

AMC Entertainment Holdings Overview

History of AMC

AMC Entertainment Holdings, Inc. is the largest movie theater chain in the world. With over 860 theatres and 9,700 screens across the world, AMC currently holds the largest share of the U.S. theatre market and operates the largest cinema circuit in Europe. The AMC headquarters is currently in Leawood, Kansas, but was founded in 1920 by Maurice, Edward and Barney Dubinsky in Kansas City, Missouri.

AMC truly started when the son of Edward Dubinsky-Durwood returned from the army and took over the family business. Stanley Durwood saw the traditional one screen to one building movie showings as limiting. People wanted more viewing choices but didn't want to have to leave to do so. Stanley wanted to improve the movie-going experience for patrons without skimping on the qualities that make a movie theatre magical. He began remodeling several large single-screen theatres into smaller buildings with multiple auditoriums. The result? The first stadium-seating multiplex theatre was born. In 1961, Stanley Durwood changed the name from the Regent Theatre to "American Multi-Cinema" to reflect its pioneering approach to the multiplex theatre format.

AMC continued to revolutionize the movie going experience in 1981 by being the first chain to add cupholder armrests to their seats. They also launched the AMC Stubs rewards program in 2011, providing members with discounted concessions and cash back on AMC purchases. In 2018 they launched the AMC Stubs A-List where members can see up to 3 movies per week for a flat monthly fee.

Present Day AMC

AMC's commitment to making movies better is reflected in industry-leading amenities like its signature AMC recliners, Premium viewing experiences like IMAX and Dolby Cinema technology, and i. AMC Theatres delivers the very best in moviegoing to hundreds of millions of moviegoers each year. With these top-of-the-line amenities, AMC is recognized as the industry leader and an iconic destination for moviegoers throughout the United States, and around the world.

The current CEO of AMC, Adam Aron, joined the company as CEO and President in 2016, and became Chairman & CEO in 2021. He has led AMC through the massive hit it took due to COVID-19 and streaming services. In 2021, AMC unveiled the first-ever national advertising campaign by a movie theatre company, which has become an iconic, pop culture phenomenon. The advertisement, which stars Nicole Kidman, launched AMC into cultural conversations and has helped subscriptions to AMC Stubs A-List. Most recently in 2023 they released a AMC visa credit card, the only credit card in the United States that lets moviegoers earn points toward rewards at the movies on every purchase.

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AMC Entertainment Fact Sheet

Headquarters: Leawood, Kansas | **Founded:** 1920, Kansas City, Missouri

Leadership: Adam Aron, Chairman & CEO | **Global Reach:** 10,474 screens, 940 screens worldwide

Key Facts:

- Largest theatrical exhibitor in the U.S. and globally (24% of Theatrical US Market)
- Operates under AMC brand in North America and Odeon brand internationally
- Brought moviegoing back to Saudi Arabia in 2018 after 35-year absence
- Serves hundreds of millions of moviegoers annually (50 Million tickets sold in Q2 2024)

Guest Experiences and Amenities

Premium Seating: AMC Signature Recliners in power-reclining luxury

Food & Beverage: MacGuffins full bars, AMC Dine-In Theatres, expanded menus

Premium Formats: Dolby Cinema at AMC, IMAX at AMC, PRIME at AMC, Laser at AMC powered by Cinionic

Rewards Program: AMC Stubs A-List, Premiere, and Insider membership tiers

Consumer Products: AMC Perfectly Popcorn (retail), AMC Entertainment Visa Card

Important Milestones

- **1960s:** Created the world's first multiplex theatre; incorporated as American Multi-Cinema (AMC) in 1968
- **1970s-90s:** Pioneered armchair cup holders, stadium seating, and industry's first rewards program
- **2010s:** Introduced AMC Stubs, AMC Dine-In Theatres
- **2021:** Launched first-ever national advertising campaign by a theatrical exhibitor; became pop culture phenomenon
- **2023:** Introduced AMC Perfectly Popcorn at retail and AMC Entertainment Visa Card

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