

**ENGAGE WITH YOUR MOVIEGOERS, GROW  
YOUR BRAND AND DRIVE TICKET SALES  
WITH OUR NEXT GENERATION SOLUTION  
BUILT FOR CINEMA THEATERS WORLDWIDE**

**NEXT-GEN CINEMA APPS  
& WEBSITES**

**Filmgrail** = a company that develops mobile applications and websites for online cinemas

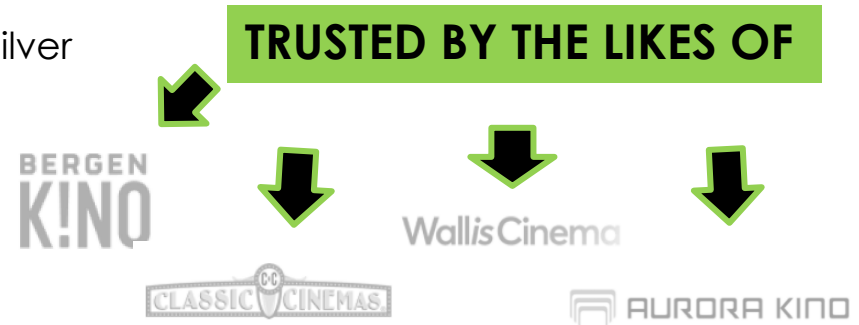


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«Filmgrail was founded out of passion for cinema and film tech, as well as a bold determination to delight moviegoers beyond the silver screen.»

**Simon Souyris Strumse**  
**CEO & Co-founder**

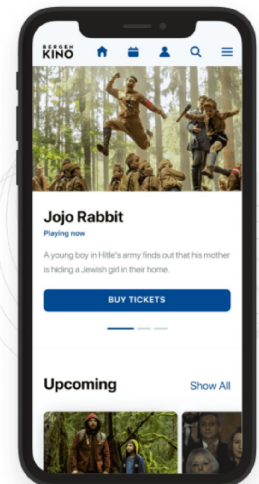
**Built for Movie Theater Success**  
Our immersive, inherently social, mobile and web apps are designed to help exhibitors sell tickets as early and as frequently as possible.



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«Filmgrail has played a determining role in helping us grow our mobile presence and providing an outstanding moviegoing experience beyond the big screen.»

**Daniel Eikeland, Head of Sales & Customer Service**  
**Bergen Kino**



# Filmgrail

## Our Commitment to Cinemas

### **Technology expertise**

The cinema world is moving incredibly fast, and we can't let anything slow our cinema clients down. That's why we're obsessive about developing seamless, modern solutions that are built on the latest tech stack.

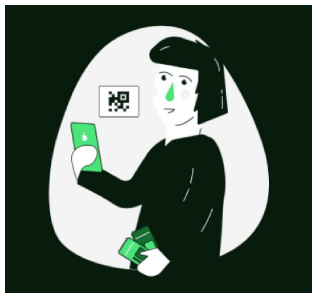
### **Moviegoer delight**

Our desire to provide outstanding moviegoer experiences on all the right small screens runs deep – that's why we always put the moviegoer journey at the heart of everything we do.

### **Movie theater success**

We are fully committed to getting to know our partnering cinemas inside and out, understanding their pain points and creating more revenue for their business.

*Our solution is tailored to your movies theater's needs. We customize the interface to match your brand and automate integrations with your existing technology stack*



**We're on a mission to revolutionize the way cinema exhibitors interact with movie fans. Our products are designed for the new era of box office marketing where exhibitors are in full control of moviegoers' journey — from showtime discovery to ticket purchase**

# Features

# Filmgrail

## SHOWSTOPPING FEATURES Next-Gen Cinema Apps & Websites

*Engage with your moviegoers, grow your brand and drive ticket sales with our next generation solution built for cinema theaters worldwide.*

## EVERYTHING MOVIE LOVERS WANT

Elevate the moviegoer experience beyond the big screen

### Offer a seamless discovery experience:

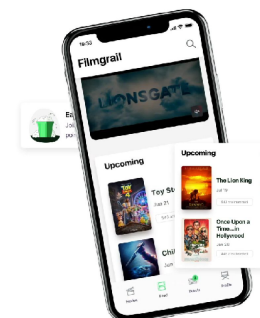
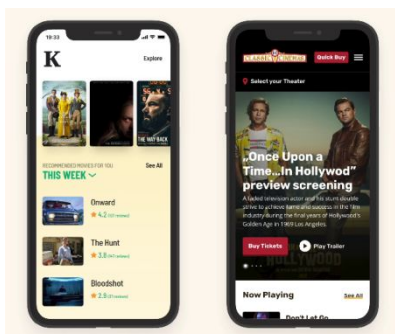
- ✓ Custom-built iOS and Android app
- ✓ Responsive, mobile-first website
- ✓ Custom branded, visually stunning designs
- ✓ Seamless trailer watching, movie browsing & watchlisting functions

### Turn your audience into a community:

- ✓ Social features, including 'likes' & friends connections
- ✓ Authentic reviews & ratings
- ✓ Group planning tools
- ✓ In-app ticket sharing

### Manage all your content in one place:

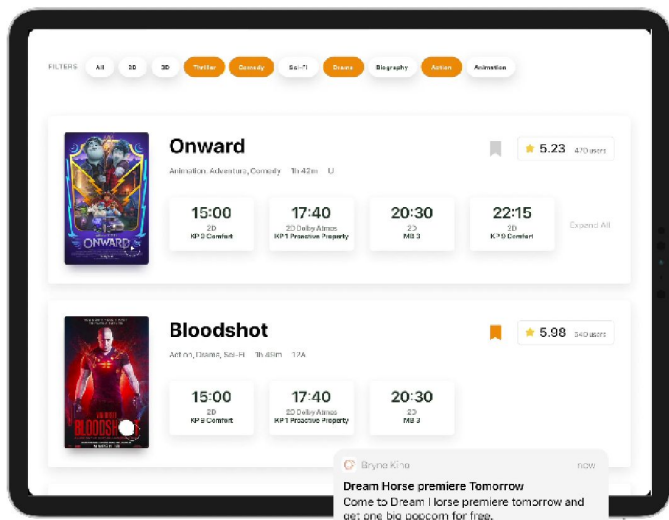
- ✓ Fully customizable content management system
- ✓ Cross-platform publishing
- ✓ Unified app and web experience



# Features

## Take control of the moviegoer's journey:

- ✓ Cross-platform SSO (single sign-on)
- ✓ Location services
- ✓ Beacon integration



# Filmgrail

## Foster ultra-personalized relationships:

- ✓ Customer relationship management (CRM) system
- ✓ Automated 1:1 content & marketing

## Become a marketing automation star:

- ✓ Complete suite for push notifications, SMS, email & social media
- ✓ In-app advertising
- ✓ Festival & special events

PERSON-LEVEL MARKETING AUTOMATION  
Turbocharge your box office marketing

# Features

# Filmgrail

## INCREASED THEATER PROFITABILITY

### Pack the seats with optimized checkout

#### Elevate your ticket buying experience:

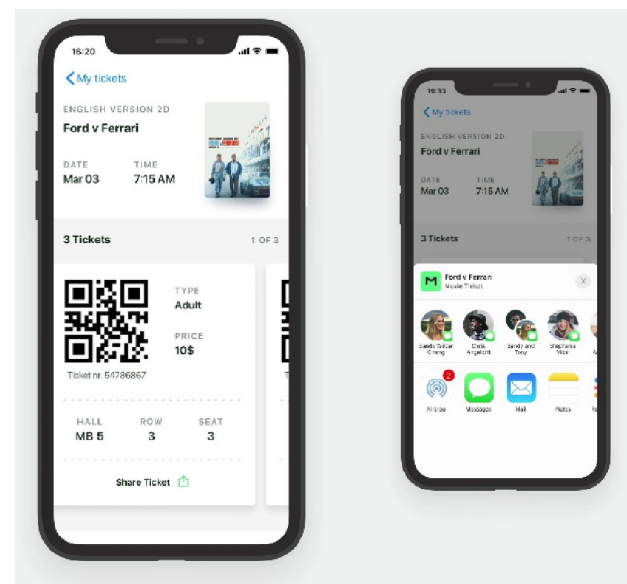
- ✓ Conversion-optimized ticketing flow
- ✓ One-tap booking
- ✓ Saved credit card details
- ✓ Mobile wallet (incl. saved gift and loyalty cards)

#### House all your data in one place:

- ✓ Full ticketing & payment integration
- ✓ Loyalty program integration

#### Give your concession sales a boost:

- ✓ Concessions in checkout flow
- ✓ Retargeting capabilities



# Features

# Filmgrail

More goodies under the hood  
**Filmgrail also supports  
integrations with**



Ecommerce &  
merchandising



Table booking &  
reservations



VOD streaming over DRM



Other third-party services

## Showstopping Moviegoer Engagement

KNOW YOUR AUDIENCE

9/10

users create a unique profile, which gives you full control of the moviegoer journey.

GROW YOUR AUDIENCE

89%

is the average increase in digital ticket sales you can expect (yearly).

ENGAGE YOUR AUDIENCE

4x

higher user engagement compared to industry benchmarks for standard ticketing websites and apps.





# Filmgrail

## Tailored Customizations & Seamless Integrations

**Our solution is tailored to your movies theater's needs. We customize the interface to match your brand and automate integrations with your existing technology stack.**



Ecommerce & merchandising



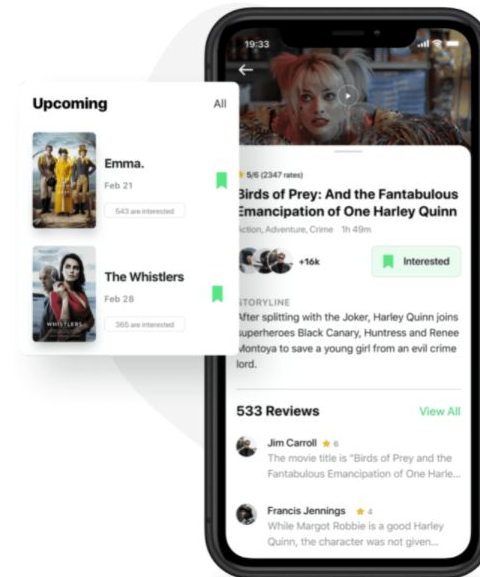
Table booking & reservations



VOD streaming over DRM



Other third-party services



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