



## Corporate Social Responsibility

Cineplex's approach to Corporate Social Responsibility is based on three key pillars: Business Ethics and Values, Environmental Sustainability and being a good Community Partner through our ongoing support of local communities across Canada.

### *Business Ethics and Values*

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

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

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

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

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

### *Environmental Sustainability*

Cineplex integrates sustainability initiatives across its ecosystem by managing its environmental footprint and demonstrating to employees, guests, partners and shareholders an ongoing commitment to a sustainable future. Cineplex is taking steps across its business through three inter-connected environmental issues: waste, energy consumption and eco-friendly materials. Generally, Cineplex works

to reduce its greenhouse gas emissions, use less paper and manage its resources and waste to minimize the impact it has on the communities in which it operates. Cineplex has adopted, among other initiatives, the following:

- **Waste:** Cineplex takes steps to reduce the amount of waste generated at its theatres, location-based entertainment venues and corporate offices by increasing its landfill diversion rate and taking steps to operate more efficiently. Cineplex proudly recycles paper and plastic, participating in electronic recycling across Canada. Cineplex also works with a third party to recycle and repurpose all 3D glasses and ensures the safe disposal of electronic waste. Where supported by municipal waste facilities, Cineplex uses compostable packaging and separates organic waste.
- **Energy Efficiency:** To meet global warming targets, Canada has committed to reducing its greenhouse gas emissions and Cineplex is committed to doing its part in seeing those targets met. Cineplex has multiple programs in place, including LED lighting retrofits and building automation systems, that seek to improve the energy efficiency at all of its venues. Through efforts like maximizing its use of Forest Stewardship Council (FSC) certified paper in its popcorn bags and drink cups, Cineplex take steps to reduce the amount of greenhouse gases emitted in its operations.
- **Eco-Friendly Materials:** Cineplex prioritizes the purchasing of eco-friendly goods and services and regularly reviews the materials it uses throughout its buildings. Through efforts like ensuring the drinking straws are either paper or fully biodegradable, Cineplex strives to limit harmful chemicals in the products it uses and offers, whether it be packaging, receipts or cleaning supplies.

#### *Community Partner*

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

- **Charitable Activities:** Cineplex, its employees and partners helped contribute tens of millions of dollars through a variety of partnerships with non-profit charity organizations across Canada including those that support families, physical activity and healthy living. In 2021, Cineplex was proud to contribute to food donation campaigns to support families in need and provided over 20,000 meals to those who needed them most. Food banks were severely impacted by COVID-19 and continue to face increased public demand for support while their operational capacity is strained.
- **Local Community Support:** Cineplex employees across the country have their finger on the pulse of their communities and regularly support local events to benefit the neighbourhoods in which they operate. When disaster strikes, Cineplex has always helped Canadian communities when they need it most. In addition to using corporate resources for communities in need, Cineplex has also leveraged its network of theatres and offices to help fundraise for not-for-profit organizations.
- **Industry Support:** Cineplex has a long history of supporting the Canadian entertainment and media industries. While many of the country's film festivals were postponed in 2021 because of the COVID-19 pandemic, Cineplex traditionally supports upwards of 35 film festivals every year from Nova Scotia to British Columbia. These festivals range in size from local community events

like the Whistler Film Festival or Cinefest Sudbury, to week-long celebrations of film like the world-class Toronto International Film Festival. Cineplex also proudly supports the Canadian Film Centre, Academy of Canadian Cinema and Television, Reel Canada, Canada's Walk of Fame, Canadian Picture Pioneers and Ciné Québec.

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

Cineplex has a history of supporting Canada's Black storytellers through initiatives like the Reelworld Film Festival and in 2020, it reaffirmed that commitment by being one of the first companies to sign the Black North Pledge. In 2021, in recognition of Black History Month, Cineplex curated a collection of important films and resources. The collection, which included films that elevate Black history, artists and filmmakers and spark discussion, was showcased on the Cineplex Store and in theatres (where open) during the month of February. For every Cineplex Store transaction or theatrical ticket purchased for one of the titles in the collection, Cineplex donated \$1 to The Black Academy to foster opportunities for young and emerging Black talent in Canada's entertainment industry.

Also in 2021, in recognition of National Indigenous Peoples Day on June 21, Cineplex donated \$1 from every movie ticket sold, as well as purchases on the Cineplex Store, at The Rec Room and Playdium to imagineNATIVE – the world's largest presenter of Indigenous screen content. On September 30, in honour of National Day for Truth and Reconciliation, Cineplex created a pro bono Pre-Show and media spot for the Orange Shirt Society to help raise awareness for their charity, and also donated to the society on behalf of its employees to mark the day.

Cineplex was an early adopter to sign the Catalyst Accord and is a proud member of the international Catalyst-affiliated "30% Club." Cineplex has a *Board Diversity Policy* as well as an overall corporate *Diversity Policy* for employment across its businesses, both of which are available on the corporate website. While the diversity policies do not have any set targets regarding the representation of women or other minorities in management appointments, Cineplex, the Board and the Compensation, Nominating and Corporate Governance Committee consider the level of representation of women and diversity of the Board and in management when making those appointments. As at December 31, 2021, Cineplex is proud to note that the Board includes four women, who together represent 44% of the Directors or 50% of the independent Directors. The Board also currently includes four minorities, who together represent 44% of the Directors. As at year end, three members of executive management of the Corporation, including its major subsidiaries, are women, representing 30% of executive management; 28% of all of senior management, including the major subsidiaries of the Corporation, are women.

- **Accessibility:** Cineplex strives to make its offices, theatres and location-based entertainment venues accessible to everyone, whether it be a guest, employee or partner. This commitment is, first and foremost, about doing the right thing – and Cineplex is proud of its position as a Canadian retail leader in accessibility. Cineplex offers programs that accommodate guests who are deaf, deafened, hard of hearing, visually impaired or live with physical or mobility challenges. Cineplex

is a founding partner of and proud participant in the 'Access 2' program, providing free or significantly reduced admission to support persons accompanying a person with a disability. Cineplex is proud to have been recognized by the Canadian Foundation for Physically Disabled Persons for its work in supporting Canadians with disabilities. Cineplex also is proud to offer Sensory Friendly Screenings, providing a sensory-friendly environment for individuals with autism spectrum disorder or sensory-sensitivities and their families to view new release films in theatres across the country.

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

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