



## A SUCCESSFUL START: PATHÉ SWITZERLAND RE-OPENED ITS CINEMAS ON 6TH JUNE 2020

On June 6, 2020, from 12.30 p.m., seven out of the eight Pathé cinemas were re-opened for the first time since the corona lockdown. With tailor-made safety concepts, specifically trained staff and a surprising mix regarding the film program, our employees were very pleased to finally welcome our guests again. And the Swiss public was evidently just as content to see them. During the first days of the reopening, an unexpected amount of people visited the Pathé cinemas. Despite an economically and emotionally trying time, the CEO of Pathé Suisse is looking cautiously yet positively into the future, not only thanks to sensible aid measures, constructive negotiations with landlords and a long-term oriented parent company, but above all due to the surprisingly high demand.

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### A successful start

One week after the restart, Pathé is pleased to look back on a very successful restart. There were significantly more visitors than expected. The safety concepts worked smoothly at all locations. Despite extensive safety measures, the feedback from visitors was positive, regarding the films, the feeling of safety as well as the atmosphere.

“It turns out that, despite Corona, the people are returning to the activities they love, also going to the cinema. We are extremely pleased, and continue to hope for the loyalty and solidarity of cinema-goers, cinema fans and our community. Together we create the ‘New Normal’,” says Venanzio Di Bacco, CEO Pathé Suisse SA.

### Reopening - for the time being - without Spreitenbach

The seven Pathé cinemas in, Basel, Bern, Dietlikon, Ebikon, Geneva and Lausanne (Flon and Les Galeries) were reopened as scheduled on June 6th from 12.30 p.m. with an active safety concept.

Only the Spreitenbach location remained closed and is expected to reopen in July, just in time for the summer holidays - the reason being: the special concept of this cinema with its VIP halls and the kids cinema. Pathé would like to take the time necessary, to meet the high-quality standards and still be able to facilitate the special atmosphere despite the new safety concept. After all, the cinema in Spreitenbach is the newest, most modern and unique figurehead of Pathé Switzerland due to the VIP concept.

### Safety concept

In addition to ensuring distance and hygiene requirements of course, Pathé can easily realize the essential ‘contact tracing’, since tickets can only be bought online, or at the ticket machines in the cinema itself, until further notice. Even before Corona, the contact details of the buyer were required in the course of the online purchase process and the purchase was not completed if information was missing. This procedure was extended to ticket machines at short notice. This is how Pathé can enable exact contact tracing without generating any noticeable additional effort for the cinema visitors.

In addition to the entrance tickets, gastronomic products such as drinks and snacks can now also be purchased online in so-called ‘combos’. The selected products will then be available to visitors at a ‘pick-up station’ shortly before the film starts.

The cinemas will be used to a maximum of 50%. For example, next to a group of visitors, at least one seat will be blocked. The booking system will take this into account automatically and the employees will help in implementing accordingly.

There is no general requirement to wear a mask. Employees will take appropriate protective measures if the distance requirements cannot be met. This can be wearing mouth-nose protection or using plexiglass partitions.

Pathé is counting on the sense of responsibility, discipline and foresight that Mr. and Mrs. Switzerland have so impressively demonstrated in the past weeks. In order to meet the given requirements, Pathé regularly carries out random checks on all safety measures.

The general safety concept is individualized depending on the circumstances at the respective location to ensure uncompromising safety on the one hand and cinema enjoyment on the other.

Specific details on the safety concept can be viewed / downloaded from the ProCinema 'website:

<https://www.procinema.ch/de/about/corona/>

### **Film program**

During the lockdown, the Pathé program team had intensive discussions with various film rights holders and with the Pathé community, taking their wishes into consideration. The result is a very varied and surprising film mix for the weeks to come.

The current line-up consists of films that started shortly before the lockdown, film icons that the majority have not yet seen in the cinema - especially not in such quality - absolute film legends such as Spartacus, Fast & Furious, etc. as well as brand new film premieres.

Since the developments in the film industry are currently very dynamic, unexpected highlights can arise spontaneously, or doors can be closed on favorite films.

The current program can be viewed on the Pathé website at [www.pathe.ch](http://www.pathe.ch) under 'Program'.

### **The lockdown, its effects and the future**

The lockdown hit Pathé right in the heart. Emotionally as well as economically. Through short-time work and constructive negotiations with its landlords Pathé has so far been able to maintain all jobs. Selected cultural subsidies were applied for but processing them takes time and so far hasn't had a positive effect on Pathé's economic situation.

The successful restart and the long-term focus of the parent company allows Pathé's CEO, Venanzio Di Bacco, to look into the future cautiously yet positively: "So far, we have mastered the crisis well and creatively. The successful restart motivates us a lot. However, all measures, such as short-time work, partial rent reductions, potential grants and a surprising number of visitors only help us with a maximum occupancy of 50% as well as the increased operating costs through safety measures to keep losses low. We are still a long way from being profitable business."

## **YOUR PRESS CONTACT**

If you have any questions, or you would like to make an appointment for an interview or a visit to a location, so do not hesitate to contact your personal press officer at any time.



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