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ODEON CINEMAS GROUP APPOINTS NEW CHIEF COMMERCIAL OFFICER

ODEON Cinemas Group, Europe's largest cinema operator, has today announced the appointment of David Anderson as its new Chief Commercial Officer, as the Group continues to enhance its industry-leading capabilities in the European entertainment market.

Reporting to Group Managing Director Mark Way and Chief Operating Officer Jan Bernhardsson, Anderson will join ODEON Cinemas Group on November 27th, becoming a key member of the Group's Executive Committee – leading the next stages of Group-wide commercial strategy and its delivery across all of their European markets.

He joins from a period of consultancy, most recently with O2 Telefónica where he has been leading a major customer agenda across the company. Prior to that he worked as Global Chief Marketing Officer at Fitness First Group, leading a global turnaround based on member profitability and digital capability.

David Anderson also previously held positions for some of the world's leading travel and hospitality brands including British Airways, Virgin, InterContinental and Hilton. He currently sits on the board of Busy Bees Group, a global childcare & education business.

He joins ODEON Cinemas Group in the year since its acquisition by AMC Theatres, creating the largest cinema operator in the world, and as the Group begins to roll out its new ODEON Luxe offering within the UK & Ireland – investing across its estate to set the pace of luxury cinema entertainment for years to come. The Luxe programme will extend to the Group's European businesses next year.

On his new appointment, **David Anderson said:** "The entertainment industry is at an exciting stage in its evolution, and ODEON Cinemas Group is truly at the forefront of that innovation. I'm thrilled to be bringing my expertise for delivering exactly what customers want – and ensuring that our Group remains at the cutting-edge of entertainment for years to come across our varied markets."

"In recent years our Group has had a strong track record in the commercial arena, and we are rightly regarded as an innovator both in and outside our industry," **said Mark Way, President of AMC Europe & Managing Director of ODEON Cinemas Group.** "David will help us shape our future to enhance this reputation and ensure our continued success; bringing together the best elements of our excellent commercial teams around Europe to leverage the unique scale and reach of our Group, and to create an experience across all our brands that clearly defines us as the best in class."

More information on ODEON Cinemas Group can be found at <https://www.ODEONcinemasgroup.com/>

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About ODEON Cinemas Group

ODEON Cinemas Group is Europe's largest cinema operator, with leading positions and brands in the UK & Ireland, Spain, Italy, Sweden, Finland, Estonia, Latvia and Lithuania; and a strong presence in Norway, Germany, Austria and Portugal.

As an AMC company, ODEON Cinemas Group is part of the largest movie exhibition company in the world with over 1,000 theatres and 11,000 screens across the globe.

In Europe, ODEON Cinemas Group welcomes over 115 million guests each year to enjoy great hospitality while watching the latest films and entertainment in more than 360 cinemas and 2,900 screens. ODEON's wide range of premium large format screens includes iSense, Scape, IMAX and Dolby offering the best in sight and sound. ODEON is proud to be at the forefront of innovation by investing in fully reclining seats and offering a wide selection of food and beverage choices to create the ultimate guest experience.

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