

National CineMedia (NCM)

National CineMedia (NCM) is America's Movie Network. As the #1 Millennial weekend network in the U.S., NCM is the connector between brands and movie audiences.

More than 710 million moviegoers annually attend theaters that are currently under contract to present NCM's *FirstLook* pre-show in over 45 leading national and regional theater circuit affiliates including AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group. NCM's cinema advertising network offers broad reach and unparalleled audience engagement with over 20,500 screens in over 1,600 theaters in 187 Designated Market Areas® (all of the top 50). NCM Digital goes beyond the big screen, extending in-theater campaigns into online and mobile marketing programs to reach entertainment audiences.

FirstLook

NCM's *FirstLook* pre-show program showcases entertainment content from ABC Networks, Amazon, Disney, Google, Hulu, Nintendo, NBC, Turner Broadcasting System and more, along with national, regional and local advertising.

- Average unduplicated weekly audience represents a Nielsen rating of 7.0 for Adults 18-49 and a 9.9 cume for Millennials (Adults 18-34), making *FirstLook* one of the top 10 primetime shows in the U.S. every week.
- Ends approximately at the advertised movie show time (when the film trailers begin).
- Multiple versions presented every month, targeted by film rating.

Beyond the Big Screen

- **NCM Hollywood Studio Promotions** — Entertainment marketing partnerships with studios including Fox, Sony, Universal, Warner Bros., Lionsgate and Disney.
- **Entertainment Marketing** — Exclusive relationships with The Oscars®, Twitter, Entertainment Weekly, and the GRAMMY Awards®.
- **Lobby Promotions** — Box office handouts, exit sampling, concessions, signage, lobby displays, tabling and product demonstrations, interactive kiosks and more.
- **Lobby Entertainment Network (LEN)** — Over 3,000 screens in nearly 1,500 movie theater lobbies.
- **On-screen Interactivity** — Through partnerships with TimePlay, moviegoers can interact with brands while in the theater using gesture-based and mobile phone-based interactivity.

Data Capabilities

- NCM's **Cinema Audience Targeting Optimizer (CATO)** — Allows advertisers to go beyond targeting by MPAA rating (G/PG, PG13 and R) to build media schedules at the film and genre level.
- **Data Management Platform (DMP)** — NCM's new Nielsen Marketing Cloud Data Management Platform (DMP) will house thousands of first-, second- and third-party consumer data sets, including rich moviegoer data derived from loyalty programs, mobile panels, beacon networks and credit card purchases. The first of its kind in the cinema industry, the DMP offers transaction-based insights, better targeted campaigns, and closed-loop ROI.

NCM Digital

NCM's Online and Mobile offerings expand *FirstLook* to reach the digitally-connected moviegoers before and after the movie theater experience – on whatever screen they using:

- **Cinema Accelerator** — NCM has engaged Rocket Fuel's Audience Accelerator to power Cinema Accelerator, a new product that utilizes first-party data including movie ticket purchase data, geo-local mobile audiences, cross-device delivery and audience modeling to accurately reach NCM moviegoers as they extend their movie going experience.

Management Team

NCM's management team have extensive backgrounds in advertising sales and marketing, theater operations, digital network design and operations, and finance.

- **Andrew J. England** — Chief Executive Officer and Director
- **Clifford E. Marks** — President
- **Scott Felenstein** – Executive Vice President & Chief Revenue Officer
- **Dave Kupiec** — Senior Vice President, National Sales
- **Ralph E. Hardy** — Executive Vice President & General Counsel
- **Geri House** — Executive Vice President, People & Organization
- **Tom Reilly** — Senior Vice President, Regional Sales and General Manager
- **Katie Scherping** – Chief Financial Officer
- **Jeffrey Cabot** — Senior Vice President, Controller

NASDAQ: NCM

National CineMedia, Inc. (NASDAQ: NCM) owns a 39.3% interest in and is the managing member of National CineMedia LLC. For investor information, please visit investor.ncm.com.

Headquarters

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National Sales Offices

- New York, NY
- Chicago, IL
- Los Angeles, CA
- Additional local/regional representatives throughout the U.S.

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Where to Find NCM:

- NCM.com
- Twitter
- Facebook
- LinkedIn
- YouTube
- The Bigger Picture blog – blog.ncm.com

As of March 30, 2017, All figures are approximate and subject to change.