

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.



A resilient model that's hard to replicate

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