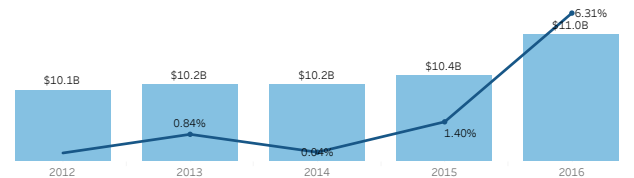
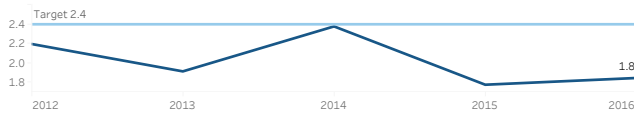


2012-2016 Movie Industry Overview

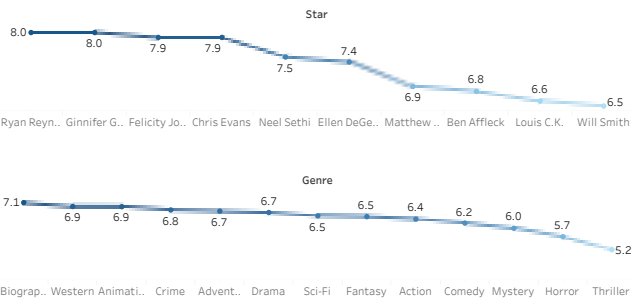
YoY Gross Box Office & Growth Rate



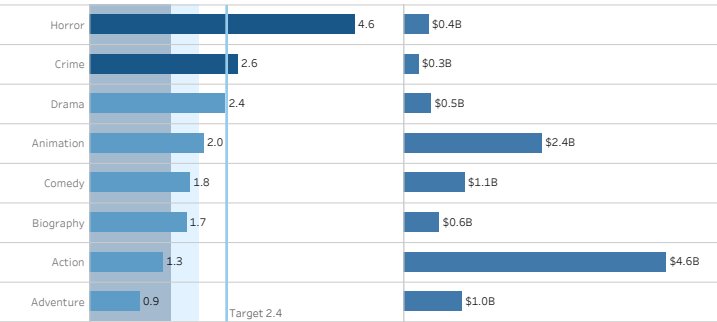
YoY Total Box Office Return Rate



Customer Rating by Stars and Genre in 2016



Box Office Return Rate VS Total Gross Box Office By Genre in 2016



Combination of Elements with Box Office Return Above Target Across 5 Years

