

CINEPLEX INC.

INVESTOR PRESENTATION

FIRST QUARTER 2026

FORWARD LOOKING STATEMENTS

This presentation contains, and our officers and representatives may from time to time make, forward-looking statements within the meaning of applicable securities laws. These forward-looking statements may include, among others, statements with respect to Cineplex's objectives and goals, and strategies to achieve such 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, and similar expressions suggesting future events or future performance, are intended to identify forward-looking statements.

By their very nature, forward-looking statements involve inherent risks and uncertainties, including those described in Cineplex's Annual Information Form ("AIF") and Management's Discussion and Analysis for the year ended December 31, 2025 and for the three months ended March 31, 2026 (collectively, the "MD&A"). These risks and uncertainties, both general and specific, 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. 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 "Risks and Uncertainties" section of Cineplex's MD&A.

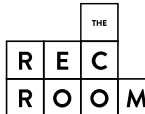
Cineplex does not undertake to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable Canadian securities law. Additionally, Cineplex undertakes no obligation to comment on analyses, expectations or statements made by third parties in respect of Cineplex, its financial or operating results or its securities.

BUSINESS OVERVIEW




CINEPLEX™

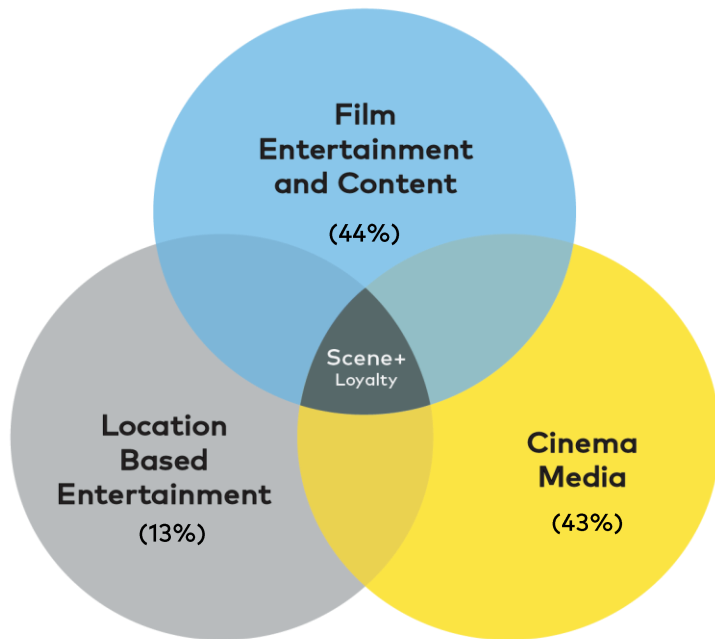

CINEPLEX
MEDIA


THE
R E C
R O O M
EATS & ENTERTAINMENT

 **PLAYDIUM™**

DIVERSIFIED ENTERTAINMENT AND MEDIA COMPANY

Diversified Business Segments



Percentages represent 2025 Adjusted EBITDAaL (excluding Corporate and Other) split by division

Corporate Strategy

- ✓ Continue to enhance and expand Cineplex's presence as an entertainment destination for Canadians in-theatre, at-home and on-the-go
- ✓ Drive value within businesses by leveraging opportunities to optimize value, realize synergies, implement customer-centric technology and leverage big data across the Cineplex ecosystems

Key Operating Stats

	2025
Revenue	\$1,285 million
Adjusted EBITDAaL	\$92 million
Total Screens	1,606
Theatre Locations	154
LBE Locations	16
Attendance (thousands)	42,177

DIVERSIFIED BUSINESS SEGMENTS

FILM ENTERTAINMENT & CONTENT



CINEPLEX
CINEMAS

CINEPLEX
EVENTS

CINEPLEX
PICTURES

- Includes Theatre Exhibition, Theatre Food Service, Alternative Programming, Digital Commerce, Junxion
- Cineplex is the largest motion picture company in Canada and operates 1,600 screens in 153 theatres
- ~74% market share in Canada

2025

Revenue: \$1.1 billion
Adjusted EBITDAaL / Margin: \$73 million / 6.9%

MEDIA¹



CINEPLEX
MEDIA

- Includes in-theatre advertising across 153 owned and 78 represented theatres, and advertising sales representation in 93 OOH shopping destinations across Canada

2025

Revenue: \$89 million
Adjusted EBITDAaL / Margin: \$71 million / 80.5%

AMUSEMENT & LEISURE



PLAYDIUM.

REC ROOM
EATS & ENTERTAINMENT

- Includes Location-Based Entertainment (LBE) venues under brand names *The Rec Room* and *Playdium*
- Cineplex operates 16 LBE locations across Canada

2025

Revenue: \$142 million
Adjusted EBITDAaL / Margin: \$23 million / 15.9%

LOYALTY & MARKETING

- Includes Canada's leading loyalty program, Scene+, which has over 15 million members
- Cineplex's entertainment subscription program, CineClub, has over 230,000 members and was the first of its kind launched in Canada



Scene+

1. A definitive agreement to sell the digital place-based media business closed November 7, 2025. Segmented financial results exclude Cineplex Digital Media.

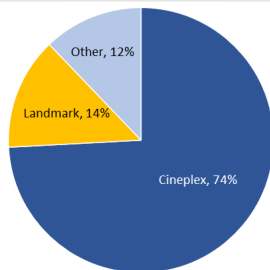


THEATRE EXHIBITION

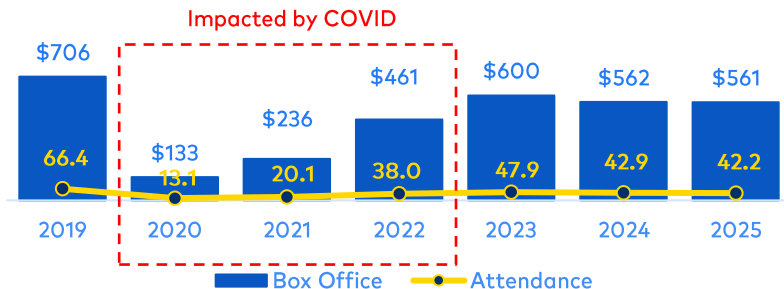
Segment Overview

- Operates modern multiplex theatres in major metropolitan and mid-sized markets
- Offers multiple premium experiences for movie-lovers
- During 2025, premium theatre formats made up **43.2%** of box office revenues

2025 CANADIAN BOX OFFICE MARKET SHARE

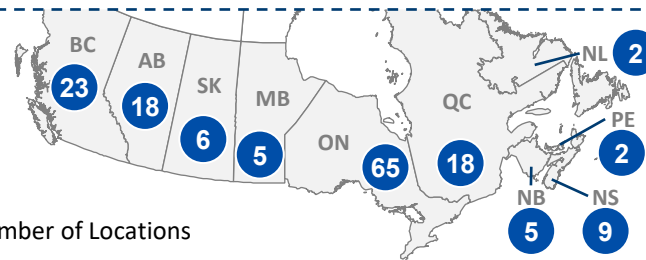


Box Office Revenue (\$M)



Location Overview

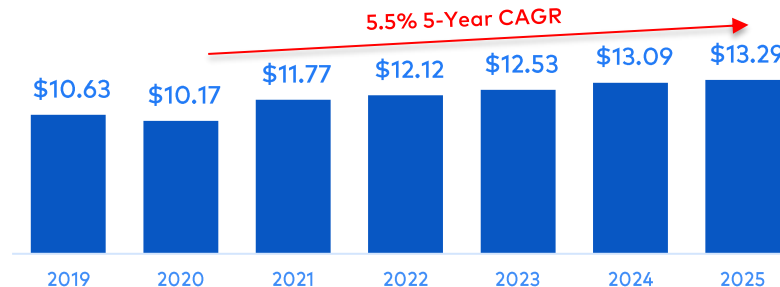
Operates 1,600 screens in 153 theatres across Canada



Number of Locations

Note: as of March 31, 2026

Box Office per Patron (\$)



HIGH QUALITY ASSETS TO ENHANCE THE GUEST EXPERIENCE



Screens ¹	815	98	29	99	103	7	20	5	318
Locations ¹	153	81	29	25	89	7	20	5	39
Premium Pricing	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reserved Seating	✓	✓	✓	✓	✓	✓	✓	✓	✓
Features	- Highly-sophisticated screens, capable of playing 2D and 3D pictures - Wall-to-wall screens - Dolby ATMOS surround sound at most locations - Extra-wide, high back, rocker seats - Immersive movie experience - Crystal-clear images - Giant screens - Powerful digital surround sound - Enhanced food and beverage menu - Adult-only licensed auditoriums - Reserved luxury seating - Exceptional service at your seat - Exclusive licensed lounge - Seats move in synchron-ization with the action on screen - Specially designed motion seats set in pods of four and synchro-nized to on-screen action - Environmental effects like wind, mist, bubbles and more 270-degree, panoramic movie-watching experience - Colorful décor and playful seating - A selection of family-friendly films and an indoor play structure where kids can climb, slide and explore - In-auditorium food service - Luxury recliners with powered footrests								

FILM ENTERTAINMENT & CONTENT

THEATRE FOOD SERVICE



1. Food service revenue from LBE and delivery is not included in the CPP calculation.

Segment Overview

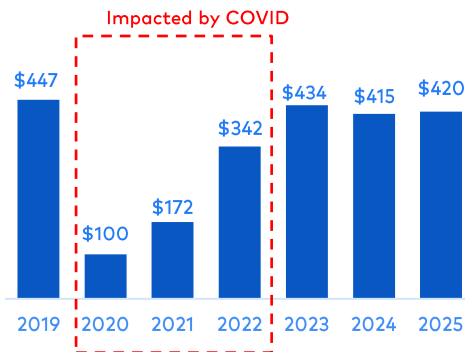
- Highly diversified product offering consisting core concessions in addition to expanded offerings through proprietary and third-party brands
- Alcohol offered at **122 locations**
- Home delivery service offered at **148 locations**
- Integrated Scene+ offers with targeted promotions to drive sales

OUTTAKES

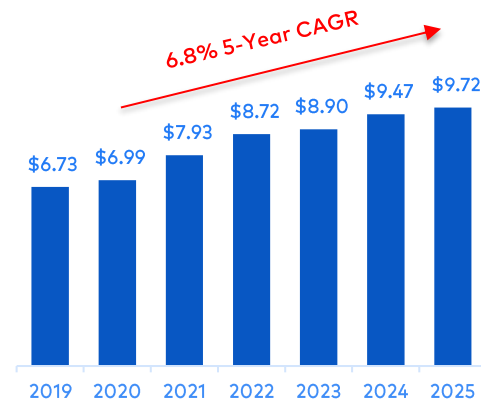


optopia
GOURMET POPCORN

Theatre Food Revenue (\$M)



Concession per Patron⁽¹⁾ (\$)

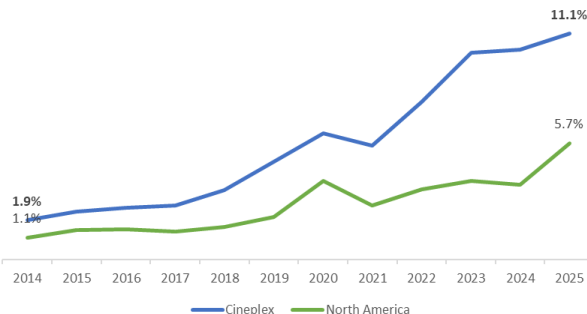


ALTERNATIVE PROGRAMMING

International Cinema

- Cineplex has developed a focused, data-driven strategy to deliver international content, which typically does not find a home in the traditional national-chain multiplex
- Cineplex derived ~11% of its 2025 box office revenues from international content as compared to ~6% for the North American industry. 13.0% of Cineplex's Q1 2026 box office was generated from international content.

International Product as a % of Box Office Revenue



Daaru Na Peenda Hove
87%⁽¹⁾



Mittran Da Chaleya Trick Ni
83%⁽¹⁾



Guru Nanak Jahaz
82%⁽¹⁾



Chal Mera Putt 4
80%⁽¹⁾



Sardaar Ji 3
69%⁽¹⁾



Dhurandhar: The Revenge
32%⁽¹⁾

Event Cinema

Anime Features	Concert and Music Events
Stage Productions	Sporting Events
The Met: Live in HD	Classic Film Series



Cineplex Pictures

In addition to many other titles, Cineplex Pictures & Lionsgate entered into strategic collaboration for Canadian Distribution



1. Cineplex's share of North American box office revenue.

Segment Overview

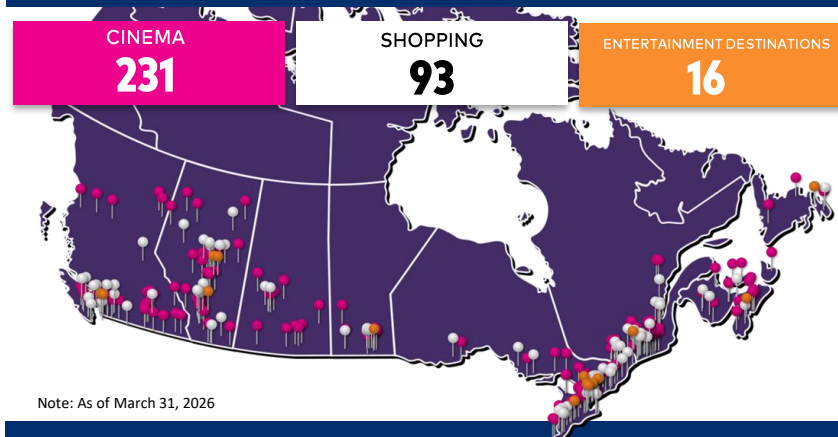
Fully owned Cineplex Media unlocks access to premium entertainment & leisure audiences at the height of engagement to the end of their physical or digital customer journey.

Extensive portfolio of media assets including:

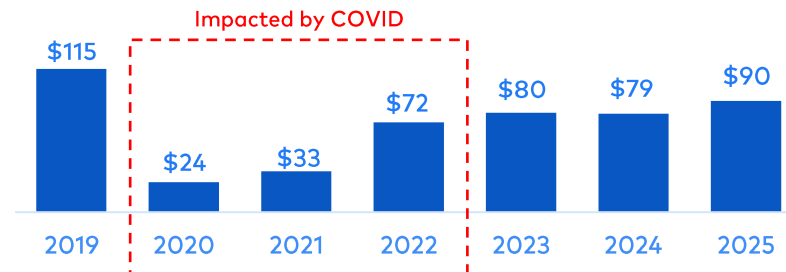
- **In-Cinema:**
 - On-screen advertising (Pre-show, Showtime, & VIP)
 - Digital Lobby: Digital Posters and Lobby Show
 - Cineplex.com and Cineplex App advertising
 - Sponsorships & Experiential Activations
 - Affiliated media partner with 78 represented theatres
- **Location Based Entertainment Destinations:**
 - Digital Posters, Sponsorships & Activations
- **National footprint of represented shopping destinations:**
 - Over 90 shopping malls including 9 of the top 10 busiest malls in Canada.
 - Digital Posters, Large Format Digital, Static Media, Sponsorships, Activations
 - Member of Canadian Out-of-Home Marketing and Measurement Bureau (COMMB) with first and only COMMB accredited Mall Network
 - Cineplex Media will remain the exclusive advertising sales agent for CDM operated digital out-of-home networks across Canada.



Media Asset Coverage



Revenues (\$M)

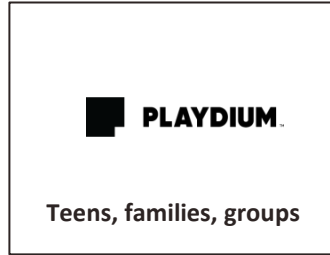


LOCATION-BASED ENTERTAINMENT (LBE) AT A GLANCE



LBE's business model leverages the powerful combination of dining, amusement, and entertainment

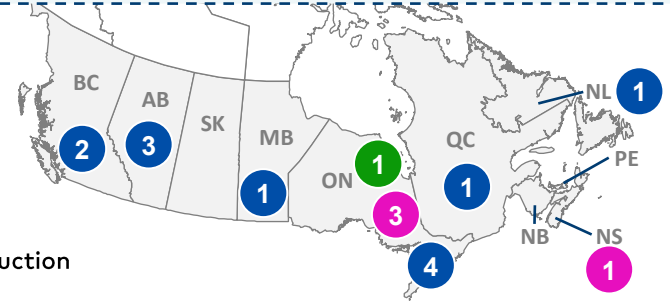
LBE Brands and Target Demographic



Operates 16 locations across Canada



Under construction



OFFERINGS

Dining



Amusement & Attractions



Entertainment

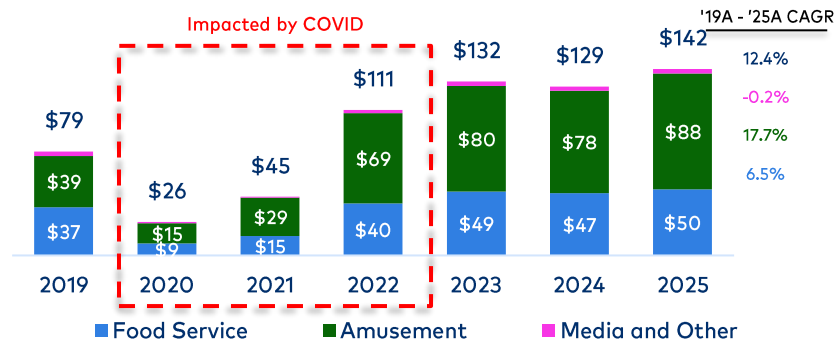


Groups & Events

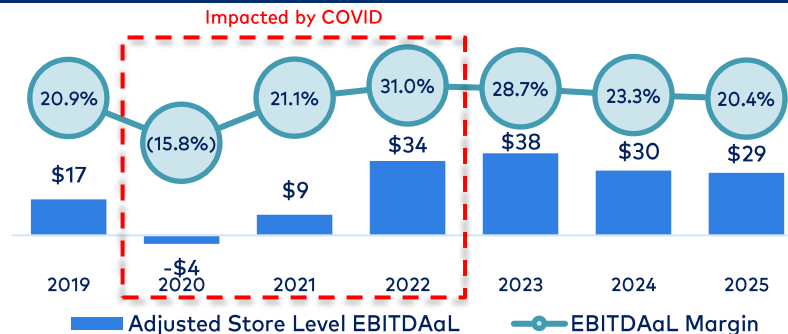
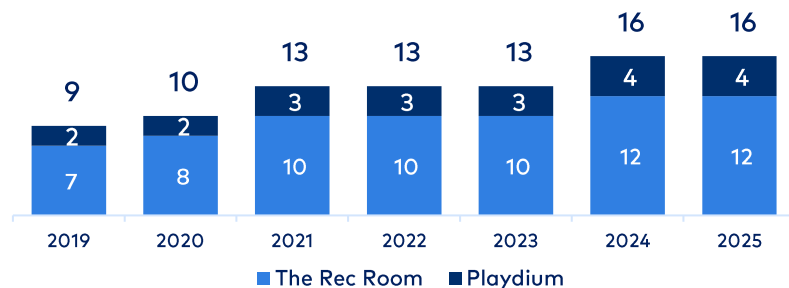


LBE FINANCIAL SUMMARY

Revenue (\$M)



Adjusted Store Level EBITDAaL (\$M) & Margin (%)

Cumulative Number of Locations⁽¹⁾

Target Unit Level Economics

Average annual revenue per location	~\$10 million
Target store level EBITDAaL margin	~25%
Average cost to build per location	~\$10 million
Target ROI	~25%

1. 3 locations opened in late Q4 2024.

LOCATIONS BUILT FOR AMUSEMENT

From premium cinemas to immersive gaming and social experiences, our venues offer a broad range of entertainment options appealing to diverse audiences, maximizing revenue per square foot

LOCATIONS



EXPERIENCES

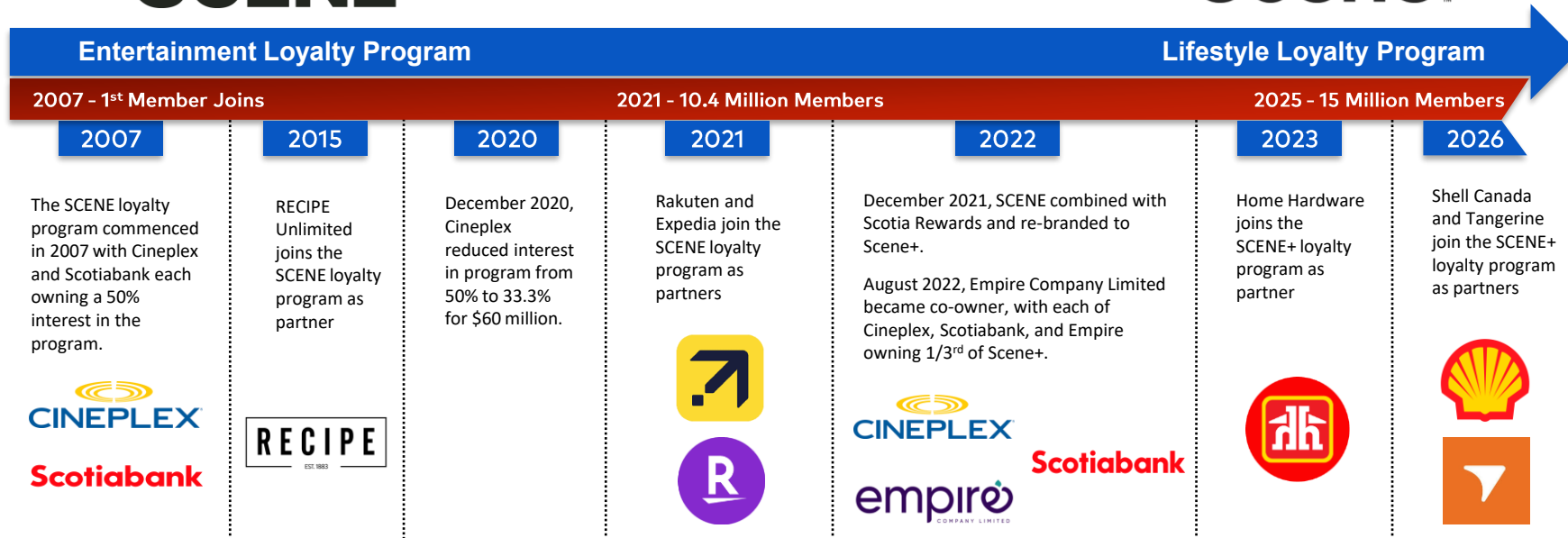


ATTRACTIONS



SCENE+ LOYALTY PROGRAM

The expanded Scen+ partnership increases program **ENGAGEMENT** and access to **NON-MOVIEGOERS**



Canada's leading lifestyle loyalty program with over **15 million** members as of March 31, 2026

A group of five diverse people (three women and two men) are seated around a dark wooden table in a restaurant with a rustic, wood-paneled background. They are all smiling and laughing, engaged in conversation. The table is set with plates of food, including what appears to be fish and fries, and several glasses of drinks. The lighting is dim and warm, creating a cozy atmosphere. The text "INVESTMENT HIGHLIGHTS" is overlaid in the center of the image in a bold, white, sans-serif font.

INVESTMENT HIGHLIGHTS

INVESTMENT HIGHLIGHTS

1

Diversification of business and revenue streams

2

Leading box office market share and geographic diversity across Canada

3

Strong operating leverage and profit contribution

4

Data-driven insights from leading loyalty program and ecosystem touchpoints

5

Exhibition traditionally a defensive business and resilient to recessionary periods

6

Industry-leading management team

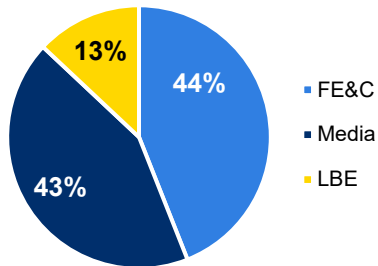
7

Numerous levers to accelerate growth

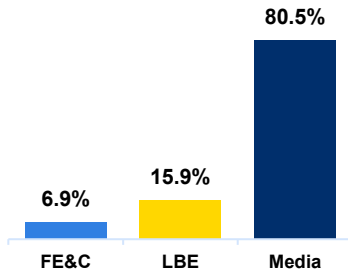
DIVERSIFICATION OF BUSINESS AND REVENUE STREAMS

2025 Segmented EBITDAaL Mix and Margin⁽¹⁾

Adjusted EBITDAaL By Segment



Adjusted EBITDAaL Margin



- Diversification beyond traditional movie exhibition model and into Media and Amusement & Leisure businesses has resulted in shift in EBITDAaL mix and stronger margins
- This provides protection from competitive pressures in the film business and reduces dependence on film studio content and seasonality in business results

Diversified Businesses

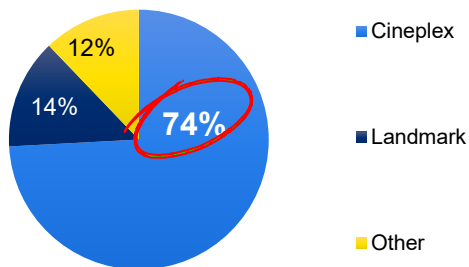


Diversification continues to drive growth and reduces company risk profile

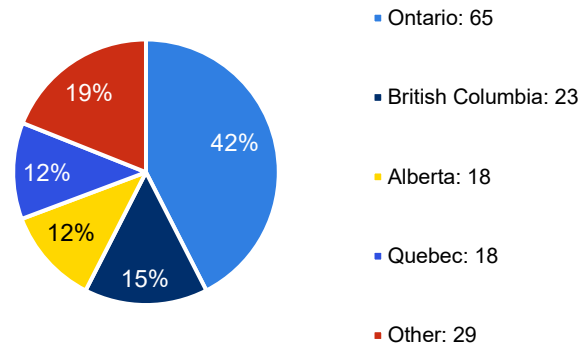
1. Excluding CDM

LEADING BOX OFFICE MARKET SHARE AND GEOGRAPHIC DIVERSITY ACROSS CANADA

Box Office Market Share (as of December 31, 2025) ⁽¹⁾



Diversified Provincial Exposure⁽²⁾

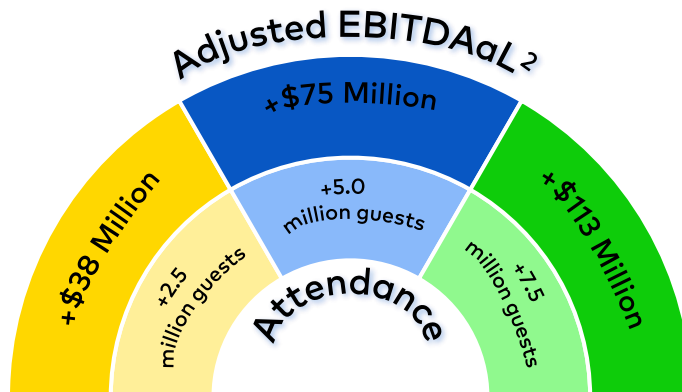


Largest and most successful motion picture exhibition company in Canada

1,600 screens and 153 theatres from coast to coast

STRONG OPERATING LEVERAGE AND PROFIT CONTRIBUTION

Illustrative EBITDAaL



2025 Exhibition Contribution Per Patron (in millions, except per patron)

Box office revenues	\$561
Food service revenue – theatres	\$410
Amusement revenue – theatres	\$13
Online booking fees	\$22
Film cost	(\$307)
Cost of food service - theatres	(\$96)
Exhibition Contribution	\$603
Attendance	42
Exhibition Contribution per Patron¹	\$14.28
2025 Cinema Media Per Patron	\$2.12

As fixed costs are spread across more guests, each incremental patron contributes disproportionately more EBITDAaL

This demonstrates the highly leveraged earnings profile of the theatrical exhibition model

3 CAPITAL ALLOCATION PRIORITIES

Capital Allocation Priorities

Strong financial discipline and capital allocation priorities with a key focus on achieving a target leverage range of 2.5x – 3.0x.

1 **Deleverage; AND / OR**

- Fortify the balance sheet by reducing leverage to reach our target leverage range of 2.5x – 3.0x
- Redeemed \$100 million of convertible debentures in 2024
- Repaid \$298 million credit facility in full in 2024

2 **Shareholder Returns; AND / OR**

- Distribute excess capital to shareholders in the form of share buybacks and / or dividend distributions
 - NCIB Purchases
 - 2024: \$6.6 million
 - 2025: \$7.0 million
 - 2026 YTD: \$5.0 million

3 **Strategic Investments**

- Theatre enhancements to maximize revenue per square foot
- Explore opportunities with strong margins and cash flow profiles

3

STRONG OPERATING LEVERAGE AND PATH TO TARGET LEVERAGE RATIO

Meaningfully extended debt maturities

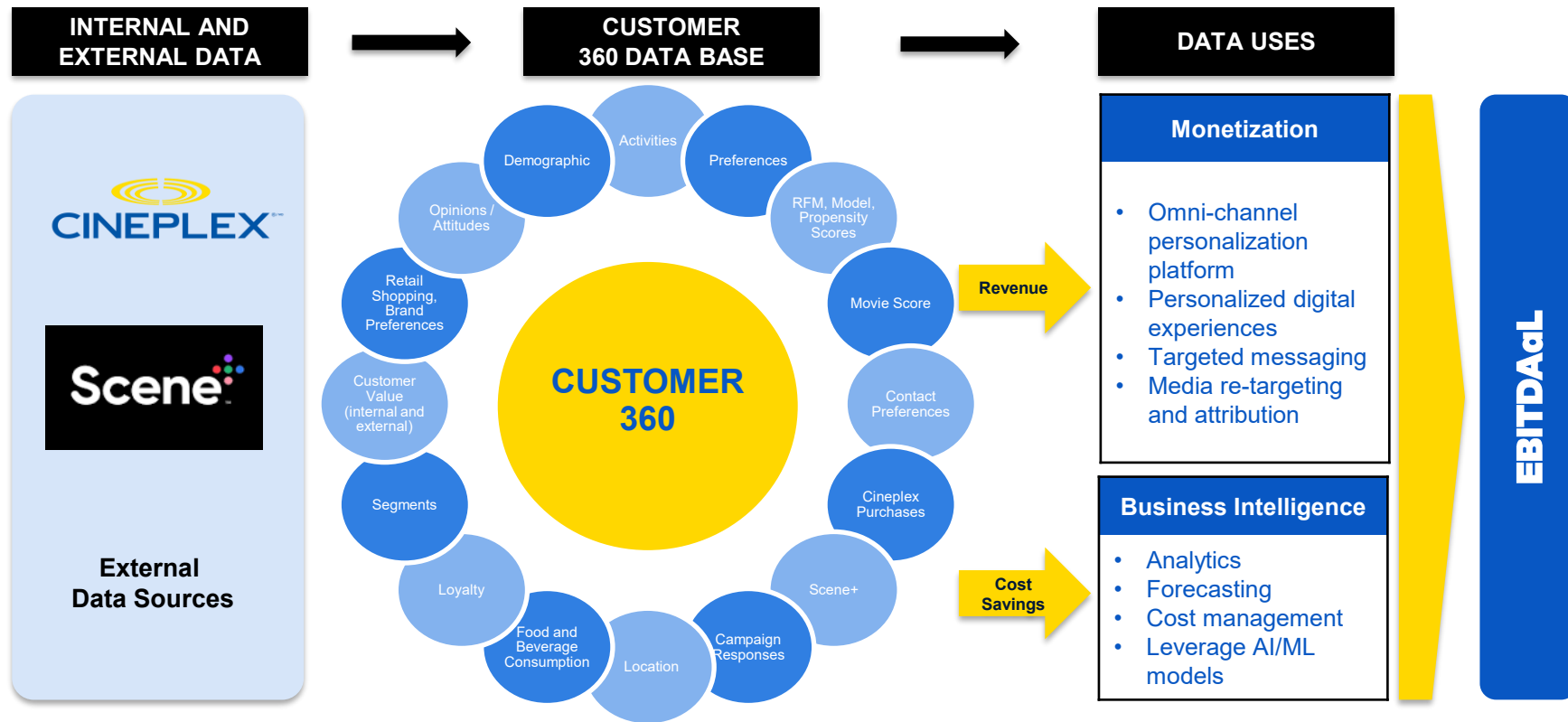
Financial Instrument	Maturity	Interest Rate	Capacity	Book Value ⁽¹⁾	Face Value ⁽¹⁾
Credit Facility ⁽²⁾	Sept 2028 or March 2029	n/a	\$100	\$nil	\$nil
Notes Payable	March 2029	7.625%		\$575	\$575
Total				\$575	\$575
Convertible Debentures ⁽³⁾	March 2030	7.75%		\$171	\$216

Timing and extent of box office and share price recovery

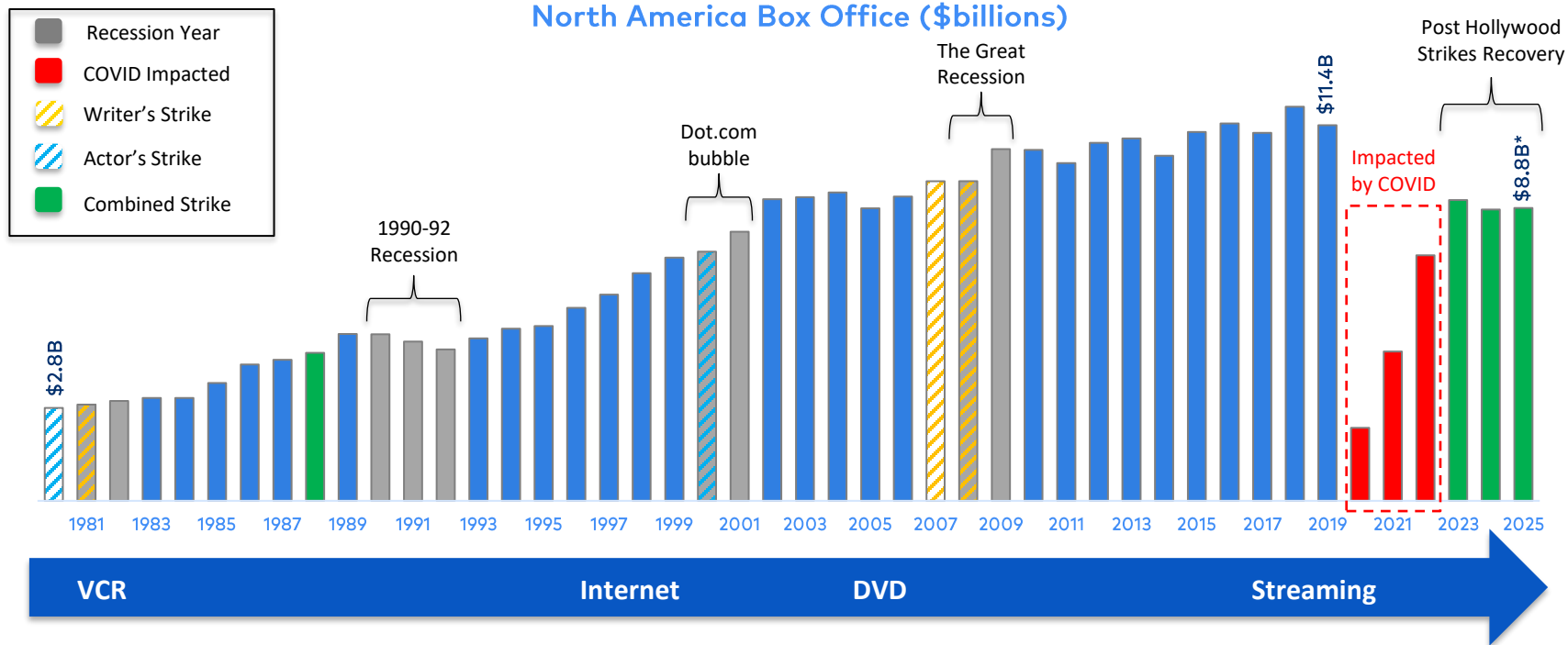
Target Leverage Ratio of 2.5x - 3.0x

- Extended maturity of the credit facility, providing flexibility with respect to permitted distributions and debt repayments, prepayments or redemptions in connection with property sales
- Covenant-lite credit facility does not require financial covenant testing unless borrowings exceed 40% of the total available credit
- Senior secured notes with a maturity of 5 years and convertible debentures with a maturity of 6 years
- Proceeds from the sale of Cineplex Digital Media in Q4 2025 will be used for opportunistic share repurchases, debt repayment, and/or for general corporate purposes.

DATA-DRIVEN INSIGHTS FROM LEADING LOYALTY PROGRAM AND ECOSYSTEM TOUCHPOINTS



DEFENSIVE BUSINESS AND RESILIENT TO RECESSIONARY PERIODS



The theatrical exhibition industry has historically exhibited growth throughout recessionary periods and technological disruptions

*Sources: North America ComScore; Cinema United

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DEFENSIVE BUSINESS AND RESILIENT TO RECESSIONARY PERIODS (CONT'D)

FILM	DOMESTIC BOX OFFICE	FILM	DOMESTIC BOX OFFICE	FILM	DOMESTIC BOX OFFICE
STRONG CONSUMER DEMAND WITH RECORD RESULTS					
 Inside Out 2 June 2024	\$653mm	 Moana 2 November 2024	\$460mm	 Wicked: For Good November 2025	\$343mm
Highest grossing domestic animated film of all-time		Highest global opening for an animated film all-time			
 Despicable Me 4 July 2024	\$361mm	 A Minecraft Movie April 2025	\$424mm	 Zootopia 2 November 2025	\$428mm
		Highest global opening for video game adaptation		Highest grossing Disney Animation film globally	
 Deadpool & Wolverine July 2024	\$637mm	 Lilo & Stitch May 2025	\$424mm	 Avatar: Fire and Ash December 2025	\$404mm
Highest grossing R rated film of all-time					
 Wicked November 2024	\$473mm	 Superman July 2025	\$354mm	 The Super Mario Galaxy Movie April 2026	\$403mm
Highest grossing film based on Broadway musical		Highest grossing Superman film of all-time			

Source: Box Office Mojo, The Numbers as of May 4, 2026

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INDUSTRY-LEADING MANAGEMENT TEAM



Ellis Jacob

President and Chief Executive Officer

- Assumed position in 2003; previously served as CEO and co-founder of Galaxy Entertainment Inc.
- Received the Order of Canada, the Order of Ontario, Canada's Most Innovative CEO, Canada's Most Admired CEO, ICTA Global Cinema Innovation Award, and the 2022 NATO Marquee Award
- 35+ years of industry experience



Sara Moore

EVP and Chief Marketing Officer



Scott Hughes

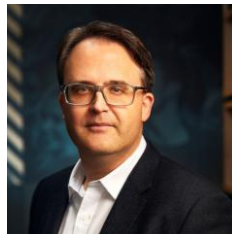
EVP and Chief Digital and Technology Officer



Dan McGrath

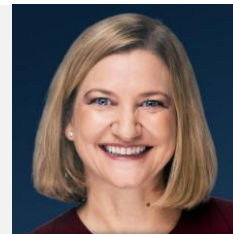
Chief Operating Officer

- Assumed position in 2011; previously served as Executive Vice President
- Director at Scene+, the Movie Theatre Association of Canada, and Canada's Walk of Fame
- 35+ years of industry experience



Kevin Watts

EVP, Exhibition and LBE



Kristie Painting

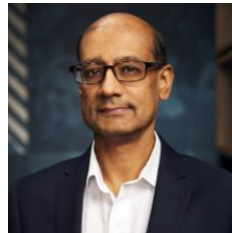
EVP and Managing Director, Cineplex Media



Gord Nelson

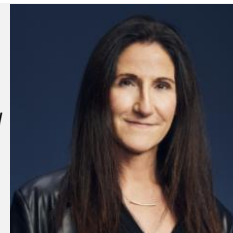
Chief Financial Officer

- Appointed Chief Financial Officer in 2004
- Named Canada's CFO of the Year for 2016
- Received Fellowship Designation from the Chartered Professional Accountants (CPA) Ontario in 2021
- Director at Scene+
- 35+ years of industry experience



Thomas Santram

SVP, General Counsel Legal

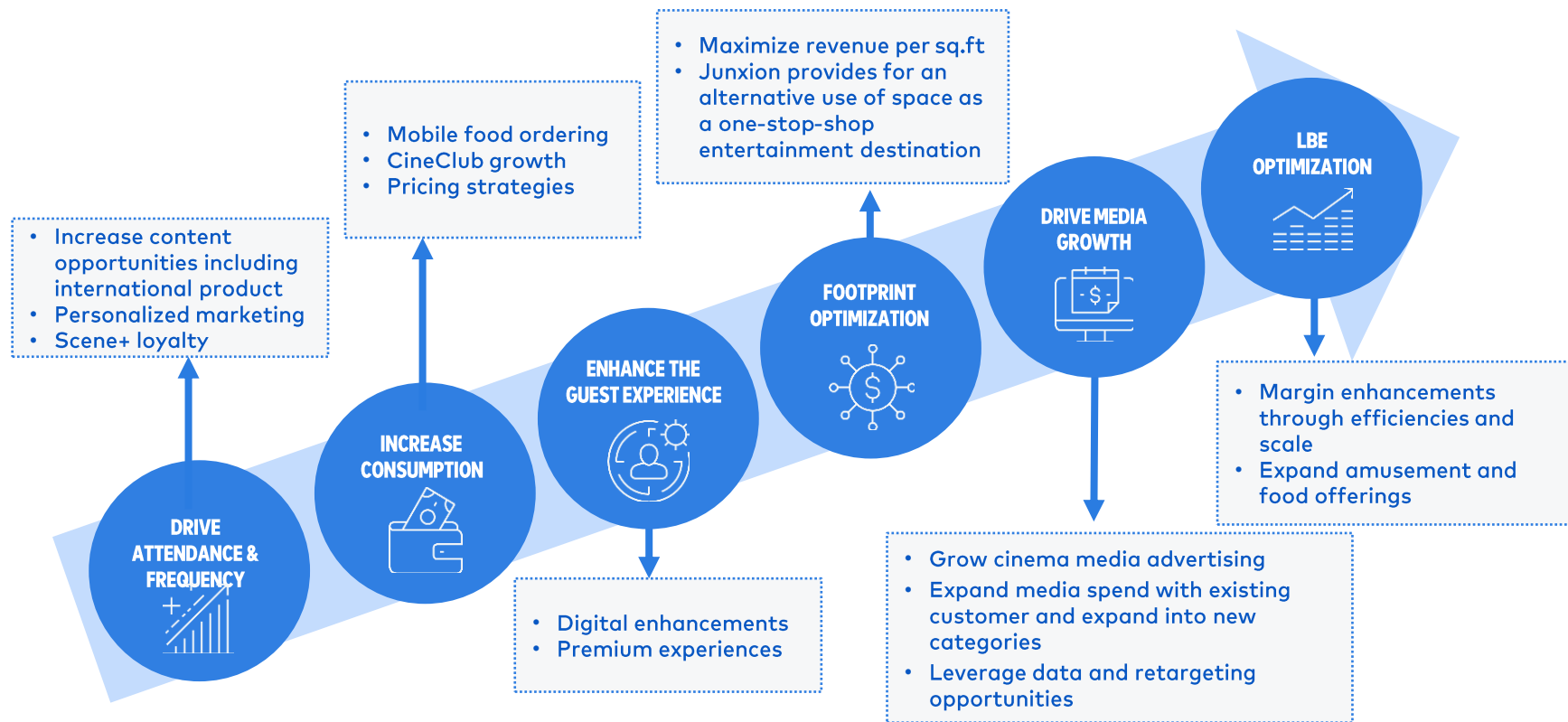


Kim West

SVP, Human Resources

Highly experienced management team with over 150 years of combined industry experience

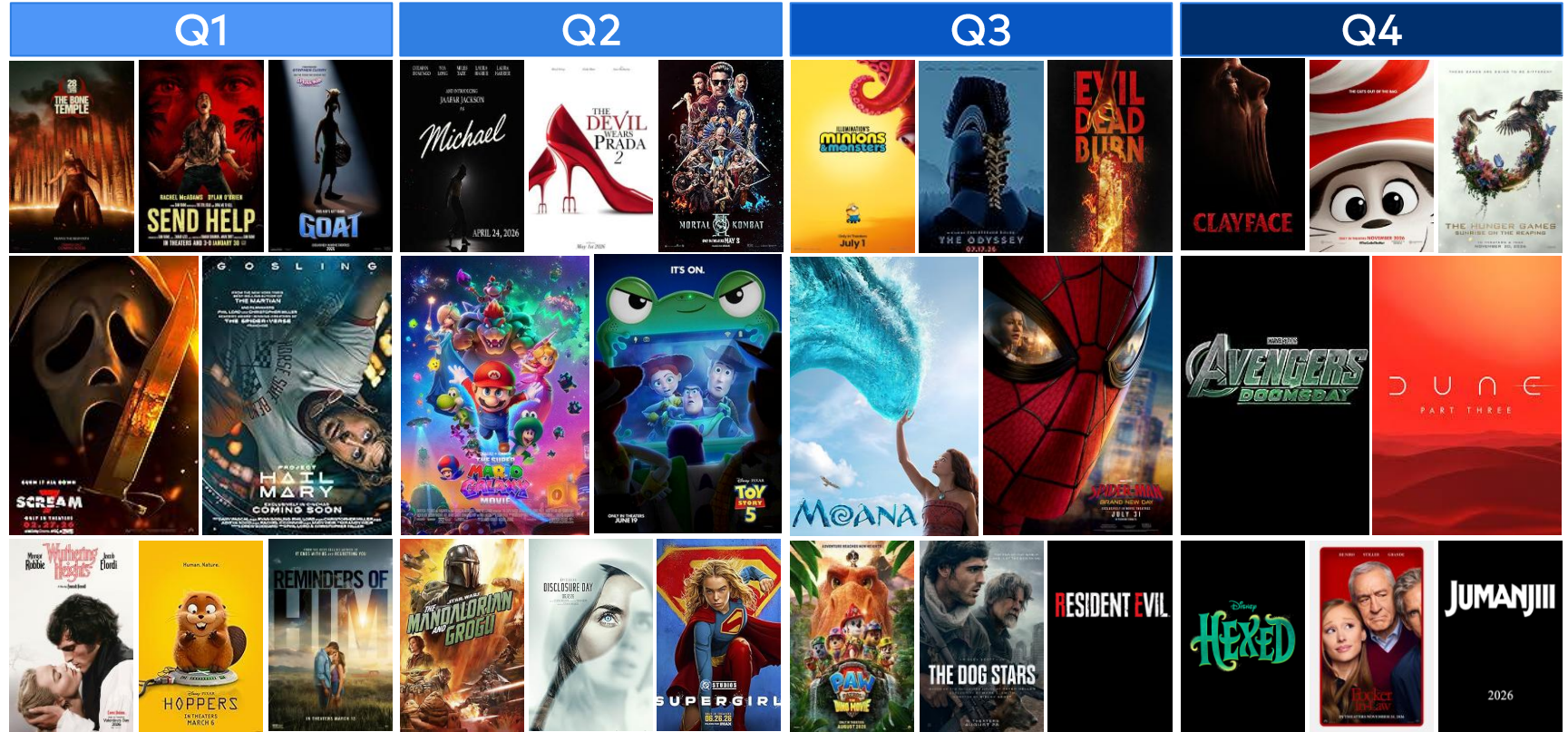
7 NUMEROUS LEVERS TO ACCELERATE GROWTH



A man and a woman are shown from the chest up, sitting in what appears to be a car or a small cabin. They are both smiling and looking upwards and slightly to the right. The man is on the left, wearing a dark blue button-down shirt. The woman is on the right, wearing a light blue denim jacket over a white t-shirt. The background is dark with some blue light filtering through, creating a moody atmosphere. The text "A LOOK AHEAD" is overlaid in the center in a bold, white, sans-serif font.

A LOOK AHEAD

2026 NOTABLE TITLES



APPENDIX

Q1 2026 FINANCIAL HIGHLIGHTS



Theatre Exhibition

- Entertained 9.8 million guests during the quarter, a 17.3% increase relative to the prior year
- Reported box office revenues of \$127.4 million and theatre food services revenue of \$108.2 million, the highest Q1 revenue since 2019
- Premium format represented 38.2% of box office



Per Patron Spend

- Delivered BPP of \$12.94, the highest first quarter BPP of all time
- Delivered CPP of \$9.54, the highest first quarter CPP of all time



Amusement & Leisure

- Generated \$35.0M in revenue and a store-level adjusted EBITDAaL Margin of 25.0%
- Reported segment adjusted EBITDAaL of 20.7%, up from 20.2% in the prior year



Media

- Cinema Media revenues declined 18.9% due to diverted advertising spends toward the 2026 Winter Olympics and exceptional spends from pharmaceutical in the prior year



Loyalty & Subscription

- Over 15 million Scene+ members, representing roughly one-third of the Canadian population and over 18 years of history
- Over 230,000 members in the CineClub program



Profitability

- Reported \$4.1 million of adjusted EBITDAaL compared to negative \$10.7 million in the prior year
- Improved adjusted EBITDAaL margin to 1.4%, an increase from negative 4.3% in the prior year

*Please refer to slides 33 & 34 for Non-GAAP and Other Financial Measure

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FIRST QUARTER AND ANNUAL FINANCIAL SUMMARY

IN MILLIONS OF DOLLARS, EXCEPT THEATRE ATTENDANCE IN THOUSANDS OF PATRONS, PER PATRON AMOUNTS, AND MARGINS

QUARTERLY RESULTS			ANNUAL RESULTS	
Q1 2025	Q1 2026		2024	2025
\$102	\$127	Box Office	\$562	\$561
\$91	\$108	Food Service	\$462	\$470
\$17	\$14	Media	\$79	\$90
\$29	\$26	Amusement	\$93	\$102
\$13	\$16	Other	\$79	\$63
\$252	\$291	Total Revenue	\$1,275	\$1,285
(\$35)	(\$22)	Net Income (Loss) from continuing operations	(\$104)	(\$37)
\$30	\$45	Adjusted EBITDA*	\$251	\$253
(\$11)	\$4	Adjusted EBITDAaL*	\$90	\$92
(4.3%)	1.4%	Adjusted EBITDAaL Margin*	7.1%	7.1%
(14.0%)	(7.7%)	Net Income (Loss) Margin	(8.2%)	(2.9%)
8,392	9,842	Theatre Attendance*	42,946	42,177
\$12.14	\$12.94	BPP*	\$13.09	\$13.29
\$9.13	\$9.54	CPP*	\$9.47	\$9.72

*Please refer to slides 33 & 34 for Non-GAAP and Other Financial Measure

Note: Financial results reported above exclude Cineplex Digital Media

FIRST QUARTER AND YEAR TO DATE SEGMENTED FINANCIAL SUMMARY

IN MILLIONS OF DOLLARS

REVENUES					ADJUSTED EBITDAaL and MARGIN			
Quarterly		Annual			Quarterly		Annual	
Q1 2025	Q1 2026	2024	2025	OPERATING SEGMENT	Q1 2025	Q1 2026	2024	2025
\$197	\$242	\$1,068	\$1,054	Film Entertainment and Content	(\$12) (6.3%)	\$9 3.7%	\$88 8.2%	\$73 6.9%
\$17	\$14	\$78	\$89	Media	\$12 76.2%	\$10 69.8%	\$62 79.2%	\$72 80.5%
\$38	\$35	\$129	\$142	Location-Based Entertainment*	\$8 20.2%	\$7 20.7%	\$20 15.4%	\$23 15.9%
-	-	-	-	Corporate and Other	(\$19)	(\$22)	(\$79)	(\$75)
\$252	\$291	\$1,275	\$1,285	Total	(\$11) (4.3%)	\$4 1.4%	\$90 7.1%	\$92 7.1%

*Adjusted EBITDAaL per Operating Segment note includes pre-opening costs and overhead relating to the management of Location-Based Entertainment
Please refer to slides 33 & 34 for Non-GAAP and Other Financial Measure

Note: Financial results above exclude Cineplex Digital Media

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 <https://www.sedarplus.ca/landingpage/>. Non-GAAP financial measures used in investor presentations included the following:

EBITDA	EBITDA is calculated by adding back to net income, interest income and expense, income taxes, depreciation, and amortization.
Adjusted EBITDA	Adjusted EBITDA excludes the change in fair value of financial instrument, loss (gain) on disposal of assets, foreign exchange, and impairment, depreciation, amortization, interest and taxes of Cineplex's other joint ventures and associates, and other items that do not in management's view represent a factor relevant to the ongoing performance of the business such as the Competition Tribunal's administrative monetary penalty.
Adjusted EBITDAaL	Adjusted EBITDAaL modifies adjusted EBITDA to deduct current cash rent paid or payable related to lease obligations.
Adjusted Free Cash Flow	Adjusted free cash flow is calculated by adjusting cash provided by operating activities by total capital expenditures net of proceeds on sale of assets, changes in operating assets and liabilities, changes in operating assets and liabilities of joint ventures and associates, repayments of principal component of lease obligations, principal portion of cash rent paid not pertaining to current period, growth capital expenditures, share of income of joint ventures and associates net of non-cash depreciation and financing fees.
Theatre Attendance	Theatre 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 theatre attendance for the period.
BPP excluding premium priced product	Calculated as total box office revenues for the period, less box office revenues from 3D, 4DX, UltraAVX, VIP, ScreenX and IMAX product divided by total paid theatre attendance for the period less paid theatre attendance for 3D, 4DX, UltraAVX, VIP, ScreenX and IMAX product.
CPP	Calculated as total theatre food service revenues divided by total paid theatre attendance for the period.
CMPP	Calculated as total cinema media revenues divided by total paid theatre attendance for the period

Non-GAAP Financial Measures

Premium Priced Product	Defined as 3D, 4DX, UltraAVX, IMAX, ScreenX and VIP film product.
Theatre concession margin per patron	Calculated as total theatre food service revenues less total theatre food service cost, divided by theatre attendance for the period.
Same theatre metrics	Same theatre metrics are calculated by removing the results for all theatres that have been opened, acquired, closed or otherwise disposed of subsequent to the start of the prior year comparative period.
Film cost percentage	Calculated as total film cost expense divided by total box office revenues for the period.
Theatre concession cost percentage	Calculated as total theatre food service costs divided by total theatre food service revenues for the period.
LBE food cost percentage	Calculated as total LBE food costs divided by total LBE food service revenues for the period.
Adjusted Store Level EBITDAaL Metrics	Calculated as total LBE revenues from all locations less the total LBE operating expenses, which excludes pre-opening costs and overhead relating to the management of LBE.
Adjusted Store Level EBITDAaL Margin	Calculated as adjusted store level EBITDAaL divided by total revenues for LBE for the period.

THANK YOU!



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