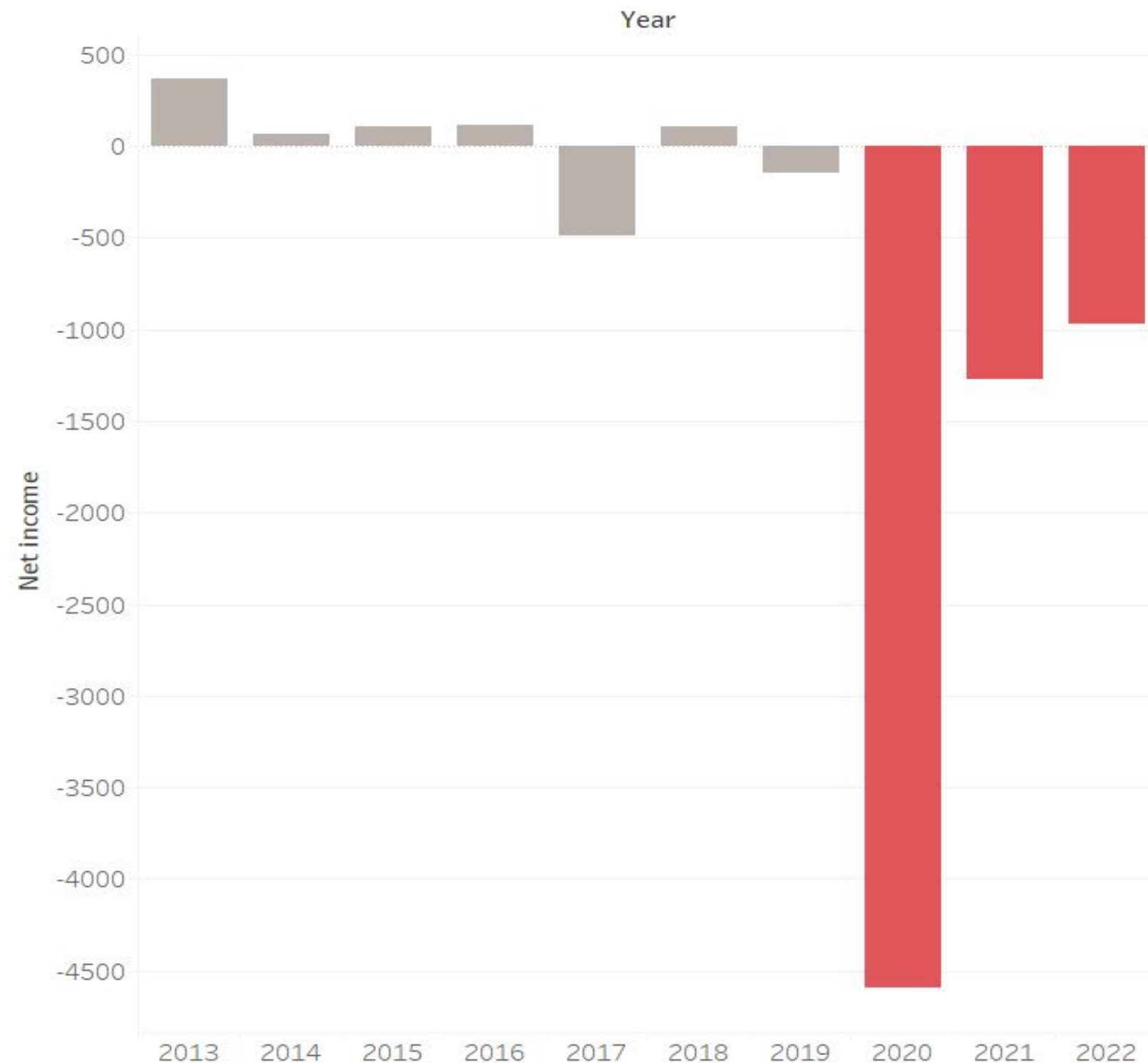




Moving Forward after Post-pandemic

AMC Net Income



Introduction

- Global cinema industry was already facing challenges due to streaming media
- COVID-19 pandemic further significantly lowered the AMC revenue which prompted company to look for solutions
- Changing behavior of customers and preference for online streaming is an important consideration for the industry
- Companies like AMC need to adapt by exploring new revenue streams and diversifying their business lines



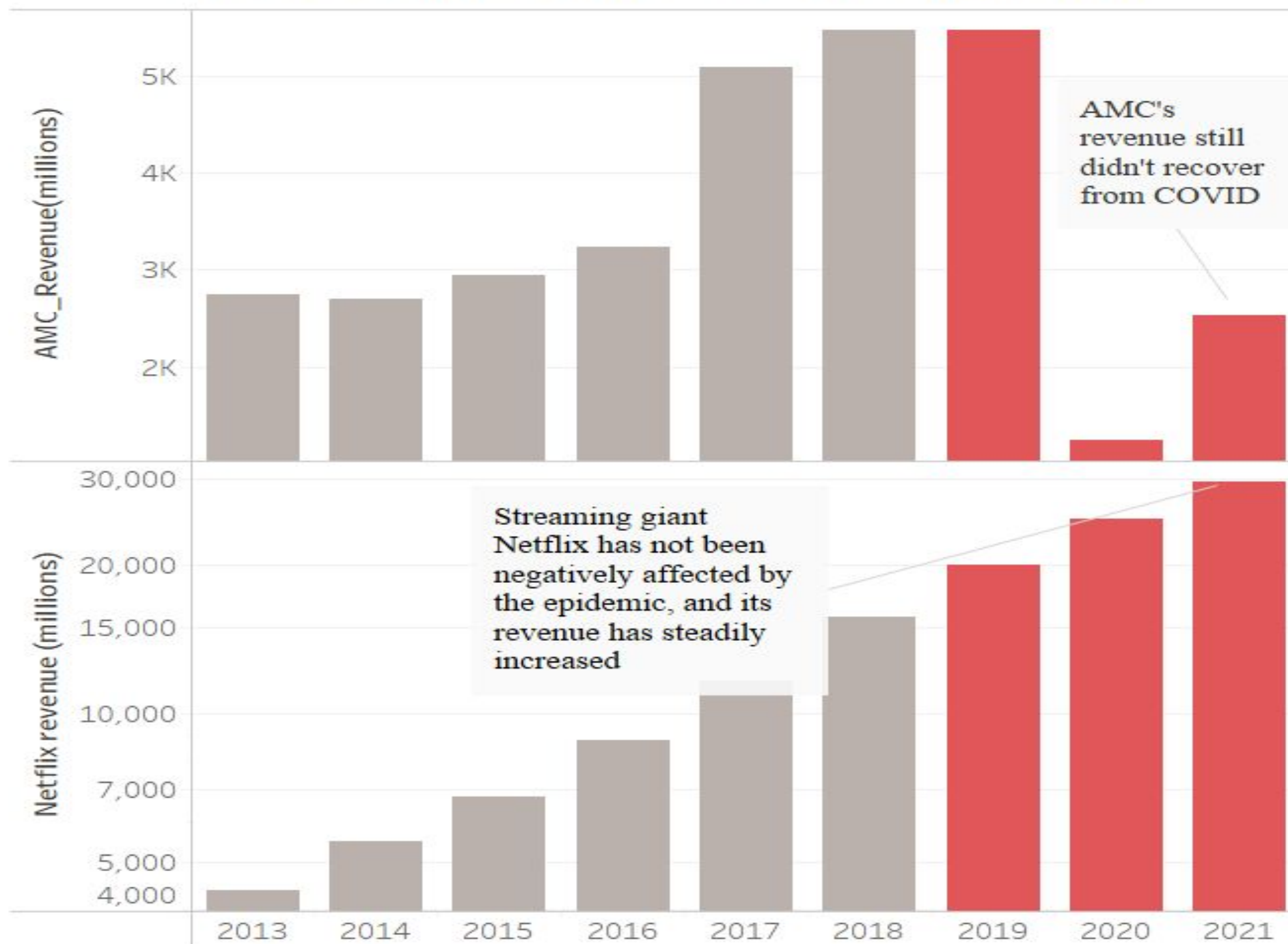
"AMC is always innovating and
changing the way our guests see movies"

How do we adapt to the change
and make a difference?

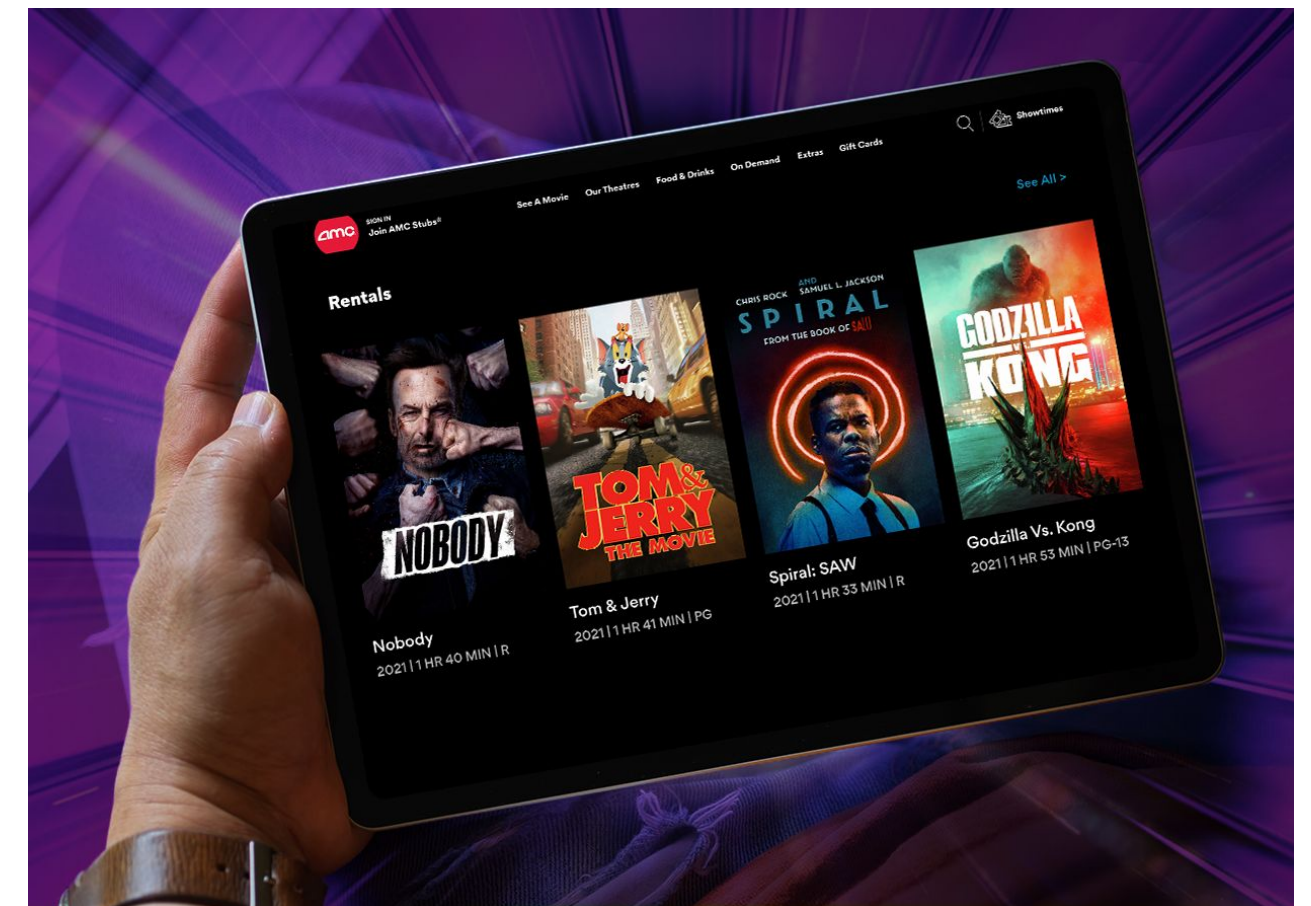
Online Streaming Revolution

Customer behavior has changed over COVID-19 pandemic

Revenue compare with Online Streaming firm



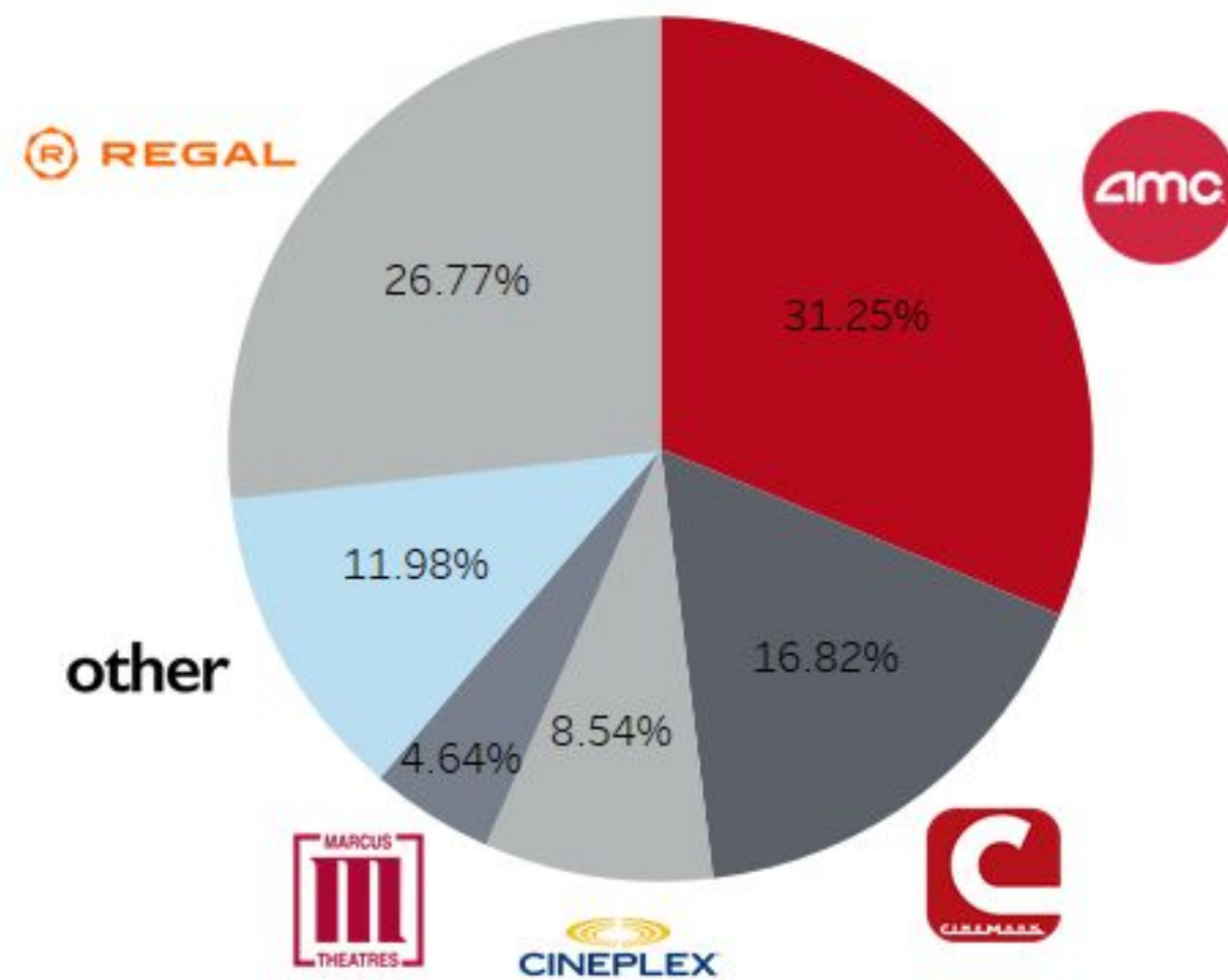
- Sustainability (Cinemas → APP)
- Low cost for transferring
- Advertising suggestion



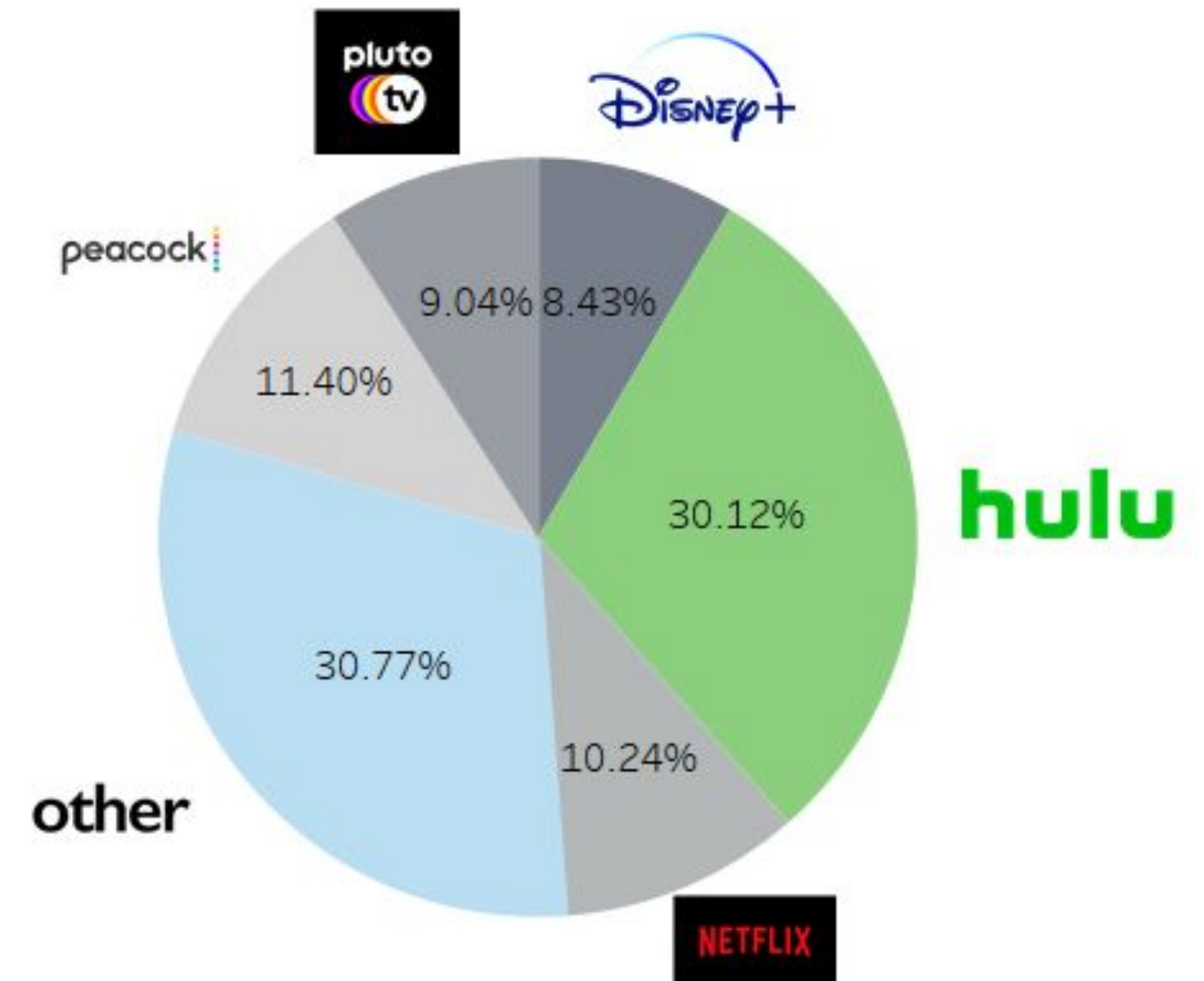
Online Streaming Revolution

What if AMC can take over the 30.77% of the Online Streaming Market?

Cinema industry market share



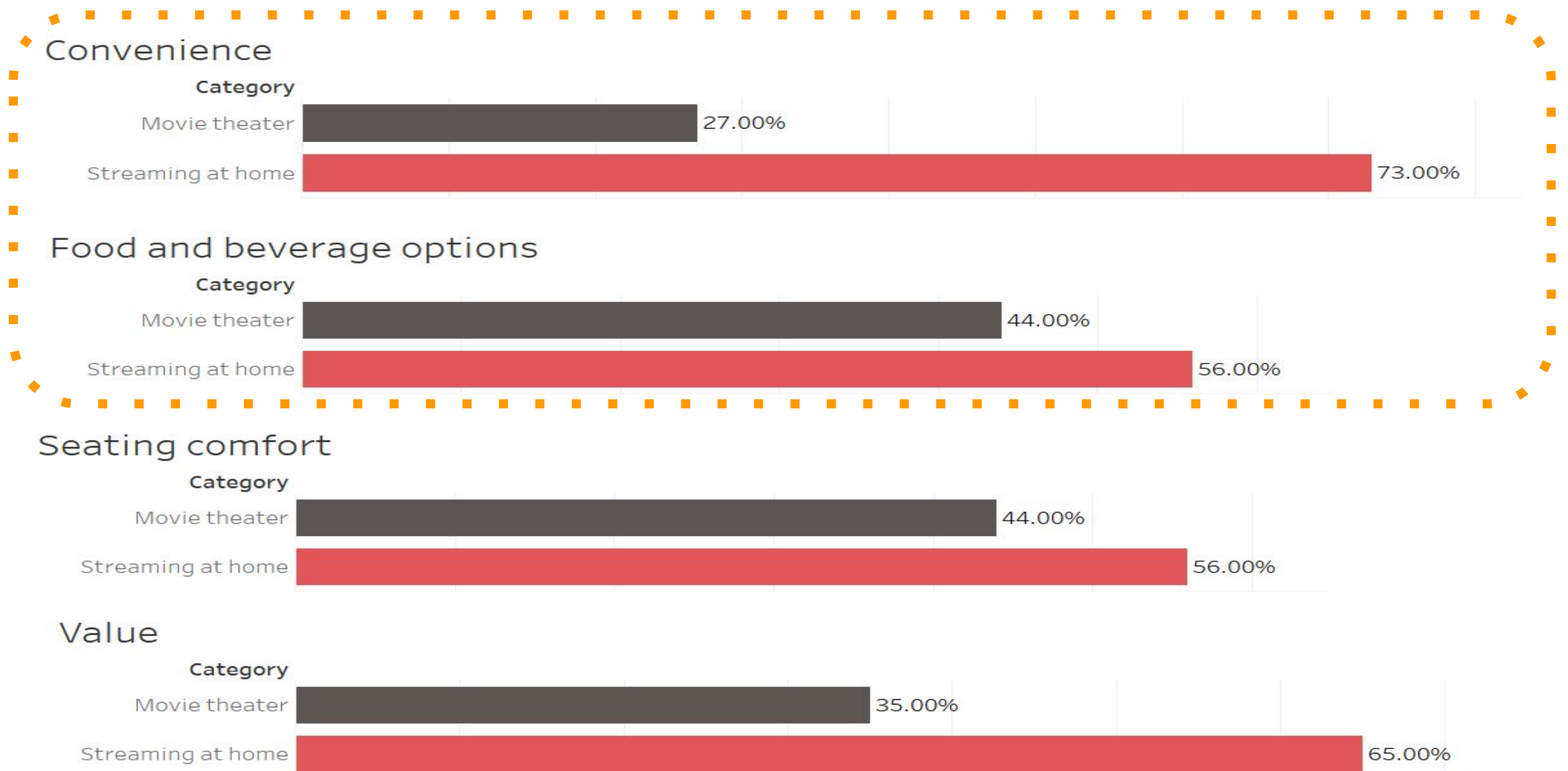
Streaming industry market share



Bring Theater to Your Home

Customer' aspects have changed over COVID-19 pandemic

Online
Streaming
Better than
Movie theater



Bring Theater to Your Home

Food and beverage cost is significantly lower compared to film exhibition

The Food and Beverage profit is 5 times of its cost



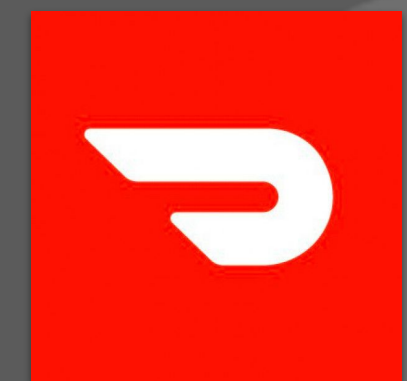
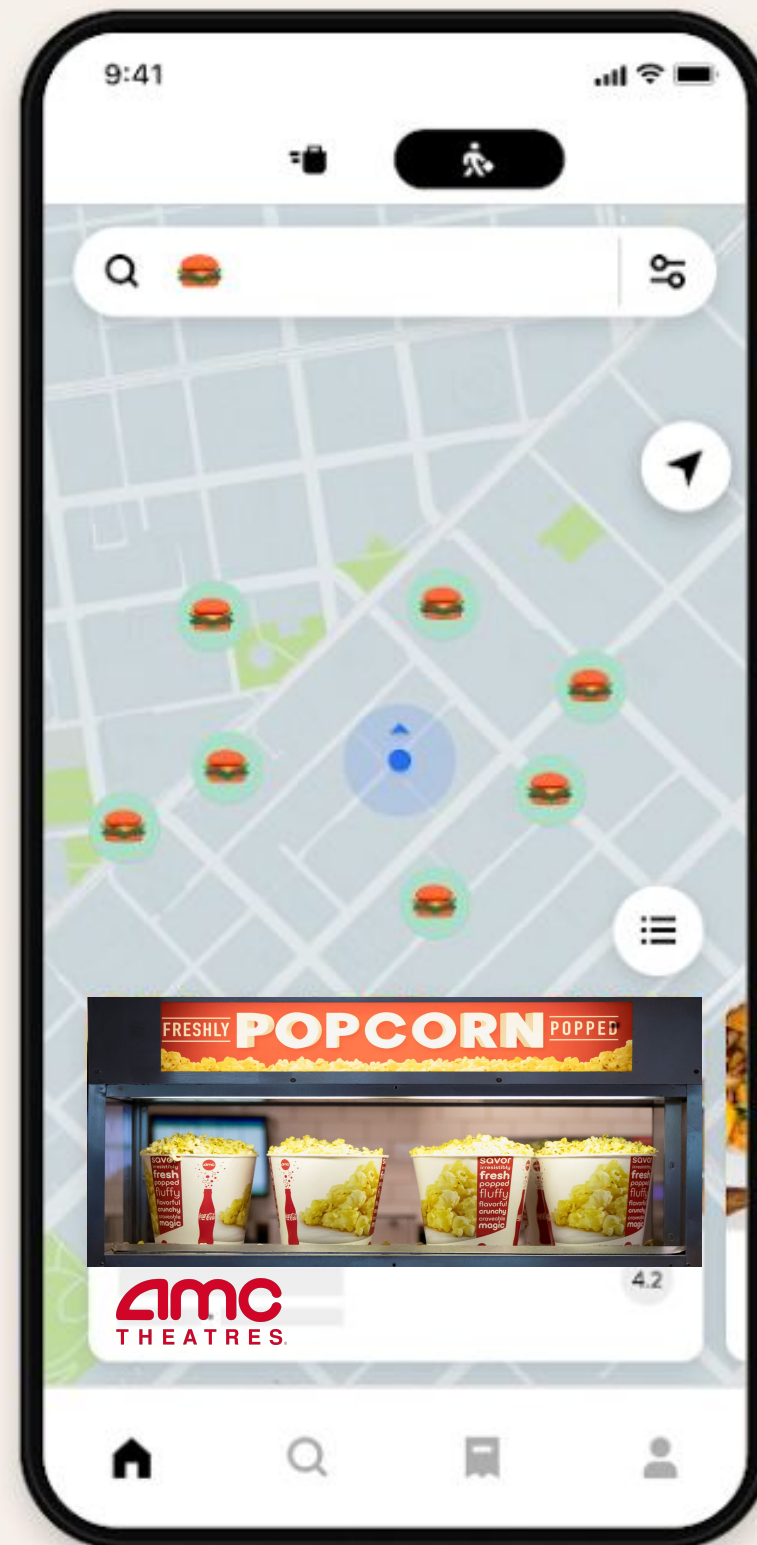
Gross profit and cost for film exhibition and food and beverage.



Bring Theater to Your Home

Solution

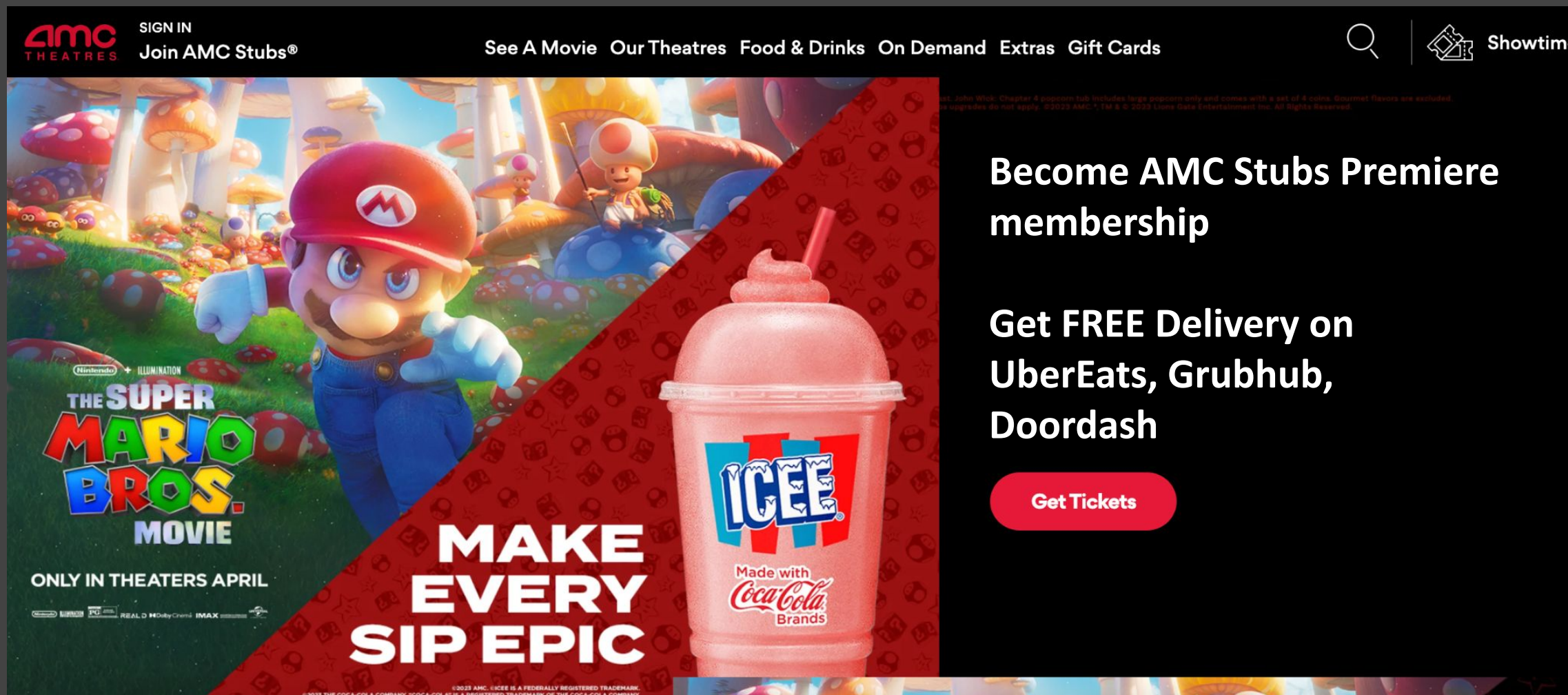
- Partnership with Online Delivery Platforms
- Delivery AMC iconic theater snacks and improved menu to customers' doors



Bring Theater to Your Home

AMC Exclusive membership

Discount Code for Movie Snack Delivery
only for AMC Exclusive members



AMC THEATRES SIGN IN Join AMC Stubs®

See A Movie Our Theatres Food & Drinks On Demand Extras Gift Cards

SEARCH Showtime

THE SUPER MARIO BROS. MOVIE

ONLY IN THEATERS APRIL

MAKE EVERY SIP EPIC

ICEE
Made with Coca-Cola® Brands

Become AMC Stubs Premiere membership

Get FREE Delivery on UberEats, Grubhub, Doordash

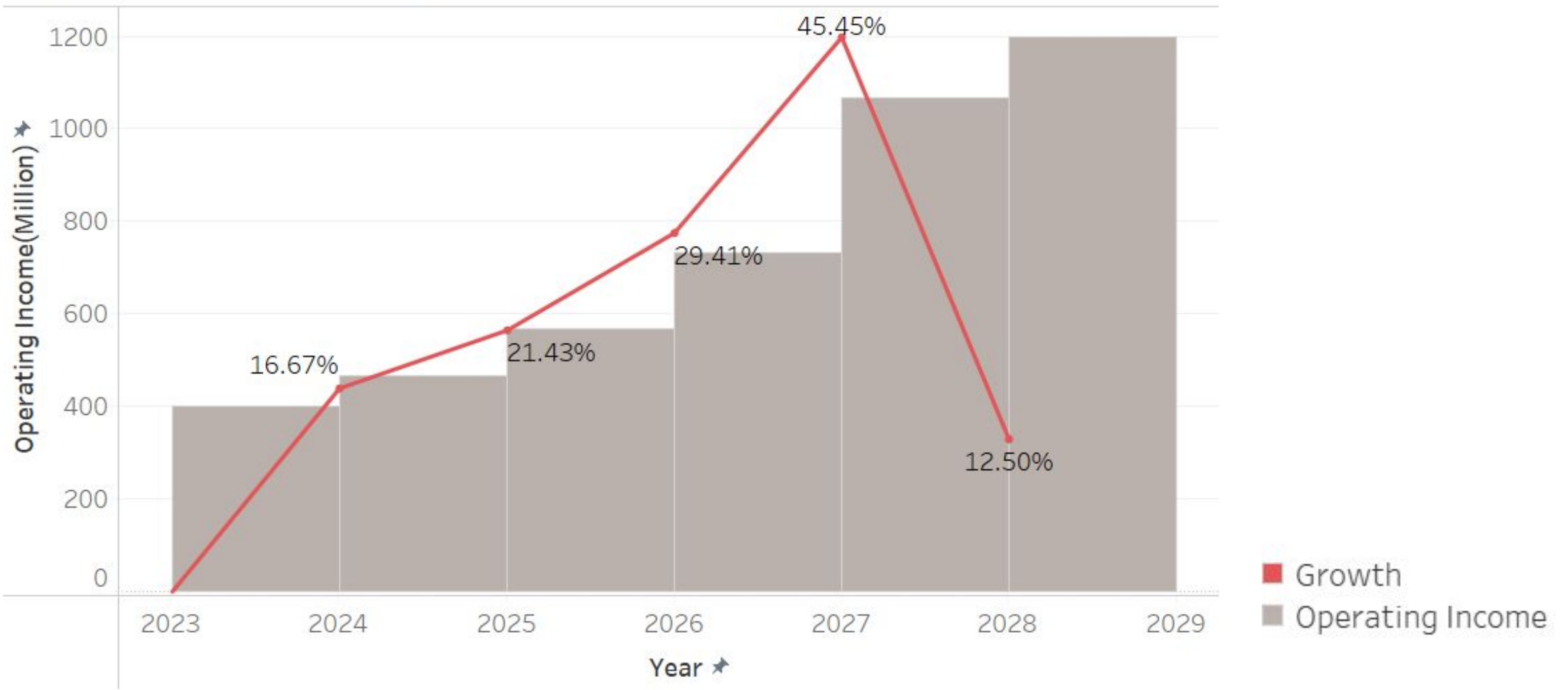
Get Tickets



Cost Analysis-Online Streaming

Growth rate will increase at first 4 years

Expected growth and operating income for AMC's online streaming



Cost Analysis-Bring Theater to Your Home

Expected Cost and Profit Per Person

Gross Profit \$6.670

Cost \$1.081

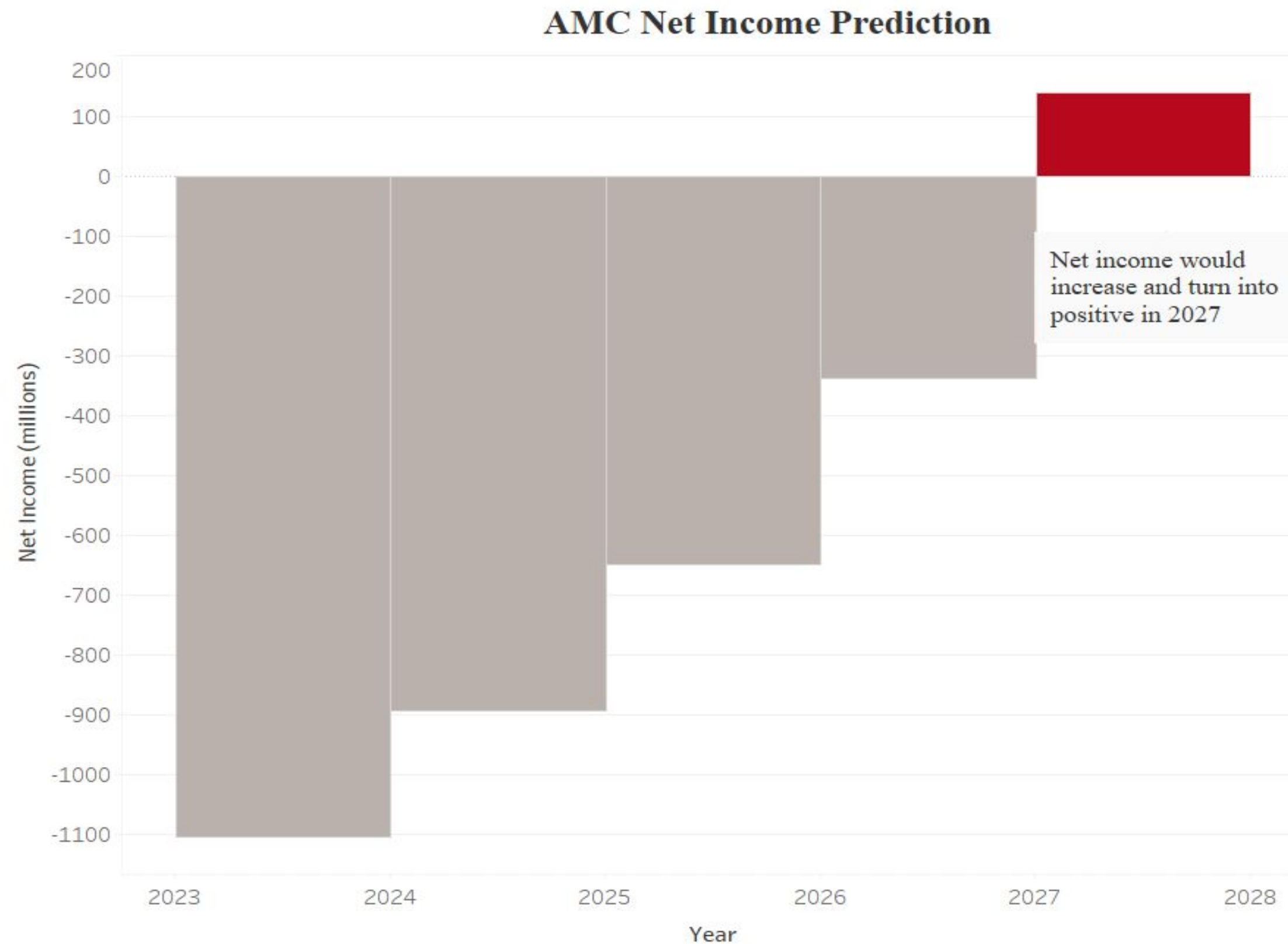
Expected Number of Customers

Best Case Scenario

~ 150 million

Gross Profit \$868.50m

Net Income Prediction



- To succeed in the post-pandemic cinema industry, AMC need to be innovative and flexible.
- Diversifying revenue streams, implementing safety measures, and utilizing technology.