



FOR IMMEDIATE RELEASE

Cineplex Reports February 2024 Box Office Results

TORONTO, ON, March 13, 2024 (TSX: CGX) – Cineplex, a leading entertainment and media company, reported box office revenues of \$28 million for February 2024 and outperformed the North American box office relative to 2019 by 455 basis points due to Cineplex’s content broadening and premium strategies. Top film performances for the month included *Bob Marley: One Love*, Apple’s *Argylle* and Marvel’s *Madame Web*, which generated 70% of its box office revenues from premium experiences.

Continuing to drive Cineplex’s box office performance, international programming delivered 20% of February box office revenues. Two of the top ten titles for the month were *Warning 2* and Bollywood film, *Fighter*, which is one of the Company’s highest grossing Bollywood films of all time.

March is off to a strong start with the highly anticipated *Dune: Part Two* generating the highest grossing domestic opening weekend in 2024 so far at \$82 million; the highest since *Barbie* in July of last year. Cineplex proudly hosted the Canadian premiere of *Dune: Part Two* at Scotiabank Theatre in Montreal welcoming Canadian director Denis Villeneuve. This past weekend, moviegoers were also delighted with family favourite, *Kung Fu Panda 4*, which delivered \$58 million at the domestic box office, representing the second-best performing installment in its franchise since 2008.

“The excitement for *Dune: Part Two* has been building with moviegoers eager to see this film in a more immersive format, with 70% of our box office revenues coming from premium experiences,” said Ellis Jacob, President and CEO, Cineplex. “As we look ahead, big titles are around the corner with *Ghostbusters: Frozen Empire*, *Monkey Man* and one of the most watched movie trailers of all time *Deadpool & Wolverine*.”

Period	2019 Box Office (i)	2024 Box Office (i)	2024 as a Percentage of 2019
January	\$52,034	\$37,620	72%
February	\$41,892	\$28,222	67%
Total	\$93,926	\$65,842	70%

(i) Balances are in thousands of dollars.

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), complexes specially designed for teens and families (Playdium), and a newly launched entertainment concept that brings movies, amusement gaming, dining, and live performances together under one roof (Cineplex Junxion). It also operates successful businesses in digital commerce (CineplexStore.com), alternative programming (Cineplex Events), motion picture distribution (Cineplex Pictures), cinema media (Cineplex Media) and digital place-based media (Cineplex Digital Media). Providing even more value for its guests, Cineplex is a partner in Scene+, Canada's largest entertainment and lifestyle 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. To learn more, visit Cineplex.com.

For more information, contact:**Investors:**

Mahsa Rejali
Vice President, Corporate Development & Investor Relations
Cineplex
InvestorRelations@cineplex.com

Media:

Michelle Saba
Vice President, Communications
Cineplex
PressRoom@cineplex.com