CINEPLEX INC.

INVESTOR PRESENTATION

SECOND QUARTER 2026

CINEPLEX

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 and six months ended June 30, 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

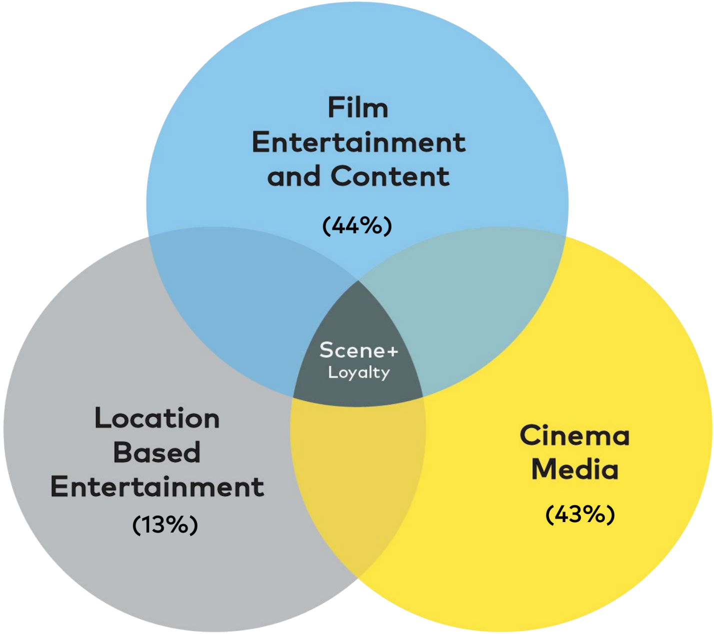
CINEPLEX MEDIA

THE REC ROOM 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 1,595 screens in 152 theatres
- ~74% market share in Canada

2025
Revenue: $1.1 billion
Adjusted EBITDAaL / Margin: $73 million / 6.9%

MEDIA[1]

CINEPLEX MEDIA

- Includes in-theatre advertising across 152 operated and 78 represented theatres, advertising in 17 operated Location-Based Entertainment venues, 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 · THE REC ROOM EATS & ENTERTAINMENT

- Includes Location-Based Entertainment (LBE) venues under brand names *The Rec Room* and *Playdium*
- Cineplex operates 17 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 250,000 members and was the first of its kind launched in Canada

CINECLUB · Scene+

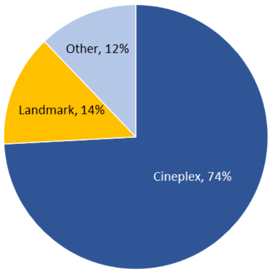
1. A definitive agreement to sell the digital place-based media business closed November 7, 2025. Segmented financial results exclude Cineplex Digital Media.

THEATRE EXHIBITION

Segment Overview

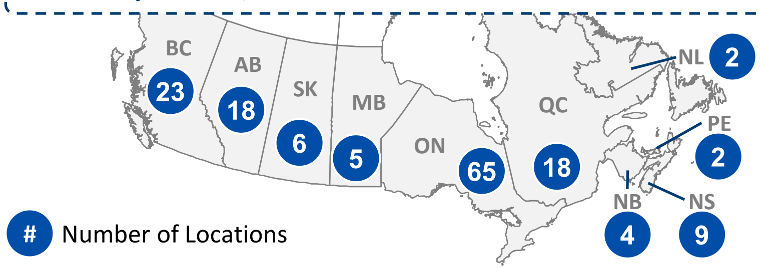
- Operates modern multiplex theatres in major metropolitan and mid-sized markets
- Offers multiple premium experiences for movie-lovers
- During 2025, premium theatre formats made up **43.2%** of box office revenues

2025 CANADIAN BOX OFFICE MARKET SHARE



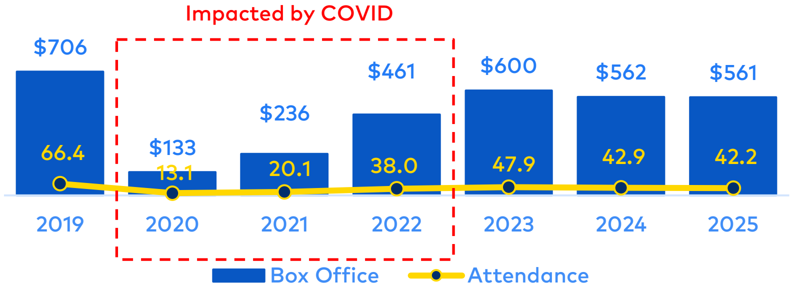
Location Overview

Operates 1,595 screens in 152 theatres across Canada

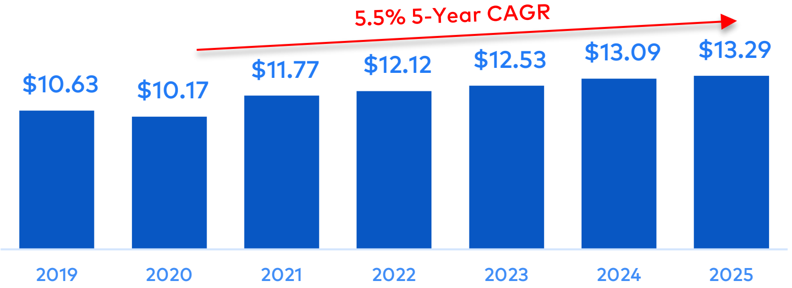


Note: as of June 30, 2026

Box Office Revenue ($M)



Box Office per Patron ($)

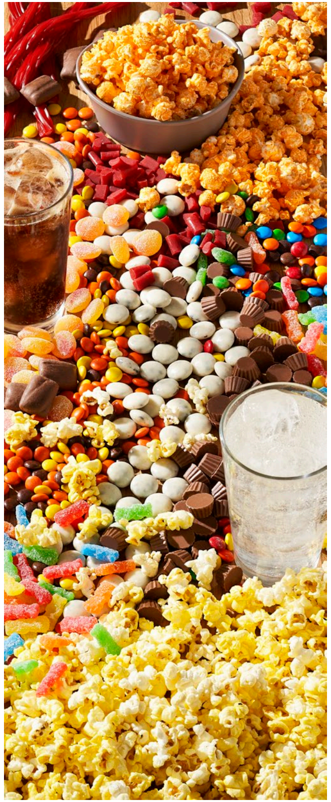


HIGH QUALITY ASSETS TO ENHANCE THE GUEST EXPERIENCE

	CINEPLEX 3D Digital Screens	ULTRA AVX	IMAX	CINEPLEX VIP CINEMAS	D-BOX	4DX	SCREENX	CLUBHOUSE	CINEPLEX Recliners
Screens[1]	813	98	29	99	104	7	20	5	318
Locations[1]	152	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 ▪ Environ-mental 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

1. As of June 30, 2026

THEATRE FOOD SERVICE

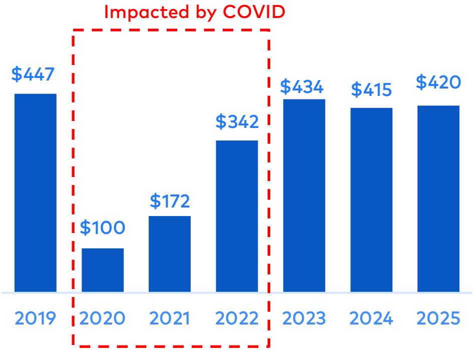


Segment Overview

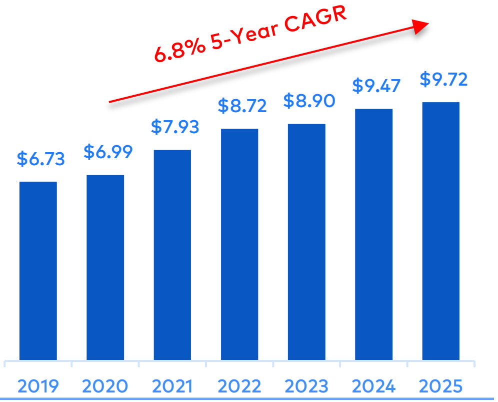
- Highly diversified product offering consisting core concessions in addition to expanded offerings through proprietary and third-party brands
- Alcohol offered at **122 locations**
- Home delivery service offered at **148 locations**
- Integrated Scene+ offers with targeted promotions to drive sales

OUTTAKES poptopia GOURMET POPCORN.

Theatre Food Revenue ($M)



Concession per Patron[1] ($)



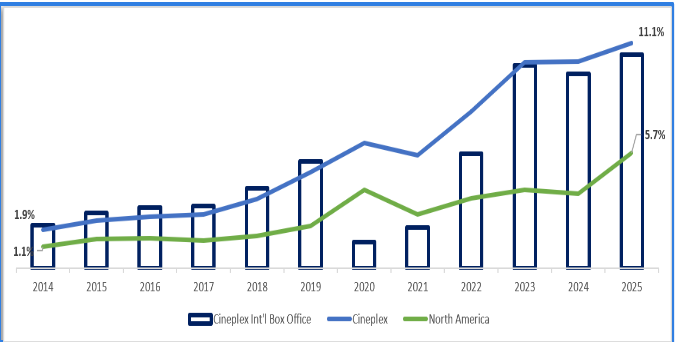
1. Food service revenue from LBE and delivery is not included in the CPP calculation.

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.

International Product as a % of Box Office Revenue



Mittran Da Chaleya Trick Ni
83%(1)

Guru Nanak Jahaz
82%(1)

Rabb Da Radio 3
80%(1)

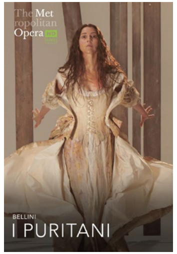
Chal Mera Putt 4
80%(1)

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.

CINEPLEX MEDIA

Segment Overview

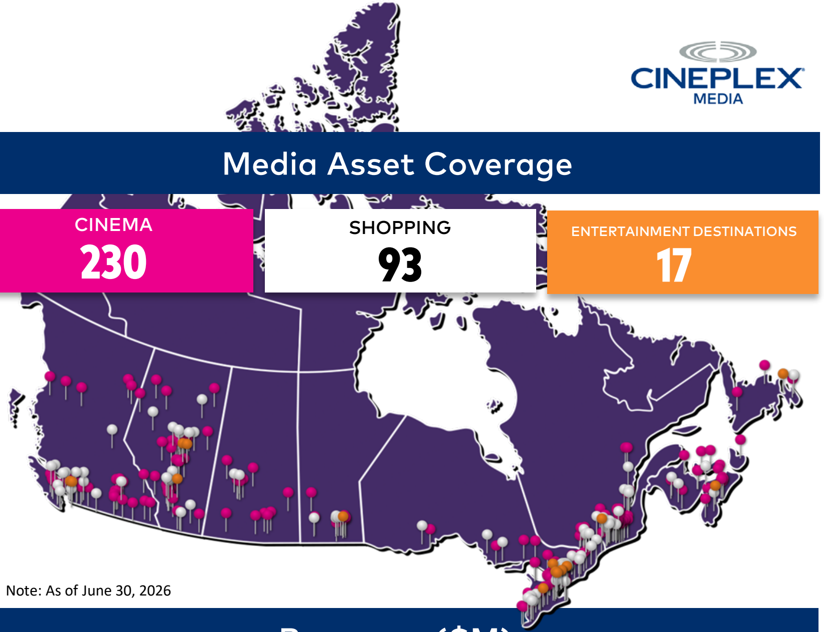
Fully owned national advertising business connecting brands to premium entertainment & leisure audiences at the height of engagement to the end of their physical or digital customer journey. Approximately 80% of Canadians are reached annually.

Extensive portfolio of media assets including:

- **Cinema:**
  - Premium on-screen video (Pre-show, Showtime, & VIP)
  - Digital Posters and Lobby media
  - Digital audience extensions (Cineplex.com, Cineplex App)
  - Affiliated media partner with 78 represented theatres
- **National footprint of represented shopping destinations:**
  - Over 90 shopping malls including 9 of the top 10 busiest malls in Canada.
  - Digital, Static, Sponsorships, and Activations in high-traffic retail environments
  - Member of Canadian Out-of-Home Marketing and Measurement Bureau (COMMB) with first and only COMMB accredited Mall Network
  - Exclusive advertising sales agent for Cineplex Digital Media operated digital out-of-home networks across Canada.
- **Location Based Entertainment Destinations:**
  - Media and experiential opportunities

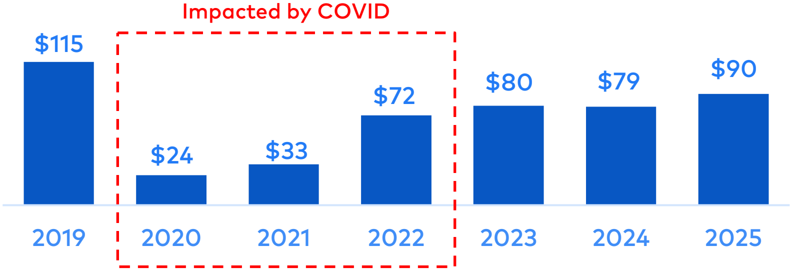
Media Asset Coverage

CINEMA	SHOPPING	ENTERTAINMENT DESTINATIONS
230	93	17



Note: As of June 30, 2026

Revenues ($M)



LOCATION-BASED ENTERTAINMENT (LBE) AT A GLANCE

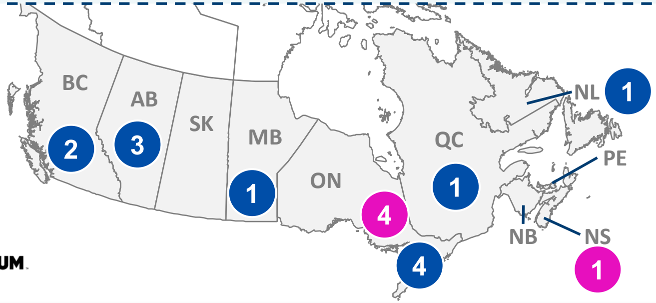
PLAYDIUM | THE REC ROOM EATS & ENTERTAINMENT

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

LBE Brands and Target Demographic

THE REC ROOM EATS & ENTERTAINMENT	PLAYDIUM
Millennials, GenX with kids, and corporate groups	Teens, families, groups

Operates 17 locations across Canada



THE REC ROOM EATS & ENTERTAINMENT (blue)

PLAYDIUM (pink)

OFFERINGS

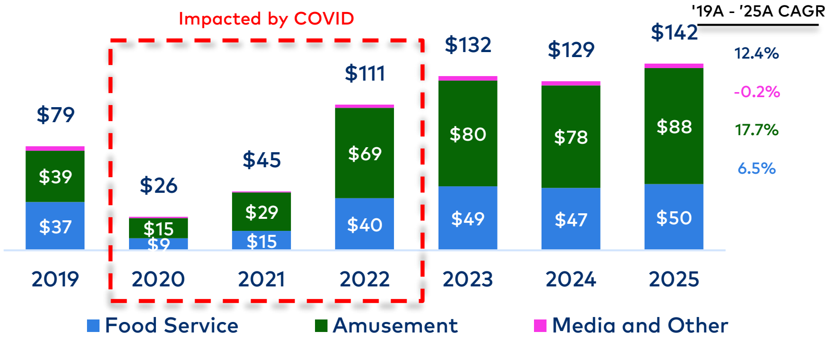
Dining	Amusement & Attractions	Entertainment	Groups & Events
			

LBE FINANCIAL SUMMARY

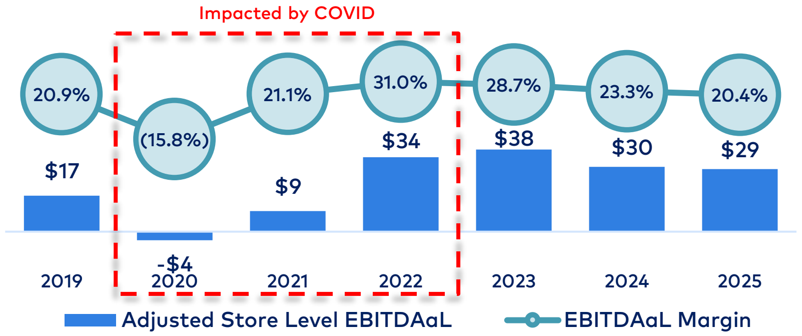
PLAYDIUM

THE REC ROOM EATS & ENTERTAINMENT

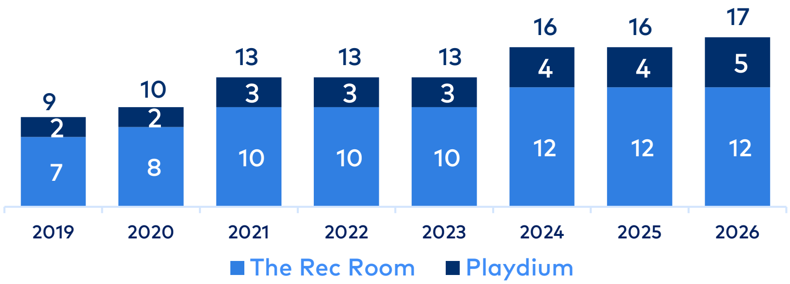
Revenue ($M)



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 Q4 2024, 1 location opened in Q2 2026.

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 Scene+ partnership increases program ENGAGEMENT and access to NON-MOVIEGOERS

SCENE

Scene

Entertainment Loyalty Program

Lifestyle Loyalty Program

2007 - 1st Member Joins

2021 - 10.4 Million Members

2025 - 15 Million Members

2007

The SCENE loyalty program commenced in 2007 with Cineplex and Scotiabank each owning a 50% interest in the program.

2015

RECIPE Unlimited joins the SCENE loyalty program as partner

2020

December 2020, Cineplex reduced interest in program from 50% to 33.3% for $60 million.

2021

Rakuten and Expedia join the SCENE loyalty program as partners

2022

December 2021, SCENE combined with Scotia Rewards and re-branded to Scene+.

August 2022, Empire Company Limited became co-owner, with each of Cineplex, Scotiabank, and Empire owning 1/3rd of Scene+.

2023

Home Hardware joins the SCENE+ loyalty program as partner

2026

Shell Canada and Tangerine join the SCENE+ loyalty program as partners

Canada's leading lifestyle loyalty program with over 15 million members as of June 30, 2026

INVESTMENT HIGHLIGHTS

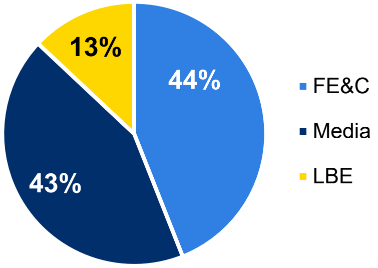
INVESTMENT HIGHLIGHTS

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

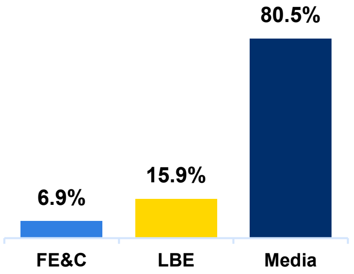
1 DIVERSIFICATION OF BUSINESS AND REVENUE STREAMS

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

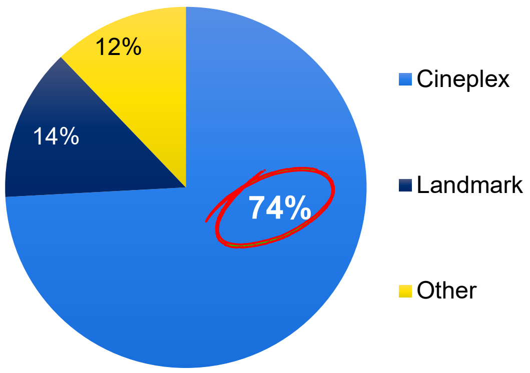
Diversification continues to drive growth and reduces company risk profile

1. Excluding CDM

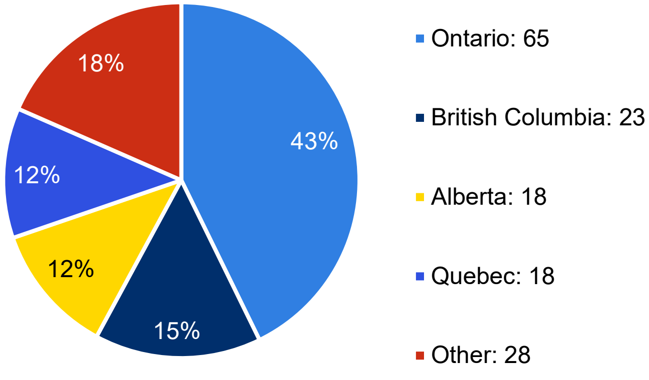
2

LEADING BOX OFFICE MARKET SHARE AND GEOGRAPHIC DIVERSITY ACROSS CANADA

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



Diversified Provincial Exposure[2]



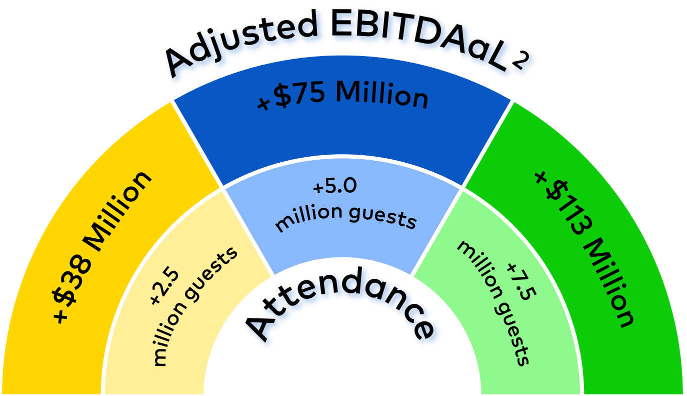
Largest and most successful motion picture exhibition company in Canada

1,595 screens and 152 theatres from coast to coast

1. Market data per Rentrak on gross box office
2. Theatre locations as of June 30, 2026

3 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 Patron[1]	$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

(1) Excluding estimated incremental operating costs
(2) Estimated $15.25 per patron including exhibition contribution per patron, cinema media per patron, and estimated incremental operating costs

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

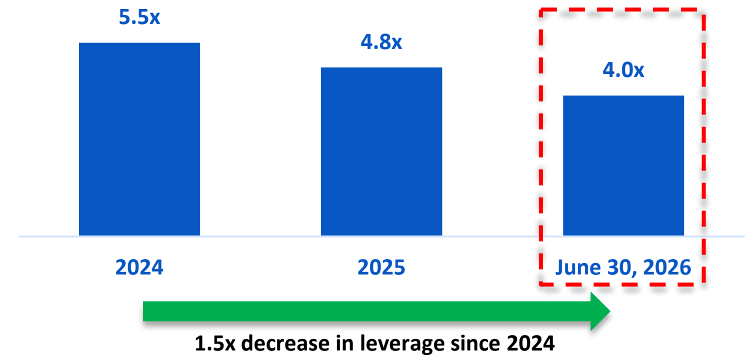
3 STRONG OPERATING LEVERAGE AND PATH TO TARGET LEVERAGE RATIO

Meaningful Deleveraging and Enhanced Capital Allocation Flexibility

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%		$173	$216

- Simple leverage ratio reduced by 1.5x from 5.5x in 2024 to 4.0x as of Q2 2026
- 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.

Historical Simple Leverage Ratio



Attendance Growth + EBITDAaL Expansion

Path to Target Leverage of 2.5x - 3.0x

Simple Leverage Ratio = Net Debt ÷ Adjusted EBITDAaL. Net Debt is calculated as the face value of long-term debt, excluding convertible debentures, less cash and cash equivalents.

Note: expressed in $millions, unless otherwise stated
(1) As at June 30, 2026
(2) Maturity date of September 18, 2028 if Senior Secured Notes have not been repaid, redeemed, or refinanced in full, otherwise March 18, 2029
(3) Conversion price of $10.29

4 DATA-DRIVEN INSIGHTS FROM LEADING LOYALTY PROGRAM AND ECOSYSTEM TOUCHPOINTS

INTERNAL AND EXTERNAL DATA → **CUSTOMER 360 DATA BASE** → **DATA USES**

External Data Sources

Revenue →

Monetization

- Omni-channel personalization platform
- Personalized digital experiences
- Targeted messaging
- Media re-targeting and attribution

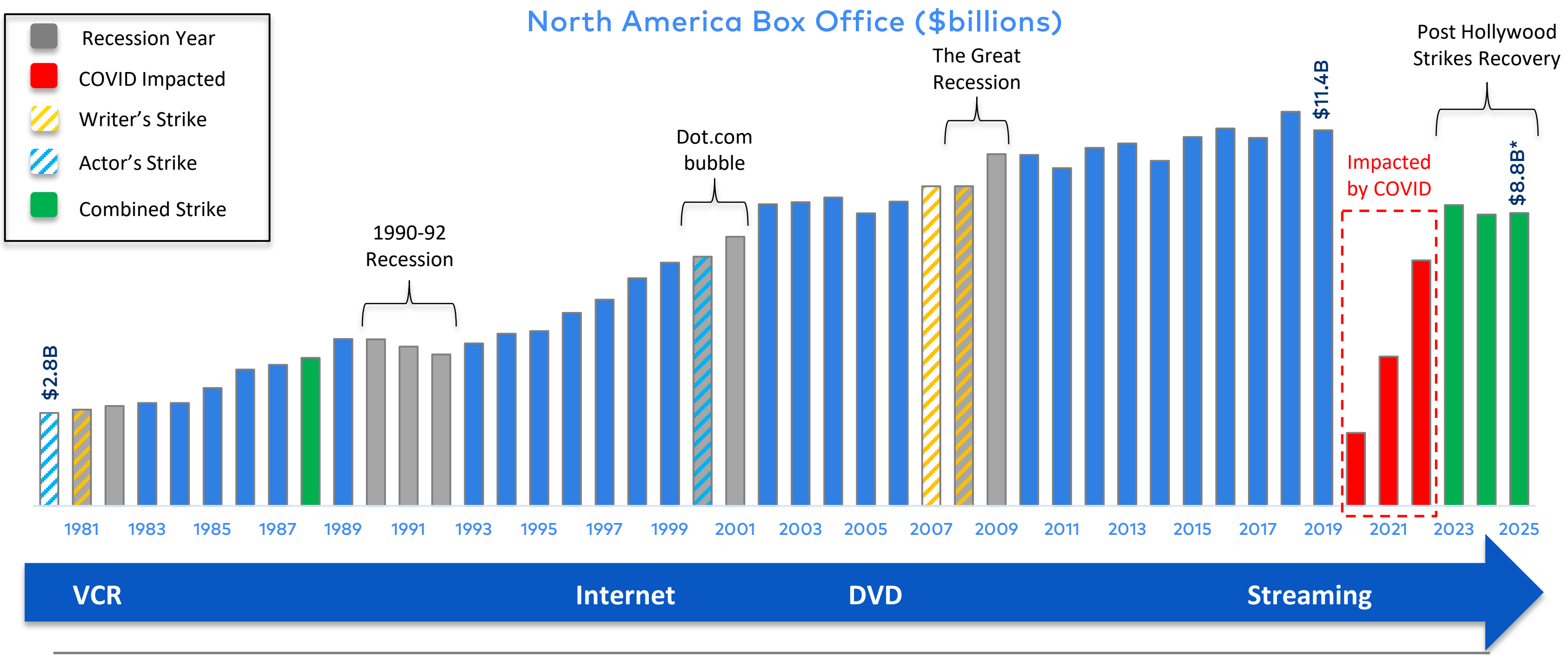
Cost Savings →

Business Intelligence

- Analytics
- Forecasting
- Cost management
- Leverage AI/ML models

EBITDAaL

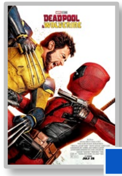
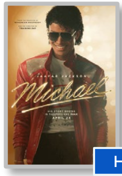
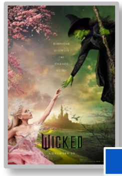
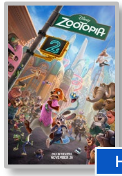
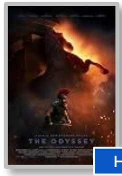
5 DEFENSIVE BUSINESS AND RESILIENT TO RECESSIONARY PERIODS



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

*Sources: North America ComScore; Cinema United

5 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					
 Deadpool & Wolverine *July 2024*	$637mm	 Lilo & Stitch *May 2025*	$424mm	 Michael *April 2026*	$372mm
Highest grossing R rated film of all-time				Highest grossing biopic of all-time	
 Wicked *November 2024*	$473mm	 Zootopia 2 *November 2025*	$428mm	 Toy Story 5 *June 2026*	$470mm
Highest grossing film based on a Broadway musical		Highest grossing Walt Disney Animation film globally		Highest grossing film in the *Toy Story* franchise	
 Moana 2 *November 2024*	$460mm	 Avatar: Fire and Ash *December 2025*	$404mm	 The Odyssey *July 2026*	$430mm
				Highest grossing Christopher Nolan film of all-time	
 A Minecraft Movie *April 2025*	$424mm	 The Super Mario Galaxy Movie *April 2026*	$430mm	 Spider-Man: Brand New Day *July 2026*	$655mm
Biggest global opening for a video game adaptation				Largest domestic opening of all-time	

Source: Box Office Mojo, The Numbers as of August 10, 2026

6 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.
- Recipient of the Order of Canada, the Order of Ontario, Canada's Most Innovative CEO, Canada's Most Admired CEO, the ICTA Global Cinema Innovation Award, the NATO Marquee Award, and the Legend of Cinema Award, one of the industry's highest honours.
- *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

DRIVE ATTENDANCE & FREQUENCY

- Increase content opportunities including international product
- Personalized marketing
- Scene+ loyalty

INCREASE CONSUMPTION

- Mobile food ordering
- CineClub growth
- Pricing strategies

ENHANCE THE GUEST EXPERIENCE

- Digital enhancements
- Premium experiences

FOOTPRINT OPTIMIZATION

- Maximize revenue per sq.ft
- Junxion provides for an alternative use of space as a one-stop-shop entertainment destination

DRIVE MEDIA GROWTH

- Grow cinema media advertising
- Expand media spend with existing customer and expand into new categories
- Leverage data and retargeting opportunities

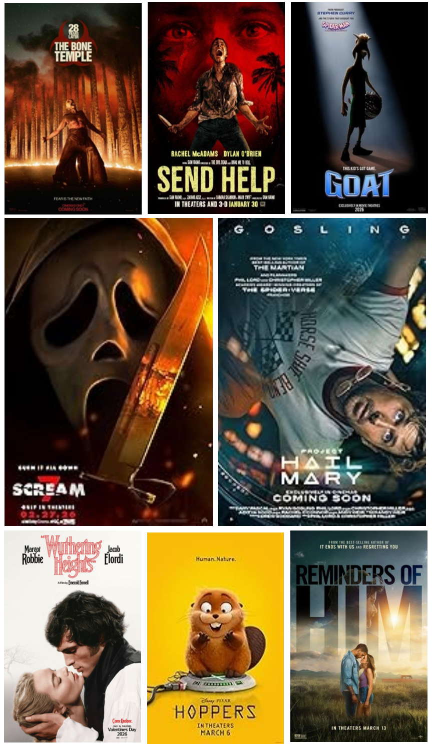
LBE OPTIMIZATION

- Margin enhancements through efficiencies and scale
- Expand amusement and food offerings

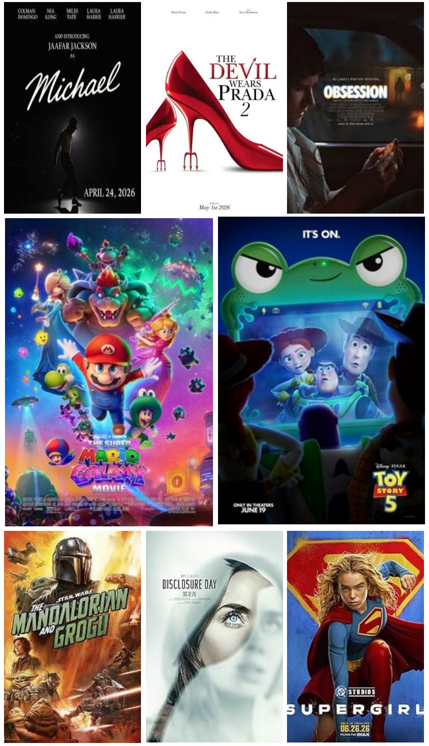

A LOOK AHEAD

2026 NOTABLE TITLES

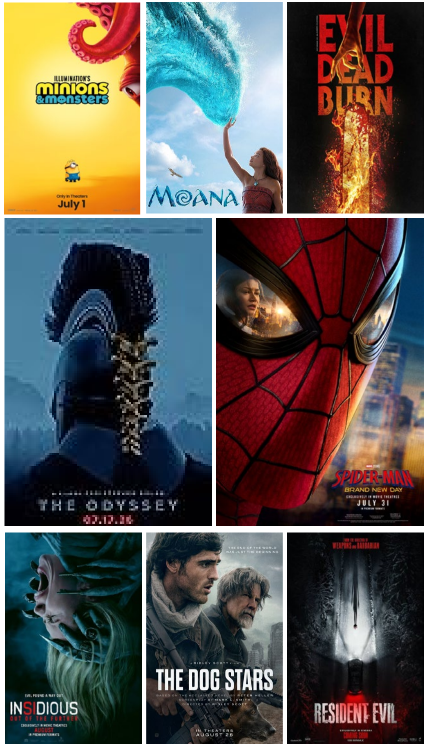
Q1



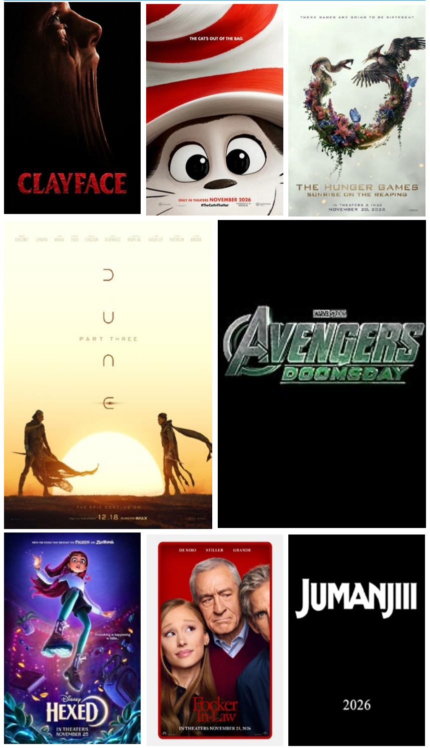
Q2



Q3



Q4



APPENDIX

Q2 2026 FINANCIAL HIGHLIGHTS

Theatre Exhibition	• Entertained 12.7 million guests during the quarter, a 9.3% increase relative to the prior year • Reported box office revenues of $176.2 million, 11.2% higher than the prior year and the highest second quarter revenue since 2019 • Recognized all time second quarter theatre food services revenue of $130.0 million
Per Patron Spend	• Delivered all time quarterly record BPP of $13.91 • Delivered all time quarterly record CPP of $10.26
Amusement & Leisure	• Reported $32.0 million in revenue, a 3.7% decline relative to the prior year • Opened Playdium Vaughan, Cineplex's 17th Location-Based Entertainment venue
Media	• Recognized $20.2 million in cinema media revenues, a 4.4% increase over the prior year despite strong pharmaceutical sales in the prior year period
Loyalty & Subscription	• Over 15 million Scene+ members, representing roughly one-third of the Canadian population and over 18 years of history • Over 250,000 members in the CineClub program
Profitability	• Reported $383.7 million in second quarter total revenues from continuing operations, the highest second quarter total in the Company's history • Grew adjusted EBITDAaL to $40.8 million, representing a 20.4% increase over the prior year • Generated $23.8 million in adjusted free cash flow, 41.2% higher than the prior year

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

SECOND 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	
Q2 2025	Q2 2026		2024	2025
$158	$176	**Box Office**	$562	$561
$130	$145	**Food Service**	$462	$470
$19	$20	**Media**	$79	$90
$24	$22	**Amusement**	$93	$102
$17	$21	**Other**	$79	$63
$349	**$384**	**Total Revenue**	**$1,275**	**$1,285**
$0	**$8**	**Net Income (Loss) from continuing operations**	**($104)**	**($37)**
$75	**$82**	**Adjusted EBITDA***	**$251**	**$253**
$34	**$41**	**Adjusted EBITDAaL***	**$90**	**$92**
9.7%	10.6%	**Adjusted EBITDAaL Margin***	7.1%	7.1%
-%	2.0%	**Net Income (Loss) Margin**	(8.2%)	(2.9%)
11,583	12,666	**Theatre Attendance***	42,946	42,177
$13.68	$13.91	**BPP***	$13.09	$13.29
$10.04	$10.26	**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

SECOND QUARTER AND YEAR TO DATE SEGMENTED FINANCIAL SUMMARY

IN MILLIONS OF DOLLARS

REVENUES					ADJUSTED EBITDAaL and MARGIN			
Quarterly		Annual			Quarterly		Annual	
Q2 2025	Q2 2026	2024	2025	OPERATING SEGMENT	Q2 2025	Q2 2026	2024	2025
$297	$332	$1,068	$1,054	**Film Entertainment and Content**	$36 *12.2%*	$48 *14.5%*	$88 *8.2%*	$73 *6.9%*
$19	$20	$78	$89	**Media**	$15 *78.7%*	$15 *76.2%*	$62 *79.2%*	$72 *80.5%*
$33	$32	$129	$142	**Location-Based Entertainment***	$4 *13.3%*	$2 *5.4%*	$20 *15.4%*	$23 *15.9%*
-	-	-	-	**Corporate and Other**	($22)	($24)	($79)	($75)
$349	**$384**	**$1,275**	**$1,285**	**Total**	**$34** ***9.7%***	**$41** ***10.6%***	**$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, DBOX, 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!

CONTACT

Mahsa Rejali

VP, Corporate Development & Investor Relations

E: InvestorRelations@cineplex.com