



Corporate Social Responsibility

Cineplex's approach to Corporate Social Responsibility is based on three key pillars: Business Ethics and Values, Environmental Sustainability and being a good Community Partner.

Business Ethics and Values

Cineplex is committed to sustainable growth and good stewardship in the communities that it serves, guided by the *Cineplex Values*, the Corporation's *Code of Business Conduct and Ethics* and its *Supplier Code of Conduct*. A copy of each of these documents can be found on the corporate website.

The *Code of Business Conduct and Ethics* addresses the ethical business standards and practices for its board, leadership team, employees and contractors; each individual must read, understand and re-commit to the Code each and every year with training and sign-off. It outlines behaviours and practices that will ensure full compliance with laws as well as reaffirm Cineplex's commitment to integrity, honesty and respect when dealing with its team, partners, suppliers and the community.

Cineplex also values its relationships with suppliers because they help it achieve its business objectives and contribute to the overall success as a Corporation. To that end, the Corporation has adopted a *Supplier Code of Conduct*. The *Supplier Code of Conduct* sets forth the principles and ethical standards that the Corporation expects all its suppliers to work toward achieving throughout the course of its business relationship with Cineplex. It provides, among other things:

- Ethical business practices
- Responsible sourcing of its products
- Responsible subcontracting
- Responsible information security and adherence to best practices in privacy
- Maintenance of human rights and labour standards
- Provision of safe and healthy work environments
- Good stewardship

Cineplex's board, leadership team and nearly 13,000 employees across North America all work under the guidance of the *Cineplex Values* of Teamwork, Excellence and Innovation, which are closely aligned and ultimately reaffirmed by its approach to corporate governance and stewardship.

Environmental Sustainability

The Corporation integrates sustainability initiatives across its ecosystem by managing its environmental footprint and demonstrating to employees, guests, partners and shareholders an ongoing commitment to a sustainable future. Guided by its cross-functional Environmental Sustainability Committee, Cineplex is taking steps across its business through three inter-connected environmental issues: Waste, Energy Efficiency and Eco-Friendly Materials. Generally, Cineplex works to reduce its greenhouse gas emissions, use less paper and manage its resources and waste to minimize the impact it has on the communities in which it operates. The Corporation has adopted, among other initiatives, the following:

- **Waste Management:** Cineplex take steps to reduce the amount of waste generated at its theatres, location-based entertainment venues and corporate offices by increasing its diversion rate to landfills and taking steps to operate more efficiently. The Corporation proudly recycles paper and plastic, participating in the GEEP E-Waste recycling national program. The Corporation also reuses 3D glasses and ensures the safe disposal of electronic waste. Where supported by municipal waste facilities, the Corporation uses compostable packaging and separates organic waste in select locations.
- **Energy Efficiency:** To meet global warming targets, Canada has committed to reducing its greenhouse gas emissions and Cineplex is committed to doing its part in seeing those targets met. The Corporation has multiple programs in place, including LED lighting retrofits and building automation systems, that seek to improve the energy efficiency at all of its venues. Through efforts like our Canopy Planet-endorsed Paper Procurement Policy, Cineplex has reduced our overall emissions by preserving ancient forests and using recycled paper where possible as well as limiting the resources required to produce our paper requirements. Three of the Corporation recently constructed facilities are Leadership in Energy and Environmental Design (LEED) certified.
- **Eco-Friendly Materials:** Cineplex prioritizes the purchasing of eco-friendly goods and services and regularly reviews the materials it uses throughout its buildings. Through efforts like ensuring the drinking straws are either paper or fully biodegradable, Cineplex strives to limit harmful chemicals in the products it uses and offers, whether it be packaging or cleaning supplies.

Community Partner

Cineplex is dedicated to being a good corporate citizen and partner in the communities which it operates through our ongoing support of local communities across the country. This includes taking steps to ensure its offices and venues are inclusive to all. In addition to the strong relationship with our national charity partner, contributions are made from across the Cineplex ecosystem, including support for local initiatives, regional activations that assist communities in times of need, and support for the Canadian entertainment and media industries.

- **National Charity Partner:** Cineplex, its employees and partners have helped contribute tens of millions of dollars through a variety of partnerships with non-profit charity organizations across Canada. In-kind contributions of venue space and media to support multiple not-for-profit organizations are also valued in excess of \$1 million annually.
- **Local Community Support:** Cineplex employees across the country have their finger on the pulse on their communities and regularly support local events to benefit the neighborhoods in which it operates. When disaster strikes, Cineplex helps Canadian communities when they need it the most. In addition to using corporate resources for communities in need, the Corporation has also leveraged its network of theatres and offices to help fundraise for Canadian Red Cross.
- **Industry Support:** Cineplex has a long history of supporting the Canadian entertainment and media industries. The Corporation supports over 35 film festivals every year from Newfoundland to British Columbia. These festivals range in size from local community events like the *Whistler Film Festival* or *Cinefest Sudbury*, to week-long celebrations of film like the world-class *Toronto International Film Festival*. Cineplex also proudly supports the Canadian Film Centre, Academy of Canadian Cinema and Television, Hot Docs, Reel Canada, Canada's Walk of Fame, First Weekend Club, the Canadian Picture Pioneers and the Scotiabank Giller Prize.
- **Inclusivity and Diversity:** In addition to inclusive hiring practices across the Cineplex ecosystem and being a leader in spearheading employment opportunities for individuals with special needs, the Cineplex leadership team participates in comprehensive inclusivity and diversity training and

makes regular training courses available to employees interested in learning. Under the guidance of Cineplex's Inclusivity Committee, the Corporation has been recognized for its initiatives in diversity and inclusion both with its employee contingent as well as with its guests. The Corporation was an early adopter to sign the Catalyst Accord and is a proud member of the international Catalyst-affiliated "30% Club." The Corporation has a *Board Diversity Policy* as well as an overall corporate *Diversity Policy* for employment across its businesses, both of which are available on the corporate website. While the diversity policies do not have any set targets regarding the representation of women or other minorities in management appointments, Cineplex, the board and the CNGC Committee consider the level of representation of women and diversity of the board and in management when making those appointments. At present, one-third of the Corporation's Board of Directors are women and 40% are ethnic minorities, including the Corporation's Chief Executive Officer. Of the 39 members of senior management (Vice-President and above), 10 of those are women and three are visible minorities.

- **Accessibility:** The Corporation's strives to make its offices, theatres and location-based entertainment venues accessible to everyone, whether it be a guest, employee or partner. This commitment is, first and foremost, about doing the right thing – and Cineplex is proud of its position as a Canadian retail leader in accessibility. The Corporation offers programs that accommodate guests who are deaf, deafened, hard of hearing, visually impaired or live with physical or mobility challenges. Cineplex is a founding partner of and proud participant in the 'Access 2' program, administered by Easter Seals Canada, providing free or significantly reduced admission to support persons accompanying a person with a disability. The Corporation is proud to have been recognized by the Canadian Foundation for Physically Disabled Persons for its work in supporting Canadians with disabilities. In partnership with Autism Speaks Canada, Cineplex presents Sensory Friendly Screenings, providing a sensory-friendly environment for individuals with autism spectrum disorder or sensory-sensitivities and their families to view new release films in theatres across the country.
- **Award Winning Culture:** Guided by the *Cineplex Values* of Teamwork, Innovation and Excellence, Cineplex believes in the power of working together and recognizes that its employees are the company's greatest asset. In 2018, Cineplex was proudly named one of Canada's Most Admired Corporate Cultures by Waterstone Human Capital for the third time. Announced annually, the program celebrates organizations across four categories that have cultures that drive performance and contribute to the bottom line. Cineplex was recognized for its dedication to employee engagement initiatives, passion for the community and strong leadership.

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