

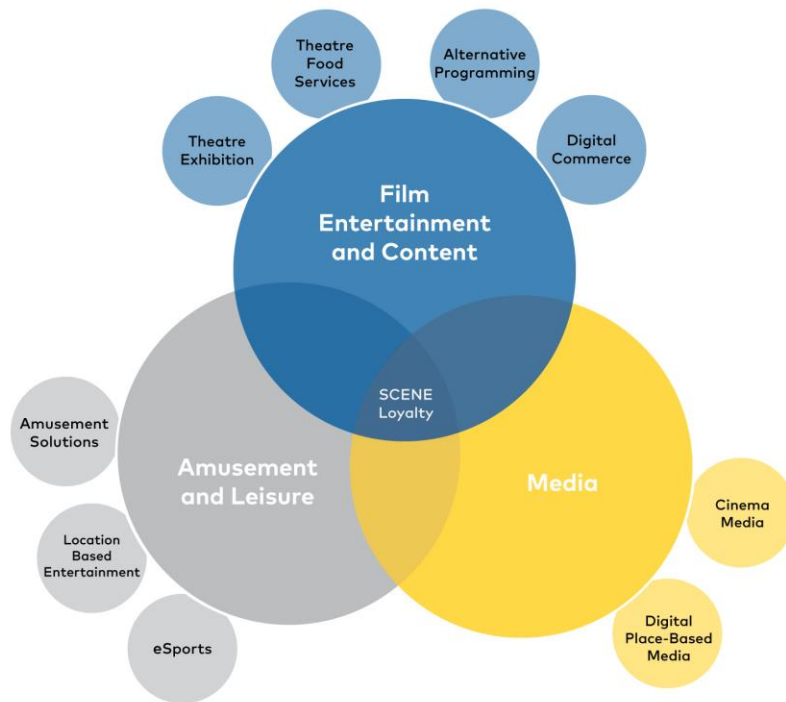
2018 Second Quarter

As of June 30, 2018

Contact/Inquiries:
Communications & Investor Relations
E: InvestorRelations@cinplex.com



Diversified Entertainment and Media Company



Corporate Strategy

- Continue to enhance and expand existing infrastructure and expand Cineplex's presence as an entertainment destination for Canadians in-theatre, at-home and on-the-go;
- Capitalize on our core media strengths and infrastructure to provide continued growth of Cineplex's media business, both inside and outside theatres;
- Develop and scale amusement and leisure concepts by extending existing capabilities and infrastructure;
- Drive value within businesses by leveraging opportunities to optimize value, synergies and data across the Cineplex ecosystems; and
- Pursue selective acquisitions and opportunities that are strategic, accretive and capitalize on Cineplex's core strengths.

Film Entertainment and Content

Theatre Exhibition • Theatre Food Service • Alternative Programming • Digital Commerce

Box Office Market Share

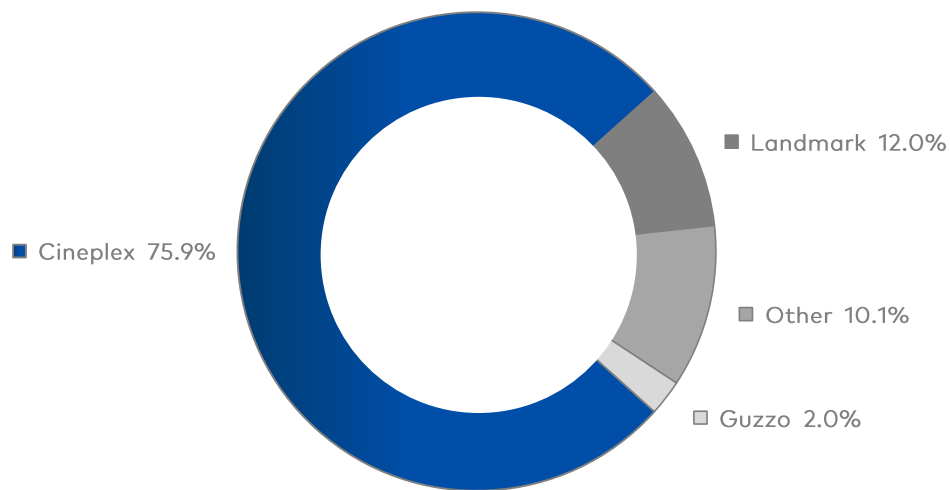
CINEPLEX
IS THE
LARGEST
AND
MOST SUCCESSFUL
MOTION PICTURE
EXHIBITION COMPANY
IN CANADA

164
THEATRES

1,683
SCREENS

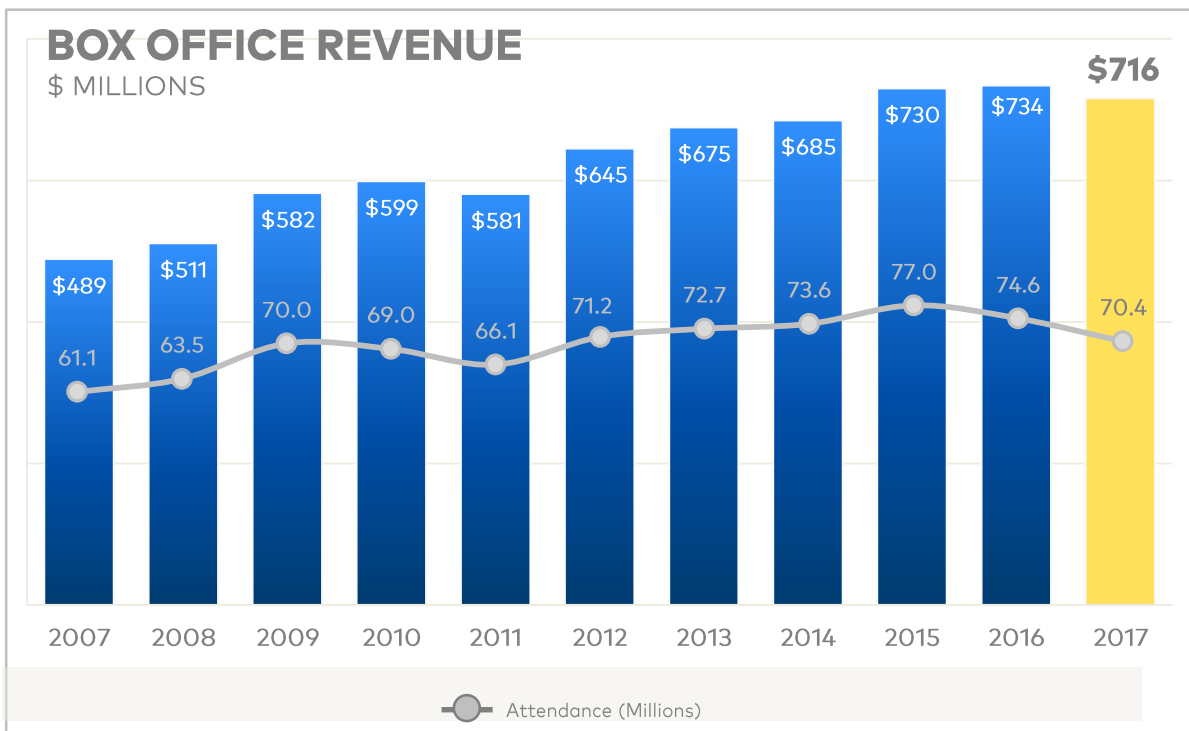
BOX OFFICE MARKET SHARE

AS OF JUNE 30, 2018

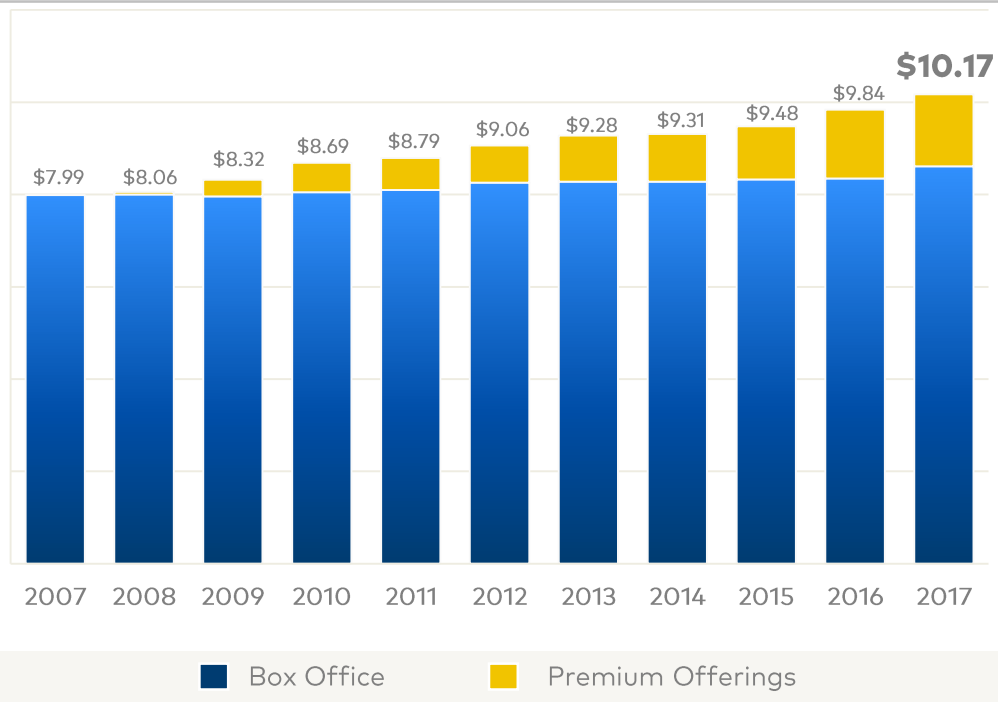
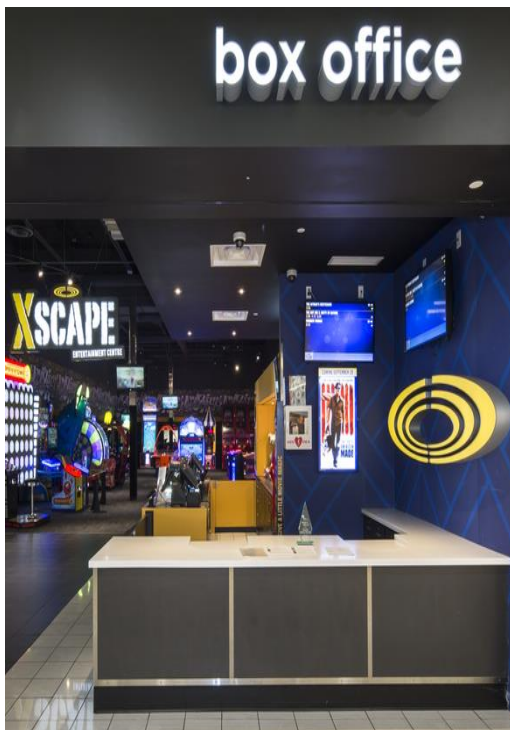


Source: Rentrak

Box Office Revenue



Box Office Per Patron (BPP)



Premium Experiences



IMAX[®]

CINEPLEX
ULTRA^{AVX}

4DX[®]

D-BOX

**PREMIUM
EXPERIENCES**
ACCOUNTED FOR
45.1%
OF BOX OFFICE
REVENUE

FOR SIX MONTHS ENDED
JUNE 30, 2018

UltraAVX®



- Wall-to-wall screens
- Dolby ATMOS surround sound at most locations
- Extra-wide, high back, rocker seats
- Reserved seating
- Premium pricing

88

SCREENS at 73 LOCATIONS

as of June 30, 2018

 **DOLBY**
ATMOS™

CINEPLEX
ULTRA AVX

IMAX

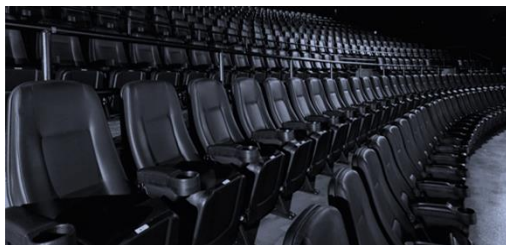


- Immersive movie experience
- Crystal-clear images
- Giant screens
- Powerful digital surround sound
- Reserved seating
- Premium pricing

25

SCREENS at 25 LOCATIONS

as of June 30, 2018



IMAX®

VIP Cinemas



- Enhanced food and beverage menu
- Adult-only licensed auditoriums
- Reserved luxury seating
- Exceptional service at your seat
- Exclusive licensed lounge
- Premium pricing

63

SCREENS at 17 LOCATIONS

as of June 30, 2018



CINEPLEX
VIP
CINEMAS
PRESENTED BY
Scotiabank

Other Entertainment Experiences



D-BOX

- Seats move in synchronization with the action on screen
- Premium pricing
- Reserved seating
- **86 screens at 75 locations as of June 30, 2018**



4DX[®]

- Specially designed motion seats set in pods of four and synchronized to on-screen action. Environmental effects like wind, mist, bubbles and more
- Premium pricing
- Reserved seating
- **1 location as of June 30, 2018**



RECLINERS

- Luxury recliners with powered foot rests
- Premium pricing
- General and reserved seating
- **155 screens at 16 locations as of June 30, 2018**

Selective New Theatre Builds and VIP Expansions



OPENED Q3 2018

Cineplex Cinemas Pickering and VIP
(Pickering, ON)

Cineplex Cinemas Seton and VIP
(Calgary, AB)

COMING TO A MARKET NEAR YOU

Cineplex Cinemas at The Centre
(Saskatoon, SK)

Cineplex Cinemas Park Royal and VIP
(Vancouver, BC)

Cineplex VIP Cinemas Brentwood
(Burnaby, BC)

Theatre Food Service

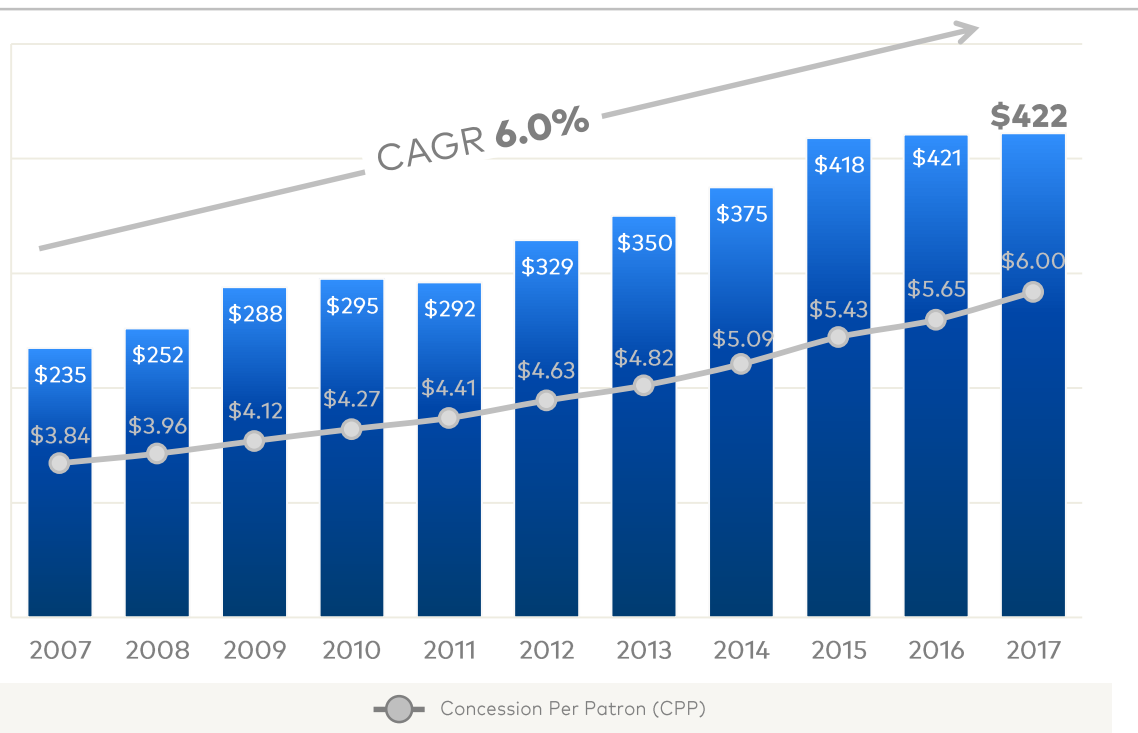


\$422.3 Million

REVENUE 2017

- Highly diversified product offering
- Digital technology, integrated loyalty and targeted promotions
- Proprietary and third party brands
- Focus on speed of service
- Expanded liquor licensing in Ontario and Alberta

Theatre Food Service Revenue



Expanded Food Offerings



Full array of menu items for all meal occasions

OUTTAKES

**PIZZA
PIZZA**

Tim Hortons

Desserts and Coffee



In-theatre and take-home snack occasions

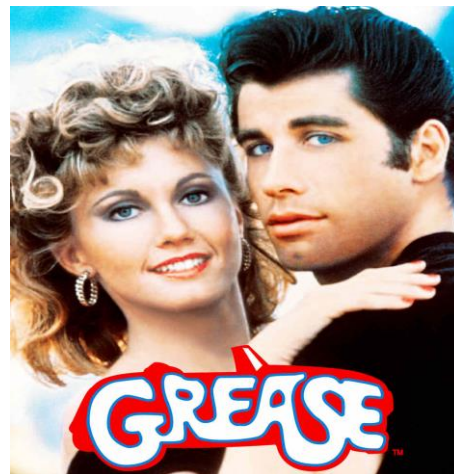


Alternative Programming

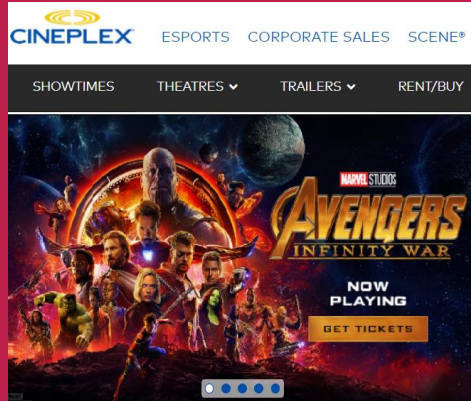
Including, among others:

Classic Film Series
Family Favourites
In the Gallery Series
International Film Programming
National Theatre Live
NFL Sunday Nights at Cineplex
NFL Super Bowl
Sensory Friendly Screenings
Special Events
The Met: Live in HD

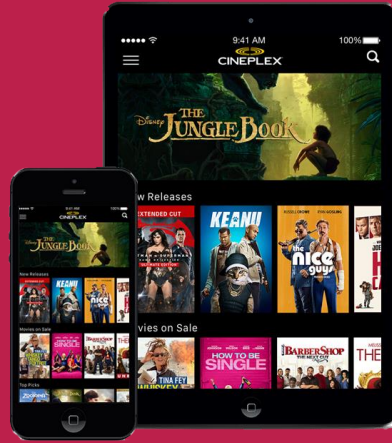
12 Event Screens dedicated 100%
to alternative programming



Digital Commerce - Platforms and Products



Cineplex.com



Mobile App

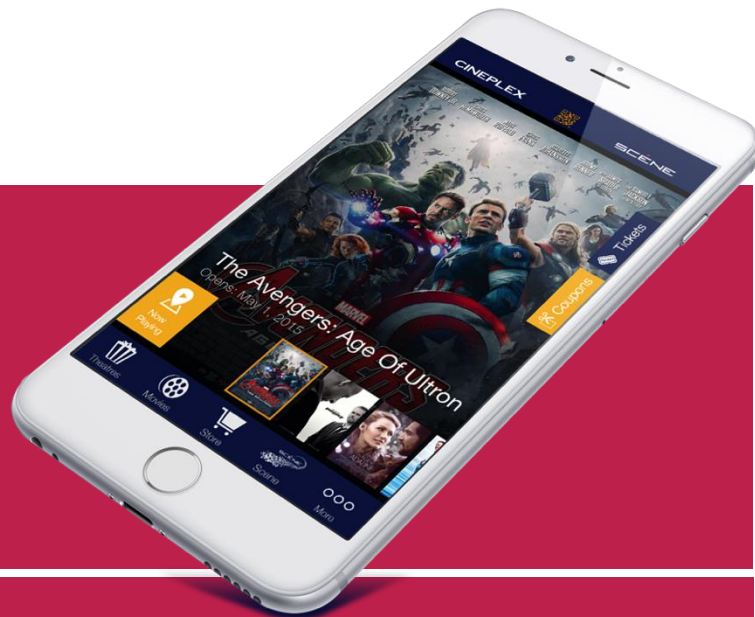


Cineplex Store

Cineplex.com and Mobile App

Improving the Guest Experience

- Provides entertainment content before the show
- Mobile ticketing - no lines



CINEPLEX.COM

- 104 million site visits in 2017
- 403 million page views in 2017
- Online ticketing and show times, exclusive entertainment content

CINEPLEX MOBILE

- One of Canada's most popular mobile brands
- Downloaded 18.5 million times and recorded 956 million app sessions as of Dec 31, 2017
- Cineplex apps: iPhone, iPad, iPod touch, Android, BlackBerry
- Launching new app in 2018

Cineplex Store

- Premier destination for Canadians to buy, rent and download digital movies
- At home and on-the-go viewing
- Over 8,400 titles
- Available on largest number of devices
- SCENE members earn and redeem points



Roku

SAMSUNG



SuperTicket

- Bundled offering from multiple studios
- Purchase movie ticket and pre-order digital download at the same time
- Movies available for earliest possible home entertainment release date
- Now available for essentially all major titles



CINEPLEX
SUPEROTICKET

Media

Cinema Media • Digital Place-Based Media

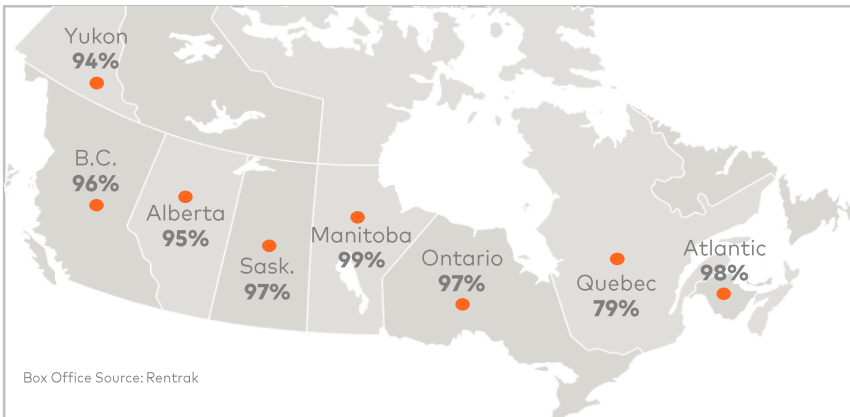
Cinema Media

Extensive portfolio of Cinema Media Assets:

- On-screen advertising: Show-Time, Pre-Show and TimePlay
- Digital Lobby: Digital Backlits and Digital Lobby Screens
- Cineplex.com and Cineplex Mobile advertising
- Interactive Media Zones (IMZ): Interactive screens for clients to engage with guests in theatre lobbies
- Cineplex Magazine: #3 most read magazine in Canada; #1 most read magazine in Canada for key sales demographics under 54 years old

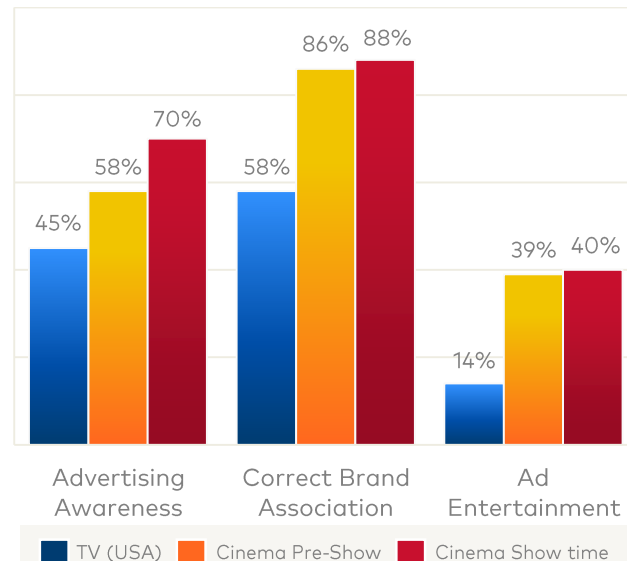
**CINEMA MEDIA REPRESENTS
94% OF CANADA'S BOX OFFICE**

Cinema Media Box Office Market Share by Province



High Impact Offerings

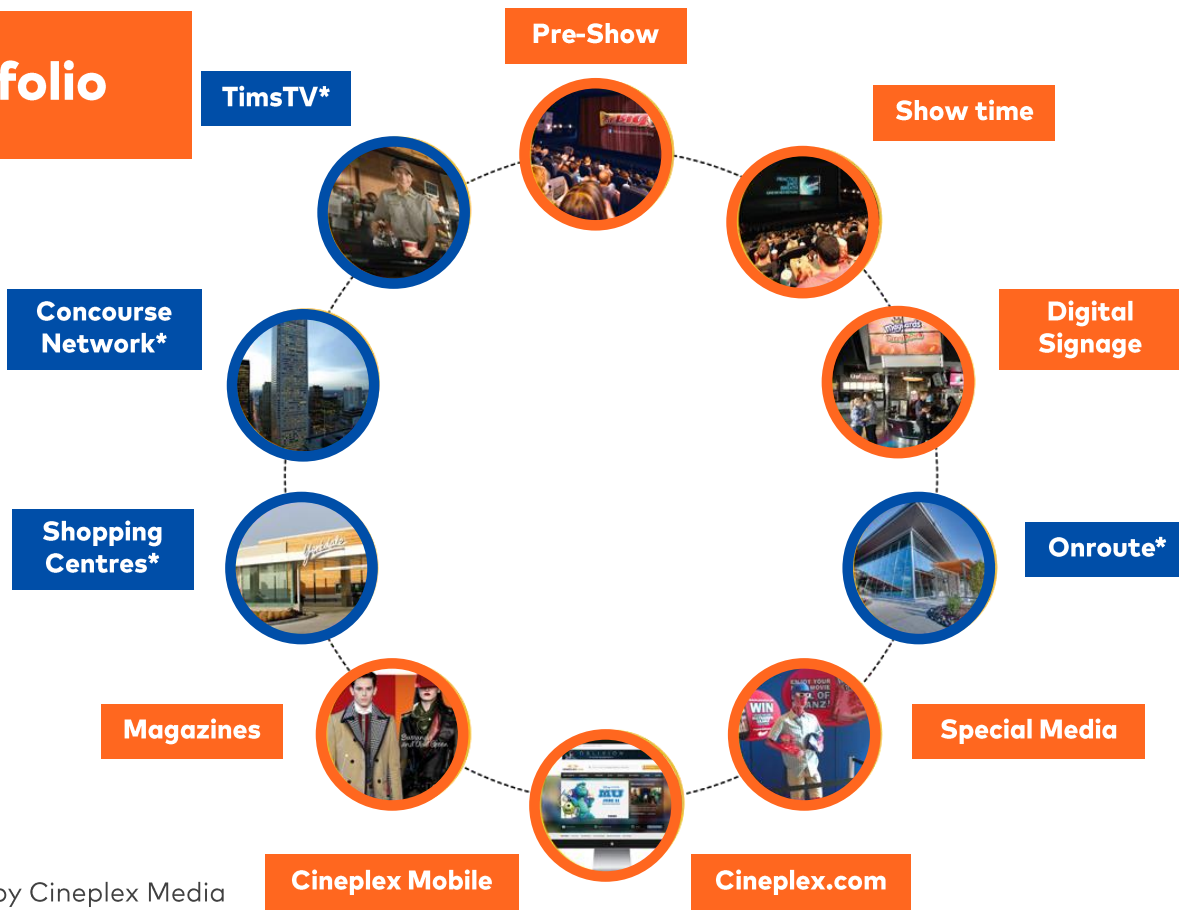
- Average impact of cinema advertising is greater than on TV
- Reaches sought after demographics and unique audiences
- Engaged and attentive audiences focused on the big screen
- Prolonged campaigns with mobile app interactivity
- Higher recall with 3D campaigns and added mobile content



Sources: *TV Stats based on Nielsen Brand Effect (US) 2011-2015 (P13+);
**Cinema Advertising Show Time Impact Study 2010-2013+2015 Strategic Marketing Counsel (SMC) and online survey via Vision Critical, Pre-Show Study 2010-2014+2016, SMC

Cinema Media Portfolio

- Integrated campaigns
- Tremendous reach
- À la carte menu of media options



 *External Networks
Sales representation managed by Cineplex Media

Digital Place-Based Media

- Full-service, digital place-based ecosystems
- Experiential technologies
- Global footprint

Revenue Streams

- Technology Licensing
- Network Management
- Creative Services
- Advertising Sales
- Design and Installation

Verticals

- Quick Service Restaurants
- Financial
- Retail
- Digital Out of Home (Malls)



Quick Service Restaurants

Working with top-tier brands around the globe



Tim Hortons



Financial

Canada



RBC
Royal Bank



Scotiabank

United States



Citizens Bank®



Retail

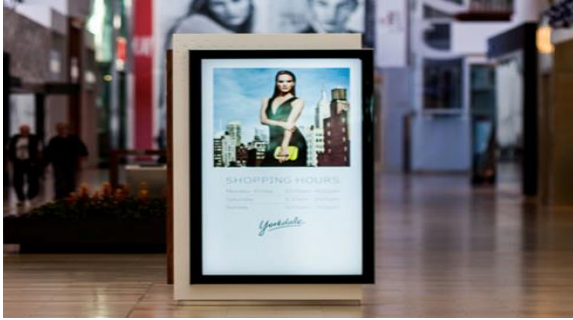


**BEER
STORE**



Walmart 

Digital Out of Home



Oxford Properties



Ivanhoe Cambridge



Morguard Investments

- Award-winning digital signage company
- Designs, installs, manages, supports and consults on digital merchandising networks across North America
- Cineplex reaches approximately 50% of all mall traffic in Canada

O|X|F|O|R|D

 **Ivanhoe
Cambridge**

Morguard

Brookfield

ONroute

Amusement and Leisure

Amusement Solutions • Location Based Entertainment • eSports

Amusement Solutions

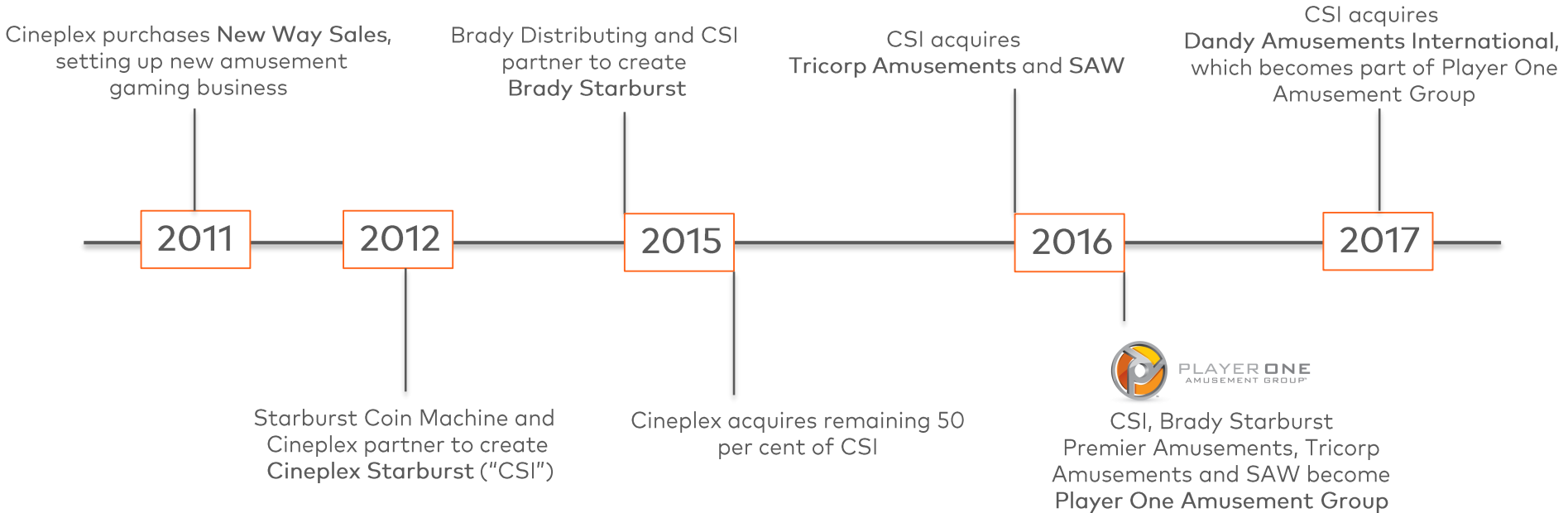


PLAYER ONE
AMUSEMENT GROUP[®]

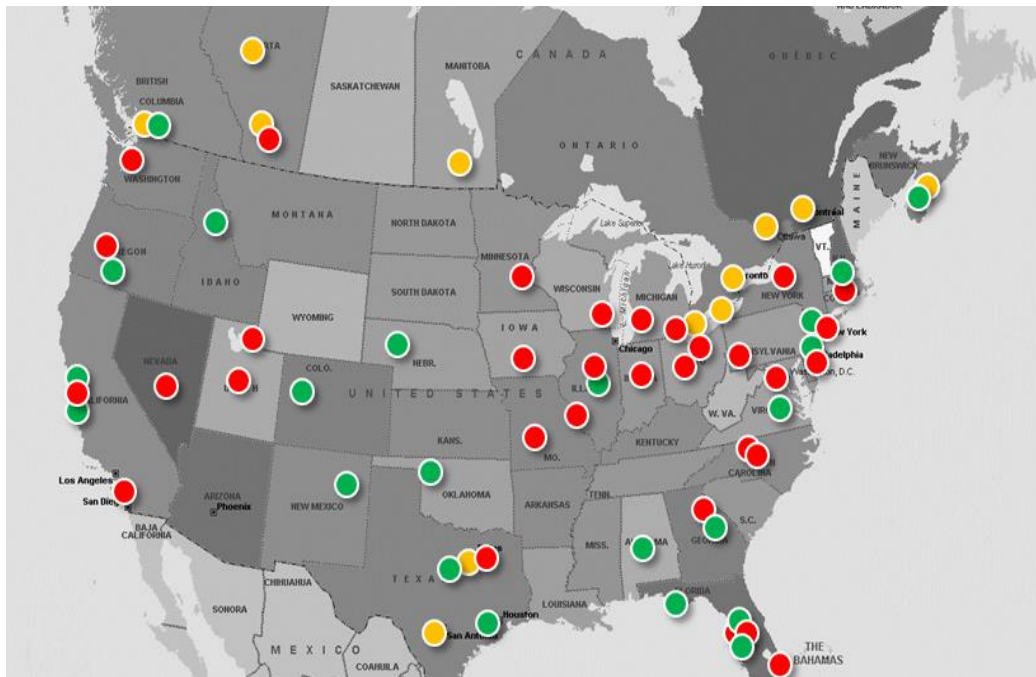
- One of the top amusement gaming companies in North America
- Supplies arcade equipment to Cineplex theatres, The Rec Room, other circuits and numerous entertainment venues
- LTM revenue as of June 30, 2018: \$161.3M
- B2B Amusement Solutions:
 - Route Operations
 - Distribution and Sales
 - Family Entertainment Centres (FECs)



Player One Amusement Group



Player One Amusement Group



 P1AG Offices

Route Business

Cineplex provides the equipment and shares the revenue with third party operators such as theme parks and FECs

Customers: Cineplex, Cinemark, Regal, Walmart, AMF, Punch Bowl Social, etc.

Distribution Business

Customers purchase games through Cineplex sales and service representation of more than 70 leading game manufacturers

Customers: Norwegian Cruise Lines, Disney Cruise Lines, etc.

XSCAPE and FECs

- Well positioned for future growth in this area
- Own and operate Playdium Mississauga

XSCAPE Entertainment Centres

- Entertainment concepts in Cineplex theatres featuring the latest video and interactive games with redemption pricing

FECs

- Owned and revenue-share FECs across North America



eSports



Leading video gaming tournaments platform and community for competitive gamers

Building:

- Impressions and Engagement
- Programming
- Content
- Partnerships



The #1 player focused on the collegiate eSports segment with over 1,000 college campuses in North America

- Expanded leagues portfolio
- College teams compete and earn prize pools of scholarship funds



Canadian Championship Series (Tier 1 campaigns)

Developing secondary events channel via The Rec Room and other third party venues

Custom tournaments programming for partners and brands



Location Based Entertainment



Canada's newest destination for 'Eats & Entertainment'

Amusement gaming, live entertainment and unforgettable dining experiences, all under one roof

Large attractions area, bar, auditorium-style space for live entertainment and casual and upscale dining

Target: Millennials and baby boomers with kids, and groups



Reimagined entertainment complexes in mid-sized communities across Canada

Indoor play, fun and fresh food and modern, technology-enhanced amenities

Affordable entertainment for everyday play, casual dining or special occasions

Target: Teens, their friends and family



Joint venture partnership to bring sports entertainment experience to Canada

Dynamic entertainment experience catering to all demographics

65,000 square feet, 12 acres of land, 3 level facility, 102 hitting bays

Target: People of all ages and skill levels, even non-golfers

The Rec Room

TARGET

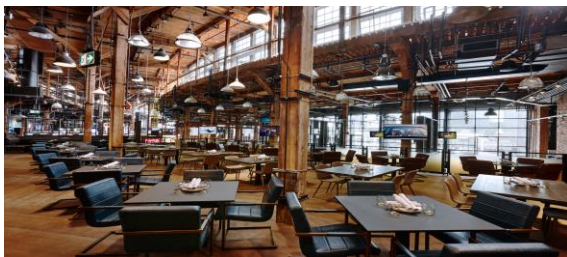
- 10-15 locations across Canada

NOW OPEN

- South Edmonton Common: September 2016
- Toronto's Historic Roundhouse: June 2017
- West Edmonton Mall: August 2017
- Deerfoot City, Calgary: October 2017
- CF Masonville Place, London: April 2018

ANNOUNCED

- Square One, Mississauga: Q1 2019
- Avalon Mall, St. John's: Q2 2019
- Seasons of Tuxedo, Winnipeg: Q3 2019
- Brentwood, Burnaby: Q4 2019



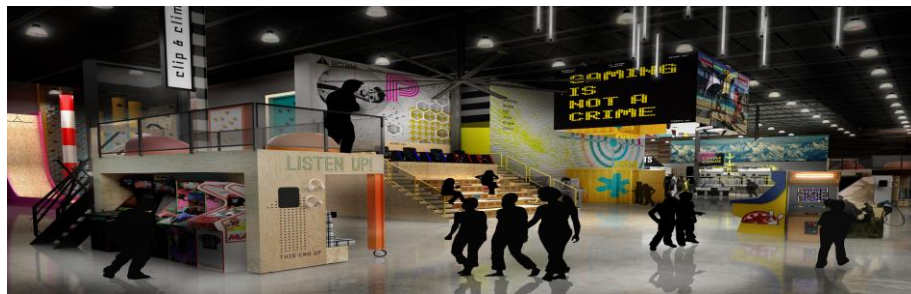
Playdium

TARGET

- 10-15 locations across Canada

ANNOUNCED

- Whitby, Ontario: Q2 2019
- Brampton, Ontario: Q3 2019



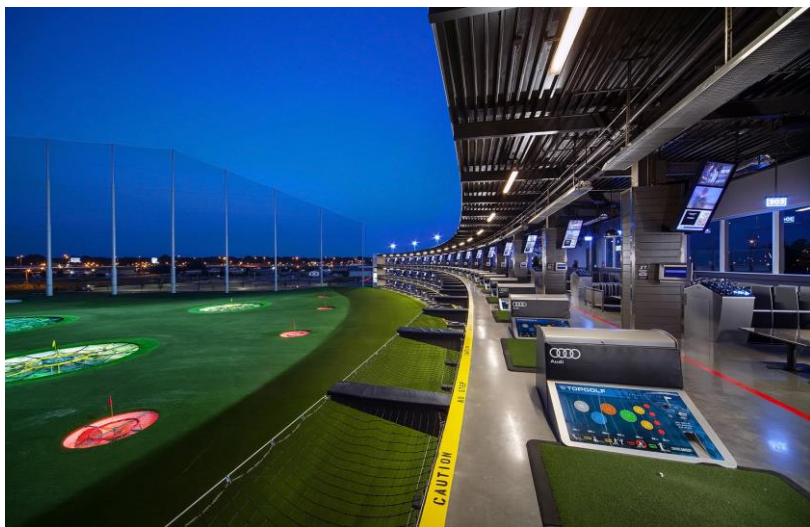
Topgolf Canada

TARGET

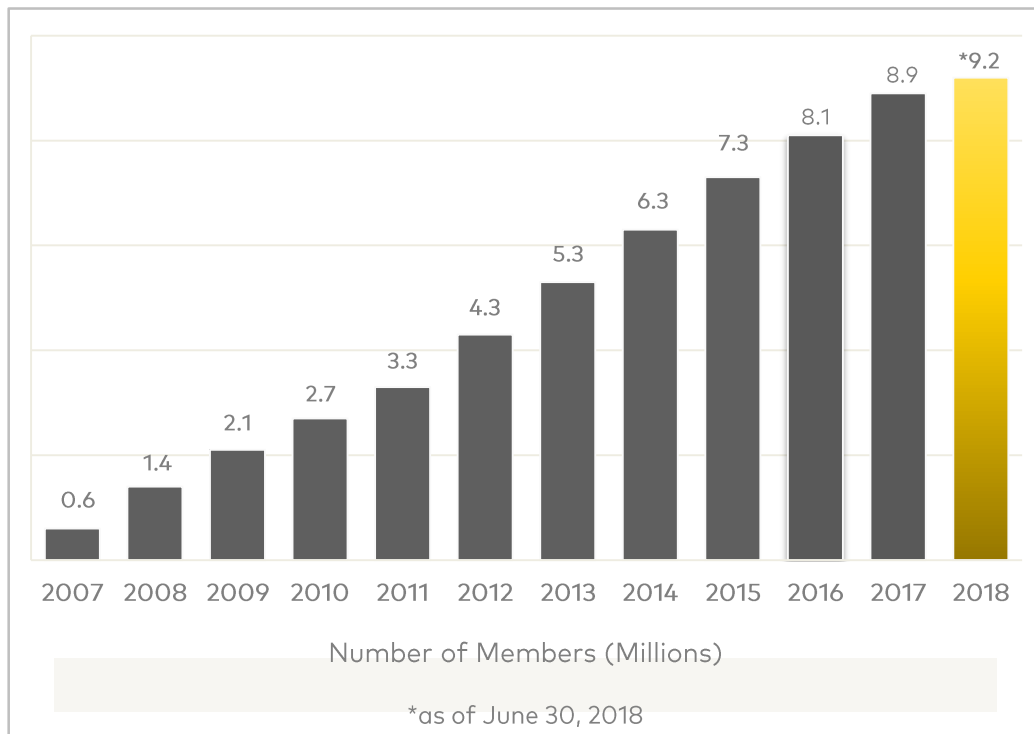
- Late 2019

COMING SOON

- Locations TBA



SCENE[™] Loyalty Program



- Canada's top loyalty program for movie lovers
- Leader in loyalty program member satisfaction in Canada
- Members are represented in 45% of Canadian households
- One in five Canadians are SCENE members

SCENE[™]

SCENE[™] Loyalty Program

COMPETITIVE ADVANTAGE

- Drives attendance frequency
- Encourages concession spend
- Better target offers to guests
- Cineplex Store – Build awareness / promote trial
- Great opportunity for film studios and promotional partners
- Marketing automation platforms
- Valuable data and insight

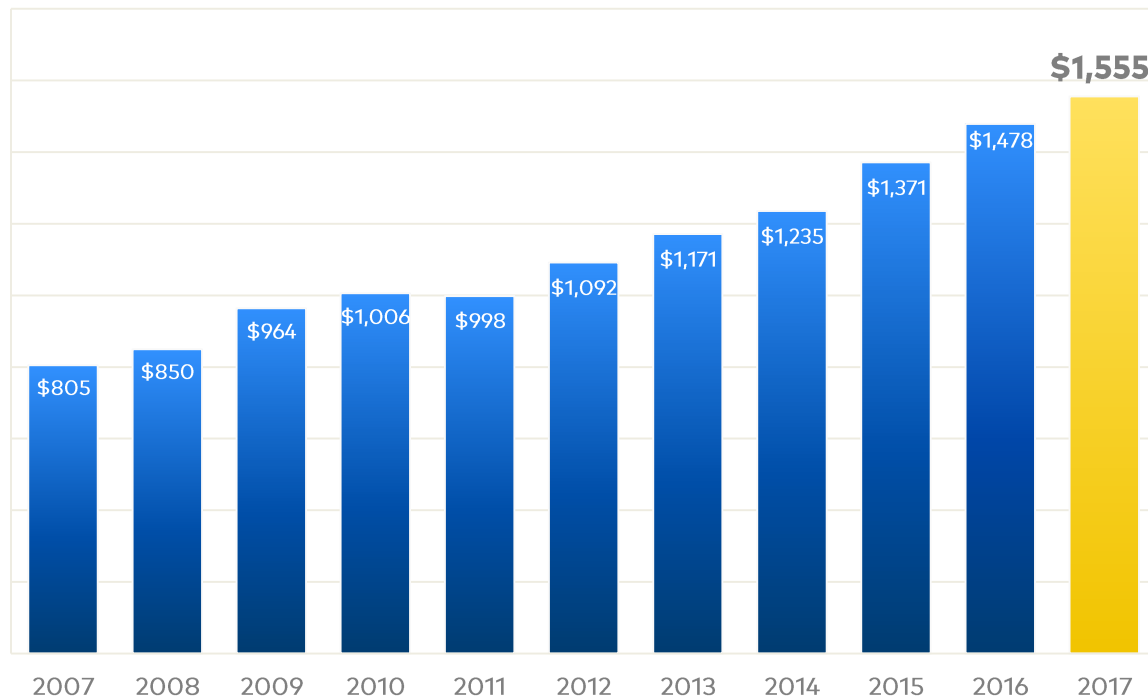


Financial Highlights



TOTAL REVENUE

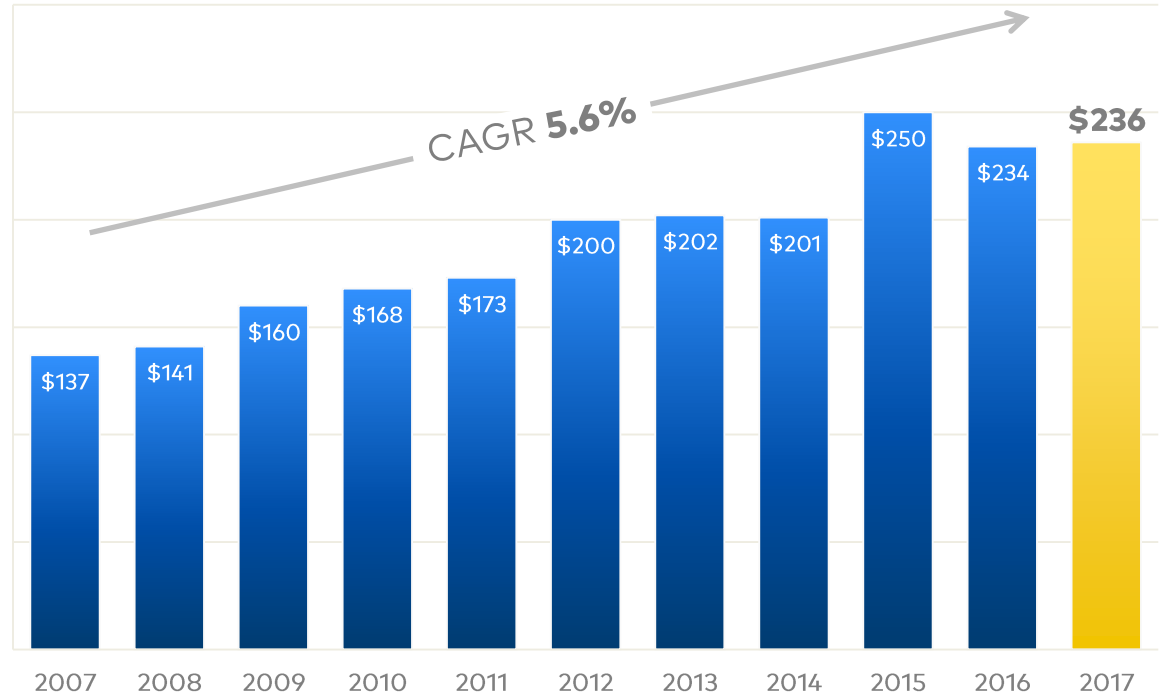
\$ MILLIONS





ADJUSTED EBITDA

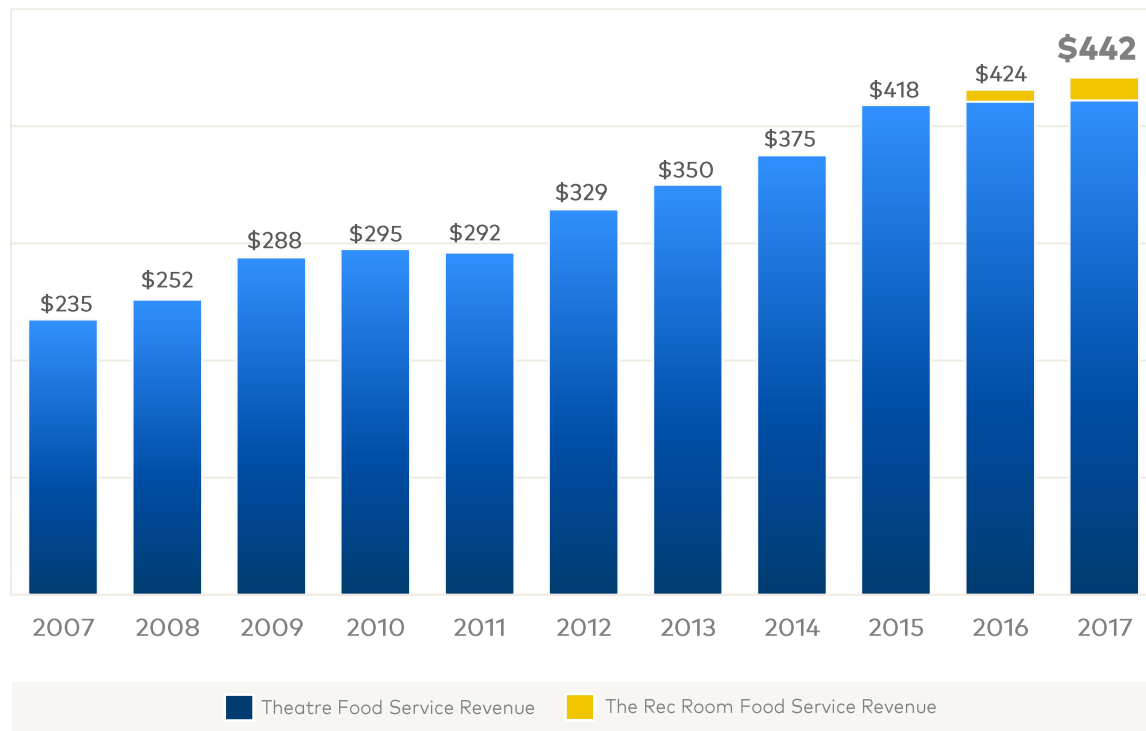
\$ MILLIONS





TOTAL FOOD SERVICE REVENUE

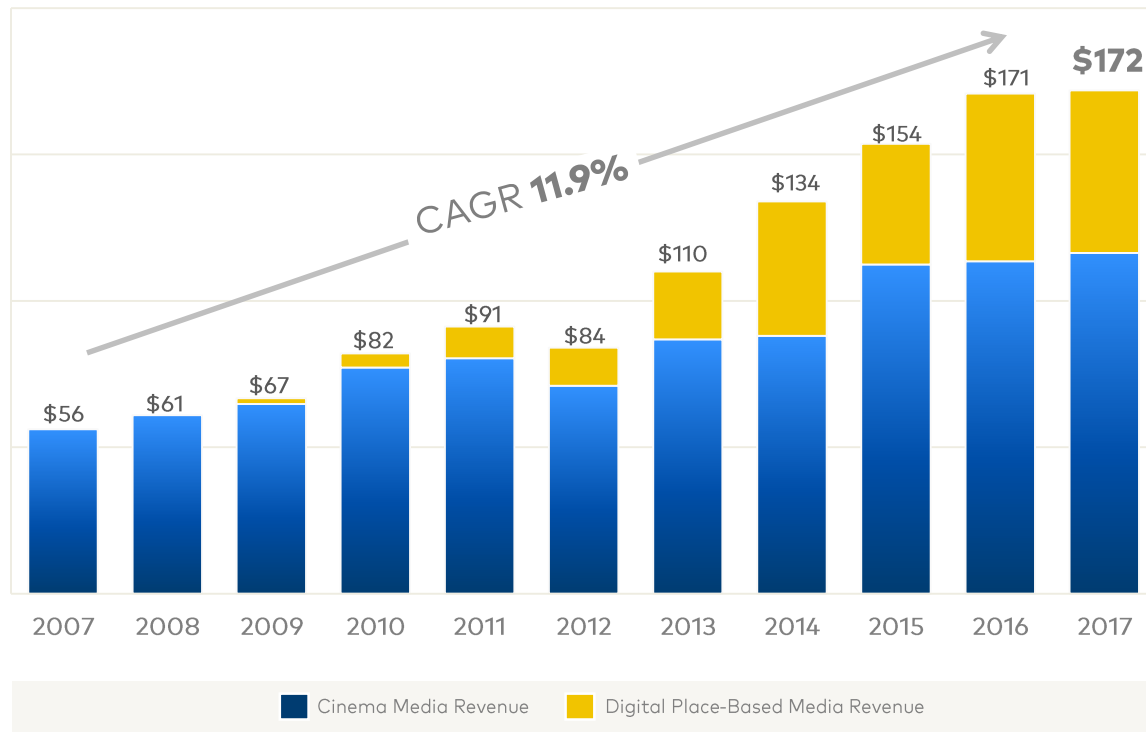
\$ MILLIONS





MEDIA REVENUE

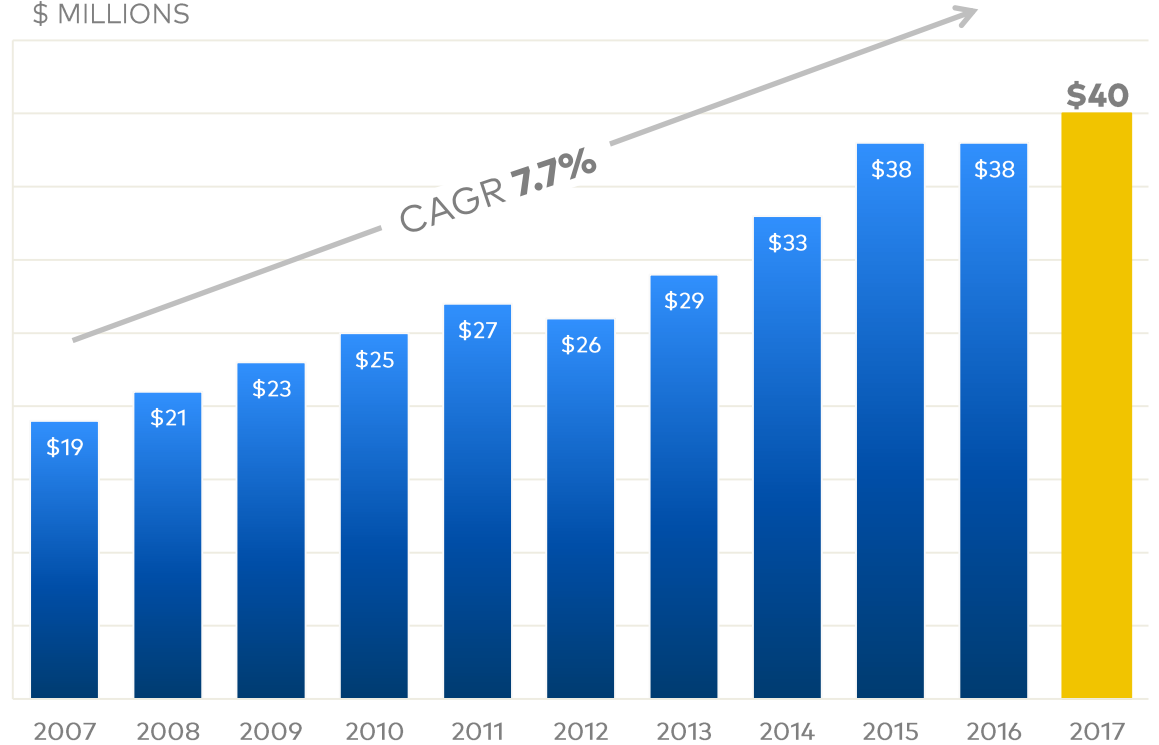
\$ MILLIONS





OTHER REVENUE

\$ MILLIONS



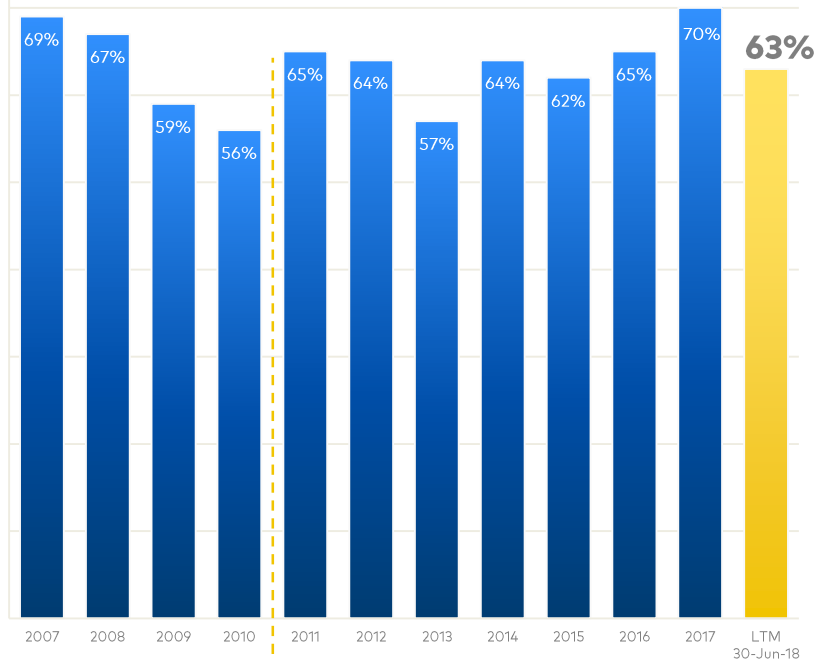
2018 SECOND QUARTER RESULTS

MILLIONS, EXCEPT ADJUSTED EBITDA MARGIN AND PER PATRON AMOUNTS

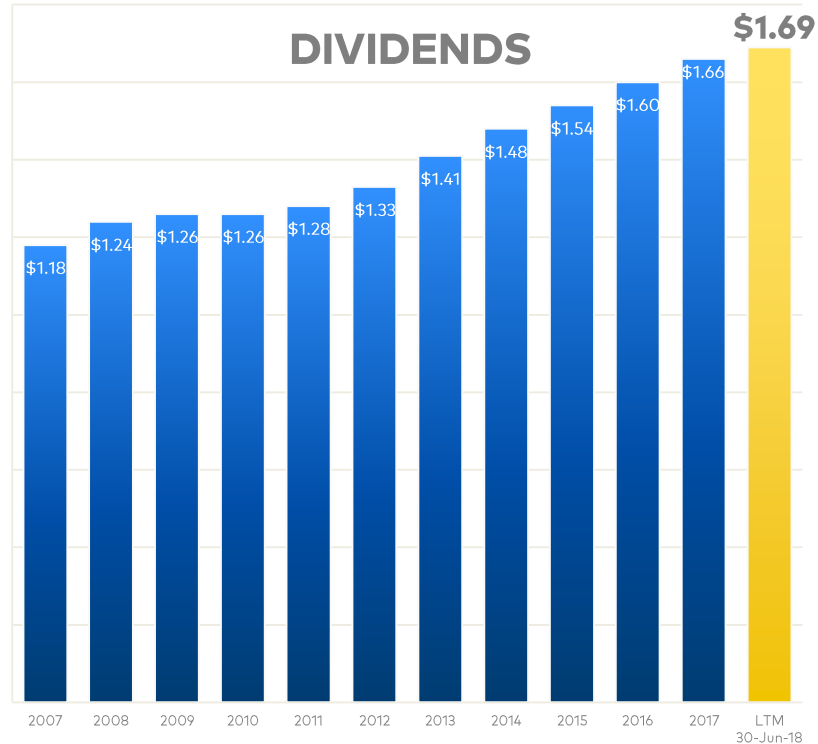
	Q2 YTD 2018	Q2 YTD 2017	%
Box Office	\$368.6	\$366.1	0.7%
Food Service	\$239.2	\$215.3	11.1%
Media	\$73.3	\$70.5	4.0%
Amusement*	\$98.5	\$87.1	13.1%
Other	\$20.3	\$19.3	5.0%
Total Revenue	\$799.9	\$758.3	5.5%
Adjusted EBITDA	\$121.4	\$97.5	24.5%
Adjusted EBITDA Margin	15.2%	12.9%	2.3%
Attendance	35.1	36.1	-2.8%
BPP	\$10.51	\$10.15	3.5%
CPP	\$6.34	\$5.86	8.2%

*Acquired the assets of Dandy Amusements in the second quarter of 2017.

PAYOUT RATIO



DIVIDENDS

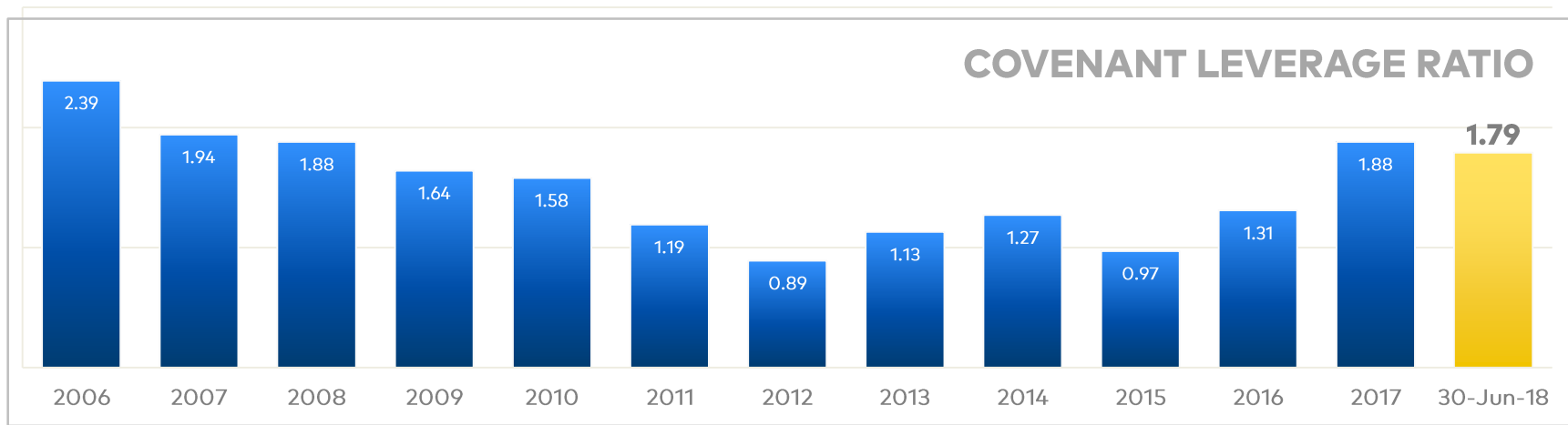


Corporate Conversion Jan. 1, 2011

CREDIT FACILITIES

(MILLIONS)

	Maturity	Capacity	Drawn (as of June 30/18)	Reserved (as of June 30/18)	Remaining
Term Facility	Apr. 2021	\$150.0	\$150.0	—	—
Revolving Facility	Apr. 2021	\$475.0	\$340.0	\$8.4	\$126.6
Total		\$625.0	\$490.0	\$8.4	\$126.6



As of June 30, 2018

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 www.sedar.com. Non-GAAP financial measures used in investor presentations included the following:

EBITDA	EBITDA is calculated by adding back to net income, income tax expense, depreciation, amortization and interest expense net of interest income
Adjusted EBITDA	Adjusted EBITDA excludes change in fair value of financial instrument, gain on acquisition of the business, the loss on disposal of assets, foreign exchange loss (gain), the equity income of CDCP, the non-controlling interests' share of adjusted EBITDA of WGN, and depreciation, amortization, interest and taxes of Cineplex's other joint ventures.
Adjusted Free Cash Flow	Adjusted free cash flow is calculated by adjusting cash provided by operating activities by total capital expenditures excluding growth capital expenditures net of proceeds on sale of assets, changes in operating assets and liabilities, changes in operating assets and liabilities of joint ventures, tenant inducements, change in fair value of financial instruments, principal component of finance lease obligations, share of income of joint ventures net of non-cash depreciation, non-controlling interests share of adjusted EBITDA, of WGN and net cash received from CDCP.
Attendance	Attendance is calculated as the total number of paying guests that frequent Cineplex's theatres during the period.
BPP	Calculated as total box office revenues divided by total paid 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 and IMAX product divided by total paid attendance for the period less paid attendance for 3D, UltraAVX, VIP, 4DX and IMAX product.
CPP	Calculated as total theatre food service revenues divided by total paid attendance for the period.
Premium Priced Product	Defined as 3D, UltraAVX, VIP, 4DX and IMAX product.
Theatre concession margin per patron	Calculated as total theatre food service revenues less total theatre food service cost, divided by 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 during the periods.
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 cost of theatre food service divided by total theatre food service revenues for the period.
The Rec Room food cost percentage	Calculated as total The Rec Room food costs divided by total The Rec Room food service revenues for the period.
P1AG Adjusted EBITDA	Calculated as amusement revenues of P1AG less the total operating expenses of P1AG, which excludes foreign exchange.
Adjusted Store Level EBITDA Metrics	Calculated as total The Rec Room revenues from all locations less the total operating expenses of The Rec Room, which excludes pre-opening costs and overhead relating to the management of The Rec Room.
Store Level Margin	Calculated as adjusted store level EBITDA divided by total revenues for The Rec Room for the period.

Thank You!