



BOARD DIVERSITY POLICY

Cineplex Inc. (collectively, with its subsidiaries and affiliates, “**Cineplex**”) believes in diversity and values the benefits that diversity brings to its Board of Directors. Diversity promotes the inclusion of different perspectives and ideas, mitigates against group think and ensures that Cineplex has the opportunity to benefit from all available talent. A diverse Board makes prudent business sense and promotes more effective corporate governance.

Cineplex seeks to maintain a Board comprised of talented and dedicated directors with a diverse mix of expertise, experience, skills and backgrounds. The skills and backgrounds collectively represented on the Board should reflect the diverse nature of the business environment in which Cineplex operates. For purposes of Board composition, diversity includes, but is not limited to, business experience, age, gender, ethnicity, disability, religion, sexual orientation, cultural background and place of origin.

When assessing Board composition or identifying suitable candidates for election to the Board, Cineplex will consider candidates on merit, based on objective criteria, and having due regard to the benefits of diversity and the needs of the Board.

Cineplex will periodically assess the expertise, experience, skills and background of its directors in light of the needs of the Board, including the extent to which the current composition of the Board reflects a diverse mix of knowledge, experience, skills, perspectives and backgrounds. As part of its approach to Board diversity, Cineplex aspires to have women comprise at least thirty percent (30%) of its members.

Annually, the Board will review this policy and assess its effectiveness in promoting a diverse Board.

Confirmed: March 6, 2024