



NOTICE OF ANNUAL AND SPECIAL MEETING

The annual and special meeting (the “**Meeting**”) of shareholders (the “**Shareholders**”) of Cineplex Inc. (the “**Corporation**” or “**Cineplex**”) will be held online via webcast on May 24, 2023, at 9:00 a.m. (EDT).

In order to accommodate the most Shareholders, employees, communities and other stakeholders, the Corporation is providing facilities to allow its Shareholders to participate in an online meeting format whereby Shareholders and duly appointed proxyholders may attend and participate in the Meeting via live webcast. The Corporation welcomes all Shareholders and others who wish to attend the Meeting to do so by joining the live webcast that will be available at www.virtualshareholdermeeting.com/CINEPLEX2023. Registered Shareholders and duly appointed proxyholders will have an opportunity to attend, participate and vote at this online Meeting from any location. Non-registered (beneficial) Shareholders may also attend online and ask questions but are not able to vote unless they have duly appointed themselves as proxyholders in advance of the Meeting. Guests will also be able to attend online and listen to the Meeting but will not be able to vote or ask questions during the Meeting. A summary of the information Shareholders will need to attend, participate, and vote at the Meeting is provided in the “How to Vote” section of the management information circular (the “**Circular**”).

AT THE MEETING YOU WILL BE ASKED TO:

- receive the consolidated financial statements of the Corporation for the year ended December 31, 2022, together with the auditor’s report thereon (the “**Annual Financial Statements**”);
- elect the directors of the Corporation (the “**Directors**”) to hold office until the close of the next annual meeting of Shareholders;
- appoint PricewaterhouseCoopers LLP as auditor of the Corporation for the coming year and to authorize the Directors to fix the remuneration paid to the auditor;
- vote on an advisory resolution on the Corporation’s approach to executive compensation;
- reconfirm the Shareholder’s Rights Plan Agreement, dated June 19, 2020, between the Corporation and AST Trust Company (Canada); and
- transact such other business as may properly be brought before the Meeting or any continuation of the Meeting after any postponement.

The Circular provides detailed information relating to the matters to be addressed at the Meeting. To participate in the Meeting, Shareholders should visit www.virtualshareholdermeeting.com/CINEPLEX2023 and log-in using the 16-digit control number included either on the proxy form (registered Shareholders) or voting instruction form (non-registered Shareholders), as applicable. The Meeting platform is fully supported

across browsers and devices running the most up-to-date version of applicable software plug-ins. Please ensure that you have a strong, preferably high-speed, internet connection from wherever you intend to participate in the Meeting. The Meeting will begin promptly at 9:00 a.m. (EDT) on Wednesday, May 24, 2023. Online check-in will begin starting 15 minutes prior, at 8:45 a.m. (EDT). Please allow ample time for online check-in procedures. If you encounter any difficulties accessing the Meeting during the check-in or while the Meeting is in progress, please call the technical support number posted on the Meeting's online Shareholder login page. The Meeting's online webcast format allows registered Shareholders and duly appointed proxyholders to attend the Meeting live, submit questions and vote while the Meeting is in progress (provided voting was not conducted in advance of the Meeting). Guests will be able to attend the Meeting through the online webcast, by joining as a guest at www.virtualshareholdermeeting.com/CINEPLEX2023. Guests will not be able to submit questions or vote.

Shareholders are encouraged to vote in advance by utilizing the "notice-and-access" process ("**Notice-and-Access**") for distribution of the Meeting materials to Shareholders as provided by National Instrument 54-101 - *Communication with Beneficial Owners of Securities of a Reporting Issuer* and National Instrument 51-102 - *Continuous Disclosure Obligations*. Notice-and-Access is a set of rules that allows issuers to post electronic versions of meeting materials, including circulars and annual financial statements, online on the System for Electronic Document Analysis and Retrieval ("**SEDAR**") at www.sedar.com and an alternate website, rather than mailing paper copies of such meeting materials to Shareholders. Electronic copies of the Circular, the Annual Financial Statements and management's discussion and analysis for the year ended December 31, 2022, may also be found on SEDAR at www.sedar.com and also on the Corporation's investor relations website at <https://corp.cineplex.com/investors>. Utilizing Notice-and-Access directly benefits the Corporation through a reduction in both postage and printing costs, and also promotes environmental responsibility by decreasing the large volume of paper documents generated by printing proxy-related materials; it also provides Shareholders with faster access to information about the Corporation.

Shareholders may contact the Corporation's General Counsel (tel: (416) 323-6691 or email: thomas.santram@cinplex.com) with questions about Notice-and-Access or to obtain paper copies, free of charge, of the Circular and the Annual Financial Statements. Requests should be received by May 8, 2023 in order to receive the Circular and Annual Financial Statements in advance of the proxy voting deadline.

DATED at Toronto, Ontario this 19th day of April, 2023

By order of the Directors

"Ellis Jacob", President and Chief Executive Officer

Note: If you are a Shareholder and you are not able to attend the Meeting, please exercise your right to vote by signing and returning the enclosed form of proxy to Broadridge Investor Communications Corporation so as to arrive not less than 48 hours before the time set for the holding of the Meeting or any reconvened meeting after an adjournment or postponement thereof (excluding Saturdays, Sundays and holidays). Shareholders can vote via: telephone at 1-800-474-7493 (English) or 1-800-474-7501 (French); online by visiting www.proxyvote.com using your computer or mobile data device with your 16 digit Control Number; or by mail: (a) in the enclosed envelope; or (b) in an envelope addressed to Cineplex Inc., c/o Broadridge Investor Communications Corporation, Attention: Data Processing Centre, P.O. Box 3700, STN Industrial Park, Markham, ON, L3R 9Z9. The Directors have fixed the record date for the Meeting as April 6, 2023 (the "Record Date"). Only Shareholders of record at the close of business on the Record Date will be entitled to notice of the Meeting.