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# AMC Entertainment Posts Its Highest Weekend Attendance and Admissions Revenue of 2024 – In the U.S. and Globally – And Its Highest Weekend for Food & Beverage Revenue in the U.S. Since 2019

*More than 6 million moviegoers watched a movie at AMC Theatres locations in the U.S., and ODEON Cinemas locations throughout the world, Thursday through Sunday*

*AMC's attendance was driven by an industry-wide record setting performance from DEADPOOL & WOLVERINE, which also set multiple domestic AMC records for a rated-R movie on opening weekend, including the highest opening weekend attendance & highest opening weekend admissions revenue for a rated-R movie in AMC history*

*This also was AMC's best weekend for food and beverage revenue in the United States since 2019, due in part to record-setting sales at AMC's in-theatre MacGuffins bars*

*AMC's DEADPOOL & WOLVERINE popcorn buckets and drink toppers flew off the shelves, selling out during the weekend – DEADPOOL & WOLVERINE tops DESPICABLE ME 4 as AMC's highest revenue movie merchandise program of the year and second highest in AMC company history (behind only the merchandise program for the TAYLOR SWIFT | THE ERAS TOUR concert film)*

LEAWOOD, Kan.--(BUSINESS WIRE)-- AMC Entertainment (NYSE:AMC), the largest theatrical exhibitor in the United States and the world, today announced that this past Thursday through Sunday, the Company set new 2024 records for weekend attendance and admissions revenue at its AMC Theatres locations in the U.S. and also for its ODEON Cinemas locations throughout the world. In all, AMC and ODEON welcomed more than 6 million moviegoers to its theatres from Thursday through Sunday.

The weekend performance was led by a record-breaking opening weekend from Disney and Marvel's DEADPOOL & WOLVERINE, which set new all-time opening weekend records for a rated-R film with a media-reported \$205 million domestically across the industry.

Looking at its domestic business, DEADPOOL & WOLVERINE also set new opening-weekend highs for a rated-R film at AMC's U.S. locations, most notably the highest ever attendance and highest ever admissions revenue for a rated-R film.

The success at AMC wasn't limited to the big screen. The Company posted its highest food & beverage revenue for a single weekend since 2019, driven in part by record sales at the

MacGuffins bars located in about two-thirds of AMC's U.S. theatres. In the U.S., AMC sold more beer, wine, and cocktails during the Thursday-Sunday weekend than in any other weekend in AMC company history.

Also popular with guests was the DEADPOOL & WOLVERINE merchandise, which was completely sold out during the weekend. With multiple popcorn buckets to choose from, as well as collectable drink toppers and other fun merchandise, DEADPOOL & WOLVERINE is now AMC's highest revenue-generating merchandise program of the year, eclipsing DESPICABLE ME 4, which had just claimed that title earlier this month. DEADPOOL & WOLVERINE is now AMC's second highest merchandise program in AMC company history (behind only the AMC merchandise program launched in 2023 for the TAYLOR SWIFT | THE ERAS TOUR concert film).

AMC Chairman and CEO, Adam Aron, commented:

"AMC has been predicting for quite some time that moviegoing would return to lofty levels this summer. The trifecta of INSIDE OUT 2, DESPICABLE ME 4 and DEADPOOL & WOLVERINE, combined with a myriad of other successful movies, has proven us right. It is certainly good news for those who care about AMC that with DEADPOOL & WOLVERINE we enjoyed the highest ever attendance and highest ever admissions revenue for the opening weekend of a rated-R movie in AMC's company history. It fills us with enormous pride that more than 6 million guests visited an AMC theatre or an ODEON cinema this weekend."

Aron continued, "In the U.S., DEADPOOL & WOLVERINE also gave AMC our best weekend food and beverage revenue since 2019. Given that this also was an AMC record-breaking weekend for the sale of beer, wine, and cocktails at our MacGuffins bars, it's only fitting that we raise a glass and toast our studio partners at Disney and Marvel, and the filmmakers of DEADPOOL & WOLVERINE for delivering a theatrical experience that has delighted and entertained millions of fans around the world. It is especially pleasing to see Disney go two-for-two back-to-back, now with the massive success of DEADPOOL & WOLVERINE, which immediately followed Disney and Pixar's billion dollar-plus success with INSIDE OUT 2, which was released to global acclaim just last month."

### **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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