

**PASSIONATELY
DELIVERING AN EXCEPTIONAL
ENTERTAINMENT
EXPERIENCE**

<p>Cineplex Values <i>Who We Are</i></p>	<p>The Cineplex Way <i>What We Do and How We Do It</i></p>
<p>Passion Integrity Community</p>	<p><i>Show We Care</i></p> <ul style="list-style-type: none"> • We provide exceptional service and deliver overall value to guests • We share responsibility for guest enjoyment and solve problems on the spot • We treat guests and fellow employees respectfully and with a genuine desire to help • We maintain a safe working environment for guests and fellow employees • We maintain high standards for legislative and financial compliance • We are a strong community partner
<p>Excellence Teamwork</p>	<p><i>Offer an Exceptional Entertainment Experience</i></p> <ul style="list-style-type: none"> • We recruit and develop people with a passion for the business • We work as a team to achieve excellent results • We share knowledge and expertise cross-functionally to learn from others • We contribute to improving processes for greater productivity • We share best practices to raise the service bar
<p>Innovation Commitment</p>	<p><i>Be the Leader in Out-of-Home and Interactive Leisure Entertainment</i></p> <ul style="list-style-type: none"> • We enhance our guest experience for their convenience and entertainment pleasure • We offer the latest exhibition technology and leading-edge entertainment complexes • We identify and implement program and technology initiatives with enthusiasm • We seek out new opportunities that complement our existing businesses • We are committed to success!

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Cineplex Values

Cineplex Values <i>Who We Are</i>	What We All Do	How Leaders Role Model It
Passion Integrity Community	Show We Care	<ul style="list-style-type: none"> • Demonstrates passion and pride for the business • Promotes and maintains effective relationships • Displays and practices honesty, integrity and professionalism • Uses corporate resources effectively and efficiently • Champions an inspiring vision of the organization's goals and values • Maintains a safe working environment for our guests and employees
Excellence Teamwork	Offer an Exceptional Entertainment Experience	<ul style="list-style-type: none"> • Identifies and actively develops current and future talent • Holds self and others accountable for deliverables and outcomes • Promotes teamwork and values cross-functional participation • Empowers and effectively coaches people • Promotes a high performance culture and celebrates success • Is seen as a strong company ambassador
Innovation Commitment	Be the Leader in Out-of-Home and Interactive Leisure Entertainment	<ul style="list-style-type: none"> • Committed to implementing enabling technologies • Embraces continuous change and initiates new ideas • Communicates key organizational information in a timely and relevant manner • Is responsible for and accountable to people, projects and systems