

CINEPLEX INC.

INVESTOR PRESENTATION

THIRD QUARTER 2023

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, 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, 2022 and for the nine months ended September 30, 2023 (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.

OVERVIEW



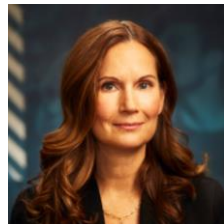
STRONG MANAGEMENT TEAM THAT HAS OVERSEEN THE GROWTH OF THE BUSINESS



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

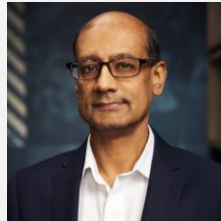
Chief Operating Officer

- 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
- 30+ years of industry experience



Kevin Watts

EVP, Exhibition and LBE



Thomas Santram

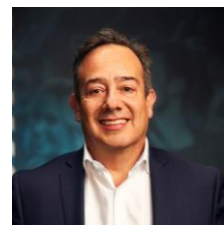
SVP, General Counsel Legal



Gord Nelson

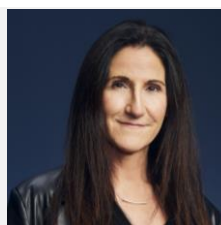
Chief Financial Officer

- 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+
- 30+ years of industry experience



Fab Stanghieri

EVP and Managing Director, Media



Kim West

Vice President, Human Resources

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



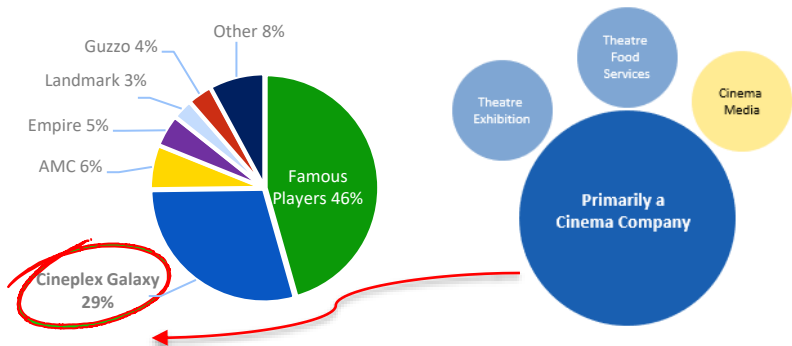
DISCIPLINED STRATEGY TO CREATE A DIVERSIFIED BUSINESS

Pure Play Theatre and Cinema Media Company

1 (2003 – 2012)

Build market share in the theatrical exhibition market and established a national presence in Canada

BOX OFFICE MARKET SHARE⁽¹⁾
FOR FULL YEAR ENDED DECEMBER 31, 2003

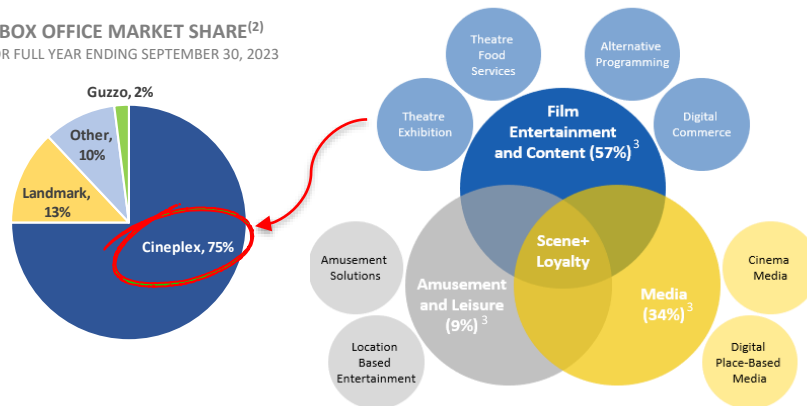


Diversified Entertainment and Media Company

2 (2012 – Present)

Extend off core competencies and market position to create a diversified entertainment and media company

BOX OFFICE MARKET SHARE⁽²⁾
FOR FULL YEAR ENDING SEPTEMBER 30, 2023



Following a strategic focus centered around strengthening market position in the exhibition business, current management has executed on its strategic plan and transformed Cineplex into a leading and diversified Media & Entertainment Company. Cineplex is the **LARGEST** motion picture exhibition company in Canada.

1. Source: A.C. Nielson EDI Data
 2. Source: Rentrak
 3. Percentages represent 2019 adjusted EBITDAal (excl. Corporate & Other) split by division



DIVERSIFIED BUSINESS SEGMENTS

FILM ENTERTAINMENT & CONTENT



- Includes Theatre Exhibition, Theatre Food Service, Alternative Programming, Digital Commerce
- Cineplex is the largest motion picture company in Canada and operates 1,600+ screens in 158 theatres
- ~75% market share in Canada
- 2019 Revenue: \$1.2 billion

MEDIA



- Includes in-theatre advertising (Cineplex Media) and a digital place-based media business (Cineplex Digital Media) that operates in four key verticals: quick service restaurants, retail, financial and digital-out-of-home
- 2019 Revenue: \$196 million

AMUSEMENT & LEISURE



- Includes Amusement Solutions and Location-Based Entertainment (LBE) venues under brand names *The Rec Room* and *Playdium*
- Cineplex operates 13 LBE locations across Canada
- 2019 Revenue: \$257 million

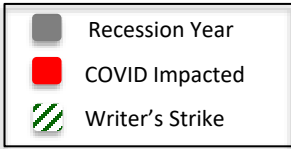
LOYALTY & MARKETING

- Includes Canada's leading loyalty program, Scene+, which has over 14 million members
- Cineplex's entertainment subscription program, CineClub, has over 130,000 members and was the first of its kind launched in Canada

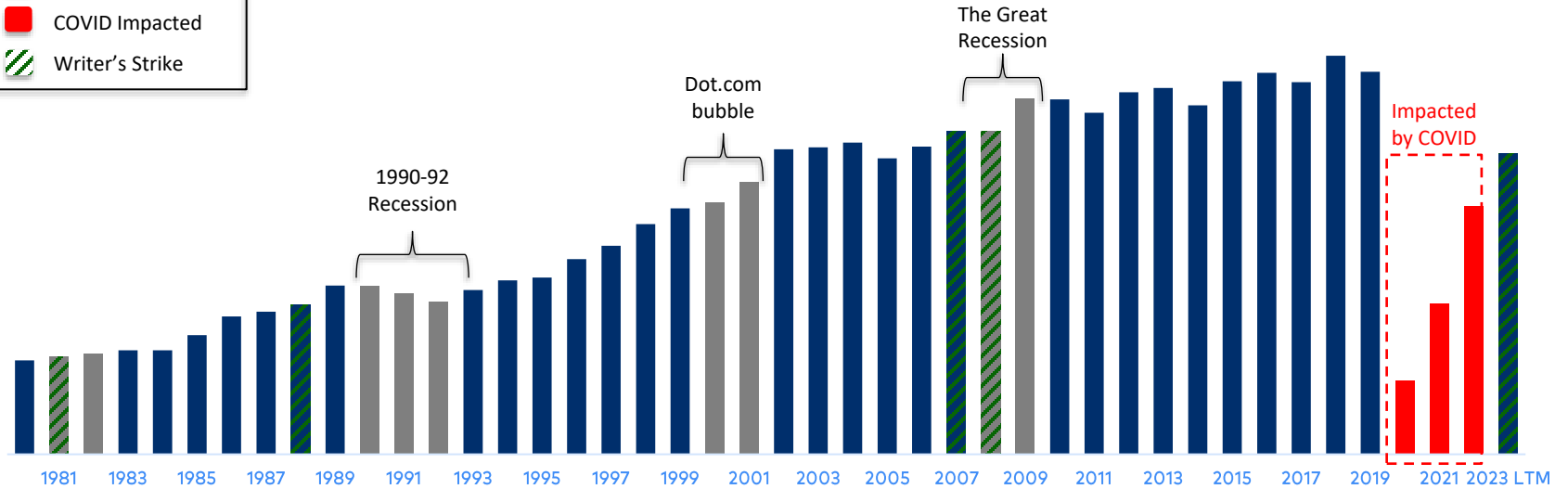


EXHIBITION INDUSTRY TRENDS

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





North America Box Office (\$billions)



Sources: North America ComScore; NATO

MAJOR FILM RELEASES HAVE PERFORMED BETTER THAN PRE-COVID LEVELS...

FILM	TOTAL DOMESTIC BOX OFFICE	TOTAL WORLDWIDE BOX OFFICE	ACCOLADES
 <p><i>Top Gun: Maverick</i> May 2022</p>	\$719mm	\$1,474mm	<ul style="list-style-type: none"> • Highest grossing domestic Paramount film ever, and Tom Cruise's most successful film to date • 5th highest grossing film ever in North America
 <p><i>Avatar: The Way of Water</i> December 2022</p>	\$684mm	\$2,320mm	<ul style="list-style-type: none"> • 2nd highest 20th Century Fox film all time behind its predecessor, <i>Avatar</i> • 3rd highest grossing film all-time globally
 <p><i>The Super Mario Bros. Movie</i> April 2023</p>	\$574mm	\$1,361mm	<ul style="list-style-type: none"> • 2nd highest grossing animation film in North America • Top 5 family movies of all time globally
 <p><i>Barbie</i> July 2023</p>	\$636mm	\$1,441mm	<ul style="list-style-type: none"> • Highest grossing comedy film of all time and counting • Highest grossing Warner Bros film ever, and highest grossing film from a female director

Source: Box Office Mojo, The Numbers as of October 27, 2023

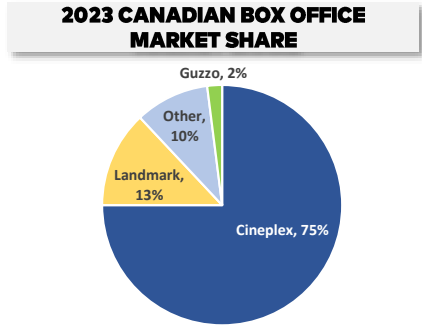
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THEATRE EXHIBITION

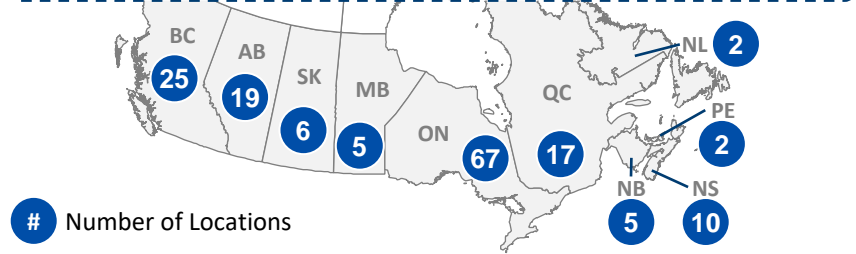
Segment Overview

- Operates modern multiplex theatres in major metropolitan and mid-sized markets
- Offers multiple premium experiences for movie-lovers
- During Q3 2023 year to date, premium theatre formats made up **42.7%** of box office revenues



Location Overview

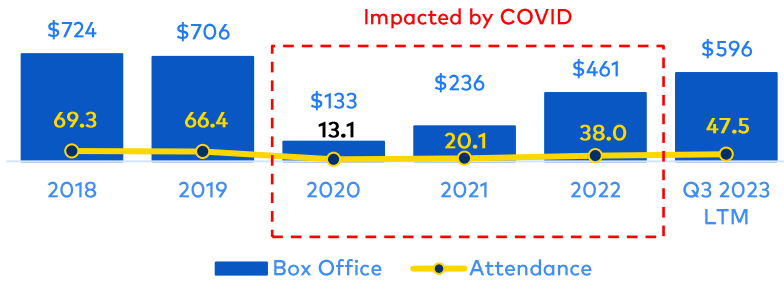
Operates 1,631 screens in 158 theatres across Canada



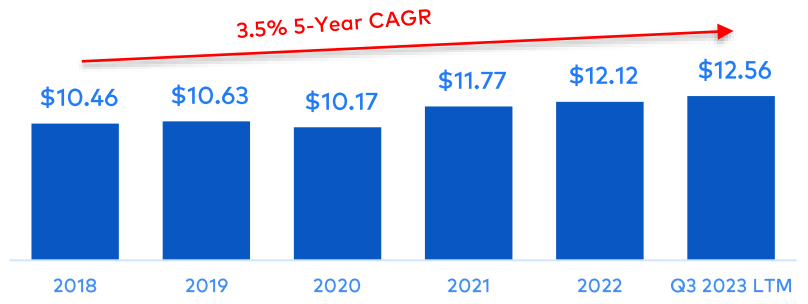
Number of Locations

Note: as of September 30, 2023

Box Office Revenue (\$M)



Box Office per Patron (\$)



THEATRE EXHIBITION



Screens ¹	809	97	25	99	102	7	15	5	295
Locations ¹	158	80	25	25	88	7	15	5	35
Premium Pricing	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reserved Seating	✓	✓	✓	✓	✓	✓	✓	✓	✓
Features	<ul style="list-style-type: none"> ▪ 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 synchronization with the action on screen ▪ Specially designed motion seats set in pods of four and synchronized 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



Note: 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 **116 locations**
- Home delivery service offered at **148 locations**
- Integrated Scene+ offers with targeted promotions to drive sales

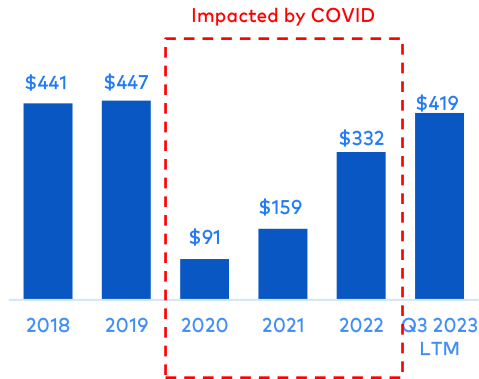
OUTTAKES



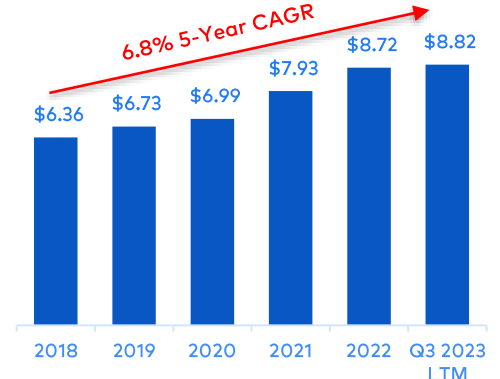
Melt
 THEATRE EXPERIENCE

pOptopia
 GOURMET POPCORN

Theatre Food Revenue (\$M)



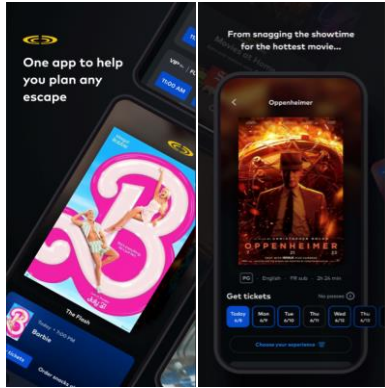
Concession per Patron⁽¹⁾ (\$)



ALTERNATIVE PROGRAMMING & DIGITAL COMMERCE

Digital Commerce

Mobile App



Improves the guest experience by providing:

- Movie showtimes and information
- Online and mobile ticketing
- Pre-order concessions ahead of arrival

Cineplex Store



- Premier destination for Canadians to buy, rent and download digital movies and allows for at home and on-the-go viewing

Alternative Programming



Escape into new sights, big sounds, and rich culture through the movie magic of foreign language film.



Arts & Culture, sporting events, and concert presentation with front row and centre stage seating!



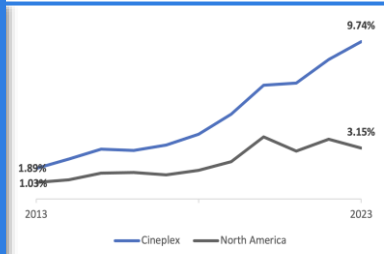
An expansion of Cineplex's distribution business, bringing more titles to Canadian audiences.

ALTERNATIVE PROGRAMMING (CONTINUED)

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 ~10% of its box office revenues from international content year to date Q3 2023 as compared to ~3% for the North American industry

International Product as a % of Box Office Revenue



Kali Jotta 83% **Jodi 80%** **Chal Mera Putt 2 77%** **Pathaan 31%**

Event Cinema

Classic Film Series

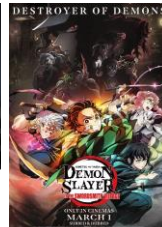
Anime Features

Concert and Music Events

The Met: Live in HD

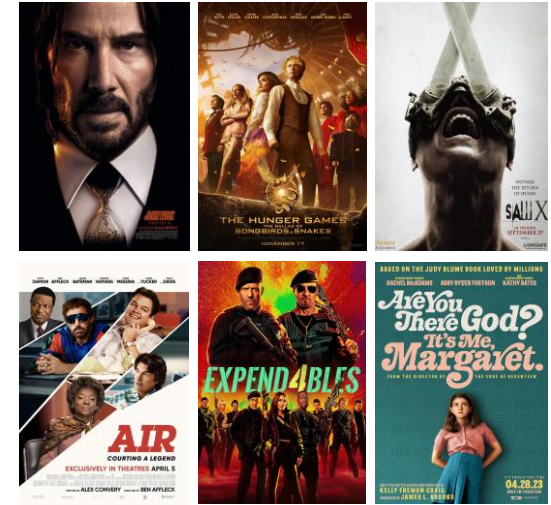
Stage Productions

Sporting Events



Cineplex Pictures

Cineplex Pictures & Lionsgate entered into strategic collaboration Canadian Distribution of 11 titles in 2023, in addition to many other titles



Segment Overview

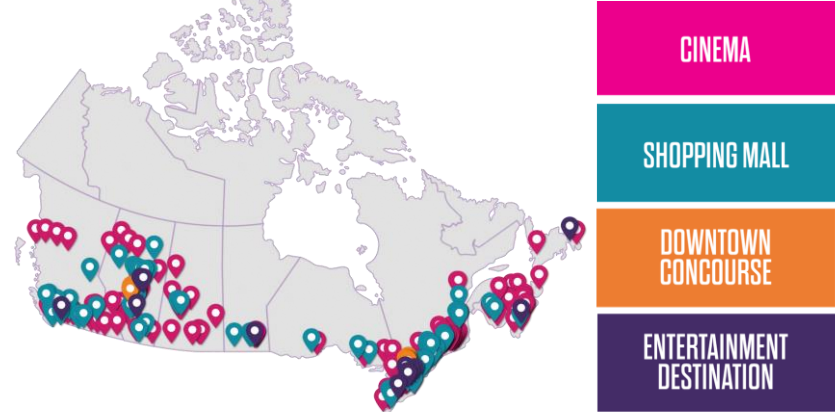
Cineplex Media unlocks access to premium entertainment & leisure audiences, at the height of engagement to the end of their physical or digital customer journey.

Extensive portfolio of media assets including:

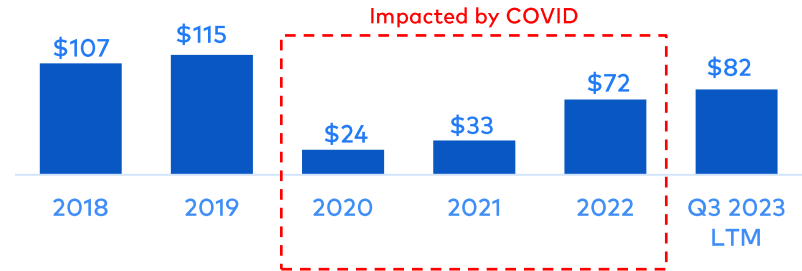
- **In-Cinema:**
 - On-screen advertising (Pre-show, Showtime, & VIP)
 - Digital Lobby: Digital Posters and Lobby Show
 - Cineplex.com and Cineplex App advertising
 - Sponsorships & Experiential Activations
- **Location Based Entertainment Destinations:**
 - Digital Posters, Sponsorships & Activations
- **National footprint of represented shopping destinations:**
 - Over 80 shopping mall and urban pathways, including 5 of the top 10 busiest malls in Canada
 - Digital Posters, Large Format Digital, Sponsorships



Media Asset Coverage



Revenues (\$M)



CINEPLEX DIGITAL MEDIA (CDM)



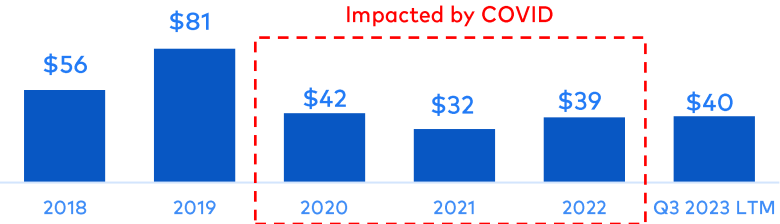
Segment Overview

- Full service, digital place-based ecosystem based on experiential technologies
- **Contractual exclusive relationships** with leading malls and concourses
- Primarily service quick service restaurants, financial, retail and shopping mall & concourse clients

<p>Digital Out of Home</p>	<p>Quick Service Restaurants</p>
<p>Financial</p>	<p>Retail</p>



Revenues (\$M)



LOCATION-BASED ENTERTAINMENT (LBE)

Segment Overview

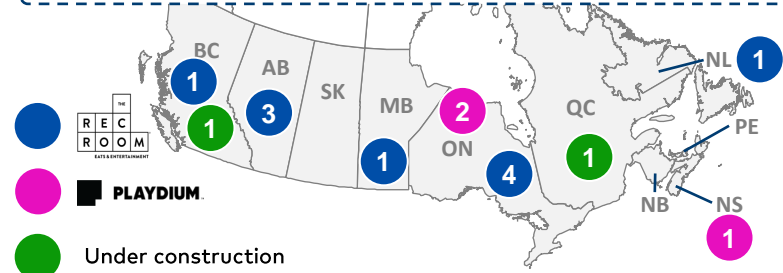


- Amusement gaming, live entertainment, feature attractions and dining experiences
- Large gaming and attractions area, bar, live entertainment and upscale casual dining
- Target: Millennials, GenX with kids, and corporate groups
- 2 locations estimated to open in 2024



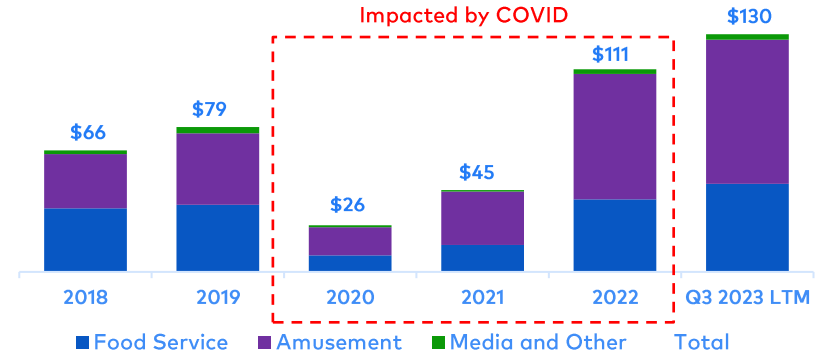
Location Overview

Operates 13 locations across Canada



Note: as of September 30, 2023

Revenues (\$M)



- Large entertainment complexes in mid-sized communities across Canada
- Large game floors, active attractions, fun and playful food
- Target: Teens, their friends and families and groups
- Currently operating 3 locations across Canada



PLAYER ONE AMUSEMENT GROUP (P1AG)

Segment Overview

P1AG provides end-to-end amusement solutions for businesses of all sizes in North America through two segments:

Route Operations

- Operator of amusement and vending equipment under revenue share model
- Recurring high margin revenues
- Real-time reporting capabilities
- Turnkey customizable solutions

Sales & Distribution

- Sale of the latest, top earning amusement and vending equipment
- “Sticky” customer base
- After-sales support: merchandising, parts, game rotation and installation

Select Customers

Route Operations

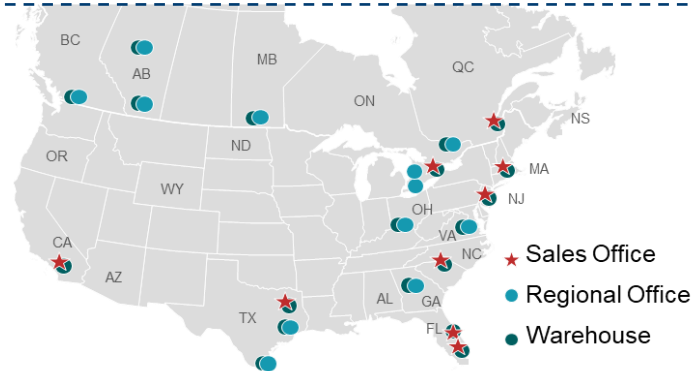


Sales & Distribution

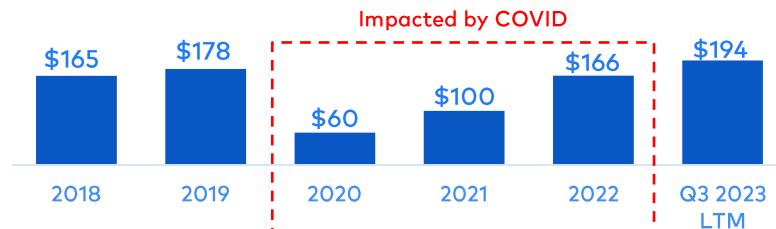


Location Overview

Coast-to-coast coverage across Canada and the U.S.



Revenues (\$M)

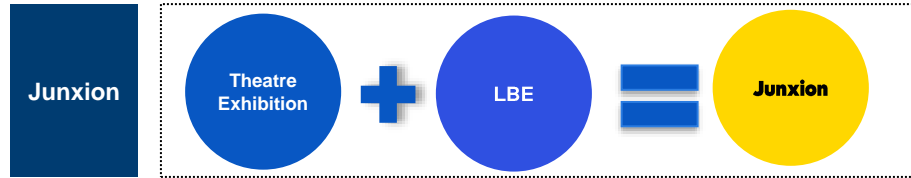


JUNXION: INNOVATION & OPTIMIZATION

Cineplex's immersive Junxion concept provides a one-stop shop entertainment experience that maximizes revenue-per-square-foot



- First Cineplex Junxion location opened in December 2022 in Winnipeg, Manitoba.
- Second location opened in May 2023 in Mississauga, Ontario.



THE COMPLETE NIGHT OUT



Social



Live Entertainment



Movie Theatre



Food & Beverage



Amusement Gaming

SCENE+ LOYALTY PROGRAM

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



Entertainment Loyalty Program

Lifestyle Loyalty Program

2007 1st Member Joins

2021 10.4 Million Members

Sept 2023 14 Million Members

2007

2020

2022

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

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

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

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



Canada's leading lifestyle loyalty program with over **14 million** members



MARKETING & LOYALTY

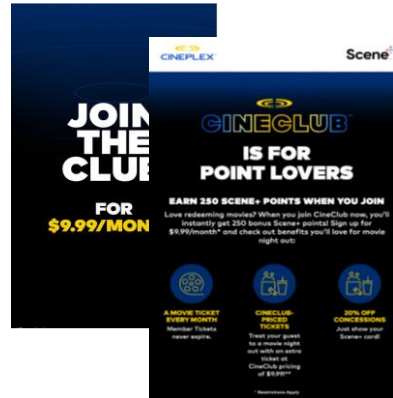
Cineplex has created a deeply resonant brand presence in Canada as a loved escape. We build on this guest sentiment with compelling products and rich guest insights which drive engagement and increase attendance and higher per-patron spend.

BRAND WORK



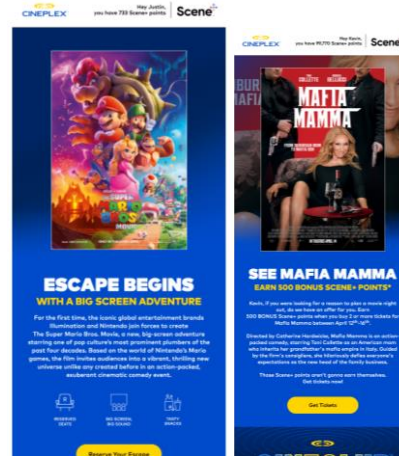
- Resonant Master Brand Platform
- Unique Premium Sub-brands to drive engagement

CINECLUB



- 130k+ Members
- Drive attendance & frequency
- Increase spend across ecosystem
- Strong brand advocates and promoters

PERSONALIZATION



- Targeted and personalized offers and platform experience
- Unique guest journeys across our eco system

SCENE+



- Rich data eco-system to drive personalization
- Over 14 million SCENE+ members

CAPITAL STRUCTURE AND ALLOCATION

De-levering the Balance Sheet Remains A Focus

(\$M)	Maturity	Interest Rate	Capacity	Book Value	Face Value
Credit Facility	Nov 2024	6.40%	\$541	\$301	\$301
Notes Payable	Feb 2026	7.50%		\$247	\$250
Total				\$548	\$551
Convertible Debentures ⁽¹⁾	Sept 2025	5.75%		\$267	\$316

Timing and extent of box office and share price recovery

Target Leverage Ratio of 2.5x to 3.0x

- Immediately prior to the pandemic, the Company was operating at a covenant leverage ratio of 2.32x and has strong financial disciplines and focus on de-levering over the near-term
- As the business continues to ramp up, we will continue to focus on reaching our target leverage ratio of 2.5x - 3.0x.
- 2023 net capex guidance of \$60 million
- Minimal cash taxes over the next two years due to non-capital losses available to utilize against future periods
- Financial covenant testing of the Total Leverage Ratio has been suspended from Q1 2023 through to and including Q3 2023

Strengthened balance sheet by paying down \$55M of Credit Facility during 2nd and 3rd quarter

Note: as of September 30, 2023

(1) Conversion price of \$10.94

A group of five diverse people (three women and two men) are seated around a dark wooden table in a restaurant or bar setting. They are all smiling and laughing, engaged in conversation. The table is set with plates of food, including what appears to be a burger and fries, and several glasses of drinks. The background features a dark wood-paneled wall and a black leather tufted booth. The overall atmosphere is warm and social.

**QUARTERLY HIGHLIGHTS &
FINANCIAL RESULTS**

HIGHLIGHTS OF THIRD QUARTER 2023 RESULTS



Theatre Exhibition

- Outperformed North American box office recovery by 9% when comparing Q3 2023 to Q3 2019
- Third quarter box office revenue record of \$188.2 million
- Premium format represented 35.0% of box office



Per Patron Spend

- Q3 record box office revenues per patron of \$12.00, up 6.7% from Q3 2022 and up 18.1% from Q3 2019
- Q3 concession revenues per patron was \$8.44, up 1.1% from Q3 2022 and up 26.3% from Q3 2019



Amusement & Leisure

- Q3 record revenue of \$49.0 million in P1AG, an increase of 7.7% from Q3 2022
- Reported third quarter record revenue of \$34.2 million in LBE, 10.2% increase from Q3 2022
- Reported third quarter record adjusted store level EBITDAaL of \$9.9 million in LBE



Media

- Media revenues increased 15% over Q3 2022



Loyalty & Subscription

- CineClub program crossed 130,000 members in Q3 2023
- Over 14 million Scene+ members, representing one-third of the Canadian population and 15 years of history



Profitability

- All-time quarterly record adjusted EBITDAaL of \$83.1 million compared to \$20.4 million in Q3 2022
- Delivered \$66.9 million of adjusted free cash flow compared to \$1.6 million adjusted free cash flow in Q3 2022

*Please refer to slides 32 & 33 for Non-GAAP and Other Financial Measure

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THIRD QUARTER AND FULL YEAR FINANCIAL SUMMARY

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

QUARTERLY RESULTS						ANNUAL RESULTS				
Q3 2019	Q3 2020	Q3 2021	Q3 2022	Q3 2023		2019	2020	2021	2022	Q3 2023 LTM
\$178	\$15	\$94	\$125	\$188	Box Office	\$706	\$133	\$236	\$461	\$596
\$126	\$15	\$80	\$105	\$146	Food Service	\$483	\$109	\$187	\$381	\$476
\$43	\$13	\$14	\$25	\$29	Media	\$197	\$65	\$65	\$112	\$122
\$58	\$13	\$53	\$70	\$75	Amusement	\$228	\$78	\$134	\$247	\$289
\$14	\$5	\$9	\$15	\$25	Other	\$51	\$34	\$34	\$68	\$95
\$418	\$61	\$250	\$340	\$464	Total Revenue	\$1,665	\$418	\$657	\$1,269	\$1,578
\$13	(\$121)	(\$34)	\$31	\$30	Net Income (Loss)	\$29	(\$629)	(\$249)	\$0	\$186
\$106	(\$29)	(\$49)	\$63	\$126	Adjusted EBITDA*	\$406	(\$56)	\$60	\$252	\$365
\$62	(\$47)	\$11	\$20	\$83	Adjusted EBITDAaL*	\$231	(\$182)	(\$84)	\$82	\$195
14.9%	-76.6%	4.3%	6.0%	17.9%	Adjusted EBITDAaL Margin*	13.8%	-43.7%	-12.8%	6.4%	12.3%
3.2%	-198.6%	-13.4%	9.1%	6.4%	Net Income (Loss) Margin	1.7%	-150.4%	-37.9%	0.0%	11.8%
17,512	1,563	8,272	11,084	15,960	Theatre Attendance*	66,360	13,065	20,080	38,045	47,471
\$10.16	\$9.30	\$11.38	\$11.25	\$12.00	BPP*	\$10.63	\$10.17	\$11.77	\$12.12	\$12.56
\$6.68	\$7.37	\$8.58	\$8.35	\$8.44	CPP*	\$6.73	\$6.99	\$7.93	\$8.72	\$8.83

























*Please refer to slides 32 & 33 for Non-GAAP and Other Financial Measure

A man and a woman are shown from the chest up, smiling and looking towards the right side of the frame. They are in a dark environment with a strong blue light source from the upper right, creating a moody atmosphere. The man is on the left, wearing a dark blue button-down shirt. The woman is on the right, wearing a denim jacket over a white top. The text "A LOOK AHEAD" is overlaid in the center in a bold, white, sans-serif font.

A LOOK AHEAD

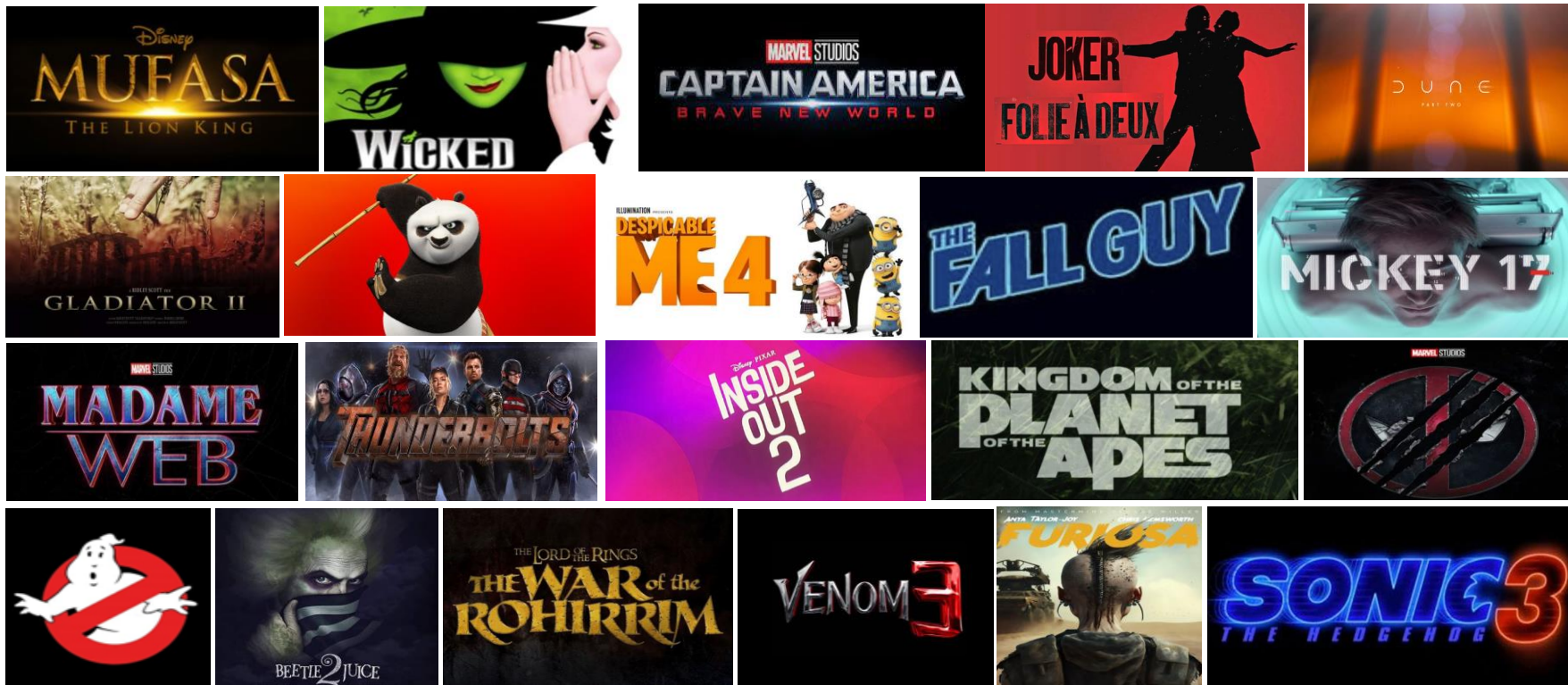
2023 FILM SLATE

Spill over from Dec 2022

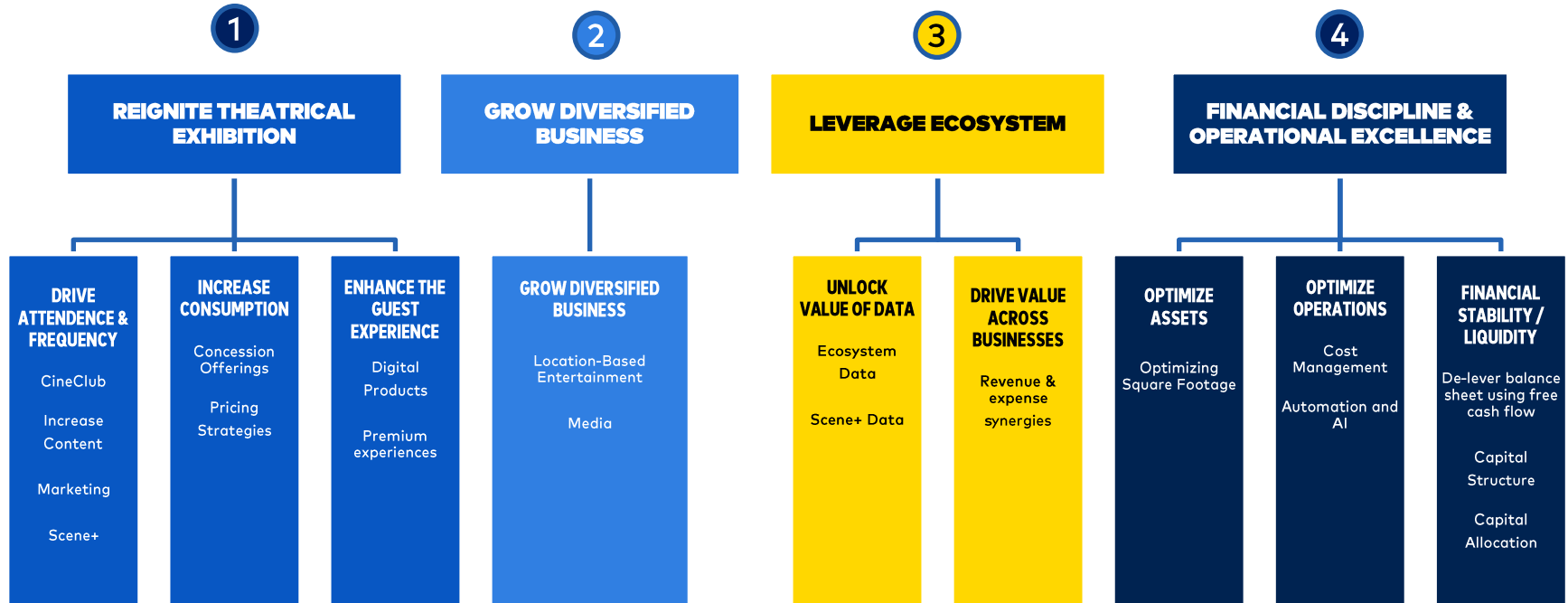
Q1						
Q2						
Q3						
Q4						

2023 expected to be a further year of recovery and improvement in content volume and box office

EXCITING 2024 FILM SLATE AHEAD



KEY GROWTH PRIORITIES



We will continue to advance growth initiatives and drive long-term value for our stakeholders

INVESTMENT HIGHLIGHTS

- 1 Leading box office market share and geographic diversity across Canada
- 2 Diversification of business and revenue streams
- 3 Focused and disciplined growth strategy
- 4 Premium Brand Offering Leading to Strong Cash Flows and Margins
- 5 Traditionally a defensive business and resilient to recessionary periods
- 6 Leading Canadian loyalty program and ecosystem touchpoints create meaningful data collection opportunities
- 7 Industry-Leading management team

APPENDIX

YEAR OVER YEAR SEGMENTED FINANCIAL SUMMARY

IN MILLIONS OF DOLLARS

REVENUES						ADJUSTED EBITDAaL and MARGIN				
2019	2020	2021	2022	Q3 2023 LTM	OPERATING SEGMENT	2019	2020	2021	2022	Q3 2023 LTM
\$1,212	\$268	\$447	\$881	\$1,133	Film Entertainment and Content	\$179 14.8%	(\$146) -54.4%	(\$65) -14.5%	\$27 3.1%	\$128 11.3%
\$196	\$65	\$65	\$111	\$121	Media	\$106 54.3%	\$22 33.6%	\$28 42.5%	\$60 54.6%	\$68 56.0%
\$178	\$60	\$100	\$166	\$194	Amusement Solutions	\$22 12.2%	(\$11) -18.0%	\$9 8.7%	\$27 16.6%	\$36 19.0%
\$79	\$26	\$45	\$111	\$130	Location-Based Entertainment*	\$7 9.3%	(\$8) -32.0%	\$6 12.9%	\$31 28.2%	\$32 24.8%
\$-	\$-	\$-	\$-	\$-	Corporate and Other	(\$84) N/A	(\$40) N/A	(\$62) N/A	(\$64) N/A	(\$69) N/A
\$1,665	\$418	\$657	\$1,269	\$1,578	Total	\$231 13.8%	(\$183) -43.7%	(\$84) -12.8%	\$82 6.4%	\$195 12.3%

*Adjusted EBITDAaL per Operating Segment note includes pre-opening costs and overhead relating to the management of Location-Based Entertainment
Please refer to slides 32 & 33 for Non-GAAP and Other Financial Measure

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, (gain)/loss on disposal of assets, foreign exchange, the equity income of CDCP, and impairment, depreciation, amortization, interest and taxes of Cineplex's other joint ventures and associates.
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.
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 paid 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, UltraAVX, VIP, 4DX, ScreenX and IMAX product divided by total paid theatre attendance for the period less paid theatre attendance for 3D, UltraAVX, VIP, 4DX, ScreenX and IMAX product.
CPP	Calculated as total theatre food service revenues divided by total paid theatre attendance for the period.
Premium Priced Product	Defined as 3D, 4DX, UltraAVX, IMAX, ScreenX and VIP film product.

Non-GAAP Financial Measures

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.
P1AG Adjusted EBITDAaL	Calculated as amusement revenues of P1AG less the total operating expenses of P1AG, which excludes foreign exchange.
P1AG Adjusted EBITDAaL Margin	Calculated as P1AG Adjusted EBITDAaL divided by total amusement revenues for P1AG for the period.
Adjusted Store Level EBITDAaL Metrics	Calculated as total LBE revenues from all locations less the total of operating expenses of LBE, which excludes pre-opening costs and overhead relating to the management of the LBE businesses.
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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