

# ODEON®

The most well-known cinema brand in the UK and Ireland, ODEON is synonymous with the very best in immersive cinematic experiences. Transporting imaginations since the 1930s, today ODEON operates more than 120 cinemas and 950 screens

### Market

ODEON is part of the ODEON Cinemas Group, Europe's largest cinema operator. Each year, more than 115 million people visit the Group's 360-plus cinemas – and 2,900 screens – across 13 European countries. The ODEON brand is among the cinema market leaders in the UK and Ireland, Spain, Italy, Sweden, Finland, Estonia, Latvia and Lithuania, and holds a strong position in Germany, Norway and Portugal. As an AMC Theatres company, the Group is part of the largest movie exhibition group in the world.

### Product

When the first ODEON cinema opened in 1930, it established the brand as not simply somewhere to watch films, but somewhere to experience them too. Elegant Art Deco architecture and the latest technology were its hallmarks: you didn't just go to see a film, you went to the cinema.

Today, ODEON's passion for film sees it remain at the forefront of the modern cinematic experience – including operating the largest cinema screen in the UK, London's BFI IMAX. From box office movies to specialist genres and live events, screenings are brought to life through a distinctive ODEON presence and cutting-edge technologies.

iSense is ODEON's premier film experience, designed with cutting-edge technology that allows customers to see every detail and hear every sound exactly as it was intended. Dolby Atmos 3D sound complements a vast wall-to-wall screen that's the canvas for state-of-the-art 4K digital projectors: four times the resolution of standard projectors, they deliver an even brighter, more detailed picture for a breathtakingly real spectacle.

For dedicated film fanatics, the Limitless monthly subscription service launched in 2016 gives cinema-goers the chance to see as many films as they want, as often as they like, while ODEON Event Cinema brings the world's greatest live performances straight to the big screen, from theatre and opera to sporting events. Additional



ODEON Events is a natural progression of the brand's emphasis on creating the very best customer experience, combining the magic and excitement of cinema with seamless corporate hospitality. ODEON Events offers venues across the UK, with satellite link-ups connecting colleagues and guests globally, high-end AV equipment ensuring company messages make a real impression on the big screen, and a specialist events team providing support at every step.

### Achievements

ODEON Cinemas Group operates 360 cinemas and 2,900 screens across Europe, entertaining



2.2 million guests per week. London's world-famous ODEON Luxe Leicester Square is the brand's flagship site, hosting more than 700 of Europe's biggest film premieres since it opened in 1937 and claiming the title of the first Dolby Cinema in the UK. This combination of brand reach, heritage and an ever-improving customer experience has generated strong loyalty.

The company is as committed to its employees as it is to its customer experience. In 2018, ODEON made it onto The Sunday Times Best Big Companies to Work For list for the second consecutive year, being placed at 25 once again. In the same year, ODEON achieved the 15th spot in Ireland's Great Places to Work (Best Large Workplaces) list, having been awarded 16th place in 2017.

### DID YOU KNOW?

Almost 2,000 tonnes of popcorn are sold at ODEON's UK cinemas every year

ODEON sub-brands offer a tailored experience for audiences of all ages, from ODEON Newbies (baby-friendly screenings of new releases) and ODEON Kids through to ODEON Silver Cinema (for over 55s).

The ODEON experience extends beyond the screening room, with an enhanced food and beverage offering that includes classic hot and chilled snacks, branded concessions such as Costa Coffee and Ben & Jerry's ice cream, and sophisticated new bars serving premium drinks. For a VIP experience at selected cinemas, The Gallery provides unlimited popcorn, nachos and soft drinks as well as extra-wide seats with added leg room.



### Brand History

- 1930** Oscar Deutsch and associates open the first ODEON cinema in Perry Barr, Birmingham.
- 1937** An Art Deco icon, the ODEON Leicester Square cinema opens in London.
- 1942** The Rank Organisation acquires controlling shares in the business after the death of Oscar Deutsch.
- 2016** ODEON is acquired by AMC Theatres.
- 2017** The first ODEON Luxe cinema in Europe opens in East Kilbride, Scotland.
- 2018** The flagship ODEON Luxe Leicester Square reopens after an 11-month, multimillion-pound refurbishment. It is the UK's first Dolby Cinema.
- 2019** ODEON has more than 120 cinemas and 950 screens across the UK and Ireland.

### Recent Developments

Innovation has played a key role in ODEON's success, and there's no better illustration of this than 2018's multimillion-pound refurbishment of the iconic ODEON Luxe Leicester Square, which now boasts a restored heritage interior alongside state-of-the-art technology. The first cinema in the UK to feature the full Dolby Cinema experience, its transformation cements the venue as a 21st-century entertainment icon in the heart of London's West End. Dolby Cinema enables richer and more action-packed storytelling through a unique combination of Dolby technologies and a tailored cinema design.

ODEON Cinemas Group plans to introduce seven Dolby Cinemas in the UK, while also continuing

its roll-out of the new ODEON Luxe cinemas. The first ODEON Luxe opened its doors in October 2017 and there are now more than 16 across the UK. Each features cutting-edge sound and projection technology, luxurious recliner seats, an Oscar's Bar and innovative food and beverage counters, all setting out to recapture the charm of the golden age of cinema.

### Promotion

ODEON is famed for being passionate about film with its distinctive logo remaining a long-standing beacon for cinema goers. The magic of cinema and its ability to transport guests to another world that is at the heart of brand promotions. Whether they are shining the spotlight on the brand, a film or practical information, all ODEON

creative brings the wonder of film to life through the use of engaging imagery that reflects a sense of escapism and drama.

### Brand Values

The essence of the ODEON brand is encapsulated in the phrase 'Transporting Imaginations'. Businesses under the ODEON Cinema Group are united by an aim to develop excellent cinemas, create unbeatable experiences for guests and offer fantastic careers for their employees. The Group's ambition is to use its expertise in hospitality and retail to deliver an inspiring entertainment experience at all of its sites, and to continuously strive to innovate and improve its services.

