



ANNUAL INFORMATION FORM

March 28, 2016

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ANNUAL INFORMATION FORM

EXPLANATORY NOTES

The information in this Annual Information Form is stated as of December 31, 2015, unless otherwise indicated.

For an explanation of the capitalized terms and expressions, please refer to the “Glossary of Terms” at the end of this Annual Information Form. Unless otherwise indicated or the context otherwise requires, “Corporation” refers to Cineplex Inc., “Cineplex” refers to the Corporation and its subsidiaries and “Cineplex Entertainment LP” or the “Partnership” refers to Cineplex Entertainment Limited Partnership. Unless otherwise indicated, all dollar amounts are expressed in Canadian dollars and references to “\$” are to Canadian dollars.

Certain information included in this Annual Information Form 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, goals and strategies to achieve those 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 negative thereof), and words and expressions of similar import, are intended to identify forward-looking statements.

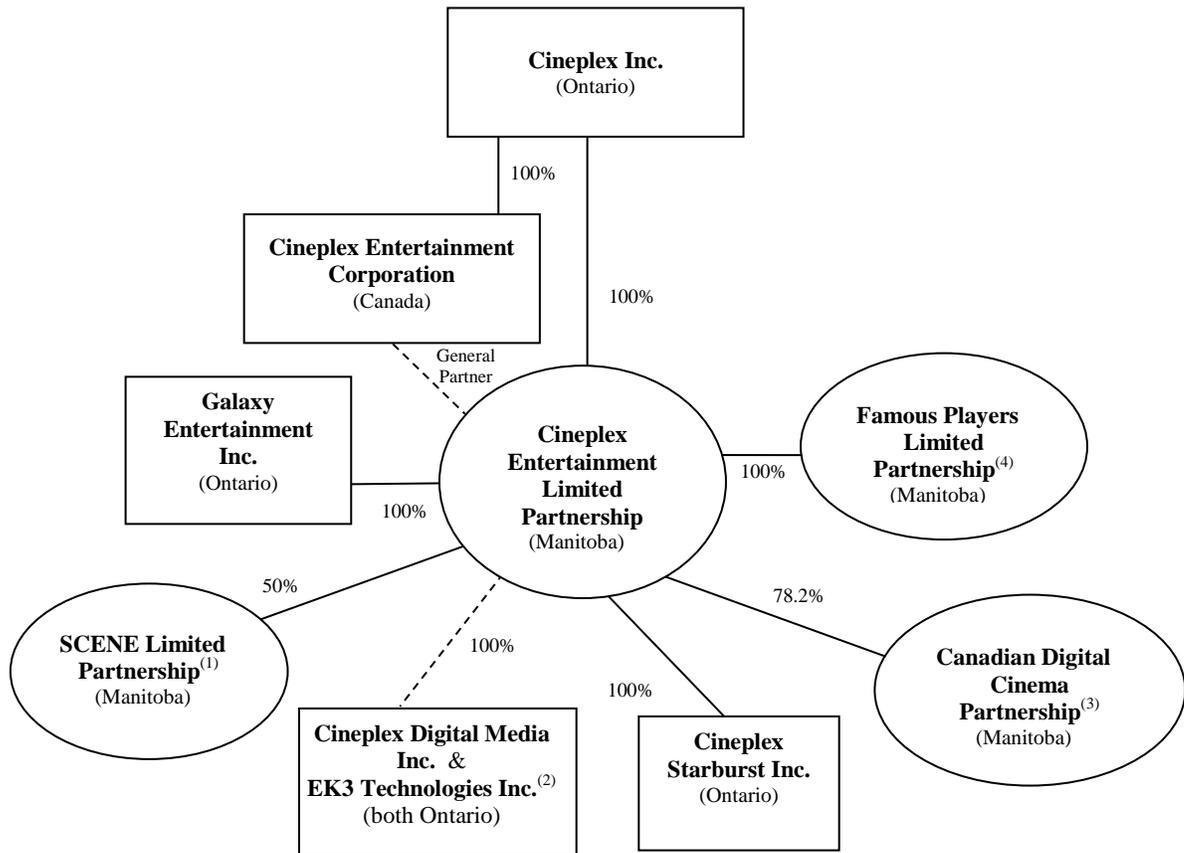
By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, which give rise to the possibility that predictions, forecasts, projections and other forward-looking statements will not be achieved. Certain material factors or assumptions are applied 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. Those risks and uncertainties include adverse factors generally encountered in the film exhibition industry such as poor film product and unauthorized copying; the risks associated with national and world events, including war, terrorism, international conflicts, natural disasters, extreme weather conditions, infectious diseases, criminal acts, changes in income tax legislation; and general economic conditions. 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. 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 “Risk Factors” section of the Corporation’s year-end Management’s Discussion and Analysis dated February 8, 2016 (the “**Annual MD&A**”) which is incorporated herein by reference and available on the System for Electronic Document Analysis and Retrieval (“**SEDAR**”) (www.sedar.com).

These statements are made as of the date of this Annual Information Form and, except as required by applicable law, we undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. Additionally, we undertake 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 Annual Information Form are qualified by these cautionary statements.

CORPORATE STRUCTURE

The Corporation is governed by the *Business Corporations Act* (Ontario) (the “**OBCA**”) pursuant to articles of arrangement dated January 1, 2011. The Corporation is a reporting issuer and its Common Shares are traded on the Toronto Stock Exchange (the “**TSX**”) under the symbol “**CGX**”. The convertible unsecured subordinated debentures of the Corporation (the “**Debentures**”) are traded on the TSX under the symbol “**CGX.DB.A**”. The Corporation directly owns all of the LP Units of Cineplex Entertainment LP, a limited partnership formed under the laws of the Province of Manitoba. The principal and head office of the Corporation is located at 1303 Yonge Street, Toronto, Ontario, M4T 2Y9.

The chart below illustrates the structure of the Corporation and its principal subsidiaries as at the date hereof (including jurisdiction of establishment/incorporation of the various entities):



- (1) SCENE LP is 50% owned by The Bank of Nova Scotia; SCENE Corporation is the general partner of SCENE LP.
- (2) Each of Cineplex Digital Media Inc. (operating as Digital Solutions) and EK3 Technologies Inc. (operating as Cineplex Digital Networks) are subsidiaries of DDC Group International Inc., which is 100% owned by Cineplex Entertainment LP.
- (3) CDCP GP Inc. is the general partner of Canadian Digital Cinema Partnership.
- (4) Famous Players Co. is the general partner of Famous Players Limited Partnership.

GENERAL DEVELOPMENT OF THE BUSINESS

History of the Corporation

The history of Cineplex dates back to 1912 when Adolph Zukor founded the Famous Players Film Corporation. Recent decades have seen a series of mergers, acquisitions and growth that created the corporate structure today. In 2003, Cineplex Odeon Corporation (“**COC**”) and Galaxy Entertainment Inc. (“**Galaxy**”) combined to create Cineplex Galaxy Income Fund (the “**Fund**”), operating theatres under the “*Cineplex Odeon*” brand, which has enjoyed an established urban market presence in Canada, and the “*Galaxy*” brand, which has a reputation as a primary entertainment destination in mid-sized communities. In 2005, Cineplex acquired Famous Players Limited Partnership to combine Canada’s two leading theatre exhibition companies. In more recent years, Cineplex has acquired a number of theatres from both American Multi-Cinema Inc. and Empire Theatres Limited (“**Empire**”), creating a truly national coast-to-coast movie exhibition company.

On January 1, 2011, the Fund completed a conversion pursuant to a plan of arrangement (the “**Arrangement**”) under the OBCA, with the result that the Corporation now owns, directly and indirectly, subsidiaries which operate the businesses which were owned by the Fund and its subsidiaries prior to the completion of the Arrangement. Following completion of the Arrangement, each of the Fund and Cineplex Galaxy Trust were wound up and dissolved.

Today, Cineplex is one of Canada’s leading entertainment companies and operates one of the most modern and fully digitized motion picture theatre circuits in the world. A top-tier Canadian brand, Cineplex operates numerous businesses. These include film entertainment and content (including theatrical exhibition, food services, alternative programming, and the online sale of entertainment content), media (including Cineplex Media and Cineplex Digital Media (“**CDM**”)), and amusement gaming and leisure (including Cineplex Starburst Inc. (“**CSI**”), *The Rec Room* and World Gaming Network Limited Partnership (“**WGN**”)). These businesses are supported by Cineplex’s joint venture partnership in SCENE, Canada’s largest entertainment loyalty program.

Recent Developments

On August 30, 2013, the Corporation completed the acquisition of 100% of the outstanding common shares of EK3 Technologies Inc., doing business as Cineplex Digital Networks (“**CDN**”), a London, Ontario-based, market leading in-store digital merchandising provider, with operations in Canada, the United States and other countries. The purchase price included an initial payment of approximately \$39.1 million, which was paid on closing, plus an earn-out payment subject to an aggregate maximum purchase price of \$78 million for both payments. The earn-out payment will be paid in early 2016, to be calculated based on certain targets. In the fourth quarter of 2015, based on a weighted probability of reasonably possible outcomes, Cineplex adjusted the deferred consideration to the best estimate of the expected value, being \$10.0 million

Effective October 24, 2013, the Corporation entered into a fifth amended and restated credit agreement with a syndicate of lenders, consisting of the following facilities (collectively the “**Credit Facilities**”): (a) a five-year, \$250 million, senior, secured, revolving facility; and (b) a five-year, \$150 million, senior, secured, non-revolving, credit facility. Depending on the total leverage ratio (a defined financial term of the Credit Facilities) interest rates on borrowings under the Credit Facilities decreased by 0.1% to 0.25% per annum from the prior credit facilities. The Credit Facilities mature on October 24, 2018.

On October 24, 2013, the Corporation acquired 24 theatres with 170 screens located in Atlantic Canada from Empire. All of the approximately \$194 million consideration was paid in cash, financed through the Credit Facilities.

On November 5, 2013, the Corporation completed its offering of \$100 million principal amount of Debentures. An additional \$7.5 million aggregate principal amount of Debentures were issued on the same terms and conditions on November 12, 2013 pursuant to a related over-allotment option. The Debentures will mature and be repayable on December 31, 2018 (the “**Maturity Date**”) and accrue interest at the rate of 4.5% per annum payable semi-annually in arrears on June 30 and December 31 in each year. The Corporation used the net proceeds of the Debenture offering to partially reduce bank indebtedness incurred on the acquisition of the theatres from Empire.

In January, 2015, Cineplex announced its plans for *The Rec Room*, a social entertainment destination featuring a wide range of entertainment options including an attractions area featuring simulation, redemption and recreational gaming, and auditorium style live entertainment venue and a theatre-sized high definition screen for watching a wide range of entertainment programming. Since that time, the Corporation has announced plans for its first three locations, the first to be opened in mid-2016 at South Edmonton, Edmonton, Alberta, the next openings to be in Calgary, Alberta and at the historic John Street Roundhouse across from the CN Tower in downtown Toronto, Ontario, both scheduled to open in 2017.

On January 1, 2015, Cineplex acquired the 50% of common shares it did not already own of a corporation that operates a theatre in St. Jean, Quebec, for a cash payment of approximately \$0.9 million.

On April 30, 2015, Cineplex acquired the Les Galeries IMAX theatre in Quebec City, Quebec for approximately \$2.7 million, net of cash acquired.

On September 17, 2015, Cineplex acquired an 80% interest in the operating assets of WG Limited through Cineplex’s subsidiary, WGN. This acquisition resulted in the creation of a new company focused on eSports by creating a community that connects live online gaming with unique in-theatre tournament experiences to be held in Cineplex theatres across the country.

On October 1, 2015, the Corporation acquired the remaining 50% of issued and outstanding equity of CSI for a purchase price of \$21.4 million. In February of 2015, CSI had entered into a new venture with Brady Distributing Company, of which CSI owns 80%, creating Brady Starburst LLC (“**BSL**”), one of North America’s largest distributors of amusement and vending equipment, expanding CSI’s presence in the US. On March 1, 2016 CSI acquired the remaining 20% interest in BSL.

2015 Key Business Initiatives

The following describes certain key business initiatives undertaken and results achieved during 2015 in each of Cineplex’s core business areas:

FILM ENTERTAINMENT AND CONTENT

Theatre Exhibition

- Reported Cineplex’s highest ever box office revenues of \$711.1 million (5.7% higher than 2014), attendance of 77.0 million (4.6% higher than 2014) and BPP of \$9.23 (1.1% higher than 2014) due to the success of multiple blockbusters in the year, including *Star Wars: The Force Awakens* in the fourth quarter, which has become the highest grossing film of all-time in North America.
- Opened two new theatres, *Cineplex Cinemas Lansdowne and VIP* in Ottawa, Ontario featuring ten auditoriums including four VIP and one UltraAVX auditoriums; and *Cineplex Cinemas Markham and VIP* in Markham, Ontario featuring 13 screens including three VIP and one IMAX auditoriums.
- Added VIP Cinemas to *Scotiabank Theatre Saskatoon and VIP* in Saskatoon, Saskatchewan and *Cineplex Cinemas Yonge-Eglinton and VIP*, with three VIP auditoriums added to each location.

- Acquired a single screen IMAX theatre in Quebec City, Quebec, which is one of the largest IMAX screens in the world.
- Expanded premium offerings, adding 14 UltraAVX auditoriums and D-BOX to 13 theatres across the circuit.

Food Service

- Reported record annual food service revenues of \$418.4 million (11.6% higher than 2014) and CPP of \$5.43 (6.7% higher than 2014), exceeding the previous records of \$375.0 million and \$5.09, both set in 2014.
- VIP Cinemas, which feature a specialty food menu, contributed to the growth of food service revenues, with the addition of 13 VIP auditoriums across four locations.
- Continued the expansion of Cineplex’s proprietary brands, bringing the total across the circuit to 93 *Outtakes* locations, 23 full serve *Poptopia* locations and 73 *YoYo’s Yogurt Cafe* (“**YoYo’s**”) locations at December 31, 2015.

Alternative Programming

- Reported strong results from the Metropolitan Opera: Live in HD series, In the Gallery presentations, concert films and performances from the National Theatre in London including *Hamlet* featuring Benedict Cumberbatch.
- Featured numerous ethnic films, including Hindi, Tamil, Punjabi and Mandarin language films in select markets across the country.
- Partnered with HBO Canada to show the Season 5 finale of *Game of Thrones* live in participating theatres across Canada.
- Celebrated the 30th anniversary of *Back to the Future* with in-theatre fan events and screenings of the trilogy, with Cineplex raising \$0.1 million on behalf of Team Fox for Parkinson’s Research.

Digital Commerce

- Cineplex.com registered a 46% increase in unique visitors and a 51% increase in visits during 2015 compared to 2014.
- As at December 31, 2015, the Cineplex app had been downloaded 13.6 million times and recorded over 744.4 million app sessions.
- Growth of SuperTicket continued, with a majority of films now available in this format.
- Continued device integration with the Cineplex Store while increasing the user base throughout the year.

MEDIA

- Reported record annual media revenues of \$153.6 million, 14.5% higher than the previous record set in 2014 as a result of higher Cineplex Media revenues.

Cineplex Media

- Cineplex Media achieved record revenues of \$112.5 million (23.1% higher than 2014) due to record showtime advertising sales, with robust results seen in the automotive and electronics categories.

- According to Vividata’s first Canadian readership study released in 2015, Cineplex Magazine is the most-read entertainment magazine in Canada, and overall the second-most read magazine in Canada.
- Signed an expanded naming rights and sponsorship agreement with the Bank of Nova Scotia (“**Scotiabank**”) in 2015, extending both theatre naming rights to two additional theatres (to a total of ten theatres across the circuit) as well as Scotiabank’s presenting sponsorship of Cineplex’s VIP Cinemas.
- Completed the rollout of interactive media zones (“**IMZ**”) and digital poster cases in select theatres across the circuit in the year.

Cineplex Digital Media

- CDM recorded higher digital advertising revenues in 2015 as compared to 2014, including those in the TimsTV and Oxford shopping mall networks. These increases were offset by lower project revenues due to the timing of project installations which fluctuate with the timing of clients’ requirements.
- In the fourth quarter of 2015, CDN announced it had been selected by A&W Food Services of Canada Inc. to become the sole provider of digital menu boards for its over 850 restaurants across Canada.
- Subsequent to the year end, CDM announced that it had been selected by American Dairy Queen Corporation as the endorsed provider of in-store digital merchandising solutions for the Dairy Queen system in the US and Canada.

AMUSEMENT GAMING AND LEISURE

- Cineplex added six XSCAPE Entertainment Centres to its theatre circuit during the year, bringing the total number of XSCAPE locations to 24 at December 31, 2015.

Cineplex Starburst Inc.

- Cineplex completed the acquisition of the remaining 50% of issued and outstanding equity of CSI that it did not already own, for approximately \$21.0 million.
- CSI entered into a new venture with Brady Distributing Company, of which CSI owns 80%, creating BSL, one of North America’s largest distributors of amusement and vending equipment, expanding CSI’s presence in the US.

The Rec Room

- Announced plans for *The Rec Room*, a social entertainment destination featuring upscale casual dining, a bar area, amusement gaming and live entertainment.
- Cineplex has announced plans to build three locations, the first in Edmonton, Alberta scheduled to open in the second quarter of 2016. The next two locations will open during 2017, one in Calgary, Alberta and the other in downtown Toronto, Ontario.

eSports

- Acquired an 80% interest in the operating assets of WG Limited through Cineplex’s subsidiary, WGN. This acquisition resulted in the creation of a new company focused on eSports by creating a community that connects live online gaming with unique in-theatre tournament experiences to be held in Cineplex theatres across the country.

- Subsequent to the year end, Cineplex and WGN announced the signing of a comprehensive deal with Sony Computer Entertainment Canada as well as its first in a series of national video gaming tournaments featuring *Call of Duty: Black Ops III*, with online qualifiers produced by WGN and the regional and Canadian final events hosted at Cineplex theatres.

LOYALTY

- Membership in the SCENE loyalty program increased more than 1.0 million members in 2015, reaching a membership of 7.3 million at December 31, 2015.
- Cineplex and Scotiabank announced a ten year extension to October 31, 2025 of the SCENE loyalty program.
- SCENE entered into a strategic marketing partnership with CARA Operations Limited (“CARA”), making CARA the exclusive restaurant partner of SCENE, allowing members to earn and redeem points at over 800 CARA restaurants across Canada.
- SCENE implemented changes to the earn and redemption rates for premium movie experiences in the fourth quarter, with members earning and redeeming SCENE points based on the type of movie experience they choose. Premium movies now earn 50% more points and require 50% more points for redemption, and VIP movies earn 100% more points and require 100% more points for redemption.

CORPORATE

- Effective with the May 2015 dividend, the board of directors of Cineplex (the “**Board**”) announced a monthly dividend increase to \$0.13 per Share (\$1.56 on an annual basis) up from \$0.125 per Share (\$1.50 on an annual basis).
- Launched a new integrated brand platform entitled “See The Big Picture” to forge stronger connections with Cineplex guests and customers, as well as unify all of its businesses.
- Cineplex hosted its fifth annual National Community Day in October 2015 in support of Free the Children, its national charitable partner. In the past five years, Cineplex has raised over \$2.0 million on Community Days.
- During 2015, Cineplex was once again named by Waterstone Human Capital one of Canada’s 10 Most Admired Corporate Cultures in the large enterprise category for a second consecutive three year term.

BUSINESS OF CINEPLEX

Cineplex Revenues

Cineplex’s revenues are primarily generated from box office and food service sales, which in turn are driven by attendance and price levels. Other revenues from advertising and digital network installation and management (through Cineplex Media and CDM) as well as amusement gaming and leisure (through CSI, WGN, and starting in 2016, *The Rec Room*) are an increasingly important component of Cineplex’s overall revenues and future growth.

Revenue mix % by year	2015	2014	2013	2012	2011
Box office	51.9%	54.5%	56.8%	58.5%	57.9%
Food service	30.5%	30.4%	29.9%	30.1%	29.2%
Media	11.2%	10.9%	9.4%	7.7%	8.7%
Other	6.4%	4.2%	3.9%	3.7%	4.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Box Office and Food Service

Box office and food service revenues are affected primarily by attendance levels and by changes in BPP and CPP. Box office revenue represented 51.9% of revenue in 2015 and continues to represent Cineplex's largest revenue component.

A key component of Cineplex's business strategy is to position itself as the leading exhibitor in the Canadian market by focusing on providing customers with an exceptional entertainment experience. Cineplex's share of the Canadian theatre exhibition market was approximately 78% based on Canadian industry box office revenues for the year ended December 31, 2015. As a result of Cineplex's focus on diversifying its business beyond the traditional movie exhibition model, its revenue mix has shifted from box office revenue to other revenue sources. These revenue sources typically provide higher incremental contribution margins than traditional exhibition revenues.

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 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), the surcharge related to 3D film and other enhanced product offerings, ticket prices during a given period and the appeal of premium priced product available. While BPP is negatively impacted by the SCENE loyalty program and the Cineplex Tuesdays program, these programs are designed to increase 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 individual theatre, and to maximize BPP through premium offerings.

Also included in box office revenues are alternative programming offerings including ethnic film programming as well as content offered through Cineplex Events. Ethnic film programming includes Bollywood content as well as Hindi, Tamil, Punjabi and Mandarin language films, amongst others, in select theatres across the country based on local demographics. Cineplex Events include performances of The Metropolitan Opera, the National Theatre in London, the Bolshoi Ballet from Moscow, sports programming, concert performances and the Classic Film and Family Favourites film series. Starting in 2016, in-theatre eSports events will also generate box office revenues. Digital projection technology allows Cineplex to expand alternative programming and to offer third parties the ability to rent theatres for product launches, educational programs, seminars and expanded meeting rental capabilities.

Food service revenues are comprised primarily of concession revenues, arising from food sales at theatre locations. CPP represents food service revenues divided by theatre attendance, and is impacted by food service product mix, food service prices, film genre, promotions, the 10% SCENE discount and the issuance of SCENE points on the purchase of certain food service combos. Film product targeted to families and teenagers tends to result in a higher CPP and more adult-oriented product tends to result in a lower CPP. As a result, CPP can fluctuate from quarter to quarter depending on the genre of film product playing. The 10% SCENE discount offer and SCENE points issued on food service purchases both decrease food service revenues on individual purchases. Cineplex believes the program drives incremental purchase incidence, increasing overall revenues. Although pricing has an impact on CPP, Cineplex focuses on growing CPP by optimizing the product offerings and improving operational excellence to increase purchase incidence and transaction value.

Media Revenues

Cineplex's media businesses cover two major categories: traditional cinema media advertising, which incorporates advertising mediums related to theatre exhibition (Cineplex Media) and digital out-of-home advertising, which incorporates digital signage networks both in Cineplex theatres and with external clients (CDM).

In-theatre advertising generates high margins because it utilizes existing theatre assets and personnel with minimal incremental capital and operating costs. Cineplex acts as an agent on a commission basis for selling in-theatre advertising for several other theatre exhibitors, including Landmark Cinemas and several independent operators. Cineplex Media is able to offer advertisers a national theatre audience, providing advertisers an opportunity to reach its market share of approximately 93% of the Canadian movie-going audience. Management believes that the concentration of Cineplex theatres in major metropolitan markets and Cineplex's role as an agent for other exhibitors in Canada provides an attractive platform for advertisers by allowing them to target a large and desirable customer base.

The Cineplex digital pre-show network is based on digital delivery and projection technology which has improved the quality of the media that Cineplex offers to advertisers. This has enabled Cineplex to streamline the delivery of advertising content, allowing for more interactive and targeted marketing and creating an expanded advertising base. Additionally, Cineplex Media sells sponsorship and advertising for eSports events both in theatre and online, digital advertising for Cineplex.com, the Cineplex mobile app and on third party networks; and also offers special media placements throughout Cineplex's circuit including digital poster cases and Interactive Media Zones in select Cineplex theatres.

CDM's business includes digital signage networks on both the path to purchase (including shopping malls, office complexes and other path to purchase locations) and at the point of purchase (such as the quick-service restaurant, financial and retail markets across North America, as well as the Cineplex digital in theatre lobby network).

Cineplex's advertising sales team combined with the project management, system design, network operations, and creative services teams at CDM have Cineplex well positioned to expand its media reach throughout its current infrastructure as well in numerous out-of-home advertising locations across North America.

Other Revenues

Cineplex has introduced initiatives to develop and expand its revenue streams from sources other than box office and food service revenues. Other revenues accounted for approximately 17.6% of the Corporation's revenues for the year ended December 31, 2015. Some of these other revenues include media, amusement gaming and other as described below ("**Other Revenue**").

- *Games Revenues*

Games revenues include revenues generated by Cineplex's amusement gaming and leisure businesses, including CSI, WGN and starting in 2016, *The Rec Room*.

CSI, which supplies and services all of the games in Cineplex's circuit while also supplying equipment to third party arcades, amusement parks and centres, bowling alleys and theatre circuits, in addition to owning and operating *Playdium*, a family entertainment centre located in Mississauga, Ontario. CSI revenues also include revenues from US based operations through BSL and Premier Amusements Inc. ("**Premier**"). Games revenues also include revenues generated by Cineplex's XSCAPE Entertainment Centres and game rooms in theatres.

World Gaming generates games revenues from entry fees for online facilitation of tournaments, leagues and gaming ladders for the competitive gaming community in Canada and worldwide, as well

as connecting online video gaming with in-theatre tournaments. In addition to games revenues, media revenues will be generated through the sale of sponsorships and advertising relating to these eSports events, as well as box office revenues generated for ticket sales for spectators of the in-theatre tournaments.

In 2016, Cineplex will open its first *The Rec Room* location, a social entertainment destination featuring a wide range of entertainment options including amusement gaming and an entertainment venue capable of hosting live entertainment as well as entertainment programming on a theatre-sized high definition screen. These entertainment options will be complemented by an upscale casual dining environment featuring an open kitchen and contemporary menu, as well as a centre bar with a wide range of digital monitors and a large screen above the bar for watching the big game or other major events. *The Rec Room* will generate games revenues through its simulation, redemption and recreational gaming offerings, as well as food service revenues from the restaurant and bar.

- *Other*

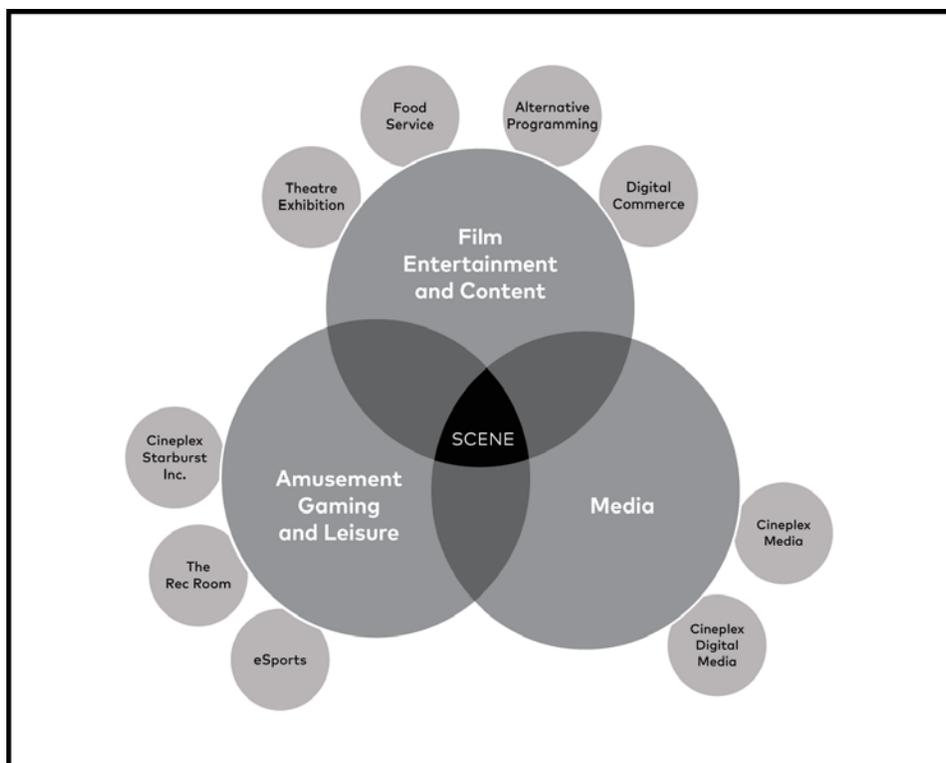
Cineplex generates Other Revenues from the Cineplex Store, promotional activities, screenings, private parties, corporate and group events, breakage on gift card sales, revenues from enhanced in-theatre initiatives and management fees.

Business Strategy

Cineplex's mission statement is "Passionately delivering an exceptional entertainment experience." All of its efforts are focused towards this mission and it is Cineplex's goal to consistently provide guests with an exceptional entertainment experience at a fair value. Cineplex's key strategic areas of focus include the following:

- Continue to enhance and expand existing exhibition infrastructure and service offerings to attract new customers, increase the frequency of existing customers and maximize revenue per patron;
- Capitalize on core media strengths and infrastructure to provide continued growth of Cineplex's media business;
- Develop and scale gaming-related amusement gaming and leisure concepts, including *The Rec Room*, by extending existing capabilities and infrastructure;
- Continue to expand Cineplex's presence as an entertainment destination for Canadians, providing in-theatre, at-home and on-the-go experiences - Cineplex Anywhere; and
- Pursue selective acquisitions and opportunities that are strategic, accretive and capitalize on Cineplex's core strengths.

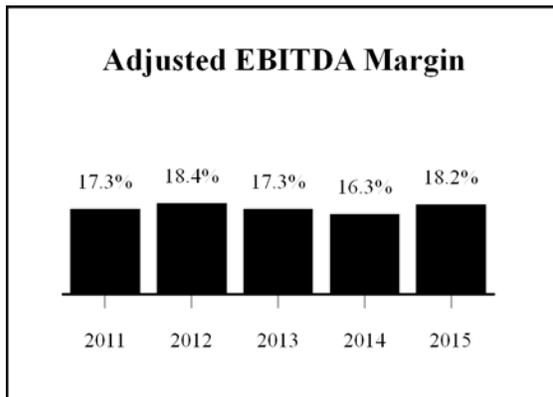
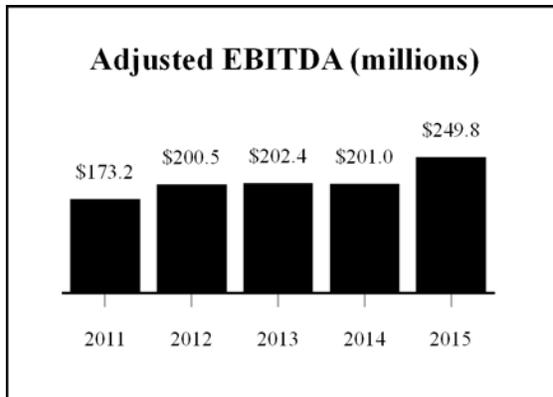
Cineplex uses the SCENE program and database as a strategic asset to link these areas of focus and drive customer acquisition and ancillary businesses.



Key elements of this strategy include going beyond movies to reach customers in new ways and maximizing revenue per patron. With this in mind, 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 program and initiatives in food service such as optimizing product offerings 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) continue to account for the largest portion of Cineplex’s revenues, expanded food service offerings, in-theatre and out-of-home advertising, amusement gaming and leisure, the Cineplex Store, promotions and other revenue streams have increased as a share of total revenues. Cineplex is committed to diversifying its revenue streams outside of the traditional theatre exhibition model through its media and amusement gaming and leisure businesses. The margins on these other revenue streams, particularly media, are much higher than on admission sales and have enhanced Cineplex’s profitability.

Although Cineplex focuses on growth initiatives, management remains vigilant in controlling costs without compromising the guest experience. Cineplex will continue to invest in new revenue generating activities, as it did in 2015. The following tables show Cineplex’s adjusted EBITDA and adjusted EBITDA margin performance over the last five years (see “Accounting Issues” below and Section 17, Non-GAAP measures of the Annual MD&A, for a discussion of adjusted EBITDA and adjusted EBITDA margin).



Cineplex’s operations are primarily conducted in three main areas: film entertainment and content, media, and amusement gaming and leisure, all supported by the SCENE loyalty program.

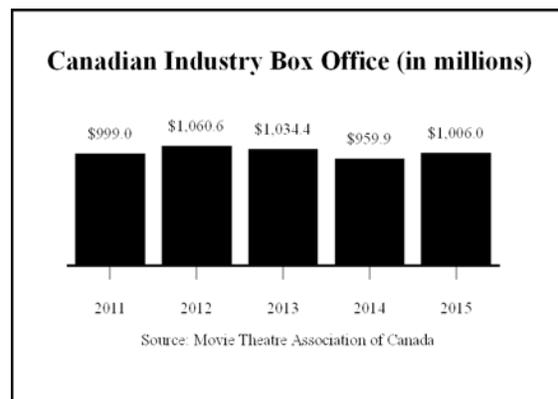
FILM ENTERTAINMENT AND CONTENT

Theatre exhibition

Theatre exhibition is the core business of Cineplex. Box office revenues are highly dependent on the marketability, quality and appeal of the film product released by the major motion picture studios.

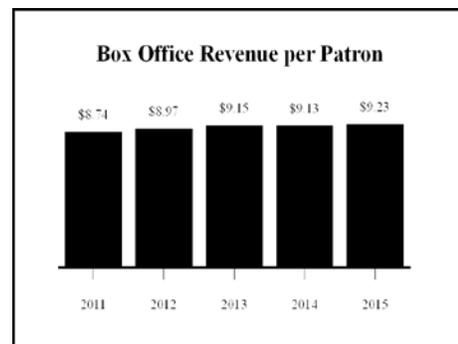
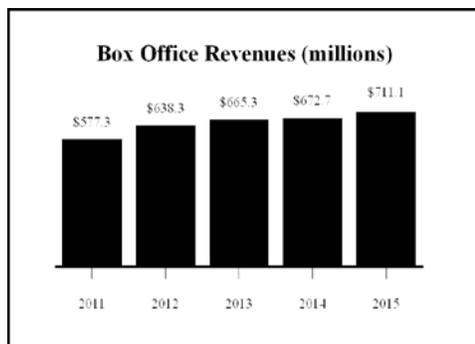
The motion picture industry consists of three principal activities: production, distribution and exhibition. Production involves the development, financing and creation of feature-length motion pictures. Distribution involves the promotion and exploitation of motion pictures in a variety of different channels. Theatrical exhibition is the primary channel for new motion picture releases and is the core business function of Cineplex.

The Canadian industry reported an increase of 4.8% in box office revenues in 2015 compared to the prior year.



Cineplex believes that the following market trends are important factors in the growth of the film exhibition industry in Canada:

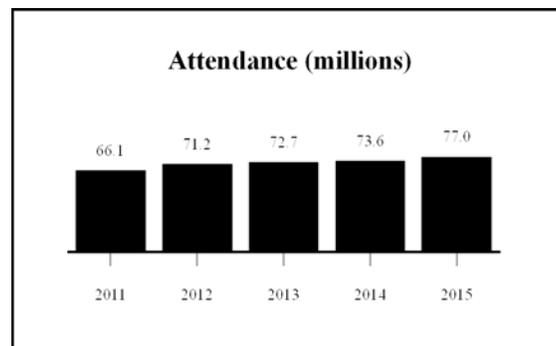
- *Importance of theatrical success in establishing movie brands and subsequent movies.* Theatrical exhibition is the initial and most important channel for new motion picture releases. A successful theatrical release which “brands” a film is often the determining factor in its popularity and value in “downstream” distribution channels, such as download-to-own (“**DTO**”), video-on-demand (“**VoD**”), subscription video streaming services, DVD, Blu-ray, pay-per-view, as well as network television.
- *Continued supply of successful films.* Studios are increasingly producing film franchises, such as *Star Wars*, *Jurassic Park*, *Fast and Furious* and *James Bond*. Additionally, new franchises continue to be developed, such as *The Avengers*, *Guardians of the Galaxy* and *Captain America*. When the first film in a franchise is successful, subsequent films in the franchise benefit from existing public awareness and anticipation. The result is that such features typically attract large audiences and generate strong box office revenues. The success of a broader range of film genres also benefits film exhibitors. In 2016, the studios are releasing a strong slate of films, including *Deadpool*, *Batman v Superman: Dawn of Justice*, *Captain America: Civil War*, *Alice Through the Looking Glass*, *Finding Dory*, *Ghostbusters*, *Star Trek Beyond*, *Suicide Squad*, *Doctor Strange*, *Fantastic Beasts and Where to Find Them* and *Rogue One: A Star Wars Story*.
- *Convenient and affordable form of out-of-home entertainment.* Cineplex’s BPP was \$9.23 and \$9.13 in 2015 and 2014 respectively. Excluding the impact of Cineplex’s premium-priced product, BPP was \$8.30 and \$8.27 in 2015 and 2014 respectively. The movie-going experience continues to provide value and compares favourably to alternative forms of out-of-home entertainment in Canada such as professional sporting events or live theatre, and with Cineplex, SCENE members enjoy the ability to earn points towards free movies as well as a 10% discount on all food service purchases.
- *Providing a variety of premium theatre experiences.* Premium priced theatre offerings include 3D, UltraAVX, VIP, IMAX and D-BOX. BPP for premium-priced product was \$11.21 in 2015, and premium-priced product accounted for 38.9% of total box office revenues in 2015. In response to the increased demand for premium entertainment experiences, Cineplex added three IMAX, 14 UltraAVX auditoriums, 13 VIP auditoriums, 18 D-BOX locations during 2015, bringing the circuit total to 23 IMAX, 80 UltraAVX, 56 VIP, 23 D-BOX auditoriums and 43 D-BOX enabled auditoriums at the end of the year. Cineplex increased its number of 3D screens from 767 at December 31, 2014 to 783 at December 31, 2015.
- *Reduced seasonality of revenues.* Historically, film exhibition industry revenues have been seasonal, with the most marketable motion pictures generally being released during the summer and the late-November through December holiday season. The seasonality of motion picture exhibition attendance has become less pronounced as film studios have expanded the historical summer and holiday release windows and increased the number of films released during traditionally weaker periods.



In the next few years, Cineplex plans to open or renovate an average of two to three new theatres per year and continue to expand its premium offerings through these new theatres and existing locations. During 2015, Cineplex opened two new theatres, *Cineplex Cinemas Lansdowne and VIP* in Ottawa, Ontario and *Cineplex Cinemas Markham and VIP* in Markham, Ontario as well as adding VIP Cinemas to *Scotiabank Theatre*

Saskatoon and VIP in Saskatoon, Saskatchewan and *Cineplex Cinemas Yonge-Eglinton and VIP* in Toronto, Ontario. Cineplex also acquired a single screen IMAX theatre in Quebec City, Quebec during the year.

Cineplex's leading market position enables it to effectively manage film, food service and other theatre-level costs, thereby maximizing operating efficiencies. Cineplex seeks to continue to achieve incremental operating savings by, among other things, implementing best practices and negotiating improved supplier contracts. Cineplex also continues to evaluate its existing theatres as it continues to replace or upgrade older theatres to state-of-the-art entertainment complexes.

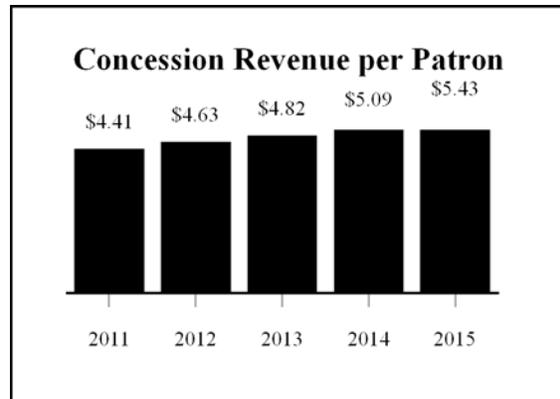
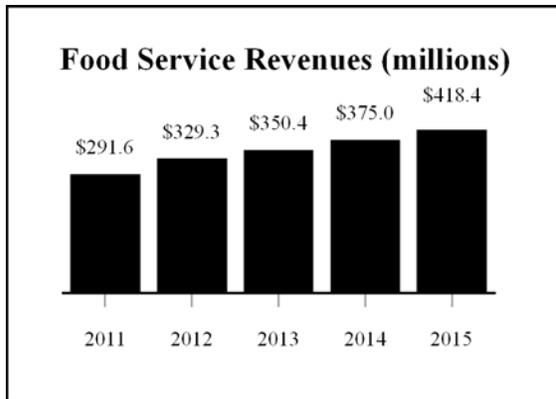


The development of premium experiences through design, structure and digital technology makes Cineplex theatres ideal locations for meetings and corporate events. Organizations, particularly corporations with offices across the country, can use Cineplex's theatres and digital technology for annual meetings, product launches and employee or customer events, producing new revenue streams independent of film exhibition.

Food Service

Cineplex's food service business offers guests a range of food choices to enhance their theatre experience while generating strong profit margins for the company. Cineplex's theatres feature its internally developed brands: *Outtakes*, *Poptopia* and its joint venture interest in *YoYo's*. Certain Cineplex theatres also feature popular fast food RBOs including Tim Hortons and Pizza Pizza, among others.

Cineplex continually focuses on process improvements designed to increase the speed of service at the concession counter in addition to optimizing the RBO's available at Cineplex's theatres. Each of the wide range of menu items available at *Outtakes* locations as well as the expanded menu and the licensed lounge service available at VIP Cinemas are designed to reach a wider market and to increase both purchase incidence and transaction value. Digital menu boards installed across the circuit offer flexibility in menu offerings to guests which contribute to an improved guest experience while also creating additional revenue opportunities. The execution of this strategy contributed to a record CPP of \$5.43 in 2015, an increase of \$0.34 from the previous record of \$5.09 achieved in 2014.



Alternative Programming

Alternative programming includes Cineplex’s ethnic film programming as well as content offered under its *Event Cinema* brand offering, including The Metropolitan Opera, WWE and UFC programming, sporting events and concerts, which is typically premium priced. Ethnic film programming includes Bollywood content as well as Hindi, Tamil, Punjabi and Mandarin language films, amongst others, in select theatres across the country based on local demographics. This programming attracts a more diverse audience, expanding Cineplex’s demographic reach and enhancing revenues.

The success of Cineplex’s alternative programming events has led to further expansion of offerings including the Bolshoi Ballet from Moscow, the National Theatre from London, and screening select television content on the big screen. Cineplex offers the Classic Film Series and Family Favourites programming at non-peak hours to enhance theatre utilization rates. As more content becomes available, Cineplex anticipates capitalizing on its digital infrastructure by screening additional alternative programming events in 2016 and beyond.

Digital Commerce

Cineplex’s digital commerce business consists of cineplex.com, mobile and the Cineplex Store. Cineplex has developed cineplex.com into one of the leading entertainment sites in Canada, a destination of choice for Canadians seeking movie entertainment information on the internet. The website offers streaming video, movie information, showtimes and the ability to buy tickets online, entertainment news and box office reports as well as advertising and digital commerce opportunities. To complement cineplex.com, the Cineplex mobile app is available as a free download for a wide variety of devices, providing guests with the ability to find showtimes and buy tickets as well as find information relating to the latest movie choices and movie-related entertainment content.

These features and others enable Cineplex to engage and interact with its guests online and on-the-go, allowing Cineplex to offer engaging, targeted and sponsored content to visitors and advertisers, resulting in opportunities to generate additional revenues. Cineplex.com recorded over 105 million visits and over 530 million page views and the Cineplex app has been downloaded 13.6 million times and recorded over 744 million app sessions in 2015.

The Cineplex Store rents and sells movies in digital form (through DTO and VoD movies) and sells Cineplex gift cards. Cineplex also offers SuperTicket, a bundled offering that allows movie-goers to purchase a movie admission ticket and pre-order the digital download of a movie at the same time. SuperTicket provides Cineplex with the flexibility to customize offerings to consumers, providing enhanced value above and beyond an in-theatre or at-home experience.

Cineplex’s strong brand association with movies and well established partnerships with movie studios combined with Cineplex’s website, app and the Cineplex Store provide Cineplex with the ability to bundle various forms of content to appeal to consumers. As emerging technologies continue to change the ways in which content is consumed, Cineplex will continue to leverage its digital commerce properties to provide guests with in home and on-the-go options for content delivery.

MEDIA

Cineplex's media businesses cover two major categories: traditional cinema media advertising, which incorporates advertising mediums related to theatre exhibition (Cineplex Media) and digital out-of-home advertising (CDM).

Cineplex Media

Cineplex Media represents traditional cinema media advertising, which incorporates advertising mediums related to theatre exhibition. With its national presence and over 90% market share of the Canadian movie-going attendance, Cineplex Media is well positioned for continued growth and is the ideal channel for advertisers wanting to reach all demographics, especially the highly sought-after 17 to 25-year-old Canadian market. Cineplex Media includes showtime and pre-show advertising for Cineplex as well as other circuits through representation sales agreements, *Cineplex Magazine* and *Le magazine Cineplex*, website and mobile advertising as well as lobby advertising.

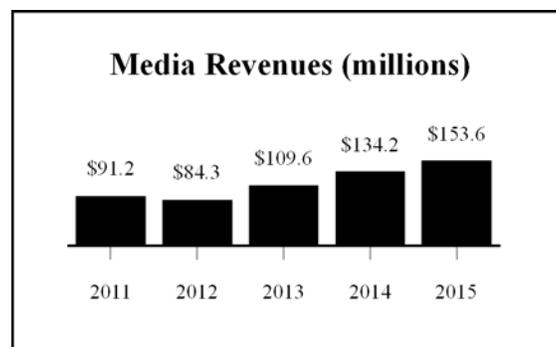
Cineplex Media's key offerings are showtime and pre-show advertising, engaging guests with key advertising messages and customizable content from 20 minutes prior to showtime right up until the start of the Coming Attractions. With a distribution of approximately 750,000 copies per month through physical delivery as well as online distribution, *Cineplex Magazine* and *Le magazine Cineplex*, offer advertising opportunities in Canada's leading entertainment magazine. According to Vividata's first Canadian readership study released in 2015, Cineplex Magazine is the most-read entertainment magazine in Canada, and the second-most read magazine overall in Canada.

Select Cineplex theatres offer the following media opportunities:

- The IMZ, an interactive media experience allowing advertisers to engage and interact with Cineplex guests in high traffic lobby locations.
- Timeplay, a third-party app that allows Cineplex to sell media integrated into real-time content on the big screen, with movie-goers using the app to compete for prizes and receive special offers from Cineplex and advertisers.
- Digital poster cases, which provide integration of dynamic digital advertising options into what were previously static poster displays.

Cineplex's theatres also provide opportunities for advertisers' special media placements (including floor and door coverings, window clings, standees, banners and lobby domination setups).

In addition to these individual offerings, Cineplex Media offers integrated solutions that can cross over some or all of the above mentioned platforms. Advertisers can utilize these forms of media individually or take advantage of an integrated advertising program spanning multiple platforms.



Cineplex Digital Media

CDM represents Cineplex's digital out-of-home advertising business, which incorporates digital signage networks on both the path to purchase (including shopping malls, office complexes and other path to purchase locations) and at the point of purchase (such as the quick-service restaurant, financial and retail markets across North America).

Cineplex's advertising sales team combined with the project management, system design, network operations, and creative services teams at CDM, have Cineplex well positioned to expand its media reach throughout its current infrastructure as well as in numerous out-of-home advertising locations across the country. Cineplex believes that the strength of CDM will make it a leader in the indoor digital signage industry and provide a platform for significant growth throughout North America.

AMUSEMENT GAMING AND LEISURE

Amusement gaming and leisure includes three significant areas of operations: CSI, one of the largest distributors of amusement gaming and vending equipment in North America; *The Rec Room*, social entertainment destinations featuring gaming, entertainment and upscale casual dining; and WGN, which features an online video gaming network as well as offering eSports entertainment through a community that connects live online gaming with unique in-theatre tournament experiences in Cineplex theatres.

Cineplex Starburst Inc.

Cineplex acquired the 50% of the issued and outstanding equity of CSI that it did not own on October 1, 2015 and began consolidating the results of CSI as of that date. CSI generates revenues from the following activities in both Canada, as well as in the United States through CSI's wholly-owned subsidiary Premier and through its joint venture interest in BSL:

- Route operations: CSI collects a revenue share on all games revenues earned by CSI-owned amusement and vending equipment placed into locations such as family entertainment centres, arcades, theatres, restaurants, bars and other locations.
- Third party equipment sales.
- Operations of *Playdium*, a 32,000 square foot interactive, virtual and physical entertainment centre focused on family entertainment located in Mississauga, Ontario, which features more than 200 high-tech attractions, rides and simulators as well as food service at its in-house diner.

In addition to expanding Cineplex's amusement gaming presence outside of its theatres, the acquisition of CSI has allowed Cineplex to vertically integrate its gaming operations. Cineplex's in-theatre gaming business features Cineplex's 24 XSCAPE Entertainment Centres as well as arcade games in select Cineplex theatres, with all of the games supplied and serviced by CSI.

The Rec Room

In 2015, Cineplex announced its plans for *The Rec Room*, a social entertainment destination featuring a wide range of entertainment options including an attractions area featuring simulation, redemption and recreational gaming, an auditorium-style live entertainment venue with a theatre-sized high definition screen for watching a wide range of entertainment programming. These entertainment options will be complemented with an upscale casual dining environment, featuring an open kitchen and contemporary menu, as well as a centre bar with a wide range of digital monitors and a large screen above the bar for watching the big game or other major events.

The first location is scheduled to open in the second quarter of 2016 at South Edmonton Common in Edmonton, Alberta in an approximately 60,000 square foot location in proximity to Cineplex's existing theatre at that location. The second two locations are scheduled to open in 2017, one at Deerfoot City in Calgary, Alberta and one at the historic John Street Roundhouse across from the CN Tower in downtown, Toronto, Ontario.

eSports and World Gaming

Cineplex acquired an 80% interest in the operating assets of WGN in 2015, resulting in the creation of a new company focused on eSports. Cineplex's two major eSports offerings include:

- Online facilitation of tournaments, leagues and gaming ladders for the competitive gaming community in Canada and worldwide.
- Connecting online video gaming with in-theatre tournaments, with regional qualifiers held at Cineplex locations leading to National Championship live finals at a Cineplex flagship location, starting in 2016.

Revenues will be generated through the sale of sponsorships and advertising relating to these eSports events, as well as through entry fees for select online video games and ticket sales for spectators of the in-theatre tournaments.

LOYALTY

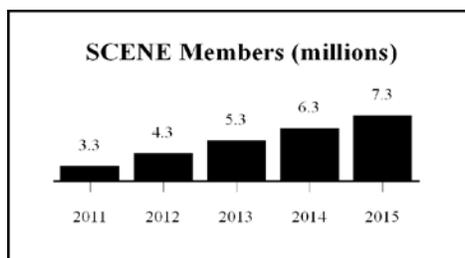
In 2007, Cineplex entered into a joint venture agreement with Scotiabank to launch the SCENE loyalty program, providing Cineplex with a more comprehensive understanding of the demographics and movie-going habits of its audience as well as new ways to engage its customers. Cineplex and Scotiabank each have a 50% interest in the program.

SCENE is a customer loyalty program designed to offer members discounts and the opportunity to earn and redeem SCENE points. SCENE members can earn and redeem SCENE points on box office and food service purchases at Cineplex's theatres as well as receiving 10% off food service purchases. As part of the Cineplex Tuesdays program, SCENE members get 10% off all ticket prices on Tuesdays across the circuit. SCENE members can also earn and redeem points online at the Cineplex Store. SCENE is a key differentiator and source of competitive advantage for the Cineplex Store versus competitors for the in-home and on-the-go movie market.

The SCENE program has been well received as evidenced by the strong membership growth and high engagement levels of the program members. Membership in the SCENE loyalty program at December 31, 2015 was approximately 7.3 million, an increase of approximately 1.0 million members during 2015. Through SCENE, Cineplex has gained a more thorough understanding of its customers, driven increased customer frequency, increased overall spending at its theatres and provides Cineplex with the ability to communicate directly and regularly with customers. Management believes the benefits of the program are reflected in box office and food service revenues.

The SCENE customer database has allowed Cineplex to segment SCENE's member population and provide special offers to Cineplex's guests, implement targeted marketing programs and deliver tailored messages to subsets of the membership base, providing members with relevant information and offers which in turn drive increased frequency of attendance at the theatres. Cineplex continues to influence consumer behaviour through the use of SCENE bonus points and experience upgrades for SCENE members in its initiatives as well as in partnership with movie studios.

SCENE continues to build its strategic marketing partnership with sports and active lifestyle retailer SportChek, which enables members to earn and redeem points for products available at more than 180 SportChek locations across Canada. In 2015, SCENE launched a strategic marketing partnership with CARA restaurant brands, which allows members to earn and burn points at over 800 restaurants across Canada. SCENE also provides promotions and offerings with numerous other partners.



Theatre Exhibition

As at December 31, 2015, the Corporation owned, leased or had a joint venture interest in 162 theatres with 1,655 screens. The Corporation currently operates theatres under the following theatre brands, among others: *Cineplex Odeon*, *SilverCity*, *Galaxy Cinemas*, *Scotiabank Theatres*, *Cineplex Cinemas* and *Cineplex VIP Cinemas*.

Cineplex							
Locations and screens at December 31, 2015							
Province	Locations	Screens	Digital 3D Screens	IMAX Screens (i)	VIP Auditoriums	D-BOX Locations	
Ontario	67	721	344	35	12	35	23
Quebec	21	257	100	10	3	4	6
British Columbia	23	215	109	13	3	8	5
Alberta	17	193	97	16	2	3	6
Nova Scotia	13	92	44	1	1	—	—
Saskatchewan	6	54	28	2	—	3	2
Manitoba	5	49	26	1	1	3	1
New Brunswick	5	41	20	1	—	—	—
Newfoundland & Labrador	3	20	9	1	1	—	—
Prince Edward Island	2	13	6	—	—	—	—
TOTALS	162	1,655	783	80	23	56	43
Percentage of screens			47%	5%	1%	3%	3%
(i) All IMAX screens are 3D enabled. Total 3D screens including IMAX screens are 806 screens or 49% of the circuit.							

Cineplex's modern multiplex theatres are designed to provide guests with a premium movie-going experience and maximize profitability by matching the number of screens and seats with the size of the market served. In addition, Cineplex's auditorium seating capacities are varied within individual theatres, enabling it to maximize revenues by shifting films to smaller or larger auditoriums in response to changing attendance levels.

In general, Cineplex leases theatres under long-term leases, with original terms typically ranging from 15 to 20 years (with lease payment increases typically every five years) and containing various renewal options, usually in intervals of five to ten years and, in some cases, termination rights. Leases for 71 theatres expire within five years (57 of which have renewal or extension options). Cineplex's theatre leases generally provide for minimum rental payments.

Digital and 3D projection is an enhancement to an established business and provides an additional element for growth. During 2012, Cineplex completed its conversion to digital projection through its investment in the Canadian Digital Cinema Partnership ("CDCP"). Digital technology enables Cineplex to present anything digital, including 3D movies and live or recorded events or programs. As at December 31, 2015, Cineplex was 100% digital, with 1,655 digital projectors in 162 theatres installed across the circuit, with 783 of these screens being 3D capable. 3D film presentations are well received by audiences, add breadth to the overall film schedule and have a higher average ticket price than 2D presentations.

Cineplex is also focused on providing guests with a variety of premium viewing options through which to enjoy the theatre experience. These premium-priced offerings such as UltraAVX and VIP auditoriums generate higher revenues per patron and also expand the customer base. In 2010, Cineplex launched its UltraAVX auditorium concept, which has proven to be popular with guests. As at the date hereof, VIP auditoriums have been added to 16 theatres across the circuit, and will be incorporated into select new build and retrofit projects in 2016 and beyond.

Employees

As at December 31, 2015, the Corporation employed approximately 13,000 people of whom 11% are full-time employees and 89% are part-time employees; 7% of Cineplex's employees are represented by unions which are primarily located in the province of Quebec.

Trademarks

Management believes the trademarks “Cineplex”, “Cineplex Odeon”, “Galaxy”, “SilverCity”, “UltraAVX”, “Outtakes” and “Poptopia” enjoy significant brand awareness in the Canadian film exhibition market. Cineplex uses the “Scotiabank Theatre” brand under a license agreement with Scotiabank.

Competition

Cineplex competes for the public’s leisure time and disposable income with alternative forms of entertainment, including in-home and online consumption of content and out-of-home entertainment such as other movie exhibitors, sporting events, live music concerts, live theatre and restaurants. Cineplex focuses its in-theatre business on attracting customers to its facilities for their entertainment choice. Management believes that movie theatres compete well with alternative forms of out-of-home entertainment as a result of their lower cost and higher availability. Management also believes that the modern multiplex theatre has become a meeting place as well as an entertainment destination.

Focusing on the competition from other exhibitors, Cineplex believes that the principal competitive factors are:

- The ability to maintain and grow theatre attendance and movie-going frequency;
- The seating capacity, location, quality and reputation of an exhibitor’s theatre;
- The level of customer service and amenities such as stadium seating, VIP Cinemas, specialized auditoriums such as UltraAVX and variety of food service offerings;
- The quality of projection and sound equipment, including specialized projection systems such as 3D and digital offerings;
- The ability to secure an appropriate variety of film product;
- Box office pricing strategy;
- Marketing and promotional programs, including the SCENE loyalty program; and
- The ability to secure sites for potential new theatre developments.

Cineplex competes with a number of at home entertainment alternatives and secondary movie distribution channels, such as cable and satellite television, gaming, DVDs and Blu-ray discs, VoD, SVOD, as well as pay-per-view services and downloads via the Internet. To that end, Cineplex has developed the Cineplex Store in an effort to attract its customers to enjoy Cineplex movies for their at home entertainment in lieu of the multitude of other at home viewing options. With its SCENE loyalty program, Cineplex has the ability to communicate directly with movie-lovers to attract them to the Cineplex Store viewing options.

Cineplex’s theatres are also subject to varying degrees of competition in the locations in which they operate because competitors vary substantially in size, number and proximity at each location. Cineplex has a number of theatrical exhibition competitors, including Magic Lantern (Rainbow), Cinemas Guzzo and Landmark Cinemas. The building of new theatres or the addition of screens to existing theatres by competitors in areas in which Cineplex operates may result in excess capacity in those areas that could reduce attendance levels at Cineplex theatres. In addition to competing for guests at its existing theatres, Cineplex also faces competition in acquiring and developing new theatre sites and acquiring existing theatres.

Regulatory Environment

Environmental

Cineplex owns, leases and/or operates theatres and other properties which are subject to certain federal, provincial and local laws and regulations relating to environmental protection, including those governing past or present

releases of hazardous materials. Certain of these laws and regulations may impose liability on certain classes of persons for the costs of investigation or remediation of such contamination, regardless of fault or the legality of the original disposal. These persons include the present or former owner or a person in care or control of a contaminated property and companies that generated, disposed of or arranged for the disposal of hazardous substances found at the property. As a result, Cineplex may incur costs to clean up contamination present on, at or under its leased and owned properties, even if such contamination was present prior to the commencement of Cineplex’s operations at the site and was not caused by its activities. Management is currently not aware of any such situation.

Human Rights

Cineplex continually works to ensure that its services are delivered with a focus on respecting the dignity of each of its 77 million guests so as to be in compliance with all human rights legislation and free from any form of discrimination. In that regard, Cineplex trains its employees on accessibility and human rights issues. The Corporation has been recognized as a leader in accessibility initiatives, including hosting sensory-friendly screenings as well as providing technologies throughout the circuit to make films accessible to the hearing and vision impaired communities.

Québec Cinema Act

In the province of Québec, film distributors and theatre operators must be licensed under the *Québec Cinema Act* and must obtain a permit for the exhibition of each print of a film. Generally, a permit will only be issued for English language prints if the distributor also makes the same number of French dubbed prints of the same film available to exhibitors for exhibition at the same time. However, distributors may obtain a provisional permit if a French dubbed version does not exist when an application is made, allowing a distributor to distribute any number of English language prints for an initial 45 day period. In Cineplex’s experience, most major English language films are released simultaneously in both English and French.

Other

Cineplex’s operations are subject to federal, provincial and local laws governing matters such as privacy, film classification, construction, renovation and operation of theatres, wages and working conditions, health and sanitation requirements and licensing. Management believes that Cineplex’s operations are in material compliance with all such laws.

Credit Facility

Effective October 24, 2013, the Corporation and the Partnership entered into a fifth amended and restated credit agreement (the “**Credit Agreement**”) with a syndicate of lenders consisting of the following facilities in millions of Canadian dollars as at December 31, 2015:

	Available	Drawn	Reserved	Remaining
(i) a five-year senior secured revolving credit facility (“ Revolving Facility ”)	\$250.0	\$74.0	\$5.7	\$170.3
(ii) a five-year senior secured non-revolving term facility (“ Term Facility ”)	\$150.0	\$150.0	\$—	—
Letters of credit outstanding at December 31, 2015 of \$5.7 million are reserved against the Revolving Facility.				

The following is a summary of the material terms and conditions contained in the Credit Facilities. This summary is qualified in its entirety by reference to the provisions of the Credit Agreement which contains a complete statement of those terms and conditions.

Summary of Facilities

The Credit Facilities bear interest at a floating rate based on the Canadian dollar prime rate, or bankers’ acceptances rates plus, in each case, an applicable margin to those rates. The facilities mature on October 24, 2018 and are payable in full at maturity, with no scheduled repayment of principal required prior to maturity.

The Revolving Facility is available for general corporate purposes and to fund approved projects or investments. The Revolving Facility is available to be drawn down by way of prime rate loans, US base rate loans, LIBOR loans, banker's acceptances or letters of credit and bears interest at a floating rate based on the Canadian dollar prime rate, US dollar base rate, LIBOR, bankers' acceptances rates or letter of credit commissions, as applicable, plus, in each case, an applicable margin to those rates based on Cineplex's ratio of total debt to *pro forma* Adjusted EBITDA from time to time. There are provisions to increase the Revolving Facility commitment amount by an additional \$150 million with the consent of the lenders. Prior to issuance of the convertible debentures, the Revolving Facility was \$350 million but was reduced to \$250 million subsequent to the issuance of the convertible debentures.

The Term Facility is available to be drawn down by way of prime rate loans, US base rate loans, LIBOR loans or bankers' acceptances, and bears interest at a floating rate based on the Canadian dollar prime rate, US base rate, LIBOR or on the bankers' acceptance rates, as applicable, plus, in each case, an applicable margin to those rates based on Cineplex's ratio of total debt to *pro forma* Adjusted EBITDA from time to time.

The Credit Facilities contain restrictive covenants that limit the discretion of Cineplex's management with respect to certain business matters. These covenants place restrictions on, among other things, the ability of Cineplex to create liens or other encumbrances, to pay dividends or make certain other payments, investments, loans and guarantees and to sell or otherwise dispose of assets and merge or consolidate with another entity.

The Credit Facilities also contain customary affirmative, reporting and negative covenants. Pursuant to the terms of the Credit Facilities, Cineplex is required to maintain, on a rolling four quarter basis: (i) a prescribed ratio of total debt (excluding the Debentures) to *pro forma* Adjusted EBITDA; and (ii) a prescribed ratio of EBITDAR (Adjusted EBITDA plus rent expense for such quarter) to fixed charges (the sum of taxes, maintenance capital expenditures, debt service (including capital lease payments) and rent expense for such quarter).

Security and Guarantees

The obligations under the Credit Facilities are secured by a first ranking charge over all of the personal and real property owned by the Corporation and its subsidiaries other than certain excluded immaterial subsidiaries. The obligations of the Corporation and the Partnership under the Credit Facilities are guaranteed by such subsidiaries.

Events of Default

The Credit Facilities contain customary events of default, including an event of default upon certain circumstances constituting a change of control, as more specifically set out in the "Events of Default" section of the Credit Agreement.

Failure to comply with the terms of the Credit Facilities would entitle the lenders to accelerate all amounts outstanding under such facilities, and upon such acceleration, the lenders would be entitled to begin enforcement of security granted to the lenders by the Partnership or the Corporation to recover assets of the Partnership or the Corporation, including accounts receivable, inventory, equipment and material contracts. The lenders 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 receive any proceeds from the liquidation of Cineplex's assets.

The Credit Facilities, in certain circumstances, restrict the Corporation's, the Partnership's and their subsidiaries' ability to make payments in respect of their securities, including the Common Shares, unless sufficient funds are available for the repayment of indebtedness and the payment of interest, expenses and taxes.

CAPITAL STRUCTURE

Common Shares

The Corporation is authorized to issue an unlimited number of Common Shares of which 63,410,009 are issued and outstanding as at March 24, 2016. Holders of Common Shares are entitled to one vote per share at meetings of Shareholders of the Corporation, to receive dividends if and when declared by the Board and to receive the remaining property and assets of the Corporation upon its dissolution or winding-up, subject to the rights of shares

having priority over the Common Shares. Holders of Common Shares may make use of the various shareholder remedies available pursuant to the OBCA. Additional information relevant to the Common Shares, the rights of holders thereof and the operation and conduct of the Corporation can be found in the Corporation’s articles and by-laws, which have been filed under the Corporation’s profile on SEDAR.

Preferred Shares

The Corporation is authorized to issue 10,000,000 Preferred Shares, issuable in series, none of which are outstanding. If issued, each series of Preferred Shares shall consist of such number of shares and having such rights, privileges, restrictions and conditions as may be determined by the Board prior to the issuance thereof. Holders of Preferred Shares, except as required by law, will not be entitled to vote at meetings of Shareholders of the Corporation. With respect to the payment of dividends and distribution of assets in the event of liquidation, dissolution or winding-up of the Corporation, whether voluntary or involuntary, the Preferred Shares are entitled to preference over the Common Shares and any other shares ranking junior to the Preferred Shares from time to time and may also be given such other preferences over the Common Shares and any other shares ranking junior to the Preferred Shares as may be determined at the time of creation of such series. The Preferred Shares are not, and may not be, created as an anti-takeover mechanism. Additional information relevant to the Preferred Shares, the rights of holders thereof and the operation and conduct of the Corporation can be found in the Corporation’s articles and by-laws, which have been filed under the Corporation’s profile on SEDAR.

Dividend Policy

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. As of the date hereof, it is anticipated that Cineplex will pay a monthly dividend, subject to the discretion of the Board, at an annualized rate in the range between 60% and 85% of adjusted free cash flow per Share. (See Section 17.2 of the Corporation’s Annual MD&A for a discussion on adjusted free cash flow.) Cineplex currently designates all dividends paid or deemed to be paid as “eligible dividends” for purposes of subsection 89(14) of the *Income Tax Act* (Canada), and similar provincial and territorial legislation, unless indicated otherwise.

Effective for the May 2015 dividend, which was paid in June 2015, the Board approved a dividend increase to \$0.13 per month per Share (\$1.56 on an annual basis). Pursuant to the factors noted above, there can be no guarantee that the Corporation will maintain its current dividend policy.

Since the conversion, the Corporation has declared and paid dividends per Common Share per month in the following amounts:

Dividend Amount per Common Share	Effective Date
\$0.105	January, 2011
\$0.1075	May, 2011
\$0.1125	May, 2012
\$0.1200	May, 2013
\$0.1250	May, 2014
\$0.1300	May, 2015

Description of the Debentures

The Debentures were issued under an indenture dated November 5, 2013 (the “**Indenture**”) between the Corporation and BNY Trust Company of Canada (the “**Debenture Trustee**”). The following is a description of the terms of the Indenture, a copy of which has been filed with the Canadian securities regulatory authorities. Capitalized terms used in this “Description of the Debentures” section and not otherwise defined have the meanings set forth in the Indenture. The following summary of certain provisions of the Indenture is subject to, and is qualified in its entirety by reference to, all the provisions of the Indenture.

General

On November 5, 2013, the Corporation completed its offering of \$100 million principal amount of Debentures. An additional \$7.5 million aggregate principal amount of Debentures were issued on the same terms and conditions on November 12, 2013 pursuant to a related over-allotment option. The Debentures are issuable only in denominations of \$1,000 and integral multiples thereof. The Debentures will mature and be repayable on the Maturity Date.

The Debentures bear interest from the date of issue at a rate of 4.50% per annum, which is payable in semi-annual payments in arrears on the last day of June and December in each year (or the immediately following business day if any interest payment date would not otherwise be a business day). During 2015, interest payments on the Debentures were made on June 30, 2015, for the period from, and including, December 31, 2014 to, but excluding, June 30, 2015, and on December 31, 2015, for the period from, and including, June 30, 2015 to, but excluding, December 31, 2015.

The principal amount of the Debentures is payable in lawful money of Canada or, at the option of the Corporation and subject to applicable regulatory approval and provided no Event of Default has occurred and is continuing, by delivery of freely-tradeable Common Shares to satisfy, in whole or in part, the obligations of the Corporation to repay the principal amount of the Debentures as further described under “— Payment upon Redemption or Maturity”, “— Redemption and Purchase” and “— Change of Control”. The interest on the Debentures is payable in lawful money of Canada or, at the option of the Corporation and subject to applicable regulatory approval, by delivering sufficient freely-tradeable Common Shares to the Debenture Trustee to sell for cash proceeds to satisfy the Interest Obligation in accordance with the Indenture as described under “— Interest Payment Election”.

The Debentures are direct obligations of the Corporation and will not be secured by any mortgage, pledge, hypothec or other charge and are subordinated to other liabilities of the Corporation as described under “— Rank and Subordination”. The Indenture does not restrict the Corporation or its subsidiaries from incurring additional indebtedness for borrowed money or from mortgaging, pledging or charging their real and personal property to secure any indebtedness.

The Debentures are transferable and may be presented for conversion at the principal offices of the Debenture Trustee in Toronto, Ontario.

Conversion Privilege

The Debentures are convertible at the holder’s option into fully-paid, non-assessable and freely-tradeable Common Shares at any time prior to the close of business on the earliest of (i) five business days prior to the Maturity Date or (ii) if called for redemption, five business days prior to the date specified by the Corporation for redemption of the Debentures, at the Conversion Price. The Conversion Price is subject to adjustment in certain circumstances to be set out in the Indenture. See “— Anti-Dilution Provisions”. No adjustment will be made for dividends on Common Shares issuable on conversions. Holders converting their Debentures will receive all accrued and unpaid interest to, but excluding, the date of conversion. Holders converting their Debentures shall become Shareholders of record of Common Shares immediately after the close of business on the date upon which a Debenture is surrendered, or deemed surrendered in accordance with the provisions of the Indenture. Notwithstanding the foregoing, no Debenture may be converted during the five business days preceding an Interest Payment Date.

No fractional Common Shares will be issued on any conversion of the Debentures but, in lieu thereof, the Corporation shall satisfy fractional interests by a cash payment equal to the Current Market Price of such fractional interest.

Redemption and Purchase

The Debentures are not redeemable before December 31, 2016, except in the event of the satisfaction of certain conditions after a Change of Control has occurred as described below under “— Change of Control”. On and after December 31, 2016 and prior to December 31, 2017, the Debentures will be redeemable by the Corporation, in whole or in part from time to time, at the option of the Corporation on not more than 60 days’ and not less than 30 days’ prior written notice, at a price equal to the principal amount of the Debentures plus accrued and unpaid interest to, but excluding, the date of redemption, provided that the Current Market Price on the date on which notice of

redemption is given is not less than 125% of the Conversion Price. On or after December 31, 2017 and prior to the Maturity Date, the Debentures will be redeemable by the Corporation, in whole or in part from time to time, at the option of the Corporation on not more than 60 days' and not less than 30 days' prior written notice, at a price equal to the principal amount of the Debentures plus accrued and unpaid interest to, but excluding, the date of redemption.

In the case of redemption of less than all of the Debentures, the Debentures to be redeemed will be selected by the Debenture Trustee on a *pro rata* basis or in such other manner as the Debenture Trustee deems equitable.

The Corporation has the right to purchase Debentures in the market, by tender or by private contract, subject to regulatory requirements, provided, however, that if an Event of Default (as described under “— Events of Default”) has occurred and is continuing, the Corporation will not have the right to purchase Debentures by private contract.

Payment upon Redemption or Maturity

On redemption or at the Maturity Date, the Corporation will repay the indebtedness represented by the Debentures by paying to the Debenture Trustee in lawful money of Canada an amount equal to the aggregate principal amount of the outstanding Debentures which are to be redeemed or which have matured, together with accrued and unpaid interest thereon to, but excluding, the redemption date or Maturity Date, as the case may be. The Corporation may, at its option, on not more than 60 days' and not less than 30 days' prior notice and subject to applicable regulatory approval and provided that no Event of Default has occurred and is continuing and certain other conditions are satisfied, elect to satisfy its obligation to pay, in whole or in part, the principal amount of the Debentures that are to be redeemed or that have matured, as the case may be, by issuing freely-tradeable Common Shares to the holders of the Debentures. Any accrued and unpaid interest to, but excluding, the redemption date or Maturity Date, as the case may be, on the Debentures which are to be redeemed or which have matured, as the case may be, will be paid in cash. The number of Common Shares to be issued will be determined by dividing the aggregate principal amount of the outstanding Debentures which are to be redeemed or which have matured, as the case may be, by 95% of the Current Market Price on the date fixed for redemption or the Maturity Date, as the case may be.

No fractional Common Shares will be issued upon redemption or maturity of the Debentures but, in lieu thereof, the Corporation shall satisfy fractional interests by a cash payment equal to the Current Market Price of such fractional interest.

Change of Control

Within 30 days following the occurrence of a Change of Control, the Corporation will be required to make an Offer to Purchase all of the Debentures at the Offer Price. Holders of Debentures may accept the Offer to Purchase in whole or in part.

If holders of 90% or more in aggregate principal amount of the Debentures outstanding on the date the Corporation delivers the Offer to Purchase to the Debenture Trustee accept the Offer to Purchase, the Corporation will have the right to redeem all the remaining Debentures at the Offer Price. Notice of such redemption must be given to the Debenture Trustee within 10 days following the date of purchase, and promptly thereafter, by the Debenture Trustee to the holders of the Debentures not tendered pursuant to the Offer to Purchase.

The Corporation will comply with the requirements of Canadian securities laws and regulations to the extent such laws and regulations are applicable in connection with the repurchase of the Debentures in the event of a Change of Control.

Cash Change of Control

In addition to the requirement for the Corporation to make an Offer to Purchase in the event of a Change of Control, if a Change of Control occurs on or before December 31, 2017 in which 10% or more of the consideration for the Common Shares in the transaction or transactions constituting a Change of Control consists of: (i) cash (other than cash payments for fractional Common Shares and cash payments made in respect of dissenters' appraisal rights); (ii) equity securities, including trust units, limited partnership units or other participating equity securities of a trust, limited partnership or similar entity, that are not traded or intended to be traded immediately following such transactions on a recognized stock exchange; or (iii) other property that is not traded or intended to be traded

immediately following such transactions on a recognized stock exchange, then subject to regulatory approvals, during the period beginning ten trading days before the anticipated date on which the Change of Control becomes effective and ending 30 days after the Offer to Purchase is delivered, holders of Debentures will be entitled to convert their Debentures, subject to certain limitations, and receive, subject to and upon completion of the Change of Control, in addition to the number of Common Shares they would otherwise be entitled to receive as set out under “— Conversion Privilege” above, an additional number of Common Shares per \$1,000 principal amount of Debentures as set out below.

The number of additional Common Shares per \$1,000 principal amount of Debentures constituting the make-whole premium will be determined by reference to the table below and is based on the date on which the Change of Control becomes effective (the “Effective Date”) and the price (the “Stock Price”) paid per Common Share in the transaction constituting the Change of Control. If holders of Common Shares receive (or are entitled and able in all circumstances to receive), only cash in the transaction, the Stock Price will be the cash amount paid per Common Share. Otherwise, the Stock Price will be equal to the Current Market Price of the Common Shares immediately preceding the Effective Date of such transaction.

The table on the following page shows what the make-whole premium would be for each hypothetical Stock Price and Effective Date set out below, expressed as additional Common Shares per \$1,000 principal amount of Debentures. For greater certainty, the Corporation will not be obliged to pay the make-whole premium other than by issuance of Common Shares upon conversion subject to the provision relating to adjustment of the Conversion Price in certain circumstances and following the completion of certain types of transactions described under “— Conversion Privilege” above.

Stock Price	Effective Date		
	December 31, 2015	December 31, 2016	December 31, 2017
\$39.83	7.250	7.250	7.250
\$40.00	7.143	7.143	7.143
\$41.00	6.533	6.533	6.533
\$42.50	5.672	5.672	5.672
\$45.00	4.365	4.365	4.365
\$47.50	3.512	3.196	3.196
\$50.00	2.813	2.426	2.143
\$52.50	2.235	1.820	1.220
\$55.00	1.760	1.338	0.544
\$60.00	1.056	0.669	0.000
\$65.00	0.597	0.279	0.000
\$70.00	0.307	0.070	0.000
\$75.00	0.131	0.000	0.000
\$80.00	0.035	0.000	0.000
\$85.00	0.002	0.000	0.000
\$90.00	0.000	0.000	0.000
\$100.00	0.000	0.000	0.000

The actual Stock Price and Effective Date may not be set out in the table, in which case:

- (a) if the actual Stock Price on the Effective Date is between two Stock Prices in the table or the actual Effective Date is between two Effective Dates in the table, the make-whole premium will be determined by a straight line interpolation between the make-whole premiums set out for the two Stock Prices and the two Effective Dates in the table based on a 365-day year, as applicable;
- (b) if the Stock Price on the Effective Date exceeds \$100.00 per Common Share, subject to adjustment as described below, the make-whole premium will be zero; and
- (c) if the Stock Price on the Effective Date is less than \$39.83 per Common Share, subject to adjustment as described below, the make-whole premium will be zero.

The Stock Prices set out in the table above will be adjusted as of any date on which the Conversion Price of the Debentures is adjusted. The adjusted Stock Prices will equal the Stock Prices applicable immediately prior to such adjustment multiplied by a fraction, the numerator of which is the Conversion Price as so adjusted and the

denominator of which is the Conversion Price immediately prior to the adjustment giving rise to the Stock Price adjustment. The number of additional Common Shares set out in the table above will be adjusted in the same manner as the Conversion Price as set out above under “— Conversion Privilege”, other than by operation of an adjustment to the Conversion Price by adding the make-whole premium as described above. Holders of the Debentures will not be entitled to a make-whole premium in connection with any Cash Change of Control occurring after December 31, 2017.

Interest Payment Election

Unless an Event of Default has occurred and is continuing, the Corporation may elect (an “Interest Payment Election”), at any time and from time to time, subject to applicable regulatory approval, to satisfy all or part of the Interest Obligation on an Interest Payment Date (i) in cash; (ii) by delivering Common Shares to the Debenture Trustee, for sale, to satisfy the interest obligations in accordance with the Indenture, in which event holders of the Debentures will be entitled to receive a cash payment equal to the interest payable from the proceeds of the sale of such Common Shares or (iii) any combination of (i) and (ii) above. The Indenture provides that, upon such election, the Debenture Trustee shall: (i) receive delivery of Common Shares from the Corporation; (ii) accept bids with respect to, and facilitate settlement of sales of, such Common Shares, each as the Corporation shall direct in its absolute discretion, through the investment banks, brokers or dealers identified by the Corporation in the notice to elect to satisfy all or any part of the Interest Obligation by delivering Common Shares to the Debenture Trustee; (iii) invest the proceeds of such sales on direction of the Corporation in short-term permitted government securities (to be defined in the Indenture) which mature prior to the applicable Interest Payment Date, and use the proceeds received from such permitted government securities, together with any proceeds from the sale of Common Shares not invested as aforesaid, to satisfy such Interest Obligation and (iv) subject to the prior consent of the Corporation, perform any other action necessarily incidental thereto.

Neither the Corporation’s making of an election to satisfy all or part of the Interest Obligation on an Interest Payment Date by delivering sufficient Common Shares to the Debenture Trustee, nor the facilitation of settlement of Common Shares will: (i) result in the holders of the Debentures not being entitled to receive on the applicable Interest Payment Date cash in an aggregate amount equal to the interest payable on such Interest Payment Date or (ii) entitle such holders to receive any Common Shares in satisfaction of the Interest Obligation.

Anti-Dilution Provisions

Subject to the provisions thereof, the Indenture provides for the adjustment of the Conversion Price in certain events including: (i) the subdivision or consolidation of the outstanding Common Shares; (ii) the issuance of Common Shares or securities convertible into or exchangeable for Common Shares to all or substantially all holders of Common Shares by way of a dividend or distribution or otherwise, other than an issue of Common Shares or securities convertible into or exchangeable for Common Shares by way of dividends paid in the ordinary course, provided such ordinary course dividends are no greater than \$0.12 per Common Share per calendar month; (iii) the issuance of options, rights or warrants to all or substantially all holders of Common Shares entitling them to acquire Common Shares or other securities convertible into or exchangeable for Common Shares at less than 95% of the then Current Market Price of the Common Shares and (iv) the distribution to all or substantially all holders of Common Shares of certain other securities or assets (including cash or debt securities) otherwise than by way of dividends paid in the ordinary course, provided such ordinary course dividends are no greater than \$0.12 per Common Share per calendar month. There will be no adjustment of the Conversion Price in respect of any event described in (ii), (iii) or (iv) above if the holders of the Debentures are allowed to participate as though they had converted their Debentures prior to the applicable record date or effective date. No adjustment will be made to the Conversion Price upon the issuance from time to time of Common Shares pursuant to the Corporation’s existing or future stock option plan, long-term incentive plan, deferred share unit plan, share purchase plan or any dividend reinvestment plan, or any similar plan, if any, as such plans may be amended or replaced from time to time. The Corporation will not be required to make adjustments in the Conversion Price unless the cumulative effect of such adjustments would change the Conversion Price by at least 1%.

In the case of any reclassification or capital reorganization (other than a change resulting from consolidation or subdivision) of the Common Shares or in the case of any consolidation, amalgamation, arrangement or merger of the Corporation with or into any other entity, or in the case of any sale or conveyance of the properties and assets of the Corporation as or substantially as an entirety to any other entity as a result of which the holders of Common Shares

are entitled to receive shares, other securities or other property, or a liquidation, dissolution or winding-up of the Corporation, the terms of the conversion privilege shall be adjusted so that each holder of a Debenture shall, after such reclassification, capital reorganization, consolidation, amalgamation, merger, sale, conveyance, liquidation, dissolution or winding-up, be entitled to receive and shall accept in lieu of Common Shares, the kind and amount of securities or property which the holder thereof would have been entitled to receive if, on the effective date thereof, it had been the holder of the number of Common Shares into which the Debenture was convertible on the effective date of such reclassification, capital reorganization, consolidation, amalgamation, arrangement, merger, sale, conveyance, liquidation, dissolution or winding-up (“Substitute Property”). Following any such reclassification, capital reorganization, consolidation, amalgamation, merger, sale, conveyance, liquidation, dissolution or winding-up, any reference to “Common Shares” under the headings “— Payment upon Redemption or Maturity”, “— Change of Control” or “— Interest Payment Election” shall be deemed to be a reference to Substitute Property.

Notwithstanding the foregoing, if holders of Debentures would otherwise be entitled to receive, upon conversion of the Debentures, any Substitute Property that would not constitute “prescribed securities” for the purposes of clause 212(1)(b)(vii)(E) of the *Income Tax Act* (Canada) as it applied on December 31, 2007 (“ineligible consideration”), such holders shall not be entitled to receive such ineligible consideration but the Corporation or the successor or acquirer, as the case may be, shall have the right (at the sole option of the Corporation or the successor or acquirer, as the case may be) to deliver either such ineligible consideration or “prescribed securities” for the purposes of clause 212(1)(b)(vii)(E) of the *Income Tax Act* (Canada) as it applied on December 31, 2007 with a market value (as conclusively determined by the board of directors of the Corporation) equal to the market value of such ineligible consideration. In general, prescribed securities would include the Common Shares and other shares which are not redeemable by the holder within five years of the date of issuance of the Debentures. Because of this, certain transactions may result in the Debentures being convertible into prescribed securities that are highly illiquid. This could have a material adverse effect on the value of the Debentures.

Subject to compliance with the terms of the Indenture and applicable law, no consent of holders of the Debentures is required in connection with a reclassification, capital reorganization, consolidation, amalgamation, arrangement, merger, sale, conveyance, liquidation, dissolution or winding-up of the Corporation and the holders of the Debentures have no voting or other approval rights with respect to any such transaction.

Cancellation

All Debentures converted, redeemed or purchased as aforesaid will be cancelled and may not be reissued or resold.

Rank and Subordination

The Debentures are direct, subordinated, unsecured obligations of the Corporation and rank equally with one another and subordinate to all liabilities of the Corporation (including all trade debt), except liabilities which by their terms rank in right of payment equally with or subordinate to the Debentures, and will rank *pari passu* to all future unsecured subordinated debentures issued by the Corporation. The Indenture does not restrict the Corporation or its subsidiaries from incurring additional indebtedness or from mortgaging, pledging or charging its properties to secure any indebtedness or liabilities.

The payment of the principal of, premium, if any, and interest on, the Debentures is subordinated in right of payment in the circumstances referred to below and more particularly, as set forth in the Indenture, to the prior payment in full of all Senior Indebtedness. “Senior Indebtedness” of the Corporation is defined in the Indenture as the principal of and premium, if any, and interest on and other amounts payable in respect of all indebtedness (including any indebtedness to trade creditors) of the Corporation (whether outstanding as at the date of the Indenture or thereafter created, incurred, assumed or guaranteed), other than all other existing and future indebtedness of the Corporation which, by the terms of the instrument creating or evidencing such other existing and future indebtedness, is expressed to be *pari passu* with, or subordinate in the right of payment to, the Debentures or other indebtedness ranking *pari passu* with the Debentures.

The Indenture provides that in the event of any dissolution, winding-up, liquidation, bankruptcy, insolvency, receivership, creditor enforcement or realization or other similar proceedings relating to the Corporation or any of its property, or any marshalling of the assets and liabilities of the Corporation, then holders of Senior Indebtedness will receive payment in full before the holders of Debentures will be entitled to receive any payment or distribution of

any kind or character, whether in cash, property or securities, which may be payable or deliverable in any such event in respect of any of the Debentures or any unpaid interest accrued thereon. The Indenture also will provide that the Corporation will not make any payment, and the holders of the Debentures will not be entitled to demand, accelerate, institute proceedings for the collection of, or receive any payment or benefit (including without limitation by set-off, combination of accounts or otherwise in any manner whatsoever) on account of the Debentures if a default or event of default with respect to or under any Senior Indebtedness permitting acceleration of the same has occurred and is continuing.

The Debentures are also effectively subordinate to claims of creditors (including trade creditors) of the Corporation's subsidiaries except to the extent the Corporation is a creditor of such subsidiaries ranking at least *pari passu* with such creditors of the Corporation's subsidiaries.

Modification

The rights of the holders of the Debentures may be modified in accordance with the terms of the Indenture. For that purpose, among others, the Indenture contains certain provisions which make Extraordinary Resolutions binding on all holders of Debentures. Under the Indenture, the Debenture Trustee has the right to make certain amendments to the Indenture in its discretion, without the consent of the holders of Debentures.

Events of Default

The Indenture provides that an Event of Default in respect of the Debentures will occur if any one or more of the following described events has occurred with respect to the Debentures: (i) failure for 30 days to pay interest on the Debentures when due; (ii) failure to pay the principal or premium, if any, on the Debentures when due, whether at the Maturity Date, upon redemption, by declaration or otherwise and the continuance of such default for 30 days; (iii) material default in performing or observing any of the other covenants, agreements or obligations of the Corporation as described in the Indenture and the continuance of such default for 60 days after the date on which the written notice of such default has been given to the Corporation by the Debenture Trustee or the holders of Debentures holding not less than 25% in principal amount of the outstanding Debentures and (iv) certain events of bankruptcy, insolvency or reorganization of the Corporation under bankruptcy or insolvency laws. If an Event of Default has occurred and is continuing, the Debenture Trustee may, in its discretion, and shall, upon request of holders of not less than 25% in principal amount of the Debentures then outstanding under the Indenture, declare the principal amount of, premium, if any, and interest on all Debentures then outstanding under the Indenture to be immediately due and payable. Certain Events of Default may be waived by written direction of the holders of at least 50% of the principal amount of the outstanding Debentures, by Extraordinary Resolution or by the Debenture Trustee in certain circumstances in accordance with the terms of the Indenture.

No holder of Debentures has any right to pursue any remedy (including any action, suit or proceeding authorized or permitted by the Indenture or pursuant to applicable law) with respect to the Indenture or the Debentures unless: (i) the holder gives to the Debenture Trustee notice of a continuing Event of Default; (ii) the holders holding at least 25% in principal amount of outstanding Debentures make a request in writing to the Debenture Trustee to pursue the remedy; (iii) such holder or holders offer or provide to the Debenture Trustee security and indemnity in form satisfactory to the Debenture Trustee against any loss, liability or expense; (iv) the Debenture Trustee does not comply with the request within 30 days after receipt of such request and indemnity; and (v) during such 30 day period the holders holding a majority in principal amount of outstanding Debentures do not give the Debenture Trustee any direction inconsistent with the request.

Compulsory Acquisition of Debentures

The Indenture contains provisions to the effect that if an offer is made for all the Debentures other than Debentures held by or on behalf of the offeror or an affiliate or associate of the offeror and not less than 90% of the Debentures (other than Debentures held by or on behalf of the offeror or associates or affiliates of the offeror) are taken up and paid for by the offeror, the offeror will be entitled to acquire the Debentures held by the holders of Debentures who did not accept the offer on the terms offered by the offeror.

Satisfaction and Discharge

The Corporation may satisfy and discharge the Corporation's obligations under the Indenture in certain circumstances, including by delivering to the Debenture Trustee for cancellation all outstanding Debentures and/or by depositing with the Debenture Trustee, or the paying agent, if applicable, funds or property (including Common Shares (as applicable under the terms of the Indenture)) sufficient for, among other things, the payment of (i) the expenses of the Debenture Trustee under the Indenture and (ii) all principal, premium (if any), interest and other amounts due or to become due in respect of the Debentures.

Book-Entry System

Debentures were issued in the form of Global Debentures held by, or on behalf of, CDS Clearing and Depository Services Inc. ("**CDS Clearing**") as custodian for its participants. Purchasers of Debentures represented by Global Debentures do not receive Debentures in definitive form. Rather, the Debentures are represented only in "book-entry only" form. Beneficial interests in the Global Debentures, constituting ownership of the Debentures, are represented through book-entry accounts of institutions (including the underwriters) acting on behalf of beneficial owners, as direct and indirect participants of CDS Clearing. Each purchaser of a Debenture represented by a Global Debenture typically receives a customer confirmation of purchase from the underwriter or underwriters from whom the Debenture is purchased in accordance with the practices and procedures of the selling underwriter or underwriters. The practices of the underwriters may vary but generally customer confirmations are issued promptly after execution of a customer order. CDS Clearing is responsible for establishing and maintaining book-entry accounts for its participants having interests in Global Debentures.

All interests in the Debentures are subject to the operations and procedures of CDS Clearing. The operations and procedures of each settlement system may be changed at any time. The Corporation is not responsible for those operations and procedures.

If: (i) the Corporation is required to do so by law; (ii) the "book-entry only" system ceases to exist; (iii) CDS Clearing notifies the Corporation that it is unwilling or unable to continue as depository in connection with the Global Debentures; (iv) at any time CDS Clearing ceases to be a clearing agency or otherwise ceases to be eligible to be a depository and the Corporation is unable to locate a qualified successor; (v) the Corporation elects, in its sole discretion, to terminate the book-entry only system for the Debentures; or (vi) in certain circumstances where an Event of Default has occurred, beneficial owners of Debentures represented by Global Debentures at such time will receive definitive certificates representing their Debentures.

Neither the Corporation, the Debenture Trustee or the underwriters of the Debentures has any responsibility or obligation to participants, or the persons for whom they act as nominees, with respect to (i) the accuracy of the records of CDS Clearing, its nominee, or any participant, regarding any ownership interest in the securities or (ii) any payments, or the providing of notice, to participants or beneficial owners.

Transfer and Exchange of Debentures

Transfers of beneficial ownership in Debentures represented by Global Debentures are effected through records maintained by CDS Clearing for such Global Debentures or its nominees (with respect to interests of participants) and on the records of participants (with respect to interests of persons other than participants). Unless the Corporation elects, in its sole discretion, to prepare and deliver definitive certificates representing the Debentures, beneficial owners who are not participants in CDS Clearing's book-entry system, but who desire to purchase, sell or otherwise transfer ownership of or other interest in Global Debentures, may do so only through participants in CDS Clearing's book-entry system.

The ability of a beneficial owner of an interest in a Debenture represented by a Global Debenture to pledge the Debenture or otherwise take action with respect to such owner's interest in a Debenture represented by a Global Debenture (other than through a participant) may be limited due to the lack of a physical certificate.

If definitive certificates representing the Debentures are used instead of or in place of Global Debentures, registered holders of definitive certificates may transfer such Debentures upon payment of certain charges incidental thereto, if any, by executing and delivering a form of transfer together with the Debentures to the registrar for the Debentures

at its principal offices in Toronto, Ontario or such other city or cities as may from time to time be designated by the Corporation whereupon new Debentures will be issued in authorized denominations in the same aggregate principal amount as the Debentures so transferred, registered in the names of the transferees.

Payments

Payments of interest and principal on each Global Debenture are made to CDS Clearing or its nominee, as the case may be, as the registered holder of the Global Debenture. As long as CDS Clearing or its nominee is the registered owner of a Global Debenture, CDS Clearing or its nominee, as the case may be, will be considered the sole legal owner of such Global Debenture for the purposes of receiving payments of interest and principal on the Debentures and for all other purposes under the Indenture and the Debentures. Interest payments on Global Debentures are made by electronic funds transfer or other means acceptable to the Debenture Trustee prior to the day interest is payable and are delivered to CDS Clearing or its nominee, as the case may be.

The Corporation understands that CDS Clearing or its nominee, upon receipt of any payment of interest or principal in respect of a Global Debenture, credits participants' accounts, on the date interest or principal is payable, with payments in amounts proportionate to their respective beneficial interest in the principal amount of such Global Debenture as shown on the records of CDS Clearing or its nominee. The Corporation also understands that payments of interest and principal by participants to the owners of beneficial interests in such Global Debenture held through such participants are governed by standing instructions and customary practices, as is the case with securities held for the accounts of customers in bearer form or registered in "street name" and are the responsibility of such participants. The Corporation's responsibility and liability in respect of payments on Debentures represented by the Global Debenture is limited solely and exclusively, while the Debentures are registered in Global Debenture form, to making payment of any interest and principal due on such Global Debenture to CDS Clearing or its nominee.

If definitive certificates representing the Debentures are issued instead of or in place of Global Debentures, payments of interest on each definitive certificate will be made by electronic funds transfer, cheque or other means acceptable to the Debenture Trustee at least three business days (a business day for this purpose being a day, other than a Saturday, Sunday or statutory holiday, on which Canadian chartered banks are open for business in Toronto, Ontario) preceding the applicable Interest Payment Date. The Debenture Trustee will forward such payments to the address of the holders appearing in the register maintained by the registrar for the Debentures at the close of business on the fifth business day prior to the Interest Payment Date. Payment of principal at maturity will be made at the principal office of the Debenture Trustee in the City of Toronto, Ontario (or in such other city or cities as may from time to time be designated by the Corporation) against surrender of the definitive certificates, if any. If the due date for payment of any amount of principal or interest on any definitive certificate is not, at the place of payment, a business day such payment will be made on the next business day and the holder of such definitive certificate shall not be entitled to any further interest or other payment in respect of such delay.

The Corporation or the Debenture Trustee make any withholdings or deductions from all payments on the Debentures in respect of taxes required by law or by the interpretation or administration thereof and remit the full amount withheld or deducted to the relevant taxing authority in accordance with applicable law.

Governing Law

Each of the Indenture and the Debentures are governed by, and construed in accordance with, the laws of the Province of Ontario and the laws of Canada applicable therein.

DIRECTORS AND OFFICERS

The table below sets out, for each of the Directors and executive officers of the Corporation as at the date hereof, the person's name, province or state of residence, positions with the Corporation (i.e., director and/or officer) and principal occupation. The term of office for each of the Directors expires at the time of the next annual meeting of Shareholders.

As of the date hereof, the Directors and executive officers of the Corporation identified below, collectively beneficially own, directly or indirectly, or exercise control and direction over 770,654 Common Shares or share

equivalents, representing, in the aggregate approximately 1.2% of the issued and outstanding Common Shares, calculated on a fully diluted basis.¹

Name and Residence	Position	Principal Occupation
Jordan Banks..... Ontario, Canada ⁽⁴⁾	Director	Managing Director Facebook Canada
Robert Bruce Ontario, Canada ⁽²⁾	Director	Chief Executive Officer Mobile Klinik
Joan Dea California, USA ⁽⁴⁾	Director	Corporate Director
Ian Greenberg Quebec, Canada ⁽⁴⁾	Director	Corporate Director
Ellis Jacob Ontario, Canada	Director/Officer	President and Chief Executive Officer Cineplex Inc.
Sarabjit Marwah Ontario, Canada ⁽³⁾⁽⁴⁾	Director	Corporate Director
Anthony Munk Ontario, Canada ⁽²⁾	Director	Senior Managing Director Onex Corporation
Edward Sonshine Ontario, Canada ⁽²⁾	Director	Chief Executive Officer RioCan Real Estate Investment Trust
Robert Steacy..... Ontario, Canada ⁽¹⁾⁽²⁾	Director	Corporate Director
Phyllis Yaffe Ontario, Canada ⁽⁴⁾	Director (Chair)	Corporate Director
Heather Briant Ontario, Canada	Officer	Senior Vice President, Human Resources Cineplex Inc.
Anne Fitzgerald Ontario, Canada	Officer	Chief Legal Officer and Corporate Secretary Cineplex Inc.
Michael Kennedy Ontario, Canada	Officer	Executive Vice President, Filmed Entertainment Cineplex Inc.
Jeff Kent Ontario, Canada	Officer	Chief Technology Officer Cineplex Inc.
Dan McGrath Ontario, Canada	Officer	Chief Operating Officer Cineplex Inc.
Gord Nelson Ontario, Canada	Officer	Chief Financial Officer Cineplex Inc.

Notes:

- (1) Chair of the Audit Committee of the Corporation.
- (2) Member of the Audit Committee of the Corporation.
- (3) Chair of the Compensation, Nominating and Corporate Governance Committee.
- (4) Member of the Compensation, Nomination and Corporate Governance Committee.

¹ Calculation of the aggregate percentage ownership noted includes: (a) 76,901 Performance Share Units that represent the minimum floor of units that have been allocated to, but have not vested to, the Corporation's executive officers pursuant to its long-term incentive plan; and (b) 239,686 Deferred Share Units that represent units that have been vested in Directors or the Corporation's executive officers pursuant to its deferred share unit plan. Performance Share Units, Deferred Share Units and the associated plans are described in detail in the Corporation's information circular dated March 28, 2016.

Biographies

The following are brief profiles of the directors of the Corporation.

- **Jordan Banks.** Mr. Banks is currently an executive at Facebook Inc. where he serves as Managing Director of Facebook Canada. In his role, Mr. Banks is responsible for leading and managing all of Facebook's commercial operations in Canada. Prior to Facebook, Mr. Banks was the founder and managing partner at Thunder Road Capital, Chief Executive Officer of the publicly traded JumpTV as well as the Managing Director of eBay Canada. In addition to his role as a Director of the Corporation, Mr. Banks sits on the Board of Directors of the Hospital for Sick Children Foundation and Free the Children, as well as the Board of Governors of the University of Waterloo. As part of his commitment to raise money and awareness for Alzheimer's research and care, Mr. Banks sits on the Boards of Directors of The Tanz Centre for Research in Neurodegenerative Diseases and the Baycrest Centre for Geriatric Care. Additionally, as a strong believer in the value of mentoring, Mr. Banks is a Charter Member of the C100, a special advisor to the Next 36 and a member of the Young Presidents' Organization. He was previously named by Financial Post Magazine as one of Canada's 25 Most Influential People, previously chosen as one of Canada's "Top 40 Under 40" honorees as well as the Hugo Boss "Leave A Mark" award celebrating men of excellence.
- **Robert Bruce.** Mr. Bruce is the Chief Executive Officer and Founding Partner of Mobile Klinik, a chain of professional smartphone repair stores. Prior to founding Mobile Klinik, Mr. Bruce served as President, Communications for Rogers Communications Inc., having been responsible for marketing, sales, distribution, retail stores, customer care and operations for both cable and wireless. He served in that capacity from 2009 through 2014, having previously served from 2005 through 2009 as President, Rogers Wireless. Mr. Bruce joined Rogers Wireless in 2001 as Executive Vice President and Chief Marketing Officer of Rogers Wireless and President, Wireless Data Services. Prior to joining Rogers Wireless, Mr. Bruce was Senior Vice President, Marketing at BCE Mobile Communications. Previously, he held senior operating and marketing roles with Pepsi-Cola Canada, Oshawa Foods Limited and Warner Lambert. In addition to his role as a Director of the Corporation, Mr. Bruce sits on the Board of Trustees of United Way Toronto, and previously served on the Board of the Canadian Wireless Telecommunications Association.
- **Joan Dea.** Ms. Dea is currently a corporate director and investor. From 2003 to 2008, Ms. Dea worked with BMO Financial Group, most recently as Executive Vice President, Head of Strategic Management and Corporate Marketing. In that capacity, she was responsible for strategy development, performance management, branding, customer experience, culture and major change initiatives. Previously, Ms. Dea had been a partner at the Boston Consulting Group and its predecessor firm, Canada Consulting Group, where she held several leadership positions and consulted to Fortune 500 firms on strategy, transformative change and global competitiveness. She began her career in Corporate Finance with Chemical Bank. In addition to her role as a Director of the Corporation, Ms. Dea is currently a member of the Boards of Directors of Charles Schwab Bank (serving on the Audit Committee) and Performance Sports Group (serving as Chair of the Audit Committee, Chair of the Succession Committee and member of the Risk Committee). She previously served on the Board of Directors of Torstar Corporation, was Chair of the Women's Initiative and served as Vice Chair of the National Ballet of Canada. Ms. Dea is actively involved in several charitable organizations, currently serving as a Trustee of Marin Academy, member of the Yale University Development Council, member of the Advisory Board for the Pecaut Centre for Social Impact and member of the Advisory Board of GlobalGirlMedia. Ms. Dea was named one of the 100 most powerful women in Canada in 2007.
- **Ian Greenberg.** Mr. Greenberg founded Astral Media Inc. with his three brothers over 50 years ago. He was the President and Chief Executive Officer of Astral Media Inc. from 1995 until 2013, when the company was sold. In addition to serving as a director of the Corporation, he currently serves on the Board of Directors of Bell Canada Enterprises Inc., where he sits on both the Audit Committee and the Management Resources and Compensation Committee. He is a Governor of Montreal's Jewish General Hospital and is actively involved in a number of charitable associations, including the MS Society of Canada, the Canadian Cancer Society, United Way, Centraide and the Montreal Museum of Fine Arts., As an influential member of the community, Mr. Greenberg has received the following awards and honours: Eleanor Roosevelt Humanities Award (1993), Ted Rogers and Velma Rogers Graham Award (2007), inducted into the Canadian Association of Broadcasters' Hall of Fame (2008), inducted into the Canadian

Business Hall of Fame (2013), a special award from the Academy of Canadian Cinema and Television for exceptional achievement in Canadian film and television (2013) and inducted into the Canadian Broadcast Industry Hall of Fame (2014). He is a graduate of Harvard Business School's Advanced Management Program.

- **Ellis Jacob, C.M.** Mr. Jacob has been working in the motion picture exhibition industry since 1987. Prior to assuming his current positions as President and Chief Executive Officer of the Corporation in 2003, Mr. Jacob was Chief Executive Officer and co-founder of Galaxy. Prior to founding Galaxy, Mr. Jacob represented Alliance Atlantis Communications Inc. as Head of Integration during 1998 and 1999. From 1987 to 1998, Mr. Jacob held various positions with COC as Vice President, Finance, Chief Financial Officer, Executive Vice President and, ultimately, Chief Operating Officer. Mr. Jacob is a director and member of the audit committee of the Toronto International Film Festival Group. He is a member of the Boards of Directors of each of the Movie Theatre Association of Canada and the National Association of Theater Owners, where he also sits as a member of its Executive Committee. In addition to his role as a Director of the Corporation, Mr. Jacob is a member of the Board of Directors of Husky Injection Molding Systems Ltd., where he chairs the Audit Committee. He is also a member of the Board of Directors and the Audit Committee of Dundee Corporation. Mr. Jacob is an active community member, currently serving as a member of the Board of Directors at Toronto's Baycrest Centre for Geriatrics, where he chairs the Commercialization Committee and is a member of Baycrest's Finance and Audit Committee and a member of the Board of Governors for Mount Sinai Hospital. He holds an MBA from the Schulich School of Business as well as the accounting designations of Fellow Chartered Professional Accountant (FCPA), Fellow Chartered Accountant (FCA) and Fellow Certified Management Accountant (FCMA). He also holds the ICD.D designation from the Institute of Corporate Directors. In 2010, Mr. Jacob was appointed a Member of the Order of Canada, in 2013 he was recognized as Canada's Most Innovative CEO by Canadian Business Magazine, and in 2014, he was recognized as Canada's Most Admired CEO, Enterprise, by Waterstone Human Capital.
- **Sarabjit S. Marwah.** Mr. Marwah retired in 2014 from his role as Vice-Chairman and Chief Operating Officer of Scotiabank. In that capacity, he had been responsible for many of Scotiabank's corporate financial and administrative functions, and was actively involved in developing Scotiabank's strategic plans and priorities. He joined Scotiabank's Finance Division in 1979, and over the years held successively more senior positions, including Deputy Comptroller, Senior Vice-President and Comptroller, and Executive Vice-President Finance. He was appointed Chief Financial Officer in 1998, Senior Executive Vice-President & Chief Financial Officer in 2002 and Vice-Chairman and Chief Operating Officer in 2008. In addition to his role as a Director of the Corporation, Mr. Marwah is a member of the Boards of Directors of George Weston Ltd. and Telus Corporation, serving on the Audit Committee for each organization. He also serves on the Boards of Directors of the Toronto International Film Festival and The Hospital for Sick Children. He was past chair of the Humber River Regional Hospital, a past member of the Board of Directors of each of the C.D. Howe Institute, Torstar Corporation, and the 2008 and 2009 United Way Cabinets, and is active in several community organizations.
- **Anthony Munk.** Mr. Munk is currently a Senior Managing Director of Onex Corporation, a leading North American private equity firm. In addition to his Director role with the Corporation, Mr. Munk also currently serves on the Boards of Directors for each of Barrick Gold Corporation, JELD-WEN Holding, Inc. and Jack's Family Restaurant. Mr. Munk is also a member of the SIG Combibloc Group Advisory Board. In his capacity with Onex Corporation, Mr. Munk has worked on numerous private equity transactions including the acquisition and realization of RSI Home Products, Tomkins Air Distribution, Husky Injection Molding Systems Ltd., Vencap Equities, Imperial Parking, ProSource and Loews Cineplex. During those acquisition processes, Mr. Munk served on the respective boards of directors of each of those companies. More recently, he was involved in the acquisition of JELD-WEN Holding, Inc. and Jack's Family Restaurant. Prior to joining Onex Corporation in 1988, Mr. Munk was a vice-president with First Boston Corporation in London, England. He holds a B.A. (Honours) from Queen's University.
- **Edward Sonshine, O.Ont., Q.C.** Mr. Sonshine is the Chief Executive Officer, as well as a member of the Board of Trustees of RioCan Real Estate Investment Trust, having held those positions since the company's founding in 1993. In addition to his Director role with the Corporation, Mr. Sonshine is a member of the Board of Directors of the Royal Bank of Canada, where he serves as a member of the Audit

Committee and the Corporate Governance Committee. Mr. Sonshine is also active in the community and currently is a director of Mount Sinai Health System. He was appointed Queen's Counsel in 1983 and a Member of the Order of Ontario in 2011. In 2013, he was honoured as Canada's Outstanding CEO of the year.

- **Robert J. Steacy.** Mr. Steacy retired as Executive Vice President and Chief Financial Officer of Torstar Corporation in 2005, where he served as the senior financial officer for 16 years. Mr. Steacy has been a Chartered Professional Accountant since 1976 (Institute of Chartered Professional Accountants of Ontario). In addition to sitting on the Board of the Corporation, he currently serves on the Boards of Directors of Postmedia Network Canada Corp, Domtar Corporation and OCP Holdings Corporation, a private investment company. He currently serves as Chair of the Board of Domtar Corporation and Chair of the Audit Committee of Postmedia Network Canada Corp. He also serves on the Compensation and Pension Committee for Postmedia Network Canada Corp as well as the Domtar Corporation Finance Committee and chairs its Nominating and Corporate Governance Committee. He previously served as a member of the Audit Committees of Alliance Atlantis Communication Inc. and Canadian Imperial Bank of Commerce and served as Chair of the Audit Committees for each of Domtar Inc., Domtar Corporation and Somerset Entertainment Income Fund.
- **Phyllis Yaffe, C.M. (Chair).** Ms. Yaffe is the Chair of the Board. Ms. Yaffe has held a number of strategic positions in film and television in Canada since the 1980s including Chief Executive Officer and Chief Operating Officer of Alliance Atlantis Communications Inc. and Chief Executive Officer of Alliance Atlantis Broadcasting Inc. In addition to being Chair of the Board of the Corporation, she serves on the Board of Directors of Lions Gate Entertainment Corporation and is the lead director of Torstar Corporation. At Torstar, Ms. Yaffe serves on the Salary and Organization Committee and is chair of its Nominating and Corporate Governance Committee. She is also a member of the Board of Directors of each of Blue Ant Media and Comweb Corporation, both being privately held Canadian media companies. Prior to the acquisition of Astral Media Inc., she served on the Board of Directors for that organization as well. She also serves on the Boards of Directors for Baycrest Health Sciences and Women Against Multiple Sclerosis and previously served as the Chair of the Board of Governors for Ryerson University. In 1999, Ms. Yaffe was selected as the Canadian Women in Communications Woman of the Year, and received the Lifetime Achievement Award from Women in Film and Television in 2000. In 2006, Ms. Yaffe was included in the Women's Executive Network's list of Canada's 100 Most Powerful Women; in 2007, she was inducted into the Canadian Association of Broadcasters' Broadcast Hall of Fame. In 2015, Ms. Yaffe was appointed a Member of the Order of Canada.

In addition to Ellis Jacob who serves as the President and Chief Executive Officer of the Corporation, the following are brief profiles of additional executive officers of the Corporation.

- **Heather Briant, Senior Vice President, Human Resources.** Ms. Briant joined Cineplex Entertainment in 2006. She is responsible for all aspects of the Human Resources function, encompassing talent development and succession, organization effectiveness, total and executive compensation, health and safety, and human resources governance and reporting. She is also a leader in the organization's corporate strategy and transformational activities. Ms. Briant has over 25 years of prior business experience and was most recently the Vice President, Human Resources at Canadian Tire Corporation Limited prior to joining Cineplex. Active within the community, Ms. Briant has served on a number of corporate and not for profit boards. She is currently a member of the Kilberry Advisory Board. Ms. Briant holds the ICD.D designation from the Institute of Corporate Directors of the Rotman School of Management.
- **Anne Fitzgerald, Chief Legal Officer and Corporate Secretary.** Ms. Fitzgerald joined Cineplex in 2005, having previously worked as outside counsel to the Corporation. As chief counsel, she oversees all legal, corporate affairs, corporate governance and insurance matters relating to Cineplex and its subsidiaries. Ms. Fitzgerald became licensed to practice law in 1990 and has since practiced in both Canada and the United States. Prior to joining Cineplex, she practiced primarily in litigation roles, including corporate-commercial, securities, criminal, tax and entertainment matters. Ms. Fitzgerald is currently a member of the Board of Directors for each of the Academy of Canadian Cinema and Television (where she is chair of the Governance Committee), the National Association of Theater Owners and the Movie Theatre Association of Canada (where she serves as Vice-Chair). She also volunteers her time and expertise as a member of the

Board of Directors of Outward Bound Canada and serves as chair of its Fundraising Committee. Mrs. Fitzgerald was inducted as a Fellow of the Royal Canadian Geographic Society in 2012 and was honoured in 2014 as the National Post/ZSA General Counsel of the Year, Mid-Market Excellence. She holds the ICD.D designation from the Institute of Corporate Directors of the Rotman School of Management.

- **Michael Kennedy, Executive Vice President, Filmed Entertainment.** Mr. Kennedy returned to Cineplex as Executive Vice President in July 2005 after having held senior management positions at Famous Players, COC, Norstar Releasing and Astral Films. He oversees all aspects of film programming and alternative programming for the Corporation. He is an industry veteran and his career has included roles in film programming, film and video distribution, advertising and theatre operations. Mr. Kennedy currently sits on the Boards of Directors of the Movie Theatre Association of Canada, Canadian Film Centre, First Weekend Club, Reel World Film Festival and Canadian Motion Picture Pioneers Association. He is a member of the advisory committee of the Hot Docs Film Festival and serves on the advisory group of Telefilm Canada. Mr. Kennedy also hosts various Cineplex Coming Attractions segments which are available throughout Cineplex's digital space.
- **Jeff Kent, Chief Technology Officer.** Mr. Kent is an information technology professional with many years of experience in the entertainment industry. He oversees all technology relating to the Corporation and its subsidiaries. Prior to returning to Cineplex in 2004, Mr. Kent was previously Senior Vice President, Information Technology for Alliance Atlantis Communications Inc. From 1996 through 1998, Mr. Kent held senior positions in finance and information technology with COC. He currently sits on the Board of Directors and the Technology Committee of the National Association of Theater Owners as well as serving as a director of SCENE Corporation and the Digital Signage Federation. Mr. Kent holds an MBA from McMaster University and the accounting designations of Chartered Professional Accountant (CPA) and Certified Management Accountant (CMA). He also holds the ICD.D designation from the Institute of Corporate Directors of the Rotman School of Management.
- **Dan McGrath, Chief Operating Officer.** Mr. McGrath joined COC in 1987 and held various financial and operational roles from 1987 to 2000. Upon joining Galaxy in 2000, he held the position of Executive Vice President and held that position with the Corporation until 2011 when he was named Chief Operating Officer. In his current role, Mr. McGrath oversees theatre operations, food service, merchandising, amusement gaming (Cineplex Starburst), *The Rec Room*, real estate, design and construction, legal, customer strategies (marketing, corporate products, groups and events, content and creative, loyalty, research and digital strategy), and digital commerce, as well as the company's media businesses (Cineplex Media and CDM). He is a member of the Board of Directors for SCENE LP (where he is also the President), the Movie Theatre Association of Canada (where he also is Treasurer), Covenant House and Canada's Walk of Fame. Mr. McGrath holds the accounting designation of Chartered Professional Accountant (CPA) and Chartered Accountant (CA).
- **Gord Nelson, Chief Financial Officer.** Mr. Nelson joined COC in 1988 and has held various successive financial roles since that time. He was appointed Chief Financial Officer of the predecessor to the Corporation in 2004 and continued in this role following the company's conversion to the Corporation in 2011. Mr. Nelson oversees the finance, purchasing, communications, risk management and business development areas of the Corporation in addition to overseeing World Gaming. He is a member of the Finance and Audit Committee of the Baycrest Centre for Geriatric Care. He graduated from the University of Toronto with an MBA and holds the accounting designations of Chartered Professional Accountant (CPA) and Chartered Accountant (CA).

Committees of the Board of Directors of the Corporation

The Board has two committees, an Audit Committee as well as a Compensation, Nominating and Corporate Governance Committee.

Audit Committee

Terms of Reference of the Audit Committee of the Corporation

The Terms of Reference of the Audit Committee of the Board, as confirmed on March 10, 2016, are set out in Schedule A to this Annual Information Form.

Composition of the Audit Committee of the Corporation

The Audit Committee of the Corporation is currently composed of four Directors, namely Robert Steacy (Chair), Robert Bruce, Anthony Munk and Edward Sonshine. Each member of the Audit Committee is independent and financially literate within the meaning of applicable securities laws.

Relevant Education and Experience of Audit Committee Members

In addition to each member's general business experience, the education and experience of each member of the Audit Committee that is relevant to the performance of his responsibilities as a member of the Audit Committee are set forth below:

- **Robert Steacy (Chair)** – Prior to his retirement in 2005, Mr. Steacy was the Executive Vice President and Chief Financial Officer of Torstar Corporation and had been its senior financial officer for 16 years. In that capacity, he was responsible for overseeing all financial functions of the corporation (including all financial reporting, budgeting, tax, treasury functions and internal audit). Mr. Steacy has been a Chartered Professional Accountant since 1976 (Institute of Chartered Professional Accountants of Ontario). In recent years, he has served on the Boards of Directors of Domtar Inc., Domtar Corporation (Chair of the Board, member of the Finance Committee and Chair of its Nominating and Governance Committee), Postmedia Network Canada Corp. (Chair of the Audit Committee and member of the Compensation and Pension Committee), OCP Holdings Corporation (a private investment company), Alliance Atlantis Communication Inc. (member of the Audit Committee) Canadian Imperial Bank of Commerce (member of the Audit Committee) and Somerset Entertainment Income Fund (Chair of Audit Committee). He earned his B.Comm from Queens University in 1973.
- **Robert Bruce** – Mr. Bruce previously served as President, Communications for Rogers Communications Inc., having responsibility for marketing, sales, distribution, retail stores, customer care and all aspects of operations for both cable and wireless, with substantial financial management obligations. His role at Rogers, as well as past roles at BCE Mobile Communications, Pepsi-Cola Canada and Oshawa Foods Limited, have provided him significant experience with operational and financial aspects of each of these businesses. Mr. Bruce graduated from Queen's University with a Masters of Business Administration and University of Waterloo with a Master of Science.
- **Anthony Munk** – Mr. Munk is currently a Senior Managing Director of Onex Corporation, a leading North American private equity firm and has worked on numerous private equity transactions. Prior to joining Onex Corporation in 1988, Mr. Munk was a vice-president with First Boston Corporation in London, England. Over the years, he has served on the Board of Directors and Audit Committees for numerous public and private organizations. Mr. Munk holds a B.A. (Honours) from Queen's University.
- **Edward Sonshine** – Mr. Sonshine is the Chief Executive Officer, as well as a member of the Board of Trustees of RioCan Real Estate Investment Trust, having held those positions since the company's founding in 1993. In that capacity, Mr. Sonshine is responsible for overseeing all financial functions and reporting of the company. In addition to his Director role with the Corporation, Mr. Sonshine is a member of the Board of Directors as well as the Audit Committee of the Royal Bank of Canada.

Audit Fees

The aggregate amounts paid or accrued by the Corporation or Cineplex Entertainment LP with respect to fees, excluding expenses, payable to PricewaterhouseCoopers LLP, the auditors of the Corporation and Cineplex Entertainment LP, for audit, audit-related, tax and other services in the fiscal years ended December 31, 2015 and December 31, 2014 were as follows:

Type of Service	Year Ended December 31, 2015	Year Ended December 31, 2014
Audit.....	\$ 726,000	\$ 683,000
Audit-related.....	\$ 0	\$ 0
Tax.....	\$ 175,000	\$ 255,000
Other.....	\$ 130,050	\$ 12,300

The nature of each category of fees is described below.

Audit-related Fees. Audit-related fees were paid for assurance and related services that are reasonably related to the performance of the audit or review of the annual financial statements and are not reported under the audit fees item above.

Tax. Tax fees were paid for tax compliance services (\$152,500) and tax consulting and planning including tax credit claims (\$22,050). The estimated contingent amount payable in 2014 with respect to tax credit claims has been adjusted to agree to the final returns.

Other. Includes fees for IT consulting project.

Pre-Approval Policies and Procedures

The Audit Committee has adopted a policy regarding the engagement of the external auditor for non-audit and non-compliance tax services. PricewaterhouseCoopers LLP provides audit services to Cineplex and is also authorized to provide specific audit-related services as well as prescribed tax services. PricewaterhouseCoopers LLP may also provide other services provided that its engagement for such services is pre-approved by the Audit Committee. This policy is available on the Cineplex Investor Relations website at <http://ir.cineplex.com/>.

RISK FACTORS

Cineplex is exposed to a number of risks 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. 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: environment risks, process risks, information risks, and business unit risks. The results of such analysis are presented to the Audit Committee for their 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.

For a complete discussion of the risks to which Cineplex is exposed, reference is made to the Corporation's Annual MD&A, which is incorporated herein by reference.

DIVIDENDS

The following table sets forth the date of payment per Common Share and the total amount of the dividends paid by the Corporation on the Common Shares during 2015.

Period	Payment Date	Per Common Share Amount	Total
January 2015.....	February 27, 2015	\$0.125	\$7,876,877.88
February 2015.....	March 31, 2015	\$0.125	\$7,880,799.50
March 2015.....	April 30, 2015	\$0.125	\$7,883,408.00
April 2015.....	May 29, 2015	\$0.125	\$7,883,408.00
May 2015.....	June 30, 2015	\$0.13	\$8,199,207.12
June 2015.....	July 31, 2015	\$0.13	\$8,201,173.37
July 2015.....	August 31, 2015	\$0.13	\$8,201,173.37
August 2015.....	September 30, 2015	\$0.13	\$8,201,277.37
September 2015.....	October 30, 2015	\$0.13	\$8,201,277.37
October 2015.....	November 30, 2015	\$0.13	\$8,201,277.37
November 2015.....	December 31, 2015	\$0.13	\$8,235,907.81
December 2015.....	January 29, 2016	\$0.13	\$8,238,107.67

Corporation dividends were made on a monthly basis to Shareholders of record on the last business day of each month. For the year ended December 31, 2015, the Corporation declared dividends totalling \$1.56 per Common Share. For the year ended December 31, 2014, the Corporation declared dividends totalling \$1.48 per Common Share. For the year ended December 31, 2013, the Corporation declared dividends totalling \$1.41 per Common Share.

MARKET FOR SECURITIES

The outstanding Common Shares of the Corporation are listed for trading on the TSX under the symbol “CGX”. The outstanding Debentures of the Corporation are listed for trading on the TSX under the symbol “CGX.DB.A”.

TRADING PRICE AND VOLUME

The following tables show the monthly range of high and low prices per Common Share and per Debenture and total monthly volumes traded on the TSX during the year ended December 31, 2015.

Common Shares

Month	Price per Common Share Monthly High	Price per Common Share Monthly Low	Total Monthly Volume
January 2015	\$46.11	\$43.45	\$2,725,633
February 2015	\$50.37	\$45.12	\$2,699,194
March 2015	\$51.01	\$48.11	\$2,275,726
April 2015	\$50.64	\$47.79	\$1,846,594
May 2015	\$49.97	\$46.35	\$2,358,820
June 2015	\$49.97	\$46.29	\$3,487,892
July 2015	\$49.30	\$46.30	\$2,594,804
August 2015	\$49.62	\$42.00	\$2,598,449
September 2015	\$48.76	\$44.02	\$2,714,287
October 2015	\$51.20	\$46.51	\$2,391,277
November 2015	\$51.50	\$48.89	\$2,812,942
December 2015	\$50.46	\$46.82	\$2,225,726

Debentures

Month	Price per Debenture Monthly High	Price per Debenture Monthly Low	Total Monthly Volume
January 2015	\$111.67	\$105.04	\$24,650
February 2015	\$111.00	\$106.50	\$10,620
March 2015	\$111.00	\$108.16	\$23,110
April 2015	\$110.25	\$107.73	\$9,265
May 2015	\$109.99	\$107.99	\$29,915
June 2015	\$109.10	\$106.00	\$5,940
July 2015	\$108.49	\$106.25	\$3,420
August 2015	\$109.00	\$105.01	\$24,850
September 2015	\$107.00	\$106.50	\$8,500
October 2015	\$109.50	\$106.01	\$7,160
November 2015	\$109.00	\$107.31	\$45,275
December 2015	\$108.61	\$105.02	\$14,640

ACCOUNTING ISSUES

Some measures included in this Annual Information Form do not have a standardized meaning under generally accepted accounting principles (“GAAP”) and may not be comparable to similar measures provided by other issuers. In its 2015 reporting, the Corporation included the following non-GAAP measures because its management believes that they assist investors in assessing financial performance.

Management defines “EBITDA” as earnings before interest income and expense, income taxes and amortization expense. “Adjusted EBITDA” excludes the change in fair value of financial instrument, loss (gain) on disposal of assets, gain on acquisition of business, the equity income of CDCP, the non-controlling interests’ share of EBITDA of WGN and BSL, and depreciation, amortization, interest and taxes of Cineplex’s other joint ventures. The

Corporation's management uses Adjusted EBITDA to evaluate performance primarily because of the significant effect certain unusual or non-recurring charges and other items have on EBITDA from period to period. EBITDA, adjusted for various unusual items, is also used to define certain financial covenants in the Credit Facilities.

EBITDA and Adjusted EBITDA 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. The Corporation's EBITDA and Adjusted EBITDA may differ from similar calculations as reported by other entities and accordingly may not be comparable to EBITDA or Adjusted EBITDA as reported by other entities.

For a complete discussion and reconciliation of the Corporation's results in accordance with GAAP measures, reference is made to the Corporation's Annual MD&A.

LEGAL PROCEEDINGS AND REGULATORY ACTIONS

Neither the Corporation nor its subsidiaries are involved in any legal proceeding or regulatory action which would have a material adverse effect on the Corporation. The Corporation, or a subsidiary of the Corporation, is a defendant in various lawsuits arising in the ordinary course of business. From time to time, Cineplex is involved in disputes with landlords, suppliers, contractors, past employees and other third parties. It is the opinion of management that any liability to Cineplex, which may arise as a result of these matters, will not have a material adverse effect on Cineplex's operating results, financial position or cash flows.

INTEREST OF MANAGEMENT AND OTHERS IN MATERIAL TRANSACTIONS

To the knowledge of the Directors, no "informed person" has had any material interest, direct or indirect, by way of beneficial ownership of securities or otherwise, in any material transaction (or any proposed transaction) with the Fund, Cineplex Entertainment LP, Cineplex Entertainment Corporation and following the completion of the Arrangement, the Corporation, in the past five years. "Informed Person" means: (a) a Director or executive officer of the Corporation; (b) a director or executive officer of a person or company that is itself an informed person or subsidiary of the Corporation; (c) any person or company who beneficially owns or controls or directs, directly or indirectly, 10% or more of the outstanding voting securities of the Corporation.

TRANSFER AGENT AND REGISTRAR

CST Trust Company acts as transfer agent and registrar of Cineplex. The register of transfers of the securities of the Corporation is located at CST Trust Company's principal transfer office in Toronto.

MATERIAL CONTRACTS

Except for those contracts entered into in the ordinary course of business of the Partnership and the Corporation, the Partnership and/or the Corporation have entered into the following material contract: the Credit Agreement entered into in connection with the Credit Facilities (see "Business of Cineplex – Credit Facility") and the Indenture (see "Capital Structure – Description of the Debentures").

INTERESTS OF EXPERTS

The Corporation's auditors are PricewaterhouseCoopers LLP, Chartered Accountants, who have prepared an independent auditors' report dated February 8, 2016 in respect of the Corporation's consolidated balance sheets as at December 31, 2015 and December 31, 2014 and the consolidated statements of operations, comprehensive income, changes in equity and cash flows and the notes therein for the years then ended. PricewaterhouseCoopers LLP has advised that they are independent with respect to the Corporation within the meaning of the Rules of Professional Conduct of the Institute of Chartered Accountants of Ontario.

ADDITIONAL INFORMATION

Additional information relating to the Corporation may be found on SEDAR. Additional information, including remuneration and indebtedness of Directors and officers of the Corporation and the principal holders of Common Shares, is contained in the Corporation's information circular dated March 28, 2016 for its May 11, 2016 annual meeting of Shareholders, as filed by the Corporation on SEDAR. Additional financial information is provided in the Corporation's financial statements and the Annual MD&A, as filed by the Corporation on SEDAR.

For a copy of this Annual Information Form and the materials listed in the preceding paragraph, each is available for download on Cineplex's investor relations website <http://ir.cineplex.com/> or, to request a hardcopy, please contact:

Cineplex Inc.
1303 Yonge Street
Toronto, Ontario M4T 2Y9

Attention: Investor Relations
Telephone: (416) 323-6600
Fax: (416) 323-6633



GLOSSARY OF TERMS

“**Adjusted EBITDA**” means EBITDA adjusted to exclude the change in fair value of financial instrument, loss (gain) on disposal of assets, gain on acquisition of business, the equity income of CDCP, the non-controlling interests’ share of EBITDA of WGN and BSL, and depreciation, amortization, interest and taxes of Cineplex’s other joint ventures;

“**Arrangement**” means the plan of arrangement pursuant to which Cineplex Galaxy Income Fund completed a conversion to the Corporation completed on January 1, 2011;

“**Board**” means the board of directors of the Corporation;

“**BPP**” means average box office revenue per patron;

“**BSL**” means Brady Starburst LLC;

“**CDCP**” means Canadian Digital Cinema Partnership;

“**CDM**” means Cineplex Digital Media which operates the combined businesses of Cineplex Digital Solutions and EK3 Technologies Inc. (doing business as CDN);

“**CDN**” means Cineplex Digital Networks (the operational business name of EK3 Technologies Inc.);

“**CDS Clearing**” means CDS Clearing and Depository Services Inc.;

“**Chair**” means the committee-appointed member to act as Chair of the committee;

“**Cineplex**” means Cineplex Inc. and its subsidiaries;

“**Cineplex Entertainment LP**” means Cineplex Entertainment Limited Partnership;

“**Cineplex Store**” means www.CineplexStore.com;

“**COC**” means Cineplex Odeon Corporation;

“**Common Shares**” means common shares of the Corporation;

“**Corporation**” means Cineplex Inc.;

“**CPP**” means concession revenue per patron;

“**Credit Agreement**” means the fifth amended and restated credit agreement;

“**Credit Facilities**” means the Revolving Facility and the Term Facility;

“**CSI**” means Cineplex Starburst Inc.;

“**Debenture Trustee**” means BNY Trust Company of Canada, as trustee, or its successor as trustee, under the Indenture;

“**Debentures**” means the 4.50% convertible unsecured subordinated debentures of Cineplex issued pursuant to the Indenture, which mature on December 31, 2018, and “**Debenture**” means one of them;

“**Director**” or “**Directors**” means the directors of the Corporation or any one of them;

“**DTO**” means download to own;

“**EBITDA**” means earnings before interest income and expense, income taxes and amortization expense;

“**Empire**” means Empire Theatres Limited;

“**Famous Players LP**” means Famous Players Limited Partnership;

“**GAAP**” means generally accepted accounting principles;

“**Galaxy**” means Galaxy Entertainment Inc.;

“**Indenture**” means the trust indenture dated November 5, 2013 between the Corporation and the Debenture Trustee, governing the terms of the Debentures;

“**LIBOR**” means a benchmark rate banks charge each other for short term loans;

“**LP Units**” means the limited partnership units of Cineplex Entertainment LP;

“**Maturity Date**” means December 31, 2018, being the date the Debentures will mature and be repayable;

“**OBCA**” means the *Business Corporations Act* (Ontario);

“**Other Revenue**” means revenue from sources other than box office, food service revenues and media;

“**Partnership**” means Cineplex Entertainment Limited Partnership;

“**Preferred Shares**” means preferred shares of the Corporation;

“**Premier**” means Premier Amusements Inc.;

“**RBO**” means retail branded outlet;

“**Revolving Facility**” means a five-year, \$250 million, senior, secured, revolving credit facility;

“**Scotiabank**” means the Bank of Nova Scotia;

“**SCENE**” means the SCENE LP loyalty program;

“**SEDAR**” means the System for Electronic Document Analysis and Retrieval at www.sedar.com;

“**Senior Indebtedness**” has the meaning given to it under “Capital Structure – Description of the Debentures - Rank and Subordinations”;

“**Shareholders**” means the holders of Common Shares;

“**SVOD**” means subscription video on demand;

“**Term Facility**” means a five-year, \$150 million, senior, secured, non-revolving term facility;

“**TSX**” means the Toronto Stock Exchange;

“**VoD**” means video on demand;

“**WGN**” means World Gaming Network Limited Partnership; and

“**YoYo’s**” means YYC Franchise Corporation and YYC Wholesale Corporation, operating locations branded as YoYo’s Yogurt Café.

SCHEDULE A

CINEPLEX INC. AUDIT COMMITTEE - TERMS OF REFERENCE

The following Audit Committee (“**Committee**”) terms of reference (the “**Terms of Reference**”) have been adopted by the Board of Directors (the “**Board**”) of Cineplex Inc. (collectively, with its subsidiaries and affiliates, the “**Corporation**”).

The Committee consists of members of the Corporation’s Board to assist the Board in its oversight activities. The purpose of the Committee is to assist the Board in fulfilling its responsibilities, which include the oversight and supervision of:

- (a) the integrity of the Corporation’s accounting and financial reporting practices and procedures;
- (b) the adequacy of the Corporation’s internal accounting controls and procedures;
- (c) the quality and integrity of the Corporation’s financial statements; and
- (d) the independence and performance of the Corporation’s external auditors (the “**Auditors**”).

1. COMPOSITION

The Board shall elect the Committee annually from among its members. The Committee shall be composed of at least three members of the Board, who are each: (i) “independent directors” (as defined below) and (ii) “financially literate” (as defined below), or will become so within a reasonable period of time following his or her appointment to the Committee.

If a member of the Committee ceases to be an independent director for reasons outside that member’s reasonable control, that member is exempt from the requirement to be an independent director until the later of: (a) the next annual meeting of the Board; or (b) the date that is six months from the occurrence of the event which caused the member to not be an independent director, provided that the Board has determined that appointing such member to the Committee will not materially adversely affect the ability of the Committee to act independently.

Where the death, disability or resignation of a member of the Committee has resulted in a vacancy on the Committee that the Board is required to fill, a member appointed to fill such vacancy is exempt from the requirements to be independent and financially literate for a period ending the later of: (a) the next annual meeting of the Corporation; and (b) the date that is six months from the day the vacancy was created, provided that the Board has determined that appointing such member to the Committee will not have a material adverse effect on the ability of the Committee to act independently.

2. REPORTS

The Committee shall report to the Board on a regular basis and, in any event, before the public disclosure by the Corporation of its quarterly and annual financial results. The reports of the Committee shall include any issues of which the Committee is aware with respect to the quality or integrity of the Corporation’s financial statements, its compliance with legal or regulatory requirements, and the performance and independence of the Auditors.

3. RESPONSIBILITIES

Subject to the powers and duties of the Board, the Board hereby delegates to the Committee the following powers and duties to be performed by the Committee on behalf of and for the Board:

A. Financial Statements and Other Financial Information

The Committee shall:

- (i) review the Corporation's annual audited financial statements and related documents prior to any public disclosure of such information;
- (ii) review the Corporation's interim unaudited financial results and related documents prior to any public disclosure;
- (iii) following a review, with management of the Corporation and the Auditors, of the annual and interim financial statements and related documents, recommend to the Board the approval of such financial statements and related documents;
- (iv) review, with management of the Corporation and/or the Auditors, all critical policies and practices used, as well as significant management estimates and judgments and any changes in accounting policies or financial reporting requirements, that may affect the Corporation's financial statements;
- (v) review, with management of the Corporation and/or the Auditors, the treatment in the financial statements of any significant transactions, and other potentially difficult matters;
- (vi) review a summary provided by the Corporation's legal counsel of the status of any material pending or threatened litigation, claims and assessments;
- (vii) discuss the annual financial statements and the Auditors' report thereon with officers of the Corporation and the Auditors; and
- (viii) review the other annual financial reporting documents, as well as management's discussion and analysis and earnings press releases, of the Corporation prior to any disclosure to the public.

B. Financial Reporting Control Systems

The Committee shall:

- (i) require management of the Corporation to implement and maintain appropriate internal controls, and use reasonable efforts to satisfy itself as to the adequacy of the Corporation's policies for the management of risk, the preservation of assets and the fulfillment of legislative and regulatory requirements;
- (ii) annually review and report to the Board the development and adequacy of the Corporation enterprise risk management processes;
- (iii) annually, in consultation with management, the Auditors and, if applicable, the officer or employee responsible for the internal audit function, review, evaluate and assess the adequacy and integrity of the Corporation's financial reporting processes and internal controls;
- (iv) discuss significant financial risk, exposures and the steps management of the Corporation has taken to monitor, control and report such exposures;
- (v) if applicable, meet separately with the officer or employee of the Corporation (or a subsidiary of the Corporation) responsible for the internal audit function to discuss any matters that the Committee or Auditors believe should be discussed in private;
- (vi) annually review and report to the Board on organizational structure and succession planning and management development matters for the finance department of the Corporation;

- (vii) submit to the Board any recommendations the Committee may have from time to time with respect to financial reporting, accounting procedures, policies and internal controls;
- (viii) review reports from senior officers of the Corporation outlining any significant changes in financial risks facing the Corporation;
- (ix) review the management letter of the Auditors and the responses to suggestions made;
- (x) review any new appointments to senior positions of the Corporation (or a subsidiary of the Corporation) with financial reporting responsibilities;
- (xi) satisfy itself that adequate procedures are in place for the review of the Corporation's disclosure of the Corporation's financial information extracted or derived from the Corporation's financial statements (other than the financial statements, management's discussion and analysis and earnings press releases) and periodically assess the adequacy of those procedures;
- (xii) establish procedures for: (a) the receipt, retention and treatment of complaints received by the Corporation regarding accounting, internal accounting controls, or auditing matters; and (b) the confidential, anonymous submission by employees of the Corporation (or a subsidiary of the Corporation) of concerns regarding questionable accounting or auditing matters;
- (xiii) review and approve the Corporation's hiring policies regarding employees and former employees of the present and former Auditors of the issuer; and
- (xiv) obtain assurance from Auditors regarding the overall control environment and the adequacy of accounting system controls.

C. External Auditor

The Committee shall:

- (i) review the audit plan with the Auditors;
- (ii) discuss in private with the Auditors matters affecting the conduct of their audit and other corporate matters;
- (iii) review the performance and the remuneration of the Corporation's Auditors;
- (iv) recommend to the Board, each year, the retention or replacement of the Auditors to be nominated for the purpose of preparing or issuing an audit report or performing other audit, review or attest services for the Corporation;
- (v) if there is a plan to change Auditors, review all issues related to the change and the steps planned for an orderly transition;
- (vi) annually review and recommend for approval by the Board, the terms of engagement and the remuneration of the Auditors;
- (vii) oversee the work of the Auditors engaged for the purpose of preparing or issuing an audit report or performing other audit, review or attest services for the Corporation, including the resolution of disagreements between management and the Auditors regarding financial reporting;
- (viii) discuss, with the Corporation's Auditors, the quality of the Corporation's accounting principles;
- (ix) meet with the Corporation's Auditors on a regular basis in the absence of management;

- (x) relay its expectations to the Corporation's Auditors from time to time including its expectations that: (i) any disagreements of a material nature with management be brought to the attention of the Committee; (ii) the Auditors are accountable to the Committee and the Board, as representatives of the shareholders and must report directly to the Committee; (iii) any irregularities in the financial information must be reported to the Committee; (iv) the Auditors explain the process undertaken by them in auditing or reviewing the Corporation's financial disclosure; (v) the Auditors disclose to the Committee any significant changes to accounting policies or treatment of the Corporation; (vi) the Auditors disclose to the Committee any reservations they may have about the financial statements or their access to materials and/or persons in reviewing or auditing such statements; and (vii) the Auditors disclose any conflict of interest that may arise in their engagement;
- (xi) review, at least annually, the non-audit services provided by the Auditors for the purposes of getting assurance that the performance of such services will not compromise the independence of the Auditors; and
- (xii) pre-approve all non-audit services to be provided to the Corporation or its subsidiary entities by its Auditors² provided that the Committee may delegate to one or more of its independent members the authority to pre-approve non-audit services in satisfaction of this requirement. The pre-approval of non-audit services by any member of the Committee to whom authority has been delegated must be presented to the full Committee at its first scheduled meeting following such pre-approval.

4. STRUCTURE

- a) The Committee shall appoint one of its members to act as Chair of the Committee (the "**Chair**"). The Chair will appoint a secretary who will keep minutes of all meetings (the "**Secretary**"). The Secretary does not have to be a member of the Committee or a member of the Board and can be changed by simple notice from the Chair;
- b) The Committee will meet as many times as is necessary to carry out its responsibilities but in no event will the Committee meet less than four times per year. Meetings will be at the call of the Chair. Notwithstanding the foregoing, the Auditors of the Corporation or any member of the Committee may call a meeting of the Committee on not less than 48 hours' notice;
- c) No business may be transacted by the Committee except at a meeting of its members at which a quorum of the Committee is present or by a resolution in writing signed by all the members of the Committee. A majority of the members of the Committee shall constitute a quorum provided that if the number of members of the Committee is an even number one half of the number of members plus one shall constitute a quorum;
- d) Any member of the Committee may be removed or replaced at any time by the Board and shall cease to be a member of the Committee as soon as such member ceases to be a member of the Board. Subject to the

²The Committee may satisfy the pre-approval requirement if: (a) the aggregate amount of all the non-audit services that were not pre-approved constitutes no more than five per cent (5%) of the total amount of revenues paid by the Corporation to its Auditors during the fiscal year in which the services are provided; (b) the services were not recognized by the Corporation at the time of the engagement to be non-audit services; and (c) the services are promptly brought to the attention of the Committee and approved, prior to the completion of the audit, by the Committee or by one or more members of the Committee to whom authority to grant such approvals has been delegated by the Committee.

foregoing, each member of the Committee shall hold such office until the next annual meeting of the Corporation's shareholders after his or her election as a member of the Committee;

- e) The Auditors shall be entitled to receive notice of every meeting of the Committee and, at the expense of the Corporation, to attend and be heard there at;
- f) The Committee shall keep regular minutes of proceedings and shall cause them to be recorded in books kept for that purpose, and shall report the same to the Board at such times as the Board may, from time to time, require;
- g) The time at which and the place where the meetings of the Committee shall be held, the calling of meetings and the procedure in all respects of such meeting shall be determined by the Committee, unless otherwise provided for in the bylaws of the Corporation, or otherwise determined by resolution of the Board; and
- h) The members of the Committee shall be entitled to receive such remuneration for acting as members of the Committee as the Board may from time to time determine.

5. INDEPENDENT ADVICE

- a) In discharging its mandate, the Committee shall have the authority to retain (and authorize the payment by the Corporation of) and receive advice from special legal, accounting or other advisors.

6. ANNUAL EVALUATION

At least annually, the Committee shall, in a manner it determines to be appropriate:

- a) perform a review and evaluation of the performance of the Committee and its members, including the compliance of the Committee with these Terms of Reference; and
- b) review and assess the adequacy of these Terms of Reference and recommend to the Board any improvements to the Terms of Reference that the Committee determines to be appropriate.

7. DEFINITIONS

- a) “**financially literate**” means the ability to read and understand a set of financial statements that present a breadth and level of complexity of accounting issues that are generally comparable to the breadth and complexity of the issues that can reasonably be expected to be raised by the Corporation's financial statements.
- b) “**independent director**” means a Director who has no direct or indirect “material relationship” (as defined below) with the Corporation.
- c) “**material relationship**” means a relationship which could, in the view of the Board, reasonably interfere with the exercise of a director's independent judgment. Without limiting the generality of the foregoing, the following persons are considered to have a material relationship with the Corporation:
 - (i) a person who is, or has been within the last three years, an employee or executive officer of the Corporation, or any of its predecessor, subsidiary entities or affiliated entities;
 - (ii) a person whose immediate family member is, or has been within the last three years, an executive officer of the Corporation, or any of its predecessor, subsidiary or affiliated entities;

- (iii) a person who is: (x) a partner³ of the Corporation's internal or external auditor; (y) is employed by the firm that is the Corporation's internal or external auditor; or (z) was within the last three years a partner or employee of that firm and personally worked on the Corporation's audit (or that of its predecessor entity) within that time;
- (iv) a person whose spouse, minor child or stepchild, or child or stepchild who shares a home with the person: (i) is a partner of the firm that is the Corporation's internal or external auditor; (ii) is an employee of that firm and participates in its audit, assurance or tax compliance (but not tax planning) practice; or (iii) was within the last three years a partner or employee of that firm and personally worked on the Corporation's audit(or that of its predecessor entity) within that time;
- (v) a person who is, or has been, or whose immediate family member is, or has been within the last three years, an executive officer of an entity of any of the Corporation or its predecessor or subsidiaries' current executives serve or served at that same time on the entity's compensation committee;
- (vi) a person who has a relationship with the Corporation or its affiliated entities pursuant to which such person may accept, directly or indirectly⁴, any consulting, advisory or other compensatory fee from the Corporation or any subsidiary entity of the Corporation, other than as remuneration for acting in his or her capacity as a member of the Board or any other Board committee, or as part-time chair or vice chair of the Board or any Board committee;
- (vii) a person who received, or whose immediate family member who is employed as a member of executive management of the Corporation or any of its subsidiary entities received, more than \$75,000 in direct compensation from the Corporation or its subsidiary entities during any 12 month period within the last three years, other than: (i) as remuneration for acting in his or her capacity as member of the Board or any Board committee; or (ii) as fixed amounts of compensation under a retirement plan for prior service with the Corporation or any of its subsidiary entities if the compensation is not contingent in any way on continued service; and
- (viii) a person who is an affiliated entity of the Corporation or any of its predecessor or subsidiary entities.

Confirmed March 10, 2016

³“partner” does not include a fixed income partner whose interest in the internal or external auditor is limited to the receipt of fixed amounts of compensation (including deferred compensation) for prior service with an internal or external auditor if the compensation is not contingent in any way on continued services.

⁴The indirect acceptance by a person of a consulting, advisory or other compensatory fee includes acceptance of a fee by:

- (a) a person's spouse, minor child or stepchild or a child or stepchild who shares the person's home; or
- (b) an entity in which such person is a partner, member, an officer such as a managing director occupying a comparable position or executive officer or occupies a similar position (except limited partners, non-managing members and those occupying similar positions who, in such case, have no active role in providing services to the entity) and which provides accounting, consulting, legal, investment banking or financial advisory services to the Corporation or any subsidiary or affiliated entity of the Corporation.