

Cinemark is now Ster-Kinekor Sales

A long-standing division of Ster-Kinekor, Cinemark has now rebranded and will be known as Ster-Kinekor Sales. Established in 1971, it has come to represent about 63% of cinema complexes.

According to Ster-Kinekor's chief of marketing and sales, Motheo Matsau, "The rebrand is the next step in a trajectory of sustainable innovation in keeping with that of the mother-brand, Ster-Kinekor Theatres."

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