

July 8, 2024



# More Than 4 Million U.S. Moviegoers Spent Part of Their Extended Holiday Weekend at AMC Theatres® as the Company Recorded Its Highest Domestic Attendance – for a Wednesday Through Sunday – in 2024

*With a slate of movies that appeal to a multitude of interests, millions of U.S. moviegoers attended an AMC from Wednesday, July 3 through Sunday, July 7 – making this AMC’s busiest domestic Wednesday through Sunday period in 2024*

*AMC’s merchandise strategy continues to be a hit with moviegoers, as the DESPICABLE ME 4 collectible popcorn bucket and other related merchandise is AMC’s highest revenue program of the year and second highest in Company history*

*On Wednesday, July 3, AMC recorded its highest food and beverage revenue on a Wednesday since 2020, and the third highest food and beverage revenue on a Wednesday in Company history*

LEAWOOD, Kan.--(BUSINESS WIRE)-- AMC Theatres® (NYSE:AMC), the largest theatrical exhibitor in the United States and the world, today announced that more than 4 million domestic moviegoers spent part of their extended July 4 holiday weekend at AMC, making it the Company’s busiest Wednesday through Sunday period of the year in the United States. In all, AMC welcomed 4.2 million guests to its U.S. locations from July 3 through July 7. Attendance was also strong at AMC’s international locations.

The attendance was driven by a slate of diverse films that gave audiences plenty of entertaining options, with family, horror, action, and western films all finishing among the top six films of the weekend domestic box office. The domestic box office was led by the debut of DESPICABLE ME 4, which is reported to have opened to more than \$120 million over the five-day period.

To celebrate the opening of DESPICABLE ME 4, AMC launched its latest line of movie-themed merchandise, including an all-new collectible popcorn bucket and plush. AMC’s success in movie-themed merchandise is showing no signs of slowing down, as AMC’s DESPICABLE ME 4 collectibles became the Company’s highest grossing merchandise program of the year and second highest in Company history.

On Wednesday, July 3, AMC guests arrived at their theatre in a mood to savor AMC’s many food and beverage offerings. AMC’s Wednesday, July 3, was the third-best Wednesday in Company history in terms of Food and Beverage revenue, which includes merchandise

sales.

AMC Chairman and CEO, Adam Aron, commented:

“Needless to say, we are quite pleased to see the strong showing from our U.S. moviegoers during the Fourth of July holiday weekend. The performance of DESPICABLE ME 4 reinforces that this is a successful and beloved franchise, and we send our congratulations and gratitude to our partners at Universal and Illumination. It’s also important to note that AMC’s weekend was driven by the wide-ranging appeal of several movies that offer distinct and diverse options.”

Aron continued:

“We are especially excited that Wednesday, July 3, generated the third highest food and beverage revenue on a Wednesday in our Company history. This is a tribute to the expertise of our culinary teams throughout the Company. We’re also pleased to see that AMC’s merchandise strategy continues to reap benefits, both in the offerings for our guests, and in terms of revenue for the Company. Week after week, our guests tell us through their purchases that compelling, movie-themed merchandise is something they are seeking out as part of their AMC experience.”

### **About AMC Entertainment Holdings, Inc.**

AMC is the largest movie exhibition company in the United States, the largest in Europe and the largest throughout the world with approximately 900 theatres and 10,000 screens across the globe. AMC has propelled innovation in the exhibition industry by: deploying its Signature power-recliner seats; delivering enhanced food and beverage choices; generating greater guest engagement through its loyalty and subscription programs, website, and mobile apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. In addition, in 2023 AMC launched AMC Theatres Distribution with the highly successful releases of TAYLOR SWIFT | THE ERAS TOUR and RENAISSANCE: A FILM BY BEYONCÉ. AMC Theatres Distribution expects to release more concert films with the world’s leading musical artists in the years ahead. For more information, visit [www.amctheatres.com](http://www.amctheatres.com).

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Source: AMC Entertainment Holdings, Inc.