

Cinema company receives crucial support for expansion

Cinema City found a flexible partner in TMF Group to assist its rapid growth in a new market.

About the client

Cinema City is among the leading film exhibition companies in Europe and part of Cineworld group, operating across Poland, Israel, Hungary, Czech Republic, Bulgaria, Romania and Slovakia. The company operates 102 multiplexes with 992 screens and a seating capacity of over 190,000.

Cinema City has a strong team of 160 employees with 18 staff members in Romania.

In our own words

"We entered the Romanian market in 2007 with no back office to begin with, so a professional local partner was an immediate need to handle not only the accounting aspects of the business, but also to assist with the drawing up of initial HR agreements."

"We intended to expand very quickly around the country so flexible support was really important."

"TMF Group was an obvious choice for us, as they were experts in the Romanian HR domain and had a very good reputation for high standards. Cinema City works only with companies that offer high level services."

How TMF Group helped

"Our relationship with TMF Group has changed over the years as our business has grown – we now have our own back office. But we use TMF Group's experts for assistance with monthly payroll including the preparation of payslips and returns."

"They also help us to update the electronic employee register, provide statistical reports as required and we seek the advice of their HR experts from time to time."

"We have come to trust TMF Group's services and do appreciate the personal care that Cinema City receives at all levels."

In the future

"Cinema City sees a lot more opportunity in the Romanian market. We expect to fulfil a 100% growth forecast in mid-2016 with 24 active cinemas – this being achieved in just four years and we just keep growing!"

"As Cinema City continues to expand in Romania so do our HR needs, and we do expect TMF Group will remain our preferred experts in this area."

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Yaniv Elias
CFO, Cinema City Romania

TMF Group offers the following services to Cinema City in Romania:

- Accounting
- HR and Payroll
- Statutory reporting
- Tax compliance

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