of the action. The company recently announced plans to quadruple its ScreenX footprint, with 20 additional installations by 2026 – including the first in its Latin American circuit.

### **Unparalleled Comfort and Premium Seating**

Cinemark's signature Luxury Lounger recliners have become a fan favorite, offering spacious in-auditorium seating with expansive footrests and generous legroom. These chaise lounge-style seats provide guests with maximum comfort and relaxation, featuring ultra-plush cushioning, motorized headrest and footrest customization, and adjustable heating in select locations. With loungers installed at 70 percent of its U.S. theaters, Cinemark has more recliner seat auditoriums than any other major movie theater chain.

Cinemark also boasts the largest footprint of D-BOX motion seats among movie theaters, with over 450 auditoriums across its theaters in the U.S. and Latin America. These immersive motion seats elevate the moviegoing experience by perfectly synchronizing thousands of haptic movements with the on-screen action. D-BOX uses a precisely programmed routine of vibrations and motions that are timed to the frame, translating what's happening on screen directly to the seat. Built-in speakers turn sound into a visceral part of the film, while the chairs deliver just the right amount of movement, making action-packed scenes feel more like rides. Based on strong consumer demand for the D-BOX format, Cinemark is expanding its presence with 80 additional locations planned.

### **Expansive Food, Beverage, and Merchandise Offerings**

Cinemark upgrades the movie going experience with a wide variety of food and beverage options designed to satisfy every taste, from classic movie snacks, like popcorn, soda and candy, to fresh-made meals from its star-studded menu. Restaurant-quality food and beverage offerings are available at 80 percent of its U.S. theaters, while beer, wine, cocktails and movie-themed specialty drinks are available at 60 percent of Cinemark's U.S. theaters. To maximize guest enjoyment, Cinemark offers free refills on large drinks and XL popcorn. For added convenience and faster service, guests can skip the line by ordering concessions in advance through the Cinemark app, choosing to pick up on arrival or have their order delivered directly to their seat.

Fans can bring a piece of the movie magic home with its huge Pack-a-Pop to-go popcorn and exclusive movie-themed popcorn buckets, cups and more, which are available both in-theater and online at [shop.cinemark.com](https://shop.cinemark.com). Cinemark also extends the concession experience beyond the end credits through national delivery partnerships with UberEats, DoorDash, Grubhub and 7NOW, allowing fans to enjoy their favorite movie snacks from the comfort of home.

## **Movie Lover Engagement, Perks and Loyalty**

The investments Cinemark has made – and continues to make – in its theaters, amenities, service and overall experience have earned tremendous guest loyalty. Cinemark Movie Club, the industry's leading movie theater subscription program, has more than 1.45 million members who enjoy exclusive benefits. For around \$12 per month, members get one movie ticket that rolls over and never expires for active members, 20 percent off concessions, no online fees, and special member pricing on additional tickets for friends and family members. The flexibility and shareability of Cinemark Movie Club makes it an ideal movie theater membership program for a wide range of moviegoers, whether enjoying a solo theater visit, planning a date night at the movies, making movie memories with the family or catching a film with friends.

Cinemark also offers a free loyalty program, Movie Fan, where members earn points for every dollar spent on tickets and concessions. These points can be redeemed for rewards such as movie passes, snacks, entries into member-exclusive sweepstakes, and more.

This deep guest loyalty is further strengthened by Cinemark's robust digital ecosystem and personalized marketing capabilities that deepen engagement and drive repeat visits. The company continues to broaden its reach, engaging 32 million global addressable customers with tailored messaging based on upcoming movies, amenities and concessions offerings - all personalized to each individual. The Cinemark website and app make it easy for guests to plan their visit, providing a fast, simple and intuitive ticket purchasing process, where trailers, showtimes, seat selection and more are just a click away. Past preferences are automatically populated, making each transaction seamless and efficient.

## **In-Theater Discounts**

To ensure guests feel like they're receiving meaningful value from their moviegoing experience, Cinemark offers multiple ways to save on top of its popular loyalty rewards and member discounts. Discount Tuesdays offers steeply discounted ticket prices, with Cinemark Movie Rewards members saving even more, which can be up to 50 percent off primetime pricing. Popular annual programs including Summer and Holiday Movie Clubhouse bring favorite family-friendly movies back to the big screen at discounted prices, making it easy and affordable for everyone to enjoy a trip to the movies. These value-driven programs ensure that premium moviegoing remains accessible and enjoyable for all audiences.

## **Coming Soon to the Big Screen**

The summer box office season has been sizzling, and moviegoers will be able to enjoy many captivating films at Cinemark's theaters throughout the rest of the year and beyond, including *The Naked Gun* (August 1), *Freakier Friday* (August 8), *Tron: Ares* (October 10), *The Running Man* (November 7), *Wicked: For Good* (November 21), *Zootopia 2* (November 26), *Five Nights at Freddy's 2* (December 5), *Avatar: Fire and Ash* (December 19) and more.

For full details about the Cinemark moviegoing experience, visit [Cinemark.com](https://cinemark.com) or download the Cinemark app. Click [HERE](#) for general Cinemark images and b-roll.

## **About Cinemark Holdings, Inc.**

Cinemark Holdings, Inc. (NYSE: CNK) provides extraordinary out-of-home entertainment experiences as one of the largest and most influential theatrical exhibition companies in the world. Based in Plano, Texas, Cinemark makes every day cinematic for moviegoers across

nearly 500 theaters and more than 5,500 screens, operating in 42 states in the U.S. (304 theaters; 4,249 screens) and 13 South and Central American countries (193 theaters; 1,398 screens). Cinemark offers guests superior sight and sound technology, including Barco laser projection and Cinemark XD, the world's No. 1 exhibitor-branded premium large format; industry-leading penetration of upscale amenities such as expanded food and beverage offerings, Luxury Lounger recliners and D-BOX motion seats; top-notch guest service; and award-winning loyalty programs such as Cinemark Movie Club. All of this creates an immersive environment for a shared, entertaining escape, underscoring that there is no place more cinematic than Cinemark. For more information, visit <https://ir.cinemark.com>.

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