

# RBC Deep Dive: Leveraging the Power of Data

December 5, 2019



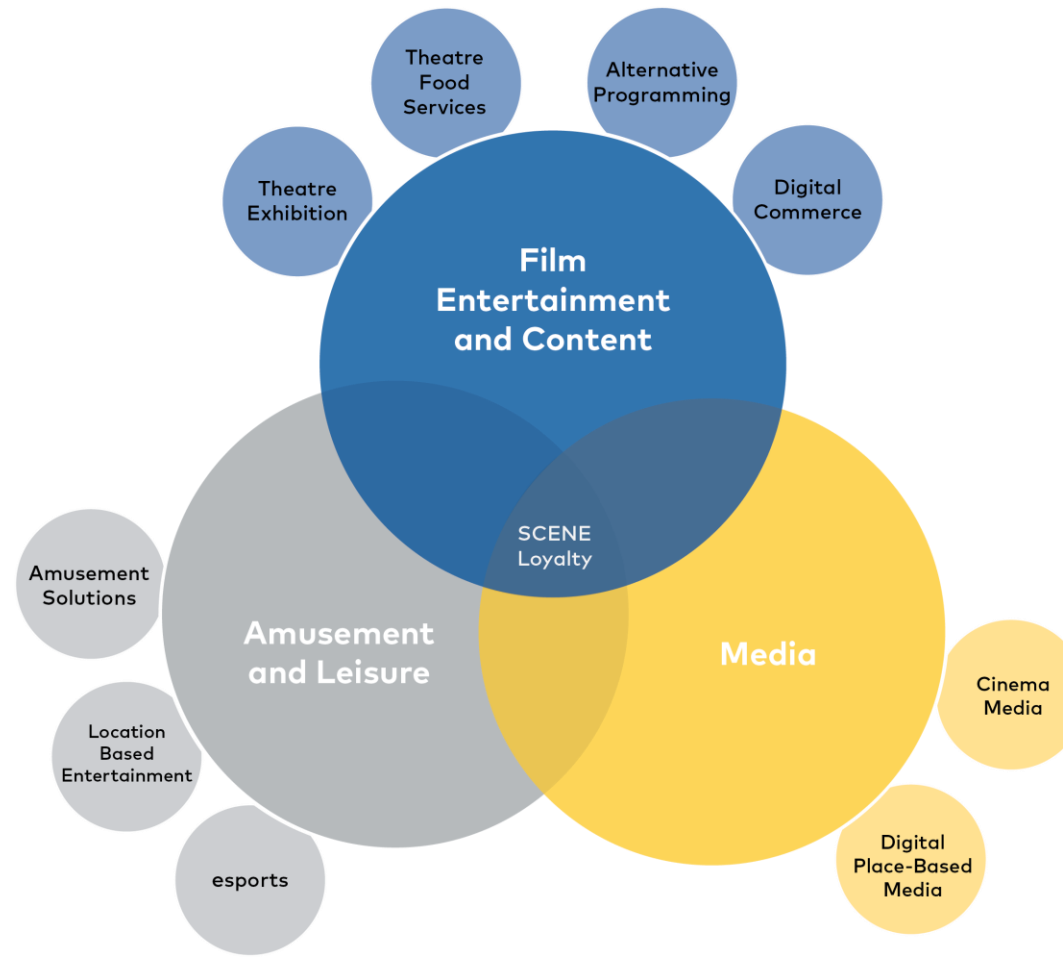
# Topics for Today

- **Introductions** | Gord Nelson, CFO and Shawn Mandel, CDTO
- **Cineplex Business Model** | Billions of Touchpoints
- **Data Opportunities** | Across Retail Sector
- **Data Opportunities** | Across Cineplex Ecosystem
- **Fireside Chat** | Drew McReynolds, Managing Director, Global Research, RBC

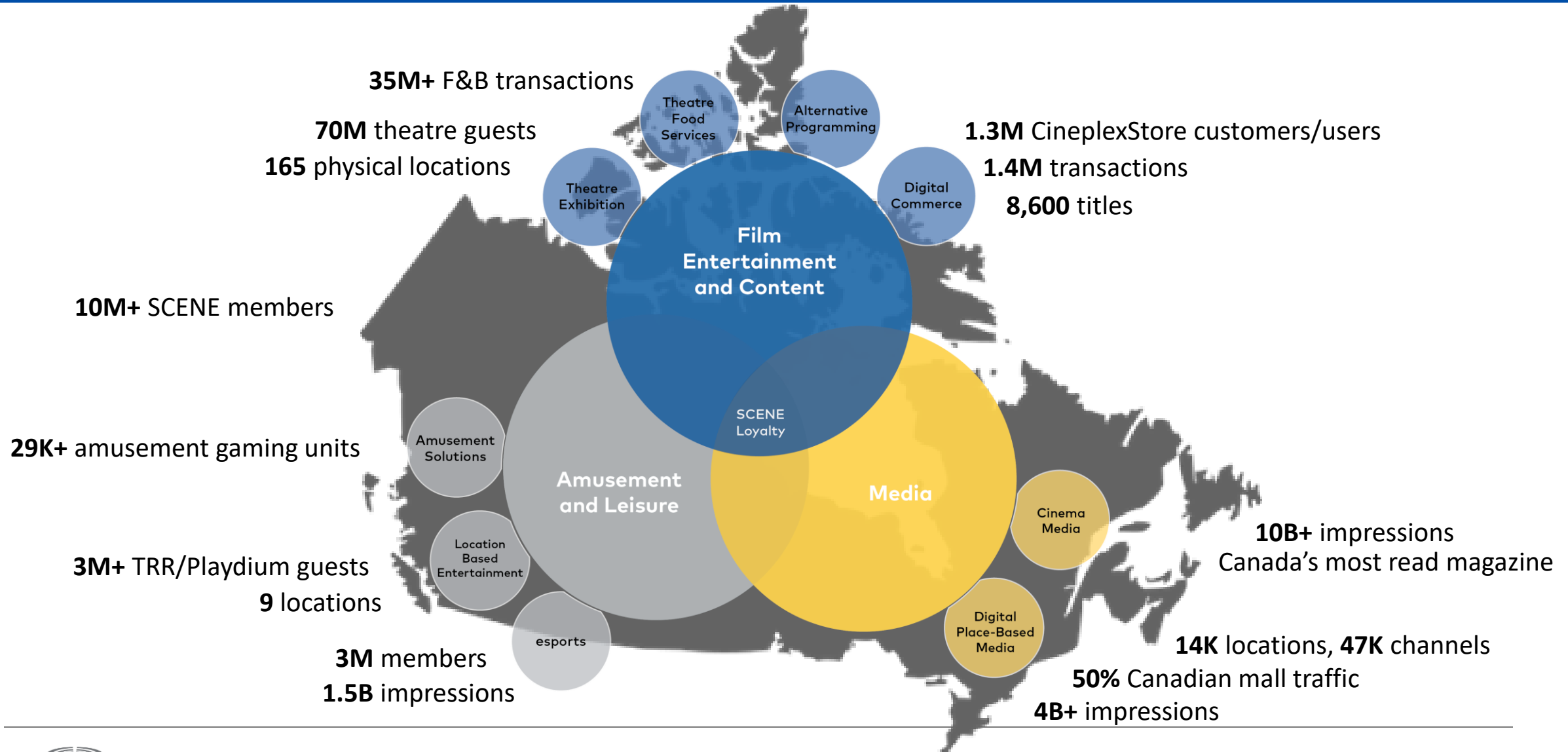
# Introductions

Gord Nelson, CFO and Shawn Mandel, CDTO

# Diversified Entertainment and Media Company



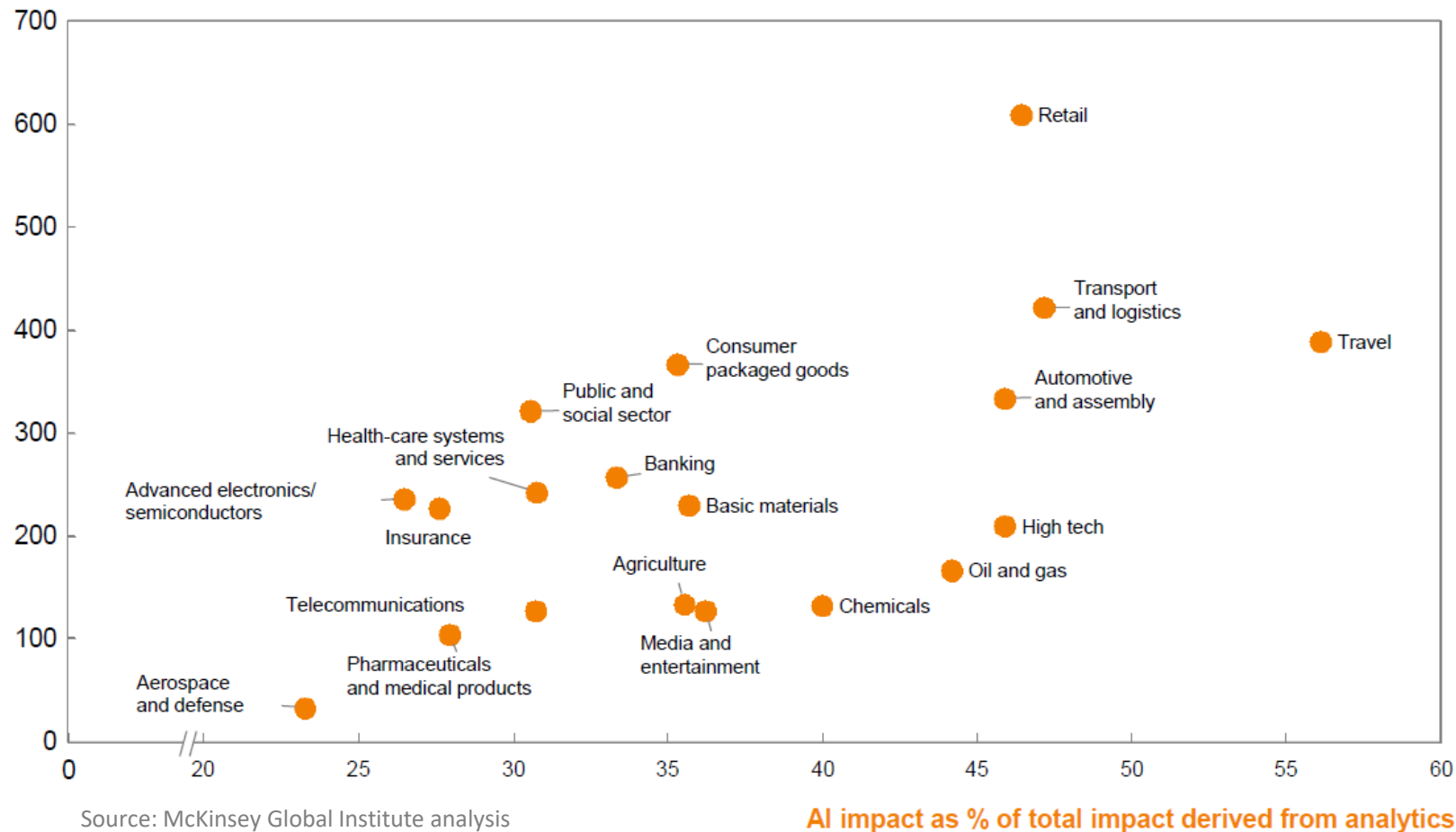
# Touchpoints Create Meaningful Data Collection Opportunities



# Data Opportunities – Value Creation Across Industrial Sectors

Annually and across sectors, Artificial Intelligence has the potential to create value totaling \$3.5-\$5.8 trillion

AI impact  
\$ billion



Source: McKinsey Global Institute analysis

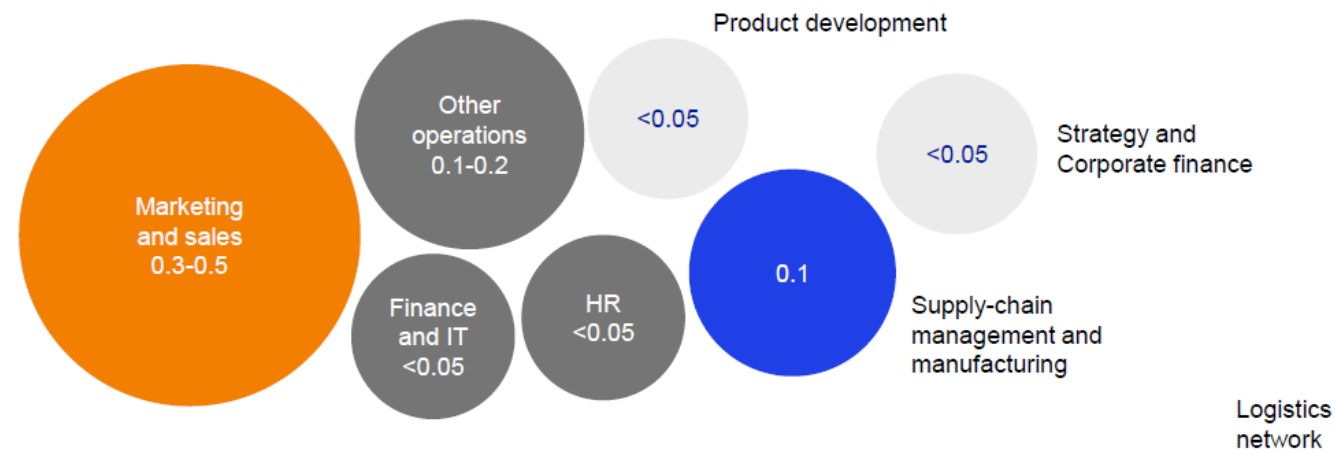
AI impact as % of total impact derived from analytics

# Data Opportunities – Value Creation Across Retail Sector

Within retail, marketing and sales are the use cases where AI applications are expected to yield the most value

## Retail examples

\$ trillion



Pricing and promotion 0.1-0.2	Customer service management ~0.1	Customer acquisition and generation <math><0.1</math>	Task automation 0.1-0.2			Fraud and debt analysis 0-0.1	<math><0.05</math>
	Next product to buy <math><0.05</math>	Marketing budget allocation <math><0.05</math>	Workforce productivity and Efficiency <math><0.05</math>	Analytics-driven accounting and IT <math><0.05</math>	Analytics-driven hiring and retention <math><0.05</math>	Product feature optimization <math><0.05</math>	Strategy and corporate finance <math><0.05</math>

NOTE: Numbers may not sum due to rounding. Not to scale

SOURCE: McKinsey Global Institute analysis

# Data Opportunities – Examples for Value Creation at Cineplex





# Mobilizing a Data Program

We are coordinating multiple streams of activity that will help us mature an enterprise scale data program.



*Data Collection*



*Technology  
Platforms*



*Program  
Management*



*Partners*



*Talent*

## OBJECTIVES

- 1 Use data to make better business decisions
- 2 Enhance our 1-1 marketing and personalization efforts
- 3 Evolve our B2B media value proposition
- 4 Grow revenue through monetization

# Fireside Chat

Drew McReynolds, RBC Capital Markets

**Thank You**