



## Corporate Social Responsibility

Cineplex's approach to Corporate Social Responsibility is based on three key pillars: Business Ethics and Values, Environmental Sustainability and being a good Community Partner.

### *Business Ethics and Values*

Cineplex is committed to sustainable growth and good stewardship in the communities that it serves, guided by the *Cineplex Values*, the Corporation's *Code of Business Conduct and Ethics* and its *Supplier Code of Conduct*. A copy of each of these documents can be found on the Company's corporate website.

The *Code of Business Conduct and Ethics* addresses the ethical business standards and practices for its board, leadership team, employees and contractors; each individual must read, understand and re-commit to the Code each year with training and sign-off. It outlines behaviours and practices that will ensure full compliance with laws as well as reaffirm Cineplex's commitment to integrity, honesty and respect when dealing with its team, partners, suppliers and the community.

Cineplex also values its relationships with suppliers because they help it achieve its business objectives and contribute to the overall success as a Corporation. To that end, the Corporation has adopted a *Supplier Code of Conduct*. The *Supplier Code of Conduct* sets forth the principles and ethical standards that the Corporation expects all its suppliers to work toward achieving throughout the course of its business relationship with Cineplex. It provides, among other things:

- Ethical business practices
- Responsible sourcing of its products
- Responsible subcontracting
- Responsible information security and adherence to best practices in privacy
- Maintenance of human rights and labour standards
- Provision of safe and healthy work environments
- Good stewardship

Cineplex's board, leadership team and employees across North America all work under the guidance of the *Cineplex Values* of Teamwork, Innovation and Excellence, which are closely aligned and ultimately reaffirmed by its approach to corporate governance and stewardship.

### *Environmental Sustainability*

The Corporation integrates sustainability initiatives across its ecosystem by managing its environmental footprint and demonstrating to employees, guests, partners and shareholders an ongoing commitment to a sustainable future. Cineplex is taking steps across its business through three inter-connected environmental issues: waste, energy consumption and eco-friendly materials. Generally, Cineplex works to reduce its greenhouse gas emissions, use less paper and manage its resources and waste to minimize the impact it has on the communities in which it operates. The Corporation has adopted, among other initiatives, the following:

- **Waste:** Cineplex takes steps to reduce the amount of waste generated at its theatres, location-based entertainment venues and corporate offices by increasing its landfill diversion rate and taking steps to operate more efficiently. The Corporation proudly recycles paper and plastic, participating in the GEEP E-Waste recycling national program. The Corporation also re-uses 3D glasses and ensures the safe disposal of electronic waste. Where supported by municipal waste facilities, the Corporation uses compostable packaging and separates organic waste. The end of 2020 saw the final issue of Cineplex Magazine, which we released in December. By moving away from the printed magazine, the Company, and Cineplex Media in particular, can focus on digital, scalable advertising solutions to reach their customers. By using less paper, the organization is reducing its impact on forests, all the while removing paper waste from its lifecycle.
- **Energy Efficiency:** To meet global warming targets, Canada has committed to reducing its greenhouse gas emissions and Cineplex is committed to doing its part in seeing those targets met. The Corporation has multiple programs in place, including LED lighting retrofits and building automation systems, that seek to improve the energy efficiency at all of its venues. Through efforts like maximizing its use of Forest Stewardship Council (FSC) certified paper in its popcorn bags and drink cups, Cineplex take steps to reduce the amount of greenhouse gases emitted in its operations.
- **Eco-Friendly Materials:** Cineplex prioritizes the purchasing of eco-friendly goods and services and regularly reviews the materials it uses throughout its buildings. Through efforts like ensuring the drinking straws are either paper or fully biodegradable, Cineplex strives to limit harmful chemicals in the products it uses and offers, whether it be packaging, receipts or cleaning supplies.

#### *Community Partner*

Cineplex's dedication to being a good corporate citizen and partner in the communities which it operates was made all the more evident this year, through its ongoing support of local communities across the country during the COVID-19. Even with its network of theatres and entertainment venues closed for the majority of the year, contributions were made from across the Cineplex ecosystem, including support for local initiatives, regional activations that assist communities in times of need, and support for the Canadian entertainment and media industries.

- **Charitable Activities:** Cineplex, its employees and partners have helped contribute tens of millions of dollars through a variety of partnerships with non-profit charity organizations across Canada, including worthy organizations like the Boys and Girls Clubs of Canada. In 2020, in lieu of hosting its annual Community Day fundraiser – which traditionally welcomes guests across Canada into its theatres for a morning of free movies – Cineplex took a different approach to give back. The Company, and its employees, raised money for Food Banks Canada by donating \$1 from every transaction on Cineplex Store, as well as food delivery through SkipTheDishes and UberEats in December.
- **Local Community Support:** Cineplex employees across the country have their finger on the pulse on their communities and regularly support local events to benefit the neighbourhoods in which it operates. When disaster strikes, Cineplex has a long history of helping Canadian communities when they need it most. In addition to using corporate resources for communities in need, the Corporation has also leveraged its network of theatres and offices to help fundraise for Canadian Red Cross.
- **Industry Support:** Cineplex has a long history of supporting the Canadian entertainment and media industries. While many of the country's film festivals were postponed in 2020 because of

COVID-19 pandemic, the Corporation traditionally supports upwards of 35 film festivals every year from Newfoundland to British Columbia. These festivals range in size from local community events like the *Whistler Film Festival* or *Cinefest Sudbury*, to week-long celebrations of film like the world-class *Toronto International Film Festival*. Cineplex also proudly supports the Canadian Film Centre, Academy of Canadian Cinema and Television, Hot Docs, Reel Canada, Canada's Walk of Fame, First Weekend Club, Canadian Picture Pioneers and the Scotiabank Giller Prize.

- **Inclusivity and Diversity:** In addition to inclusive hiring practices across the Cineplex ecosystem and being a leader in spearheading employment opportunities for individuals with special needs, the Cineplex leadership team participates in comprehensive inclusivity and diversity training and makes regular training courses available to employees interested in learning. Under the guidance of Cineplex's cross-functional Inclusivity Committee, the Corporation has been recognized for its initiatives in diversity and inclusion both with its employee contingent as well as with its guests.

Cineplex has a history of supporting Canada's Black storytellers through initiatives like the Reelworld Film Festival and in 2020, it reaffirmed that commitment through being one of the first companies to sign the Black North Pledge. In response to the social justice movement in North America, the Company also launched its 'Understanding Black Stories' collection on the Cineplex Store in June. Launched to inform and empower Canadians through film, the collection of 45 titles was specially curated to elevate Black filmmakers and artists and were made available for the first month to stream on the Cineplex Store for free. In 30 days, the 'Understanding Black Stories' collection attracted nearly 44,000 unique customers.

The Corporation was an early adopter to sign the Catalyst Accord and is a proud member of the international Catalyst-affiliated "30% Club." The Corporation has a *Board Diversity Policy* as well as an overall corporate *Diversity Policy* for employment across its businesses, both of which are available on the corporate website. While the diversity policies do not have any set targets regarding the representation of women or other minorities in management appointments, Cineplex, the Board and the Compensation, Nominating and Corporate Governance Committee consider the level of representation of women and diversity of the Board and in management when making those appointments. At present, 30% of the Corporation's Board of Directors identify as women and 40% identify as ethnic minorities, including the Corporation's Chief Executive Officer. Of the 54 members of senior management (Vice-Presidents and above), 11 (or 28%) of those identify as women and six identify as visible minorities.

- **Accessibility:** The Corporation strives to make its offices, theatres and location-based entertainment venues accessible to everyone, whether it be a guest, employee or partner. This commitment is, first and foremost, about doing the right thing – and Cineplex is proud of its position as a Canadian retail leader in accessibility. The Corporation offers programs that accommodate guests who are deaf, deafened, hard of hearing, visually impaired or live with physical or mobility challenges. Cineplex is a founding partner of and proud participant in the 'Access 2' program, administered by Easter Seals Canada, providing free or significantly reduced admission to support persons accompanying a person with a disability. The Corporation is proud to have been recognized by the Canadian Foundation for Physically Disabled Persons for its work in supporting Canadians with disabilities. In partnership with Autism Speaks Canada, Cineplex presents Sensory Friendly Screenings, providing a sensory-friendly environment for individuals with autism spectrum disorder or sensory-sensitivities and their families to view new release films in theatres across the country.

- **Award-Winning Culture:** Guided by the *Cineplex Values* of Teamwork, Innovation and Excellence, Cineplex believes in the power of working together and recognizes that its employees are its greatest asset. In 2018 and 2019, Cineplex was proudly named one of Canada's Most Admired Corporate Cultures by Waterstone Human Capital for the third time, each honour being for a three-year term. Announced annually, the program celebrates organizations across four categories that have cultures that drive performance and contribute to the bottom line. Cineplex was recognized for its dedication to employee engagement initiatives, passion for the community and strong leadership.

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