

# SEEKING SITES



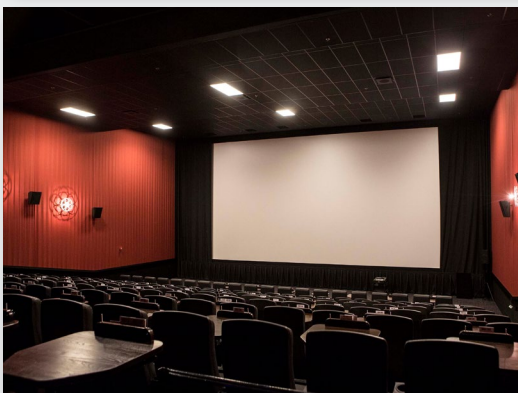
- The Alamo Draught House Cinema offers in-theater food and beverage service. They offer an extensive menu of freshly prepared appetizers, sandwiches, pizzas and salads as well as a wide selection of hand-crafted beers and great wines. Individual theatre seating ranges from 75 to 320 seats.

## SITE REQUIREMENTS

- 22,000 to 45,000 square feet
- Ground up construction
- Former theaters
- Second generation box spaces (Circuit City, Linen's n Things, super markets)

## TARGET MARKETS

- East of the Mississippi
- NY, CT, MA, NH, NJ, PA, OH, DC, DE, VA, NC, SC, GA, FL
- Suburban & Urban Areas
- NY Metro



# What is Alamo?

## The Industry Darling and Leader of the Dine-In Theater Segment

- Dinner, drinks, movies and events – new and old movies
- Founded in 1997
- Fanatic Fan Base: Alamo is often compared to Trader Joes and Whole Foods
- Industry Leader in Branding and Social Media
- 38 current locations, with 12 locations in development or under construction

## Strong Financial History

- 22 + years of operating history
- Successful theaters across the country
- \$187 million in revenue for 2016
- \$235 million in revenue for 2017
- \$298 million in revenue for 2018

## The Alamo Advantage

- Serving high-quality food, craft beer, fine wines and cocktails, Alamo consistently outperforms the country's largest exhibitors on per patron and per screen revenue.
- Strong branding creates best-of-class financial metrics and growth
- **Ranked #1 by over 13,000 participants in the 2018 Market Force survey of theater chains.**

**Entertainment**

"#1 THEATER IN AMERICA"

**TRAVEL+**  
**LEISURE**

"WORLD'S COOLEST  
MOVIE THEATERS"

**W I R E D**

"COOLEST MOVIE THEATER  
IN THE WORLD"

**TIME**

"BEST THEATER EVER"



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# The Ultimate Movie-going Experience

Alamo's net promoter score of 81 is driven by loyal customers and our love for movies

## KEYS TO OUR SUCCESS



### AUTHENTIC ALAMO BRAND

- Brand voice and personality
- Captivating customer experiences

### PASSIONATE COMMUNITY

- Loyal customers
- Well-attended signature events
- Local creative managers

### EXCEPTIONAL CUSTOMER EXPERIENCE

- The anti-chain: unique theater look and feel
- Spectrum of movies (i.e. blockbuster, independent, classic)
- Show 10x more titles than others
- High-quality menu of food, craft beer, wine and cocktails
- Engaged employees with a love for cinema

### BEST-IN-CLASS THEATRICAL PRESENTATION

- State of the art circuit
- Best-in-class projection and sound
- Immaculate theaters



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# The Future of Experiential Movie Exhibition



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## 37 current locations with 12 more in immediate development



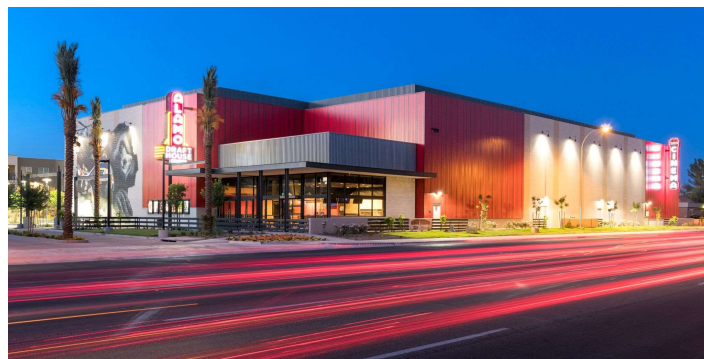
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## The Alamo Drafthouse Cinema Vibe



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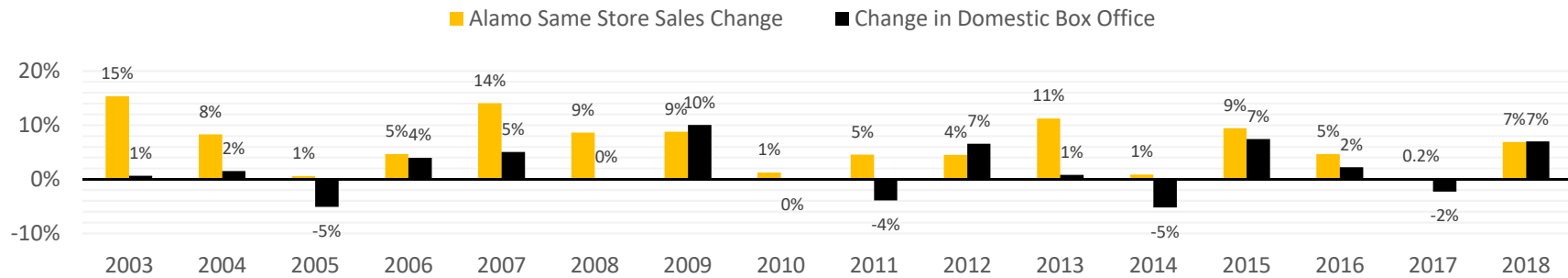
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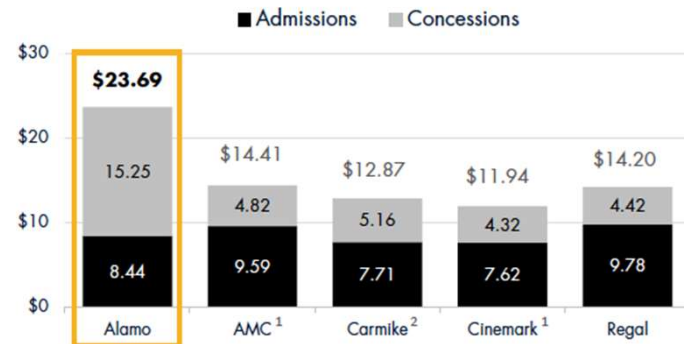
# Best-in-Class Operating Metrics

SYSTEM-WIDE SAME STORE SALES VS. BOX OFFICE



- 15 years of consecutive same store sales growth, 35% 5-Year CAGR
- Outperformed industry box office in 14 of the last 15 years
- Industry-leading revenue per screen (\$1.24mm), revenue per patron (\$25.75) and same store revenue per seat (\$11.9k)
- Average fill rate across theaters of 32.3%
- Online/mobile app ticketing customers represent 68% of ticket sales
- Strong and predictable theater-level cash flow
- Disciplined strategy for opening new units

2016 REVENUE PER PATRON



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## Alamo is Now the 10<sup>th</sup> Largest Circuit Nationwide

2015 BOX OFFICE			2016 BOX OFFICE			2017 BOX OFFICE			2018 BOX OFFICE		
#	CIRCUIT	\$ in 000's	#	CIRCUIT	\$ in 000's	#	CIRCUIT	\$ in 000's	#	CIRCUIT	\$ in 000's
1	AMC	\$2,559,437	1	AMC	\$2,554,315	1	AMC	\$2,474,916	1	AMC	\$2,639,247
2	Regal Ent Grp	\$2,211,302	2	Regal Ent Grp	\$2,226,513	2	Regal Ent Grp	\$2,123,490	2	Regal Ent Grp	\$2,248,648
3	Cinemark	\$1,402,527	3	Cinemark	\$1,437,960	3	Cinemark	\$1,418,561	3	Cinemark	\$1,528,668
4	Marcus	\$231,576	4	Marcus	\$241,006	4	Marcus	\$242,026	4	Marcus	\$262,930
5	Harkins	\$188,629	5	Harkins	\$209,120	5	Harkins	\$214,202	5	Harkins	\$221,009
6	Natl Amuse	\$154,915	6	Natl Amuse	\$152,133	6	CMX/Centurion	\$182,701	6	CMX/Centurion	\$199,034
7	Pacific	\$133,288	7	Pacific	\$134,567	7	Natl Amuse	\$143,477	7	Natl Amuse	\$149,158
8	Southern/MovieTavern	\$107,557	8	Southern/MovieTavern	\$116,020	8	Pacific	\$132,697	8	Pacific	\$133,636
9	Centurion Film Service	\$81,924	9	Cobb	\$88,928	9	Southern/MovieTavern	\$112,611	9	Southern/MovieTavern	\$118,914
10	Cobb	\$79,540	10	Centurion Film Service	\$87,654	10	<b>Alamo Drafthouse</b>	<b>\$91,910</b>	10	<b>Alamo Drafthouse</b>	<b>\$117,851</b>
11	The Film Group	\$78,690	11	Studio Movie Grill	\$83,749	11	Studio Movie Grill	\$87,763	11	Studio Movie Grill	\$105,183
12	Studio Movie Grill	\$74,823	12	The Film Group	\$79,819	12	Cinema Service	\$80,581	12	Cinema Service	\$91,701
13	Malco	\$73,571	13	Malco	\$75,428	13	The Film Group	\$76,828	13	Malco	\$83,914
14	Landmark	\$72,099	14	<b>Alamo Drafthouse</b>	<b>\$71,879</b>	14	Malco	\$76,683	14	The Film Group	\$83,020
15	Larry Miller Theaters	\$66,071	15	Larry Miller Theaters	\$70,557	15	Larry Miller Theatres	\$67,728	15	Landmark	\$78,452
16	Goodrich	\$59,872	16	Landmark	\$69,138	16	Landmark	\$67,217	16	Theatre Bkg Serv	\$76,018
17	Cinapolis	\$57,440	17	Cinapolis	\$60,349	17	Theatre Bkg Serv	\$63,248	17	Larry Miller Theatres	\$71,484
18	<b>Alamo Drafthouse</b>	<b>\$56,238</b>	18	Goodrich	\$59,636	18	Cinapolis	\$61,941	18	Cinapolis	\$71,083
19	Theater Bkg Service	\$55,569	19	Theater Bkg Service	\$58,172	19	Goodrich	\$60,404	19	Goodrich	\$65,526
20	Premiere	\$48,460	20	Cinema Service	\$57,609	20	Galaxy	\$52,632	20	B&B	\$60,456



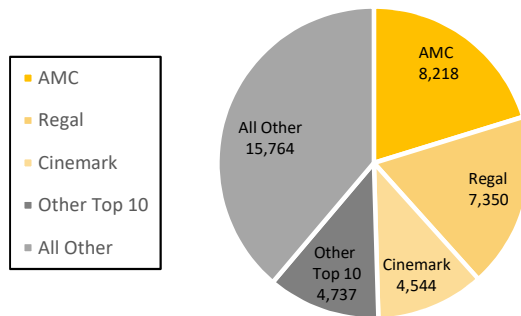
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# Past & Current State of Movie Exhibition

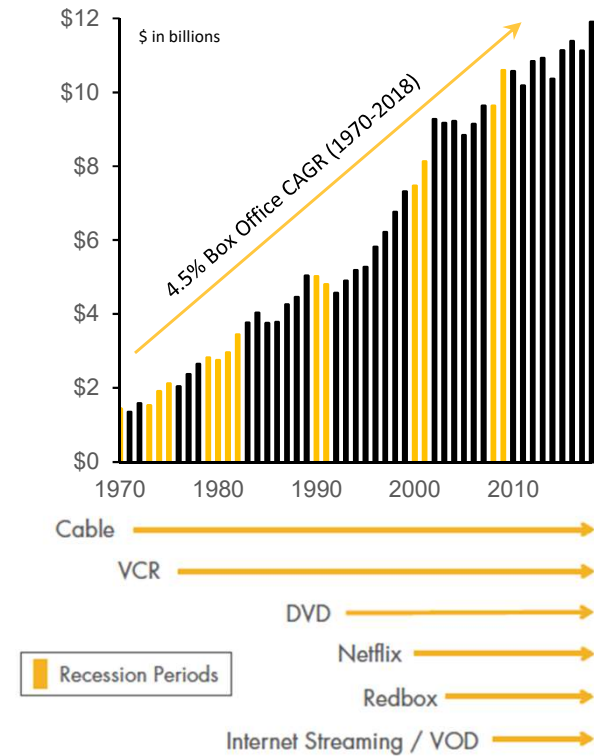
- Box office sales have grown at a 4.5% CAGR since 1970, showing resilience through recessions, technology innovation and shorter release windows
- Movie-going has historically been a commodity experience, with a theater's success being primarily dependent on its location and movie slate
- Over time, larger theater operators have utilized acquisitions for growth, ultimately culminating in creating the "Big 3", who operate roughly 50% of screens in the US
- As few meaningful domestic consolidation opportunities remain, organic growth (and select acquisitions) will become increasingly important to large operators

## 2018 MARKET SHARE BY NUMBER OF SCREENS

Top 3 Exhibitors operated 49.9% of screens in 2018



## HISTORICAL BOX OFFICE GROWTH



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