



UA CINEMAS

Reel Value

The rich movie culture of Hong Kong cannot be denied, owing in part to this revered fixture in the industry.

Hong Kong has an enduring love affair with motion pictures. The region constantly produces, consumes, and is a well-loved subject of film. In recent history, UA Cinemas has greatly contributed to the fact.

In the age of online video streaming and high-definition home media, the movie theatre remains premiere presenter of the art form. Each district has any number of movie houses open from morning until late, showcasing attractions of local and foreign origin to the public's delight. For many reasons, UA Cinemas is first in mind.

Deluxe Defined

UA Shatin, the first ever modern, American-style multiplex cinema in Hong Kong, was introduced by Lark Group in 1985, unveiling a completely new movie experience for audiences. In the past thirty years, UA Cinemas has become the city's foremost movie theatre chain, with establishments in key areas all over Hong Kong, Macau, and Mainland China.

Many things have created difficulties for the film industry as a whole. Rampant piracy and the proliferation of illegal downloads have injured ticket sales for even high profile blockbusters. Soaring rent and labour costs are a constant challenge for any business; considering how many square feet a theatre takes, seats must be constantly occupied to make decent margins. That itself is quite a task as ticket prices all around rise to meet operating expenses.

There are, however, opportunities to capitalize on. Today's audience demands the highest quality viewing experience. A trip to the cinema is now essentially a pursuit of pleasure of the senses. New cinemas must contribute more resources



towards improving technology to satisfy consumers' expectations.

To this end, UA Cinemas introduced IMAX, the world's most immersive movie experience to Hong Kong audiences. Its newest cinemas, Cine Times and Cine Moko are exclusive, specially designed luxury theatres, equipped with the Dolby Atmos sound systems and Sony 4K digital projection systems, to create truly engaging viewing experiences.

Asides upgrading facilities, UA Cinemas ensures only top-tier customer service. A professional training team enacts comprehensive work procedures. Random assessments are conducted weekly to maintain good service standards and find new areas for improvement. Customer feedback is highly valued. The company focuses on positive engagement with staff, offering many incentives for surpassing service standards. People-centricity is paramount, with both consumers and personnel.

Next Attraction

UA Cinemas' expansion in the China market is ongoing. It already has cinemas in Guangzhou, Shenzhen, Chongqing, Wuhan, Chengdu, Shanghai, and Foshan. An upcoming project in Zhuhai is in the

works, and the company is exploring potential in other cities.

UA Cinemas strongly believes customer engagement is the crucial factor for business development, and pioneers countless value-added services for moviegoers. This encompasses online ticketing, a 300,000-strong and growing UA Loyalty Club, and numerous promotions and privileges (bonus point accumulation, birthday coupons, privileged tickets, etc.) as well as diversified CRM activities (festive mooncake workshops, latte art workshops, etc.). It is also heavily involved in CSR pursuits, such as supporting the All Hong Kong Schools Mini-Movie Competition, and charity premieres.

Hong Kong undoubtedly continues pursuing its love affair with motion pictures. With UA Cinemas' brand of service, movie magic will continue to happen. ■

For additional information please visit www.uacinemas.com.hk

