



# Press Release

Brussels, 29 June 2020 - 10.30 am

## **European first : buy film tickets at Kinopolis from KBC Mobile and K'Ching.**

As from today any film lover will be able to purchase Kinopolis film tickets directly from KBC Mobile and K'Ching, the KBC app for youngsters. KBC is the first financial institution in Europe to offer Kinopolis tickets through its app, for both KBC customers and platform customers.

**The use of additional non-financial services in KBC Mobile continues its explosive growth. In 2019**

- **210,886 customers used at least one of these additional services.**
- **In total, more than 2,000,000 additional services were purchased, or an average of almost 10 services per user.**

**Karin Van Hoecke, General Manager Digital Transformation KBC Belgium**, comments on the cooperation: *"We are very proud that, in cooperation with a leading market player like Kinopolis, we can offer a large-scale ticketing platform via KBC Mobile. A platform that is also accessible to a very large audience, both KBC customers and users without banking or insurance products with us. In no time at all, you order your tickets and pay directly. Cinema visits will look different from what we were used to. Especially in corona times, where online booking is becoming the norm, it is convenient that you can now book tickets, drinks and snacks in advance via KBC Mobile. KBC Mobile offers very easy access to the apps and services of a whole range of non-financial providers. The growing success of these additional services proves that we are effectively meeting our customers' expectations. We are convinced that our KBC Mobile app users will also appreciate this new additional service."*

**Bjorn Van Reet - Chief Information Officer - Kinopolis Group** continues: *"We are very proud to be able to offer cinema tickets through the KBC Mobile app. Kinopolis tries to be even closer to its customers and to simplify and speed up the purchase process even more. To be able to do this together with one of Europe's leading financial players in digital transformation is quite an honour. In these rapidly changing times, it is important to be inspired by the right partners"*.

***Customers and platform customers<sup>1</sup> can now purchase Kinopolis tickets from KBC<sup>2</sup> Mobile and K'Ching***

<sup>1</sup> Platform customers are customers who use the KBC Mobile app without having a KBC banking or insurance product.

<sup>2</sup> When we talk about KBC, KBC Brussels and CBC are included.

### How does it work?

Based on the user's ZIP code, the application immediately suggests the nearest Kinopolis cinema. The user can also opt for another Kinopolis cinema and choose the film, the auditorium, date and time.

Reservations for the drive-in cinema will soon be possible. This summer Kinopolis will be touring different cities with a drive-in cinema to bring iconic films to iconic locations. Completely corona-proof as you watch the film from your own bubble in your own car. Locations and programme can be found on [Kinopolis on Tour](#) (French).

The KBC Mobile user can also:

- Read information about the movie and watch a preview
- Select the type of ticket (with or without discount)
- Choose the number of tickets (multiple tickets possible in 1 order)
- Choose which seat(s) he wants to reserve
- And, if he wishes to do so, make a reservation for 3D glasses or snacks and drinks

Customers pay for the film tickets directly via the KBC account linked to their app, while platform customers pay via the Bancontact app on their smartphone.

The QR code of the tickets purchased online is available in KBC Mobile on their smartphone and remains available even if there is no internet connection. The QR code is scanned at the entrance of the cinema.

### ***The use of additional services in KBC Mobile continues its explosive growth***

In recent years, more and more customers have become acquainted with KBC Mobile. **Even those who do not have a KBC banking or insurance product can still use KBC Mobile as a platform customer.**

In the past, KBC only offered its own banking and insurance products and services in its mobile app. In the meantime, "Open Banking & Insurance" (OBI) has become a fact and KBC offers, **in addition to the traditional bancassurance solutions (credit, insurance, investments, payments), also less traditional but often used solutions.** KBC will continue along this path.

**KBC started offering additional services in KBC Mobile in mid-2018.**

**The top 3** (2019) of most commonly used additional services consists of

- Ordering tickets for public bus transport with **De Lijn** (642,274 tickets)
- Paying parking sessions via **4411** (566,303 parking sessions)
- Ordering tickets for the Belgian public railways **SNCB** (413,893 tickets).

## ***Today KBC Mobile already gives users very easy access to the following services:***

### **a) financial**

- pay with Payconiq and PayPal
- order and consult Sodexo service cheques
- consult Monizze meal vouchers
- joyn, the digital loyalty card (save points)
- subscribe or consult Cera shares or benefits, register for the General Meeting of Cera

### **b) mobility**

- buy single fare and multiple journey tickets of De Lijn / NMBS / STIB-MIVB
- book a shared bike with mobit, Blue-bike or velo
- book and open a shared car via cambio
- pay for a parking space at Q-Park or 4411 without leaving the car
- refuelling at Q8 without having to reach for your bank card
- book a Fast Lane or Lounge Pass at Brussels Airport

### **c) documents**

Safely consult, store or send (registered) documents with Digital Safe, E-Box and IPEX

### **d) telecom**

Recharge Proximus prepaid calling cards for yourself or someone else

### **e) leisure time**

**NEW** : book Kinopolis tickets

## ***About KBC Group***

KBC is one of the leading financial groups in Europe. It is a multi-channel bank-insurance group with a geographic focus on Europe, catering mainly to retail clients, SMEs and local midcaps. The group occupies significant, and in many cases leading positions in its core markets of Belgium, Czech Republic, Bulgaria, Hungary, Slovakia and Ireland. The KBC group has also selectively established a presence in a number of other countries and regions around the world.

KBC employs around 42,000 staff and caters for more than 11 million customers in its core markets. KBC Group NV is listed on Euronext Brussels (ticker symbol 'KBC').

## ***About Kinopolis***

Kinopolis Group NV was formed in 1997 as a result of the merger of two family-run cinema groups and was listed on the stock exchange in 1998. Kinopolis offers an innovative cinema concept which serves as a pioneering model within the industry. In addition to its cinema business, the Group is also active in film distribution, event organization, screen publicity and property management.

In Europe, Kinopolis Group NV has 55 cinemas spread across Belgium, the Netherlands, France, Spain, Luxembourg, Switzerland and Poland. Since the acquisition of Canadian movie theatre group Landmark Cinemas and American movie theatre group MJR, Kinopolis also operates 46 cinemas in Canada and 10 in the US.

In total, Kinopolis Group currently operates 111 cinemas worldwide, with a total of 1,079 screens and almost 200,000 seats. Kinopolis employs 4,600 people, all committed to giving millions of visitors an unforgettable movie experience. For more information: [www.kinopolis.com/corporate](http://www.kinopolis.com/corporate).

For more information or other questions, contact :

**Kinepolis Press Office** +32 (0)9 241 00 16 - [pressoffice@kinepolis.com](mailto:pressoffice@kinepolis.com)

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**KBC Group NV**

Havenlaan 2 – 1080 Brussels

Viviane Huybrecht

General Manager

Corporate Communication /Spokesperson

Tel. +32 2 429 85 45

**Press Office**

Tel. +32 2 429 65 01 Stef Leunens

Tel. +32 2 429 29 15 Ilse De Muyer

Tel. +32 2 429 32 88 Pieter Kussé

E-mail: [pressofficekbc@kbc.be](mailto:pressofficekbc@kbc.be)

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