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PATHE 2010



2010



CONTENTS

Pathé Vaise in Lyon

- 06- Key figures
- 08- Awards
- 10- Films
- 28- Pathé 1990 – 2010
- 30- Cinemas
- 48- Olympique Lyonnais
- 50- Corporate Governance
- 52- Contacts



PATHE, AT THE FOREFRONT OF EUROPEAN CINEMA

Pathé is one of Europe's top cinema companies, active in film production (France, United Kingdom), theatrical distribution (France, United Kingdom, Switzerland), and movie theater operation through its subsidiary Les Cinémas Gaumont Pathé (France, the Netherlands, Switzerland). In 2010, Pathé recorded 824 million euros in revenue and, at the end of December, employed 3,843 people in four countries.

Pathé Grand Ciel in Toulon

FILMS

OPERATIONS:

France and the UK: film production and theatrical, video, television and VOD (Video on Demand) distribution and international sales.

Switzerland: theatrical, video, television and VOD distribution.

183

MILLION EUROS
IN REVENUE

14

FILMS
RELEASED IN
FRANCE IN 2010

5

FILMS
RELEASED IN
THE UK IN 2010

670

FEATURE FILMS TITLES
IN THE FILM LIBRARY

HIGHLIGHTS

20 years of progress!

August 1990: Pathé, established in 1896, has a new shareholding with Jérôme Seydoux at its head. This change signals a new chapter in Pathé's development.

November 2010: EuroPalaces becomes Les Cinémas Gaumont Pathé.

This change of name marks the end of a decade of development under the leadership of Chairman Eduardo Malone during which Les Cinémas Gaumont Pathé, formerly known as EuroPalaces, confirm their position as a leading European movie theater network.

CINEMAS

OPERATIONS:

Movie theater operation, mainly multiplexes.

- France: Gaumont and Pathé brands

- The Netherlands and Switzerland: Pathé brand

641

MILLION EUROS
IN REVENUE



Pathé Liberté in Toulon

967

SCREENS
ACROSS 105 MOVIE THEATERS

67.7

MILLION
TICKETS SOLD

Record attendance for Les Cinémas Gaumont Pathé

In addition to an outstanding 67.7 million ticket sales recorded by Les Cinémas Gaumont Pathé, the year 2010 also saw record performances for 21 movie theaters on the circuit whose ticket sales reached heights that had not been seen since their opening.

Most notable were Pathé Grand Ciel in Toulon, France's first multiplex that welcomed over 1 million moviegoers, and Pathé Plan de Campagne in Marseille which welcomed over 1.7 million spectators.

FILMS

Bright Star by Jane Campion

- 2009 British Independent Film Awards (BIFA): Best Technical Achievement (Greig Fraser)

The Illusionist by Sylvain Chomet

- 2011 César Awards: Best Animated Film
- European Film Awards 2010: Best Animated Film

Mr. Nobody by Jaco Van Dormael

- 2011 Magritte Belgian Francophone Film Awards, 6 awards: Best Film, Best Director, Best Original or Adapted Screenplay (Jaco Van Dormael), Best Cinematography (Christophe Beaucarne), Best Original Score (Pierre Van Dormael) and Best Editing (Matyas Veress)
- 2010 European Film Awards: The People's Choice Award
- 2009 Venice Film Festival: Osella for Best Technical Contribution (Sylvie Olivé) and Biografilm Lancia Award-Fiction (Jaco Van Dormael)

Oceans by Jacques Perrin and Jacques Cluzaud

- 2011 Video and VOD Grands Prix Awards: Best Blu-Ray of the Year
- 2011 César Awards: Best Documentary

The Ghost Writer by Roman Polanski

- 2011 Etoiles d'Or du cinéma: Etoile d'Or for Best Director and Etoile d'Or for Composer of the Best Original Score (Alexandre Desplat),
- 2011 César Awards, 4 awards: Best Director, Best Adapted Screenplay (Robert Harris and Roman Polanski), Best Editing (Hervé de Luze) and Best Original Score (Alexandre Desplat)
- 2011 Prix des Auditeurs (21st edition): Best Foreign Film as voted by listeners of the radio program *Le Masque et la Plume* broadcast on France Inter
- 2011 Prix Lumières, 2 awards: Best Director, Best Screenplay (Robert Harris and Roman Polanski), and Panthère d'honneur for Roman Polanski in recognition of his 50-year career
- 2010 European Film Awards, 6 awards: Best Film, Best Actor (Ewan McGregor), Best Director, Best

Composer (Alexandre Desplat), Best Screenplay Writer (Robert Harris and Roman Polanski) and Best Production Designer (Albrecht Konrad)

- 2010 Berlin Film Festival, Silver Bear: Best Director

The Scouting Book for Boys by Tom Harper

- 2009 London Film Festival: Best British Newcomer Award (Jack Thorne) for his screenplay

All That Glitters by Géraldine Nakache and Hervé Mimran

- 2011 Etoiles d'Or du cinéma: Etoile d'Or for a First Film and Etoile d'Or for Best New Actress (Leïla Bekhti)
- 2011 César Awards: Best New Actress (Leïla Bekhti).
- 2011 MyFrenchFilmFestival.com: People's Choice Award
- 2010 Alpe d'Huez Film Festival: Special Jury Award and People's Choice Award

MOVIE THEATERS

Gaumont Grand Quevilly and Pathé Docks 76

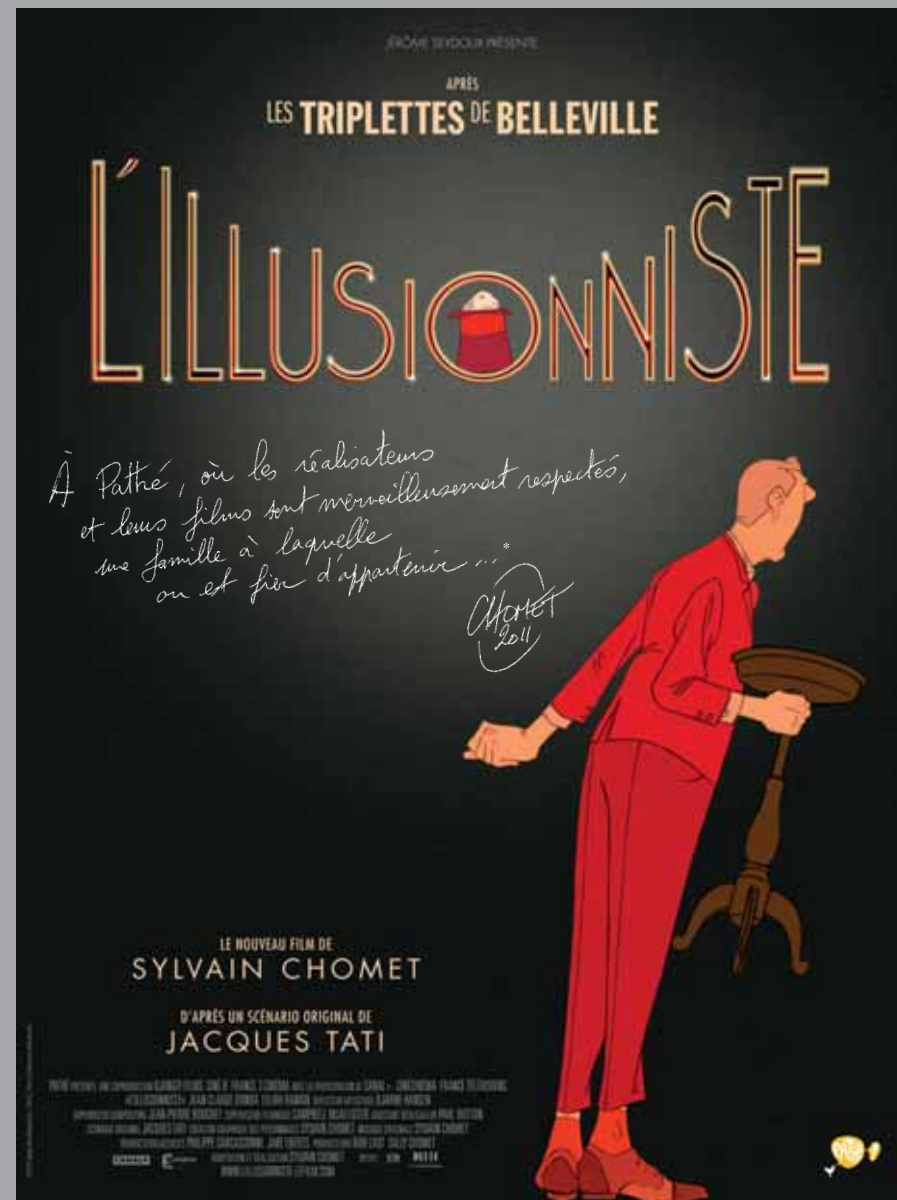
Les Cinémas Gaumont Pathé received the 2009 Movie Theater Operator of the Year Trophy for the management of the Gaumont Grand Quevilly multiplex and the Pathé Docks 76. This award is presented at the Trophées du *Film Français*.

Pathé Quai d'Ivry

To determine the best movie theaters in Paris and the surrounding Ile-de-France region, the editorial staff at the Figaroscope magazine tested all the movie theaters in the French capital as well as 10 multiplexes on the city's outskirts. Pathé Quai d'Ivry won first prize: the weekly magazine billed it as the "dream location for blockbusters."

Lauge Nielsen

Lauge Nielsen, General Manager of the Pathé circuit in Holland, received the award for Operator of the Year in Amsterdam during Cinema Expo International, an international conference for movie industry professionals that is held annually.



*At Pathé, directors and their films receive the utmost respect, and we're proud to be part of the family...



All That Glitters,
by Géraldine Nakache
and Hervé Mimran



Camping 2,
by Fabien Onteniente

The Illusionist,
by Sylvain Chomet

Oceans,
by Jacques Perrin
and Jacques Cluzaud

The Ghost Writer,
by Roman Polanski



Pathé is one of Europe's leading film production companies as well as being a major film distributor. Leveraging its rich heritage, it owns the rights to an extensive film library, which is constantly expanding thanks to the new films produced or acquired by the company.



Beautiful Lies,
by Pierre Salvadori



Miral, by Julian Schnabel



Oceans, by Jacques Perrin
and Jacques Cluzaud



To Protect and Serve,
by Eric Lavaine



Centurion, by Neil Marshall



Camping 2,
by Fabien Onteniente



The Italian,
by Olivier Baroux



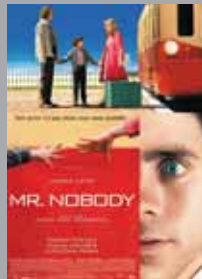
The Illusionist,
by Sylvain Chomet



Africa United,
by Debs Gardner-Paterson



The Scouting Book for Boys,
by Tom Harper



Mr. Nobody, by Jaco Van Dormael



The Leopard (restored version),
by Luchino Visconti



Welcome to the South,
by Luca Miniero



Bright Star, by Jane Campion



The Ghost Writer,
by Roman Polanski



All That Glitters,
by Géraldine Nakache
and Hervé Mimran

FILM PRODUCTION AND DISTRIBUTION

IN FRANCE

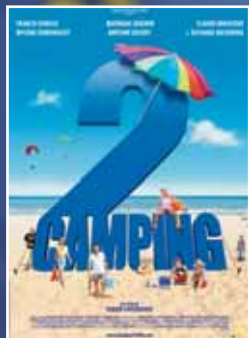
In 2010, films distributed by Pathé attracted 13.1 million moviegoers. 14 Pathé films were released in theaters. Above and beyond the excellent tickets sales on *Camping 2* and *Oceans*, *All That Glitters*, *The Ghost Writer* and *The Italian* were also well-received by audiences with ticket sales exceeding 1 million for each film. 14 films with which Pathé is associated went into production in 2010, notably *Welcome Aboard!* by Eric Lavaine, *Sur la piste du Marsupilami* by Alain Chabat, *Why I did (not) eat My Father* by Jamel Debbouze, and *My Worst Nightmare* by Anne Fontaine.

IN THE UK

Pathé released 5 films in theaters in 2010, and initiated and coproduced *127 Hours* by Danny Boyle.

IN SWITZERLAND

Pathé distributed 40 films in theaters over the course of 2010. Ticket sales for *The Ghost Writer* numbered 109,000.



A film by Fabien Onteniente
starring Franck Dubosc, Mathilde Seigner,
Richard Anconina and Claude Brasseur
Released on April 21, 2010
Admissions: 3,978,114

“If you want to catch
wasps, stay close to
the honey jar.”

“You know, Jean-Pierre, every year
I make a new pal, and this year my gut
tells me that it's going to be you.”

CAMPING 2

“When we (the cast) were reunited four years later,
we had exactly the same experience as our characters.
We met again during the enchanted August summer
holiday period as if we'd parted the day before.
We were all thrilled to be back there together.”

Franck Dubosc

“Patrick (...) has proven that he's a cult
character in French comedy.”

Télé 7 jours – Julien Barillon



A film by Jacques Perrin and Jacques Cluzaud
starring Lancelot Perrin and Jacques Perrin
Released on January 27, 2010
Admissions: 2,860,503

“OCEANS is not a documentary; it's a wild opera.
Each underwater cameraman, each operator
has added their own fragment to the score.
A hymn to the ocean.”

Jacques Perrin

“For the duration of the film,
the audience is transported into
a sea of marine creatures.
We discover that it is not a silent
world but full of noise.”

Première – François Cardinali

“A magnificent underwater opera
filmed in oceans around the world
over the course of seven years, using
cameras that were specially designed
to record sights and sounds that
are like nothing you have ever seen
or heard before.”

Le Figaro – Marie-Noëlle Tranchant



“The Ocean?
What's the Ocean?”

OCEANS



A film by Géraldine Nakache and Hervé Mimran
starring Géraldine Nakache, Leïla Bekhti and Audrey Lamy
Released on March 24, 2010
Admissions: 1,417,802

“ I can’t stand being
10 minutes away anymore!
We’ve been 10 minutes
away our whole lives! ”

“ A clever comedy that gives an endearing
insight into friendship between girls.
The funniest we’ve seen for a very long time. ”

Première – Stéphanie Lamôme

“ As bubbly as champagne, this first film exudes
a sense of real life, and its trio
of actresses sparkles. ”

Télé 7 jours – Uriell Ceillier

“ A highly-recommended blend of humor,
tenderness, and music overflowing with
the joy of spring. ”

20 Minutes – Caroline Vié

“ *All That Glitters* is pure gold: entertaining,
punchy, joyful and yet not lacking in depth or
emotion. A first film that displays the directors’
true gift for dialogue, and in which each
character has a chance to shine. ”

Le Parisien – Marie Sauvion

ALL
THAT
GLITTERS



by Roman Polanski
starring Ewan McGregor and Pierce Brosnan
Admissions: 1,048,701

“ It was an amazing experience. It really was a pleasure to work with Roman. He's a genius in his domain. Every time he makes a film, he puts incredible passion and a certain ferociousness into it. ”

Interview with Pierce Brosnan, *France soir* – March 3, 2010

“ Could this be one of Polanski's best films ever? ”

Télé 7 jours – Philippe Ross

“ Delightfully ambiguous, full of troubling irony and a pervasive sense of anxiety. ”

Télérama – Louis Guichard

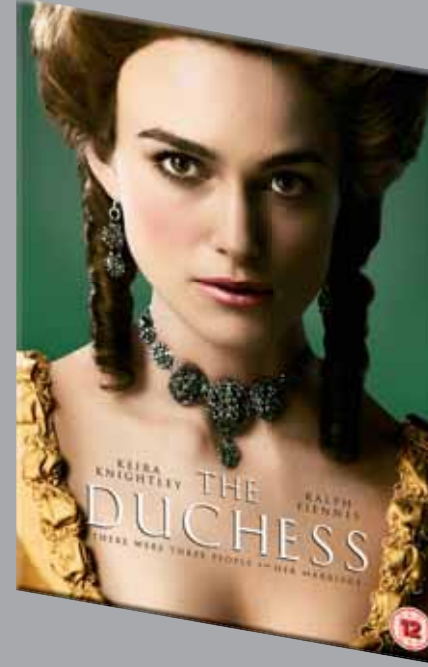
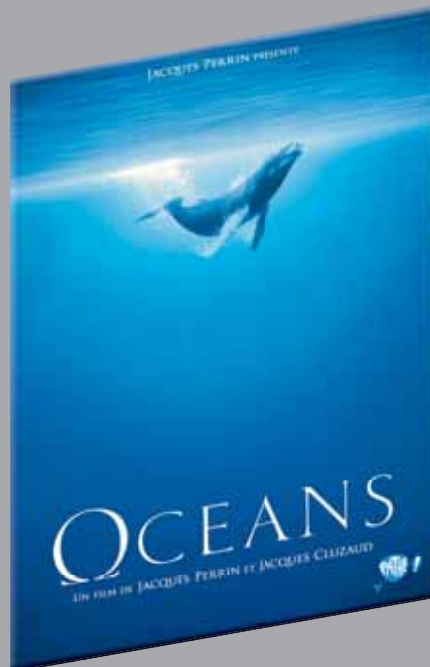
“ A masterwork, purely and simply. ”

Studio Ciné Live – Thierry Chèze

THE GHOST WRITER

VIDEO DISTRIBUTION

For DVD sales in France, Pathé is a member of the Fox Pathé Europa (FPE) consortium, and a partner of 20th Century Fox in the UK.



IN FRANCE

In 2010, the market for video saw slight growth to reach €1,390M. Titles from the film library showed stable value (€543M) compared to 2009. New releases (€425M) showed a 5% gain. The FPE consortium rounded out the year 2010 with a market share of 18.2%. Pathé's movie

theater successes also scored well in terms of video sales: *Camping 2* (495,000 units), *Oceans* (320,000 units), and *All That Glitters* (168,000 units). Pathé's VOD revenue increased by 135% to €7M with 2 million units viewed or downloaded. 2010's top-selling VOD titles were: *Camping 2* (240,000 units), *All That Glitters* (178,000 units)

and *To Protect and Serve* (93,000 units). Pathé has sales agreements with all VOD platforms in France. In April 2010, iTunes France (Apple) opened its film sales and movie rental unit in France, signing one of its first agreements with Pathé.

IN THE UK

The two best-selling Pathé films in the UK across all formats were Danny Boyle's *Slumdog Millionaire* (approximately 200,000 units), and *The Duchess* by Saul Dibb (approximately 150,000 units).

INTERNATIONAL, FILM LIBRARY AND FRENCH TV SALES

Pathé manages international sales of its new films and library titles directly.

INTERNATIONAL SALES

Oceans was sold in over 35 countries around the world. The film earned \$83M at the international Box Office making it the most successful French film of the year on foreign markets.

In Japan, *Oceans* attracted over 2 million moviegoers making it the most popular documentary screened in Japanese theaters in the past 10 years.

Following the success of *Bienvenue chez les Ch'tis* (*Welcome to the Sticks*), Dany Boon's third film entitled *Nothing to Declare* caught the eye of many distributors across several markets, and was sold to lots of international buyers over the course of 2010.

Welcome to the South, the Italian remake of *Bienvenue chez les Ch'tis* (*Welcome to the Sticks*), was a smash hit in Italy at the end of 2010 with Box Office sales of €30M making it the third most popular Italian film of all time.

The Illusionist, the new animated feature film by Sylvain Chomet, was sold in over 35 countries. It received the 2010 César Award for Best Animated Film, and was nominated for the 2011 OSCARS® in the same category.



LIBRARY SALES

In 2010 *Asterix and Obelix vs. Caesar* by Claude Zidi, *All About My Mother* (*Todo sobre mi madre*) by Pedro Almodóvar, *A River Runs Through It* by Robert Redford, and Jean-Jacques Annaud's films *The Bear* and *The Lover*, were the top-selling film-library titles outside of France.



All About My Mother by Pedro Almodóvar



The Bear by Jean-Jacques Annaud

FRENCH TV SALES

In 2010, *Bienvenue chez les Ch'tis* (*Welcome to the Sticks*) continued its brilliant career with an exceptional television premiere: when it was broadcast on TF1 on November 28, 2010, Dany Boon's film was watched by 14,396,000 viewers, giving a market share of 51%; this made it the most-watched film in 2010 and the film with the fifth highest audience since records began in 1989. *Asterix at the Olympic Games* by Frédéric Forestier and Thomas Langmann, and *Asterix and Obelix vs. Caesar* also performed well with television audiences, respectively ranking 2nd and 11th in the category of Best Prime-time Cinema in 2010.

FILM RESTORATION

Pathé has an active film restoration and promotion policy for its film library. In 2010, restored versions of three films from the library were screened at important movie industry events.

Boudu Saved from Drowning, by Jean Renoir (1932) starring Michel Simon.

The original version featuring a scene that had been cut from the original film, was screened at the 2010 Cannes Film Festival under the Cannes Classics banner which honors the best restored films, and published in DVD.



The Leopard, by Luchino Visconti (1963), starring Alain Delon and Claudia Cardinale.

Winner of the Palme d'Or at the 1963 Cannes Film Festival, the restored version of Luchino Visconti's film was screened 47 years later at Cannes Classics in the presence of Martin Scorsese, Alain Delon and Claudia Cardinale. In October 2010, at the Festival Lumière, The Leopard was screened in the presence of Claudia Cardinale as the closing film of the festival's second edition in Lyon, France.



Justin de Marseille, by Maurice Tourneur (1934), starring Antonin Berval.

The Festival Lumière also screened this film by the great French director as part of its «2010 Best Restored Films» program.



1990 315 TITLES IN THE FILM
LIBRARY 130 SCREENS 10
MILLION TICKETS SOLD

EXHIBITION REVENUE: 49.4 MILLION EUROS

PRODUCTION/DISTRIBUTION REVENUE:

25.3 MILLION EUROS PATHE EMPLOYEE COUNT:

399 PEOPLE 315 TITLES IN THE FILM LIBRARY

130 SCREENS 10 MILLION TICKETS SOLD

EXHIBITION

REVENUE: 49.4

MILLION EUROS

PRODUCTION/

DISTRIBUTION

REVENUE:

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399 PEOPLE 315 TITLES IN THE FILM LIBRARY

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EXHIBITION REVENUE: 49.4 MILLION EUROS

PRODUCTION/DISTRIBUTION REVENUE:

25.3 MILLION EUROS PATHE EMPLOYEE

COUNT: 399 PEOPLE 315 TITLES IN THE FILM

PATHE

2010 670 TITLES IN THE FILM
LIBRARY 967 SCREENS 67.7
MILLION TICKETS SOLD

EXHIBITION REVENUE: 641 MILLION EUROS

PRODUCTION/DISTRIBUTION REVENUE: 183

MILLION EUROS PATHE EMPLOYEE COUNT:

3,843 PEOPLE 670 TITLES IN THE FILM LIBRARY

967 SCREENS 67.7 MILLION TICKETS SOLD

EXHIBITION REVENUE:

641 MILLION EUROS

PRODUCTION/DISTRIBUTION

REVENUE: 183 MILLION EUROS

PATHE EMPLOYEE COUNT:

3,843 PEOPLE 670

TITLES IN THE FILM LIBRARY 967 SCREENS

67.7 MILLION TICKETS SOLD EXHIBITION

REVENUE: 641 MILLION EUROS PRODUCTION/

DISTRIBUTION REVENUE: 183 MILLION EUROS

PATHE EMPLOYEE COUNT: 3,843 PEOPLE 670

TITLES IN THE FILM LIBRARY 967 SCREENS

67.7 MILLION TICKETS SOLD EXHIBITION



Pathé Carré de Soie in Lyon

Pathé is one of Europe's leading cinema companies thanks to its movie theater network Les Cinémas Gaumont Pathé. The group is constantly improving the quality of its theaters and services to provide moviegoers with the highest level of comfort and the widest range of films.

les cinémas

GAUMONT PATHÉ!

EUROPEAN LEADER

With over 67 million moviegoers enjoying its theaters in 2010, Les Cinémas Gaumont Pathé is the biggest movie theater chain in France, the Netherlands, and Switzerland.

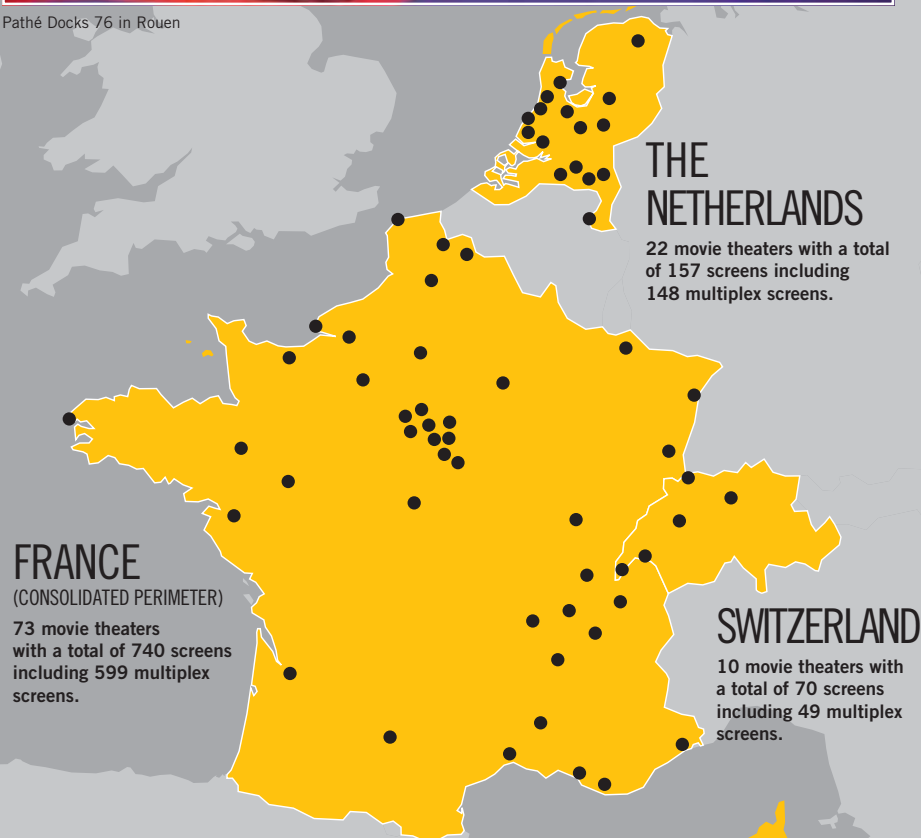
Moviegoers flocked to theaters: 50.8 million in France, 11.6 million in the Netherlands, and 3.9 million in Switzerland. The Italian theaters – sold in December 2010 – hosted 1.4 million moviegoers.



Pathé Vaise in Lyon



Pathé Docks 76 in Rouen



EXPANSION AND MODERNIZATION

Les Cinémas Gaumont Pathé continues to pursue an active expansion strategy – notably by renovating and modernizing facilities to provide the widest range of films, the best projection quality, and the highest level of comfort to moviegoers.

EXPANSION

Acquisitions

The Rytman Chain

Since January 1, Les Cinémas Gaumont Pathé has extended its network in the Montparnasse and Alésia districts of Paris with the purchase of four cinemas from the Rytman chain: the Miramar, the Montparnos, the Bienvenue Montparnasse and the Mistral. Including existing Gaumont movie theaters in these areas, this brings the total number of screens to 33.

Takeover

In July, Les Cinémas Gaumont Pathé bolstered its chain in Orléans by taking over the operation of a movie theater in the mall on the Place d'Arc. Including the Pathé Orléans Quai de Loire movie theater, the total number of screens in Orléans has grown to 15.



Pathé Orléans



EXPANSION

Movie Theaters of the Future

More modernized movie theaters, and more of them, providing a better experience to moviegoers.

Renovations broke ground or continued at the following sites in 2010:



CHAMBERY
A multiplex with 10 screens and 1,700 seats.



CAEN
A multiplex with 10 screens and 2,150 seats.



HAARLEM
A multiplex with 8 screens and 1,500 seats.



LE MANS
A multiplex with 11 screens and 2,120 seats in a new cultural venue in the city center.



PARIS
Pathé Beaugrenelle Paris 15th: 10 screens and 2,000 seats.

Several construction permits were also granted in 2010:



LEVALLOIS-PERRET
The local commercial development commission (*Commission Départementale d'Aménagement Commercial*) has approved the building of an 8-screen, 1,550-seat complex as part of the restructuring of the Eiffel district.



BOULOGNE-BILLANCOURT
An agreement was signed with the local developer of the Val de Seine territory (SAEM Val de Seine) to build a 16-screen, 3,200-seat cinema complex on Seguin island as part of redevelopment works on this island formerly occupied by Renault.

PATHE MAKES HEADLINES IN THE NETHERLANDS

Les Cinémas Gaumont Pathé strengthens its position as leader in the Dutch market with the purchase of the Minerva network, and has also launched a wholly new initiative with Pathé City in Amsterdam.

Minerva

On March 31, Pathé finalized the purchase of the nine movie theaters belonging to the Minerva chain. This purchase has enabled Pathé to complete its expansion in the Netherlands with a total of 22 movie theaters and 157 screens. The Pathé multiplex in Zaandam opened its doors on April 23 with a capacity of 6 screens and 1,177 seats.



Pathé Zaandam



Pathé Delft



Pathé Tilburg

Pathé City, Amsterdam

Pathé City located in the heart of Amsterdam reopened in December with a unique new initiative consisting of 7 screens (606 seats) designed to showcase a wide variety of films outside of the mainstream. Pathé City is part of an overall entertainment complex that includes a casino and dining area.



A unique new initiative designed to showcase a wide variety of films outside of the mainstream.



Pathé City in Amsterdam



Pathé Bellecour in Lyon



Pathé Lingostière in Nice

MODERNIZATION

Extensions, renovations, and refurbishment works

In March, Les Cinémas Gaumont Pathé invested in an extension to the Pathé Lingostière in Nice to include three extra screens. This brings the total number screens to 13 and seats to 2,812.

In October, the reception areas at the Pathé Bellecour were fully refurbished. This movie theater in the heart of Lyon is home to the prestigious Festival Lumière. In November, the Gaumont Montpellier and the Gaumont Archamps were transformed by a complete renovation of all areas.



Pathé Lingostière in Nice

Les Cinémas Gaumont Pathé: 100% digital in 2012

MODERNIZATION

Objective: 100% digital

In 2010, Les Cinémas Gaumont Pathé reaped the benefit of efforts made over the past five years to instal digital technology in all operational aspects of its movie theaters: forward staff-planning in conjunction with their representative bodies; managing relationships with film distributors; projection room design, and development of technical skills that allow the selection of the finest equipment. This upstream development meant that projectionists were operational immediately upon the release of every 3D film, which generated high levels of customer satisfaction.

On the cutting edge of technology, Gaumont and Pathé movie theaters guarantee exceptional projection conditions: quality projection with digital sound and 3D digital equipment for an unforgettable cinema experience. With 23 3D films on offer in 2010, digitisation of cinemas has progressed rapidly.

Opening of 4 IMAX® and IMAX® 3D screens in France

Following in the footsteps of Gaumont Disney Village in 2005, Les Cinémas Gaumont Pathé has expanded its IMAX® range with the opening of four new IMAX® screens across the network in 2010: Pathé Quai d'Ivry (June), Pathé Carré de Soie in Greater Lyon (July), Gaumont Grand Quevilly in Rouen (July) and Gaumont Labège in Toulouse (October).

These five IMAX® screens are in addition to the existing IMAX® screens in the Netherlands: Pathé Arena in Amsterdam, Pathé Eindhoven and Pathé Schouwburgplein in Rotterdam.

The IMAX® Concept

This projection system puts moviegoers at the heart of the film for a truly unique experience of total immersion.

The projectors add brilliance, with unparalleled contrast and resolution to the image. The slightly curved screen is wider and positioned closer to the seats, which gives moviegoers a better 3D experience.

The digital sound, controlled by a laser system, sends vibrations through the audience in sync with the film.

In 2010, four films were featured in programming in IMAX® or IMAX® 3D: *Shrek Forever After* by Mike Mitchell, *Inception* by Christopher Nolan, *Avatar* (Special Edition) by James Cameron including eight previously unseen minutes from the film, *Harry Potter and the Deathly Hallows: Part I* by David Yates.

399 digital screens
in France, representing
54% of the total number
of screens.

80 digital screens
in Holland, representing
51% of the total number
of screens.

24 digital screens
in Switzerland,
representing 34%
of the total number
of screens.

PROGRAMMING

Les Cinémas Gaumont Pathé projects a very wide range of films: films for the general public, films by independent French or foreign directors, and films both in French and original language versions. The development of “hubs” of theaters like those in the Opéra and Montparnasse-Alésia districts in Paris allows for optimized programming by offering a wider selection of films and more films in their original language versions. In 2010, more than 300 films were shown in their original language version.

High-profile Events that Add Value

As venues for entertainment and cultural experience, Gaumont and Pathé movie theaters create recurring events such as prestigious preview screenings and master classes to give moviegoers the opportunity to meet and discuss cinema with big-name actors and directors.

Movie Mania Programs

Launched in September at Gaumont Parnasse, these special monthly events are based on a particular theme, with programming that might feature a lesson in film taught by a prominent member of the industry, an introduction to contemporary films from a foreign country, or a journey back through cinematic history with the presentation of a classic movie from the rich national archive.

Showcase Categories

Three showcase categories are awarded to films by Les Cinémas Gaumont Pathé: “Le coup de cœur” for films that touched the hearts of Les Cinémas Gaumont Pathé’s program directors; “Ciné Tribu” draws attention to films the whole family will enjoy; “L’autre regard” was created to highlight unique films that are more focused on characters’ private worlds and relationships. In 2010, 18 showcase titles were awarded (compared to 13 in 2009).



Master class with M. Night Shyamalan on July 9, 2010.



Gaumont and Pathé movie theaters are cultural entertainment venues where spectators go to share a common passion.

Cultural events such as opera and ballet broadcast live from the world’s greatest opera houses.

Filmed on location, opera from the Met in New York, or ballet from the Bolshoi Theater in Moscow, or from the Opera in Paris, are broadcast live via satellite in HD to Gaumont and Pathé movie theaters. These exceptional events – 22 transmissions per year – are hosted across the whole network allowing moviegoers from cities such as Amiens, Angers, Calais, and Valence to watch these prestigious cultural performances in ideal projection conditions.



SERVICES

Improving Cinema Access

To facilitate access to our movie theaters, Les Cinémas Gaumont Pathé's online services were vastly improved in 2010. E-tickets were the year's biggest online innovation. After successful testing in December at all Gaumont and Pathé movie theaters in the Ile-de-France region and at the Gaumont Multiplex in Montpellier, paperless tickets were adopted as a solution to avoid queuing at ticket counters and terminals.

Les Cinémas Gaumont Pathé also has a presence on mobile Internet via smartphone and iPhone applications. Movie buffs can check programming and screening times directly on their cell phones on the cinemagaumont.com and cinemapathe.com websites. Last but not least, in France and in Holland, Les Cinémas Gaumont Pathé's Facebook page (45,000 fans) provides a special interactive means of keeping moviegoers informed of upcoming events and activities at movie theaters.



Growing Loyalty

The loyalty card, which truly revolutionized our relationship with moviegoers, has attracted in France alone over 1 million clients, bringing them personalized benefits such as discounts on movie tickets, invitations to exclusive preview screenings and special offers at the concessions counter.

OLYMPIQUE LYONNAIS

Structured to meet the needs of the Olympique Lyonnais football club that was founded in 1950 and which has been run by director Jean-Michel Aulas since 1987, OL Groupe has created and developed a concept which is unique in France: “sportainment,” a blend of sport and entertainment. Since its creation in 1999 – the year in which Pathé became a shareholder – OL Groupe has been expanding, thanks to five complementary business units: ticketing, television broadcasting rights, partnerships and advertising, branded products such as merchandising and OL Images, and player transfers.

2010: A Turning Point

Olympique Lyonnais, recently celebrating its 60th anniversary, is one of France's top clubs in terms of the number of championship titles won*. In 2010, OL made UEFA history by becoming the first ever club to qualify both its men's and women's teams for the European Cup semifinals in the same season. Another highlight of the year occurred on May 28, when the UEFA nominated France to host Euro 2016: this gave OL's future Lumières stadium top-tier status for this upcoming international tournament. After much long term development in

sport since 1987, the group is now entering a new development phase with a change of scale and the goal of winning another French Cup title, and the UEFA European Football Championship, as well as reaching marketing and financial excellence with the new stadium. On December 31, 2010, Pathé held 22.78 % of the capital of OL.

*7 Champion de France titles, 4 Coupe de France trophies, 1 French League Cup trophy, 7 Trophée des Champions titles, 182 European Cup matches.



2009-2010 FINANCIAL EXERCISE

Income Statement 1 st semester (in M€)		
	30/06/2010	30/06/2009
Revenue from businesses	160	192
EBITDA	0	45.8
Total profit/loss from ordinary activities	-52.6	7.5
Net financial income/expense	-0.8	0.6
Net Profit Before Tax	-53.5	8.4
Net profit/ loss, Group share	-35.3	5.1

SECOND SEMESTER 2010

Income Statement (in M€)		
	31/12/2010	31/12/2009
Revenue from businesses	85.2	89.8
EBITDA	13.3	13.6
Total profit/loss from ordinary activities	-10	-12.7
Net financial income/expense	-0.3	-0.4
Net Profit Before Tax	-10.4	-13.1
Net profit/ loss, Group share	-6.8	-8.6



Pathé Carré de Soie in Lyon

CORPORATE GOVERNANCE

EXECUTIVE BOARD

Jérôme Seydoux
Co-chairman
Eduardo Malone
Co-chairman

Lisa Azuelos
Bruno Bonnell
Dany Boon
Michel Crépon
François Letaconnoux
Michel Seydoux
Sophie Seydoux

PATHE EXECUTIVE MANAGEMENT

Philippe Haroche
Vice President, General Counsel
François Ivernel
Executive Vice President
Marc Lacan
Executive Vice President

ASSOCIATE FILM PRODUCERS

Lisa Azuelos
Dany Boon
Richard Grandpierre
Jacques Perrin
Richard Pezet
Paul Rassam
Alain Sarde

OPERATIONS MANAGEMENT

Production and Distribution / FRANCE

Marc Lacan
Managing Director
Romain Le Grand
Managing Director
Vivien Aslanian
Senior Vice President, Video Distribution
Jean-Claude Bordes
Senior Vice President, Theatrical Distribution
Véronique Boucheny
Technical Department Head
Sylvie Coen
General Counsel
Olivier Cottet-Puinel
Senior Vice President, Business Affairs
Florian Genetet-Morel
Director of Production
Christine Hayet
Senior Vice President, TV Sales France
Thierry Lacaze
Marketing Director
Loïc Prot
Controller
Muriel Sauzay
Senior Vice President, International Sales

Distribution / SUISSE

Hélène Cardis
Managing Director

Production and Distribution / UNITED KINGDOM

François Ivernel
Chairman
Marc Lacan
Chairman
Cameron McCracken
Managing Director
Lee Bye
Deputy Managing Director, Distribution
James Clarke
Finance Director
Pierre du Plessis
Deputy Managing Director, Production
John Fletcher
Managing Director, Distribution
Fiona McGuire
Head of Physical Production
Mike Runagall
Director of International Sales
Louis Tisne
Director of International Production
Colleen Woodcock
Director of Creative Affairs

Theater Operations

François Ivernel
Chairman
Franck Lebouchard
Managing Director

Operations Management FRANCE

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Regional Operations Director
Jean-Pierre Decrette
Development Director
Isabelle Dupuy
General Counsel
Philippe Ercoli
Regional Operations Director
Florence Fayet
Controller
Claudine Félix
Corporate Communications Director
Olivier Grandjean
Director of Programming
Thierry Hatier
Human Resources Director
Xavier Orsel
Director of Marketing & Associated Business

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Lauge Nielsen
Managing Director
Marc Canisius
Deputy Managing Director

Operations Management SWITZERLAND

Brian Jones
Managing Director

CONTACTS



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FILMS

Film distribution news in France
www.pathedistribution.com

Film distribution news on Video Releases
www.dvdnews.fr

The Film Library
www.patheinternational.com

Film distribution news in the UK
www.pathe.co.uk

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www.pathefilms.ch



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CINEMAS

In France
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