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NORDISK FILM CINEMAS TO RECEIVE “INTERNATIONAL EXHIBITOR OF THE YEAR” AWARD AT CINEEUROPE 2023

NEW YORK, NY – Nordisk Film Cinemas has been named as the 2023 recipient of the “International Exhibitor of the Year” award at CineEurope. The award will be presented as part of the CineEurope Awards Ceremony hosted by The Coca-Cola Company on Thursday, 22 June at the Centre Convencions Internacional Barcelona (CCIB) in Barcelona, Spain. Accepting on behalf of Nordisk Film Cinemas will be CEO Asger Flygare Bech-Thomsen.

Each year at CineEurope, the International Exhibitor Award is given to a cinema exhibitor whose accomplishments, new developments, growth, and market leadership make them the standard-bearer for the industry.

“It gives us great pleasure to present the International Exhibitor of the Year award to the Nordisk Film Cinemas chain,” said Andrew Sunshine, President of The Film Expo Group.

“Nordisk Film Cinemas has built a culture of innovation for cinema, changing the movie-going experience in Scandinavia. It has proven to be a pioneer in the industry and we congratulate all on this well-deserved honor.”

Welcoming today’s announcement, UNIC CEO Laura Houlgatte-Abbott added:

“We are delighted that Nordisk Film Cinemas is the 2023 International Exhibitor of the Year. A leading Nordic cinema chain, they have continued to expand and strengthen in recent years and consistently offer a superb experience to its audiences across Denmark, Norway and Sweden. We look forward to celebrating together at CineEurope!”

Nordisk Film Cinemas is the market leader in both Denmark and Norway with 47 cinemas and more than 250 screens across Scandinavia, including Sweden.

It is part of one of the oldest film companies in the World - Nordisk Film founded in 1906 just outside Copenhagen. It invests heavily in superior guest experiences and innovative cinema concepts and has introduced several PLF experiences across its markets including the first THX Ultimate (CGS) Screen in Europe in Imperial in Copenhagen and several 4DX screens.

Nordisk Film Cinemas has spearheaded the conversion of auditoriums to recliners and other upgraded seating options with 75% of cinemas having upgraded seating options totaling a



third of all seats, with more to come. It continues to drive the Scandinavian market recovery through its innovative approach to both people and technologies, opening and refurbishing cinemas to provide outstanding cinematic experiences across the region. "We bring stories to life."

About CineEurope

CineEurope 2023 will take place 19-22 June at the Centre Convencions Internacional Barcelona (CCIB) in Barcelona, Spain. CineEurope is the longest-running and most successful European convention and trade show for major, regional, and independent cinema professionals. CineEurope will feature exclusive screenings and product presentations of upcoming films, sponsored networking events, timely and informative seminars, and the CineEurope Trade Show. CineEurope is the Official Convention of the Union Internationale des Cinémas/International Union of Cinemas (UNIC).

About UNIC

The Union Internationale des Cinémas/International Union of Cinemas (UNIC) represents the interests of cinema trade associations and cinema operators covering 39 countries in Europe and in neighbouring regions.

About Film Expo Group

The Film Expo Group is the premier organizer of events in the motion picture industry. The Film Expo Group produces CineEurope, held in Barcelona; ShowEast, held in Miami; and CineAsia, held in Bangkok.

Additional information on CineEurope can be found at www.cineeurope.net.

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