



CINEPLEX<sup>®/MD</sup>



# **CINEPLEX INC.**

## **ANNUAL AND SPECIAL MEETING OF SHAREHOLDERS**

**JUNE 3, 2026**

# AGENDA

1. Welcome and Remarks – Chair of the Board
2. Formal Business of the Meeting

## Shareholder Votes

- Directors
  - Auditors
  - Say on Pay
  - Shareholder Rights Plan
3. Termination of Formal Business
  4. Management Presentation
  5. Q&A



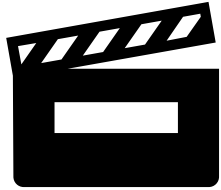
# MANAGEMENT PRESENTATION

## FORWARD LOOKING STATEMENTS

Certain statements made today may be “forward-looking statements” which are not guarantees of future performance and are subject to various risks and uncertainties. Forward-looking statements are based on management’s beliefs and assumptions regarding the information currently available and actual results may differ materially from those expressed. Factors that could cause results to vary are described in the Cineplex Inc. Annual Information Form and MD&A, both of which are available at [www.sedarplus.ca](http://www.sedarplus.ca).

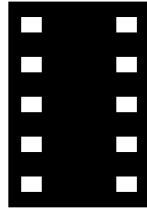
# INFLECTION POINT WITH CLEAR LINE OF SIGHT TO VALUE CREATION

## INDUSTRY INFLECTION



Stronger  
Fundamentals

## MOMENTUM



Operating  
Leverage

## VALUE CREATION



- More consistent film cadence
- Studio commitment
- Extended exclusive theatrical windows

- Consumer engagement strengthening
- Attendance growth
- 10%-15% domestic box office growth over 2025

- Disciplined strategy
- Significant operating leverage and cash flow generation
- Strengthened balance sheet
- Return to shareholders

# CINEPLEX'S COMPETITIVE ADVANTAGES

**1**

**LEADING MARKET SHARE**

**2**

**SIGNIFICANT PREMIUM FORMAT PENETRATION**

**3**

**CONSISTENT OVERPERFORMANCE IN ALTERNATIVE PROGRAMMING**

**4**

**FULL OWNERSHIP & CONTROL OF MEDIA BUSINESS**

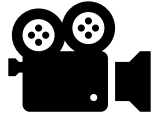
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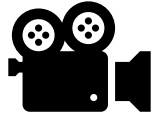
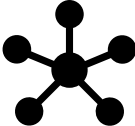


**A HIGHLY ATTRACTIVE LOCATION-BASED ENTERTAINMENT BUSINESS**

**6**

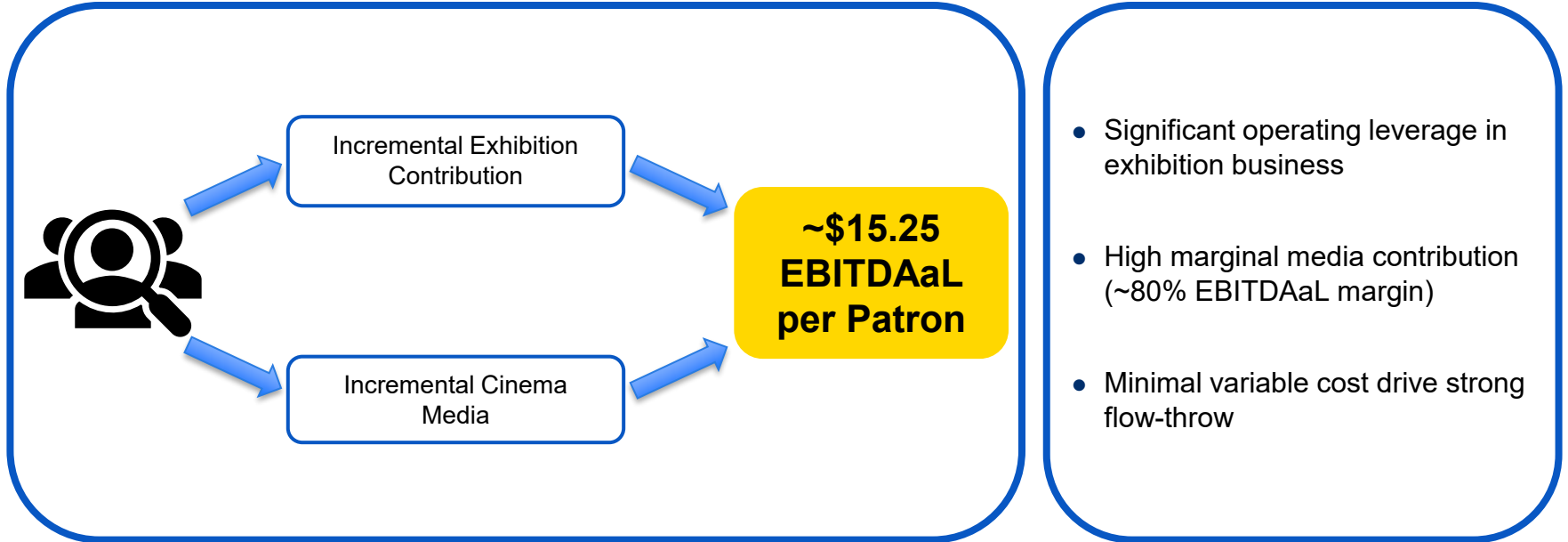
**ROBUST LOYALTY PROGRAM**

# INDUSTRY UPDATE



	Studio Commitment	Impact to Theatrical
	Studio Strategy	Theatrical is the foundational driver of long-term film value
	Studio Landscape	Non-traditional studios expand their theatrical play, increasing content volume and diversity
	Film Output	Release volumes and cadence have improved with studios fully committed to theatrical
	Theatrical Windows	45-day minimum window established

# SIGNIFICANT OPERATING LEVERAGE IN CINEPLEX'S MODEL



- Significant operating leverage in exhibition business
- High marginal media contribution (~80% EBITDAaL margin)
- Minimal variable cost drive strong flow-throw

Incremental EBITDAaL contribution of ~\$15.25 per guest provides meaningful upside as box office and attendance continue to build

# CAPITAL ALLOCATION PRIORITIES

Strong financial discipline and capital allocation priorities with a key focus on achieving target leverage

1

## Deleverage; AND / OR

- Deleverage toward target range of 2.5x – 3.0x through combination of debt reduction and EBITDAaL growth as box office recovers
- Enhance financial flexibility, including extending debt maturities, strengthening liquidity, and runway

2

## Shareholder Returns; AND / OR

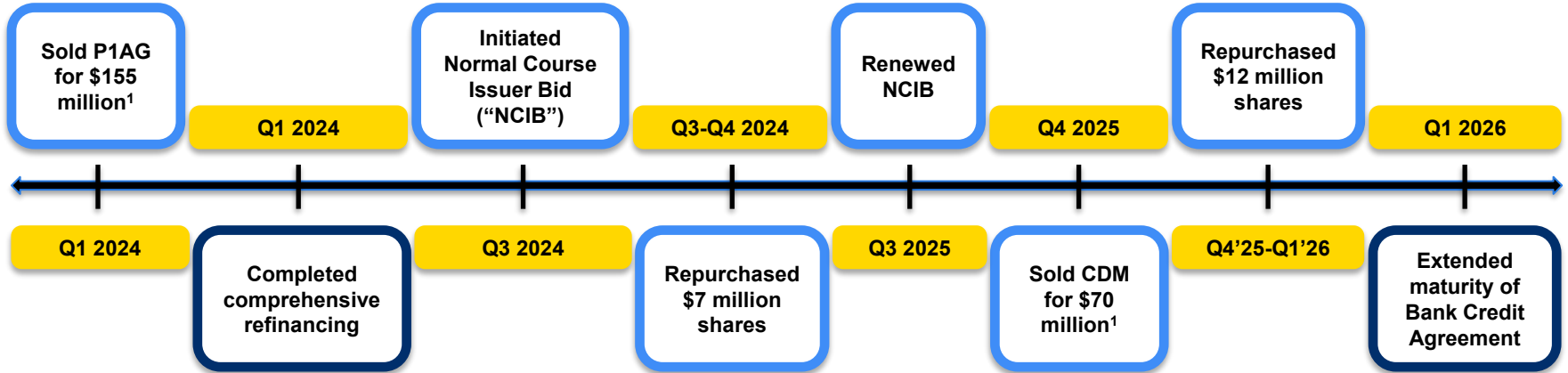
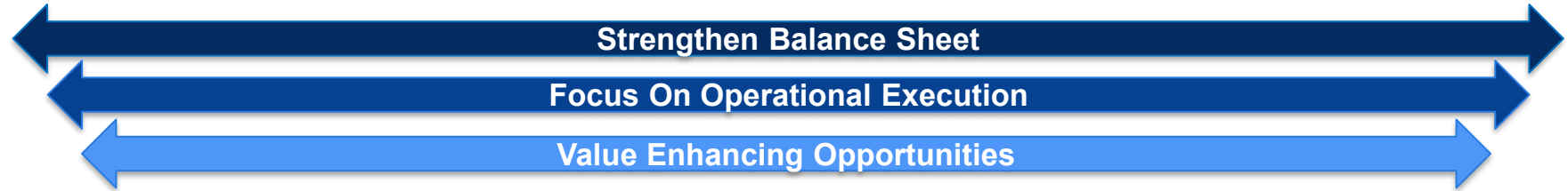
- Distribute excess capital to shareholders in the form of share buybacks and / or dividend distributions
  - ~\$19 million in shares repurchased under NCIB program since inception
- Timing and magnitude of dividend reinstatement to be governed by target leverage range, cash position, and overall liquidity

3

## Strategic Investments

- Invest in our core business – maintenance and growth initiatives including premium formats
- Explore selective opportunities across our business with strong margins and cash flow profiles

# ACTIONS TO ENHANCE SHAREHOLDER VALUE

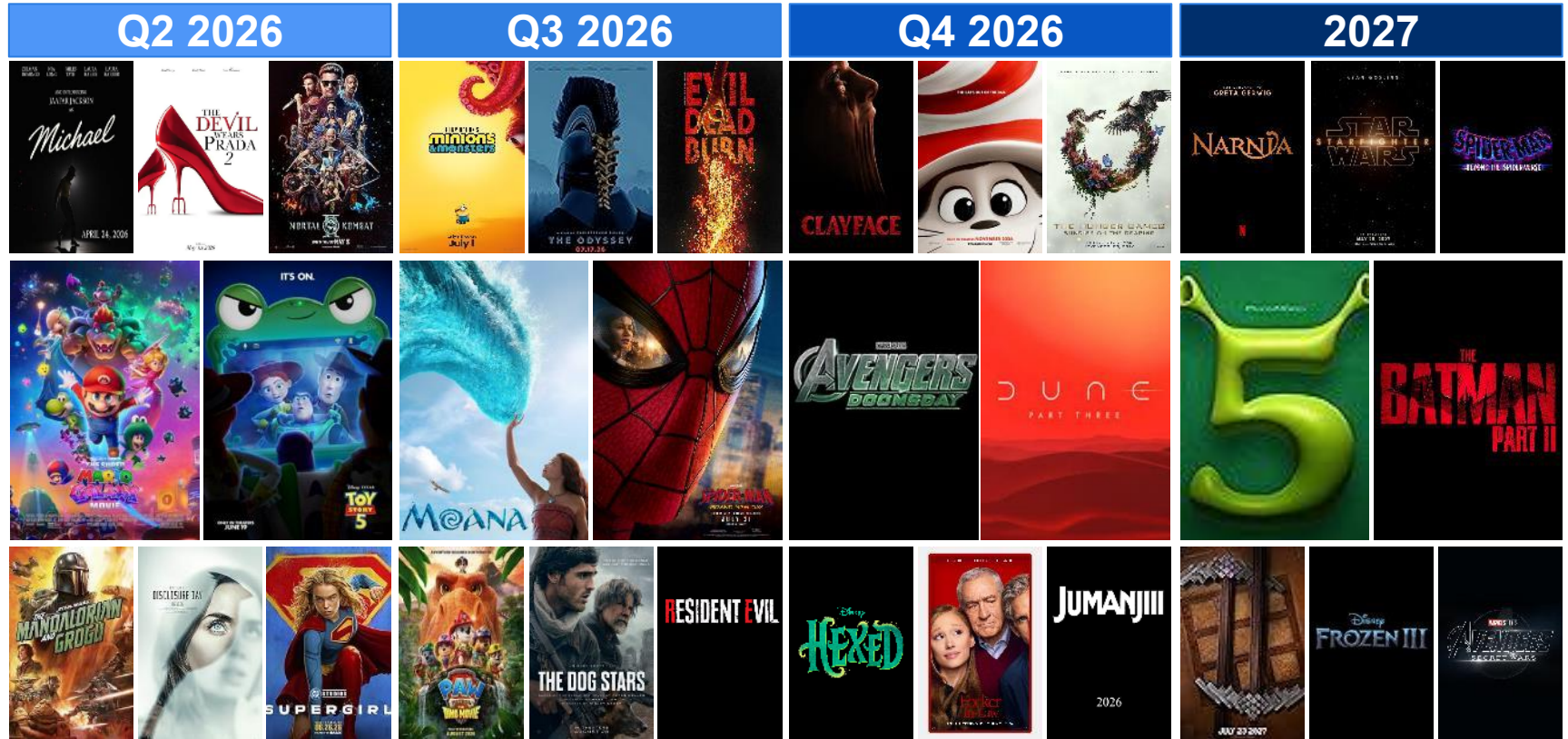


Management continues to focus on operational excellence and proactively identifying opportunities to enhance shareholder value

1. Amounts represent gross proceeds



# ROBUST FILM SLATE SUPPORTING CONTINUED BOX OFFICE RECOVERY



# ELLIS JACOB, PRESIDENT & CEO

## CEO CLOSING REMARKS



**SHAREHOLDER**  
**QUESTION PERIOD**

**THANK YOU!**