



CSR & SUSTAINABILITY
IMPACT REPORT 2022

FOREWORD

2022 was once more a year of reconnecting at Pathé after the cinemas opened again at the start of the year. But it was also a year during which Pathé Tuis returned to the Pathé family and several of our theatres were modernised. We opened a brand-new cinema in Leeuwarden and updated various cinemas, including Pathé Haarlem and Pathé Tilburg Centre. These cinemas now have Relax Seats, a new Drinks & Bites Shop (Haarlem), and an updated IMAX theatre with 4K laser projection (Tilburg).

If we look back at the past year, we can be proud of the positive impact we have had and how we have developed our social footprint even further. Various initiatives have enabled us to strengthen the connection between people. We have held discussions about socially relevant themes and current topics, such as gender, diversity, and LHBTIQ+. This happened during events such as International Women's Day and the International Day for Cultural Diversity. At these moments, we were able to show how Pathé is not only a company in the city, but also for the city, which enriches the lives of both the visitors and the employees.

AS A PART OF THE CITY, THE LIVES OF OUR VISITORS AND EMPLOYEES, AND THE WORLD AROUND US, WE AIM TO CREATE AS MUCH POSITIVE IMPACT AS POSSIBLE.

The importance of connection is being emphasised more and more. This is reflected in our internal business operations through our diversity and inclusivity policy. We have set up a focus group to review all the (big and small) decisions and to learn from each other. In this

way, we create room for everyone and are able to grow together. The development of diversity and inclusivity is not an overnight process, and it is important to have realistic goals. It is a journey that we take together, and it will take time for us to reach our destination. But we will continue to work on D&I and learn together, and from one another.

In terms of our environmental impact, we can look back at some great initiatives. For example, we organised a solar panel event on Earth Day, when we installed almost 300 solar panels on the roof of Pathé Arena. At this point in time, we have installed almost 5,000 solar panels on the roofs of our cinemas! In this way, we have accelerated our progress towards a minimal climate impact. In addition, we recycled no less than 2.5 million bottles in 2022. In total, this means we now recycle 84% of all our waste flows. We strive to be recognised as an inclusive and socially involved cinema, both internally and externally. We want not only to switch to renewable energy, but also to reduce our energy consumption by using more sustainable construction methods and changing our behaviour.

We see both the social themes and the environmental themes we are working on as a journey. We have already made great progress, but we will continue to work hard on becoming even better. As a part of the city, the lives of our visitors and employees, and the world around us, we aim to create as much positive impact as possible. We are all working together at Pathé on the aim of becoming a climate-neutral, inclusive and socially concerned cinema.

Jacques Hoendervangers

Managing Director Pathé

BRAND VALUES:

SPECIAL

SPECIAL
EXPERIENCES
FOR EVERYONE

CARING

ALWAYS
GOING THE
EXTRA
MILE

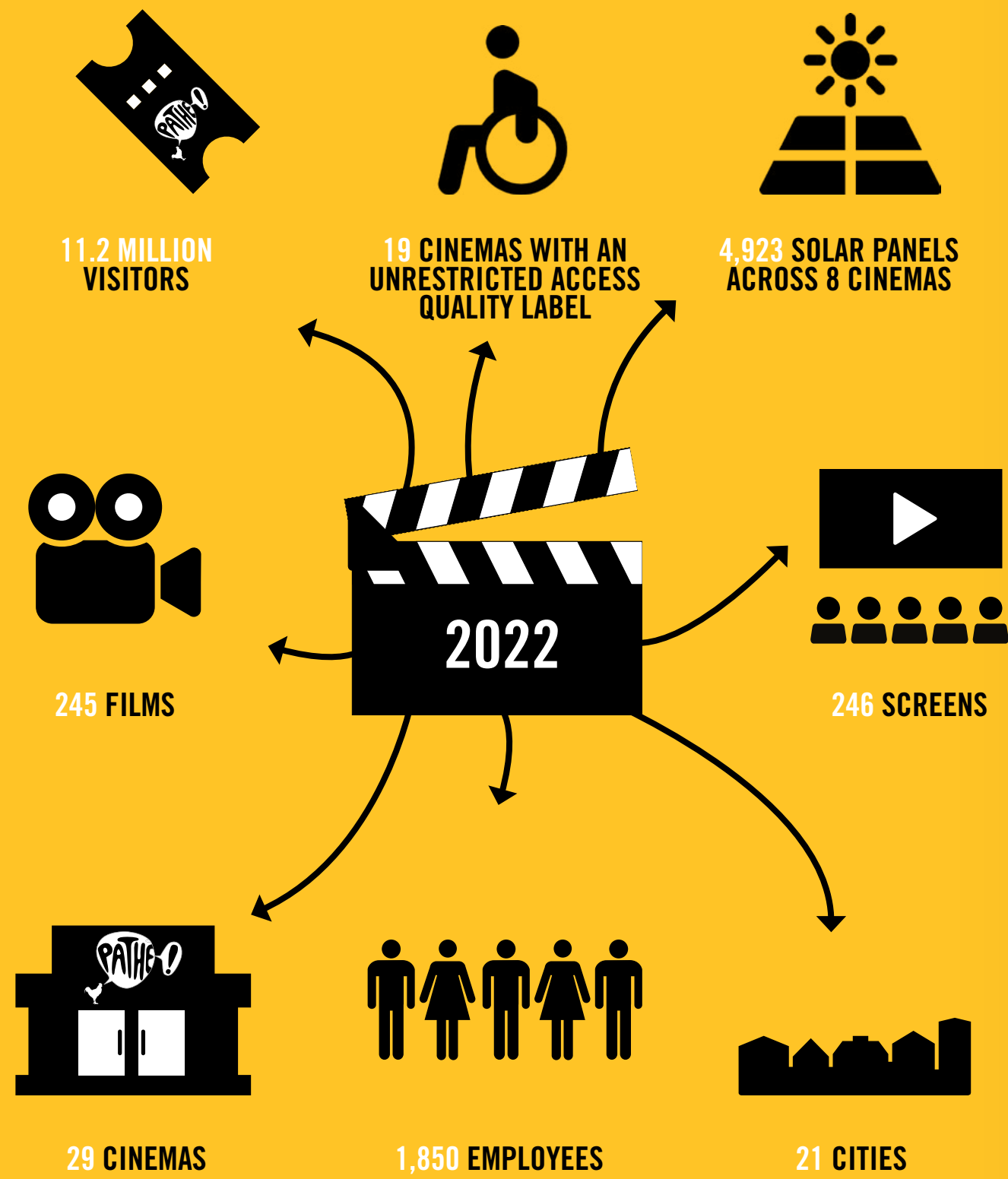
TRUSTED

A HISTORY OF
EXCELLENCE

**INNO
VAT
IVE**

BETTER AND
MORE
BEAUTIFUL
ALL THE TIME

FACTS & FIGURES



FOOD & BEVERAGE





STICHTING JARIGE JOB TREATS YOUNG PEOPLE TO A VISIT TO THE CINEMA ON THEIR BIRTHDAY.

PATHÉ IN 2022

Ready for an unforgettable look back at last year? Here are some of the highlights of the past year.

2022

January: reopening of the cinemas after the lockdown period due to Covid-19.

March: Film week around International Women's Day at Pathé, with such films as *Thelma & Louise* and *The Color Purple*.



March: Internal kick-off of our Diversity & Inclusivity programme.

March: 8 Pathé cinemas across the country were used as voting stations for the local council elections in March.



March: Members of the Pathé All Stars programme donated €15,000 to Giro 555 for Ukraine.

April: We celebrated Earth Day with a solar panel event and launched our CSR policy and report for 2021 and the Pathé CSR page on our website.

CSR
PATHÉ

May: Pathé celebrated the Day for Cultural Diversity with such films as 'Get Out' with an introduction by presenter Milouska Meulens.

April: Screenings of the Ukrainian version of 'Sing 2' so that 5000 refugees could see the film for free via the reception centres.



July: Pride Week with special film programming and guest speakers, including Patrick Martens, Tim Oliehoek, and De Lesbische Liga.

September: partnership started with Hidden Disabilities Sunflower, an international organisation for people with hidden disabilities.



November: The 16 to 18-year-old target group of Stichting Jarige Job are treated to a cinema visit with popcorn and soft drinks.

October: following our promise on Earth Day to install 1 solar panel for every 100 visitors, 282 solar panels were installed on the roof of Pathé Arena.



LET'S GO

2022 IN PICTURES



HIDDEN DISABILITIES
SUNFLOWER



SOLAR PANELS
PATHÉ ARENA



EARTH DAY



TOWEL
SCHEVENINGEN

SUSTAINABILITY AT PATHÉ



HAPPY PLANET

Pathé wants to enrich everyday life. As the biggest cinema chain in the Netherlands, we want to do more than just offer a special cinema experience. We also want to design our cinemas and run our business operations in a sustainable way. We believe it is important to reduce the carbon footprint of our cinemas, and we are committed to sustainability and circularity.



HAPPY EMPLOYEES

Pathé wants to provide a pleasant and inclusive work environment, where employees are positively challenged and can develop professionally. We place a great deal of value on our employees, and care about what is important to them. Listening to and engaging with our diverse range of employees is therefore very important to Pathé.



HAPPY PEOPLE

The ambition of Pathé is to create shared experiences through shared stories and emotions. We want this to be accessible and available to everyone. Pathé is the ideal place for people from different backgrounds to experience something beautiful together. Our mission is to make sure everyone feels at home at Pathé.

AMBITION 2025: PATHÉ IS AN INCLUSIVE AND SOCIALLY INVOLVED CINEMA THAT CONTINUOUSLY STRIVES TO MINIMIZE ITS ENVIRONMENTAL IMPACT.

HAPPY PLANET

With a total of 29 cinemas, Pathé is the biggest cinema chain in the Netherlands. We are determined to become more sustainable and to take meaningful steps towards circularity. A conscious approach towards the world around us provides the foundation for our efforts. Our cinemas, our head office, and our business operations will all play an important role in this approach. By understanding our environmental footprint and impact, we can properly consider the sustainability possibilities and make the best possible use of them. We want to be, and remain, the best possible cinema chain, and that means having sustainable business operations. We want to make sure a carefree film experience is still carefree in the future. We want to focus on the most important sustainability issues facing Pathé in the field of environment, energy and waste. By working together with our partners and suppliers, we are striving to minimise our negative impact and to increase our positive impact over the coming years.

Several sustainability issues are important to Pathé. We want to make sure we deal with waste and packaging as sustainably as possible, reduce our energy consumption, and build cinemas with the lowest possible ecological footprint and maximum circularity. A carefree day or evening out at Pathé often includes a drink or a snack. We are working to reduce the waste flows from Food & Beverage, use less plastic and more sustainable packaging. Our cinemas are also becoming more sustainable because we use more sustainable packaging. We use less plastic, more paper, and more plant-based materials.

The film projectors and cooling systems of our theatres and foyers have the biggest share in our energy consumption. We are working to make our cinemas more energy efficient. One way we do this is by adjusting our ventilation systems every week so they are aligned with the opening times. In addition, we are introducing smart control systems in our cinemas for more efficient temperature control. This ensures more constant temperatures, which saves a lot of energy.



GAS CONSUMPTION HAS BEEN REDUCED BY 50% COMPARED TO THE BASELINE YEAR OF 2018, EQUIVALENT TO 750 TONNES CO₂.



8 CINEMAS GENERATE PART OF THEIR OWN ENERGY USING A TOTAL OF 4,923 SOLAR PANELS.



2,501,911 PLASTIC BOTTLES WITH A DEPOSIT REFUND WERE HANDED IN.

1. <https://www.milieubarometer.nl/CO2-footprints/co2-footprint/actuele-co2-parameters-actuele-co2-parameters-2021-jaar/>

Saving energy and generating energy

Sustainable use of energy plays a big role in our sustainability programme. The projecting of films, the cooling of theatres, the lighting of the foyers, and the preparation of drinks and snacks, such as making popcorn and cooling drinks, uses the most energy. To get this energy in the most sustainable way possible, we always buy electricity from renewable sources. In 2022, all the electricity used in our cinemas came from European wind farms. In addition, we are working hard to increase the amount of solar energy we generate ourselves. For example, in 2022 we installed a total of 1,631 solar panels on the roofs of our cinemas in Zwolle, Amersfoort, Amsterdam Arena, and Nijmegen. Together, these solar panels produce 631 MWh of solar energy each year, which is equivalent to the annual consumption of 180 households.

We have a clear picture of where the biggest opportunities lie so we can use energy more efficiently. We are converting these opportunities into concrete projects and policies so that we are able to reduce our energy consumption. Since 2019, we have supported our energy ambitions with an ISO 50001 certification. This has helped us to identify our main areas of energy consumption and make savings year after year. The next step we want to take is to minimise our environmental impact.



AT A NATIONAL LEVEL, WE GENERATED 731 MWH OF SOLAR ENERGY, WHICH IS EQUAL TO THE ANNUAL CONSUMPTION OF 295 HOUSEHOLDS².



WE HAVE INSTALLED SOLAR PANELS ON 28% OF OUR CINEMAS.



PATHÉ SCHIEDAM GENERATES THE ENERGY FOR 50% OF ITS ENERGY NEEDS ON-SITE USING 1,500 SOLAR PANELS. IT IS OUR MOST ENERGY-EFFICIENT CINEMA (MWH/M²).

2. <https://www.milieucentraal.nl/energie-besparen/inzicht-in-je-energierekening/gemiddeld-energieverbruik/>

Happy Planet: Energy consumption*			
Pathé cinemas	2018	2022**	2018/2022%
Electricity (kWh)	26,244,465	23,452,000	-11
Gas (m3)	813,700	414,353	-49
Heat (TJ)	23.85	15.84	-34
Cold (TJ)	4.71	4.78	+1

* Due to the (partial) closure of our cinemas in recent years in connection with Covid-19, our footprint during these years was not representative. That is why we have compared 2022 with the baseline year of 2018.

** In 2022 our cinemas were open for 48 weeks, while in 2018 they were open for the whole year.

The CO2 emissions of Pathé Pathé wants to have a minimal environmental impact and have net zero operations. That means we want to reduce our footprint as far as possible and compensate for any residual, unavoidable emissions. In order to achieve this goal, we need to have a better understanding of our CO2 emissions. We already have extensive insight into our scope 1 and 2 emissions: the energy needs of our cinemas. This includes, for example, the projecting of films and the cooling of the theatres. This is where most of the emissions of Pathé come from. Furthermore, in 2022 we took steps to reduce our fuel consumption and business travel. In the past, the standard travel allowance was per km for travel by car. We have changed this to a standard travel allowance for travel by public transport. This encourages employees to travel by public transport rather than by car.

Happy Planet: CO ₂ emissions of Pathé cinemas						
	Electricity for equipment	Electricity for cooling	Cold	Gas	Heat	Total
Total CO ₂ (tonnes) 2018	0	0	270.8	1,391.00	937.2	2,599.00
Total CO ₂ (tonnes) 2022	0	0	159.36	746.86	1789.48	2,695.70
Difference in tonnes CO ₂	0	0	-111.44	-644.14	852.18	
Difference in %	0%	0%	-41.15%	-46.31	+90.94	



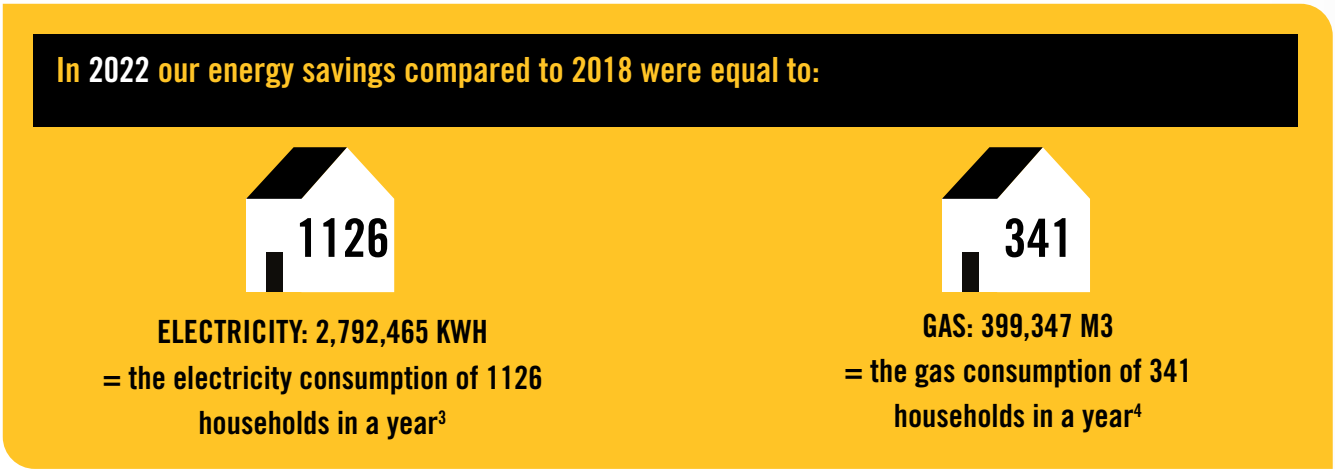
In 2022, Pathé celebrated Earth Day for the first time. On International Earth Day, businesses, organisations, and people all around the world reflect on the impact of consumer behaviour on the planet.

Because we need to give constant care and attention to our planet and the natural environment, Pathé organised an event on Earth Day together with its visitors that will have a lasting impact. We promised to install one solar panel on the roof of Pathé Arena for every 100 visitors. With a total of 26,000 visitors, we installed 260 solar panels. Pathé increased this number to 282 in order to make optimal use of the space on the roof. The solar panels generate 109 MWh of electricity per year. This is equal to the annual electricity consumption of around 40 households.

“WE ARE CONCERNED ABOUT THE IMPACT PATHÉ HAS ON THE ENVIRONMENT AND SOCIETY. PATHÉ HAS BEEN IMPLEMENTING THE PRINCIPLES OF CSR AND SUSTAINABILITY FOR SOME TIME NOW. THIS HAS ALLOWED US TO CREATE A CLEAR VISION AND POLICY FOR THE FUTURE. I AM PROUD THAT CSR AND SUSTAINABILITY ARE BECOMING AN INCREASINGLY INTEGRAL PART OF OUR DAY-TO-DAY ACTIVITIES, AND THAT ON EARTH DAY WE WERE ABLE TO MAKE A POSITIVE DIFFERENCE TOGETHER WITH OUR VISITORS.”

- Jacques Hoendervangers, Managing Director

The CO2 emissions are calculated based on the energy needs of our cinemas: electricity, gas, heating and cooling. Because we buy energy from renewable sources with no CO2 emissions, this significantly reduces the emissions of our cinemas. In 2022, we reduced our CO2 emissions by another X% compared to the baseline year of 2018. The biggest savings were made in the amount of energy we use for the cooling systems of our cinemas.



Sustainable waste management

Contributing to a more sustainable world also means changing the way we manage waste. We need to apply more circularity principles and reduce the volume of waste. Reusing and recycling are a big part of this. Waste is sorted as far as possible at Pathé. In addition, we are reducing the waste flows wherever possible, and together with our waste processing partner, we are trying to maximise the amount of reusing and recycling in accordance with circularity principles. In 2022, our recycling programme prevented 111,374 kg CO2 emissions, which is equivalent to driving from Amsterdam to Rome and back in a diesel car 167 times.

A part of the optimisation of our waste flows is making sure we have clear guidelines and communication, and proper waste sorting areas. We want to make it as easy as possible for our visitors so that ultimately we can process as much waste as possible in a circular way. Since the introduction of our sustainable purchasing policy in 2021, we have been working together with our partners to make the operations of Pathé more sustainable. As a purchasing organisation, it is important for Pathé and its partners to support each other in the achievement of our shared goals. In 2021, the first partners signed the partner Code of Conduct, which sets out the sustainability requirements they have to satisfy (together with Pathé).

In addition to our own ambitions in the field of waste management, Pathé also signed the Plastic Pact in 2019. This means we work together with other parties on the development of recyclable packaging (100%), the recycling of used packaging (70%), and the purchasing of recycled materials (35%).

3, 4: <https://www.milieucentraal.nl/energie-besparen/inzicht-in-je-energierekening/gemiddeld-energieverbruik/>

Happy Planet: Waste		
	2021 in Kg*	2022 in Kg
Residual waste*	249,316	587,965
PMD *	42,367*	45,418
Paper/cardboard	61,382*	153,738
Wrapping/plastic	22,994*	7,649
Biodegradable waste		420
Glass	14,311*	36,039
Other*		2,205
Total	390,370*	833,434
Visitors	6.2 million*	11.2 million
Waste per visitor	0.06*	0.08

* In 2021 our theatres were only open for 28 weeks, during which time there were also periods in which we were not allowed to sell food and drinks.



WASTE PER VISITOR



AVOIDED BY RECYCLING WASTE



OF THE WASTE FLOWS WERE RECYCLED TO
MAKE RAW MATERIALS OR USED FOR THE
GENERATION OF ENERGY



PLASTIC BOTTLES RECYCLED



AS WELL AS TRYING TO REDUCE OF THE AMOUNT OF WASTE INSIDE OUR THEATRES, PATHÉ IS ALSO WORKING TO REDUCE THE AMOUNT OF LITTER ON THE STREETS OUTSIDE. OUR CINEMAS ARE PART OF THE CITY, WHICH WE WANT TO KEEP AS CLEAN AND PLEASANT AS POSSIBLE. THAT IS WHY ALL 29 CINEMAS CLEANED UP THE AREA AROUND THEIR THEATRES ON THE NATIONAL CLEAN-UP DAY IN MARCH. FURTHERMORE, ALL OUR CINEMAS TOOK PART IN THE WORLD CLEAN-UP DAY OF NEDERLAND SCHOOL IN SEPTEMBER.

HAPPY EMPLOYEES

As a big employer in the Netherlands, with around 1,850 employees (94% of whom work in the cinemas), Pathé places a great deal of value on putting our employees at the heart of everything we do. We believe it is important to inspire people and to bring them together, and we want to have a positive impact on everyone who works for Pathé. Our ambitions are directly linked to our four brand values: special, caring, trusted, and innovative. Pathé is therefore committed to creating a work environment where employees are challenged to bring out the best in themselves, and where safety comes first.



PATHÉ HAS HEALTHY, MEASURABLY SATISFIED, DEDICATED, AND VITAL EMPLOYEES, AND IN 2022 IT WAS AWARDED THE WORLD-CLASS WORKPLACE QUALITY LABEL BY EFFECTORY!



PATHÉ ENCOURAGES DIVERSITY & INCLUSIVITY BY OFFERING OPPORTUNITIES TO EVERYONE REGARDLESS OF THEIR AGE, BACKGROUND, OR PREFERENCES.



PATHÉ CREATES A SECURE BASE WORKPLACE FOR ALL ITS EMPLOYEES.

“WE ARE VERY EXCITED THAT PATHÉ HAS BEEN DECLARED A WORLD-CLASS WORKPLACE! WITHOUT ALL OUR COLLEAGUES AT PATHÉ, WE WOULDN'T BE SUCH A GREAT PLACE TO WORK, AND WE BELIEVE IT IS ESSENTIAL TO LISTEN TO THEM AND HEAR THEIR FEEDBACK.”

Bartjan Top, Manager HR

An inclusive workplace

We believe in the strength of inspiring people and bringing them together, and we want to have a positive impact on everyone who works for Pathé. Pathé is not only a fantastic workplace, it is also a very diverse workplace. A workplace where every employee feels welcome, safe and respected, and where we acknowledge, value, and encourage differences. In this way, we can learn from each other and support each other as much as possible. We do this with a targeted diversity and recruitment policy, with training courses in the field of diversity and inclusivity, and by giving our diverse employees a visible place within our organisation. That gives everyone the opportunity to get the best out of themselves, and the strength of diversity leads to better results at every level.

Because diversity and inclusivity are so important to us, and because we want to engage our employees in the developments in this area, we set up a focus group in 2022. It is made up of employees from various cinemas and our

customer services department. Together with this focus group, we are working on the embedding and strengthening of our policy.

Some of the changes we made in 2022 include:

- Employees can now choose which public holidays they want to take off.
- You no longer have to state your gender when filling in certain forms: we now have the option of “X” or “I don't want to say” when you create a Pathé account.
- When we advertise jobs, we make it clear that we are committed to diversity and inclusivity and do not exclude anyone.
- Training in strategic generation management (GenZ) organised
- Score of 8.6 in the employee satisfaction survey for the question “Employee is not afraid to be themselves”
- Training on “overcoming prejudice” for everyone involved in recruitment and selection
- Updating of the policy on appearance, so that personal statements, such as brightly coloured hair, piercings, and tattoos, are now allowed

Vitality

Pathé wants to create a positive work environment for its employees, so they are able to do their work in the best possible way, both now and in the future, by being healthy, engaged, competent and motivated. In 2022, the ways we achieved this included:

- Discussing Sustainable Employability on one of the theatre days when all the managers get together (in partnership with the health and safety service).
- Offering Service Managers training courses about absenteeism.
- Offering the FitzMe Portal to all employees collectively insured with CZ. This platform is full of online training courses and tips for a healthier lifestyle.
- Giving supervisors tips, tricks and guidelines on how to recognise and discuss work stress.
- The ‘*Beter in je Vel-lijn*’ (Feel Better About Yourself Helpline) of PSION: this enables our employees to get direct coaching, practical tips, and expert advice from a psychologist on an anonymous basis.

Secure Base Workplace

Pathé aims to become a learning organisation based on the motto “Playing to Win”. We believe that leadership is the key to success, and we want to become a learning organisation that is constantly focused on development. Well-developed leaders will be decisive for the growth and success of our organisation.

Pathé therefore wants to create a Secure Base workplace for all of its employees. In a Secure Base workplace, the themes of Daring and Caring are central and a safe environment is created where employees are challenged to explore possibilities and to take risks.

All managers, teams at the head office, and management teams in the theatres have ongoing training in Secure Base Leadership, so that the entire organisation works in accordance with these principles. In that way, we will continue to be a flexible and agile organisation, with a “Playing to Win” attitude.

1,838
EMPLOYEES

6% OF OUR EMPLOYEES
WORK AT OUR HEAD OFFICE,
94% IN THE THEATRES.

SICKNESS ABSENTEEISM
AT PATHÉ WAS LOWER
THAN THE NATIONAL
AVERAGE: 4.7%

41% OF OUR MANAGEMENT
POSITIONS ARE FILLED BY PEOPLE
WHO IDENTIFY AS FEMALE.

49% IDENTIFY AS
MALE,
51% AS FEMALE.



HAPPY PEOPLE

‘Creating Cinema Memories Together’ has been the ambition of Pathé ever since its foundation in 1896. Today, when tolerance and mutual respect are regularly under threat, our brand values and ambition are something we can be proud of. We will continue to be committed to these values. Something we have been doing for 125 years now seems more important than ever before. Our aim is to create shared experiences, shared stories, and shared emotions. Laughing together, crying together, and being thrilled together creates a bond. An invisible connection between people. Pathé is a place where people from different backgrounds can experience something beautiful together.

Film has the power to open your eyes. To immerse you in the life of someone else. To feel what it is like to stand in someone else's shoes. An experience you take with you when you go outside, back to the real world. With this power also comes responsibility. To share a wide diversity of content with a wide audience. That is why we program films with a richness of people and themes. Stories about and with people from different backgrounds. Our aim is therefore to look beyond the films that are offered by distributors. We organise three special theme weeks every year to showcase films on the subjects of gender, LHBTIQ+ and diversity. We also want to have programming that appeals to a wider audience and make sure our cinemas are accessible for everyone. For example, a growing number of Pathé cinemas have unrestricted access for people with disabilities, and in partnership with Stichting Jarige Job we send out birthday gift boxes to low-income families.



11.2 MILLION VISITORS AND 245 FILMS.



3 SPECIAL THEME FILM WEEKS WITH GUEST SPEAKERS AROUND INTERNATIONAL WOMEN'S DAY, THE INTERNATIONAL DAY FOR CULTURAL DIVERSITY, AND PRIDE WEEK.



19 CINEMAS WITH UNRESTRICTED ACCESS.



TOGETHER WITH STICHTING JARIGE JOB, PATHÉ TREATED 30,000 CHILDREN TO A VISIT TO THE CINEMA ON THEIR BIRTHDAY.



€375,000 WAS DONATED TO THREE CHARITIES FROM THE DEPOSIT REFUNDS ON PET BOTTLES DONATED BY VISITORS.



€15,000 WAS DONATED TO PINK RIBBON FROM THE PROCEEDS OF THE SPECIAL SCREENING OF GREASE AFTER THE DEATH OF OLIVIA NEWTON-JOHN.

Special film weeks

Pathé believes it is important to always share a wide range of films with a wide audience, and it therefore programs a very diverse range of films throughout the year, with stories that are about and made by people from different backgrounds.

During special film weeks, we showcase films on such subjects as diversity & inclusivity, gender, and LHBTIQ+. This includes the annual Pride Nights (which have been organised since 2014), as well as special film weeks around International Women's Day, the International Day for Cultural Diversity, and Pride Week. Important films on these themes - such as *Get Out!*, *The Color Purple*, *Lady Bird*, *Wild*, *Firebird*, *The Favourite*, *Love*, *Simon* - were introduced by well-known guest speakers, such as the presenter Milouska Meulens, journalist and presenter Noa Johannes, scenarist Sacha Gertsik (of among other ANNE+), director and VN ambassador Josefine Ezinga van Asdonk, director Anne de Clercq (of among other Soof 3), presenter Patrick Martens, presenter Tim Oliehoek, and De Lesbische Liga.

“FILM HAS THE POWER TO SHOW YOU, IN A CAPTIVATING WAY, THE REAL LIVES AND FEELINGS OF OTHER PEOPLE, SOCIETIES, COMMUNITIES, AND POSITIONS YOU MIGHT NOT ALREADY KNOW (ENOUGH) ABOUT. WE ORGANISE OUR THEME WEEKS TO MAKE SURE THESE STORIES ARE GIVEN THE ATTENTION THEY DESERVE.”

- Jacques Hoendervangers, Managing Director Pathé



GLENN EILBRACHT - GUEST SPEAKER PATHÉ PRIDE WEEK 2022

Diversity in pictures

Our diverse programming of films appeals to a wide and diverse audience, but communication has an important role to play in making people feel welcome. That is why we made new pictures of our visitors in 2022. Diversity is an important theme in this new photography, where we decided not to use models, but 'real people' who are a representative reflection of our visitors and employees. The starting point was that everyone in the Netherlands should be able to identify with this photography. We want to portray a genuine reflection of society, and take into account diversity in such areas as background, colour, age, body shape, education, income, (physical) disabilities, and religious beliefs. Because everyone is welcome at Pathé, we want to reflect this in our communication and marketing. A diverse group of friends, single-parent families, same-sex couples, or a diverse group of elderly film lovers: an evening out at the cineman can be enjoyed by everyone.

Accessible for everyone

Pathé wants to make visiting and relaxing in a cinema accessible to everyone, regardless of age, income, or health. That is why the accessibility of our cinemas is also a very important theme for us. There are more than 2 million people with disabilities in the Netherlands. We want to improve our cinemas so they are genuinely accessible to everyone. This means we want all our cinemas to have the "Unrestricted Access" quality label. In 2022, 15 cinemas were awarded the Unrestricted Access quality label, which brings the total to 19. Over the coming years, we aim to make sure as many cinemas as possible are certified for unrestricted access.

In addition, Pathé is adopting (digital) innovations that enhance accessibility for visitors. Visitors with hearing or visual impairments can use the Subcatch and Earcatch apps, which provide support for picture and sound. More and more Dutch cinema films are available via the Subcatch app. This helps to make Pathé more accessible for the approximately 1.3 million people with a hearing impairment who also want to enjoy a visit to the cinema.

Donations of deposit refunds

Each year, Pathé sells millions of bottles of soft drinks with a prepaid deposit to encourage recycling. Visitors can donate the deposit refund to a good cause by putting the bottles in one of the 240 collection points in our cinemas. The deposit refund (15 cents) will then be donated to one of the three charities: Stichting Jarige Job, the Plastic Whale Foundation, and the Bio Holiday Park.

In 2022, over 2.5 million bottles were collected in the Pathé cinemas and more than €375,000 in donations was shared equally between the three charities we have a partnership with

"The deposit on PET bottles is a good thing because it helps us to achieve our mission of a plastic-free world. And Pathé voluntarily setting up collection points is totally in line with our motto of 'Stop Talking, let's start doing'. We are therefore extremely proud of this partnership, and hopefully as a result we can go plastic fishing with even more children." - Plastic Whale Foundation.

Jarige Job Foundation

The Jarige Job Foundation helps children from low-income families to celebrate their birthday. Pathé has been working together with the Jarige Job Foundation for several years now through the donation of deposit refunds. We renewed this partnership in 2022, and since the end of the year the 16 to 18-year-olds who receive a birthday gift box have been treated to a cinema visit with popcorn and a soft drink for two people. This involved a total of 29,000 cinema vouchers and 29,000 Drinks & Bites vouchers.

Huib Lloyd, director and founder of the Jarige Job Foundation: "A visit to the cinema is always a party. That is why we are delighted we can give this gift to the 16 to 18-year-olds who get a birthday box from us."

Jacques Hoendervangers, Managing Director Pathé: "We believe it is important to make sure a great trip to the cinema is accessible to everyone. That is why we are tremendously proud of our new partnership and our contribution to the birthday gift boxes of the Jarige Job Foundation. Jarige Job does very important work for children who would otherwise not be able to celebrate their birthday."



SOCIAL PARTNERS



BIO HOLIDAY PARK FOUNDATION

The Bio Holiday Park Foundation makes relaxing holidays possible for families who have children with multiple disabilities. The foundation received a deposit refund donation of € 125,000 from Pathé in 2022. In addition, several theatres took part in an odd-job day at Bio Holiday Park.



PLASTIC WHALE

The Plastic Whale Foundation is an Amsterdam organisation that is campaigning to reduce the plastic soup and waste in our seawater. The foundation received a deposit refund donation of € 125,000 from Pathé in 2022.



WONDERBOYZ

We have been working together with the WonderboyZ in our cinemas in Pathé Amsterdam Arena and Pathé Zaandam since the spring of 2022. The WonderboyZ are young people with mental or physical disabilities who need extra guidance and coaching. They help Pathé with such activities as restocking islands, polishing fridges, serving popcorn, sorting PET bottles, and much more. The WonderboyZ make a very valuable contribution because they are friendly, eager to learn, and do a lot of valuable work.



STICHTING JARIGE JOB

Stichting Jarige Job helps 16 to 18-year-olds in low-income families celebrate their birthdays, and since 2022 Pathé has donated 29,000 vouchers for cinema visits, plus 29,000 vouchers for popcorn and soft drinks, which are included in the gift boxes sent to the young people on their birthdays. Furthermore, Pathé gave a third of the deposit refund donations it collected in 2022 to this charity.



JINC

JINC works to promote equal opportunities in society, so that children in low-income families have the same opportunities for training and employment. In 2022, we organised numerous flash internships locally. We gave job application training as well.



UNRESTRICTED ACCESS

The aim of the Ongehinderd foundation is to improve disabled access in the Netherlands. It has a website and an app that give people with disabilities insight into the accessibility of public locations. 19 theatres of Pathé have been awarded an unrestricted access quality label by the foundation. The theatres with a bronze Unrestricted Access quality label are: Delft, Eindhoven, City, Zaandam, Nijmegen, Amersfoort, Scheveningen, Haarlem, De Kuip, Arena, De Munt, Amsterdam Noord, Breda, Helmond, and Schiedam. The theatres with a Silver Unrestricted Access quality label are: Leeuwarden, Zwolle, Maastricht, and Tilburg Stappegoor.



NETHERLANDS FILM ACADEMY

The Netherlands Film Academy supports the development of young film talent. Pathé has made an annual contribution to the Academy since 1999. In 2022, we made a donation of €10,000 to the Academy. As the market leader, we feel we have a connection with and are responsible for the development of young talent within the Dutch film industry.



ABRAHAM TUSCHINSKI FUND

The Abraham Tuschinski Fund promotes and supports the development of Dutch film. Like all cinemas in the Netherlands, Pathé donates a fixed amount to the Abraham Tuschinski Fund for every ticket sold. Dutch filmmakers can apply to the Fund for financial support to help with the development of their productions.



HIDDEN DISABILITIES SUNFLOWER

Some disabilities, conditions, and chronic illnesses are not always immediately visible. Hidden Disabilities Sunflower enables people to make it known in a discreet way that they have a hidden disability, and therefore they might need extra help, kindness, or more time in certain situations. Pathé embraced the Hidden Disabilities Sunflower project in the summer of 2022. Employees of Pathé are trained to recognise the Sunflower Keycord so they can help people with a hidden disability enjoy a visit to the cinema.



EMMA AT WORK

Emma at Work helps young people with a physical disability to have an independent future. The organisation focuses on the development and training of young people in order to improve their job opportunities. In partnership with Emma at Work, Pathé offers jobs to young people with a chronic physical disorder.



The 22-year-old Majda has been working at Pathé since 2022. Her muscular disease means the workplace has to be adapted to suit her needs. Her consultant at Emma at Work helped her to find a job as a Service Employee at Pathé Nijmegen.

"I was looking for a challenging job where my disability wouldn't be a problem. Pathé is the perfect place for me! I don't have to stand on service or clean the theatres. Plus I always have a stool with me so I can sit down if I need to. I work 5 hours a day, and my breaks last 30 minutes instead of 15 minutes. This means my disability doesn't prevent me from doing my job. Since I started working at Pathé, my self-confidence has grown tremendously. I'm incredibly grateful to have been given this opportunity!"

OTHER ORGANISATIONS: SUBCATCH, EARCATCH, STATIEGELD NEDERLAND, NL SCHOON, PLASTIC PACT, RAINBOW COLLECTION.

POSTSCRIPT

As the largest cinema chain in the Netherlands, Pathé is aware of its role in and impact the impact it has on society. The goal of Pathé is to enrich everyday life. We do this by offering a unique cinema experience for the creation of shared memories, but also by working together to create a positive impact. Part of our ambition is to contribute to a more sustainable, inclusive, and socially aware society. This is another way we can enrich everyday life, create beautiful memories, and provide the best possible future.

Every choice we make has to take into account sustainability, and we have to choose the most efficient, cost-conscious, and responsible option. In that way, step-by-step we create the cinema of the future.

Questions about CSR or sustainability? Get in touch via mvo@pathe.nl.



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