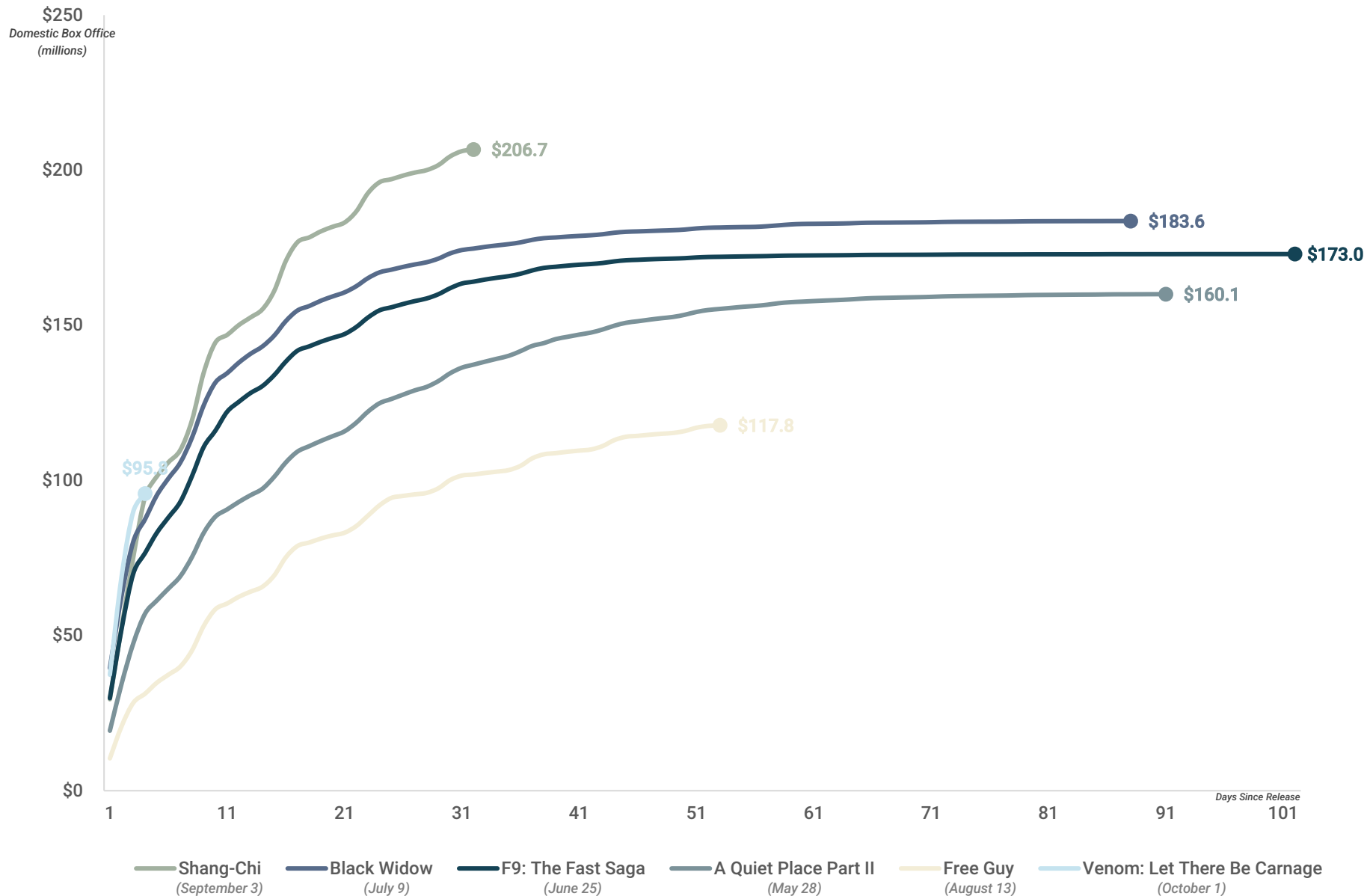
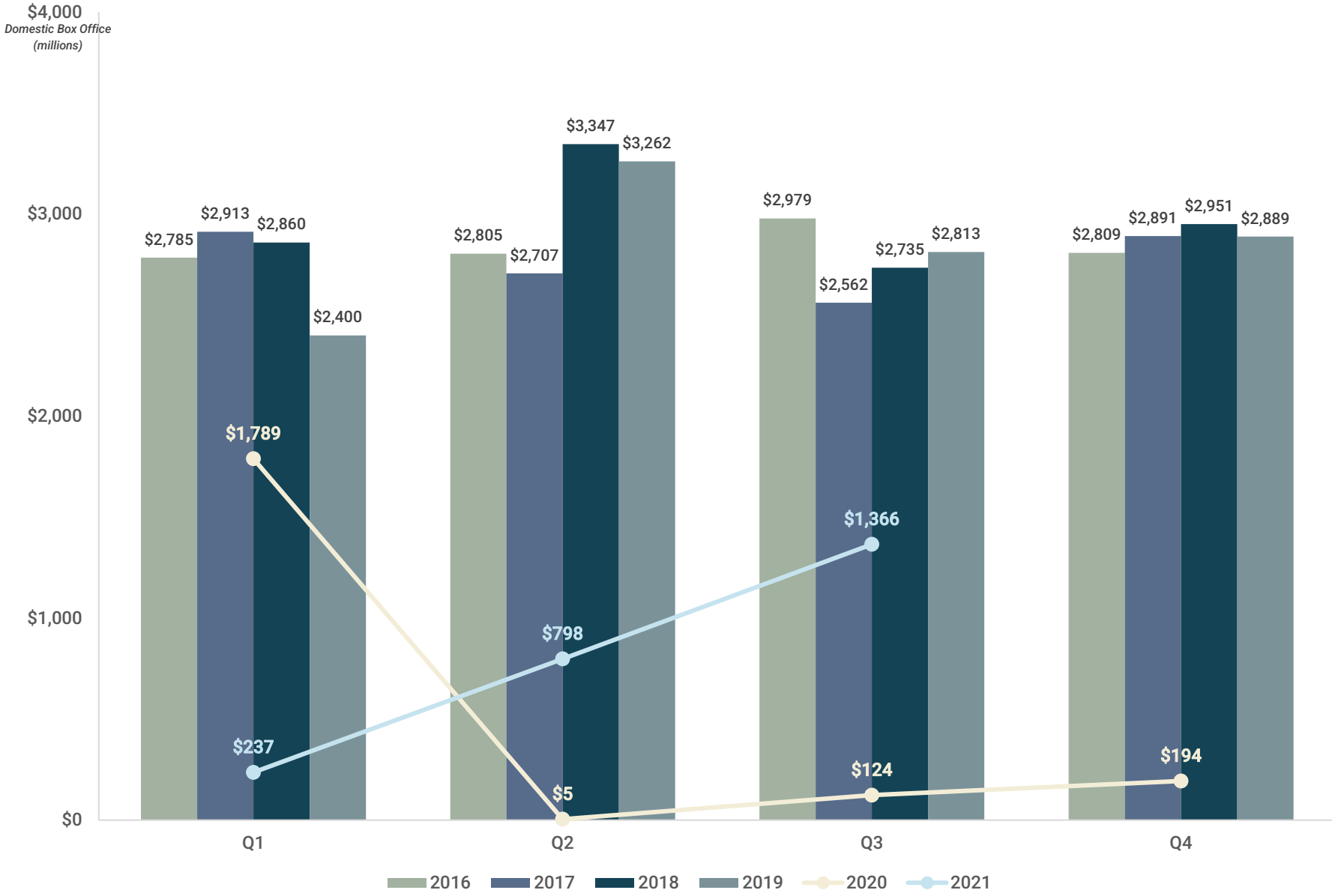


Summer Tentpoles Have Been Important In Reestablishing The Momentum Of Movie Attendance



Will studios continue to utilize day & date releases with their streaming platforms in 2022?

The Domestic Box Office Continues Its Recovery, But Is Still Down 50% From Pre-Pandemic Levels

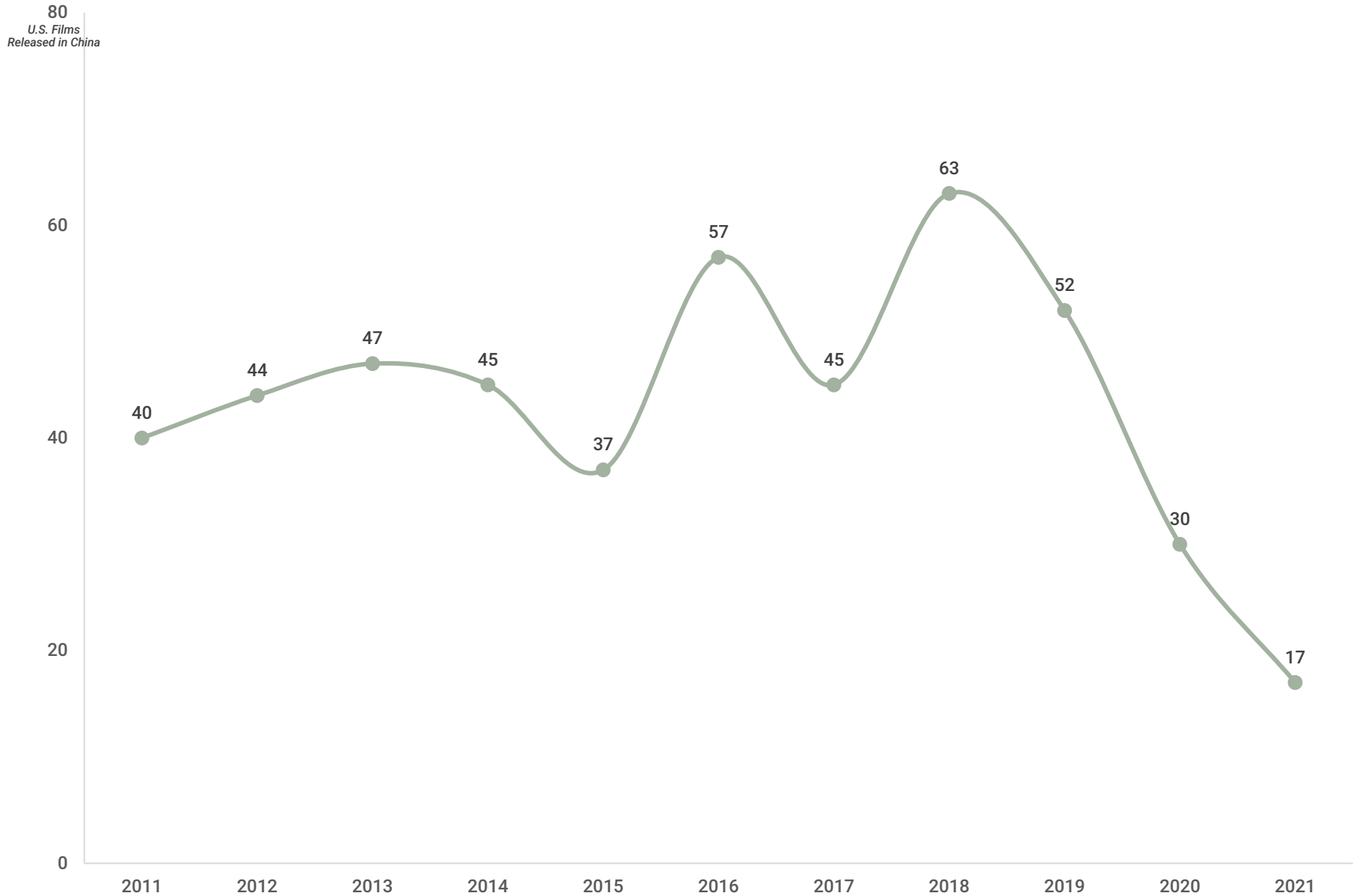


After an extended lull, how long will it take for the box office to return to \$11+ billion per year?

Source: BoxOfficeMojo; EMC Analysis
 Note: Annual box office was over \$11B from 2015 to 2019

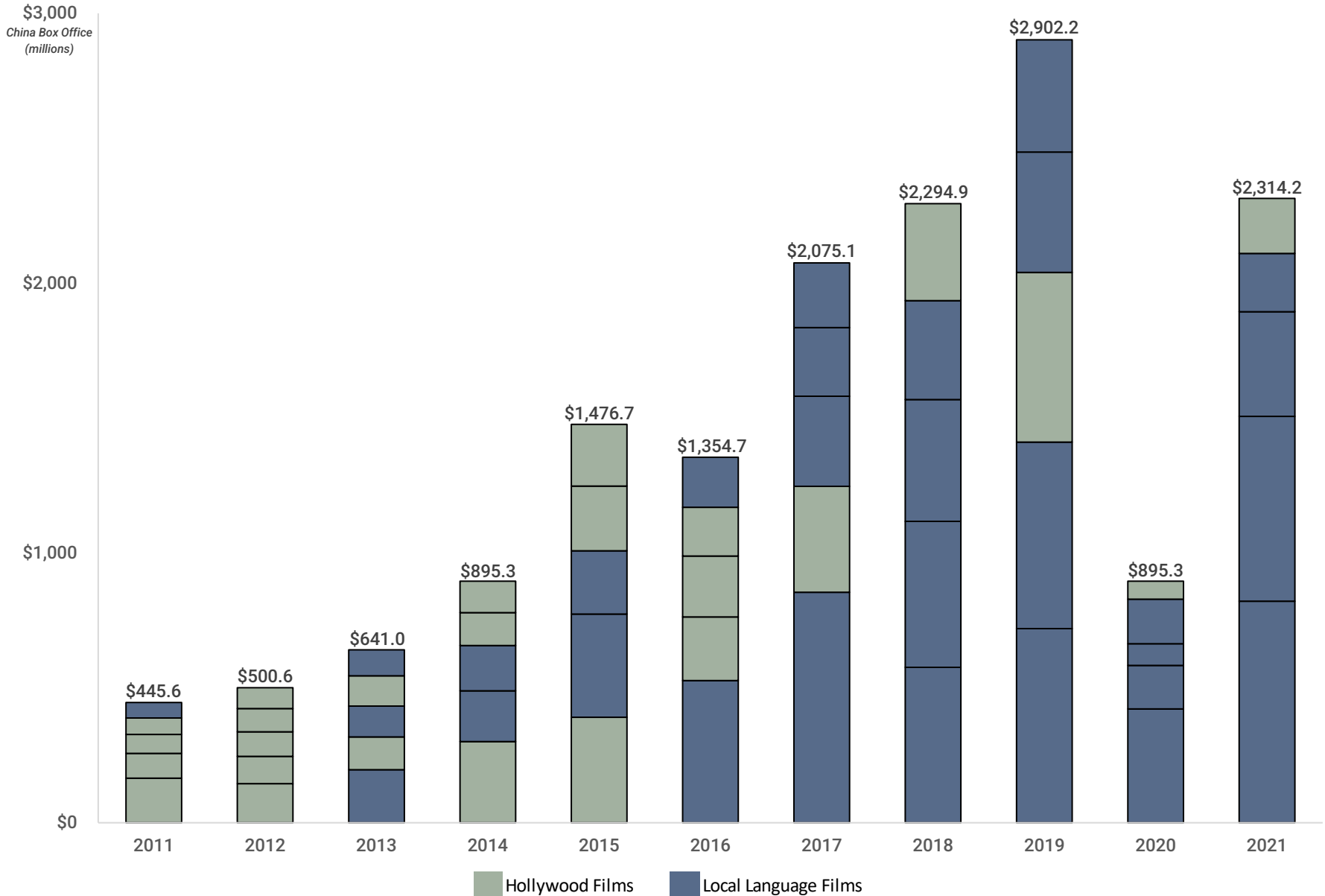


There Has Been A Sharp Decline In Hollywood Films Released In China Over The Last Two Years



Is this a result of limited supply due to the pandemic or an indicator of a longer lasting trend?

Over The Past Decade, Local Language Blockbusters Have Propelled The Box Office In China



Can Chinese studios produce content that resonates with local audiences and travels globally?