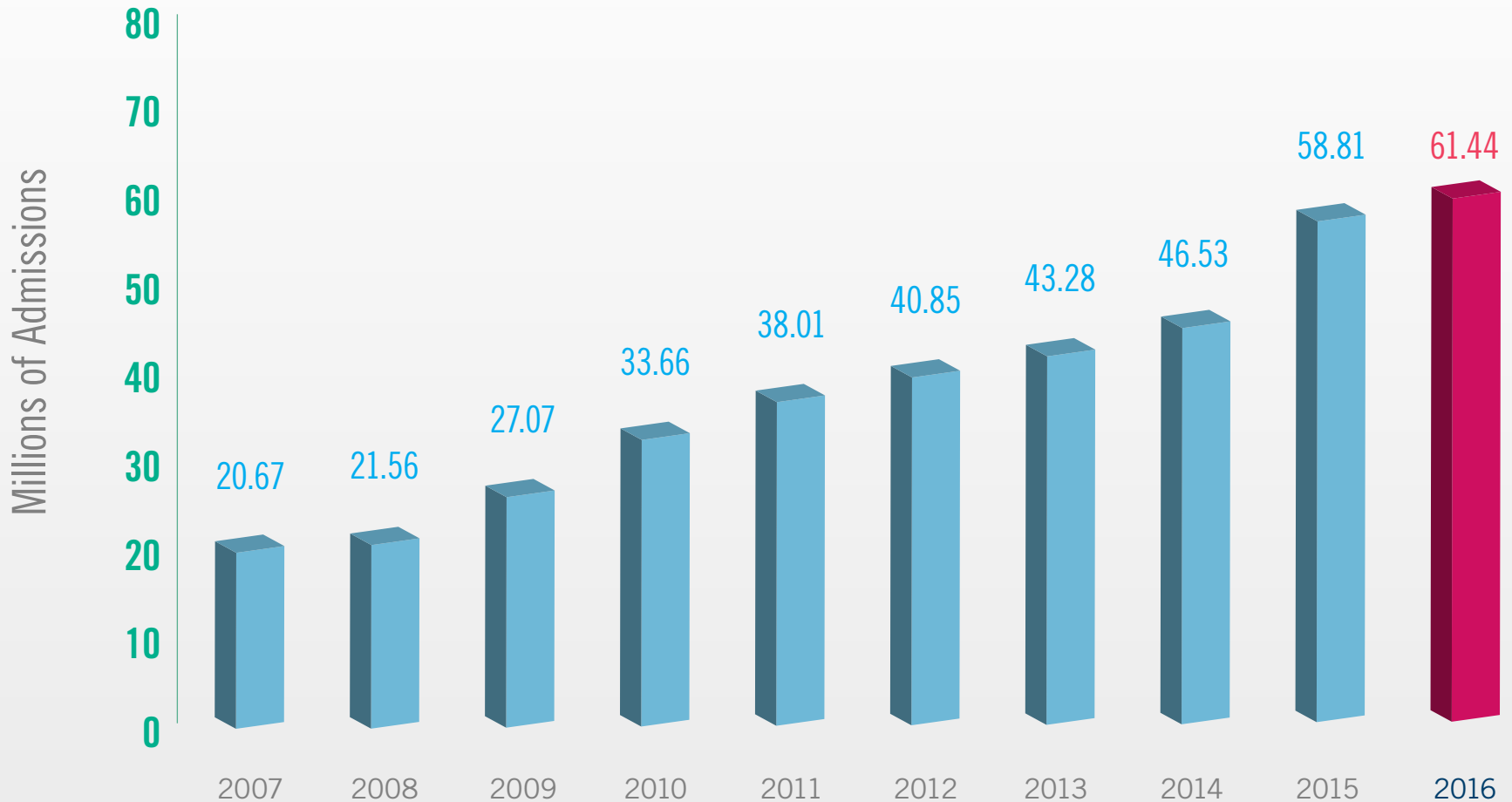


COLOMBIA: TOTAL NUMBER OF ADMISSIONS

► 2007 - 2016 ◄



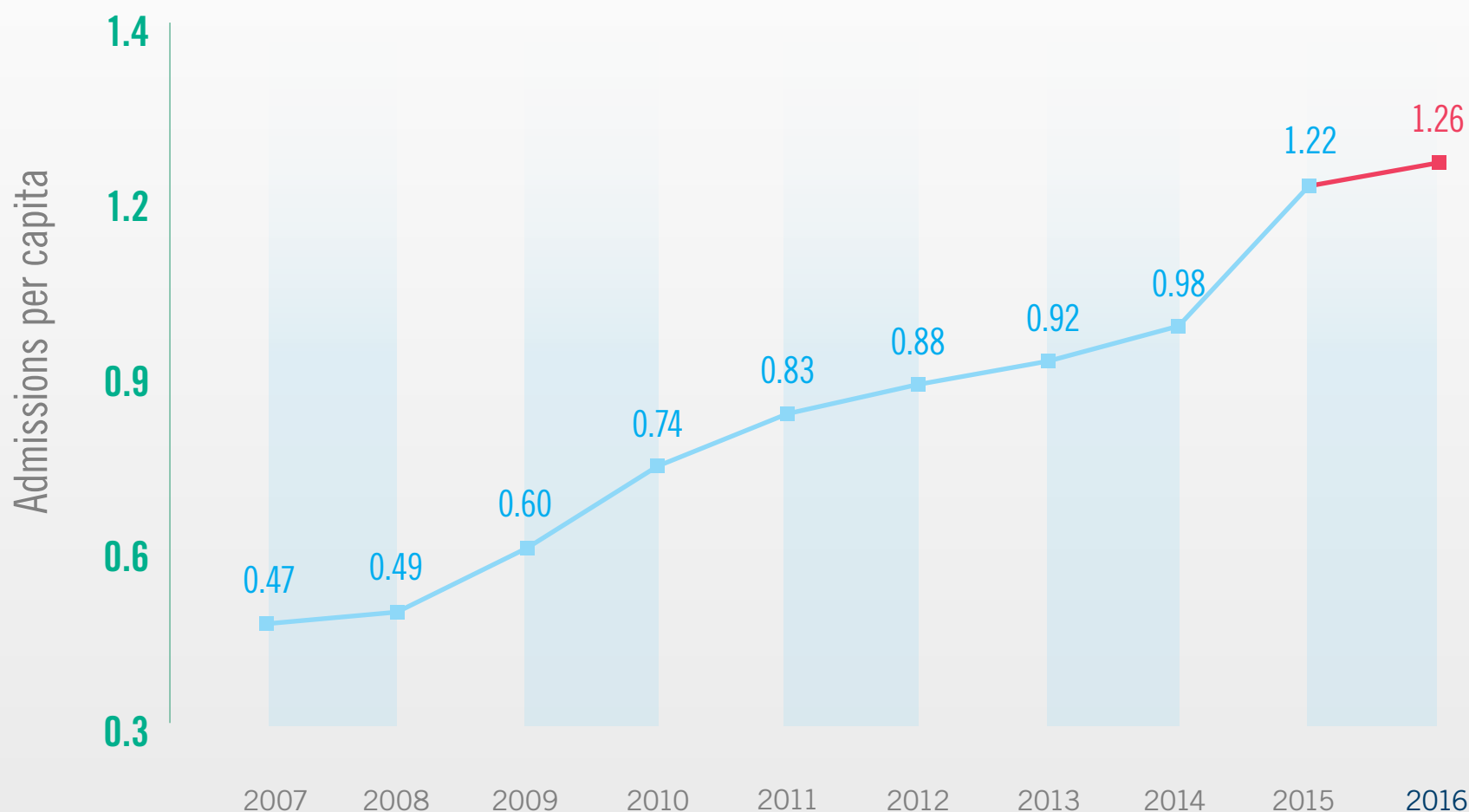
Source: Calculated by Proimágenes Colombia with figures from CADBOX property of ACDPC. Methodology by Fedesarrollo.

This graph does not include information from three Colombian films released in alternative theaters – Moría, Matachindé, and The Firefly – which had a total of 744 admissions and COP 4,613,000 in box office (figures from SIREC).

* Admissions in 2016 grew by 4.48% compared to 2015, for a total of 61,437,968 admissions.

FILM ADMISSIONS PER CAPITA IN COLOMBIA

► 2007 - 2016 ◄



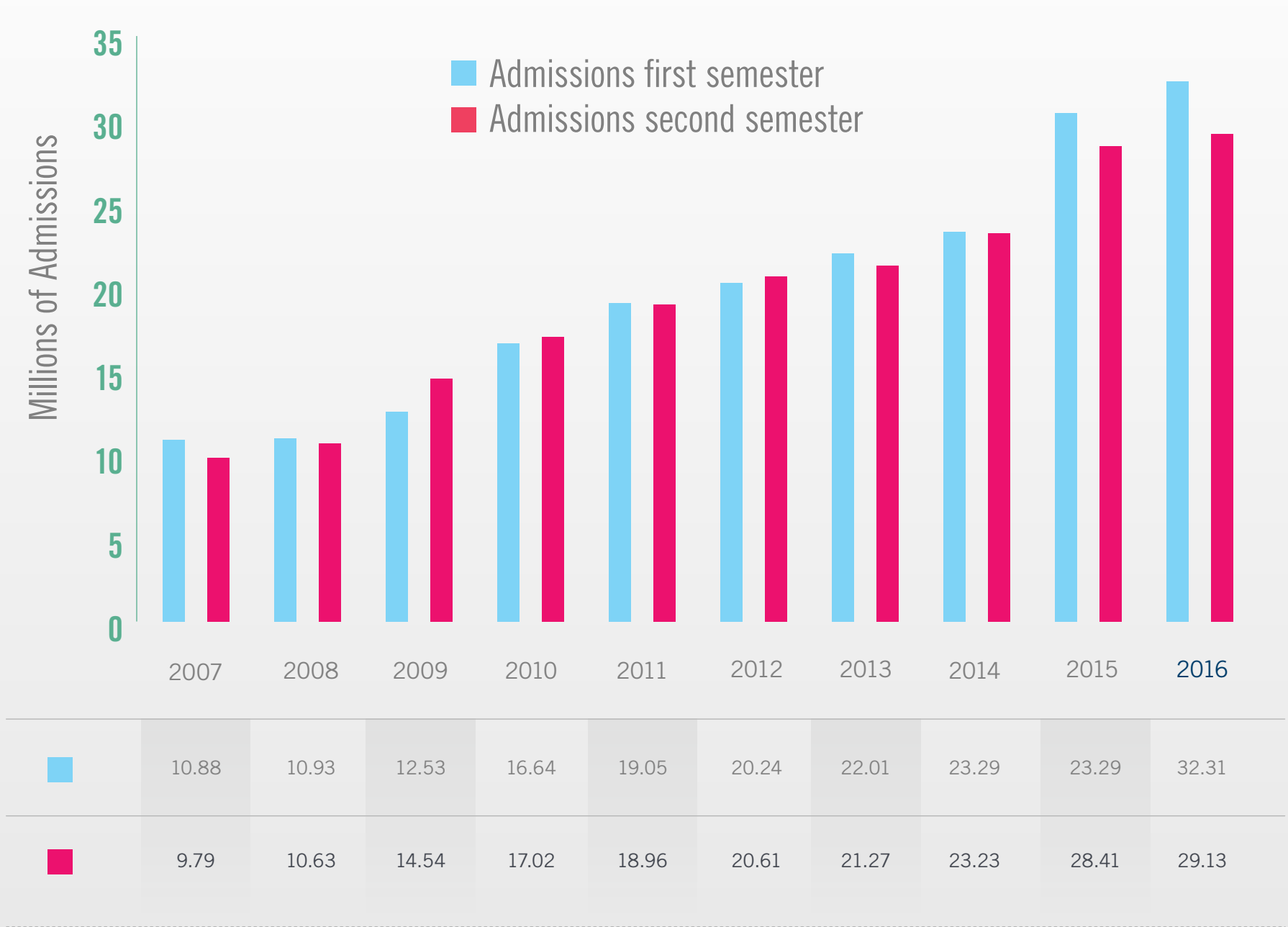
Source: Calculated by Proimágenes Colombia with figures from CADBOX property of ACDPC. Methodology by Fedesarrollo

DANE: 2016 population projection.

* In 2016, per capita admissions (admissions/inhabitants) increased by 3.31% compared to 2015.

NUMBER OF ADMISSIONS

► 2007 - 2016 ◀



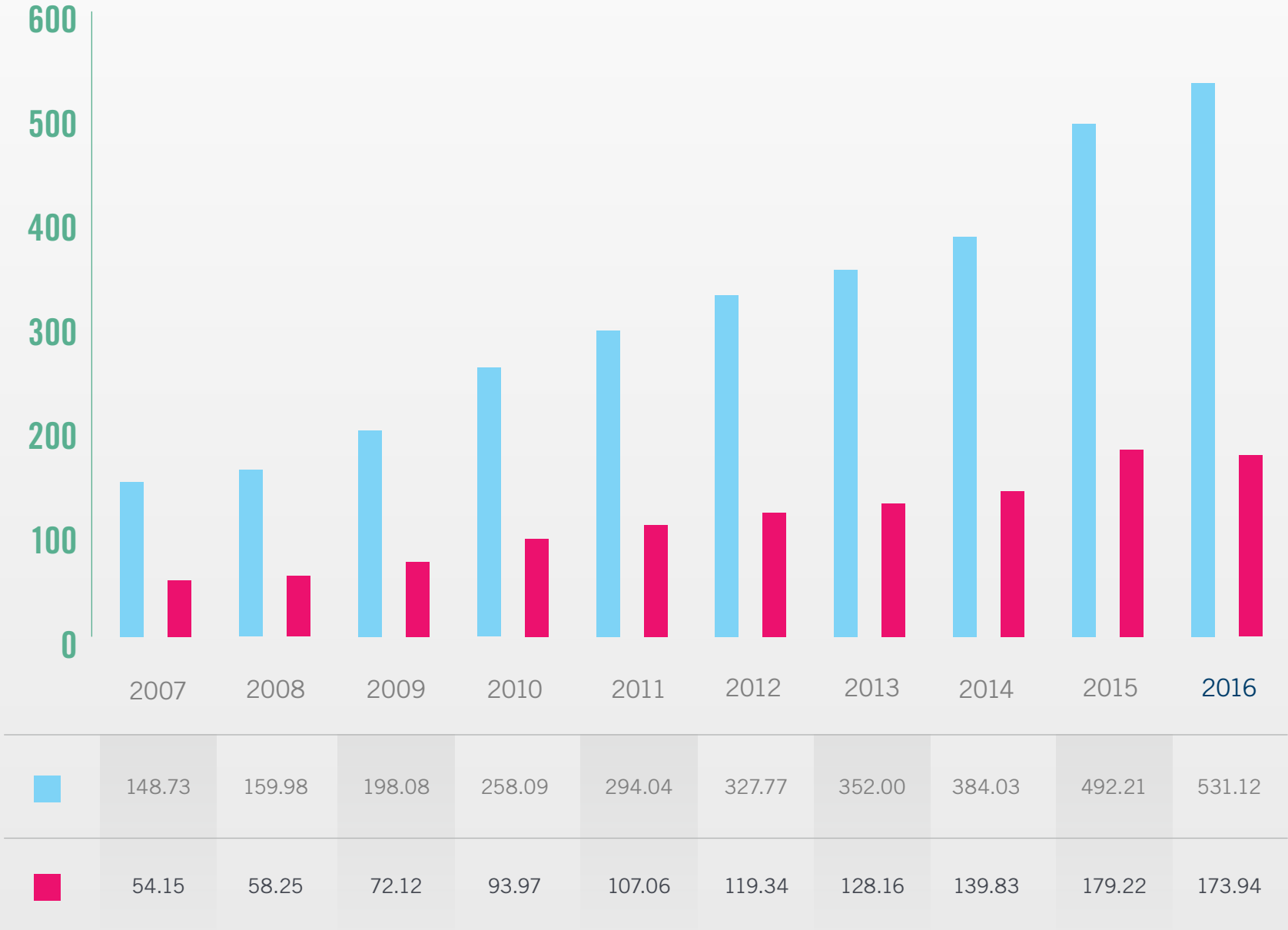
Source: Calculated by Proimágenes Colombia with figures from CADBOX property of ACDPC. Methodology by Fedesarrollo.

* Admissions increased by 6.29% in the first half of 2016 and by 2.53% in the second half of 2016, compared to the first half and second half of 2015

COLOMBIA: FILM MARKET BOX OFFICE IN PESOS / USD

▸ 2007 - 2016 ◀

■ Thousands of millions of COP
■ Millions of USD



Source: Calculated by Proimágenes Colombia with figures from CADBOX property of ACDPC. Methodology by Fedesarrollo

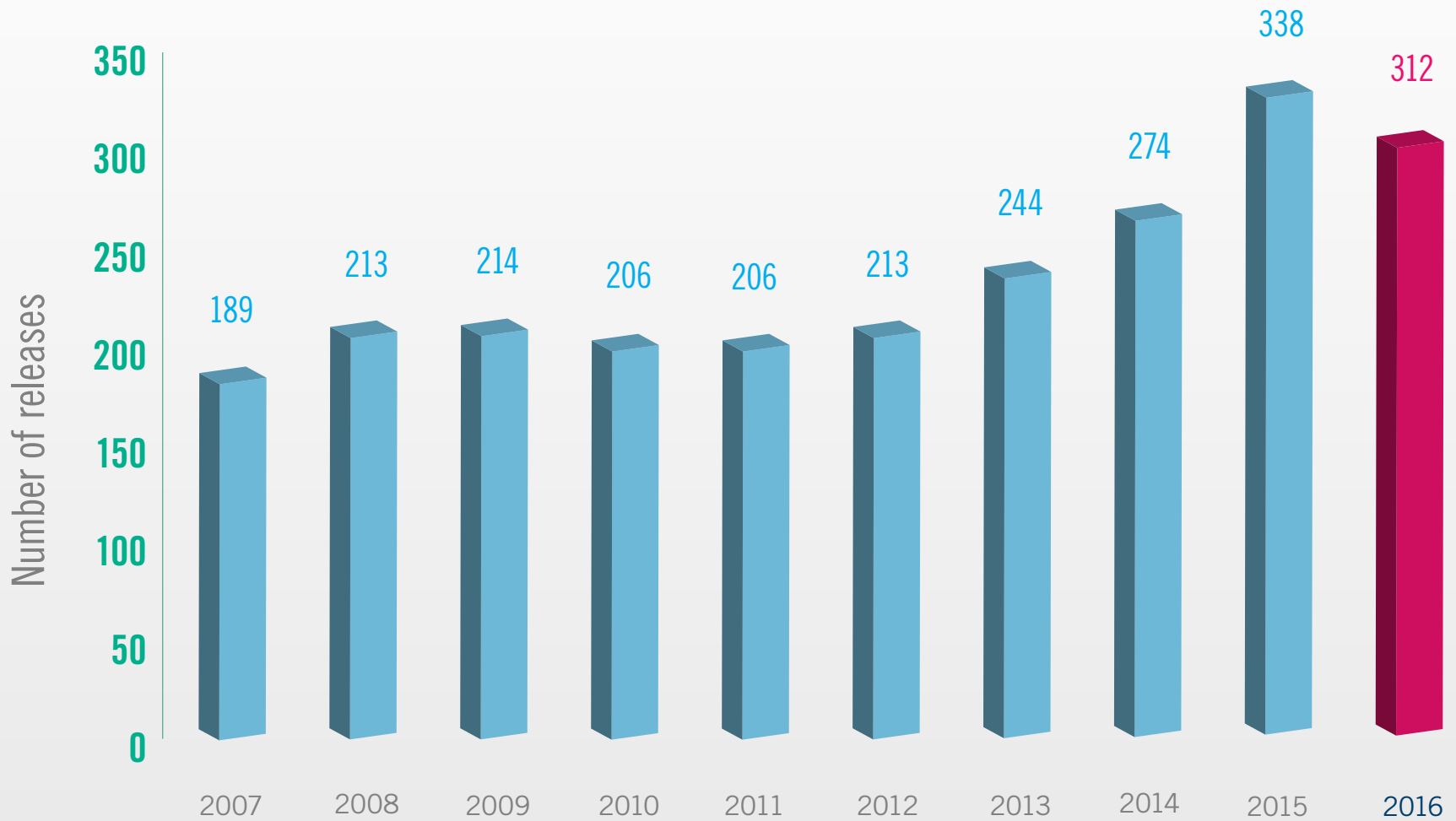
Average USD - Colombian peso exchange rate for December 2015: \$2.746,47.

Average USD - Colombian peso exchange rate for December 2016: \$3.053,42 (11,18% higher than the average rate in December 2015)

* Box office receipts in 2016 exceeded 2015 revenues by 38,912,444,533 pesos, an increase of 8%. The dollar value of box office receipts was 173,943,183, which was affected by the significant devaluation of the Colombian peso.

FILM RELEASES IN COLOMBIA

► 2007 - 2016 ◀

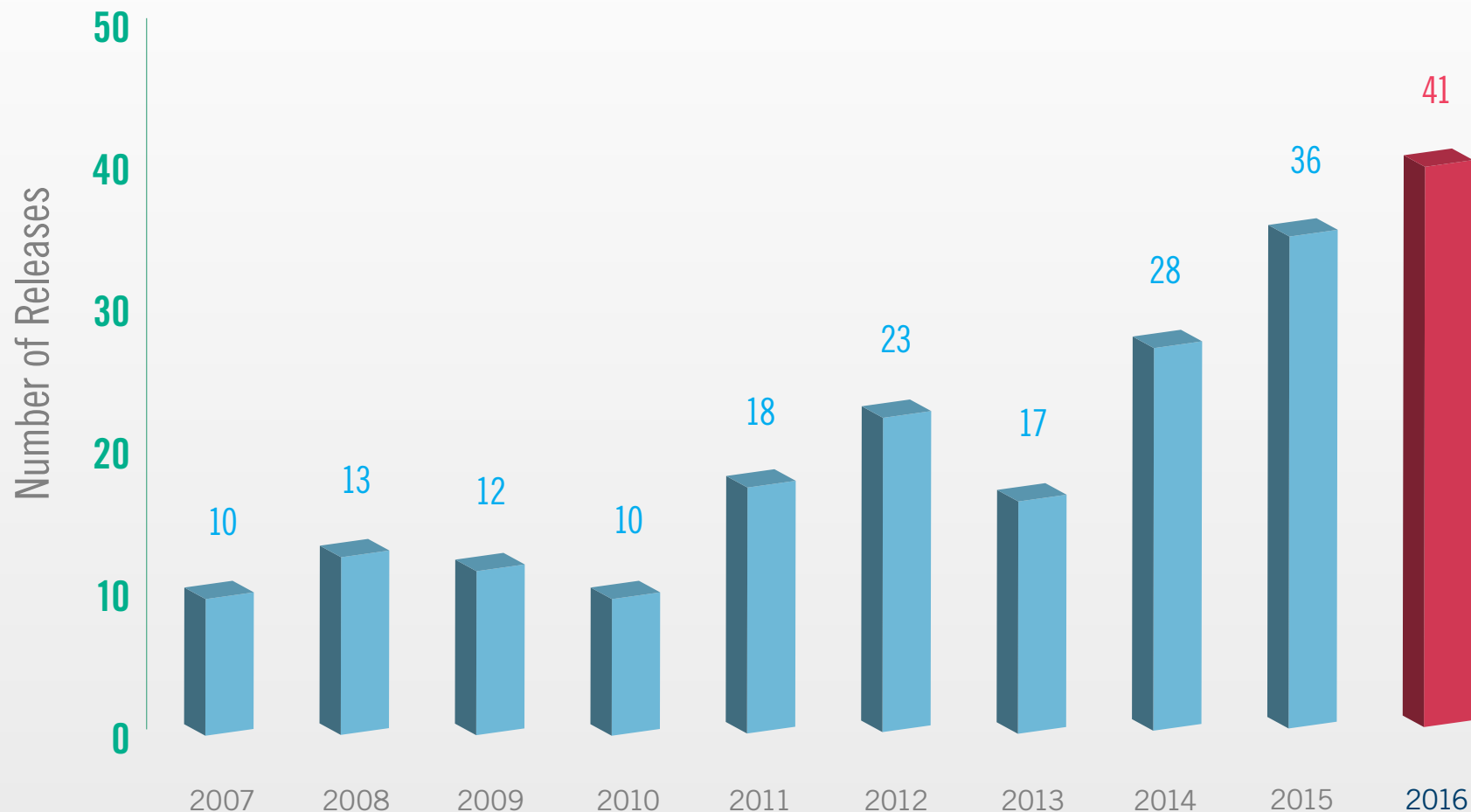


Source: Calculated by Proimágenes Colombia with figures from CADBOX property of ACDPC. Methodology by Fedesarrollo.

* In 2016, 312 films were released, 26 fewer than in 2015.

COLOMBIAN FILM RELEASES

► 2007 - 2016 ◄

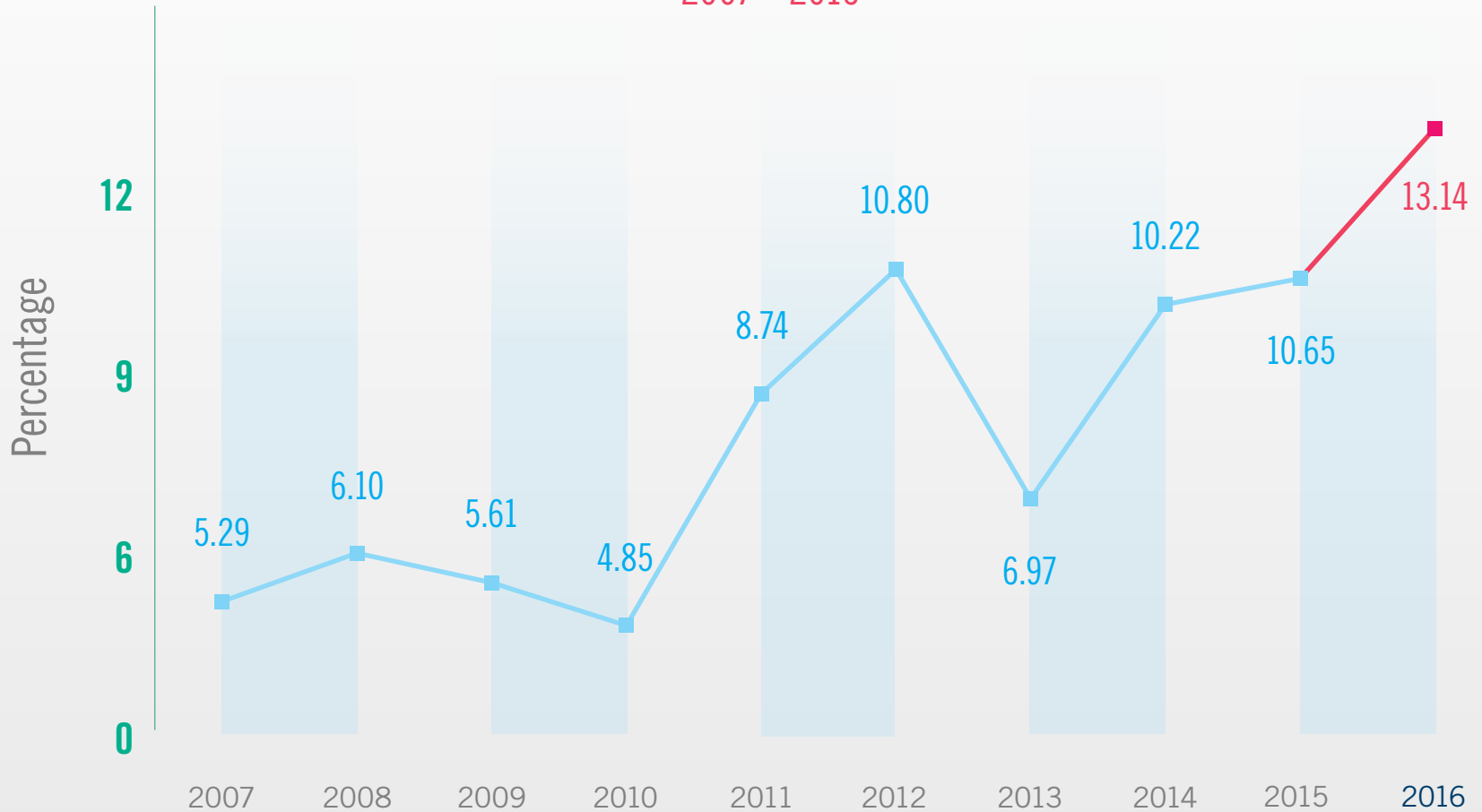


Source: Calculated by Proimágenes Colombia with figures from CADBOX (property of ACDPC). Methodology by Fedesarrollo. This information is complemented by data from SIREC on the three films screened in alternative theaters.

* In 2016, 41 Colombian films were released, 5 more than in 2015. In the first half of 2015, 19 films were released, while 22 were released in the second half of the year.

COLOMBIAN FILMS AS A PERCENTAGE OF ALL RELEASES IN COLOMBIA

► 2007 - 2016 ◀

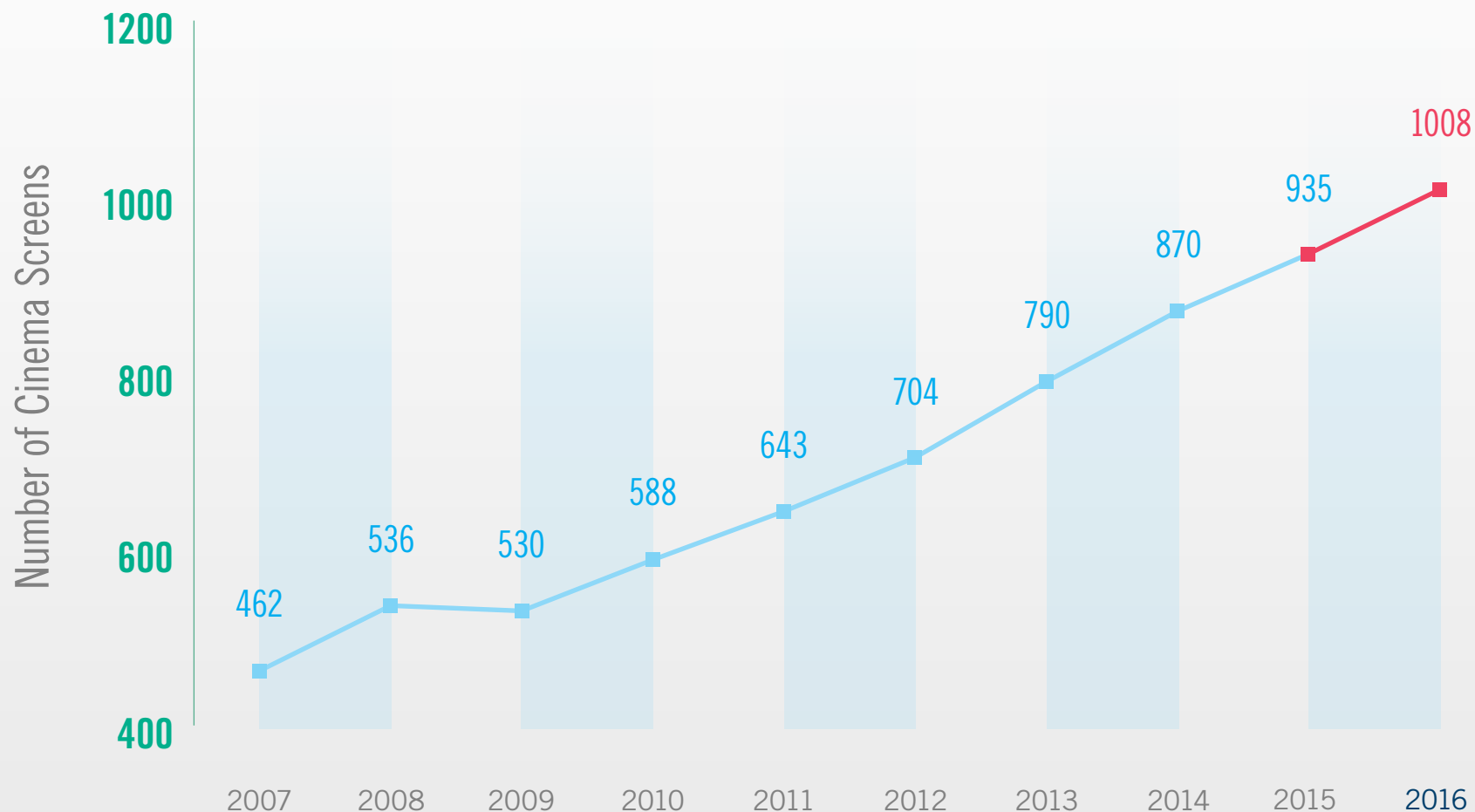


Source: Calculated by Proimágenes Colombia with figures from CADBOX property of ACDPC. Methodology by Fedesarrollo.

* In 2016, Colombian films accounted for 13.14% of the total number of releases.

CINEMA SCREENS IN COLOMBIA

► 2007 - 2016 ◀

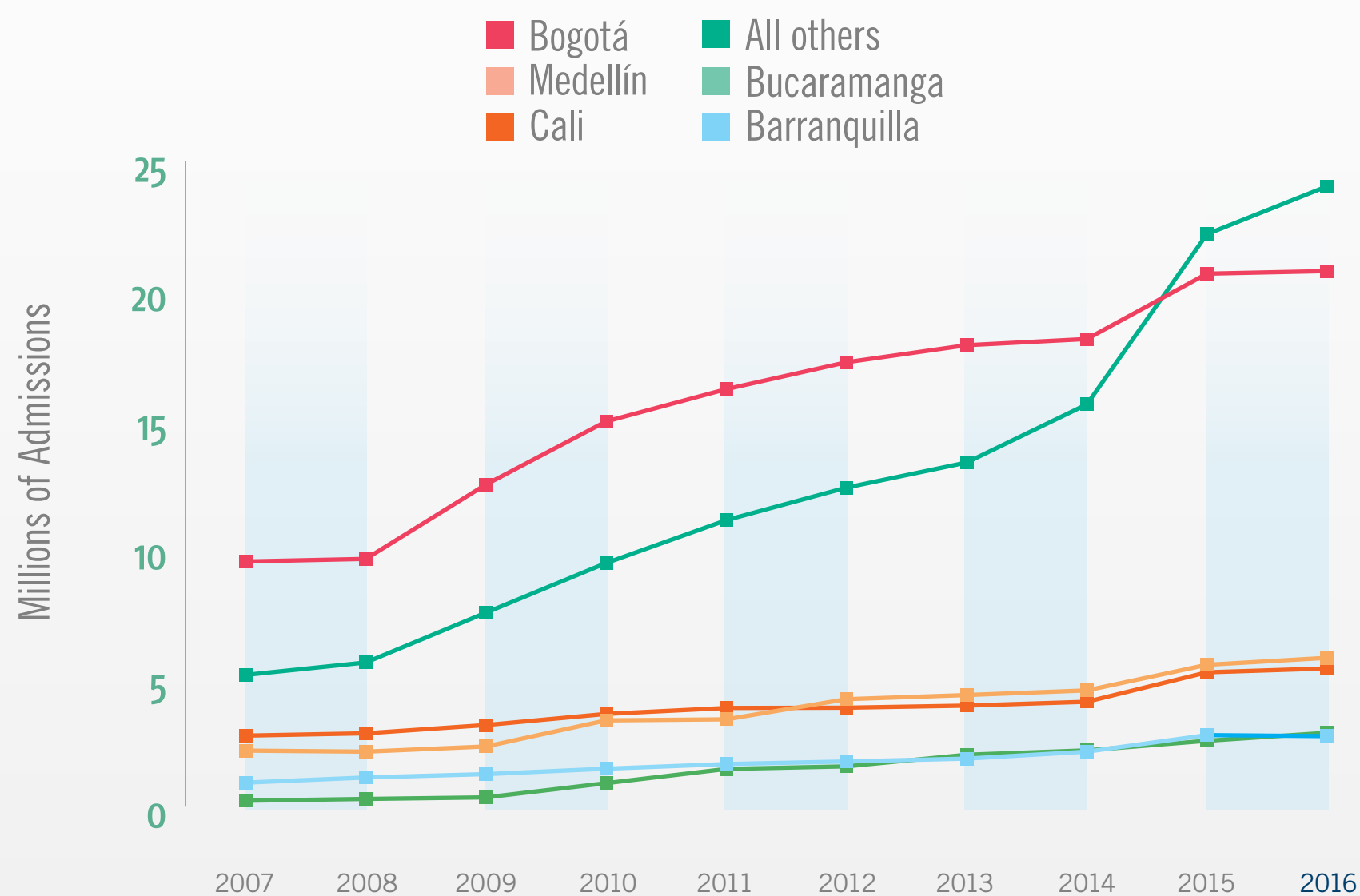


Source: Calculated by Proimágenes Colombia with figures from CADBOX property of ACDPC. Methodology by Fedesarrollo.

* The number of screens increased by 73 from 2015 to 2016.

FILM ADMISSIONS MAJOR CITIES

► 2007 - 2016 ◀



| | | | | | | | | | | |
|--------------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|
| BOGOTÁ | 9.49 | 9.59 | 12.47 | 14.91 | 16.16 | 17.20 | 17.86 | 18.10 | 20.63 | 20.73 |
| ALL OTHERS | 5.10 | 5.58 | 7.51 | 9.43 | 11.09 | 12.35 | 13.32 | 15.57 | 22.16 | 24.01 |
| CALI | 2.17 | 2.13 | 2.33 | 3.34 | 3.83 | 4.16 | 4.32 | 4.50 | 5.49 | 5.76 |
| MEDELLÍN | 2.75 | 2.84 | 3.16 | 3.59 | 3.82 | 3.83 | 3.91 | 4.06 | 5.20 | 5.35 |
| BUCARAMANGA | 0.23 | 0.30 | 0.36 | 0.91 | 1.46 | 1.56 | 2.01 | 2.18 | 2.77 | 2.86 |
| BARRANQUILLA | 0.93 | 1.13 | 1.26 | 1.47 | 1.65 | 1.75 | 1.86 | 2.13 | 2.55 | 2.73 |

Source: Calculated by Proimágenes Colombia with figures from CADBOX property of ACDPC. Methodology by Fedesarrollo.

* In 2016 film admissions increased in all cities, compared to 2015. Bogota remained in the top spot for admissions, with a total of 20,726,244. Bogota had 12 screens more in 2016 than in 2015.

* Cali was the city with the most film admissions after Bogota, with 5,758,869, followed by Medellin (5,353,326), Bucaramanga (2,859,610), and Barranquilla (2,732,683). Barranquilla had 15 new screens in 2016.

* Admissions in other cities in the country (Others) added up to 24,006,736.

* Of the five major cities, Barranquilla showed the greatest growth, with an increase in admissions of 6.98% and 15 new screens compared to the previous year.