



FOR IMMEDIATE RELEASE

Cineplex Digital Media Selected by Primaris REIT for New In-Mall Digital Media and Directory Signage Network

Digital Signage Solutions Planned for 19 Shopping Centres Across Canada including Dufferin Mall in Toronto and Orchard Park in Kelowna

TORONTO, ON, August 9, 2022 (TSX: CGX) – Today, Cineplex Digital Media (CDM), a division of Cineplex, announced that it has been selected to develop, install, and maintain a state-of-the-art digital signage network in Primaris REIT (Primaris) managed shopping centres in markets across Canada, including Toronto, Calgary, and Kelowna. CDM was selected for its extensive experience in the creation and management of innovative digital networks as well as its ability to offer a solution that includes revenue generation, content development, and advertising media sales through Cineplex Media.

As part of the partnership, CDM will operate a network of nearly 70 digital displays at 19 Primaris owned and managed retail properties in British Columbia, Alberta, Manitoba, Ontario, Quebec, and New Brunswick. Each property will receive a custom display solution consisting of large double-sided portrait screens for media advertising, mall directories, and maps. The new network of digital displays is expected to be fully deployed nationally this fall.

“We are thrilled that Primaris selected CDM for this exciting project. Our experience-first approach and data-driven audience targeting will enable Primaris to engage shoppers during their mall visits, as well as provide our media partners with the ability to reach even more of Canada’s mall consumers in additional key markets,” said Fab Stanghieri, Executive Vice President and Managing Director, Media, Cineplex. “Our shopping network that includes 69 centres with over 700 million visitors yearly, combined with our Primaris partnership, will now allow us to reach 13 new population centres with more than 1.4 million local residents.”

“Primaris’ ongoing commitment to our consumers and retail partners is exemplified through our continuous efforts to increase traffic to our shopping centres with memorable and meaningful experiences,” said Jasleen Bhinder, Director, Marketing, Primaris REIT. “We are excited to work with CDM’s strategic customer-centric

and robust in-house team of experts and look forward to CDM's strategy-focused programs including creative playlists, optimization, specialty tenant branding opportunities, and innovative technology solutions."

As a one-stop digital signage solution provider, CDM offers end-to-end services that drive results. Making a name for itself in the Digital Out-of-Home, Retail, Financial, Grocery, and Quick Service Restaurant industries, CDM provides innovative, data-led digital signage network solutions for clients, including Primaris. CDM is not only about hanging screens, but its industry leadership also stems from its expertise in creative and experience design, data & analytics services, installation and operational excellence, and media sales. CDM makes impressions worth more, do more, and deliver more. For more information on Cineplex Digital Media, visit CDMExperiences.com.

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About Cineplex

Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. Cineplex offers a unique escape from the everyday to millions of guests through its circuit of over 170 movie theatres and location-based entertainment venues. In addition to being Canada's largest and most innovative film exhibitor, the company operates Canada's favourite destination for 'Eats & Entertainment' (The Rec Room) and complexes specially designed for teens and families (Playdium). It also operates successful businesses in digital commerce (CineplexStore.com), alternative programming (Cineplex Events), cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media) and amusement solutions (Player One Amusement Group). Providing even more value for its guests, Cineplex is a joint venture partner in Scene+, Canada's largest entertainment loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs over 10,000 people in its offices and venues across Canada and the United States. To learn more, visit Cineplex.com.

About Primaris

Primaris REIT (TSX: PMZ.UN) owns and manages 35 retail properties aggregating approximately 11.4 million square feet, at Primaris REIT's ownership share valued at approximately \$3.3B, including 22 enclosed shopping centres totaling approximately 9.8 million square feet and 13 unenclosed shopping centre and mixed-use properties aggregating approximately 1.6 million square feet. Primaris REIT is one of the largest owners and managers of enclosed shopping centres in Canada, and one of the largest owners and operators of retail property of all formats across Canada.

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