



# **CINEPLEX<sup>®</sup>**

## **RBC TMT Deep Dive Conference**

(November 30, 2015)

# More Than Theatre Exhibition



# Corporate Strategy



Continue to enhance and expand our existing infrastructure and service offerings.



Continue to expand our presence as an entertainment destination for Canadians, in-theatre, at-home and on-the-go



Capitalize on our core media strengths.



Pursue selective acquisitions and diversification opportunities that are strategic, accretive and capitalize on our core business strengths.



# eSports



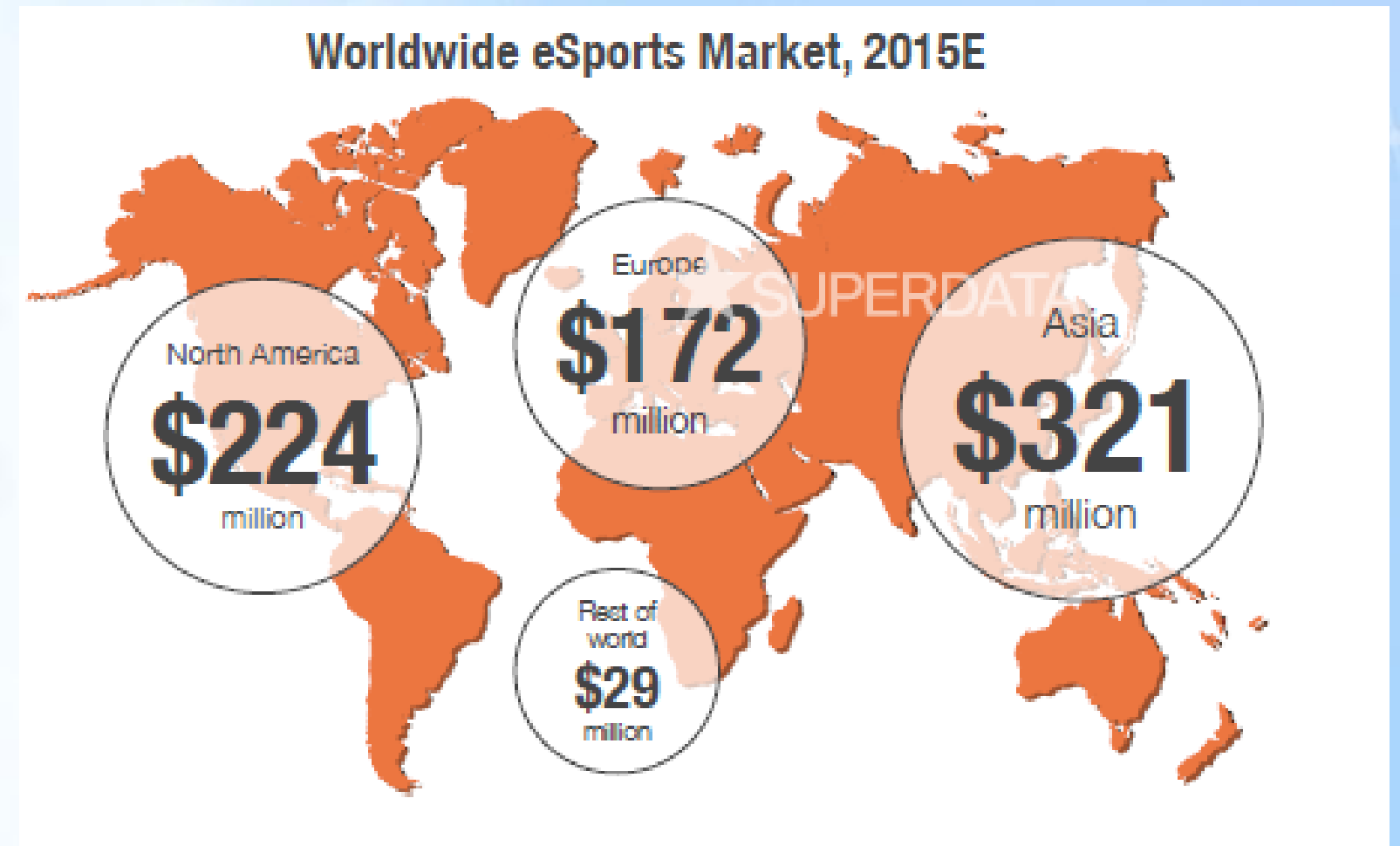
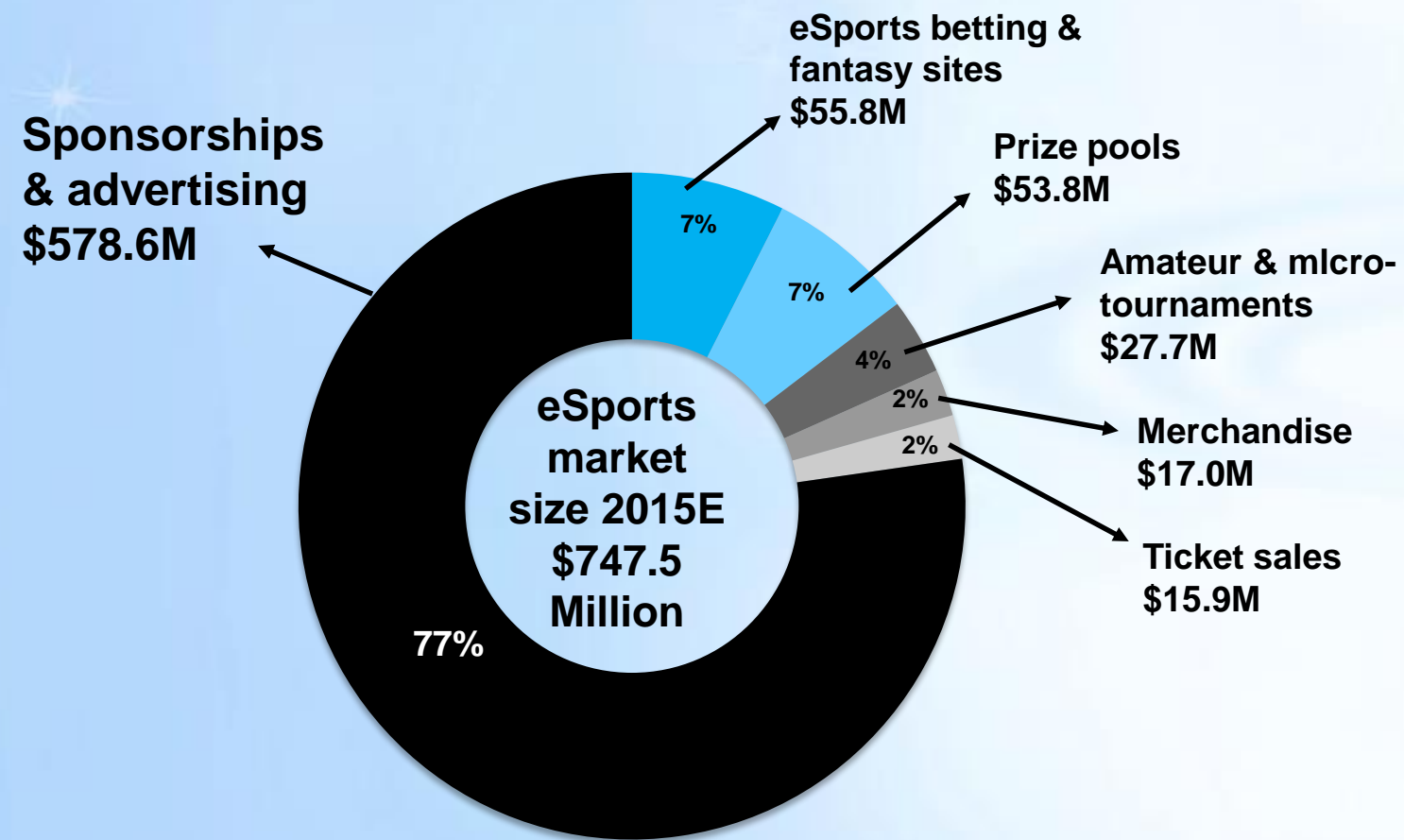


# Viewers of Sports Events



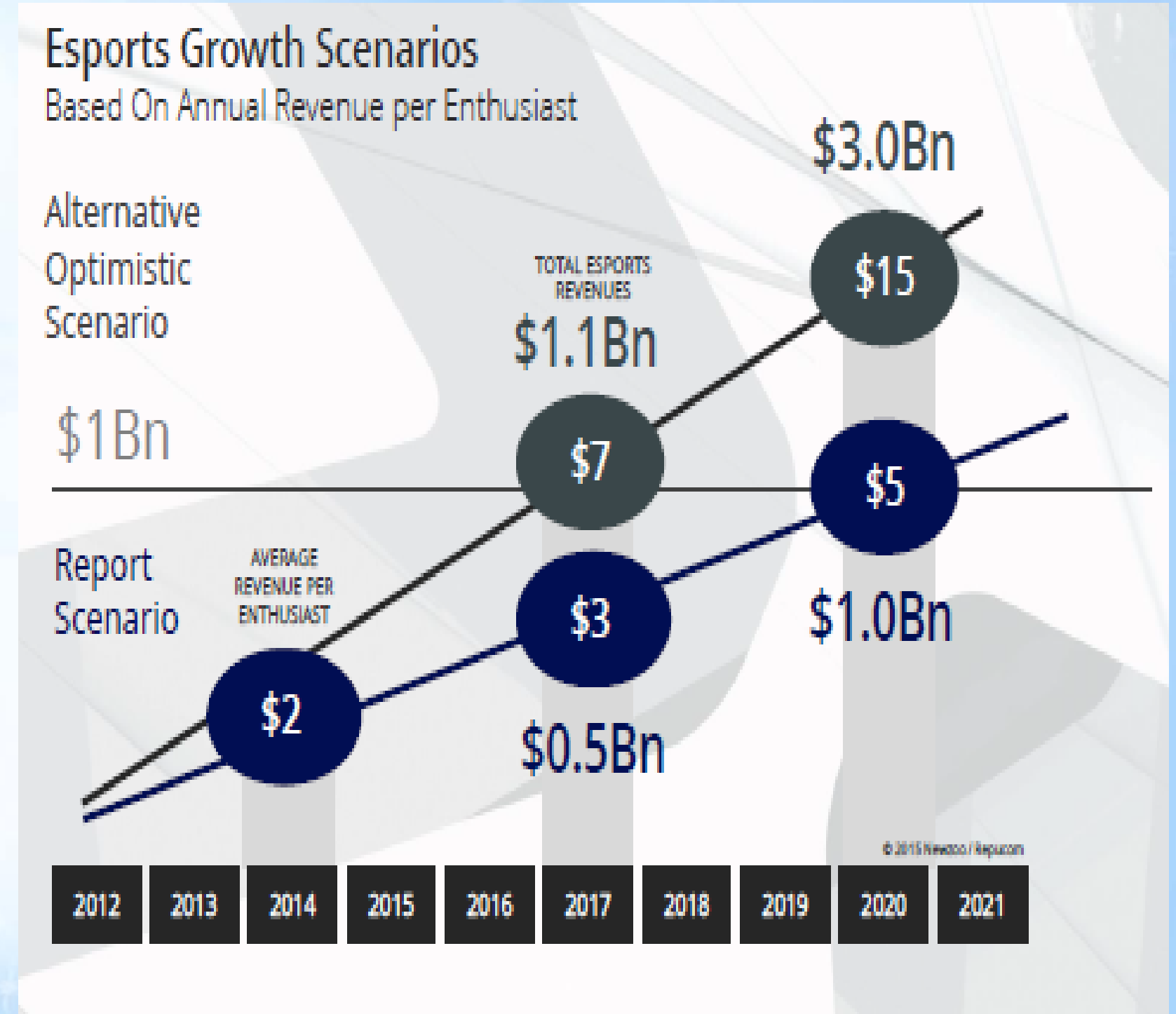
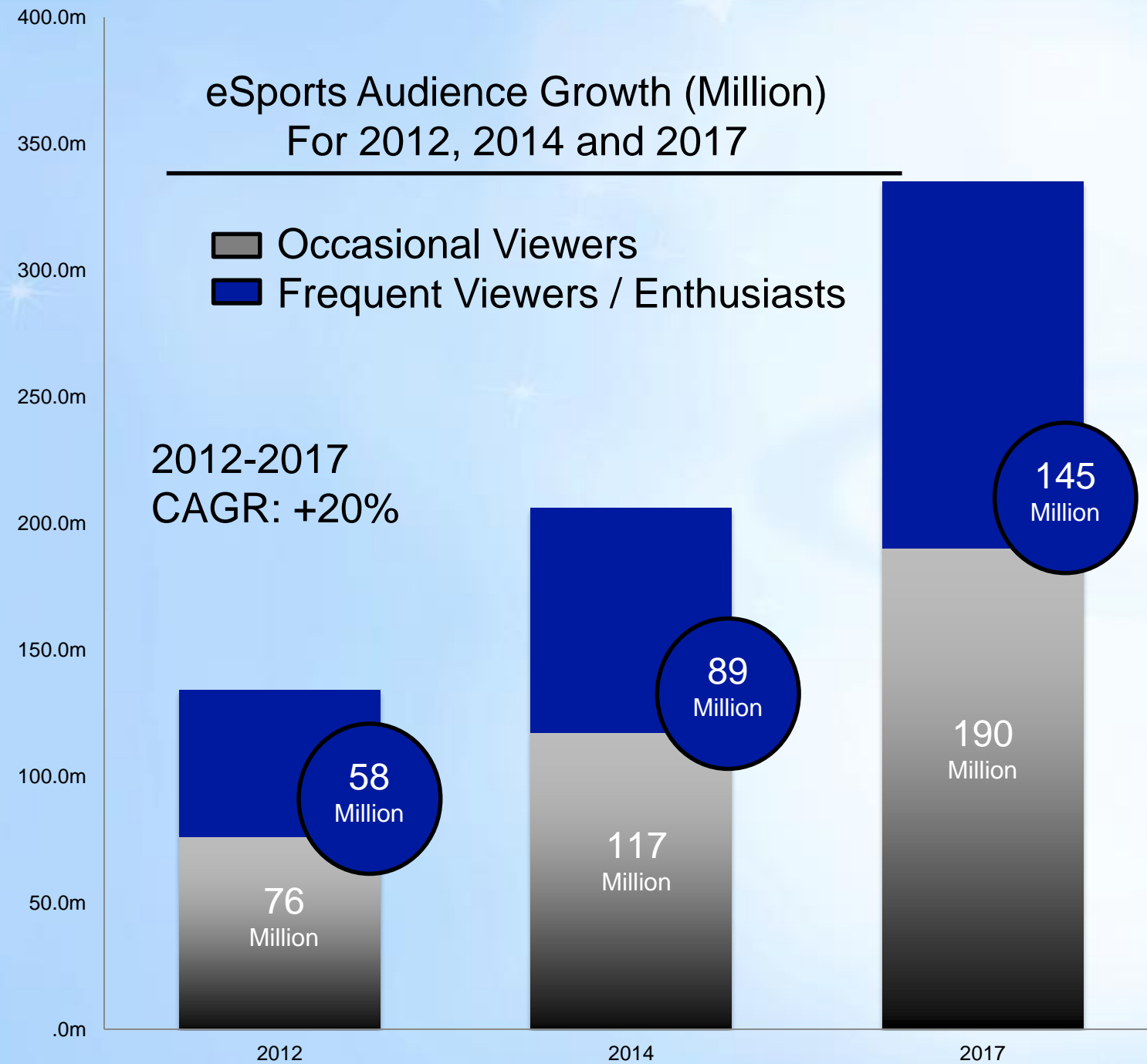
Source: ESPN.com

# Current Market Size

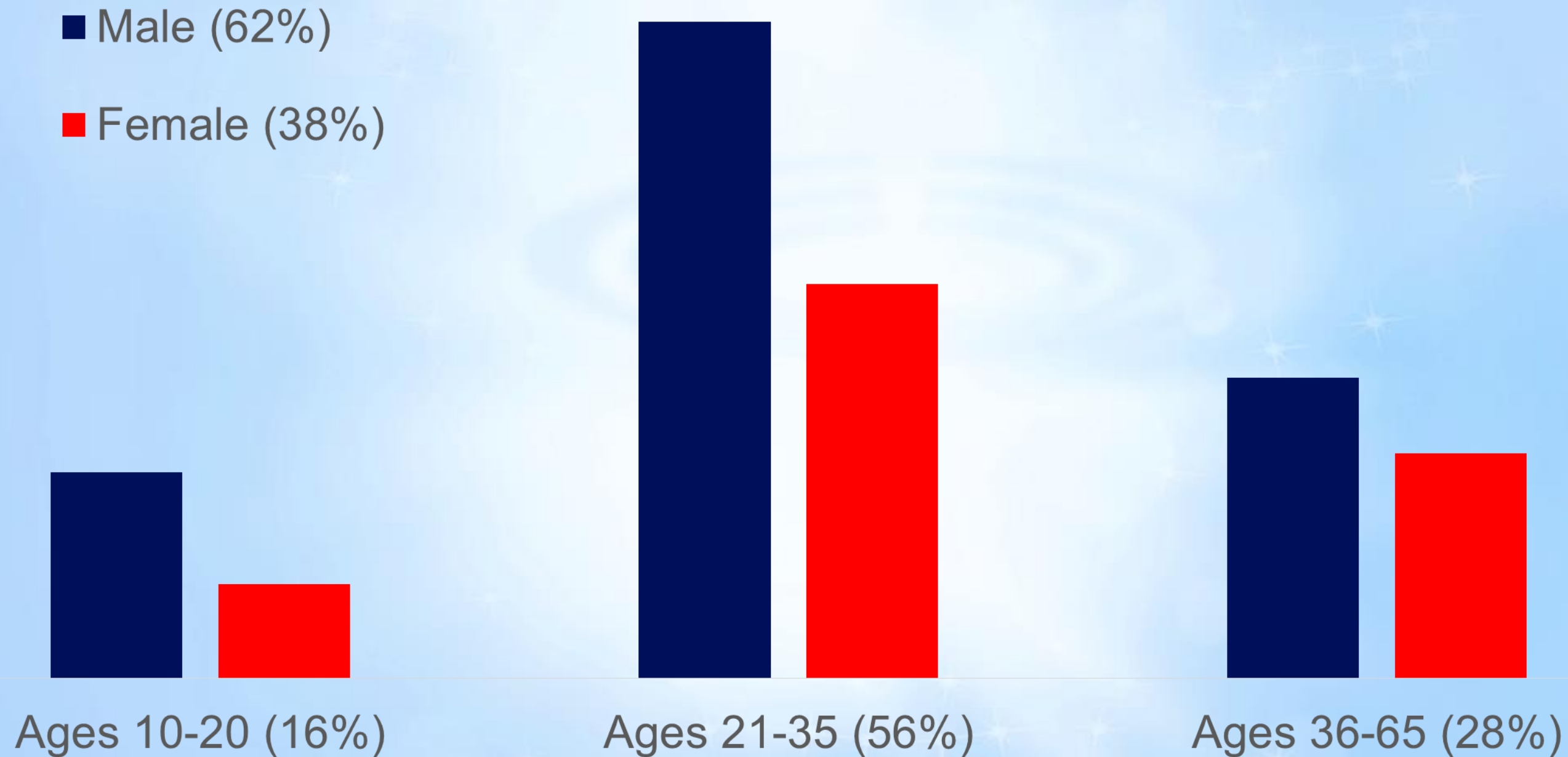


Source: SuperData – eSports Market Brief – October 2015

# Growth Estimates



# Audience Demographics - 2014



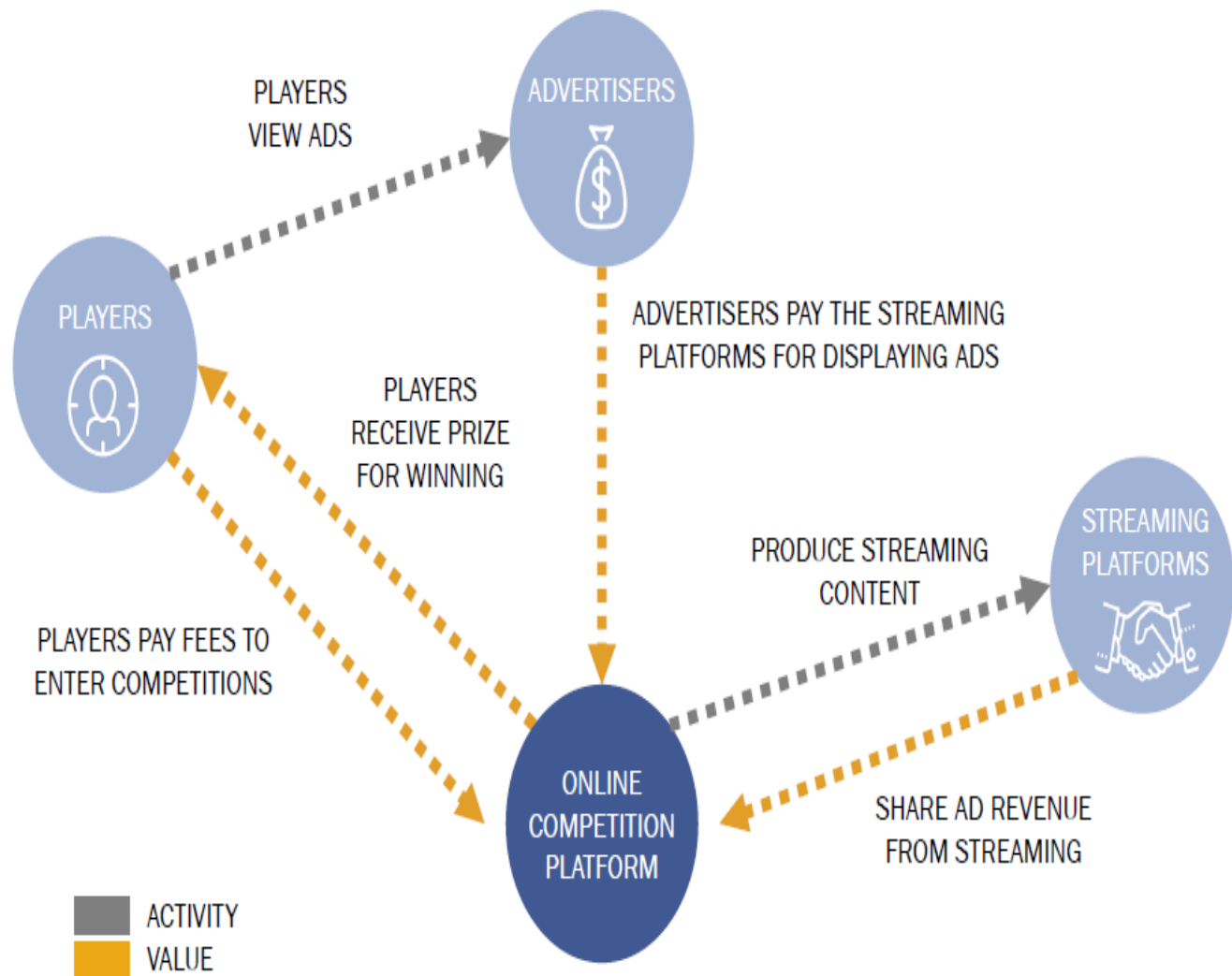
Source: ESPN online



# Business Model

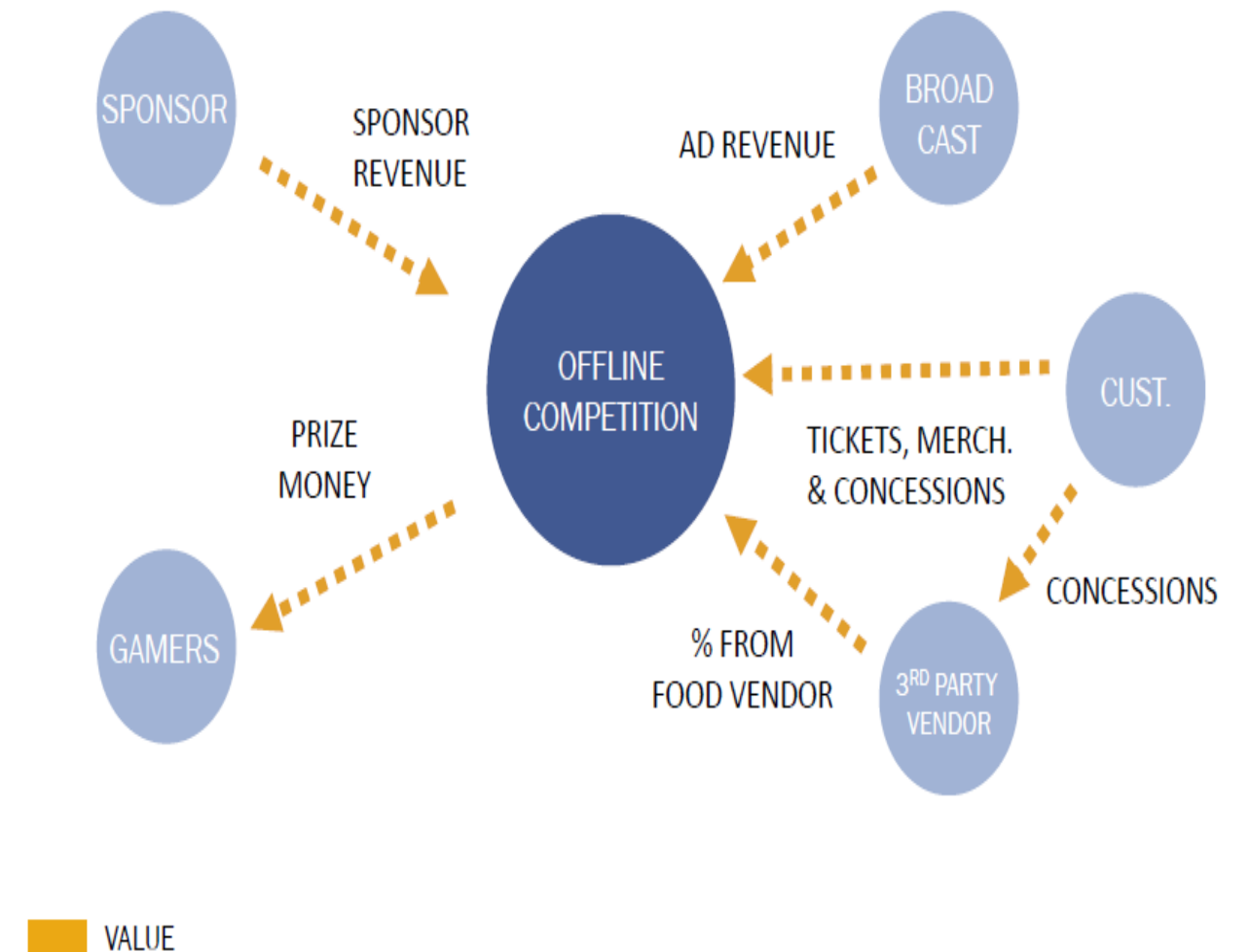
## ONLINE COMPETITIONS

ONLINE COMPETITION PLATFORMS COLLECT VALUE FROM PLAYERS PAYING TO PLAY COMPETITIVELY AND FROM ADVERTISEMENTS



## OFFLINE COMPETITIONS

REVENUE FLOWS FROM MULTIPLE SOURCES TO THE OFFLINE COMPETITION PLATFORM





# COMING IN 2016

- 10-15 locations
- Announced locations: South Edmonton Commons and Calgary Deerfoot City
- 40,000 - 60,000 sq. ft.

