



CINEPLEX®

2015 FIRST QUARTER

(as of March 31, 2015)

Contact: Pat Marshall

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Cineplex Entertainment

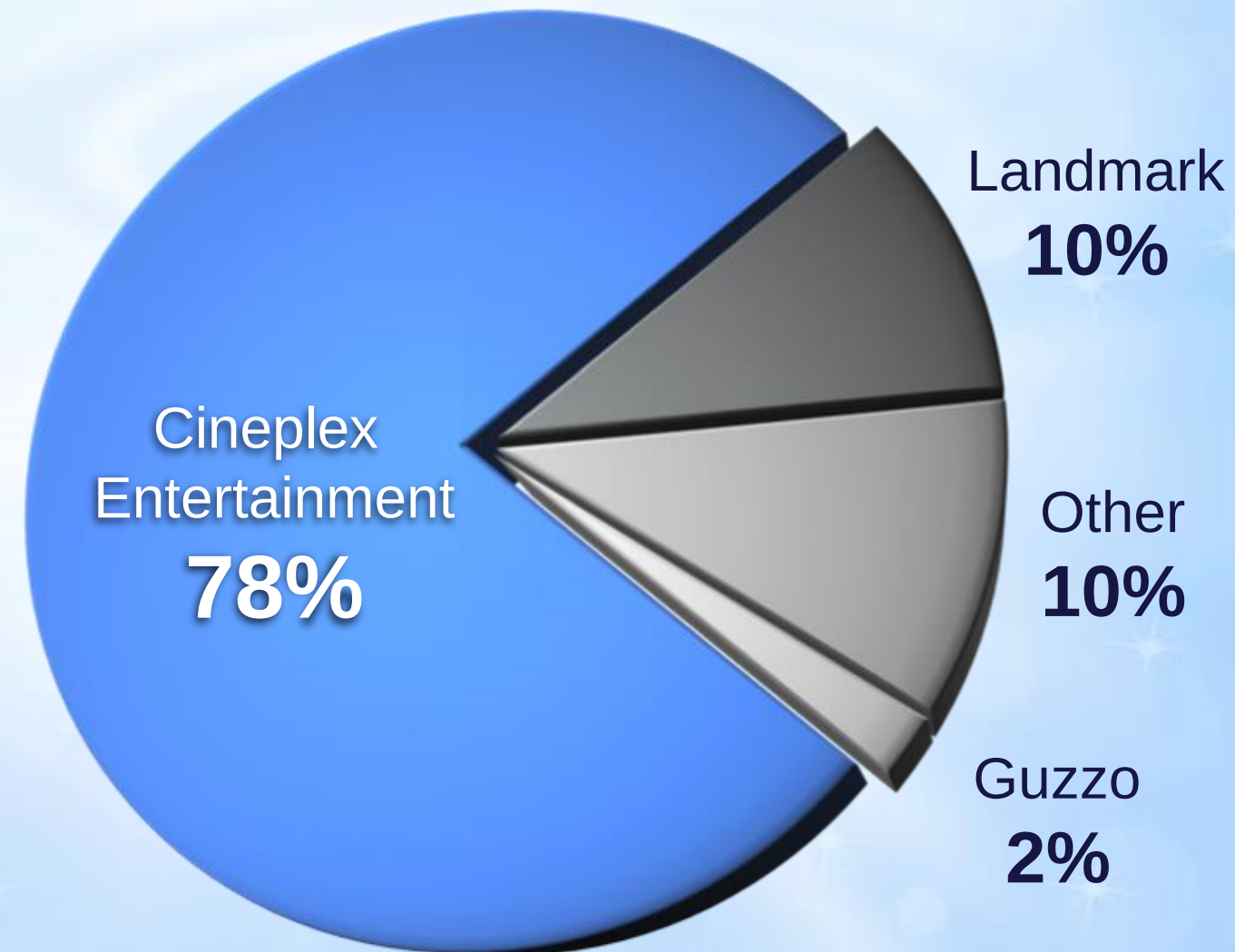
The **Largest** and **Most Successful** Motion Picture Theatre Exhibition Company in Canada

162 Theatres



1,652 Screens

Box Office Market Share
As of Dec. 31, 2014



More Than Theatre Exhibition



Corporate Strategy



Continue to enhance and expand our existing infrastructure and service offerings.



Continue to expand our presence as an entertainment destination for Canadians, in-theatre, at-home and on-the-go



Capitalize on our core media strengths.



Pursue selective acquisitions and diversification opportunities that are strategic, accretive and capitalize on our core business strengths.

Box Office Per Patron (BPP)



 Premium Offerings



PREMIUM
EXPERIENCES
Accounted For
40%
of Box Office
REVENUE



- Wall to wall screens
- Dolby ATMOS surround sound
- Reserved Seating
- Extra-wide high back, rocker seats
- Premium Pricing
- 70 auditoriums as of March 31, 2015
- Adding 17 auditoriums by end of 2015



CINEPLEX®
ULTRA AVX
AUDIO VISUAL EXPERIENCE

70
AUDITORIUMS

4%
OF SCREENS

12%
OF BOX OFFICE

Premium Experiences

IMAX

- 20 IMAX theatres as of March 31, 2015
- All locations are digital
- Premium pricing
- Reserved seating
- Adding 2 IMAX screens in 2015



Premium Experiences

D-BOX

- Unique out-of-home experience
- Seats move in synchronization with the action on screen
- 28 locations as of March 31, 2015
- Premium pricing
- Signed agreement for additional theatre locations in Oct/14. Balance of 20 locations to be completed by Dec 31/15





LUXURIOUS
SEATS

GREAT
FOOD

EXCEPTIONAL
SERVICE



- Enhanced food and beverages
- Premium pricing
- 13 locations and 50 screens (as at March 31, 2015)
- Adult-only auditoriums
- Reserved club style seats
- Service at your seat
- Private licensed lounge and box office

New Builds

2014

Cineplex Cinemas

Queensway and VIP (Toronto, ON)

Cineplex Cinemas

Manning Town Centre (Edmonton, AB)

Cineplex Cinemas

Yonge-Dundas and VIP (Toronto, ON)

Cineplex VIP Cinemas

Don Mills (Toronto, ON)

2015

Scotiabank Theatre

Saskatoon and VIP (Saskatoon, SK)

Cineplex Cinemas

Lansdowne and VIP (Ottawa, ON)

Cineplex Cinemas

Markham and VIP (Markham, ON)

Cineplex Cinemas

Yonge-Eglinton and VIP (Toronto, ON)

Cineplex Cinemas

Marine Gateway and VIP (Vancouver, BC)

2016

Cineplex Cinemas

Seton and VIP (Calgary, AB)

Cineplex Cinemas

Fairview and VIP (Kitchener, ON)

Galaxy Cinemas

North Barrie (Barrie, ON)

Food Service



\$375 Million

REVENUE 2014

- Focus on speed of serving
- Premium promotional programs
- Digital menu boards
- Proprietary brands

Concession Per Patron (CPP)



OUTTAKES

Backstage Bistro



91

LOCATIONS NATIONWIDE

YOYO'S

yogurt café

90+

LOCATIONS BY DEC. 2016

- Self-serve frozen yogurt
- First standalone location opened in Guelph, Ontario
- Will replace all Cineplex yogurt RBO's

18

LOCATIONS NATIONWIDE

Selection of specialty
gourmet popcorn

XCHANGE

Gaming

Largest Amusement Gaming Company In Canada

- Cineplex Starburst Inc. – Largest distributor and operator of arcade games in Canada and second largest distributor in the USA
- Supplies arcade equipment to Cineplex theatres, other circuits and numerous entertainment venues
- \$61 million in annual revenues in FY 2014

Gaming: XSCAPE Entertainment Centres

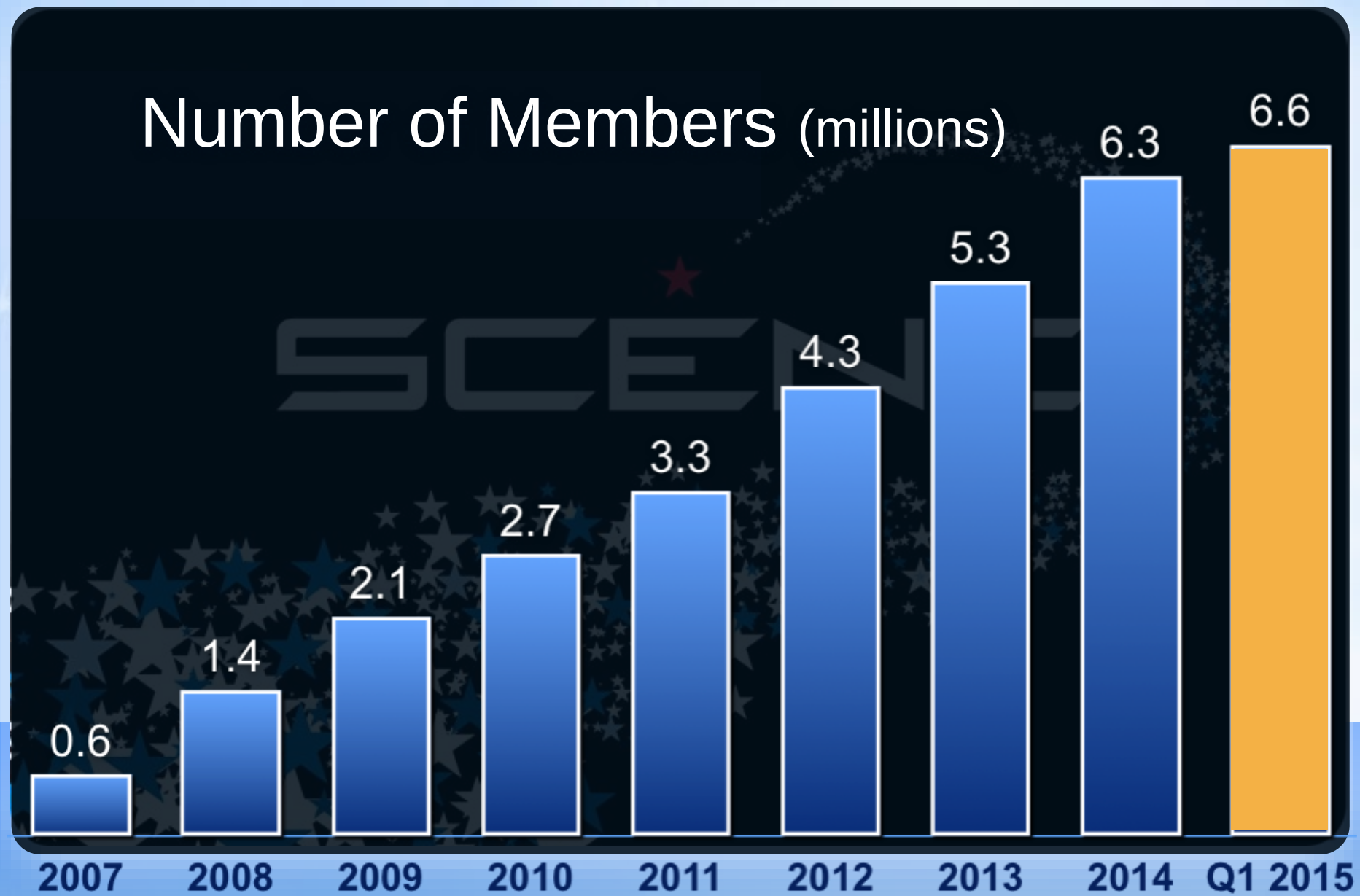


19

LOCATIONS NATIONWIDE

An entertainment concept featuring the latest video and interactive games along with a redemption centre and a full-service, licensed lounge

SCENE



- Canada's top loyalty program for movie lovers
- Members are represented in 33% of Canadian households
- One of top five loyalty programs in Canada
- 1 in 6 Canadians are SCENE members





SCENE: EXTRA BENEFITS

COMPETITIVE ADVANTAGE

- Drives attendance frequency
- Encourages concession spend
- Better target offers to guests
- Cineplex Store: build awareness and promote trial
- Great opportunity for film studios and promotional partners



Alternative Programming

FRONT ROW CENTRE EVENTS

- The Metropolitan Opera
- Family Favourites
- Classic Film Series
- The Great Digital Film Festival
- World Wrestling Entertainment
- National Theatre Live, Concerts, Broadway shows and special events
- 3D events
- Sensory Friendly Screenings
- eSports

ETHNIC FILM PROGRAMMING

- South Asian programming (Bollywood)
- Other ethnic programming



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Cineplex Media



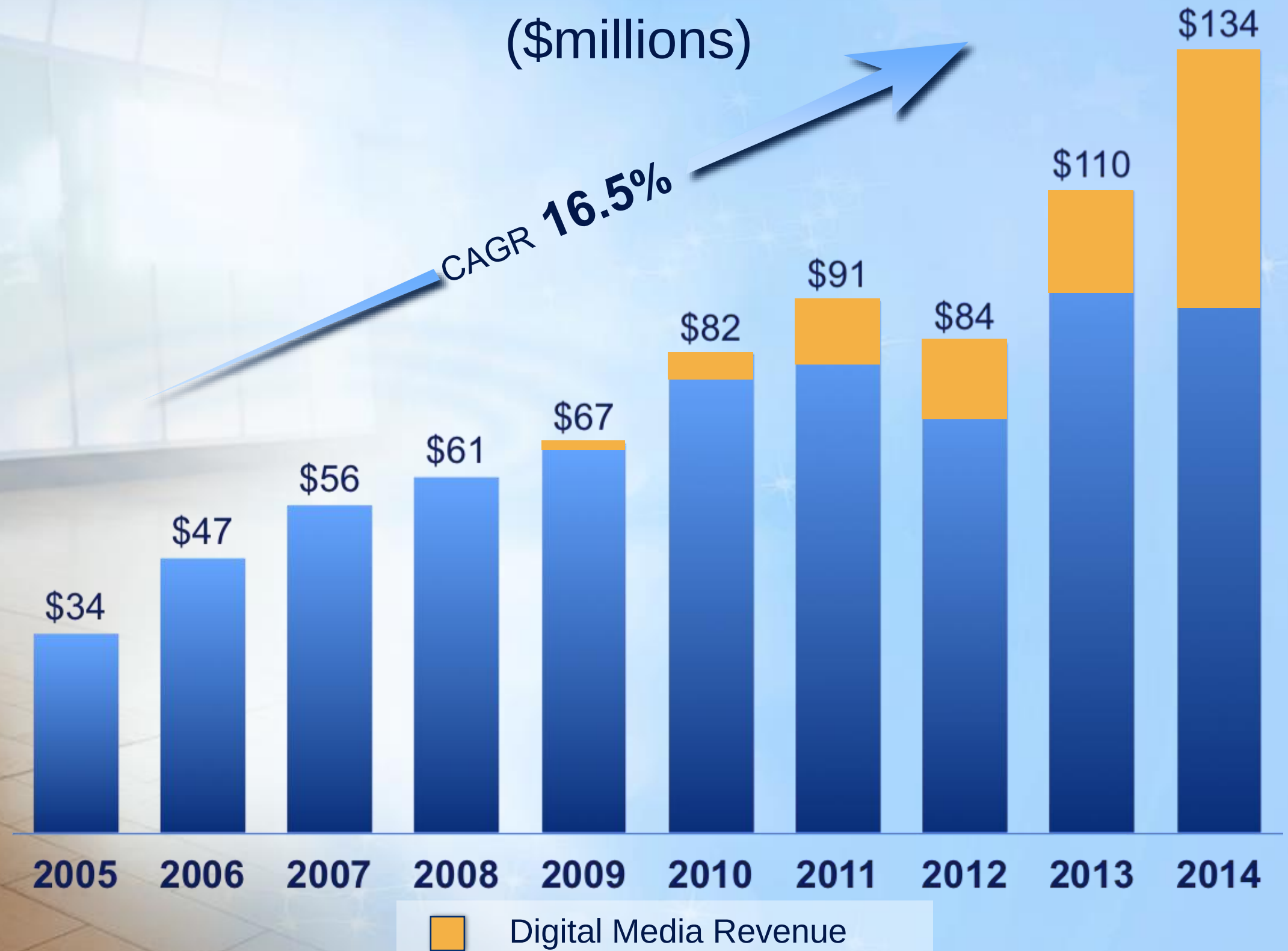
Cineplex Digital Media



Media Revenue

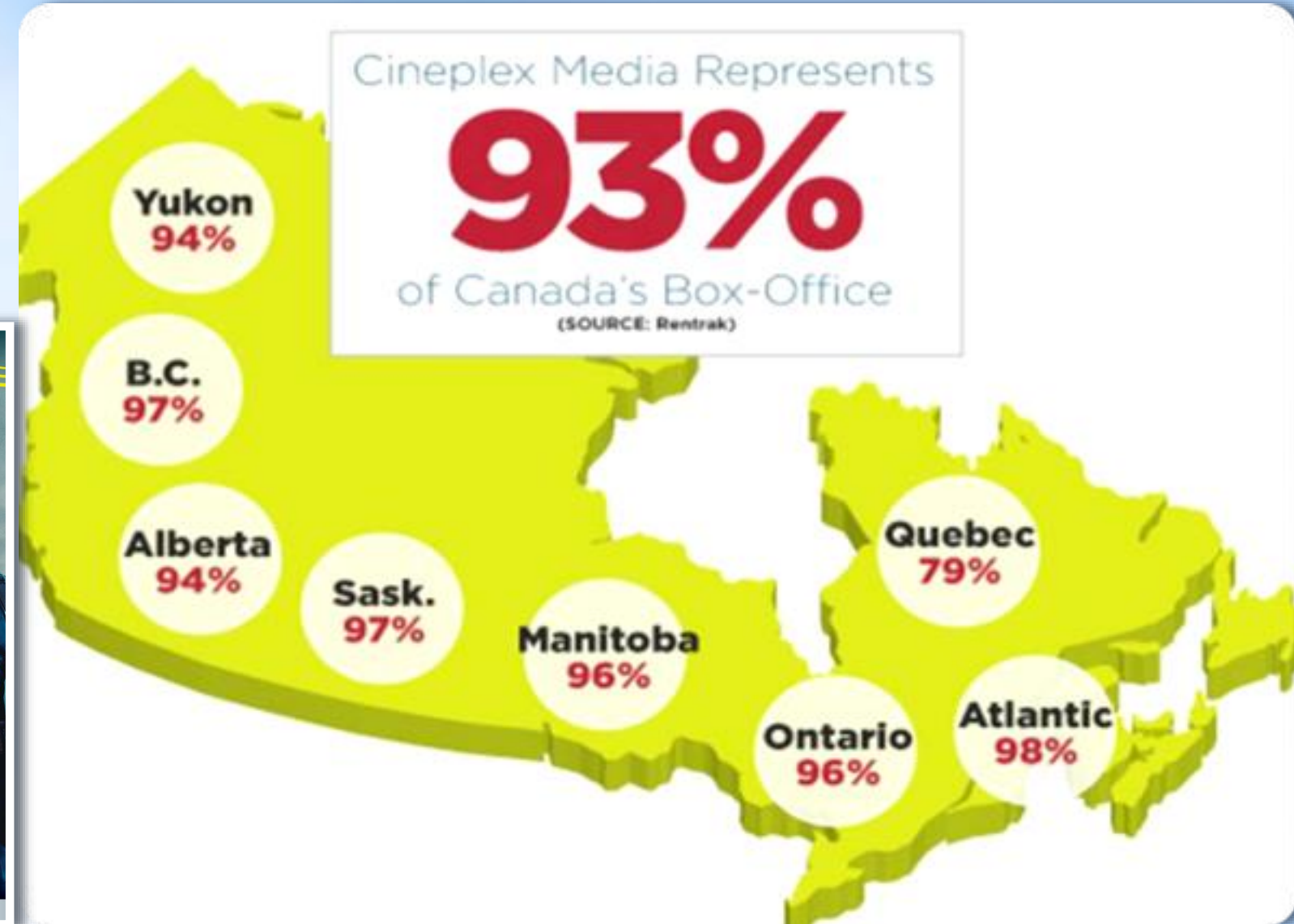
(\$millions)

CAGR 16.5%





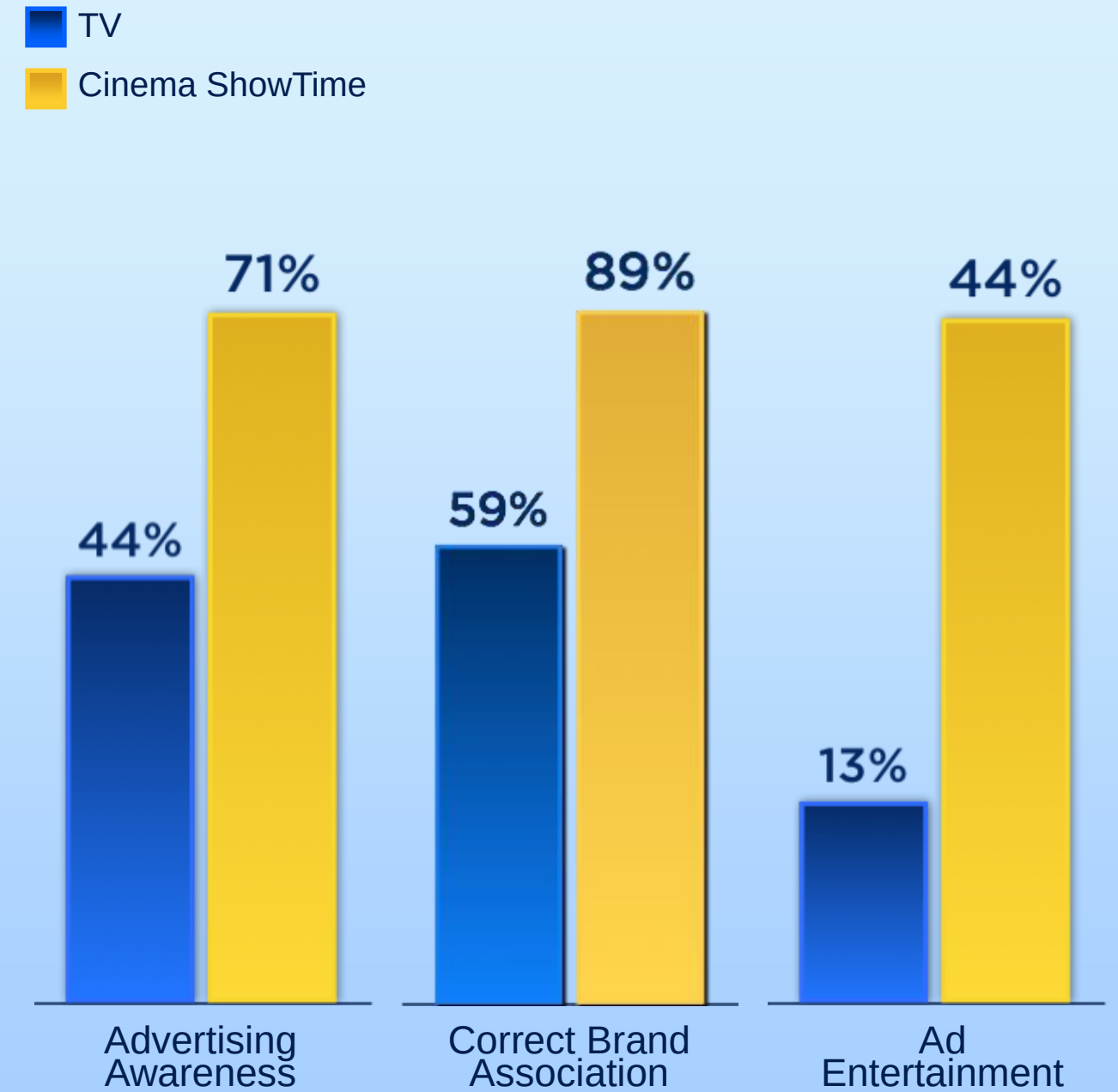
Cineplex Media



- On-screen advertising – full motion and digital pre-show
- Cineplex and Le magazine Cineplex
- 4th most read magazine in Canada (as at March 31, 2015)
- Cineplex.com advertising

- Specialty media
- Sponsorship and naming rights
- Cineplex Digital Media sales

Cineplex Media



SOURCE: Impact Study 2007-2013, Strategic Marketing Counsel

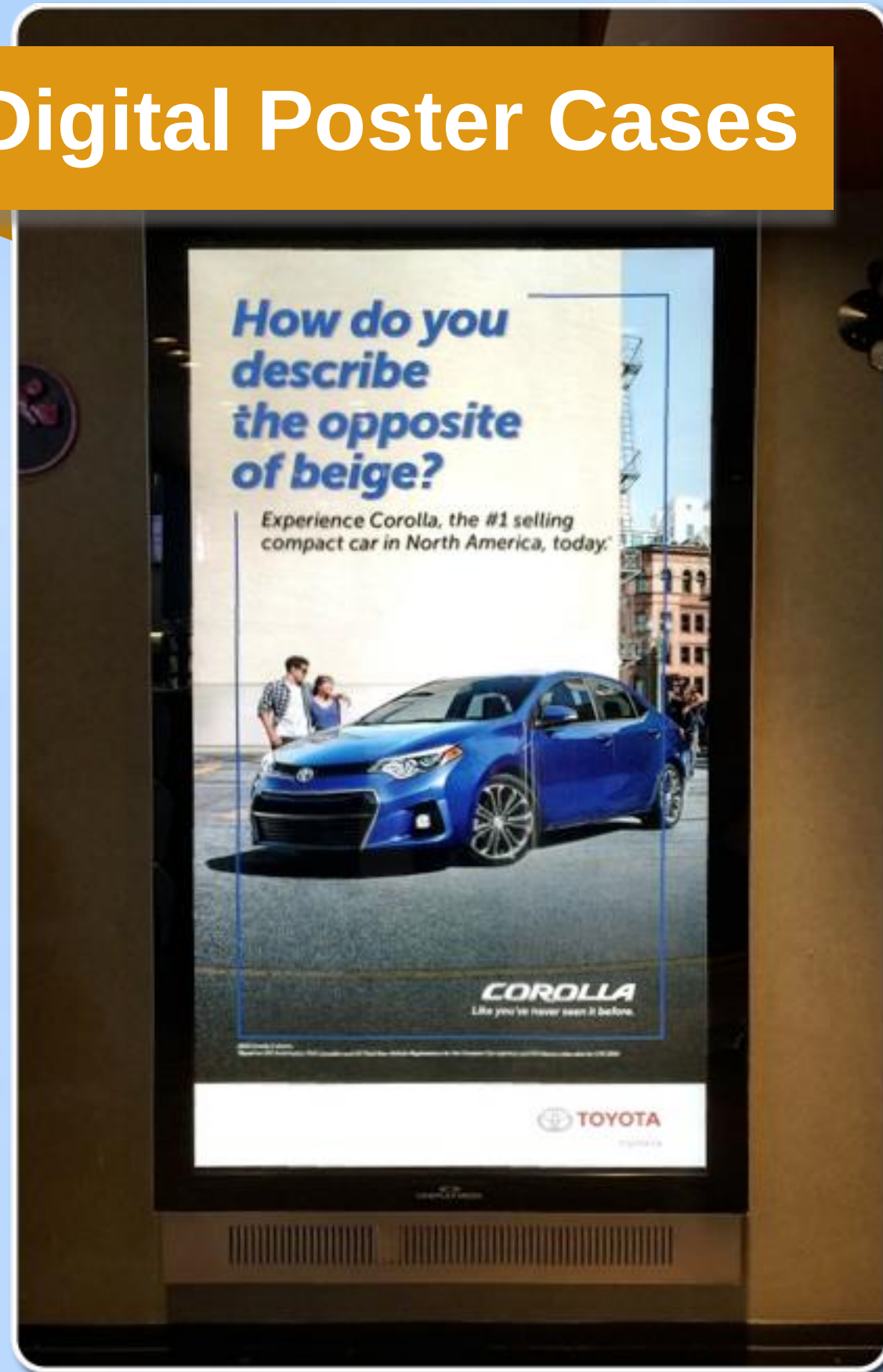


18
CITIES

MORE THAN
725
SCREENS

**OVERWHELMING
RESULTS**
FOR ADVERTISERS

Digital Poster Cases





INTERACTIVE MEDIA ZONE (IMZ)

- Touch
- Gesture
- Image Capture
- Content Manipulation
- Social Media Connectivity
- Data Capture

24

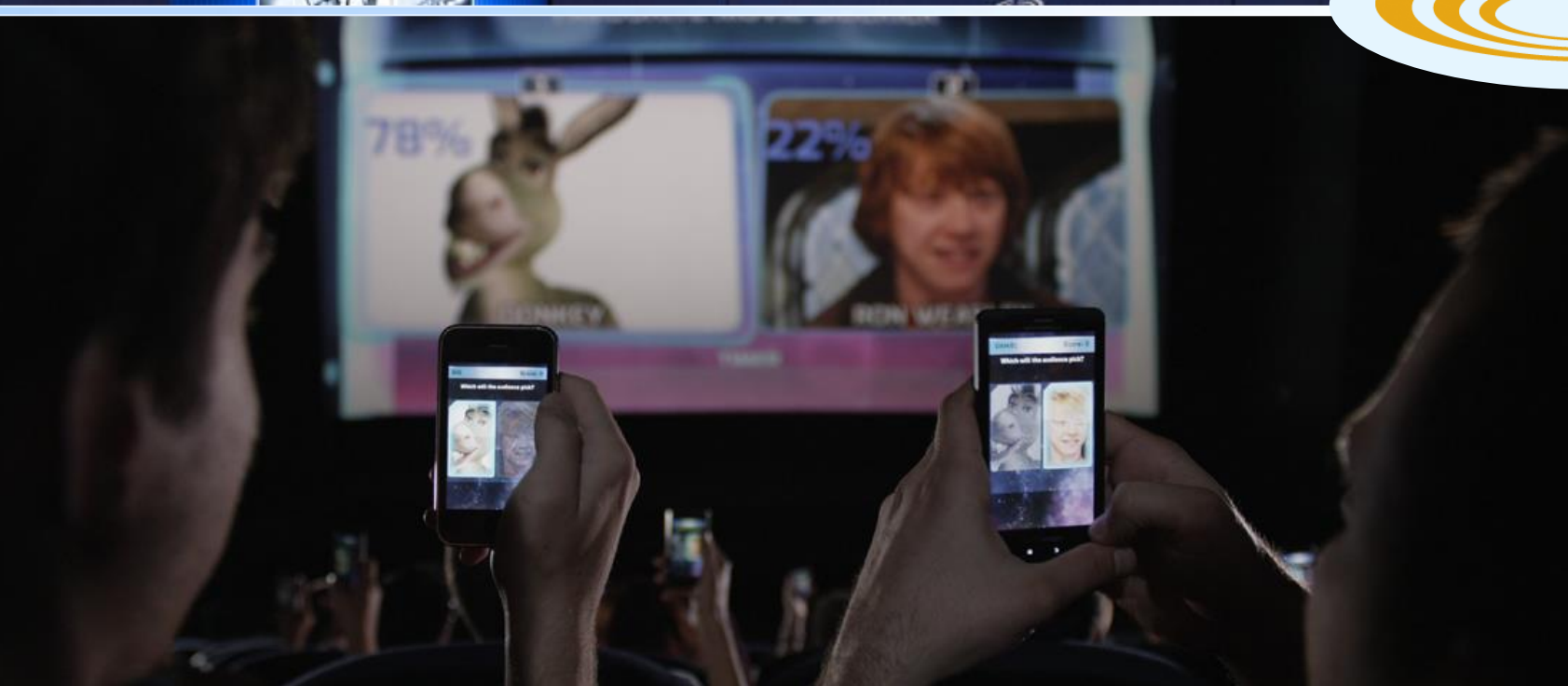
IMZs
AT MAR. 31, 2015

45

IMZs
TO BE
INSTALLED BY
END OF 2015

**ENGAGING,
INTERACTIVE**
ADVERTISING EXPERIENCE

Integrated Media Campaigns

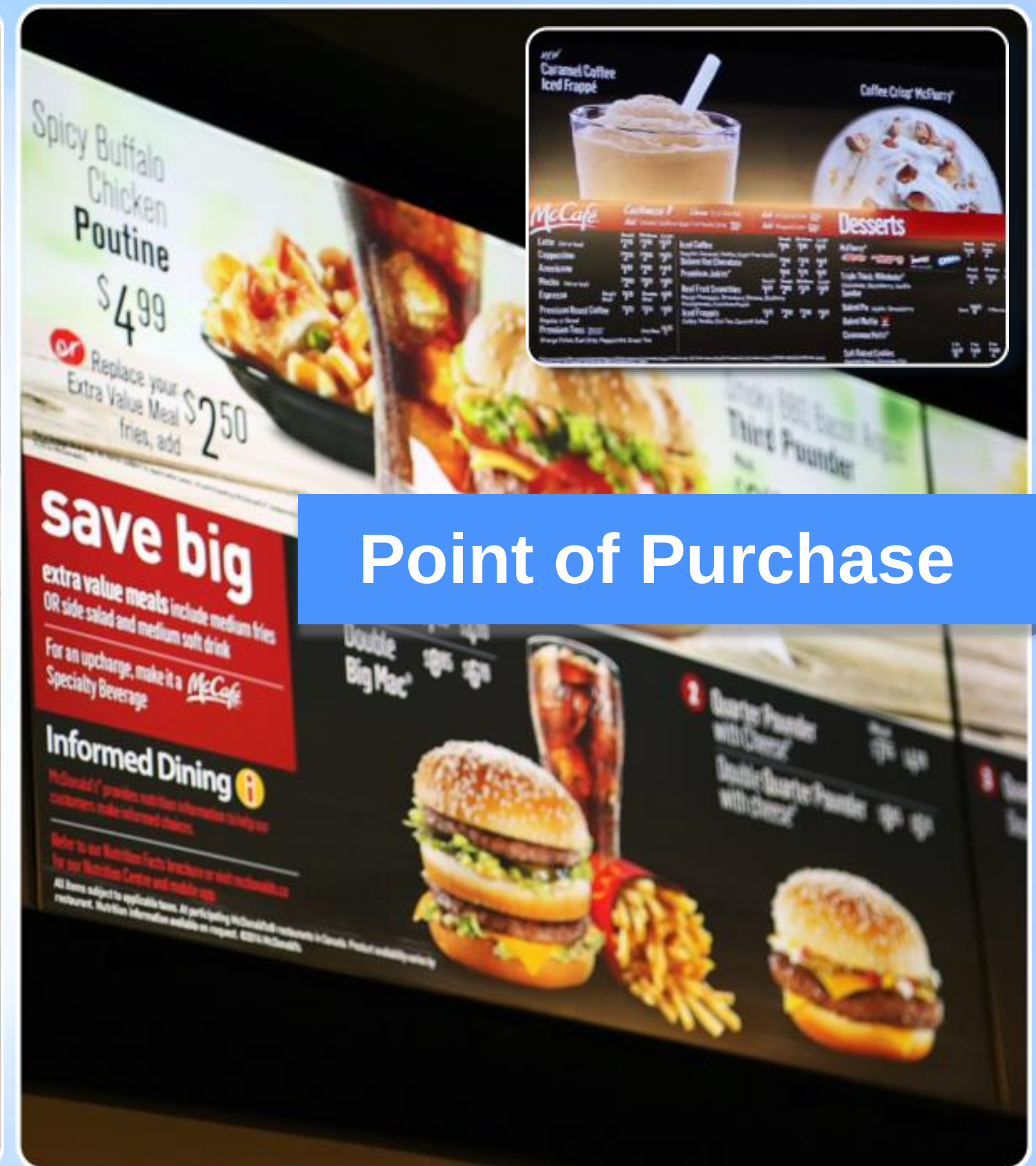


Cineplex Digital Media

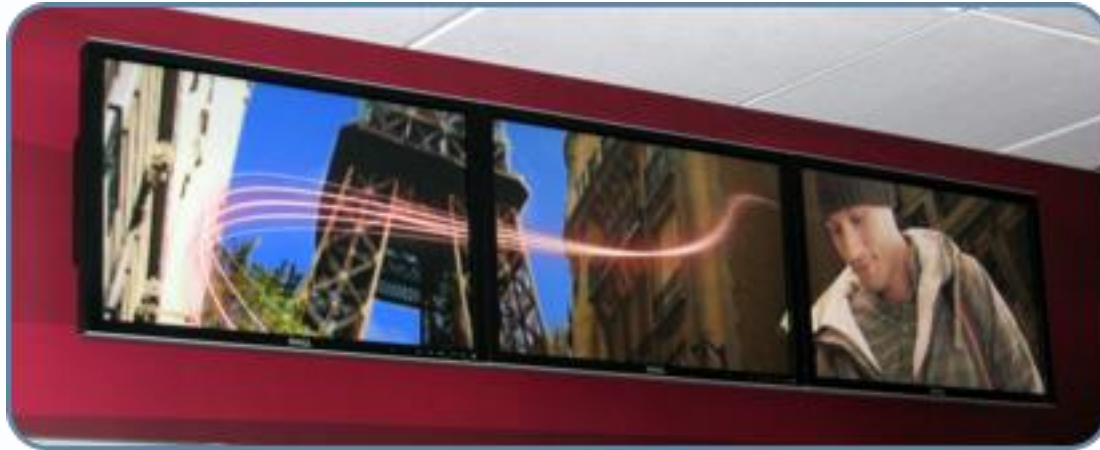
Path To Purchase



Point of Purchase



Path to Purchase



o|x|f|o|r|i|d

 **Scotiabank**

 **ROGERS™**

Morguard

onroute

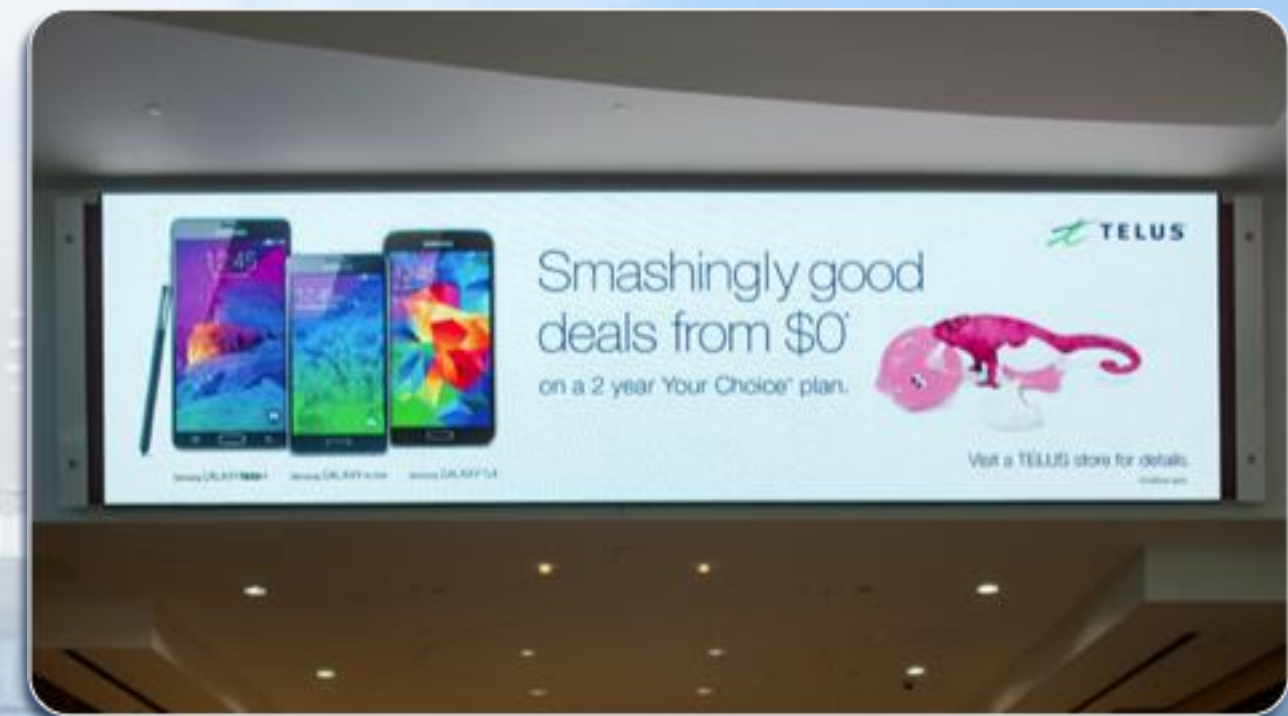
- Full-service, digital place-based ecosystems
- Experiential technologies on the “path to purchase”

- Award-winning digital signage company
- We design, install, maintain and operate networks for the retail, financial, hospitality and entertainment industries



Oxford Properties

- Expanded agreement to develop best-in-class, in-mall digital ecosystem
- 10 shopping centres in major markets across Canada
- Enhancing the customer experience
- Influencing customer behaviour on the "path to purchase"





Ivanhoe Cambridge



Retail



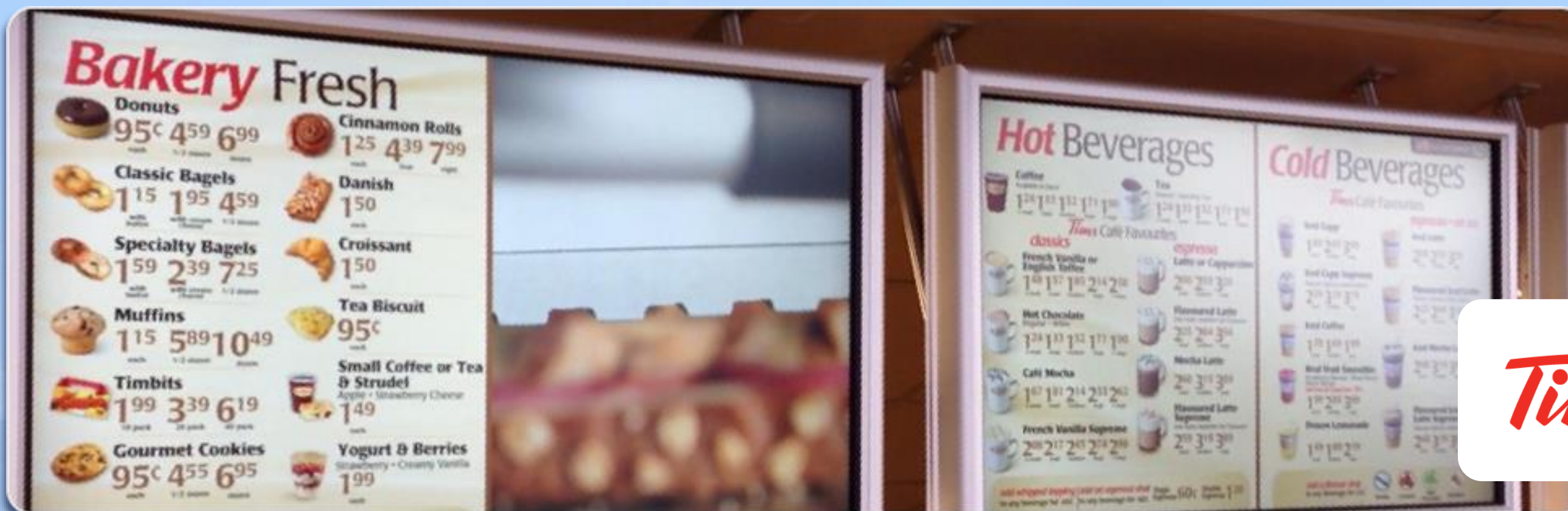
POINT OF PURCHASE

- Market-leading digital signage company
- Largest digital networks in Canada
- Two billion impressions annually
- Proprietary technology
- Designs, installs, manages and consults on some of the largest digital merchandising networks in North America

Quick Service Restaurant



Financial



Quick Service Restaurants



TimsTV



- More than 2,200 Tim Hortons locations across Canada
- One of the largest digital signage networks in Canadian retail



RBC
Royal Bank



Scotiabank

You're richer than you think.



Financial



Retail



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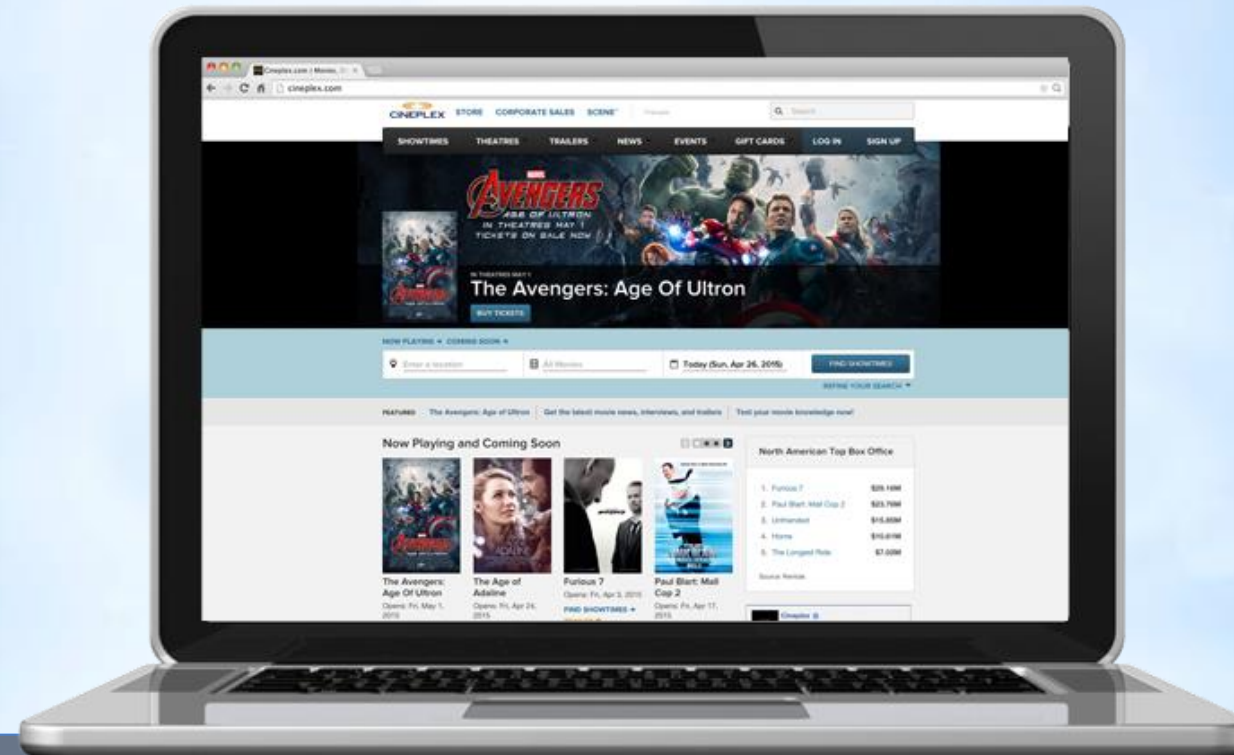


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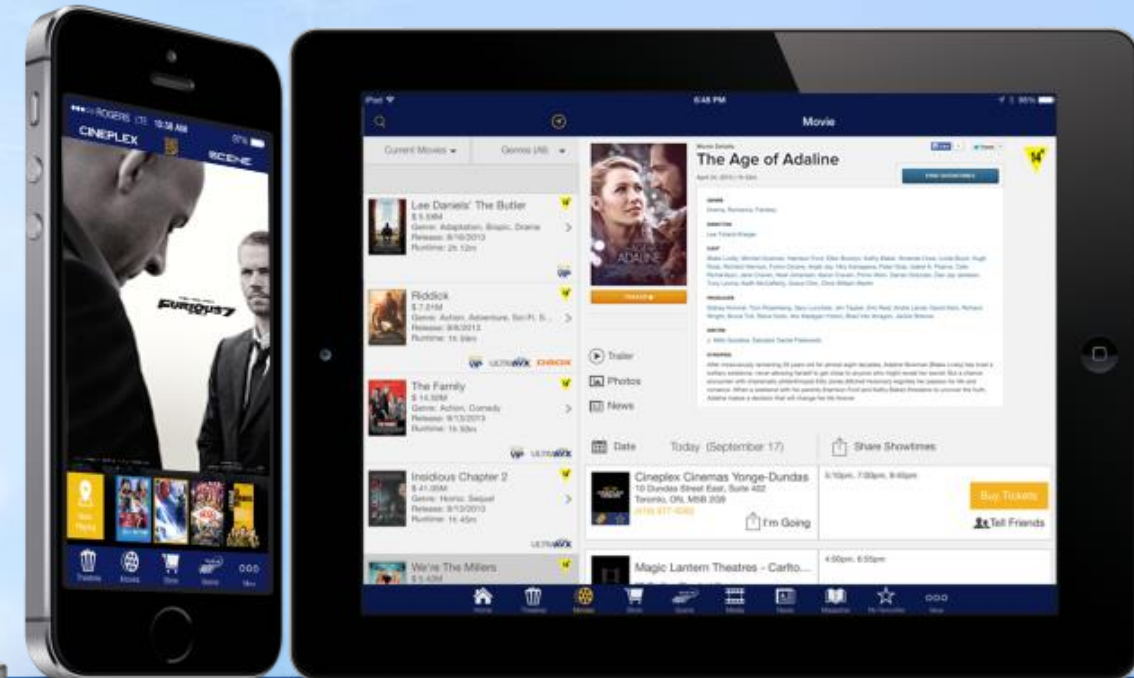
Cineplex Anywhere



In-Theatre



At Home



On-The-Go

Cineplex.com and Mobile App

- Provides entertainment content before show
- Mobile ticketing - no lines

IMPROVING THE **GUEST EXPERIENCE**



CINEPLEX MOBILE

- Canada's 9th most popular mobile brand
- Downloaded 11.6 million times and recorded 599 million app sessions since launch
- 18% penetration of the Canadian mobile market
- Cineplex Apps: Blackberry, iPhone, iPad, iPod touch, Android

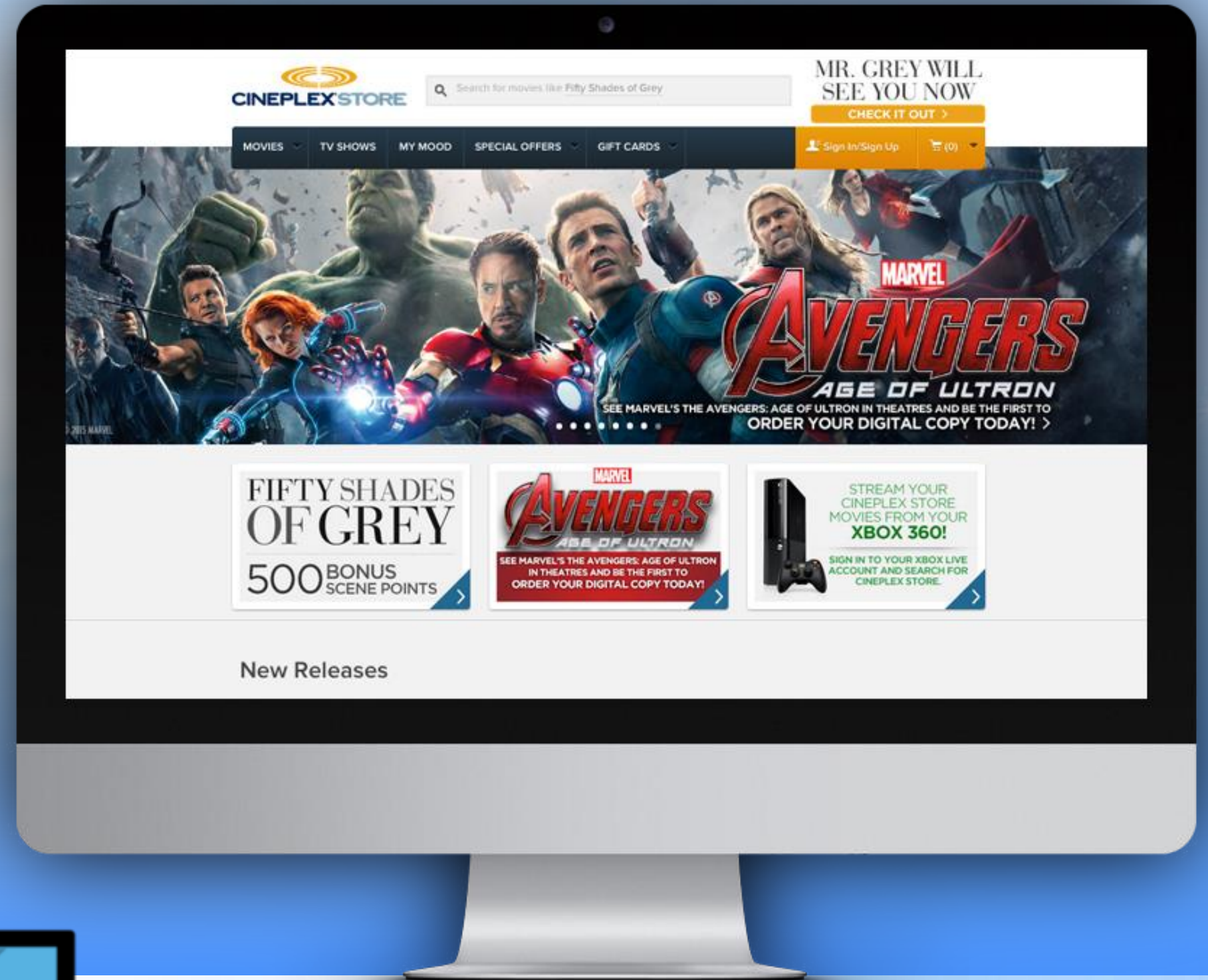
CINEPLEX.COM

- 1% increase in site visits
- 105M million page views (Q1 2015)
- Online ticketing and showtimes, exclusive entertainment content

- Re-design significantly improved user experience
- Launched new digital platform
- Available on XBOX 360, Roku, Samsung, LG, Apple, and Windows
- Over 6,000 titles available for purchase or download
- The first movie on-demand service in Canada to be available on Roku

Cineplex Store

La Boutique Cineplex



SuperTicket

- First bundled offering from multiple studios
- Purchase movie ticket and pre-order digital download at the same time
- Access special features, bonus SCENE points, exclusive extras, special footage
- Digital download available before DVD/Blu-ray release date



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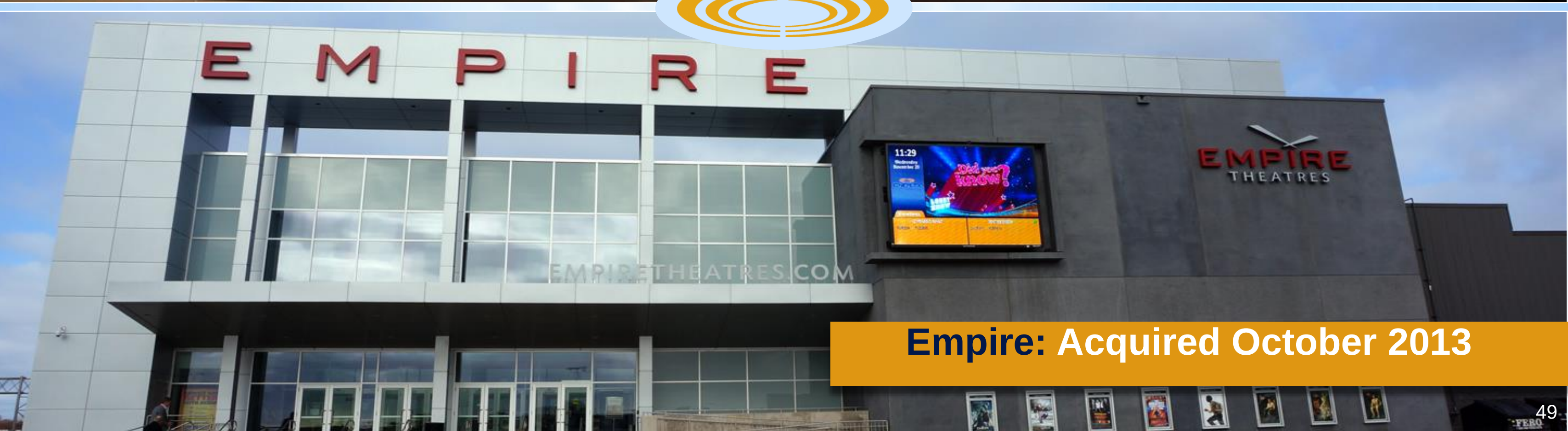
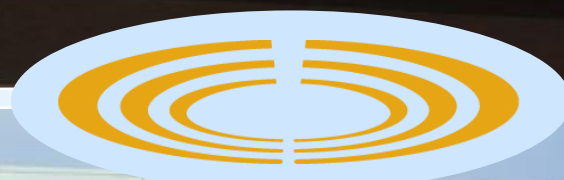
COMING IN 2016

- 10-15 locations by 2018
- First location: South Edmonton Commons (Q1/16)
- 30,000 - 40,000 sq. ft.





EK3: Acquired August 2013



Empire: Acquired October 2013

A wide-angle photograph of a modern Cineplex Cinemas lobby. The ceiling is high with recessed lighting and a large, illuminated "CINEPLEX CINEMAS" sign. The floor is polished and reflects the overhead lights. In the background, there's a concession stand on the left and a seating area with orange chairs and tables on the right. Large windows on the right side offer a view of the outside. A yellow banner with white text is overlaid on the right side of the image.

CINEPLEX CINEMAS

FINANCIAL

HIGHLIGHTS



Total Revenue

(\$millions)



Adjusted EBITDA

(\$millions)



Box Office Revenue

(\$millions)



Food Service Revenue

(\$millions)



● Concession Per Patron (CPP)



Media Revenue

(\$millions)

CAGR 16.5%

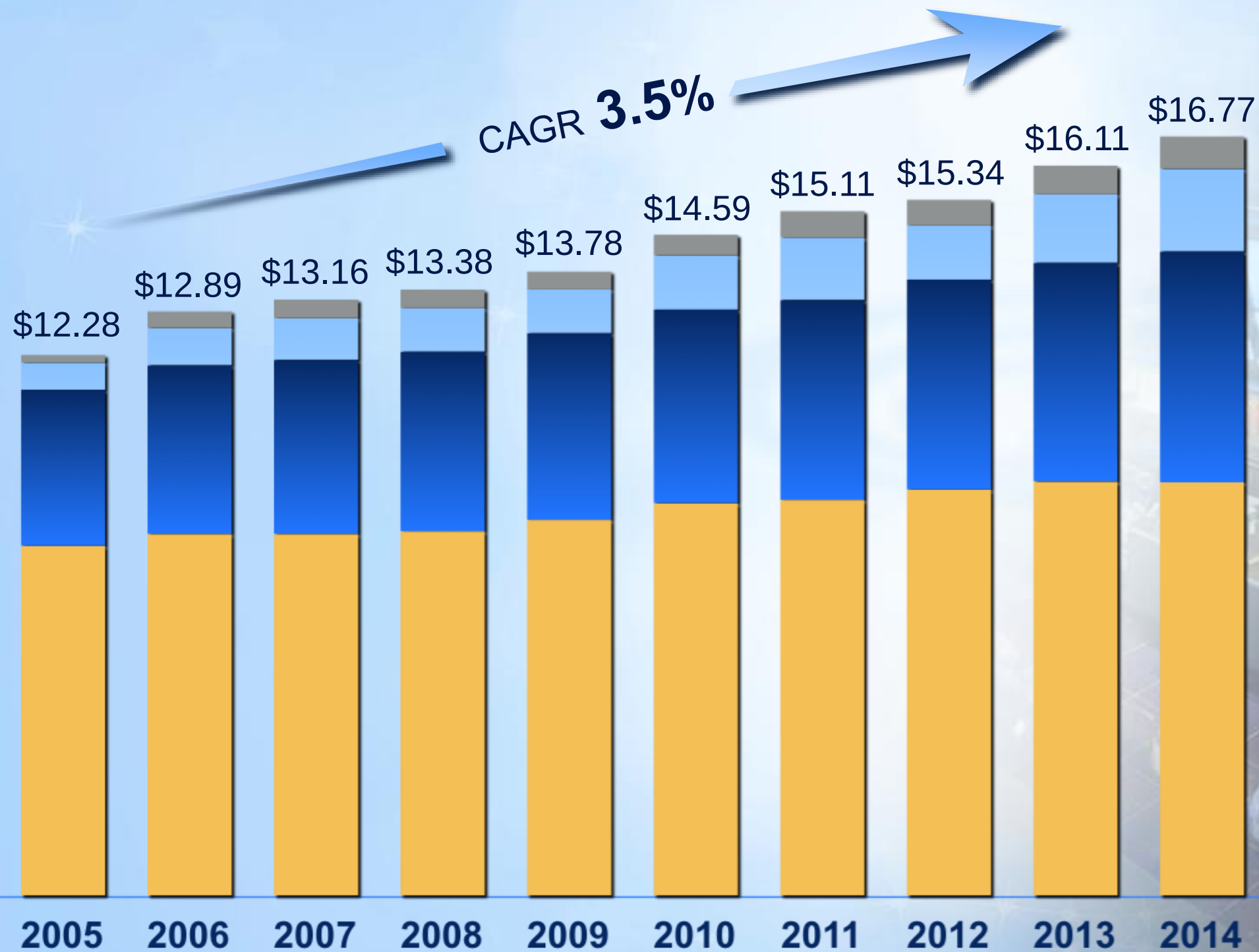


Other Revenue

(\$millions)



Total Revenue Per Patron



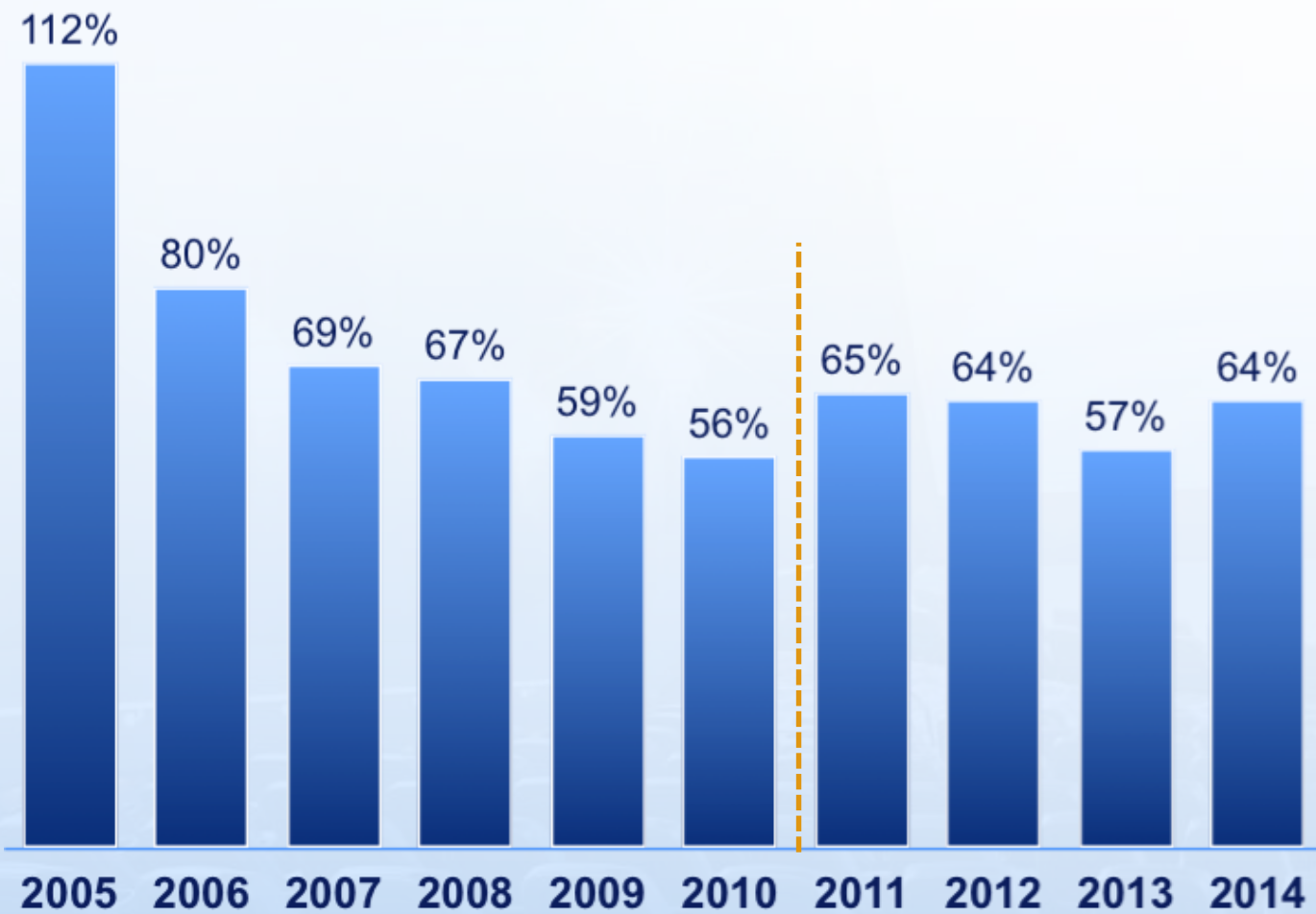
- Box Office Per Patron (BPP)
- Concession Per Patron (CPP)
- Media Per Patron
- Other Per Patron



Q1 2015 Results

	Q1 2015	Q1 2014	%
Box Office	\$156.0	\$156.2	-0.1%
Concession	\$90.8	\$87.1	4.2%
Media	\$29.1	\$24.4	19.4%
Other	\$13.9	\$12.3	12.9%
Total Revenue	\$289.8	\$280.0	3.5%
Adjusted EBITDA	\$40.2	\$30.9	30.3%
EBITDA Margin	13.9%	11.0%	2.9%
Attendance	17.5	17.3	1.5%
BPP	\$8.9	\$9.04	-1.5%
CPP	\$5.18	\$5.05	2.6%

Payout Ratio



Dividends



Corporate Conversion
Jan. 1, 2011

Credit Facilities

	Maturity	Capacity	2014 Drawn	2014 Reserved	2014 Remaining
Term Facility	Oct. 2018	\$150	\$150	—	—
Revolving Facility	Oct. 2018	\$250	\$82	\$5.4	\$162.6
Total		\$400	\$232	\$5.4	\$162.6

Covenant Leverage Ratio



OUTSTANDING SHAREHOLDER RETURN



NON-GAAP FINANCIAL MEASURES

Management of Cineplex uses certain non-GAAP financial measures to evaluate performance. These measures are either comparable to similar measures presented by other issuers or are widely used in the theatre exhibition industry. For a detailed discussion of these non-GAAP financial measures, please refer to Cineplex’s management’s discussion and analysis filed on www.sedar.com. Non-GAAP financial measures used in investor presentations included the following:

EBITDA:	EBITDA is calculated by adding back to net income, income tax expense, amortization and interest expense net of interest income
Adjusted EBITDA:	Adjusted EBITDA is calculated by adjusting EBITDA for gains and losses on disposal of assets and the share of income of the Canadian Digital Cinema Partnership (“CDCP”)
Adjusted Free Cash Flow:	Adjusted free cash flow is calculated by adjusting cash provided for operating activities by total capital expenditures excluding growth capital expenditures net of proceeds on sale of assets, changes in operating assets and liabilities, changes in operating assets and liabilities of joint ventures, tenant inducements, principal component of finance lease obligations, share of income of joint ventures net of non-cash depreciation and cash invested in CDCP.
Attendance:	Attendance is calculated as the total number of paying patrons that frequent Cineplex’s theatres during the period.
BPP:	Calculated as total box office revenues divided by total paid attendance for the period.
BPP excluding premium priced product:	Calculated as total box office revenues for the period, less box office revenues from 3D, UltraAVX, VIP and IMAX product divided by total paid attendance for the period less paid attendance for 3D, UltraAVX, VIP and IMAX product.
CPP:	Calculated as total concession revenues divided by total paid attendance for the period.
Premium priced product:	Defined as 3D, UltraAVX, IMAX and VIP product.
Concession margin per patron:	Calculated as total concession revenues less total concession cost, divided by attendance for the period.
Same store metrics:	Same store metrics are calculated by removing the results for all theatres that have been opened, acquired, closed or otherwise disposed of during the periods.
Film cost percentage:	Calculated as total film cost expense divided by total box office revenues for the period.
Concession cost percentage:	Calculated as total concession costs divided by total concession revenues for the period.