



**FOR IMMEDIATE RELEASE**

## **Cineplex Completes Sale of Cineplex Digital Media**

**Transaction Unlocks Value for Shareholders and Retains Exclusive Advertising Sales Agency Relationship for Digital-Out-of-Home Networks**

TORONTO, ON, November 7, 2025 (TSX: CGX) – Cineplex Inc., Canada’s leading entertainment and media company has completed the previously announced sale of its digital place-based media division, Cineplex Digital Media (“CDM”), to Creative Realities, Inc. (“CRI”), a U.S.-based digital signage solutions and experiences company.

CRI acquired all issued and outstanding common shares of CDM for a total purchase price of \$70 million in cash, subject to customary post-closing adjustments. As previously disclosed, Cineplex Media entered into a long-term agreement to continue as CDM’s exclusive advertising sales agent for CDM operated digital-out-of-home networks across Canada.

The Company will present CDM as discontinued operations on a retrospective basis for all reporting periods up to the closing date.

-30-

### **About Cineplex**

Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. Cineplex offers a unique escape from the everyday to millions of guests through its circuit of 171 movie theatres and location-based entertainment venues. In addition to being Canada’s largest and most innovative film exhibitor, the company operates Canada’s favourite destination for ‘Eats & Entertainment’ (The Rec Room), complexes specially designed for teens and families (Playdium), and an entertainment concept that brings movies, amusement gaming, dining, and live performances together under one roof (Cineplex Junxion). It also operates successful businesses in cinema media (Cineplex Media), alternative programming (Cineplex Events) and motion picture distribution (Cineplex Pictures). Providing even more value for its guests, Cineplex is a partner in Scene+, Canada’s largest entertainment and lifestyle loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs over 10,000 people in its offices and venues across Canada. To learn more, visit [Cineplex.com](https://www.cineplex.com).

### **Caution Regarding Forward-Looking Statements**

Certain statements and/or information in this news release (identified by words such as “may”, “will”, “could”, “should”, “would”, “suspect”, “outlook”, “believe”, “plan”, “anticipate”, “estimate”, “expect”, “intend”, “forecast”, “objective” and “continue” (or the negative thereof)), and words and expressions of similar import, and similar expressions suggesting future events or future performance are intended to identify forward-looking statements. Such forward-looking statements are based on expectations and assumptions made by Cineplex and are subject to risks and uncertainties which may be beyond Cineplex’s control. A comprehensive discussion of risks that may impact Cineplex can be found in Cineplex’s public reports and filings, including those described in Cineplex’s Annual Information Form (“AIF”) and Management’s Discussion and Analysis (“Annual MD&A”) for the year ended December 31, 2024, which are both available under the Company’s profile on Sedar+ ([www.sedarplus.ca](http://www.sedarplus.ca)). The factors specified in Cineplex’s public reports and filings, that may affect future operations and results, is not exhaustive. As a result of the foregoing, readers should not place undue reliance on the forward-looking information contained in this news release concerning the timing or benefits of the Transaction. Readers are cautioned that undue reliance should not be placed on forward-looking statements as actual operations and results may vary materially from the beliefs, plans, objectives, expectations, anticipations, estimates and intentions expressed in such forward-looking statements. Cineplex does not undertake to update, correct or revise any forward-looking statements as a result of any new information, future events or otherwise, except as may be required by applicable law.

#### **Investors:**

Rayhan Azmat

Vice President, Investor Relations, Corporate Development & Financial Planning and Analysis

[InvestorRelations@cineplex.com](mailto:InvestorRelations@cineplex.com)

#### **Media:**

Michelle Saba, CPIR

Vice President, Communications, Cineplex

[PressRoom@Cineplex.com](mailto:PressRoom@Cineplex.com)