

Cineplex Inc.

Management's Discussion and Analysis

MANAGEMENT'S DISCUSSION AND ANALYSIS

May 8, 2026

The following management's discussion and analysis ("MD&A") of Cineplex Inc.'s ("Cineplex") financial condition and results of operations should be read together with the consolidated financial statements and related notes (see Section 1, Overview of Cineplex). These financial statements, presented in Canadian dollars, were prepared in accordance with International Financial Reporting Standards ("IFRS") applicable to the preparation of interim financial statements, including International Accounting Standard ("IAS") 34, Interim Financial Reporting.

Unless otherwise specified, all information in this MD&A is as of March 31, 2026 and all amounts are in Canadian dollars.

MANAGEMENT'S DISCUSSION AND ANALYSIS CONTENTS

Section	Contents	Page
1	Overview of Cineplex	3
2	Business strategy	7
3	Overview of operations	8
4	Results of operations	12
5	Balance sheets	27
6	Liquidity and capital resources	29
7	Adjusted free cash flow and dividends	36
8	Share activity	36
9	Seasonality and quarterly results	39
10	Related party transactions	41
11	Material accounting judgments and estimation uncertainties	42
12	Accounting policies	43
13	Risks and uncertainties	44
14	Controls and procedures	44
15	Outlook	44
16	Non-GAAP and other financial measures	48

Cineplex Inc.

Management's Discussion and Analysis

Non-GAAP and Other Financial Measures

Cineplex reports on certain non-GAAP measures, non-GAAP ratios, supplementary financial measures, and total segment measures that are used by management to evaluate Cineplex's performance. In addition, non-GAAP measures are used in assessing compliance with debt covenants. Non-GAAP measures do not have a standardized meaning under GAAP and may not be comparable to similar measures provided by other issuers. Cineplex includes these measures because management believes that they assist investors in assessing financial performance. The definition, calculation and reconciliation of non-GAAP measures are provided in Section 16 Non-GAAP and other financial measures.

Forward-Looking Statements

Certain information included in this MD&A contains forward-looking statements within the meaning of applicable securities laws. These forward-looking statements include, among others, statements with respect to Cineplex's objectives and goals, and the strategies to achieve these objectives and goals, as well as statements with respect to Cineplex's beliefs, plans, objectives, expectations, anticipations, estimates and intentions. The words "may", "will", "could", "should", "would", "suspect", "outlook", "believe", "plan", "anticipate", "estimate", "expect", "intend", "forecast", "objective" and "continue" (or the negatives thereof), and words and expressions of similar import, are intended to identify forward-looking statements.

By their very nature, forward-looking statements involve inherent risks and uncertainties, including those described in Cineplex's Annual Information Form ("AIF") and in Cineplex's management's discussion and analysis for the year ended December 31, 2025 (the "Annual MD&A") and in this MD&A. These risks and uncertainties, both general and specific, give rise to the possibility that predictions, forecasts, projections and other forward-looking statements will not be achieved.

Certain material factors or assumptions are applied in making forward-looking statements and actual results may differ materially from those expressed or implied in such statements. Cineplex cautions readers not to place undue reliance on these statements as a number of important factors, many of which are beyond Cineplex's control, could cause actual results to differ materially from the beliefs, plans, objectives, expectations, anticipations, estimates and intentions expressed in such forward-looking statements. These factors include, but are not limited to, Cineplex's expectations with respect to liquidity and capital expenditures, including its ability to meet its ongoing capital, operating and other obligations, and anticipated needs for, and sources of, funds; Cineplex's ability to execute cost-cutting and revenue enhancement initiatives in response to adverse economic conditions; competition from alternative forms of entertainment and content delivery via streaming and other formats; any acquisition of a motion picture distributor which may reduce the amount onscreen content; any reduction in the length of theatrical release windows; the impacts of any pandemic, epidemic, natural disaster, governmental restrictions, strikes or the inability to procure materials and supplies; information concerning future purchases of Common Shares under Cineplex's normal course issuer bid; the outcome of the litigation with respect to Cineplex's online booking fee (described in further detail in the Annual MD&A); and risks generally encountered in the relevant industry, competition, customer, legal, taxation and accounting matters.

The foregoing list of factors that may affect future results is not exhaustive. When reviewing Cineplex's forward-looking statements, readers should carefully consider the foregoing factors and other uncertainties and potential events, including possible consequences of future epidemics, pandemics or changes in political or economic conditions. Additional information about factors that may cause actual results to differ materially from expectations and about material factors or assumptions applied in making forward-looking statements may be found in the "Risks and Uncertainties" section of the Annual MD&A.

Cineplex does not undertake to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable Canadian securities law. Additionally, Cineplex undertakes no obligation to comment on analyses, expectations or statements made by third parties in respect of Cineplex, its financial or operating results or its securities. All forward-looking statements in this MD&A are made as of the date hereof and are qualified by these cautionary statements. Additional information, including Cineplex's AIF and Annual MD&A, can be found on SEDAR+ at www.sedarplus.ca.

Cineplex Inc.

Management's Discussion and Analysis

1. OVERVIEW OF 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 169 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.

As of March 31, 2026, Cineplex owned, leased or had a joint venture interest in 1,600 screens in 153 theatres from coast to coast as well as 16 location-based entertainment venues in seven provinces.

Cineplex									
Theatre locations and screens at March 31, 2026									
Province	Locations (i)	Screens	UltraAVX	IMAX Screens (ii)	VIP Auditoriums	D-BOX Auditoriums	Recliner Auditoriums	Other Screens (iii)	
Ontario	65	704	43	14	48	48	116	14	
Quebec	18	218	10	3	9	10	22	4	
British Columbia	23	232	15	5	20	15	43	4	
Alberta	18	195	19	3	16	16	93	7	
Nova Scotia	9	80	1	1	—	2	—	1	
Saskatchewan	6	54	5	—	3	4	18	1	
Manitoba	5	49	3	1	3	4	16	1	
New Brunswick	5	41	2	1	—	2	10	—	
Newfoundland & Labrador	2	14	—	1	—	1	—	—	
Prince Edward Island	2	13	—	—	—	1	—	—	
TOTALS	153	1,600	98	29	99	103	318	32	
Percentage of screens			6 %	2 %	6 %	6 %	20 %	2 %	
(i) Includes <i>Junxion</i> theatres in Manitoba and Ontario.									
(ii) All IMAX screens are 3D enabled. Total 3D screens including IMAX screens are 815 screens or 51% of the circuit.									
(iii) Other screens includes 7 4DX screens, 5 <i>Cineplex Clubhouse</i> screens and 20 ScreenX screens.									

Cineplex - Theatres, screens and premium offerings in the last eight quarters								
	2026	2025				2024		
	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2
Theatres	153	154	155	155	156	156	155	156
Screens	1,600	1,606	1,607	1,607	1,617	1,617	1,612	1,618
UltraAVX Screens	98	98	96	96	96	96	97	97
IMAX Screens	29	29	29	29	29	29	27	27
VIP Auditoriums	99	99	99	99	99	99	99	99
D-BOX Auditoriums	103	103	102	102	101	101	102	102
Recliner Auditoriums	318	318	316	316	316	315	309	306
Other Screens	32	32	32	32	32	32	30	29

Cineplex Inc.

Management's Discussion and Analysis

Cineplex - LBE - at March 31, 2026 and 2025 Province	2026		2025	
	<i>The Rec Room</i>	<i>Playdium</i>	<i>The Rec Room</i>	<i>Playdium</i>
Ontario	4	3	4	3
Quebec	1	—	1	—
Alberta	3	—	3	—
Manitoba	1	—	1	—
Newfoundland & Labrador	1	—	1	—
British Columbia	2	—	2	—
Nova Scotia	—	1	—	1
TOTALS	12	4	12	4

Sale of Cineplex digital place-based media business

On October 16, 2025, Cineplex Entertainment Limited Partnership (“CELP”) announced that it had entered into a definitive agreement to sell 100% of the issued and outstanding shares of DDC Group International Inc., which operates the digital place-based media division through its wholly owned subsidiary, Cineplex Digital Media Inc. (“CDM”), for cash proceeds of \$70.0 million subject to customary post-closing adjustments (the “CDM Sale Transaction”). The CDM Sale Transaction closed on November 7, 2025. The proceeds from the CDM Sale Transaction will be used for share repurchases under Cineplex’s normal course issuer bid announced on August 22, 2025 (the “NCIB”), debt reduction and for general corporate purposes, subject to certain restrictions under Cineplex’s current debt agreements (see Section 6.4 Long-term debt). As part of the CDM Sale Transaction, Cineplex has entered into a five-year agreement to continue as CDM's exclusive advertising sales agent for CDM operated digital-out-of-home networks across Canada. Cineplex recognized a gain of \$3.3 million, net of income taxes in connection with the sale of CDM during the fourth quarter of 2025.

Competition Tribunal Administrative Monetary Penalty

On September 23, 2024, the Competition Tribunal ordered Cineplex to pay an administrative monetary penalty and costs of \$39.2 million. The amount is presented separately on the statement of operations and balance sheet.

On October 23, 2024, Cineplex filed its Notice of Appeal with the Federal Court of Appeal and, with the Competition Bureau’s consent, was granted a stay regarding payment of the Competition Tribunal’s \$39.2 million administrative monetary penalty pending the Federal Court of Appeal’s decision. The appeal was heard on October 8, 2025.

On January 23, 2026, the Federal Court of Appeal upheld the decision of the Competition Tribunal, including the \$39.2 million administrative monetary penalty and costs. On March 23, 2026, Cineplex filed its application seeking leave to appeal to the Supreme Court of Canada and, with the Competition Bureau’s consent, was granted an interim stay regarding payment of the administrative monetary penalty and costs pending the Supreme Court of Canada’s decision on Cineplex’s application seeking leave to appeal.

The order and Cineplex’s response are discussed in more detail in Section 13 Risks and uncertainties.

Cineplex Inc.

Management's Discussion and Analysis

1.2 FINANCIAL HIGHLIGHTS

Financial highlights	First Quarter		
	2026	2025 (Section 1) (i)	Change (ii)
(in thousands of dollars, except theatre attendance in thousands of patrons and per share and per patron amounts)			
Total revenues	\$ 290,983	\$ 251,723	15.6%
Theatre attendance	9,842	8,392	17.3%
Net loss from continuing operations	\$ (22,389)	\$ (35,130)	-36.3%
Net income from discontinued operations, including gain on disposition	\$ —	\$ (1,485)	-100.0%
Net loss	\$ (22,389)	\$ (36,615)	-38.9%
Cash used in continuing operating activities	\$ (14,762)	\$ (28,707)	-48.6%
Box office revenues per patron ("BPP") (iii)	\$ 12.94	\$ 12.14	6.6%
Concession revenues per patron ("CPP") (iii)	\$ 9.54	\$ 9.13	4.5%
Adjusted EBITDA (iv)	\$ 44,718	\$ 29,909	49.5%
Adjusted EBITDAaL (iv)	\$ 4,124	\$ (10,718)	NM
Adjusted EBITDAaL from discontinued operations (iv)	\$ —	\$ (94)	-100.0%
Adjusted EBITDAaL including discontinued operations (iv)	\$ 4,124	\$ (10,812)	NM
Adjusted EBITDAaL margin from continuing operations (v)	1.4 %	(4.3)%	5.7%
Adjusted free cash flow (iv)	\$ (8,845)	\$ (25,605)	-65.5%
Adjusted free cash flow per share (v)	\$ (0.140)	\$ (0.404)	-65.3%
Loss per share from continuing operations - basic	\$ (0.36)	\$ (0.56)	-35.7%
Earnings per share from discontinued operations - basic	\$ —	\$ (0.02)	-100.0%
Loss per share - basic	\$ (0.36)	\$ (0.58)	-37.9%
Loss per share from continuing operations - diluted	\$ (0.36)	\$ (0.56)	-35.7%
Earnings per share from discontinued operations - diluted	\$ —	\$ (0.02)	-100.0%
Loss per share - diluted	\$ (0.36)	\$ (0.58)	-37.9%
(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			
(ii) Throughout this MD&A, changes in percentage amounts are calculated as 2026 value less 2025 value.			
(iii) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.			
(iv) Represents a non-GAAP financial measure. See Section 16 Non-GAAP and other financial measures.			
(v) Represents a non-GAAP ratio. See Section 16 Non-GAAP and other financial measures.			

Total revenues for the first quarter of 2026 increased by 15.6%, or \$39.3 million to \$291.0 million, compared to Cineplex's revenues in the first quarter of 2025 primarily due to an increase in attendance.

Adjusted EBITDAaL for the first quarter of 2026 increased by \$14.8 million to \$4.1 million, compared to a \$10.7 million loss in the prior year. This increase is primarily driven by an increase in attendance.

Cineplex Inc.

Management's Discussion and Analysis

1.3 KEY DEVELOPMENTS IN THE FIRST QUARTER OF 2026

The following describes certain key business initiatives undertaken and results achieved during 2026 in each of Cineplex's core business areas:

FILM ENTERTAINMENT AND CONTENT

Theatre Exhibition

- Reported first quarter box office revenues of \$127.4 million, an increase of \$25.5 million or 25.0% from \$101.9 million in the prior year. The increase is due to a 17.3% increase in attendance compared to the prior year.
- Reported a first quarter record BPP of \$12.94, an increase of \$0.80 or 6.6% compared to the prior year of \$12.14.
- Closed one location as part of Cineplex's portfolio optimization and rationalization strategy.
- Every Tuesday from January 10, 2026 to February 24, 2026, Cineplex offered general admission movie tickets and a small bag of popcorn for \$5 each, plus tax, in order to drive incremental attendance.

Theatre Food Service and Other

- Reported first quarter theatre food service revenues of \$93.9 million, an increase of \$17.3 million or 22.5% compared to the prior year, primarily due to a 17.3% increase in theatre attendance.
- Reported a first quarter record CPP of \$9.54, an increase of \$0.41 or 4.5% compared to the prior year, primarily due to an increase in purchase incidence.
- Cineplex expanded merchandise sales through online channels with the launch of the online merchandise store on the Cineplex website, offering limited-edition popcorn buckets and other branded merchandise.

Alternative Programming and Distribution

- Cineplex Pictures (Cineplex's distribution business) distributed *The Housemaid*, *Charlie The Wonderdog*, *The Strangers - Chapter 3*, and *I Can Only Imagine 2* during the first quarter.
- Continued its leadership position in alternative programming, with international films accounting for 13.0% of first quarter box office revenues, compared to a 5.2% share across North America. Strong performing titles included *Dhurandhar The Revenge* (Hindi), which became the highest-grossing Hindi language film in North America and in Cineplex's history, *Border 2* (Hindi), and *Back to the Past* (Cantonese).
- Event Cinema programming featured a variety of successful initiatives, highlighted by concert events such as *Stray Kids: The dominATE Experience* and *Twenty One Pilots: More Than We Ever Imagined*, presentations of classic anime titles like *Kiki's Delivery Service*, which was presented exclusively in IMAX, and The Metropolitan Opera performances, including *I Puritani*.

CINEMA MEDIA

- Reported first quarter cinema media revenues of \$13.9 million, a decrease of \$3.2 million or 18.9% from the prior year.
- Expanded representation through advertising sales provided to other theatre exhibitors, including Landmark Cinemas beginning in January 2026.

LOCATION-BASED ENTERTAINMENT

- Reported first quarter revenues of \$35.0 million, a decrease of \$3.1 million or 8.1% compared to the prior year.
- Reported first quarter adjusted store level EBITDAaL of \$8.8 million, a decrease of \$1.0 million or 10.6% compared to the prior year.

Cineplex Inc.

Management's Discussion and Analysis

LOYALTY

- Membership in the Scene+ loyalty program was over 15 million members as at March 31, 2026.
- On January 26, 2026, Scene+ announced a partnership with Shell Canada, giving members even more everyday ways to earn and redeem points. The partnership launched in Alberta on March 3, 2026, with a nationwide rollout on May 26, 2026.

CORPORATE

- Cineplex repurchased for cancellation 463,506 common shares of Cineplex ("Common Shares") for an aggregate purchase price of \$5.0 million under its NCIB through March 31, 2026.
- Celebrated National Popcorn Day from January 16, 2026 to January 19, 2026 by treating Scene+ members nationwide to a free bag of popcorn.
- During the first quarter, Ellis Jacob, President and CEO, was named a recipient of the Legend of Cinema Award by Cinema United, recognizing his decades-long leadership and contributions to the global theatrical exhibition industry.
- In March 2026, Cineplex amended its 2024 Credit Agreement to extend the maturity date from March 4, 2027 to either September 18, 2028 (if the existing Notes Payable due March 31, 2029 have not been repaid, redeemed, or refinanced in full) or March 18, 2029. For more information, see Section 6.4 Long-term debt.
- Sean McGuckin, former Group Head and CFO of Scotiabank, was appointed to Cineplex's Board of Directors on February 10, 2026.

2. CINEPLEX'S BUSINESS AND STRATEGY

Cineplex's mission statement is "Passionately delivering exceptional experiences." All of Cineplex's efforts are focused on this mission and its goal to consistently provide guests and customers with exceptional experiences.

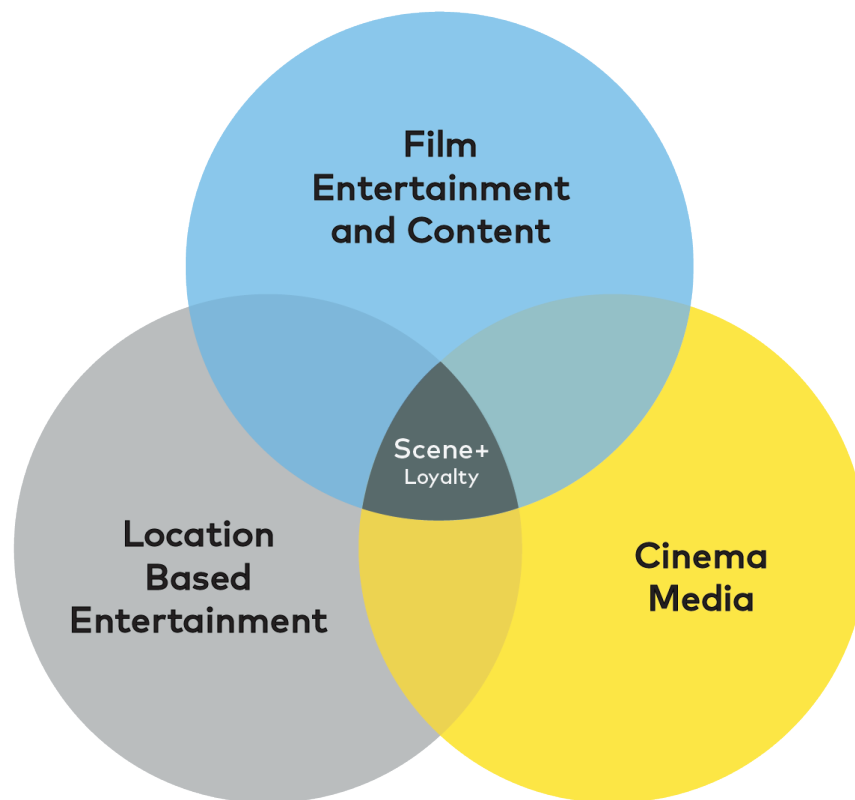
Cineplex's current operations are primarily conducted in three main areas: film entertainment and content, media, and location-based entertainment, all supported by the Scene+ loyalty program.

Cineplex's key strategic areas of focus include:

- Strengthening Cineplex's position as a leading entertainment company in Canada;
- Driving growth in its Cinema Media business for Cineplex owned assets and represented networks;
- Developing and scaling amusement and leisure concepts through its Location Based Entertainment brands and theatre locations;
- Driving value within businesses by leveraging opportunities to optimize value, realize synergies and implement customer-centric technology, while also leveraging its loyalty and data platforms across Cineplex's ecosystems; and
- Maintaining a disciplined approach to growth and capital allocation aligned with Cineplex's core strengths.

Cineplex uses the Scene+ loyalty program and database as a strategic asset to link these areas of focus and drive customer acquisition and spending across all lines of business.

Diversified Entertainment and Media Company



Key elements of Cineplex's corporate strategy include going beyond movies to reach customers in new ways and maximizing revenue per patron. Cineplex has implemented in-theatre initiatives to improve the overall entertainment experience, including increased premium offerings, enhanced in-theatre services, alternative pricing strategies, continued development of the Scene+ loyalty and CineClub subscription programs, and initiatives in theatre food service such as optimizing and adding product offerings including merchandise, mobile food and beverage ordering, and improving service execution. The ultimate goal of these in-theatre customer service initiatives is to maximize revenue per patron and increase the frequency of movie-going at Cineplex's theatres.

While box office revenues (which include alternative programming) typically account for the largest portion of Cineplex's revenues, Cineplex has diversified its revenue streams through expanded theatre food service offerings, cinema media, location-based entertainment, Cineplex Pictures, and other revenue streams.

3. OVERVIEW OF OPERATIONS

Revenues

Cineplex generates revenues primarily from box office and food service sales. These revenues are affected primarily by theatre attendance levels and by changes in BPP and CPP. Box office revenue represented 43.8% of revenue in the first quarter of 2026.

Cineplex Inc.

Management's Discussion and Analysis

The following table presents the revenue mix for comparative periods:

Revenue mix % by period	Q1 2026	Q1 2025	Q1 2024	Q1 2023	Q1 2022
		(Section 1) (i)	(Section 1) (i)	(Section 1) (i)	(Section 1) (i)
Box office	43.8 %	40.5 %	43.9 %	43.5 %	42.9 %
Food service	37.2 %	36.3 %	35.7 %	35.7 %	36.7 %
Media	4.8 %	6.8 %	4.4 %	5.0 %	4.4 %
Amusement	8.9 %	11.3 %	9.0 %	9.2 %	8.4 %
Other	5.3 %	5.1 %	7.0 %	6.6 %	7.6 %
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.

Cineplex has three reportable segments: film entertainment and content, media, and location-based entertainment. The reportable segments are business units offering differing products and services and are managed separately due to their distinct natures and are based on the information used by Cineplex's chief operating decision makers.

Revenue mix % by period	First Quarter	
	2026	2025 (Section 1) (i)
Film Entertainment and Content	83.2 %	78.1 %
Media	4.8 %	6.8 %
LBE	12.0 %	15.1 %
Total	100.0 %	100.0 %

(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.

A key component of Cineplex's business strategy is to position itself as the leading exhibitor in the Canadian market by providing guests with an exceptional entertainment experience.

The commercial appeal of the films and alternative content released during a given period, and the success of marketing as well as promotion for those films by film studios, distributors and content providers all drive theatre attendance. BPP is affected by the mix of film and alternative content product that appeals to certain audiences (such as children or seniors who pay lower ticket prices), ticket prices during a given period and the appeal of available premium priced product that increases BPP. While BPP is impacted by CineClub, the Cineplex Tuesdays program and the Scene+ loyalty program, these value offering programs are designed to increase theatre attendance frequency at Cineplex's theatres. Cineplex's main focus is to drive incremental visits to theatres, to employ a ticket price strategy which takes into account the local demographics at each theatre and to maximize BPP through premium offerings.

Food service revenues are comprised primarily of concession revenues, arising from food and beverage sales at theatre locations and LBE venues including *The Rec Room* and *Playdium*. In addition, food service revenues include in-theatre merchandise sales and home delivery services by Uber Eats, SkipTheDishes and DoorDash. CPP represents theatre food service revenues divided by theatre attendance, and is impacted by the theatre food service product mix, theatre food service prices, film genre, promotions, discounts for CineClub members, and the Scene+ loyalty program. CPP can fluctuate from quarter to quarter depending on the genre of film product playing. Cineplex believes the Scene+ and CineClub programs drive incremental purchase incidence, increasing overall revenues. Cineplex focuses primarily on growing CPP by optimizing the product offerings, improving operational excellence, improving the guest experience with enhancements to the Cineplex Mobile App and providing greater flexibility with online food and beverage ordering, and strategic pricing to increase purchase incidence and transaction value.

Cineplex Inc.

Management's Discussion and Analysis

Food service revenues from LBE include food and beverage revenues from the various bars and restaurants located throughout the venues.

Cineplex Media generates revenues primarily from selling pre-show and show-time advertising in Cineplex and other represented theatres, and from DOOH advertising arrangements. Cineplex's media advertising arrangements are impacted by theatre and mall attendance levels which drive impressions and ultimately impact media revenue generated by Cineplex. Additionally, Cineplex Media sells media placements throughout Cineplex's circuit including digital poster cases, as well as sponsorship and advertising in LBE venues. Cineplex Media also sells digital advertising for cineplex.com, the Cineplex mobile app and on third party digital networks.

Amusement revenues include revenues generated at LBE venues as well as XSCAPE Entertainment Centres and game rooms in theatres.

Cineplex generates other revenues from online booking fees, promotional activities, screenings, private parties, corporate events, distribution revenue through Cineplex Pictures, and breakage on gift card sales and prepaid products.

Cost of Sales and Expenses

Film cost represents the film rental fees paid to distributors for films exhibited in Cineplex's theatres. Film costs are calculated as a percentage of box office revenue and are dependent on various factors including the performance of the film. Film costs are accrued on the related box office receipts at either mutually agreed-upon terms established prior to the opening of a film, or estimated terms depending on the film agreement. There can be significant variances in film cost percentage between quarters due to, among other things, the concentration of box office revenues amongst the top films in the period with stronger performing films typically having a higher film cost percentage.

Cost of food service represents the cost of concession items and other theatre food service items sold, and varies with changes in concession and other theatre food service revenues as well as the quantity and mix of concession and other food service offerings sold. Cost of food and beverages sold at LBE is also included in cost of food service.

Depreciation - right-of-use assets represents the depreciation of Cineplex's right-of-use assets related to leases. Depreciation is calculated on a straight-line basis from the date of commencement of the lease to the earlier of the end of the useful life of the asset or the end of the lease term.

Depreciation and amortization - other represents the depreciation and amortization of Cineplex's property, equipment and leaseholds, as well as certain of its intangible assets. Depreciation and amortization are calculated on a straight-line basis over the useful lives of the assets.

(Gain) loss on disposal of assets represents the gain recognized on assets or components of assets that were sold or otherwise disposed of.

Other costs are comprised of theatre occupancy expenses, other operating expenses and general and administrative expenses. These categories are described below.

Theatre occupancy expenses include lease related expenses, percentage rent, property related taxes, business related taxes and insurance and exclude cash rent accounted for as obligations or interest under IFRS 16, *Leases*.

Other operating expenses consist of fixed and variable expenses, with the largest component being theatre salaries and wages. Although theatre salaries and wages include a fixed cost component, these expenses vary in relation to revenues as theatre staffing levels are adjusted to handle fluctuations in theatre attendance. Other components of this category include cleaning, marketing which includes the cost of Scene+ points issued, advertising, media, LBE, loyalty, supplies and services, utilities, and maintenance. To the extent these costs are variable, they can be managed with changes in business volumes.

Cineplex Inc.

Management's Discussion and Analysis

General and administrative expenses are primarily costs associated with managing Cineplex's business, including film buying, marketing and promotions, operations and theatre food service management, accounting and financial reporting, legal, treasury, design and construction, real estate development, communications and investor relations, digital and technology and administration. Included in these costs are payroll (including Cineplex's Incentive Plan costs), occupancy costs related to Cineplex's corporate offices, professional fees (such as public accountant and legal fees) and travel and other costs. Cineplex maintains general and administrative staffing and associated costs at a level that it deems appropriate to manage and support the size and nature of its theatre and LBE portfolio and its business activities.

Accounting for Joint Arrangements

The financial statements incorporate the operating results of joint arrangements in which Cineplex has an interest using either the equity accounting method (for joint ventures and associates) or recognizing Cineplex's share of the assets, liabilities, revenues and expenses in Cineplex's consolidated results (for joint operations).

Under IFRS 11, Cineplex's 33.3% interest in Scene+ is classified as joint ventures or associates. Through equity accounting, Cineplex's share of the results of operations for these joint ventures and associates are reported as a single item in the statements of operations, 'Share of income of joint ventures and associates'.

In addition to the joint ventures which are equity accounted, Cineplex consolidates its 50% share of assets, liabilities, revenues and expenses of its joint operation which recognizes the revenues and costs of redemptions of points issued prior to the launch of Scene+.

Cineplex Inc.

Management's Discussion and Analysis

4. RESULTS OF OPERATIONS

Other than where disclosed, discussions of results and Non-GAAP financial measures, including EBITDA, adjusted EBITDA and adjusted EBITDAaL, in this MD&A are of continuing operations.

4.1. SELECTED FINANCIAL DATA

The following table presents summarized financial data for Cineplex for the three months ended March 31, 2026 and 2025 (expressed in thousands of dollars except shares outstanding, per share data and per patron data, unless otherwise noted):

	Three months ended March 31, 2026	Three months ended March 31, 2025 (Section 1) (v)	Variance (%)
Box office revenues	\$ 127,393	\$ 101,911	25.0 %
Food service revenues	108,220	91,489	18.3 %
Media revenues	13,906	17,148	-18.9 %
Amusement revenues	25,972	28,500	-8.9 %
Other revenues	15,492	12,675	22.2 %
Total revenues	290,983	251,723	15.6 %
<u>Select Expenses</u>			
Film cost	69,372	54,155	28.1 %
Cost of food service	25,143	23,413	7.4 %
Depreciation - right-of-use assets	19,955	20,703	-3.6 %
Depreciation and amortization - other assets	18,405	20,167	-8.7 %
Gain on disposal of assets	(236)	(154)	53.2 %
Other costs including employee benefits (a)	150,446	144,355	4.2 %
Net loss from continuing operations	(22,389)	(35,130)	-36.3 %
Net income from discontinued operations, including gain on disposition (v)	—	(1,485)	-100.0 %
Net loss	(22,389)	(36,615)	(38.9) %
Adjusted EBITDA (i)	\$ 44,718	\$ 29,909	49.5 %
Adjusted EBITDAaL (i)	\$ 4,124	\$ (10,718)	-138.5 %
Adjusted EBITDAaL from discontinued operations (i)	\$ —	\$ (94)	-100.0 %
Adjusted EBITDAaL including discontinued operations (i)	\$ 4,124	\$ (10,812)	-138.1 %
(a) Other costs include:			
Theatre occupancy expenses	19,762	18,673	5.8 %
Other operating expenses including employee benefits	109,039	106,795	2.1 %
General and administrative expenses including employee benefits	21,645	18,887	14.6 %
Total other costs including employee benefits	\$ 150,446	\$ 144,355	4.2 %
Earnings (loss) per share from continuing operations - basic	\$ (0.36)	\$ (0.56)	-35.7 %
Earnings per share from discontinued operations - basic	\$ —	\$ (0.02)	-100.0 %
Loss per share - basic	\$ (0.36)	\$ (0.58)	-37.9 %
Earnings (loss) per share from continuing operations - diluted	\$ (0.36)	\$ (0.56)	-35.7 %
Earnings (loss) per share from discontinued operations - diluted	\$ —	\$ (0.02)	-100.0 %
Loss per share - diluted	\$ (0.36)	\$ (0.58)	-37.9 %
Total assets	\$ 2,059,696	\$ 2,141,251	-3.8 %
Long-term debt (iv)	\$ 746,162	\$ 738,248	1.1 %
Weighted average shares outstanding at period end	63,042,878	63,424,568	-0.6 %
Adjusted free cash flow per share (ii)	\$ (0.140)	\$ (0.404)	-65.3 %
Box office revenue per patron (iii)	\$ 12.94	\$ 12.14	6.6 %
Concession revenue per patron (iii)	\$ 9.54	\$ 9.13	4.5 %
Film cost as a percentage of box office revenues	54.5%	53.1%	1.4 %
Theatre attendance (in thousands of patrons) (iii)	9,842	8,392	17.3 %
Theatre locations (at period end)	153	156	-1.9 %
Theatre screens (at period end)	1,600	1,617	-1.1 %

Cineplex Inc.

Management's Discussion and Analysis

(i) Represents a non-GAAP financial measure. See Section 16 Non-GAAP and other financial measures.

(ii) Represents a non-GAAP ratio. See Section 16 Non-GAAP and other financial measures.

(iii) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.

(iv) Represents the principal component as presented on the financial statements net of any equity component and unamortized costs of long-term debt, Convertible Debentures, and Notes Payable. Excludes share-based compensation, lease obligations, fair value of interest rate swap agreements, post-employment benefit obligations and other liabilities.

(v) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.

Cineplex Inc.

Management's Discussion and Analysis

4.2. OPERATING RESULTS FOR THE THREE MONTHS ENDED MARCH 31, 2026

Total revenues

Total revenues for the three months ended March 31, 2026 increased \$39.3 million or 15.6% to \$291.0 million as compared to the prior year. A discussion of the factors affecting the changes in box office, food service, media, amusement and other revenues for the period is provided below.

Non-GAAP and other financial measures discussed throughout this MD&A, including adjusted EBITDA, adjusted EBITDAaL, adjusted store level EBITDAaL, adjusted EBITDAaL margin, adjusted store level EBITDAaL margin, adjusted free cash flow, theatre attendance, BPP, premium priced product, same theatre metrics, CPP, film cost percentage, food service cost percentage and concession margin per patron are defined and discussed in Section 16 Non-GAAP and other financial measures.

Box office revenues

The following table highlights the movement in box office revenues, theatre attendance and BPP for the quarter (in thousands of dollars, except theatre attendance reported in thousands of patrons and per patron amounts, unless otherwise noted):

Box office revenues	First Quarter		
	2026	2025	Change
Box office revenues	\$ 127,393	\$ 101,911	25.0%
Theatre attendance (i)	9,842	8,392	17.3%
Box office revenue per patron (i)	\$ 12.94	\$ 12.14	6.6%
BPP excluding premium priced product (i)	\$ 11.18	\$ 10.66	4.9%
Same theatre box office revenues (i)	\$ 127,236	\$ 101,451	25.4%
Same theatre attendance (i)	9,828	8,350	17.7%
% Total box from premium priced product (i)	38.2%	35.6 %	2.6%

(i) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.

Box office continuity	First Quarter	
	Box Office	Theatre Attendance
2025 as reported	\$ 101,911	8,392
Same theatre attendance change	17,951	1,477
Impact of same theatre BPP change	7,834	—
New and acquired theatres (i)	—	—
Disposed and closed theatres (i)	(303)	(27)
2026 as reported	\$ 127,393	9,842

(i) See Section 16 Non-GAAP and other financial measures. Represents theatres opened, acquired, disposed or closed subsequent to the start of the prior year comparative period and is used to report on Cineplex's supplementary financial measures.

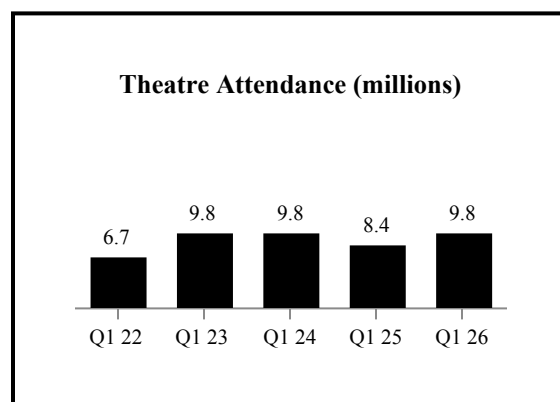
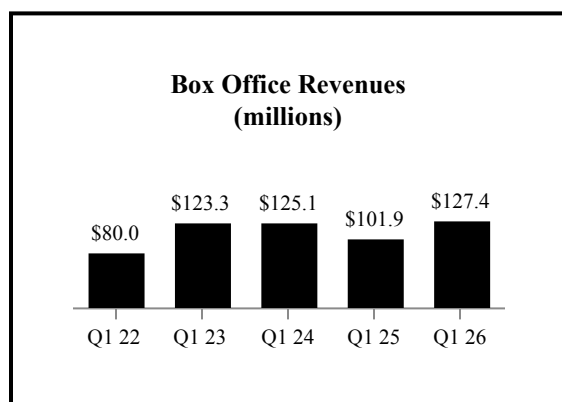
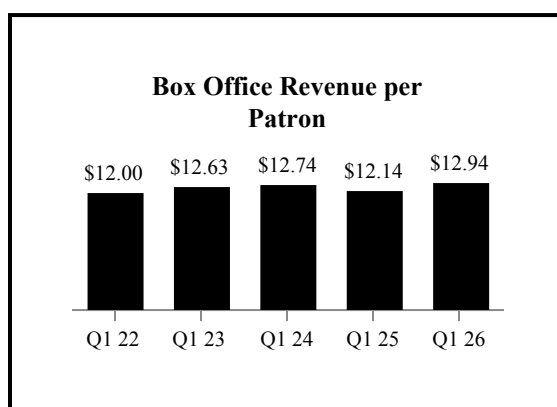
First Quarter 2026 Top Cineplex Films		3D	% Box	First Quarter 2025 Top Cineplex Films		3D	% Box
1	Project Hail Mary		11.7 %	1	Captain America: Brave New World	✓	11.5 %
2	Avatar: Fire and Ash	✓	10.5 %	2	Mufasa: The Lion King	✓	8.6 %
3	Hoppers	✓	7.3 %	3	Dog Man		7.2 %
4	Zootopia 2	✓	5.6 %	4	Sonic The Hedgehog: 3		5.9 %
5	Goat	✓	5.5 %	5	Ne Zha 2 (Mandarin w/Chinese and e.s.t.)	✓	5.0 %

Cineplex Inc.

Management's Discussion and Analysis

Box office revenues for the three months ended March 31, 2026 increased by \$25.5 million or 25.0% to \$127.4 million compared to \$101.9 million in the prior year period. This increase was primarily driven by an increase in attendance of 1.5 million or 17.3% to 9.8 million, and an increase in BPP. Attendance growth reflected a stronger film slate compared to the same quarter in 2025, led by *Project Hail Mary*, which achieved the largest opening weekend for a non-franchise film since *Oppenheimer* released in 2023, *Avatar: Fire and Ash*, and *Hoppers*, Pixar's largest opening for an original film since *Coco* was released in 2017.

BPP for the three months ended March 31, 2026 was a first quarter record of \$12.94, an increase of \$0.80 or 6.6% from \$12.14 in the prior year period. The increase in BPP is primarily due to inflationary and strategic pricing initiatives, and from premium priced products. Premium priced products accounted for 38.2% of the total box office during the first quarter, an increase from 35.6% in the prior year period. The increase was driven by several highly successful films that attracted guests to premium priced products during the quarter including *Project Hail Mary*, which attracted guests to IMAX and UltraAVX, as well as *Avatar: Fire and Ash*, and *Hoppers* which attracted guests to premium 3D content.



Cineplex Inc.

Management's Discussion and Analysis

Food service revenues

The following table highlights the movement in food service revenues, theatre attendance and CPP for the quarter (in thousands of dollars, except theatre attendance and same store attendance reported in thousands of patrons and per patron amounts):

Food service revenues	First Quarter		
	2026	2025	Change
Food service - theatres	\$ 93,913	\$ 76,647	22.5 %
Food delivery - theatres	2,561	2,340	9.4 %
Food service - LBE	11,746	12,502	-6.0 %
Total food service revenues	\$ 108,220	\$ 91,489	18.3%
Theatre attendance (i)	9,842	8,392	17.3 %
CPP (i) (ii)	\$ 9.54	\$ 9.13	4.5 %
Same theatre food service revenues (i)	\$ 93,804	\$ 76,274	23.0 %
Same theatre attendance (i)	9,828	8,350	17.7 %

(i) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.
(ii) Food service revenue from LBE and delivery is not included in the CPP calculation.

Theatre food service revenue continuity	First Quarter	
	Theatre Food Service	Theatre Attendance
2025 as reported	\$ 76,647	8,392
Same theatre attendance change	13,496	1,477
Impact of same theatre CPP change	4,034	—
New and acquired theatres (i)	—	—
Disposed and closed theatres (i)	(264)	(27)
2026 as reported	\$ 93,913	9,842

(i) Represents theatres opened, acquired, disposed or closed subsequent to the start of the prior year comparative period and is used to report on Cineplex's supplementary financial measures. See Section 16 Non-GAAP and other financial measures

Food service revenues are comprised primarily of concession revenues, which includes food service sales at theatre locations, and through delivery services including Uber Eats, SkipTheDishes, and DoorDash. Food service revenues also include food and beverage sales at *The Rec Room* and *Playdium*.

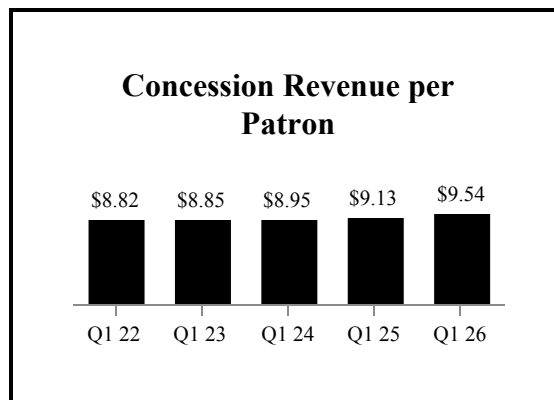
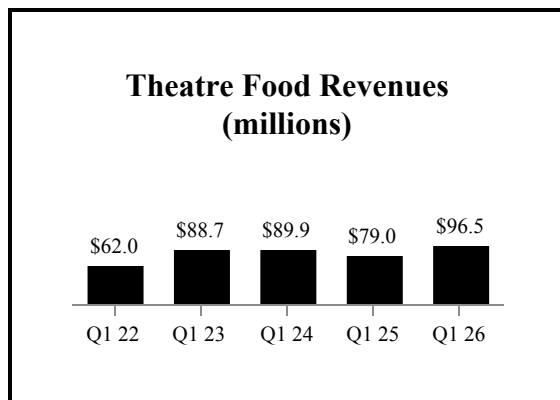
Food service revenues during the first quarter increased by \$16.7 million or 18.3% to \$108.2 million, compared to \$91.5 million in the prior year period. Theatre food service revenues during the first quarter increased by \$17.3 million or 22.5% to \$93.9 million as compared to the prior year period. The increase was primarily driven by an increase in attendance of 1.5 million or 17.3% to 9.8 million from 8.4 million reported in the prior year period.

CPP for the three months ended March 31, 2026 was a first quarter record of \$9.54, an increase of \$0.41 or 4.5% from \$9.13 in the prior year period, which was due to an increase in purchase incidence.

LBE food service revenues decreased by \$0.8 million or 6.0% from \$12.5 million to \$11.7 million.

Cineplex Inc.

Management's Discussion and Analysis



Cinema media revenues

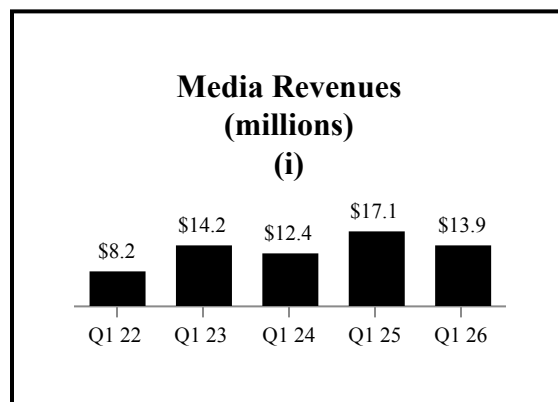
The following table highlights the movement in media revenues for the quarter (in thousands of dollars):

Media revenues	First Quarter		
	2026	2025	Change
Cinema media	\$ 13,906	\$ 17,148	-18.9%
Theatre attendance (i)	9,842	8,392	17.3%
Cinema media per patron (CMPP) (i)	\$ 1.41	\$ 2.04	-30.9%

(i) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.

Cinema media revenues decreased by \$3.2 million or 18.9% to \$13.9 million during the first quarter, compared to \$17.1 million in the prior year period. The decrease primarily reflects lower demand for in-theatre advertising placements as the presence of the Olympics during the quarter diverted advertising spend toward live sporting events, along with a tougher year-over-year comparison due to higher pharmaceutical spend in the prior year period. Cinema media revenues include the commission on advertising sales on CDM's DOOH networks.

Cinema media per patron (CMPP) decreased by \$0.63 or 30.9% to \$1.41, compared to \$2.04 in the prior year.



(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.

Cineplex Inc.

Management's Discussion and Analysis

Amusement revenues

The following table highlights the movement in amusement revenues for the quarter (in thousands of dollars):

Amusement revenues	First Quarter		
	2026	2025	Change
Amusement revenue - LBE	\$ 22,742	\$ 24,938	-8.8%
Amusement revenue - theatres (i)	3,230	3,562	-9.3%
Total amusement revenues from continuing operations	\$ 25,972	\$ 28,500	-8.9%
(i) Cineplex receives a venue revenue share on games revenues earned at in-theatre game rooms and XSCAPE Entertainment Centres. Amusement revenue - theatres reports the total of this venue revenue share which is consistent with the historical presentation of Cineplex's amusement revenues.			

Amusement revenues decreased by \$2.5 million or 8.9% to \$26.0 million during the first quarter, compared to \$28.5 million in the prior year period. Amusement revenues from theatres decreased by 9.3% compared to the prior year period due to the success of family-oriented films in the prior year period. Amusement revenues from LBE decreased by 8.8% compared to the prior year period.

LBE revenues

The following table presents the LBE adjusted store level EBITDAaL for the quarter (in thousands of dollars):

LBE Summary	First Quarter		
	2026	2025	Change
Food service revenues	\$ 11,746	\$ 12,502	-6.0%
Amusement revenues	22,742	24,938	-8.8%
Media and other revenues	541	679	-20.3%
Total revenues	\$ 35,029	\$ 38,119	-8.1%
Cost of food service	3,213	3,576	-10.2%
Operating expenses before adjustments (i)	19,378	21,160	-8.4%
Cash rent related to lease obligations (ii)	3,673	3,580	2.6%
Total expenses	\$ 26,264	\$ 28,316	-7.2%
Adjusted store level EBITDAaL (iii)	\$ 8,765	\$ 9,803	-10.6%
Adjusted store level EBITDAaL Margin (iv)	25.0%	25.7%	-0.7%
(i) Includes operating costs of LBE. Pre-opening costs relating to LBE and overhead relating to management of LBE portfolio are not included.			
(ii) Cash rent that has been reallocated to offset the lease obligations.			
(iii) Represents a non-GAAP financial measure. See Section 16 Non-GAAP and other financial measures.			
(iv) Represents a non-GAAP ratio. See Section 16 Non-GAAP and other financial measures.			

During the first quarter, revenues decreased by \$3.1 million or 8.1% to \$35.0 million, compared to \$38.1 million in the prior year period.

Same store revenues excluding the 2024 new builds were down 5.6% compared to the prior year period (see Section 16 Non-GAAP and other financial measures), largely due to broader economic headwinds, including shifts in discretionary spending and consumer behaviour. Additionally, same store adjusted store level EBITDAaL margin (see Section 16 Non-GAAP and other financial measures) has decreased marginally by 0.4 percentage points to 27.8% compared to 28.2% in the prior year period.

During the first quarter, adjusted store level EBITDAaL decreased by 10.6% from \$9.8 million in the prior year to \$8.8 million. Additionally, adjusted store level EBITDAaL margin was 25.0%, a 0.7 percentage point decrease compared to the prior year margin of 25.7% due to a decrease in revenue offset by operational efficiencies.

Cineplex Inc.

Management's Discussion and Analysis

Other revenues

The following table highlights the other revenues which includes revenues from online booking fees, Cineplex Pictures distribution, promotional activities, screenings, private parties, corporate events, breakage on gift card sales and revenues from management fees for the quarter (in thousands of dollars):

Other revenues	First Quarter		
	2026	2025	Change
Online booking fees	\$ 5,430	\$ 4,000	35.8%
Other revenues	10,062	8,675	16.0%
Total other revenues	\$ 15,492	\$ 12,675	22.2%

The manner in which Cineplex displayed the online booking fee was contested by the Competition Bureau - not Cineplex's right to charge the online booking fee itself. Cineplex will continue to charge the online booking fee.

The quarterly increase is due to an increase in online booking fees arising from improved attendance and a greater proportion of patrons choosing to purchase tickets online compared to the prior year period, as well as greater distribution revenues for Cineplex Pictures this quarter with the success of *The Housemaid*.

Film cost

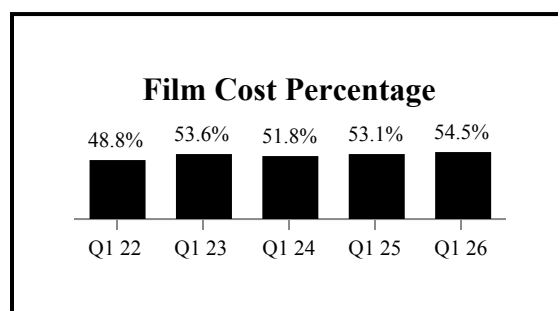
The following table highlights the movement in film cost and the film cost percentage for the quarter (in thousands of dollars, except film cost percentage):

Film cost	First Quarter		
	2026	2025	Change
Film cost	\$ 69,372	\$ 54,155	28.1%
Film cost percentage (i)	54.5%	53.1%	1.4%

(i) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.

Film cost varies primarily with box office revenues and can vary from quarter to quarter usually based on the relative strength of the titles exhibited during the period, impacted by film cost terms which vary by title and distributor.

The increase in film cost during the first quarter compared to the prior year period is correlated to the greater box office revenue during the quarter. Film cost percentage increased during the first quarter due to higher settlement rates compared to the prior year period.



Cineplex Inc.

Management's Discussion and Analysis

Cost of food service

The following table highlights the movement in cost of food service and food service cost as a percentage of food service revenues ("concession cost percentage") for both theatres and LBE for the quarter (in thousands of dollars, except percentages and margins per patron):

Cost of food service	First Quarter		
	2026	2025	Change
Cost of food service - theatre	\$ 21,930	\$ 19,837	10.6%
Cost of food service - LBE	3,213	3,576	-10.2%
Total cost of food service	\$ 25,143	\$ 23,413	7.4%
Theatre concession cost percentage (i)	22.7%	25.1%	-2.4%
LBE food cost percentage (i)	27.4%	28.6%	-1.2%
Theatre concession margin per patron (i)	\$ 7.37	\$ 6.84	7.7%
(i) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.			

Cost of food service at the theatres varies primarily with theatre attendance, the cost of food and materials purchased as well as the quantity and mix of offerings sold. Cost of food service at LBE venues varies primarily with the volume of guests who visit the location as well as the quantity and mix between food and beverage items sold.

The increase in the total cost of food service during the first quarter period is correlated to the increase in food service revenues recognized during the first quarter period. Despite the rise in concession costs, both theatre and LBE concession cost percentages decreased during the quarter compared to the prior year.

Depreciation and amortization

The following table highlights the movement in depreciation and amortization expenses during the quarter (in thousands of dollars):

Depreciation and amortization expenses	First Quarter		
	2026	2025	Change
Depreciation of property, equipment and leaseholds	\$ 16,128	\$ 18,182	-11.3%
Amortization of intangible assets and other	2,277	1,985	14.7%
Sub-total - depreciation and amortization - other assets	\$ 18,405	\$ 20,167	-8.7%
Depreciation - right-of-use assets	19,955	20,703	-3.6%
Total depreciation and amortization from continuing operations	\$ 38,360	\$ 40,870	-6.1%
(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Depreciation of property, equipment and leaseholds decreased by \$2.1 million, or 11.3% during the first quarter compared to the prior year period due to fully depreciated assets.

Amortization of intangible assets increased by \$0.3 million or 14.7% during the first quarter compared to the prior year period due to software development and additions.

Depreciation of right-of-use assets decreased by \$0.7 million or 3.6% during the first quarter. The decrease was primarily due to modifications of leases which reduced the related depreciation recognized.

Cineplex Inc.

Management's Discussion and Analysis

Loss (gain) on disposal of assets

The following table shows the movement in the loss (gain) on disposal of assets during the quarter (in thousands of dollars):

Loss (gain) on disposal of assets	First Quarter		
	2026 (ii)	2025 (Section 1) (i)	Change
Loss (gain) on disposal of assets	\$ (236)	\$ (154)	53.2%
(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

The change in the loss on disposal of assets recognized during the first quarter is due to nominal activity on the disposal of Cineplex's assets.

Other costs

Other costs include three main sub-categories of expenses: theatre occupancy expenses, which capture associated occupancy costs for Cineplex's theatre operations; other operating expenses, which include the costs related to running Cineplex's film entertainment and content, media, and LBE businesses; and general and administrative expenses, which include costs related to managing Cineplex's operations, including head office expenses. Please see the discussions below for more details on these categories.

The following table highlights the movement in other costs for the quarter (in thousands of dollars):

Other costs including employee benefits	First Quarter		
	2026	2025 (Section 1) (i)	Change
Theatre occupancy expenses	\$ 19,762	\$ 18,673	5.8%
Other operating expenses	109,039	106,795	2.1%
General and administrative expenses	21,645	18,887	14.6%
Total other costs	\$ 150,446	\$ 144,355	4.2%
(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Theatre occupancy expenses

The following table highlights the movement in theatre occupancy expenses for the quarter (in thousands of dollars):

Theatre occupancy expenses	First Quarter		
	2026	2025	Change
Cash rent paid/payable (i)	\$ 37,592	\$ 37,832	-0.6%
Other occupancy	19,756	18,954	4.2%
Other adjustments (ii)	(116)	(500)	-76.8%
Total theatre occupancy including cash lease payments	\$ 57,232	\$ 56,286	1.7%
IFRS 16 adjustment (iii)	(37,470)	(37,613)	-0.4%
Theatre occupancy as reported	\$ 19,762	\$ 18,673	5.8%
(i) Represents the cash payments for theatre rent paid or payable during the quarter.			
(ii) Other adjustments include amounts related to both theatre rent and other theatre occupancy costs including real estate taxes, business taxes and common area maintenance. They are isolated here to illustrate Cineplex's theatre rent and other theatre occupancy costs excluding these other adjustment items.			
(iii) Cash rent paid/payable related to lease obligations.			

Cineplex Inc.

Management's Discussion and Analysis

Theatre occupancy continuity	First Quarter Occupancy
2025 as reported	\$ 18,673
Impact of new and acquired theatres	—
Impact of disposed theatres	(121)
Same store rent change (i)	(170)
Other adjustments	852
Other	385
<u>Impact of IFRS 16:</u>	
Cash rent related to lease obligations	143
2026 as reported	\$ 19,762
(i) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.	

Theatre occupancy expenses increased during the first quarter compared to the prior year periods. Cash rent paid/payable related to lease obligations decreased by 0.6% during the first quarter due to negotiated rent reductions. Other occupancy expenses increased by 4.2% during the first quarter. This increase is due to increased common area maintenance expenses and real estate tax expenses compared to the prior year period.

Other operating expenses

The following table highlights the movement in other operating expenses during the quarter (in thousands of dollars):

Other operating expenses	First Quarter		
	2026	2025	Change
		(Section 1)	(iv)
Theatre payroll	\$ 38,372	\$ 36,965	3.8%
Theatre operating expenses	30,406	28,561	6.5%
Media	4,170	4,031	3.4%
LBE store level operating expenses (i)	23,051	24,740	-6.8%
LBE pre-opening (ii)	41	490	-91.6%
Redemption cost of legacy loyalty points	671	1,058	-36.6%
Marketing	1,838	2,241	-18.0%
Scene+ point issuance	5,901	4,638	27.2%
Other (ii)	8,412	7,794	7.9%
Other operating expenses including cash lease payments	\$ 112,862	\$ 110,518	2.1%
IFRS 16 adjustment (iii)	(3,823)	(3,723)	2.7%
Total other operating expenses from continuing operations	\$ 109,039	\$ 106,795	2.1%
(i) Includes operating costs of LBE locations. Overhead relating to management of LBE portfolio are included in the 'Other' line.			
(ii) Other category includes direct costs of Cineplex Pictures and overhead costs related to LBE and other Cineplex internal departments.			
(iii) Cash rent paid/payable related to lease obligations of the LBE business and theatre equipment.			
(iv) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Cineplex Inc.

Management's Discussion and Analysis

Other operating expenses continuity	First Quarter
2025 as reported/revised	\$ 106,795
Impact of new and acquired theatres	
Impact of disposed theatres	(270)
Same theatre payroll change (i)	1,551
Same theatre operating expenses change (i)	1,956
Media operating expenses change	139
LBE store level operating expenses change	(1,689)
LBE pre-opening change	(449)
Redemption cost of legacy loyalty points	(387)
Marketing change	(403)
Scene+ point issuance change	1,263
Other	633
<u>Impact of IFRS 16:</u>	
Cash rent related to lease obligations	\$ (100)
2026 as reported	\$ 109,039
(i) See Section 16 Non-GAAP and other financial measures. These are measures included as part of Cineplex's supplementary financial measure calculations.	

Other operating expenses increased by \$2.2 million or 2.1% during the first quarter compared to the prior year period. The increase in other operating expense is due to the increase in theatre payroll and theatre operating expenses which is correlated to an increase in box office revenues during the first quarter, partially offset by a decrease in LBE store level operating expenses.

General and administrative expenses

The following table highlights the movement in general and administrative ("G&A") expenses during the quarter, including share-based compensation costs, and G&A net of these costs (in thousands of dollars):

G&A expenses	First Quarter		
	2026	2025	Change
G&A excluding the following items	\$ 17,504	\$ 18,500	-5.4%
Restructuring	1,558	292	433.6%
Transaction / Litigation costs	244	341	-28.4%
Long term incentive plan (LTIP) (i)	2,596	(75)	NM
Option plan	357	394	-9.4%
G&A expenses including cash lease payments	\$ 22,259	\$ 19,452	14.4%
IFRS 16 adjustment (ii)	(614)	(565)	8.7%
G&A expenses as reported	\$ 21,645	\$ 18,887	14.6%
(i) LTIP includes the expense for RSUs and PSUs, as well as the expense for the executive and Board deferred share unit plans.			
(ii) Cash rent paid/payable included as part of lease obligations.			

G&A expenses increased by \$2.8 million or 14.6% during the first quarter compared to the prior year periods. The increase is primarily due to timing of recognition of LTIP expenses for retirement eligible employees and increased LTIP costs from a change in Cineplex's Common Share price.

Share of (income) loss of joint ventures and associates

Cineplex's joint ventures and associates include its 33.3% interest in Scene+ (2025 - 33.3%) and 50% interest in one IMAX screen in Ontario (2025 - 50%).

Cineplex Inc.

Management's Discussion and Analysis

The following table highlights the components of share of (income) loss of joint ventures and associates during the quarter (in thousands of dollars):

Share of loss (income) of joint ventures and associates	First Quarter		
	2026	2025	Change
Share of loss of Scene+	\$ 1,850	\$ 111	NM
Share of (income) loss of other joint ventures and associates	—	13	-100.0%
Total loss of joint ventures and associates	\$ 1,850	\$ 124	NM

Cineplex's loss from its joint ventures and associates consisted of a \$1.9 million loss related to Scene+ during the first quarter due to customer acquisition costs.

Interest expense

The following table highlights the movement in interest expense during the quarter (in thousands of dollars):

Interest expense	First Quarter		
	2026	2025	Change
			(Section 1) (ii)
Interest expense on long-term debt	\$ 15,074	\$ 15,096	-0.1%
Lease interest expense (i)	17,617	17,315	1.7%
Financing fees	10	117	-91.5%
Sub-total - cash interest expense from continuing operations	\$ 32,701	\$ 32,528	0.5%
Other non-cash interest	49	37	32.4%
Lease interest - non-cash	11	(55)	NM
Accretion expense on Convertible Debentures and Notes Payable	2,061	1,779	15.9%
Sub-total - non-cash interest expense from continuing operations	2,121	1,761	20.4%
Total interest expense from continuing operations	\$ 34,822	\$ 34,289	1.6%
Total cash interest paid from continuing operations	\$ 48,516	\$ 48,087	0.9%
(i) Represents total cash interest paid and accrued cash interest related to lease obligations.			
(ii) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Lease interest expense breakdown	First Quarter		
	2026	2025	Change
			(Section 1) (i)
Cash interest paid - lease obligation	\$ 17,618	\$ 17,314	1.8%
Change in accrued interest - lease obligation	(1)	1	NM
Total lease interest expense from continuing operations	\$ 17,617	\$ 17,315	1.7%
(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Total interest expense increased by \$0.5 million or 1.6% for the quarter when compared to the prior year period.

Interest income

The following table highlights interest income received during the quarter (in thousands of dollars):

Interest income	First Quarter		
	2026	2025	Change
Interest income	\$ 1,435	\$ 338	324.6%

The increase in interest income is primarily due to the refund interest on prepaid taxes expected to be received as a result of the Tax Court of Canada's judgement. See the discussion under Income taxes below.

Cineplex Inc.

Management's Discussion and Analysis

Foreign exchange

The following table highlights the movement in foreign exchange during quarter (in thousands of dollars):

Foreign exchange	First Quarter		
	2026	2025	Change
	(Section 1) (i)		
Foreign exchange (gain) loss from continuing operations	\$ (79)	\$ 173	NM

(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.

The movement in the foreign exchange during the first quarter was due to the change in the CAD/USD foreign exchange month end rate from 1.3706 at December 31, 2025 to 1.3939 at March 31, 2026.

Change in financial instruments recorded at fair value

The following table highlights the movement in change in fair value of financial instruments during the quarter (in thousands of dollars):

Change in financial instruments recorded at fair value	First Quarter		
	2026	2025	Change
Loss on financial instruments recorded at fair value	\$ 1,030	\$ 1,850	-44.3%

The change in the fair value of financial instruments recognized during the first quarter is a loss of \$1.0 million. The change from the prior year period is primarily due to the change in fair value of the prepayment derivative related to the 2024 Notes (as defined in Section 6.4 Long-term debt).

Income taxes

The following table highlights the movement in current and deferred income tax recovery during the quarter (in thousands of dollars):

Income taxes	First Quarter		
	2026	2025	Change
	(Section 1) (i)		
Current income tax expense (recovery)	\$ —	\$ —	NM
Deferred income tax recovery	(5,901)	(11,884)	-50.3%
Provision for income taxes	\$ (5,901)	\$ (11,884)	-50.3%

(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.

Cineplex has determined that the net deferred tax assets were recoverable in the ordinary course of business at the current balance sheet date and has continued to recognize its net deferred tax assets. Cineplex had \$410.5 million of non-capital losses available based on income tax returns filed up to tax year 2024 and estimated losses for the tax year 2025 from continuing operations. Cineplex will utilize a portion of its net operating losses against the taxable gain from the sale of CDM, which resulted in no taxes payable resulting from the disposition. Cineplex will continue to evaluate the recoverability of net deferred tax assets in the ordinary course of business at each balance sheet date.

The provision for income taxes in the first quarter reflects impact of timing differences for tax as compared to accounting.

Cineplex's combined statutory income tax rate at March 31, 2026 was 26.3% (2025 - 26.3%).

Cineplex Inc.

Management's Discussion and Analysis

By Notice of Reassessment (“NOR”) dated January 22, 2019, the Canada Revenue Agency (“CRA”), disallowed the deduction of \$26,600 of losses of AMC Ventures Inc. (“AMC”) that Cineplex had obtained on the acquisition of AMC in 2012. The disallowance of the losses, which offset taxable income generated in 2014, increased taxes and interest payable by approximately \$8,600, 50% of which was required to be paid immediately (interest continues to accrue on the unpaid amount). Cineplex disagrees with the CRA’s position, and has commenced an appeal to the Tax Court of Canada in respect of the NOR. On June 28, 2021, Cineplex received a response from the Attorney General of Canada representing the CRA confirming its position with respect to the disallowance of the losses. The Tax Court of Canada appeal was heard in November 2025 and on January 15, 2026, a judgment was rendered fully in favour of Cineplex. The judgment allowed Cineplex’s appeal in full, clarifying that Cineplex was allowed to claim the previously disallowed deduction of \$26,510 of non-capital losses in respect of its 2014 taxation year. The Crown did not appeal the judgment to the Federal Court of Appeal, and as a result the decision is now final and Cineplex expects to receive a refund of the prepaid taxes plus applicable interest in 2026.

4.3. NET INCOME (LOSS), EBITDA AND ADJUSTED EBITDAaL (see Section 16 Non-GAAP and other financial measures)

The following table presents net income (loss), EBITDA, adjusted EBITDA and adjusted EBITDAaL for the three months ended March 31, 2026 as compared to the prior year (expressed in thousands of dollars, except adjusted EBITDAaL margin):

NET INCOME (LOSS), EBITDA AND ADJUSTED EBITDAaL	First Quarter		
	2026	2025 (Section 1) (i)	Change
Net loss from continuing operations	\$ (22,389)	\$ (35,130)	-36.3%
Net (loss) income from discontinued operations, including gain on disposition	\$ —	\$ (1,485)	-100.0%
Net loss	\$ (22,389)	\$ (36,615)	-38.9%
EBITDA	\$ 43,457	\$ 27,807	56.3%
Adjusted EBITDA	\$ 44,718	\$ 29,909	49.5%
Adjusted EBITDAaL	\$ 4,124	\$ (10,718)	NM
Adjusted EBITDAaL from discontinued operations	\$ —	\$ (94)	-100.0%
Adjusted EBITDAaL including discontinued operations	\$ 4,124	\$ (10,812)	NM
Adjusted EBITDAaL margin from continuing operations	1.4 %	(4.3)%	5.7%

(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.

Net loss from continuing operations for the first quarter of 2026 was \$22.4 million, compared to net loss from continuing operations of \$35.1 million in the prior year. The improvement in net income from continuing operations is primarily due to increased exhibition attendance compared to the prior year period.

The increased exhibition attendance in the first quarter of 2026 resulted in adjusted EBITDAaL from continuing operations of \$4.1 million compared to a \$10.7 million loss in the prior year.

Cineplex Inc.

Management's Discussion and Analysis

5. BALANCE SHEETS

The following sets out significant changes to Cineplex's consolidated balance sheets during the three months ended March 31, 2026 as compared to December 31, 2025 (in thousands of dollars):

	March 31, 2026	December 31, 2025	Change (\$)	Change (%)
Assets				
Current assets				
Cash and cash equivalents	\$ 77,854	\$ 133,997	\$ (56,143)	-41.9%
Trade and other receivables	57,551	108,082	(50,531)	-46.8%
Income taxes receivable	5,234	5,234	—	—%
Inventories	16,041	15,901	140	0.9%
Prepaid expenses and other current assets	15,318	13,286	2,032	15.3%
	171,998	276,500	(104,502)	-37.8%
Non-current assets				
Property, equipment and leaseholds	340,051	350,281	(10,230)	-2.9%
Right-of-use assets	708,221	727,129	(18,908)	-2.6%
Deferred income taxes	158,254	152,354	5,900	3.9%
Interests in joint ventures	10,079	8,543	1,536	18.0%
Intangible assets	78,129	78,679	(550)	-0.7%
Goodwill	575,614	575,614	—	—%
Derivative financial instrument	17,350	18,380	(1,030)	-5.6%
	\$ 2,059,696	\$ 2,187,480	\$ (127,784)	-5.8%
Liabilities				
Current liabilities				
Accounts payable and accrued liabilities	\$ 155,183	\$ 222,956	\$ (67,773)	-30.4%
Share-based compensation	6,402	—	6,402	NM
Provision for Competition Tribunal administrative monetary penalty	39,215	39,215	—	—%
Income taxes payable	92	92	—	—%
Deferred revenue and other	176,063	185,976	(9,913)	-5.3%
Lease obligations	82,829	82,484	345	0.4%
	459,784	530,723	(70,939)	-13.4%
Non-current liabilities				
Share-based compensation	5,436	12,449	(7,013)	-56.3%
Long-term debt	746,162	744,101	2,061	0.3%
Lease obligations	943,070	967,065	(23,995)	-2.5%
Post-employment benefit obligations	6,740	7,021	(281)	-4.0%
Other liabilities	2,529	5,613	(3,084)	-54.9%
	2,163,721	2,266,972	(103,251)	-4.6%
Shareholders' deficit				
Total shareholders' deficit	(104,025)	(79,492)	(24,533)	30.9%
	\$ 2,059,696	\$ 2,187,480	\$ (127,784)	-5.8%

Cash and cash equivalents. Cash and cash equivalents includes operations petty cash and outstanding deposits and fluctuates with business activities. The balance at March 31, 2026 is lower than the prior period due to working capital and operating results, as well as the timing of interest payments.

Trade and other receivables. The overall decrease in trade and other receivables is attributed to the collection of trade receivables from the sale of gift cards, vouchers and media sales from the 2025 holiday period and December represents the highest volume month for gift card and voucher sales.

Income taxes receivable. There was no change in income taxes receivable for the quarter.

Inventories. The increase in inventories is primarily due to concession inventories. The overall movement remains fairly consistent with the prior period.

Cineplex Inc.

Management's Discussion and Analysis

Prepaid expenses and other current assets. The increase in prepaid expenses and other current assets is primarily due to prepayments for real estate taxes and the 2025 technology service contracts extending into the next period.

Property, equipment and leaseholds. The decrease in property, equipment and leaseholds is due to amortization expense (\$16.1 million) in excess of additions to new build and other capital expenditures (\$6.2 million) and maintenance capital expenditures (\$2.4 million).

Right-of-use assets. The decrease in right-of-use assets is due to lease additions, extensions and modifications (decrease of \$0.7 million), offset by amortization expense of \$20.0 million.

Deferred income taxes. The increase in net deferred income taxes is primarily due to an increase in non-capital losses.

Interests in joint ventures. The increase in interest in joint ventures is primarily due to \$3.4 million of capital contributions made to Cineplex's investment in Scene+, net of \$1.9 million losses in 2025.

Intangible assets. The decrease in intangible assets is due to the capitalization of software development costs (\$1.7 million), offset by amortization expense (\$2.3 million), and asset dispositions (nil).

Goodwill. There was no change in goodwill for the quarter.

Derivative financial instrument. The derivative value decreased by \$1.0 million to \$17.4 million at March 31, 2026.

Accounts payable and accrued expenses. The decrease in accounts payable and accrued expenses is primarily due to timing of the settlement of year end liabilities.

Share-based compensation. The decrease in long-term share-based compensation primarily reflects the reclassification of \$6.4 million from long-term to current, as well as the impact of the change in the Common Share price, which was \$10.55 per share at March 31, 2026 as compared to \$10.54 at December 31, 2025 (see Section 8 Share activity). Additionally, 2024 PSU and RSU grants will be cash settled and included as part of current liability.

Income taxes payable. There was no change in income taxes payable for the quarter.

Deferred revenue and other. The decrease in deferred revenue is primarily due to the redemption and associated breakage of gift cards and vouchers in excess of current period sales.

Lease obligations. The decrease in lease obligations is primarily due to a \$0.6 million new, extended, and modified leases which is partially offset by \$41.9 million payment of lease obligations.

Long-term debt. Long-term debt consists of the Credit Facility (nil drawn at March 31, 2026), Convertible Debentures and 2024 Notes (each as described in Section 6.4 Long-term debt).

Cineplex Inc.

Management's Discussion and Analysis

6. LIQUIDITY AND CAPITAL RESOURCES

6.1. OPERATING ACTIVITIES

Cash flow is generated primarily from film entertainment (the sale of admission tickets and food service sales), media sales and services, location-based entertainment revenues (amusement and food service sales) and other revenues. Generally, this provides Cineplex with positive working capital, since certain cash revenues are normally collected in advance of the payment of certain expenses. Box office revenues are directly related to the success and appeal of the film product produced and distributed by the studios. The following table highlights the movements in cash from operating activities for the three months ended March 31, 2026 and 2025 (in thousands of dollars):

Cash flows provided by (used in) operating activities	First Quarter		
	2026	2025	Change
	(Section 1 (iii))		
Net loss from continuing operations	\$ (22,389)	\$ (35,130)	\$ 12,741
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation and amortization of other assets (i)	18,405	20,167	(1,762)
Depreciation of right-of-use assets	19,955	20,703	(748)
Accretion of Convertible Debentures and notes payable	2,061	1,779	282
Other non-cash interest (ii)	60	(18)	78
Gain on disposal of assets	(236)	(154)	(82)
Deferred income taxes recovery	(5,901)	(11,884)	5,983
Non-cash share-based compensation	2,959	2,181	778
Loss on fair value of financial instruments	1,030	1,850	(820)
Financing fees	—	(117)	117
Net change in interests in joint ventures and associates	1,849	112	1,737
Changes in operating assets and liabilities	(32,555)	(28,196)	(4,359)
Net cash used in operating activities from continuing operations	\$ (14,762)	\$ (28,707)	\$ 13,945
(i) Includes depreciation of property, equipment and leaseholds and amortization of intangible assets.			
(ii) Includes accretion of asset retirement obligations and non-cash interest costs on lease obligations.			
(iii) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Cash used in operating activities during the first quarter of 2026 was \$14.8 million compared to cash used in operating activities of \$28.7 million in the prior year. The decrease in cash used in operating activities is primarily due to stronger operating results and the timing of settlement of operating assets and liabilities in the period, particularly accounts receivable, accounts payable and deferred revenue compared to the prior year.

Cineplex Inc.

Management's Discussion and Analysis

6.2. INVESTING ACTIVITIES

The following table highlights the movements in cash used in investing activities for the three months ended March 31, 2026 and 2025 (in thousands of dollars):

Cash flows used in investing activities	First Quarter		
	2026	2025	Change
	(Section 1)		
	(i)		
Proceeds from disposal of assets, including asset related insurance recoveries	\$ —	\$ 1,018	\$ (1,018)
Purchases of property, equipment and leaseholds	(8,754)	(16,940)	8,186
Intangible assets additions	(1,688)	(2,198)	510
Tenant inducements	2,097	2,835	(738)
Investment in joint ventures and associates	(3,386)	(1,892)	(1,494)
Net cash used in investing activities from continuing operations	\$ (11,731)	\$ (17,177)	\$ 5,446
(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Cash used in investing activities during the first quarter of 2026 was \$11.7 million, as compared to \$17.2 million in the prior year. The decrease is primarily due to lower purchases of property, equipment and leaseholds.

Cineplex continues to focus on managing capital expenditures and believes that it has adequate liquidity to fund operations in the regions in which Cineplex operates. Components of capital expenditures include (in thousands of dollars):

Capital expenditures	First Quarter		
	2026	2025	Change
	(Section 1)		
	(iv)		
Gross capital expenditures	\$ 8,754	\$ 16,940	\$ (8,186)
Less: tenant inducements	(2,097)	(2,835)	738
Net capital expenditures	\$ 6,657	\$ 14,105	\$ (7,448)
Net capital expenditures consists of:			
Growth and acquisition capital expenditures (i)	\$ 3,538	\$ 1,381	\$ 2,157
Tenant inducements	(2,097)	(2,835)	738
Media growth capital expenditures	—	—	—
Premium formats (ii)	307	368	(61)
Maintenance capital expenditures	2,358	2,019	339
Other (iii)	2,551	13,172	(10,621)
	\$ 6,657	\$ 14,105	\$ (7,448)
(i) Growth and acquisition capital expenditures include expenditures on the construction of new Exhibition and LBE locations.			
(ii) Premium formats include capital expenditures for recliner seating, IMAX, UltraAVX, 3D, 4DX and ScreenX.			
(iii) Primary component of Other is the impact of the timing of cash payments relating to the purchases of property, equipment and leaseholds.			
(iv) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Cineplex Inc.

Management's Discussion and Analysis

6.3. FINANCING ACTIVITIES

The following table highlights the movements in cash from financing activities for the three months ended March 31, 2026 and 2025 (in thousands of dollars):

Cash flows used in financing activities	First Quarter		
	2026	2025	Change
	(Section 1) (i)		
Financing fees	\$ (355)	\$ —	\$ (355)
Repayments of lease obligations - principal	(24,290)	(24,587)	297
Common Shares repurchased and cancelled	(5,005)	—	(5,005)
Net cash used in financing activities from continuing operations	\$ (29,650)	\$ (24,587)	\$ (5,063)
(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Cash flows used in financing activities were \$29.7 million during the first quarter of 2026, as compared to \$24.6 million in the prior year, primarily due to Cineplex repurchasing for cancellation 463,506 Common Shares for an aggregate amount of \$5.0 million under its NCIB, as well as \$0.4 million on financing fees related to the 2024 Credit Agreement extension (see Section 6.4 Long-term debt).

6.4. LONG-TERM DEBT

Long-term debt consists of the following as at March 31, 2026 and December 31, 2025:

	March 31, 2026		December 31, 2025	
	Book Value	Face Value	Book Value	Face Value
Credit Facilities	\$ —	\$ —	\$ —	\$ —
Convertible Debentures - 7.75% due March 1, 2030	171,162	216,250	169,101	216,250
Notes payable - 7.625% due March 31, 2029	575,000	575,000	575,000	575,000
Total	\$ 746,162	\$ 791,250	\$ 744,101	\$ 791,250

(i) Book value represents the carrying value of the debt component, which is the initial fair value of the instrument, plus cumulative accretion.

Credit facilities

2024 Credit Facility

On March 4, 2024, Cineplex entered into a new credit agreement with a syndicate of banks led by Scotiabank (the “**2024 Credit Agreement**”), terminating and replacing the Eighth Amended and Restated Credit Agreement in its entirety. On March 19, 2026, Cineplex amended the 2024 Credit Agreement to, among other things, extend the maturity date from March 4, 2027 to either September 18, 2028 (if the existing Notes Payable due March 31, 2029 have not been repaid, redeemed, or refinanced in full) or March 18, 2029. The 2024 Credit Agreement, as amended, provides for a \$100 million “covenant-lite” revolving credit facility (the “**2024 Credit Facility**”).

At Cineplex’s election, borrowings under the 2024 Credit Agreement will bear interest at a floating rate based on the Canadian dollar prime rate, U.S. Base Rate or CORRA (Canadian Overnight Repo Rate Average) plus, in each case, an applicable margin to those rates. Borrowings are available in either Canadian or US dollars.

The 2024 Credit Agreement does not contain financial maintenance covenants, unless borrowings utilized under the agreement (including issued letters of credit) exceed 40% (the “Utilization Threshold”) of the total available credit

Cineplex Inc.

Management's Discussion and Analysis

facility measured as at the end of a fiscal quarter of Cineplex. In the event that Utilization Threshold is exceeded, Cineplex will be required to maintain a Total Leverage Ratio of not greater than 4.75 to 1 thereafter until the borrowings drop below 40% utilization.

As a so-called “covenant-lite” credit facility, as long as the Utilization Threshold has not been exceeded, the 2024 Credit Agreement does not restrict the discretion of Cineplex’s management with respect to matters such as the payment of dividends or making certain other payments, making investments, loans and guarantees and otherwise being able to sell or dispose of assets. Cineplex’s ability to take such actions when the Utilization Threshold has been exceeded requires that Cineplex’s Total Leverage Ratio be less than 4.25 to 1.00, on a pro forma basis after giving effect to such payment or transaction.

The obligations under the 2024 Credit Agreement are guaranteed jointly and severally, by Cineplex and each direct or indirect restricted subsidiary of Cineplex, other than certain excluded immaterial subsidiaries.

This summary of the 2024 Credit Facility is qualified in its entirety by reference to the provisions of the Credit Agreement which contains a complete statement of those terms and conditions, and was filed on SEDAR+ on March 4, 2024, and the amendment to the 2024 Credit Agreement was filed on SEDAR+ on March 25, 2026.

The 2024 Credit Facility is drawn upon and repaid on a regular basis and as such is presented on a net basis in the Statement of Cash flows.

	Available	Drawn	Reserved	Remaining
Revolving Facility	\$ 100.0	\$ —	\$ 7.7	\$ 92.3

At March 31, 2026, Cineplex was subject to a margin of 3.25% (2025 - 3.25%) on the prime rate and margin of 4.25% (2025 - 4.25% on bankers’ acceptances) on the CORRA advances plus a 0.25% (2025 - 0.25%) per annum fee for letters of credit issued. Cineplex pays a commitment fee on the daily unadvanced portion of the 2024 Credit Agreement, which will vary based on the Total Leverage Ratio and was 0.85% at March 31, 2026 (2025 - 0.85%).

Convertible debentures

Cineplex’s 7.75% convertible unsecured subordinated debentures are due March 1, 2030 (the “**Convertible Debentures**”), with interest paid semi-annually on March 1 and September 1.

The Convertible Debentures are not redeemable by Cineplex prior to March 1, 2027. On or after March 1, 2027 and prior to March 1, 2029, Cineplex may, at its option, redeem the Convertible Debentures in whole or in part from time to time provided that the volume-weighted average trading price of the Common Shares on the Toronto Stock Exchange (the “TSX”) during the 20 consecutive trading days ending on the fifth trading day preceding the date on which the notice of redemption is given is not less than 125% of the conversion price. On or after March 1, 2029, the Convertible Debentures may be redeemed in whole or in part from time to time at the option of Cineplex at a price equal to their principal amount plus accrued and unpaid interest. Redemption may be in the form of cash or in the form of shares, at the option of Cineplex.

At the holder’s option, the Convertible Debentures may be converted into shares at a conversion price of \$10.29 per share at any time prior to the close of business on the earlier of: (i) five business days prior to the Maturity Date, and (ii) if called for redemption, five business days immediately preceding the date fixed for redemption of the Convertible Debentures, at a conversion price to be determined at the time of pricing. Holders who convert their Convertible Debentures into shares will receive accrued and unpaid interest for the period from the date of the latest interest payment date to the date of conversion. Conversion of outstanding Convertible Debentures will result in the issuance of shares from treasury.

Cineplex Inc.

Management's Discussion and Analysis

The foregoing is a summary of the key terms of the Convertible Debentures. This summary is qualified in its entirety by reference to the provisions of the Convertible Debentures trust indenture which contains a complete statement of those terms and conditions. The trust indenture for the Convertible Debentures and the Supplemental Indenture were filed on SEDAR+ on July 15, 2020 and March 4, 2024, respectively.

The fair value of the liability component of the Convertible Debentures was assessed at inception based on an estimated market discount rate of 14.88% , and will be accreted to the full face value of \$216.3 million over the term of the Convertible Debentures. The residual value of \$54.3 million (\$70.2 million net of \$15.8 million deferred income taxes) was allocated to the equity component less the pro-rata portion of transaction costs as prescribed by IFRS 9, *Financial instruments* and IAS 32, *Financial instruments: Presentation*.

The Unaccreted deferred financing fees and discount as at March 31, 2026 related to the 7.75% Convertible Debentures due March 1, 2030 is \$45.1 million.

Cineplex recorded cash interest expense on the Convertible Debentures of \$4.2 million during the quarter, (2025 - \$4.1 million) and accretion expense of \$2.1 million during the quarter (2025 - \$1.8 million), both of which are included as part of the interest expense in the consolidated statement of operations.

As at March 31, 2026, Cineplex has \$216.25 million principal amount of Convertible Debentures outstanding.

Notes Payable

The 2021 Notes and the 2024 Notes (together, the “**Notes Payable**”) (as applicable) payable are as follows:

	March 31, 2026	December 31, 2025
Face value of Notes Payable ⁽ⁱ⁾	\$ 575,000	\$ 575,000
Unaccreted deferred financing fees and discount ⁽ⁱⁱ⁾	—	—
Notes payable	<u>\$ 575,000</u>	<u>\$ 575,000</u>

(i) See descriptions of the 2021 Notes and the 2024 Notes below.

(ii) No accretion of the 2024 Notes is required as the notes were initially recognized at face value. The underwriter's fees and financial asset derivative had equal values of \$10.1 million.

Cineplex recorded cash interest expense on the Notes Payable of \$10.6 million during the quarter (2025 - \$10.6 million) and recorded accretion expense during the quarter of nil (2025 - \$nil), both of which are included as part of interest expense in the consolidated statement of operations. As at March 31, 2026, Cineplex has \$575.0 million principal amount of 2024 Notes outstanding. Cineplex's derivative financial instrument on the outstanding 2021 Notes and 2024 Notes, as applicable, relates to the early prepayment option that fluctuates in value based on market interest rates. The fair value of the embedded derivative was determined using an option pricing model with observable market inputs and are consistent with accepted methods for valuing financial instruments. Cineplex has estimated the fair value of this embedded derivative at \$17.4 million as at March 31, 2026 (2025 - \$18.4 million) which is presented on the consolidated balance sheets as a derivative financial instrument.

2024 Notes

On March 4, 2024, in connection with the 2024 Refinancing, Cineplex closed a private placement offering of \$575.0 million aggregate principal amount of 7.625% senior secured notes due March 31, 2029 (the “2024 Notes”). The 2024 Notes were issued pursuant to an indenture entered into among Cineplex and TSX Trust Company, as trustee and collateral agent, dated March 4, 2024 (the “2024 Notes Indenture”). Interest is paid semi-annually on January 31 and July 31.

Cineplex Inc.

Management's Discussion and Analysis

The 2024 Notes contain a number of prepayment options, and Cineplex recognized a fair value derivative asset of \$10.1 million on issuance. Issuance costs of \$10.1 million resulted in the 2024 Notes being presented at face value on the balance sheet, and no non-cash interest will be recognized.

The 2024 Notes are fully and unconditionally guaranteed, jointly and severally, by Cineplex and each direct or indirect restricted subsidiary of Cineplex that is a borrower or guarantees the obligations of Cineplex or any other borrower under the 2024 Credit Facility.

At any time from and after January 31, 2026, Cineplex may, at its option, redeem the 2024 Notes, in whole or in part, at the redemption prices set forth in the 2024 Notes Indenture, plus accrued and unpaid interest thereon to, but excluding, the applicable redemption date.

If Cineplex sells certain assets without applying the proceeds in a permitted manner, which includes purchasing assets used in business operations or making capital expenditures within 365 days of receipt thereof, Cineplex may be required to make an offer to each holder of 2024 Notes to purchase all or a portion of its Notes at 100% of the aggregate principal amount of the 2024 Notes so repurchased plus accrued and unpaid interest to, but not including, the date of repurchase. If Cineplex undergoes certain change of control events, Cineplex must make an offer to repurchase the 2024 Notes at a purchase price equal to 101% of the aggregate principal amount of the 2024 Notes so repurchased plus accrued and unpaid interest to, but not including, the date of repurchase.

If Cineplex, any guarantor or other payor is required to withhold or deduct any amount for or on account of taxes from any payment made under or with respect to the 2024 Notes or any guarantee, as the case may be, Cineplex, such guarantor or other payor, as applicable, will pay (together with such payment) such additional amounts as may be necessary so that the net amount received by each holder or beneficial owner of a 2024 Note after such withholding or deduction (including any such withholding or deduction from such additional amounts) will not be less than the amount the holder or beneficial owner would have received if such taxes had not been withheld or deducted (subject to certain exceptions).

In addition to the restrictions on asset sales and change of control events described above, the 2024 Notes Indenture contains covenants that restrict, among other things, Cineplex's ability to incur liens other than permitted liens, make restricted payments, incur certain indebtedness and enter into certain transactions with affiliates, in each case, subject to certain conditions which may include requirements for cumulative Adjusted EBITDA to exceed 1.75x cumulative Fixed Charges, and maintaining a Fixed Charge Coverage Ratio greater than 2 to 1.

The 2024 Notes Indenture contains customary events of default substantially similar to those set out in the trust indenture governing the 2021 Notes, and as more specifically set out in the 2024 Notes Indenture. Upon the occurrence of an event of default under the 2024 Notes Indenture, the trustee thereunder, acting on the instruction of the requisite majority of holders of the 2024 Notes, and subject to the Intercreditor Agreement, would be entitled to accelerate all amounts outstanding under the 2024 Notes and, upon such acceleration, to instruct the collateral agent under the Intercreditor Agreement to enforce the security granted to the lenders by Cineplex and the guarantors. Following repayment of the lenders under the 2024 Credit Facility and any other priority lien obligations under the Intercreditor Agreement, the holders of the 2024 Notes would then be repaid from the proceeds of such security, using all available assets. Only after such repayment and the payment of any other secured and unsecured creditors would the holders of common shares of Cineplex (the "Common Shares") receive any proceeds from the liquidation of Cineplex's assets.

The foregoing is a summary of the key terms of the 2024 Notes. This summary is qualified in its entirety by reference to the provisions of the 2024 Notes Indenture which contains a complete statement of those terms and conditions. The 2024 Notes Indenture was filed on SEDAR+ on March 4, 2024.

Cineplex Inc.

Management's Discussion and Analysis

Security and Ranking

The obligations under both the 2024 Credit Facility and the 2024 Notes are secured by charges granted in favour of TSX Trust Company, as collateral agent, over substantially all of the personal and real property owned by Cineplex and its subsidiaries that are guarantors of such debt, other than certain excluded immaterial subsidiaries. The priorities of the liens securing the obligations under the 2024 Credit Agreement and the 2024 Notes are governed by the terms of a collateral agent and intercreditor agreement (the "Intercreditor Agreement"). Pursuant to the Intercreditor Agreement and the security granted in connection therewith: (i) the 2024 Notes rank effectively junior, to the extent of the value of the collateral, to Cineplex's and the guarantor's obligations under the 2024 Credit Agreement and any other priority lien debt set out therein; (ii) rank pari passu in right of payment with all existing and future senior indebtedness of Cineplex and the guarantors and senior in right of payment to any future subordinated indebtedness of Cineplex and the guarantors; (iii) rank effectively senior to any existing and future unsecured obligations of Cineplex and the guarantors to the extent of the value of the collateral securing the 2024 Notes (subject to the prior payment of any priority lien debt including under the 2024 Credit Agreement); and (iv) are structurally subordinated to all existing and future indebtedness, claims of holders of preferred stock and other liabilities of subsidiaries of Cineplex that do not guarantee the 2024 Notes.

6.5. FUTURE OBLIGATIONS

Cineplex has aggregate gross capital commitments of \$4.6 million (\$2.5 million net of tenant inducements) related to the completion of construction of one location-based entertainment location and other premium experiences.

Management will continue to assess its future capital spending taking into consideration its legal commitments, and requirements of the business on a short and long-term basis and believes that it has adequate liquidity to fund operations.

Cineplex conducts a significant part of its operations in leased premises. Cineplex's leases generally provide for minimum rent and a number of the leases also include percentage rent based primarily upon sales volume. Cineplex's leases may also include escalation clauses, guarantees and certain other restrictions, and generally require it to pay a portion of the real estate taxes and other property operating expenses. Initial lease terms generally range from 15 to 20 years and contain various renewal options, generally in intervals of five to ten years.

Cineplex Inc.

Management's Discussion and Analysis

7. ADJUSTED FREE CASH FLOW AND DIVIDENDS (see Section 16 Non-GAAP and other financial measures)

7.1. ADJUSTED FREE CASH FLOW

The following table illustrates adjusted free cash flow per share for the three months ended March 31, 2026 and 2025 and measures relevant to the discussion of adjusted free cash flow per share (expressed in thousands of dollars except shares outstanding):

	First Quarter		
	2026	2025	Change
	(Section 1) (ii)		
Cash flows used in operating activities from continuing operations	\$ (14,762)	\$ (28,707)	-48.6 %
Net loss from continuing operations	\$ (22,389)	\$ (35,130)	-36.3 %
Standardized free cash flow (i)	\$ (23,516)	\$ (44,629)	-47.3 %
Adjusted free cash flow (i)	\$ (8,845)	\$ (25,605)	-65.5 %
Weighted average number of Common Shares outstanding	63,042,878	63,424,568	-0.6 %
Adjusted free cash flow per share (i)	\$ (0.140)	\$ (0.404)	(65.3)%
(i) Represents a non-GAAP financial measure. See Section 16 Non-GAAP and other financial measures.			
(ii) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.			

Adjusted free cash flow per share increased during the first quarter due to working capital movements.

7.2. DIVIDENDS

Cineplex's dividend policy is subject to the discretion of the Board and may vary depending on, among other things, Cineplex's results of operations, cash requirements, financial condition, contractual restrictions, business opportunities, provisions of applicable law and other factors that the Board may deem relevant. Cineplex does not expect to return to paying dividends until liquidity has improved and a target leverage ratio (excluding convertible debentures) of 2.5x to 3.0x is achieved. Cineplex has not paid any dividends after the dividend that was paid on February 28, 2020.

8. SHARE ACTIVITY

Share capital balances at March 31, 2026 and 2025 and transactions during the periods are as follows: (expressed in thousands of dollars except share amounts):

	Shares	Amount
	Number of Common Shares issued and outstanding	Share capital
Balance - December 31, 2025	63,466,340	\$ 851,118
Shares repurchased and cancelled under the normal course issuer bid	(463,506)	(6,319)
Balance - March 31, 2026	63,002,834	\$ 844,799

	Shares	Amount
	Number of Common Shares issued and outstanding	Share capital
Balance - December 31, 2024	63,423,010	\$ 853,667
Issuance of shares on exercise of options	4,063	51
Balance - March 31, 2025	63,427,073	\$ 853,718

Cineplex Inc.

Management's Discussion and Analysis

Normal Course Issuer Bid (NCIB)

On August 22, 2025, the TSX accepted Cineplex's notice of intention to renew the NCIB. Under the NCIB, Cineplex proposes to purchase, as opportunities arise from time to time, up to 6,294,809 Common Shares, or approximately 10% of its public float of 62,948,090 Common Shares issued and outstanding as of August 14, 2025. Purchases under the NCIB, subject to certain restrictions under its current debt agreements (see Section 6.4 Long-term debt), will be made through the facilities of the TSX or through alternative Canadian trading systems and in accordance with applicable regulatory requirements at a price per Common Share equal to the market price at the time of acquisition.

Cineplex was permitted to begin purchasing Common Shares under the NCIB on or about August 26, 2025 and the bid will terminate on August 25, 2026 or such earlier time as Cineplex completes its purchases pursuant to the bid or provides notice of termination. Any Common Shares purchased under the NCIB will be cancelled upon their purchase. Cineplex intends to fund the purchases out of its available cash.

In connection with the NCIB, Cineplex has established an automatic share purchase plan (the "Plan"), effective August 26, 2025, with its designated broker that contains specified parameters regarding how its Common Shares may be purchased under the NCIB during times when Cineplex would ordinarily not be permitted to purchase Common Shares due to regulatory restrictions or self-imposed blackout periods. Cineplex may elect to suspend or discontinue its NCIB in accordance with certain conditions set forth in the Plan.

Cineplex commenced the NCIB because the Board believes that the market price of the Common Shares does not reflect Cineplex's intrinsic value and the repurchase of Common Shares would be in the best interests of Cineplex and its shareholders, and would represent an attractive and appropriate use of available funds. Decisions regarding the amount and timing of future purchases of Common Shares will be based on market conditions, share price and other factors.

Omnibus Incentive Plan

On November 12, 2020, Cineplex's Board approved an Omnibus Incentive Plan (the "Incentive Plan"). This plan supersedes the former incentive plans (collectively, the "Legacy Plan") that included Options, Performance Share Units ("PSUs") and Restricted Share Units ("RSUs"). All employees and consultants are eligible to participate in the Incentive Plan. The Incentive Plan consists of stock options, RSUs and PSUs. Awards of RSUs and PSUs are granted during a service year subject to a service period as determined by management at the time of issuance. The aggregate number of Common Shares that may be issued under the Incentive Plan is 7,357,905 provided that no more than 3,500,000 Common Shares may be issued in aggregate pursuant to the settlement of RSUs and PSUs. The base Common Share equivalents granted as RSU and PSU awards attract compounding notional dividends at the same rate as outstanding Common Shares, which are notionally re-invested as additional base Common Share equivalents. PSU and RSU awards may be settled in Common Shares issued from treasury, cash, or a mix of Common Shares and cash, at Cineplex's option at the time of settlement. As at March 31, 2026, 2,245,584 (2025 - 573,451) Common Shares are available to be issued under the Incentive Plan for settlement of RSUs and PSUs. Options that were issued prior to the Incentive Plan and are subsequently cancelled are available to be issued under the Incentive Plan.

Stock Options

Stock options issued under the Incentive Plan are administered by Cineplex's Board of Directors which establishes the exercise price at the time each option is granted, which in all cases is not to be less than the market price on the grant date. All of the options must be exercised over specified periods not to exceed ten years from the date granted. Options issued under the Incentive Plan may be exercised for cash or on a cashless basis, both of which result in the issuance of Common Shares from treasury. Options granted are accounted for as equity-settled.

Cineplex recognized employee benefits expense of \$0.4 million with respect to options during the three months ended March 31, 2026 (2025 - \$0.4 million).

Cineplex Inc.

Management's Discussion and Analysis

A summary of option activities for the three months ended March 31, 2026 and 2025 is as follows:

	2026			2025	
	Weighted average remaining contractual life (years)	Number of underlying Common Shares	Weighted average exercise price	Number of underlying Common Shares	Weighted average exercise price
Options outstanding - January 1	6.08	2,753,426	\$ 14.57	2,735,869	15.00
Granted		509,841	9.81	454,511	11.28
Exercised		—	—	(16,247)	8.25
Forfeited		—	—	(14,337)	20.59
Options outstanding, March 31	6.48	3,263,267	\$ 13.83	3,159,796	\$ 14.47
Options vested and exercisable		2,072,124		1,888,395	

Upon cashless exercises, the options exercised in excess of Common Shares issued are cancelled and returned to the pool available for future grants. At March 31, 2026, 1,132,386 options (2025 - 183,859) are available for grant.

RSU and PSU awards

	PSU Share equivalents granted	RSU Share equivalents granted	PSU Share equivalents minimum payout	PSU Share equivalents maximum payout
2026 LTIP awards granted in Q1 2026	310,790	411,792	—	621,580
2025 LTIP awards granted in Q1 2025	299,250	404,536	—	598,500
2024 LTIP awards granted in Q1 2024	381,265	541,347	—	762,530

RSU

During the first quarter of 2026, Cineplex issued 411,792 equity-settled RSUs with a fair value of \$9.81 per unit (total fair value of \$4.0 million on issuance). The fair value was initially assessed based on Cineplex's closing Common Share price on the grant date. The RSUs issued will vest in the third quarter of 2028.

PSU

During the first quarter of 2026, Cineplex issued 310,790 equity settled PSUs with a fair value of \$9.81 per unit (total fair value of \$3.0 million on issuance). The fair value was assessed based on Cineplex's closing Share price on the grant date. The PSU awards issued will vest in the third quarter of 2028.

Compensation expense is recorded based on the number of units expected to vest, the current market price of Cineplex's Common Shares, and the application of a performance multiplier that ranges from a minimum of zero to a maximum of two. Performance multipliers are developed based on Total Shareholder Return percentile rank relative to a select peer group and composite group. Participants will receive fully paid Common Shares issued from treasury that can vary depending on the achievement of established performance targets. Performance conditions are reflected in Cineplex's estimate of the grant-date fair value for equity instruments granted.

Incentive Plan costs are estimated at the grant date based on expected performance results then accrued and recognized on a graded basis over the vesting period. Forfeitures are estimated to be nominal based on historical forfeiture rates. Cineplex recognized compensation expense of \$2.9 million for the three months ended March 31, 2026 (2025 - \$1.6 million) under the Incentive Plan relating to RSU and PSU awards. At March 31, 2026, \$6.4 million (2025 - \$4.4 million) was included in share-based compensation liability and \$3.2 million in contributed surplus (2025 - \$5.0 million).

Cineplex Inc.

Management's Discussion and Analysis

Deferred equity units

Members of the Board of Directors and certain officers of Cineplex may elect to defer a portion of their compensation in the form of deferred equity units. Cineplex recognized compensation recovery of \$0.3 million during the three months ended March 31, 2026 (2025 - \$1.6 million recovery) associated with the deferred equity units. At March 31, 2026, \$5.4 million (2025 - \$6.7 million) was included in non-current share-based compensation liability.

9. SEASONALITY AND QUARTERLY RESULTS

Historically, Cineplex's revenues have been seasonal, coinciding with the timing of major film releases as the most marketable motion pictures were traditionally released during the summer and holiday seasons in Canada. This caused changes from quarter to quarter in theatre attendance, affecting theatre exhibition and Cinema Media revenues and operating cash flows. The timing, quantity, and quality of film releases can have a significant impact on Cineplex's results of operations, and the results of one period are not necessarily indicative of future results. Cineplex's diversification into other businesses such as media advertising and location-based entertainment, which are not dependent on motion picture content, has contributed to reduce the impact of this seasonality on Cineplex's consolidated results. To meet working capital requirements during lower revenue quarters, Cineplex can draw upon the 2024 Credit Facility, which had nil drawn at March 31, 2026 and had cash on hand of \$77.9 million available as of March 31, 2026, subject to restrictions described above (Section 6.4 Long-term debt).

Cineplex Inc.

Management's Discussion and Analysis

Summary of Quarterly Results (in thousands of dollars except per share, per patron, theatre attendance and theatre location and screen data, unless otherwise noted):

	2026	2025				2024		
	Q1	Q4	Q3	Q2 (Section 1) (iii)	Q1 (Section 1) (iii)	Q4 (Section 1) (iii)	Q3 (Section 1) (iii)	Q2 (Section 1) (iii)
Revenues								
Box office revenues	\$ 127,393	\$140,723	\$159,478	\$158,475	\$101,911	\$147,728	\$174,884	\$114,478
Food service revenues	108,220	117,689	130,314	130,375	91,489	120,309	143,259	96,658
Media revenues	13,906	33,831	19,212	19,311	17,148	30,077	18,101	18,546
Amusement revenues	25,972	23,218	25,689	24,183	28,500	22,448	23,926	20,541
Other revenues	15,492	19,307	14,245	16,993	12,675	20,334	22,110	16,523
	290,983	334,768	348,938	349,337	251,723	340,896	382,280	266,746
Expenses								
Film cost	69,372	76,414	89,114	87,643	54,155	78,628	100,175	60,296
Cost of food service	25,143	26,332	29,771	30,838	23,413	27,088	33,294	23,240
Depreciation - right-of-use assets	19,955	20,681	20,132	20,380	20,703	19,930	20,766	21,357
Depreciation and amortization - other	18,405	18,966	19,248	19,779	20,167	19,657	19,629	20,171
(Gain) loss on disposal of assets	(236)	12	3	(36)	(154)	218	1,030	(8,315)
Other costs including employee benefits	150,446	154,478	157,548	156,407	144,355	156,268	161,910	142,519
	283,085	296,883	315,816	315,011	262,639	301,789	336,804	259,268
Subtotal	\$ 7,898	\$ 37,885	\$ 33,122	\$ 34,326	\$(10,916)	\$ 39,107	\$ 45,476	\$ 7,478
Adjusted EBITDA (i)	\$ 44,718	\$ 75,542	\$ 73,048	\$ 74,621	\$ 29,909	\$ 76,382	\$ 88,105	\$ 41,105
Adjusted EBITDAaL (i)	\$ 4,124	\$ 35,052	\$ 33,332	\$ 33,894	\$(10,718)	\$ 35,804	\$ 47,914	\$ 1,578
Net (loss) income from continuing operations	\$ (22,389)	\$ (3,302)	\$ 1,365	\$ 143	\$(35,130)	\$ (631)	\$(22,900)	\$(19,325)
Net (loss) income from discontinued operations, including gain on disposition	—	3,671	(154)	(2,341)	(1,485)	3,963	(1,834)	(2,114)
Net (loss) income	\$ (22,389)	\$ 369	\$ 1,211	\$ (2,198)	\$(36,615)	\$ 3,332	\$(24,734)	\$(21,439)
(Loss) earnings per share from continuing operations - basic	\$ (0.36)	\$ (0.05)	\$ 0.02	\$ 0.00	\$ (0.55)	\$ (0.01)	\$ (0.36)	\$ (0.30)
Earnings per share from discontinued operations - basic	—	\$ 0.06	\$ 0.00	\$ (0.03)	\$ (0.02)	\$ 0.06	\$ (0.03)	\$ (0.03)
(Loss) earnings per share - basic	\$ (0.36)	\$ 0.01	\$ 0.02	\$ (0.03)	\$ (0.58)	\$ 0.05	\$ (0.39)	\$ (0.33)
(Loss) earnings per share from continuing operations - diluted	\$ (0.36)	\$ (0.05)	\$ 0.02	\$ 0.00	\$ (0.55)	\$ (0.01)	\$ (0.36)	\$ (0.30)
Earnings per share from discontinued operations - diluted	—	\$ 0.06	\$ 0.00	\$ (0.03)	\$ (0.02)	\$ 0.06	\$ (0.03)	\$ (0.03)
(Loss) earnings per share - diluted	\$ (0.36)	\$ 0.01	\$ 0.02	\$ (0.03)	\$ (0.58)	\$ 0.05	\$ (0.39)	\$ (0.33)
Cash (used in) provided by operating activities from continuing operations	\$ (14,762)	\$ 76,562	\$ 26,760	\$ 47,418	\$(28,707)	\$100,009	\$ 17,845	\$ 213
Cash used in investing activities from continuing operations	(11,731)	(12,121)	(6,298)	(7,374)	(17,177)	(23,998)	(15,320)	(12,620)
Cash (used in) provided by financing activities from continuing operations	(29,650)	(28,891)	(21,329)	(22,109)	(24,587)	(26,510)	(24,127)	(22,222)
Effect of exchange rate differences on cash from continuing operations	—	—	—	—	—	—	—	—
Net change in cash from continuing operations	\$ (56,143)	\$ 35,550	\$ (867)	\$ 17,935	\$(70,471)	\$ 49,501	\$(21,602)	\$(34,629)
Cash flows (used in) provided by discontinued operations	\$ —	\$ 59,793	\$ (2,545)	\$ 6,181	\$ 4,549	\$ 2,578	\$ (3,317)	\$ (952)
BPP (ii)	\$ 12.94	\$ 13.87	\$ 13.23	\$ 13.68	\$ 12.14	13.26	\$ 13.19	\$ 13.11
CPP (ii)	\$ 9.54	\$ 9.92	\$ 9.65	\$ 10.04	\$ 9.13	9.41	\$ 9.85	\$ 9.56
Film cost percentage (ii)	54.5 %	54.3 %	55.9 %	55.3 %	53.1 %	53.2 %	57.3 %	52.7 %
Theatre attendance (in thousands of patrons) (ii)	9,842	10,148	12,054	11,583	8,392	11,141	13,255	8,731

Cineplex Inc.

Management's Discussion and Analysis

Theatre locations (at period end)	153	154	155	155	156	156	155	156
Theatre screens (at period end)	1,600	1,606	1,607	1,607	1,617	1,617	1,612	1,618
(i) Represents a non-GAAP financial measure. See Section 16 Non-GAAP and other financial measures.								
(ii) Represents a supplementary financial measure. See Section 16 Non-GAAP and other financial measures.								
(iii) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.								

Summary of adjusted free cash flow by quarter

Management calculates adjusted free cash flow per share as follows (see Section 16 Non-GAAP and other financial measures, for a discussion of adjusted free cash flow) (in thousands of dollars except per share data and number of Common Shares outstanding):

	2026	2025				2024		
	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2
				(Section 1) (iii)	(Section 1) (iii)	(Section 1) (iii)	(Section 1) (iii)	(Section 1) (iii)
Cash provided by (used in) operating activities	\$ (14,762)	\$ 76,562	\$ 26,760	\$ 47,418	\$ (28,707)	\$ 100,009	\$ 17,845	\$ 213
Less: Total capital expenditures net of proceeds on sale of assets	(8,754)	(11,066)	(4,553)	(6,650)	(15,922)	(22,568)	(14,053)	(7,766)
Standardized free cash flow	(23,516)	65,496	22,207	40,768	(44,629)	77,441	3,792	(7,553)
Add/(Less):								
Changes in operating assets and liabilities	32,555	(32,806)	13,290	(4,744)	28,196	(53,997)	37,751	11,602
Changes in operating assets and liabilities of joint ventures	1	(50)	(184)	(53)	12	(82)	(27)	(37)
Provision for Competition Tribunal's administrative monetary penalty	—	—	—	—	—	—	(39,215)	—
Principal component of lease obligations	(24,290)	(21,744)	(21,329)	(22,109)	(24,587)	(21,915)	(22,086)	(22,222)
Principal portion of cash rent paid not pertaining to current period	1,313	(422)	(422)	(422)	1,274	(410)	(409)	(410)
Growth capital expenditures and other	6,396	2,593	1,478	3,269	13,903	16,200	11,324	5,658
Share of income of joint ventures, net of non-cash depreciation	(1,304)	(2,002)	543	172	109	(2,530)	1,204	414
Financing fees	—	17	(79)	—	117	—	—	87
Adjusted free cash flow (i)	\$ (8,845)	\$ 11,082	\$ 15,504	\$ 16,881	\$ (25,605)	\$ 14,707	\$ (7,666)	\$ (12,461)
Average number of Common Shares outstanding	63,042,878	63,592,001	63,440,104	63,430,021	63,424,568	63,324,212	63,652,129	63,684,281
Adjusted free cash flow per share (ii)	\$ (0.140)	\$ 0.174	\$ 0.244	\$ 0.266	\$ (0.404)	\$ 0.232	\$ (0.120)	\$ (0.196)
(i) Represents a non-GAAP financial measure. See Section 16 Non-GAAP and other financial measures.								
(ii) Represents a non-GAAP ratio. See Section 16 Non-GAAP and other financial measures.								
(iii) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.								

10. RELATED PARTY TRANSACTIONS

Cineplex may have transactions in the normal course of business with entities whose management, directors or trustees are also directors of Cineplex. Any such transactions are in the normal course of operations and are measured at market-based exchange amounts. Unless otherwise noted, these transactions are not considered related party transactions for financial statement purposes.

Cineplex Inc.

Management's Discussion and Analysis

11. MATERIAL ACCOUNTING JUDGMENTS AND ESTIMATION UNCERTAINTIES

Cineplex makes estimates and assumptions concerning the future that may not equal actual results. The following are the estimates and judgments applied by management that most material impact Cineplex's consolidated financial statements. These estimates and judgments have a risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

Goodwill and long lived assets - recoverable amount

Cineplex tests at least annually whether goodwill suffered any impairment. Assessment of impairment for long-lived assets, including property, equipment, leaseholds, right-of-use assets, intangible assets and goodwill is performed as specific events or circumstances dictate triggering events and changes in circumstances indicate that the carrying amount of the asset group may not be fully recoverable. Management makes assumptions and estimates in determining the recoverable amount of its long lived assets and groups of CGUs' goodwill, including significant key assumptions relating to attendance and the related revenue growth rates and discount rates. Further, other assumptions are required pertaining to variable and fixed cash flows, and operating margins.

At the end of each future reporting period Cineplex will assess whether there are indications that the impairment loss recognized for an asset other than goodwill may no longer exist or may have decreased. If any such indication exists, Cineplex will estimate the recoverable amount of that asset and may reverse previously recorded impairment.

Revenue recognition - gift cards and prepaid certificates

Management estimates the value of gift cards that are not expected to be redeemed by customers, based on the terms of the gift cards and historical redemption patterns, including industry data. The estimates are reviewed annually, or when evidence indicates the existing estimate is not valid.

Income taxes

The timing of reversal of timing differences and the expected income allocation to various tax jurisdictions within Canada affect the effective income tax rate used to compute the deferred income tax asset. In addition, management occasionally estimates the current or future deductibility of certain expenditures, affecting current or deferred income tax balances and expenses.

Lease terms

Some leases of property contain extension options exercisable by Cineplex up to one year before the end of the non-cancellable contract period. Where practicable, Cineplex seeks to include extension options in new leases to provide operational flexibility. In determining the lease term, Cineplex considers all facts and circumstances that create an economic incentive to exercise an extension option, or not exercise a termination option. The assessment is reviewed upon a trigger by a significant event or a significant change in circumstances.

Cineplex Inc.

Management's Discussion and Analysis

12. ACCOUNTING POLICIES

Basis of preparation and measurement

IAS 34, Interim Financial Reporting

Cineplex prepares its unaudited interim condensed consolidated financial statements in accordance with International Financial Reporting Standards as issued by the International Accounting Standards Board ("IFRS Accounting Standards"), applicable to the preparation of interim financial statements, under International Accounting Standard 34, *Interim Financial Reporting*. The preparation of consolidated financial statements in accordance with IFRS requires the use of certain critical accounting estimates. It also requires that management exercise judgment in applying Cineplex's accounting policies. The disclosures contained in these unaudited interim condensed consolidated financial statements do not contain all requirements of IFRS Accounting Standards for annual consolidated financial statements and should be read in conjunction with the audited consolidated financial statements for the year ended December 31, 2025. These unaudited interim condensed consolidated financial statements follow the same accounting policies and methods of application as the audited financial statements for the year ended December 31, 2025, with the exception of accounting standards adopted in the current quarter.

Accounting standards issued

Management of Cineplex reviews all changes to the IFRS when issued. The International Accounting Standards Board ("IASB") has published a number of amendments to existing accounting standards effective for years beginning on or after January 1, 2026. The following amendments have been adopted or are being evaluated by Cineplex:

IFRS 9, Classification and Measurement of Financial Instruments

In May 2024, the IASB issued amendments to IFRS 9, Financial Instruments and IFRS 7, Financial Instruments: Disclosures. The amendments relate to settling financial liabilities using an electronic payment system and assessing contractual cash flow characteristics of financial assets, including those with Environmental, Social, and Governance ("ESG")-linked features. The IASB also amended disclosure requirements relating to investments in equity instruments designated at FVOCI and added disclosure requirements for financial instruments with contingent features. Cineplex assessed the amendments effective January 1, 2026 and found its prior accounting was consistent with the amended standard with no material impact on the interim condensed consolidated financial statements, including in respect of outstanding cheques. No changes to classification or measurement were required and comparative information was not restated.

IFRS 18, Presentation and Disclosure in Financial Statements

In April 2024, the IASB issued the new standard IFRS 18, *Presentation and Disclosure in Financial Statements* that will replace IAS 1, *Presentation of Financial Statements*. The new standard introduces newly defined subtotals on the income statement, changes to IAS 7, *Statement of Cash Flows*, including requirements for presentation of interests and dividends paid as financing cash flows and interests received as investing cash flows, new requirements for aggregation and disaggregation of information, and disclosure of Management Performance Measures (MPMs) in the financial statements. The new standard is effective for annual reporting periods beginning on or after January 1, 2027, with early adoption permitted. Cineplex is assessing the impacts to the consolidated financial statements.

Cineplex Inc.

Management's Discussion and Analysis

13. RISKS AND UNCERTAINTIES

Cineplex is exposed to a number of risks and uncertainties in the normal course of business that have the potential to affect operating performance. Cineplex has operating and risk management strategies and insurance programs to help minimize these operating risks and uncertainties. In addition, Cineplex has entity level controls and governance procedures including a corporate code of business conduct and ethics, whistle blowing procedures, clearly articulated corporate values and detailed policies outlining the delegation of authority within Cineplex.

Cineplex conducts an annual enterprise risk management assessment which is overseen by Cineplex's executive management team and the Audit Committee, and is reported to the Board. The enterprise risk management framework sets out principles and tools for identifying, evaluating, prioritizing and managing risk effectively and consistently across Cineplex. On an annual basis, all members of senior management participate in a detailed review of enterprise risk in four major categories: environmental risks, process risks, information risks and business unit risks. The results of such analysis are presented to the Audit Committee for its review and then reviewed with the whole of the Board. In addition, Cineplex monitors risks and changing economic conditions on an ongoing basis and adapts its operating strategies as required.

Any discussion about risks should be read in conjunction with "Forward-Looking Statements." The principal risks and uncertainties described in the Annual MD&A have not materially changed since December 31, 2025. For a detailed discussion on the risks and uncertainties relating to Cineplex, see the section titled "*Risks and Uncertainties*" in the Annual MD&A.

14. CONTROLS AND PROCEDURES

14.1. DISCLOSURE CONTROLS AND PROCEDURES

Cineplex's management is responsible for establishing and maintaining disclosure controls and procedures for Cineplex as defined under National Instrument 52-109 issued by the Canadian Securities Administrators. Management has designed such disclosure controls and procedures, or caused them to be designed under its supervision, to provide reasonable assurance that material information relating to Cineplex, including its consolidated subsidiaries, is made known to the Chief Executive Officer and the Chief Financial Officer by others within those entities, particularly during the period in which the annual filings are being prepared.

14.2. INTERNAL CONTROLS OVER FINANCIAL REPORTING

Cineplex's management is responsible for designing and evaluating the effectiveness of internal controls over financial reporting for Cineplex as defined under National Instrument 52-109 issued by the Canadian Securities Administrators. Management has designed such internal controls over financial reporting using the Internal Control - Integrated Framework: 2017 issued by the Committee of Sponsoring Organizations of the Treadway Commission, or caused them to be designed under its supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of the financial statements for external purposes in accordance with IFRS Accounting Standards.

There has been no change in Cineplex's internal controls over financial reporting that occurred during the most recently completed interim period that has materially affected, or is reasonably likely to materially affect, Cineplex's internal control over financial reporting.

15. OUTLOOK

The following discussion is qualified in its entirety by the caution regarding forward-looking statements at the beginning of this MD&A and Section 13 Risks and uncertainties.

Cineplex Inc.

Management's Discussion and Analysis

FILM ENTERTAINMENT AND CONTENT

Theatre Exhibition

Cineplex believes that compelling content will continue to strengthen consumer enthusiasm for the theatrical movie-going experience and will bring people to Cineplex theatres for the remainder of 2026. This is evidenced by the strong opening in April of *The Super Mario Galaxy Movie*. There is a strong slate of films scheduled for release during the remainder of the year including: *The Mandalorian & Grogu*, *Masters of the Universe*, *Disclosure Day*, *Scary Movie 6*, *Toy Story 5*, *Supergirl*, *Minions & Monsters*, *Moana*, *The Odyssey*, *Spider-Man: Brand New Day*, *Digger*, *Street Fighter*, *Godzilla Minus Zero*, *The Hunger Games: Sunrise on the Reaping*, *Avengers: Doomsday*, *Dune: Part 3*, *Jumanji 3*, and *Werewolf*. In addition, Cineplex remains encouraged by the commitments from non-traditional studios and international content which further validate the importance of the cinematic experience and the role theatrical exhibition plays in elevating content to its full potential.

Cineplex continues to focus on providing guests with a variety of premium viewing options through which to enjoy the theatre experience. These premium-priced offerings, which include UltraAVX, VIP Cinemas, IMAX, D-BOX, 3D, 4DX, Cineplex Clubhouse, and ScreenX generate higher revenues per patron and expand the customer base. Cineplex believes that these premium formats provide an enhanced guest experience and will continue to charge a ticket price premium for films and events presented in these formats. Cineplex will continue to expand those offerings throughout its circuit for the remainder of 2026 and beyond.

Cineplex also offers a range of value and loyalty programs aimed at driving attendance and repeat visitation, including its CineClub membership, SCENE+ partner offers, discounted ticket initiatives such as \$5 promotions, and other pricing and promotional programs. These offerings are accessible across Cineplex's businesses nationwide including Cineplex theatres, and LBE venues.

Cineplex will continue to use data analytics and marketing personalization to drive theatrical and LBE visitation, and food and gaming purchase incidence. Cineplex continues to hold its North American leadership position in alternative programming, with 13.0% of the first quarter box office revenues coming from international films, compared to those films having a 5.2% North American share.

Cineplex is also focused on maintaining and improving the guest experience, including recliner seating, laser projection upgrades, and will continue to expand those offerings throughout its circuit. VIP Cinemas and other premium viewing options are a key component to Cineplex's theatre exhibition strategy, and continue to be valued by audiences.

Theatre Food Service and Other

Cineplex's core focus is on operational execution, marketing and providing the optimal product mix to provide further growth in this area. As part of this strategy, Cineplex continues to expand its product offering through its in-house brands across the circuit, and expanding VIP cinema menu offerings. Cineplex also leverages mobile technology to enhance the food service experience in its theatres and has VIP in-seat service. Cineplex continues to focus on its home delivery services of concessions in partnership with Uber Eats, SkipTheDishes, and DoorDash. In addition, Cineplex is driving growth through merchandise sales, including film-related collectibles and branded items, which complement its food and beverage offerings, and as of March 2026 has expanded merchandise sales through online channels. Management anticipates the strong film slate set to release in the balance of 2026 will drive attendance, which correlate with higher concession revenue.

Cineplex Inc.

Management's Discussion and Analysis

Alternative Programming & Distribution

Cineplex Pictures focuses on the acquisition of feature film rights for both theatrical release and in home release in Canada for various licensors for all markets or selected markets within Canada. Cineplex extended its theatrical distribution partnership with Lionsgate until December 31, 2026. Upcoming films that will be distributed as part of the extended partnership with Lionsgate include: *Power Ballad*, *The Furious*, *Mutiny* and *Hunger Games: Sunrise on the Reaping*.

Cineplex offers a wide variety of alternative programming, including international film programming; the popular *Metropolitan Opera Live in HD* series; sports programming; and various concert performances by popular recording artists. Cineplex continues to look for compelling content to offer as alternative content to attract a wider audience to its locations, in addition to adding dedicated event screens.

Amusement

Cineplex continues to enhance the guest experience through in-theatre gaming, including XSCAPE amusement revenues and meeting strong consumer demand for out-of-home entertainment.

CINEMA MEDIA

As advertising messaging competes to break through increasing media clutter, cinema advertising offers a differentiated, big-screen, sound-on environment that delivers high impact with attractive demographics. Research has shown that cinema media advertising reaches the most sought-after demographics, as well as Canada's high-income households and educated populations. Cineplex Media's proprietary Canadian Cinema Attention results from Lumen demonstrated the superior impact of the big screen in terms of advertising viewability, attention to the creative, and brand recall. With a strong content slate for the balance of 2026 and beyond, Cineplex believes its cinema media business is well positioned for continued growth through innovative media offerings within its theatre network. These include the newly launched Preshow Programmatic solution, data-enabled retargeting within digital environments, and the recent expansion of sales to include Landmark Cinemas as of January 2026. Cineplex Media continues to sell media for CDM DOOH clients and LBE. As part of the CDM Sale Transaction, Cineplex has entered into a five year agreement to continue as CDM's exclusive advertising sales agent for CDM operated digital-out-of-home networks across Canada.

Cineplex Media's revenues are impacted by venue traffic, economic factors, and client marketing strategies. Despite challenges in the overall advertising market due to economic uncertainty, trade matters, and consumer confidence, Cineplex has experienced increased cinema media revenues mainly driven by an increase in demand for showtime revenues. Cineplex expects the challenging advertising market to persist in the near-term. As attendance rebounds, Cineplex expects advertisers to continue to leverage cinema channels and data to better serve advertising customers and grow revenues.

LOCATION-BASED ENTERTAINMENT

Cineplex's LBE business features entertainment destination locations that cater to a wide range of guests through *The Rec Room*, a social entertainment destination targeting millennials featuring a wide range of entertainment options including redemption, video, recreational gaming, attractions, and a live entertainment venue for watching a wide range of entertainment programming, and *Playdium*, complexes specially designed for teens and families. *The Rec Room* is complemented with an upscale casual dining environment, as well as an expansive bar with a wide range of digital monitors and a large screen for watching sporting events and bookings for corporate events. Cineplex will continue to add attractions to enhance the guest experience and build new locations to drive growth.

Cineplex Inc.

Management's Discussion and Analysis

Cineplex experienced a decline in same store LBE revenues excluding the 2024 new builds compared to the prior year, largely due to broader economic headwinds, including shifts in discretionary spending and consumer behaviour. These impacts are expected to moderate as inflationary pressures ease and macroeconomic conditions stabilize. Cineplex anticipates improved performance driven by a recovery in consumer confidence, strategic marketing efforts aimed at increasing visitation, and continued operational efficiencies.

While new builds have had a slower start, Cineplex expects performance to improve as these locations ramp up revenue and benefit from operational efficiencies over time. Cineplex remains confident in the long-term growth potential of its LBE portfolio.

Cineplex announced plans to open a new Playdium location in Vaughan, Ontario, with completion targeted for the second quarter of 2026.

LOYALTY

Membership in the Scene+ loyalty program continued to exceed over 15 million members as at March 31, 2026. The growth in the Scene+ loyalty program provides Cineplex with opportunities to grow its customer base across all of its businesses, including Scene+ ability to engage members who are not existing Cineplex customers. On January 26, 2026, Scene+ announced a partnership with Shell Canada, giving members even more everyday ways to earn and redeem points. The partnership launched in Alberta on March 3, 2026, with a nationwide rollout on May 26, 2026.

FINANCIAL OUTLOOK

Cineplex remains confident in the long-term fundamentals of theatrical exhibition and the other businesses it operates. Over the last year, Cineplex executed several important strategic initiatives designed to reduce leverage, improve financial flexibility, and position Cineplex for accelerated long-term growth.

On October 23, 2024, Cineplex filed its Notice of Appeal with the Federal Court of Appeal and, with the Competition Bureau's consent, was granted a stay regarding payment of the Competition Tribunal's \$39.2 million administrative monetary penalty pending the Federal Court of Appeal's decision. The appeal was heard on October 8, 2025.

On January 23, 2026, the Federal Court of Appeal upheld the decision of the Competition Tribunal, including the \$39.2 million administrative monetary penalty and costs. On March 23, 2026, Cineplex filed its application seeking leave to appeal to the Supreme Court of Canada and, with the Competition Bureau's consent, was granted an interim stay regarding payment of the administrative monetary penalty and costs pending the Supreme Court of Canada's decision on Cineplex's application seeking leave to appeal.

While Cineplex anticipates the potential impact of US and Canadian import tariffs to be minimal, the full effects of any tariffs are currently uncertain and may have impacts on the business depending on the outcome of the final regulations.

The recent disruptions affecting global energy markets, including related oil price volatility may affect freight and other input costs, however, Cineplex has limited direct exposure and does not expect it will have a material impact on its businesses.

On November 7, 2025, Cineplex completed the sale of its digital place-based media division, CDM. The proceeds from the CDM Sale Transaction will be used for share repurchases under Cineplex's NCIB, debt reduction and for general corporate purposes, subject to certain restrictions under Cineplex's current debt agreements.

Cineplex Inc.

Management's Discussion and Analysis

Although the current uncertainty in macroeconomic conditions may impact certain Cineplex businesses, it remains confident in the resilience of its core business. The movie exhibition industry has historically demonstrated counter-cyclical characteristics, with attendance and box office performance often remaining stable or even improving during economic downturns as consumers seek affordable entertainment options. Significant changes in foreign exchange and borrowing costs both have minimal impacts on Cineplex's business given that U.S. dollar-denominated purchases constitute a small portion of its total expenditures, and the majority of Cineplex's interest-bearing debt carries fixed interest rates. These factors position Cineplex to deliver stable performance despite broader economic uncertainties.

16. NON-GAAP AND OTHER FINANCIAL MEASURES

National Instrument 52-112, *Non-GAAP and Other Financial Measures Disclosure* ("NI 52-112") imposes obligations regarding disclosure of non-GAAP financial measures, non-GAAP ratios, and other financial measures. Cineplex reports on certain non-GAAP measures, non-GAAP ratios, supplementary financial measures and total segment measures that are used by management to evaluate Cineplex's performance. The following measures included in this MD&A do not have a standardized meaning under GAAP and may not be comparable to similar measures provided by other issuers. Cineplex includes these measures because management believes that they assist investors in assessing financial performance. These non-GAAP and other financial measures are used throughout this report and are defined below.

NON-GAAP FINANCIAL MEASURES

A non-GAAP financial measure is defined in NI 52-112 as a financial measure disclosed that (a) depicts the historical or expected future financial performance, financial position or cash flow of an entity, (b) with respect to its composition, excludes an amount that is included in, or includes an amount that is excluded from, the composition of the most directly comparable financial measure disclosed in the primary financial statements of the entity, (c) is not disclosed in the financial statements of the entity, and (d) is not a ratio, fraction, percentage or similar representation.

NON-GAAP RATIOS

A non-GAAP ratio is defined in NI 52-112 as a financial measure disclosed that (a) is in the form of a ratio, fraction, percentage or similar representation, (b) has a non-GAAP financial measure as one or more of its components, and (c) is not disclosed in the financial statements.

Below are non-GAAP financial measures or non-GAAP ratios for continuing operations that are reported by Cineplex.

16.1. EBITDA, ADJUSTED EBITDA AND ADJUSTED EBITDAaL

Management defines EBITDA as earnings before interest income and expense, income taxes and depreciation and amortization expense. Adjusted EBITDA excludes the change in fair value of financial instrument, loss (gain) on disposal of assets, foreign exchange, and impairment, depreciation, amortization, interest and taxes of Cineplex's other joint ventures and associates, and other items that do not in management's view represent a factor relevant to the ongoing performance of the business such as the Competition Tribunal's administrative monetary penalty. Adjusted EBITDAaL modifies adjusted EBITDA to deduct current period cash rent paid or payable related to lease obligations.

Subsequent to the adoption of IFRS 16, *Leases*, by Cineplex effective January 1, 2019, the calculation of EBITDA no longer includes a charge for amounts paid or payable with respect to leased property and equipment. Given the majority of Cineplex's businesses are carried on in leased premises, Cineplex introduced the measure of adjusted EBITDAaL which includes a deduction for cash rent paid/payable related to lease obligations. Cineplex's management believes that adjusted EBITDAaL is an important supplemental measure of Cineplex's profitability at an operational level and provides analysts and investors with comparability in evaluating and valuing Cineplex's performance period over period. EBITDA, adjusted for various unusual items, is also used to define certain financial

Cineplex Inc.

Management's Discussion and Analysis

covenants in Cineplex's 2024 Credit Facility. Management calculates adjusted EBITDAaL margin by dividing adjusted EBITDAaL by total revenues.

EBITDA, adjusted EBITDA and adjusted EBITDAaL are non-GAAP measures generally used as an indicator of financial performance and they should not be seen as a measure of liquidity or a substitute for comparable metrics prepared in accordance with GAAP. Cineplex's EBITDA, adjusted EBITDA and adjusted EBITDAaL may differ from similar calculations as reported by other entities and accordingly may not be comparable to EBITDA, adjusted EBITDA or adjusted EBITDAaL reported by other entities.

Adjusted Store Level EBITDAaL Metrics

Cineplex reviews and reports adjusted EBITDAaL at the location level for LBE which is calculated as total LBE revenues from all locations less total LBE operating expenses, which excludes pre-opening costs and overhead relating to the management of LBE.

Adjusted Store Level EBITDAaL Margin

Calculated as adjusted store level EBITDAaL divided by total revenues for LBE for the period.

The following represents management's calculation of EBITDA, adjusted EBITDA, and adjusted EBITDAaL (expressed in thousands of dollars):

Reconciliation of reported net income (loss) to adjusted EBITDAaL	Three months ended March 31,	
	2026	2025 (Section 1) (ii)
Net loss	\$ (22,389)	\$ (35,130)
Depreciation and amortization - other	18,405	20,167
Depreciation - right-of-use assets	19,955	20,703
Interest expense - lease obligations	17,628	17,260
Interest expense - other	17,194	17,029
Interest income	(1,435)	(338)
Current income tax (recovery) expense	—	—
Deferred income tax recovery	(5,901)	(11,884)
EBITDA	\$ 43,457	\$ 27,807
Gain on disposal of assets, including businesses	(236)	(154)
Loss on financial instruments recorded at fair value	1,030	1,850
Provision for Competition Tribunal administrative monetary penalty	—	—
Foreign exchange (gain) loss	(79)	173
Depreciation and amortization - joint ventures and associates	542	228
Taxes and interest of joint ventures and associates	4	5
Adjusted EBITDA	\$ 44,718	\$ 29,909
Cash rent paid/payable related to lease obligations	(41,907)	(41,901)
Cash rent paid not pertaining to current period	1,313	1,274
Adjusted EBITDAaL (i)	\$ 4,124	(10,718)
Adjusted EBITDAaL from discontinued operations (i)(ii)	\$ —	\$ (94)
Adjusted EBITDAaL including discontinued operations (i)	\$ 4,124	\$ (10,812)
(i) See Section 16 Non-GAAP and other financial measures.		
(ii) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.		

Cineplex Inc.

Management's Discussion and Analysis

16.2. ADJUSTED FREE CASH FLOW

Free cash flow is a non-GAAP measure generally used by Canadian corporations as an indicator of financial performance and it should not be viewed as a measure of liquidity or a substitute for comparable metrics prepared in accordance with GAAP. Standardized free cash flow adjusts the amount of cash from operating activities to deduct capital expenditures net of proceeds on sale of assets in ordinary business operations. Standardized free cash flow is a non-GAAP measure recommended by the CICA in its 2008 interpretive release, *Improved Communication with Non-GAAP Financial Measures: General Principles and Guidance for Reporting EBITDA and Free Cash Flow*, and is designed to enhance comparability. Adjusted free cash flow is also a non-GAAP measure used by Cineplex to modify standardized free cash flow to exclude certain cash flow activities and to measure the amount available for activities such as repayment of debt, dividends to owners and investments in future growth through acquisitions. Adjusted free cash flow includes repayments of lease obligations that represented the principal portion of rent expenses that were included in net income calculation prior to the adoption of accounting standard IFRS 16, *Leases*, by Cineplex. Given that the materiality of the principal portion of the rent expenses and comparability of adjusted free cash flow disclosure for comparative periods, adjusted free cash flow also adjusts standardized free cash flow to deduct principal amount of repayment of lease obligation.

Cineplex presents standardized free cash flow and adjusted free cash flow per share because they are key measures used by investors to value and assess Cineplex. Cineplex's management defines adjusted free cash flow as standardized free cash flow adjusted for certain items, and considers adjusted free cash flow the amount available for distribution to shareholders. Standardized free cash flow is defined by the CICA as cash from operating activities as reported in the GAAP financial statements, less total capital expenditures minus proceeds from the disposition of capital assets other than those of discontinued operations, as reported in the GAAP financial statements; and dividends, when stipulated, unless deducted in arriving at cash flows from operating activities. The standardized free cash flow calculation excludes common dividends and other distributions that are declared at the Board's discretion.

Cineplex Inc.

Management's Discussion and Analysis

Management calculates adjusted free cash flow per share as follows (expressed in thousands of dollars except shares outstanding and per share data):

Reconciliation of reported cash provided by (used in) operating activities to adjusted free cash flow per share	Three months ended March 31,	
	2026	2025
	(Section 1) (iii)	
Cash provided by operating activities	\$ (14,762)	\$ (28,707)
Less: Total capital expenditures net of proceeds on sale of assets and insurance recoveries	(8,754)	(15,922)
Standardized free cash flow	(23,516)	(44,629)
Add/(Less):		
Changes in operating assets and liabilities (i)	32,555	28,196
Changes in operating assets and liabilities of joint ventures and associates (i)	1	12
Repayments of lease obligations - principal	(24,290)	(24,587)
Principal portion of cash rent paid not pertaining to current period	1,313	1,274
Growth capital expenditures and other (ii)	6,396	13,903
Share of income of joint ventures and associates, net of non-cash depreciation	(1,304)	109
Financing fees	—	117
Adjusted free cash flow	\$ (8,845)	\$ (25,605)
Average number of Common Shares outstanding	63,042,878	63,424,568
Adjusted free cash flow per share	\$ (0.140)	\$ (0.404)
<p>(i) Changes in operating assets and liabilities are not considered a source or use of adjusted free cash flow. Refer to note 24, Changes in operating assets and liabilities of Cineplex's 2025 Annual Consolidated Financial Statements for further details.</p> <p>(ii) Growth capital expenditures and other represent expenditures on Board approved projects, exclude maintenance capital expenditures and are net of proceeds on asset sales and insurance recoveries. The 2024 Credit Facility (discussed above in Section 6.4 Long-term debt) is available to Cineplex to fund Board approved projects.</p> <p>(iii) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.</p>		

Alternatively, the calculation of adjusted free cash flow using adjusted EBITDAaL as a reference point would be as follows (expressed in thousands of dollars):

Reconciliation of adjusted EBITDAaL to adjusted free cash flow	Three months ended March 31,	
	2026	2025
	(Section 1) (i)	
Adjusted EBITDAaL	\$ 4,124	\$ (10,718)
Adjust for:		
Interest expense - other	(17,194)	(17,029)
Accretion of convertible debentures and notes payable	2,061	1,779
Non-cash share-based compensation	2,959	2,181
Foreign exchange	79	(173)
Interest income	1,435	338
Maintenance capital expenditures	(2,358)	(2,019)
Cash foreign exchange	49	36
Adjusted free cash flow	\$ (8,845)	\$ (25,605)
<p>(i) The results of discontinued operations have been excluded from prior period figures as applicable per IFRS 5 to conform to the current period presentation. All amounts are from continuing operations unless otherwise noted. See Section 12 Accounting policies.</p>		

Cineplex Inc.

Management's Discussion and Analysis

SUPPLEMENTARY FINANCIAL MEASURES

Supplementary financial measures are financial measures that are not (a) presented in the financial statements and (b) are, or are intended to be, disclosed periodically to depict the historical or expected future financial performance, financial position or cash flow, that is not a non-GAAP financial measure or a non-GAAP ratio as defined in the instrument. Below are supplementary financial measures that Cineplex uses to depict its financial performance, financial position or cash flows.

Earnings (loss) per Share Metrics

Cineplex has presented basic and diluted earnings (loss) per share net of this item to provide a more comparable loss per share metric between the current periods and prior year periods. In the non-GAAP and other financial measures, earnings is defined as net income or net loss attributable to Cineplex excluding the change in fair value of financial instruments.

Per Patron Revenue Metrics

Cineplex reviews per patron metrics as they relate to box office revenue, theatre food service revenue and cinema media revenue such as BPP, CPP, BPP excluding premium priced product, concession margin per patron, and CMPP, as these are key measures used by investors to value and assess Cineplex's performance, and are widely used in the theatre exhibition industry. Cineplex's management defines these metrics as follows:

Theatre attendance: Theatre attendance is calculated as the total number of paying patrons that frequent Cineplex's theatres during the period.

BPP: Calculated as total box office revenues divided by total paid theatre attendance for the period.

BPP excluding premium priced product: Calculated as total box office revenues for the period, less box office revenues from 3D, 4DX, UltraAVX, VIP, ScreenX and IMAX product; divided by total paid theatre attendance for the period, less paid theatre attendance for 3D, 4DX, UltraAVX, VIP, ScreenX and IMAX product.

CPP: Calculated as total theatre food service revenues divided by total paid theatre attendance for the period.

CMPP: Calculated as total cinema media revenues divided by total paid theatre attendance for the period.

Premium priced product: Defined as 3D, 4DX, UltraAVX, IMAX, ScreenX and VIP film product.

Theatre concession margin per patron: Calculated as total theatre food service revenues less total theatre food service cost, divided by theatre attendance for the period.

Same Theatre Analysis

Cineplex reviews and reports same theatre metrics relating to box office revenues, theatre food service revenues, theatre rent expense and theatre payroll expense, as these measures are widely used in the theatre exhibition industry as well as other retail industries.

Same theatre metrics are calculated by removing the results for all theatres that have been opened, acquired, closed or otherwise disposed of subsequent to the start of the prior year comparative period. For the three months ended March 31, 2026 and 2025, the impact two locations that were closed or otherwise disposed of in 2025, and one location that was closed or otherwise disposed of in the 2026 have been excluded, resulting in 153 theatres being included in the same theatre metrics.

Same LBE Analysis

Cineplex reviews and reports same store LBE metrics relating to food service revenues, amusement revenues, media and other revenues, as these measures are widely used by comparable businesses in the industry.

Same store LBE metrics are calculated by removing the results for all LBE venues that have been opened, acquired, closed or otherwise disposed of subsequent to the start of the prior year comparative period. For the three months ended March 31, 2026 and 2025, no locations were opened or disposed of in 2026 or 2025.

Cineplex Inc.

Management's Discussion and Analysis

Cost of sales percentages

Cineplex reviews and reports cost of sales percentages for its two largest revenue sources; box office revenues and food service revenues, as these measures are widely used in the theatre exhibition industry. These measures are reported as film cost percentage and concession cost percentage, respectively, and are calculated as follows:

Film cost percentage: Calculated as total film cost expense divided by total box office revenues for the period.

Theatre concession cost percentage: Calculated as total theatre food service costs divided by total theatre food service revenues for the period.

LBE food cost percentage: Calculated as total LBE food costs divided by total LBE food service revenues for the period.