

# Our competitive edge

We have a track record of sustainable growth enabled by innovation and investment. We deliver outstanding customer experiences and create long-term value for our stakeholders.

## Universal appeal

Inclusive, safe and affordable entertainment

→ See pages 10 and 12

## Prime locations

Accessible, highly visible venues with parking

→ See pages 10 and 12

## Customer obsession

Listening to feedback and enhancing our offer

→ See pages 10 and 12

## Market leader

Our scale and business model create opportunities

→ See pages 10 and 12

## Highly cash generative

Enabling us to invest for future growth

→ See page 22

## Resilient against cost inflation

Well insulated against external pressures

→ See page 22

# A resilient model that's hard to replicate