

GRUPO
CONSCIÊNCIA
FAZ DO CINEMA UMA EXPERIÊNCIA

**SOLUTIONS
PORTFOLIO**



NATIONAL PRESENCE, WITH:

- + Over 80 cinema chains**
- + Over 230 theaters**
- + Over 95% recommendation rate**
- + Over 8 million registered users**
- + Over 25 million tickets sold in the last 12 months**

ECOSYSTEM OF SOLUTIONS

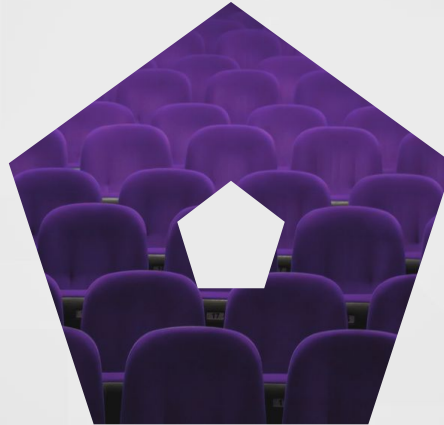
Operation | ERP – Operational Control for Headquarters and Locations

Customer Loyalty | Benefits and Relationship Management

Online Sales | Services, Products, and Customer Registration

Data Intelligence | Research, Data Lake, and BI

B2B | Content and Business Hub



ECOSYSTEM OF SOLUTIONS

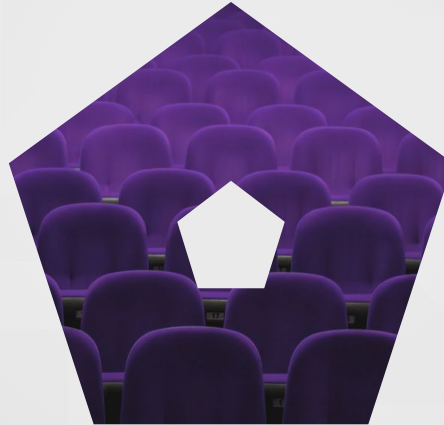
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ERP VEGAS

HEADQUARTERS MANAGEMENT

- Centralized scheduling of movies and events
- Unified catalog of movies and products
- Centralized visibility of financial information
- Tax and inventory management
- Card reconciliation
- Financial management (payments, receivables, and cash flow)
- Promotions and corporate sales management
- Customization of packages (tickets and products)
- Digital signage management
- Executive reports

CINEMA MANAGEMENT

- Automated revenue submissions
- Automation of routine processes (cash and area closures)
- Sales modules for tickets and products
- Flow control (Cine FLOW)
- Configuration of auditoriums, numbered seats, and VIP rooms

INTEGRATION

Financial, inventory, and purchasing control — all in a single system.



ATM (Kiosk)

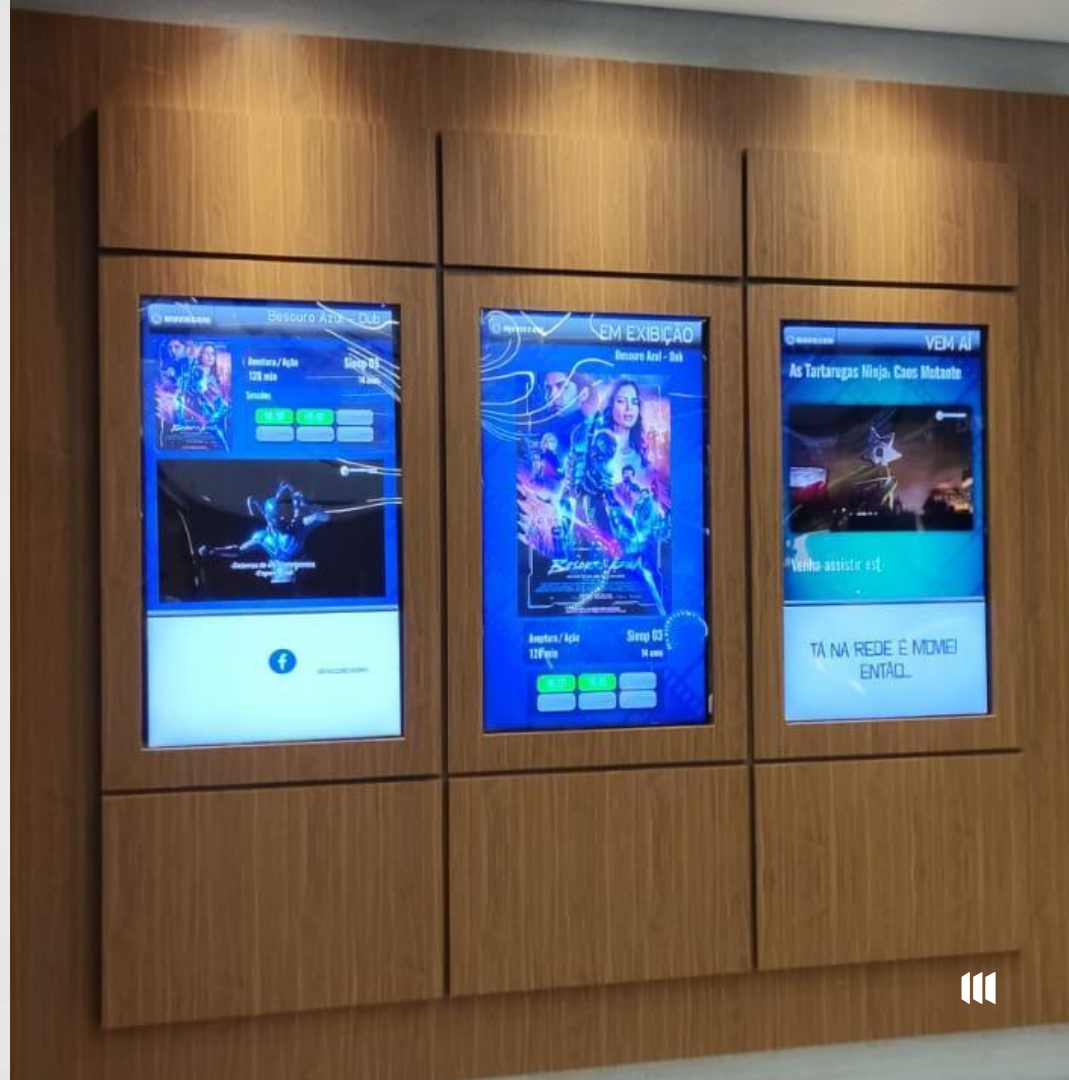
- Full integration with ERP
- Intuitive navigation
- Customizable interface with your branding
- Tickets and products
- Multiple payment methods



DIGITAL SIGNAGE

(Box Office & Concession Stand Screens)

Automatic display updates
via ERP with information on
new releases, pricing, age
ratings, showtimes, and
more.



SALAS

① SELF SERVICE

② Prioridade • Retirada compras APP-ATM

③ Retirada compras APP-ATM

④ Compre e retire tudo aqui

⑤ Compre

HERMES

Mobile Sales Platform

for your box office and concession stand:

- Service anywhere
- All payment methods
- TEF (Electronic Transfer of Funds)

Easy to use, accessible through any mobile device with internet.



KDS

(Kitchen Display System)

- Operational Flow with Superior Performance
- Queue optimization
- Enhanced customer experience





THOR

An app designed to simplify cinema management without the need for desktop access, enabling:

- On-site stock movement and inventory counting
- Statements and cash closing
- Communication with management
- Schedule maintenance
- Seat blocking



INFRASTRUCTURE MANAGEMENT

- From Prevention to Support
- Nationwide network of technicians
- Consultative actions
- Monitoring
- Support for all technology infrastructure



Payment Gateway (TEF)

Fully integrated with the ERP system



Service Stability



Centralized
support



Simplified sales
control



Error reduction in
closing processes

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ONLINE SALES

Selling online is no easy task, which is why we **provide efficient and customizable solutions, always focusing on delivering the best shopping experience for your customers.**

APP & WEB

IN 12
MONTHS

- + 5M TICKETS
- + 3M ACTIVE USERS
- + 12M VIEWS/MONTH





APP

with Your Branding

- Data collection and registration
- Increased recurrence
- Your cinema in the palm of the consumer's hand
- Personalized communication channel
- Dynamic promotions
- Push notifications



WEB SALES

Fully integrated with the ERP management system



Anti-Fraud
System



White Label and
Velox Tickets



New Customer
Registration



Surveys with
Your Audience



Dedicated Support
for End Customers



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DATA INTELLIGENCE

The challenge of connecting with the audience and understanding their needs to deliver personalized experiences.



Flexibility in Report Creation



Dedicated data team




Ongoing support and monitoring

CINE ANALYTICS

Analyze Your Data Easily and Dynamically

With multiple dashboards designed specifically for exhibitors, the Cine Analytics data platform provides valuable insights to guide your strategic decisions and maximize your cinema's performance.



Loyalty
Program

ERP
Vegas

CX
Survey

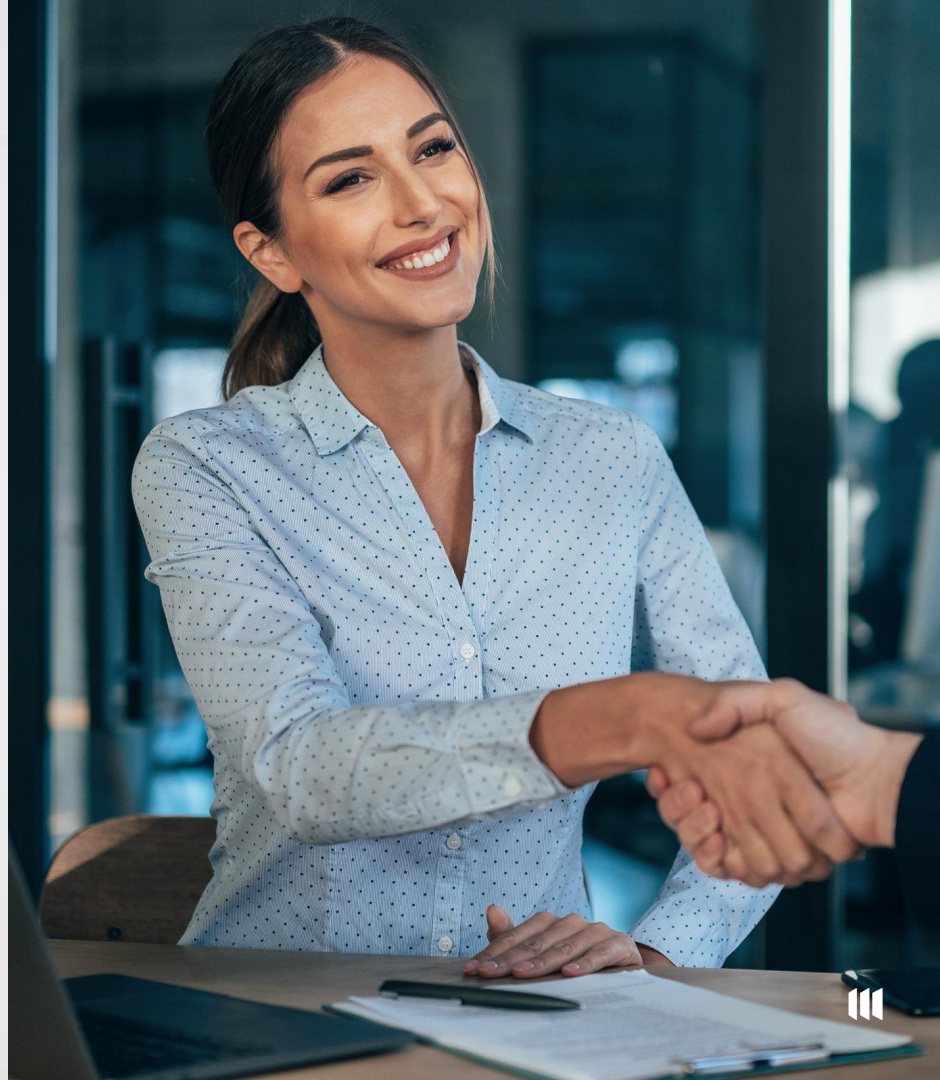
Consumer
Surveys



Business Intelligence

A team of professionals with extensive experience in the film industry, dedicated to tracking your business growth, always focused on maximizing your results.

- Comprehensive analysis of your cinema
- Results-driven approach
- Continuous growth monitoring
- 360° view of your cinema, always seeking the best solutions



ECOSYSTEM OF SOLUTIONS

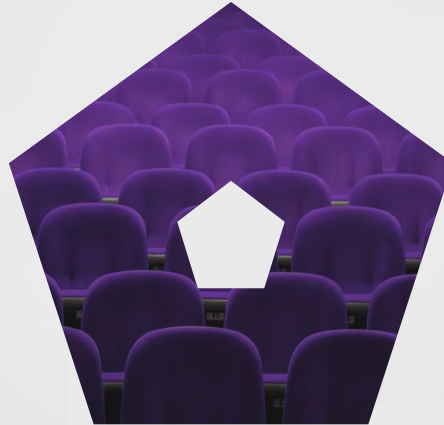
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B2B | Content and Business Hub



Loyalty

Our loyalty solutions allow you to connect with your audience, understand their needs, and offer personalized experiences, driving engagement and recurrence.

Loyalty Program

- Customizable Platform
- Connection with Your Consumer

Consumption Triggers

- Campaigns
- More Accurate Results

For More Sales

- Coupon
- Ticket Packages
- Cinema Vouchers
- Corporate



Cinema Voucher (Passport)

Customizable with
flexible rules
defined by you

Offer Flexibility

Packages

Bundle offers for both
tickets and products,
encouraging combined
sales

**Integration with Club
and Coupon**

Coupon

Various options for
tickets and products

**Used in over 140
cinemas**

Corporate

Option for physical or
online pickup, along with
customizable ticket
conditions

**Simplified partnership
management**



Digital Channel

2023

Cinemas: 232

Total Audience: 19M

Online Audience: 4.8M

Consumer Support: +30k

Exhibitor Support: +4k

Movies: 665

Barbie: 2.3M Audience – 1.1M Online

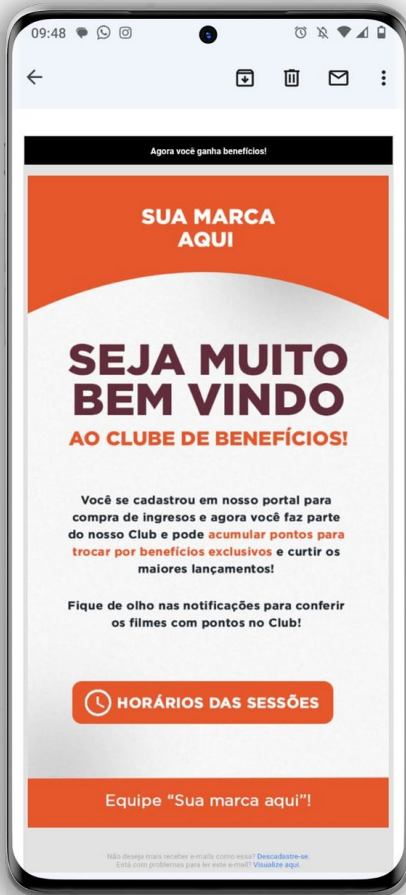
Cases:

Independent Cinema: 51% Occupancy and 55% Online

Cinema Network (2 locations): 33% Occupancy and 56% Online

Cinema Network: 26% Occupancy and 48% Online





Loyalty Program

- Encouraging Recurrence
- Simplified Experience
- Results Enhancer
- Multiple Accelerator Combinations (games)



19

Cinema
Chains

345

Accelerators from January 24
to August 24





Loyalty Program Platform

The Loyalty Program is a system that enables the structuring of dynamic loyalty programs based on the concept of gamification.

It is built around three pillars: goals (games), benefits, and events.

User engagement is the foundation of program success. In addition to periodic game programming, engagement can be driven through the available communication tools:

Integrated with CRM

If using the app, push notifications are also available.

The program allows the configuration of single-level or multi-level programs.

It integrates with all user contact channels - online sales (tickets and concession products), operation terminals (box offices, concession stands, bilhebombo, ATM, and Hermes), apps, and promotional coupons.

It includes intelligence tools for result analysis (decision cubes and dashboards).



Loyalty Program Platform

To participate, user registration must be done online, thus integrating the online sales and loyalty platforms.

The redemption of benefit vouchers (such as free products and tickets) can be made via online sales as well as locally at the cinemas.

The configuration of games is handled by a specialized support team from the Grupo Consciência.

The Club is fully integrated with online sales (for example, exclusive tickets for loyal customers) and other Velox products, such as Mobile, Store (exclusive concession product sales for loyal customers), Packages (exclusive package sales), and Coupons (exclusive promotions for members), as well as Cine Analytics.

It offers a wide collection of games, ready to be configured for user engagement.



Key Differentiators

- Buy for movie Y and earn extra points.
- Buy for genre Z and earn extra points.
- Buy for day B and earn extra points.
- Buy for week H and earn extra points.
- Buy for cinema X and earn extra points.
- Buy for time slot Z and earn extra points.
- Buy 3D movie tickets and earn extra points.
- Buy full-price tickets and earn extra points.
- Buy for VIP section and earn extra points.
- Buy for hall Y and earn extra points.
- Buy with a credit card and earn extra points.
- Buy online and earn extra points.



Key Differentiators

- Buy on the preview night and earn extra points.
- Buy on the release day and earn extra points.
- Buy on the holiday and earn extra points.
- Buy on your birthday and earn extra points.
- Buy in your birthday month and earn extra points.
- Refer a friend and earn extra points.
- Buy product X and get product Y.
- Buy product X and get a ticket.
- Buy for movie X and get a ticket.
- Buy for movie X and get a product.
- Get 1 free ticket on your birthday or birthday month.
- Discount on products for loyalty members.



Key Differentiators

- Cheaper ticket for the customer at loyalty level X.
- Earn points by using coupon Z.
- Get a discount using an exclusive coupon for Loyalty members.
- Get a discount using an exclusive coupon for a specific Loyalty level.
- Use an exclusive package for Loyalty members.
- Buy through the app and earn extra points.
- Answer survey X and earn points/benefits.
- Spend over X reais and earn points.
- Exclusive cinema voucher for Loyalty members.
- Earn extra points when purchasing a cinema voucher.



Accelerators

CLIENTE **CLUBECINEMAXX**

GANHA 4 PONTOS

NA COMPRA DO INGRESSO PARA ASSISTIR AOS FILMES



'MINIONS 2', 'AVATAR', 'O LENDÁRIO CÃO GUERREIRO' E 'PINOCCHIO'

*PROMOÇÃO INDIVIDUAL/ NÃO CUMULATIVA/ VÁLIDA SOMENTE DE 06/10 A 12/10.

cine maxx

COMPRA INGRESSOS ANTECIPADOS E GANHE 40 PONTOS EXTRAS



PROMOÇÃO VÁLIDA PARA OS FILMES:
MORTE, MORTE, MORTE. / AS AVENTURAS DE TADEO E A TABUA DE ESMERALDA. / SUBURBANOS

VÁLIDO DE 06/10/22 A 12/10/2022

Promoção não cumulativa, válida somente para a compra de ingressos no período da promoção, nas unidades Cineart participantes, para todos os clientes Cineart Club.

CINEART CLUB | **CINEART** multiplex

CLUB



MEGAN 3PTS EXTRAS
CHEF JACK 4PTS EXTRAS
BABILÔNIA 4PTS EXTRAS

COMPRA INGRESSO E GANHE PONTOS EXTRAS!

VÁL DE 18/01 A 01/02

Promoção não-cumulativa, válida somente para a compra de ingressos no período da promoção, nas unidades Cineart Club participantes, para todos os clientes Cineart Club.

Accelerators

NA COMPRA DE QUALQUER COMBO "ADÃO NEGRO" GANHE

PONTOS RELÂMPAGO

STAR 100 pontos extras
SUPERSTAR 150 pontos extras
VIP 200 pontos extras

CLUBE CINE+

*Os pontos relâmpago serão contabilizados apenas nas compras dos combos com o copo lendário "Adão Negro" de 29/10 a 04/11. Para registro dos pontos lembre-se de identificar seu CPF no início da compra.



COMPRA QUALQUER COMBO
+R\$12,90
E LEVE O COPO

AVATAR

O CAMINHO DA ÁGUA

CLIENTES **moviecom+** TEM DESCONTO

BLACK 15% **BLUE 10%**
E GANHAM 3 ESTRELAS

AVATAR
SOMENTE NOS CINEMAS

Promoção válida por tempo limitado e sujeito à disponibilidade. Consulte os cinemas participantes. O brinde pode ser resgatado apresentando o cupom de R\$ 12,90 em valor mínimo. Não é necessário usar cartão de crédito. Disponível para todos os formatos.



NA COMPRA DO COMBO **PANTERA NEGRA: WAKANDA FOREVER**, CLIENTE MEU CLUBE CINEPLUS GANHA 5 ESTRELAS EXTRAS.

MEU CLUBE
cineplus



Packages

Na compra do COMBO

DESCONTÃO FAMILIA

GANHE 30 PONTOS EXTRAS

2 INGRESSOS ADULTOS + 2 INGRESSOS INFANTIS
+ 2 PIPOCAS GRANDES + 4 REFRIS 500 ML

CINEART | **CINEART CLUB**

*Validade: de 11/08 a 17/08 para as unidades participantes.
Portuação não cumulativa. Não é válido fora do período da promoção

APROVEITE ESSE

PACOTÃO ESPECIAL

moviecom

Tudo isso por apenas **R\$46**

2 INGRESSOS + 1 PIPOCA GRANDE + 2 REFRIS 500ML

moviecom

Participante do Programa de Fidelidade
BLUE ganha 2 estrelas.
BLACK ganha 3 estrelas.

moviecom+

Toda promoção é válida exclusivamente para locais físicos, sendo limitada por prazo indeterminado. Condição para acesso ao site de acompanhamento de a sua participação nesta promoção, bem como o recebimento de e-mail para a sua inscrição no Programa de Fidelidade, é a sua inscrição no programa. Não é permitido o uso de mais de uma conta para a inscrição. Imagens meramente ilustrativas.

CINEMA INSPIRES

PROMO ESPECIAL DIA DA MULHER

MULHERES

PAGAM APENAS R\$12,00
NO INGRESSO COM O CUPOM
MULHERART



Só hoje,
no Cineart!

CUPOM:
MULHERART

CINEART

PROMOÇÃO 8 DE MARÇO

Dia da Mulher

USE O CUPOM **MULHER10** NO
APP OU NO SITE E PAGUE
R\$10,00 no ingresso!

*Uso do cupom é válido somente para compras on-line para toda a Rede Circuito Cinemas e exclusivo para mulheres. Promoção não-cumulativa. Não válido para pacotes

CIRCUITO

GRUPO CINE
CINEMAS

8

DE MARÇO



PROMOÇÃO DIA INTERNACIONAL
DA MULHER

cinemas para as 08:30. Ingressos não acompanhados de uma pessoa adulta. Cópia e mulher estão acompanhadas de outra mulher. Ingressos não válidos para o ingresso. Não válido para pacotes e pacotes de ingressos.

QR CODES



**FAÇA SEU CADASTRO PELO
QR CODE E GARANTA 60 PONTOS**



São **3 níveis**



Sem taxa de adesão
ou mensalidade



Ganhe até 10% de
desconto em itens
da bomboniere



Pague **meia entrada**



Ganhe ingressos
de aniversário



Acumule pontos e
troque por prêmios

OBS.: Os benefícios são variáveis de acordo com o nível que você está
Consulte regras no regulamento

MOVIEMAX *Club*



**CADASTRE-SE NO
MOVIEMAX CLUB
PELO QR CODE ABAIXO**

**E GANHE
50%
DE DESCONTO**
NA COMPRA DO PRIMEIRO INGRESSO



*Válido somente para novos membros
*Na compra do ingresso tipo inteira paga-se meia-entrada e na compra de meia-entrada paga-se metade do valor da meia

REFER

SÓ QUEM É **CLUBE cinemaxx**



**INDIQUE 1 AMIGO
E GANHE
10 pontos**

Indicou aquele amigo do peito,
ele se tornou membro do Clube Cinemaxx
e fez a primeira compra, você ganha
automaticamente 10 pontos extras!

Saiba + baixando nosso App Cinemaxx



* PROMOÇÃO INDIVIDUAL / NÃO CUMULATIVA / VÁLIDA DE 09/02/2023 ATÉ 30/05/2023



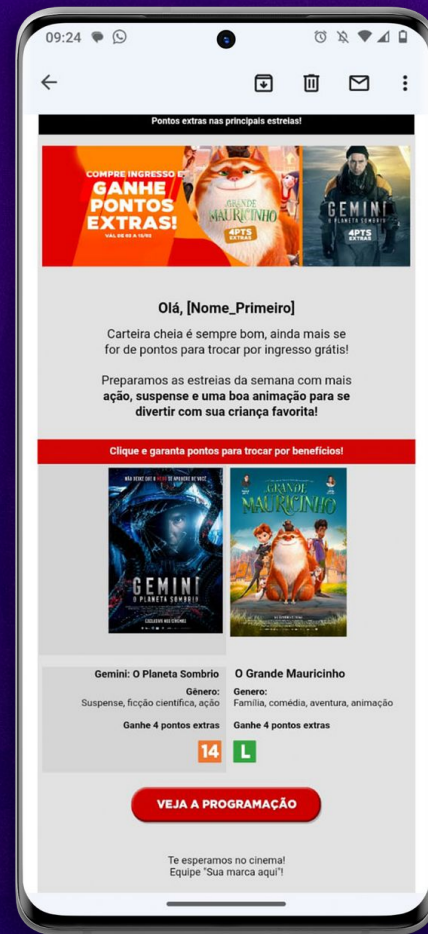
INDIQUE UM AMIGO E

**GANHE
6 PONTOS
EXTRAS!**

Indicando um amigo para se cadastrar no
Club Cinex, você ganha 6 pontos extras
assim que ele realizar a primeira compra!

CAMPAIGNS

Through data analysis, it is possible to create more effective and personalized campaigns, using segmentation tools to meet the specific needs of each cinema and its target audience.



45M

Email dispatches for newsletters, campaigns, and transactional messages.

- 22 Clients
- 593 Campaigns

Janeiro 2024 – Agosto 2024

66M

- Push and HomeApp dispatches.
- 15 Clients
- 923 Campaigns





Olá, [Nome_Primeiro]

Pipoca quentinha do cinema e ingresso mais barato que só a sessão pipoca te dá!

Olá, [Nome_Primeiro]

Vamos falar de coisa boa: promoção para pagar mais barato!

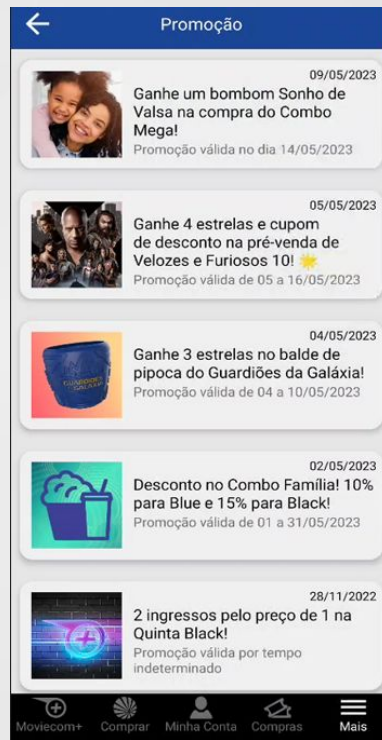
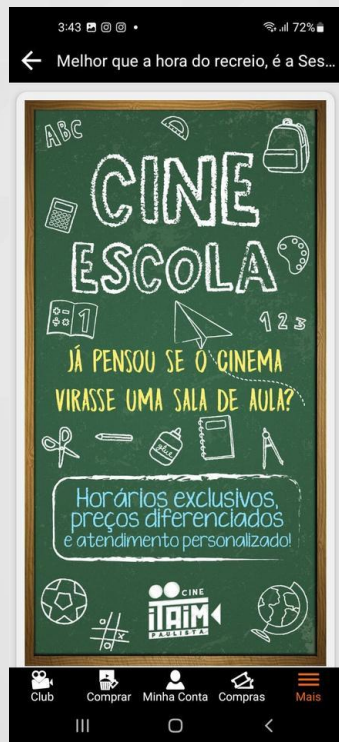
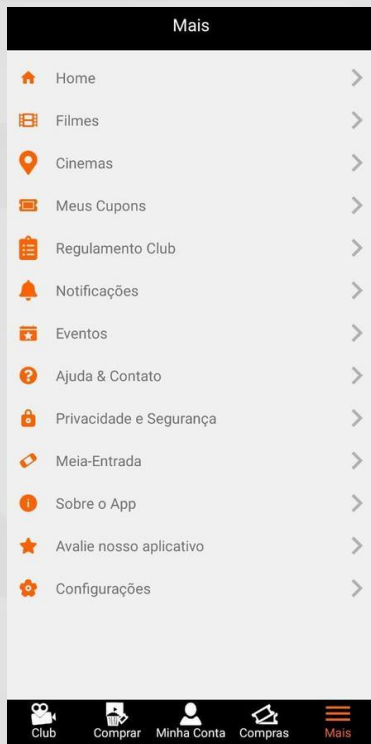


GARANTIR MEU INGRESSO

Pré-vendas que nossos clientes estão LOUCOS para ver!



APP



QUIZ DO OSCAR



GANHE ATÉ 1 ANO DE CINEMA GRÁTIS!



1º ANO DE INGRESSOS GRÁTIS

2º 6 MESES DE INGRESSOS GRÁTIS

3º 3 MESES DE INGRESSOS GRÁTIS

4º 2 MESES DE INGRESSOS GRÁTIS

5º 1 MÊS DE INGRESSOS GRÁTIS

2 INGRESSOS PARA UTILIZAR POR MÊS

QUERO PARTICIPAR!

QUIZ DO OSCAR

MOVIEMAX
ROSA E SILVA

Acerte o maior número de categorias
e ganhe benefícios exclusivos para aproveitar os lançamentos de 2023!

1º LUGAR

GANHARÁ 1 ANO DE INGRESSOS + 1 COMIDA GRANDE.
A UTILIZAÇÃO DOS INGRESSOS: 1 DIA DE INGRESSO POR MÊS NO PERÍODO DE 12 DOZEIS MESES.

2º LUGAR

GANHARÁ 1 ANO DE INGRESSOS + 1 COMIDA GRANDE.
COM VALORES DE 60 DIAS PARA SEUS 6 INGRESSOS POR DIA 14/03/2023 SEJA SEM QUE SEJA ANUNCIADO!

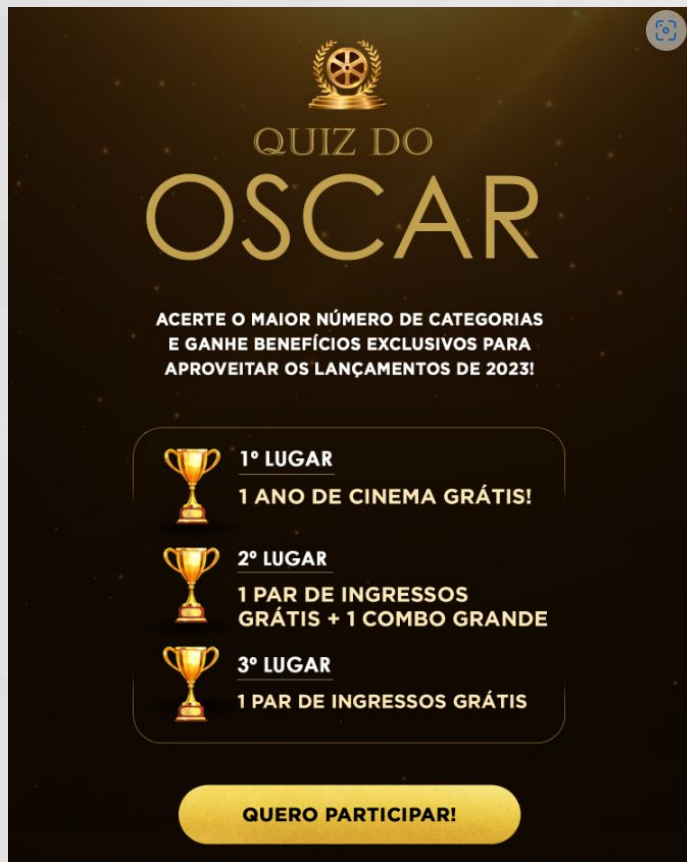
3º LUGAR

GANHARÁ 1 ANO DE INGRESSOS, COM VALORES DE 60 DIAS PARA SEUS 6 INGRESSOS POR DIA 14/03/2023 SEJA SEM QUE SEJA ANUNCIADO!

QUERO PARTICIPAR!

LANDING





A promotional banner for the 'Quiz do Oscar' (Oscar Quiz). The background is dark brown with a subtle star pattern. At the top center is a golden Oscar statuette. Below it, the text 'QUIZ DO OSCAR' is written in large, golden, serif capital letters. Underneath, in smaller white capital letters, is the text: 'ACERTE O MAIOR NÚMERO DE CATEGORIAS E GANHE BENEFÍCIOS EXCLUSIVOS PARA APROVEITAR OS LANÇAMENTOS DE 2023!'. In the center, there is a rounded rectangle containing three prize tiers, each with a golden trophy icon and text: '1º LUGAR' with '1 ANO DE CINEMA GRÁTIS!', '2º LUGAR' with '1 PAR DE INGRESSOS GRÁTIS + 1 COMBO GRANDE', and '3º LUGAR' with '1 PAR DE INGRESSOS GRÁTIS'. At the bottom center is a yellow rounded button with the text 'QUERO PARTICIPAR!'. A small circular icon with a camera symbol is in the top right corner.

QUIZ DO OSCAR

ACERTE O MAIOR NÚMERO DE CATEGORIAS
E GANHE BENEFÍCIOS EXCLUSIVOS PARA
APROVEITAR OS LANÇAMENTOS DE 2023!

1º LUGAR
1 ANO DE CINEMA GRÁTIS!

2º LUGAR
1 PAR DE INGRESSOS
GRÁTIS + 1 COMBO GRANDE

3º LUGAR
1 PAR DE INGRESSOS GRÁTIS

QUERO PARTICIPAR!

OSCAR QUIZ!

Two pilots with the Oscar Quiz

PMC

Registrations in the Period: 1976

Registrations via Link: 394

% Registrations via Link: 19.94%

Responses: 1298

Circuito

Registrations in the Period: 2174

Registrations via Link: 346

% Registrations via Link: 15.92%

Responses: 1247



*CONSULTE O REGULAMENTO COMPLETO



CLUB CINE A
VOCÊ MERECE MAIS

PROMOÇÃO
JOHN WICK 4

CONCORRA A UM KIT DO FILME!
DE 23/3/2023 A 5/4/2023
O MEMBRO QUE MAIS ACUMULAR PONTOS IRÁ GANHAR O PRÊMIO..

REGRAS

1. PARTICIPE DO CLUB CINE A
2. ASSISTA "JOHN WICK 4: BABA YAGA" NO CINE A
3. ACUMULE O MAIOR NÚMERO DE PONTOS NO CLUB DURANTE O PERÍODO DA CAMPANHA

GANHE PONTOS EXTRAS

3 PONTOS
EXTRAS COMPRANDO INGRESSO PARA JOHN WICK 4

2 PONTOS
EXTRAS COMPRANDO PELO APP CINE A*

ATE 3 PONTOS
EXTRAS COMPRANDO COMBOS*

O CIRCUITO CINEMAS
TE LEVA PARA O
Wet'n Wild



COMPRA PRODUTOS DA BOMBONIERA GANHE PONTOS NO CIRCUITO CLUB

CONCORRA A ATÉ 4 INGRESSOS!

SERÃO 5 GANHADORES

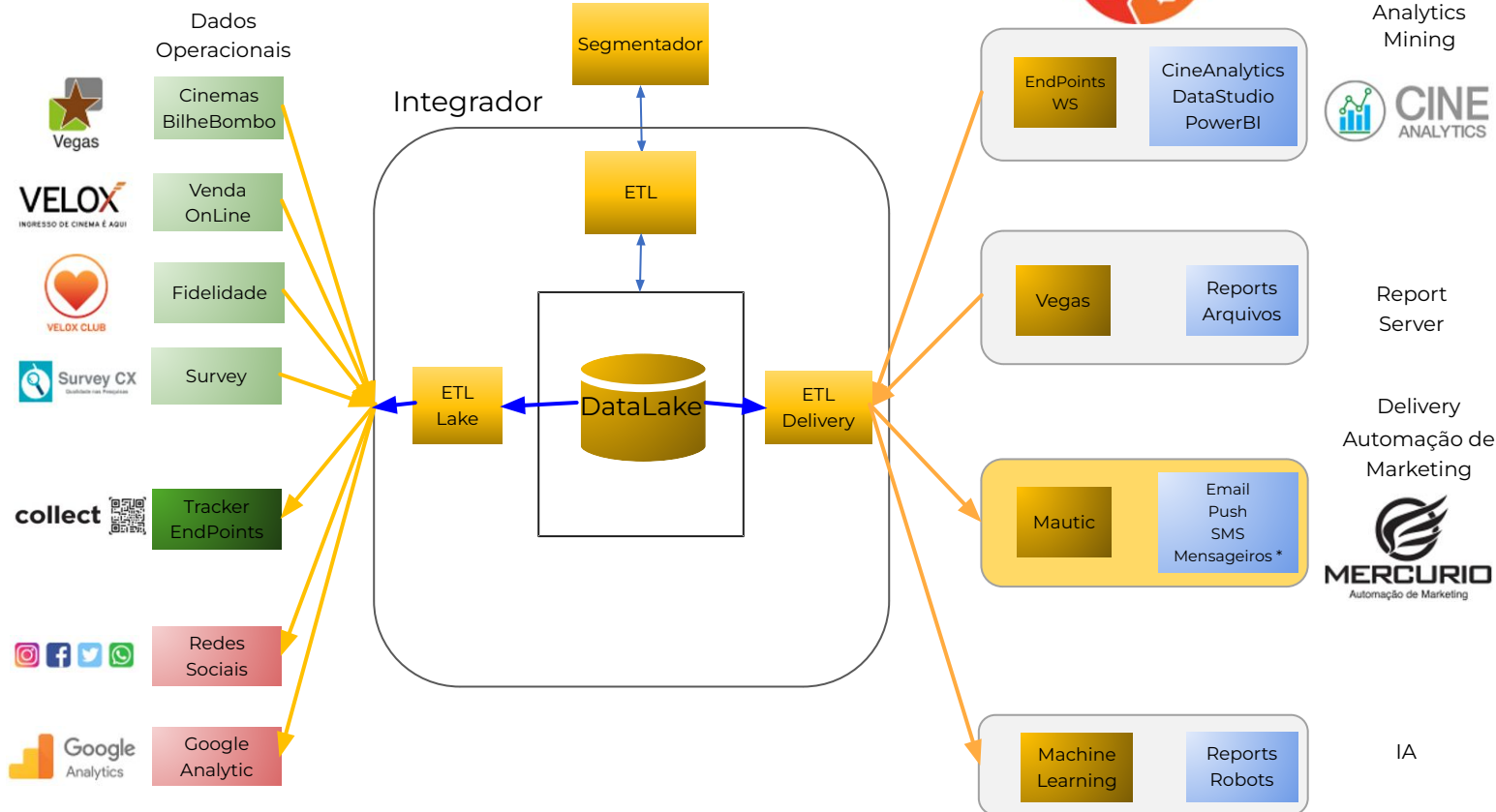
1º LUGAR GANHA 4 INGRESSOS	2º LUGAR GANHA 3 INGRESSOS	3º LUGAR GANHA 2 INGRESSOS
4º LUGAR GANHA 2 INGRESSOS	5º LUGAR GANHA 1 INGRESSO	

QUANTO + PONTUAR + CHANCES DE GANHAR!

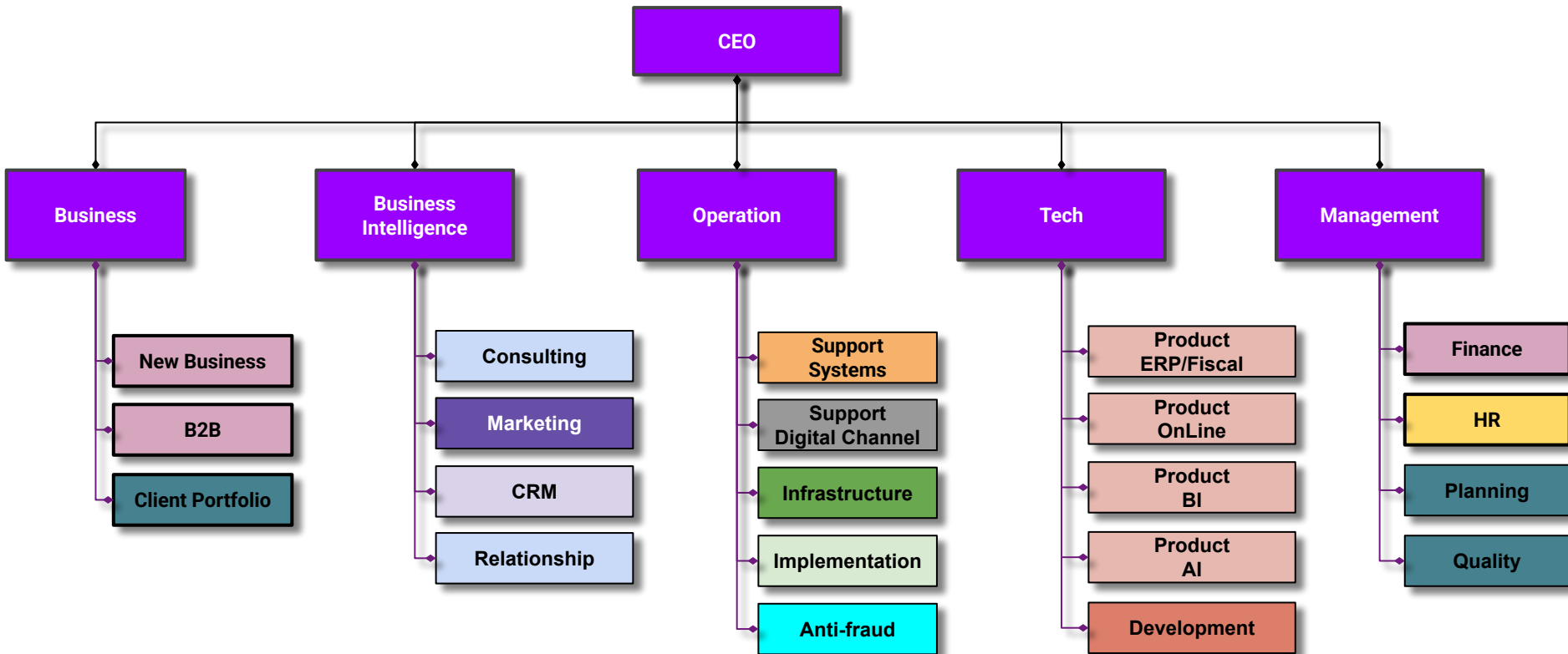
A Participação acontece de forma automática ao usuário do Clube de Benefícios Circuito Club que estiver devidamente cadastrado e pontuar de ações provenientes da bombonier da unidade Circuito Cinemas de Guarulhos de 01 a 31 de Março de 2023.



Projeto Athena



Organizational Chart



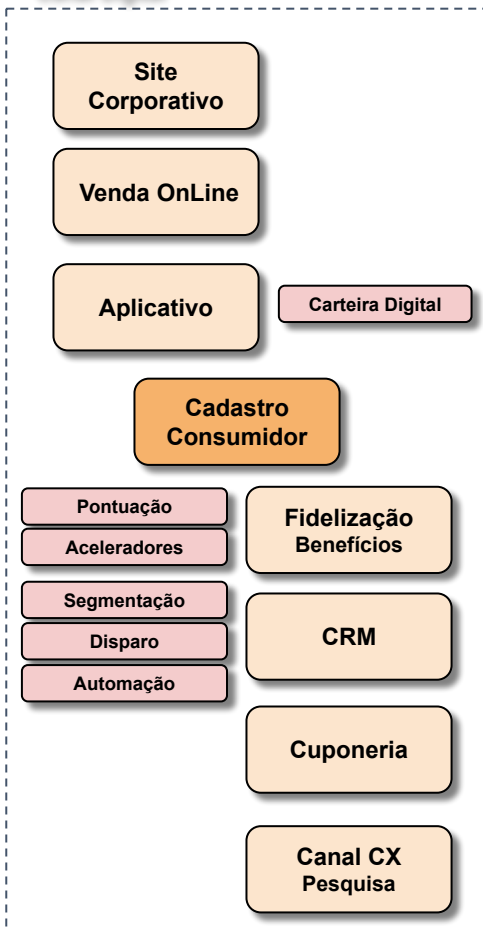
OUR PURPOSE

To find - and when none exist, create - new relationships
that improve people's lives!"



Plataformas de Tecnologia

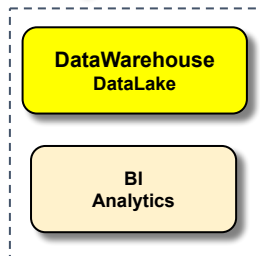
Canal Digital



Gestão



Inteligência de Dados



Operação

