

Lightning Talk | [Partnership] How We Partner with Businesses to Engage with Movie Goers and Create Unique Experience



cinépolis
CINEMAS

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Cinépolis Cinemas

JAKARTA

◆ 22 JUNE ◆ #THEMARTECHSUMMIT

**THE MARTECH
SUMMIT**

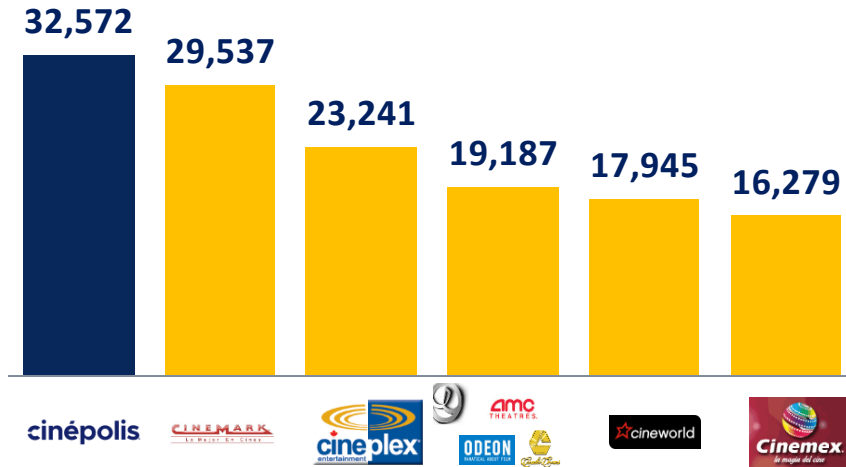
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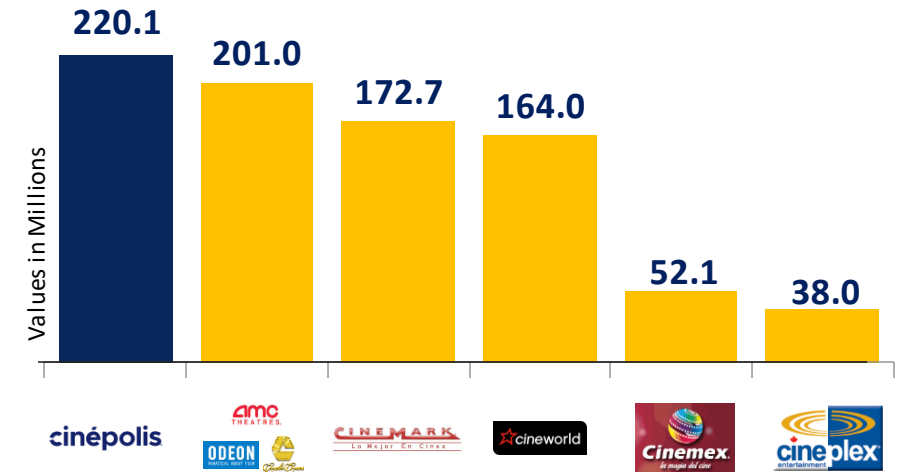




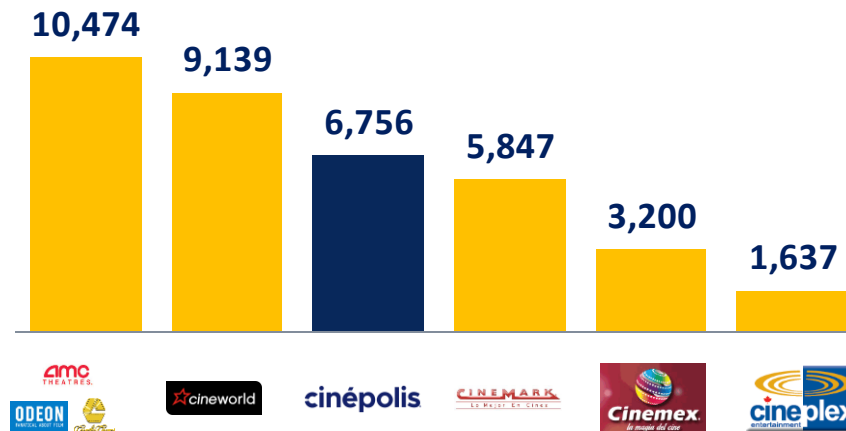
Attendees/Screen



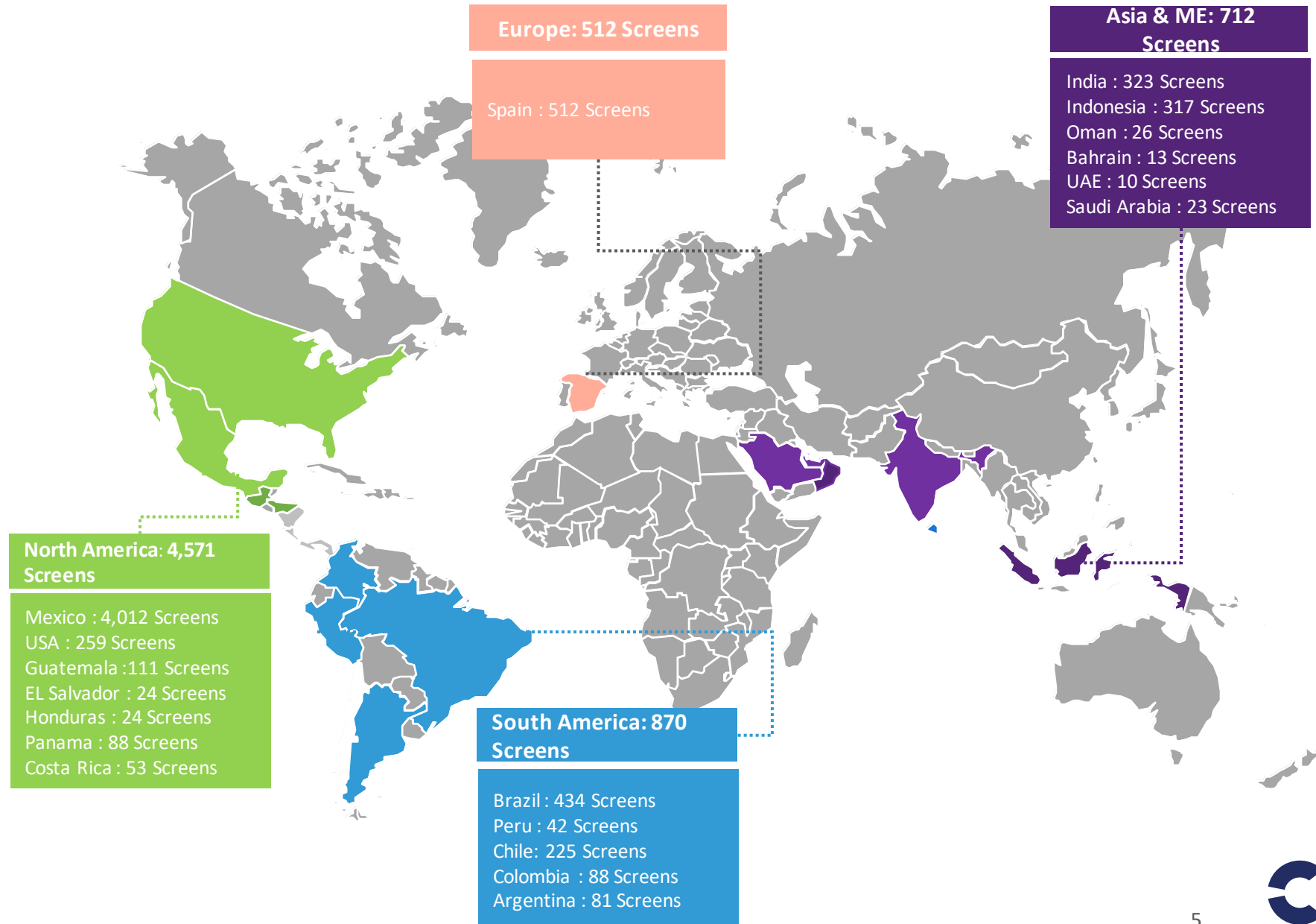
Number of tickets sold



Number of screens



Multinational cinema exhibition chain with presence in 19 countries across 4 continents



cinépolis

CINEMAS

Founded in 1947 at Mexico,
Cinépolis is the largest cinema chain
in Mexico & Latin America.

19

countries

740+

cinema sites

6.2k+

screens

1.1mio+

seats

364mio+

admission (2019)



Our Locations

United States
Mexico
Spain
Peru
Chile

Brazil
Columbia
Guatemala
Panama
Argentina

Honduras
El Salvador
Costa Rica
UAE
Bahrain

Saudi Arabia
Oman
India

+ Indonesia

cinépolis Indonesia

Formerly known as Cinemaxx Theater, Cinépolis Indonesia officially rebranded in December 2019 which was marked by the opening of a new cinema in the Pejaten Village Mall, Jakarta.

64

cinema sites

312

screens

41k+

seats

15mio+

Admission



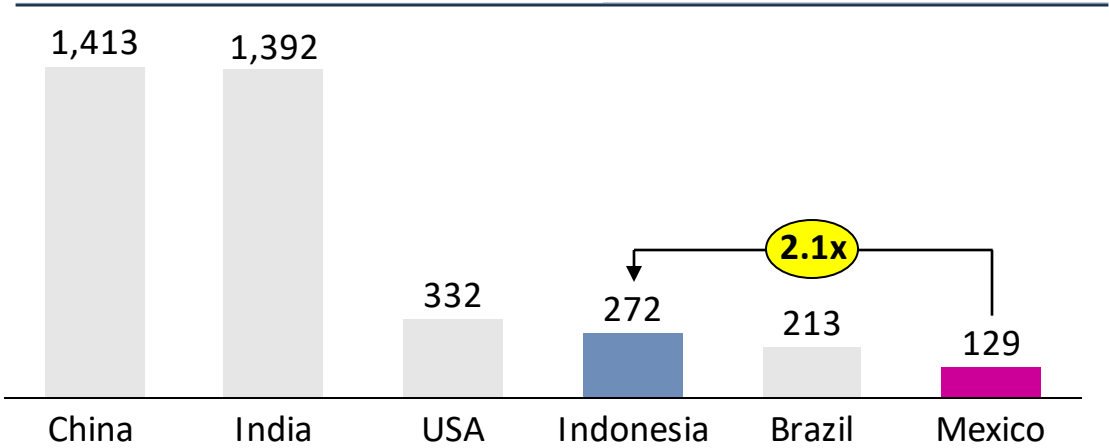
*The Leading World Class
Cinema Chain in Indonesia*



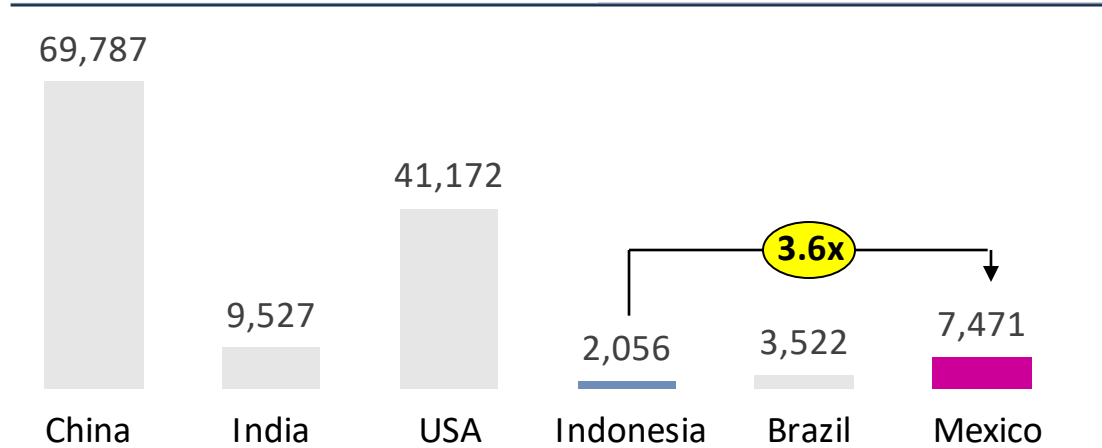
Indonesian Market

The country represents a huge potential for Cinépolis. Not only it is one of the fastest growing large economies in the world but also severely underscreened ...

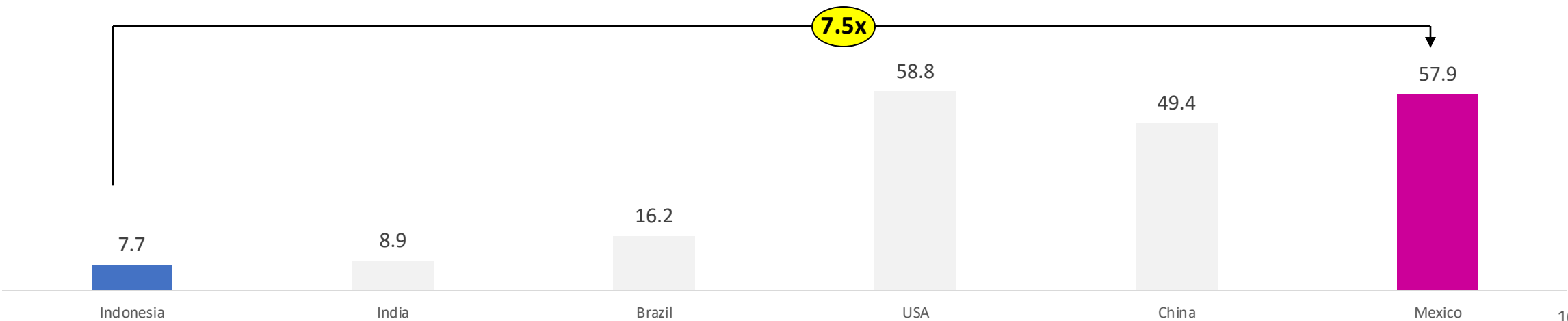
Population (millions of inhabitants, 2021)



Screens (2021)



Screens per million people (2022)





CINEMA ECOSYSTEM

THE CINEMA UNIVERSE PRE-PANDEMIC



THE CINEMA UNIVERSE POST PANDEMIC



Dilan
1991



cinépolis

ADVANCE TECHNOLOGY TO PROVIDE THE BEST CINEMA EXPERIENCES

- Double-deck cinema
- Dolby Atmos 64 channels
- Christie laser projector
- Supporting the anti-piracy ecosystem

We bring together technology & social engagement to create meaningful experiences for movie-goers.



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THE EXPERIENCE OF CINEMAS IS IRREPLACEABLE

- Social engagement & human connection
- Build an inter-personal relationship; ex: parents & their kids.

Thank you

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