

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns, leases or has a joint-venture interest in 162 theatres with 1,638 screens serving approximately 77 million guests annually. Headquartered in Toronto, Canada, Cineplex operates theatres coast-to-coast. The company operates the following top tier brands: Cineplex Cinemas, Cineplex Odeon, Galaxy, SilverCity and Scotiabank Theatres. Cineplex shares trade on the Toronto Stock Exchange (TSX) under the symbol "CGX".

**Pat Marshall**

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**Key Metrics/Overview**

**Symbol: CGX – TSX**

Share Price (Cdn \$)	\$41.45
52 Week High (Cdn \$)	\$44.85
52 Week Low (Cdn \$)	\$37.74
Market Capitalization	\$2.6 B
Dividend Yield	3.6%

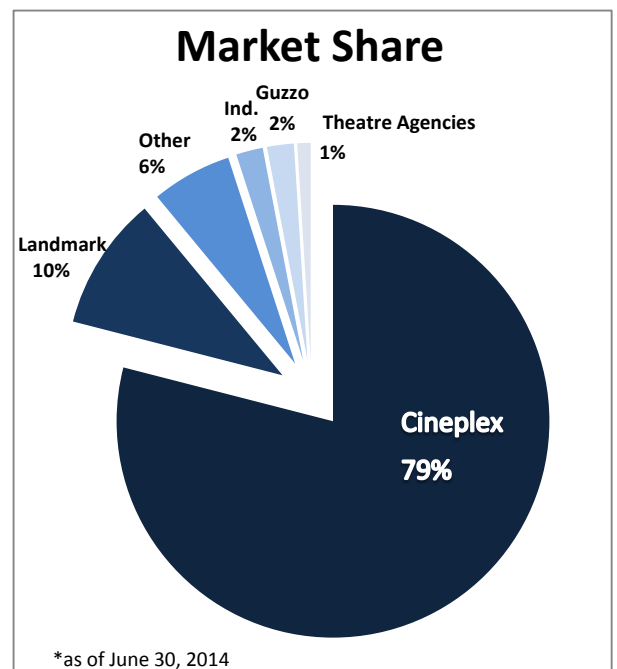
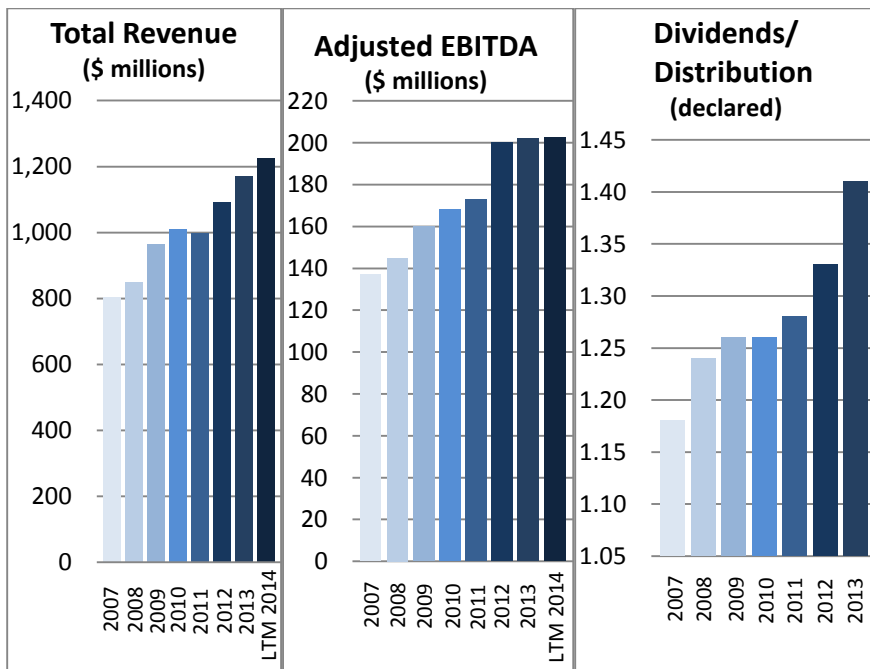


At June 30, 2014

**Corporate Strategy**

Cineplex's key strategic areas of focus for future growth include the following:

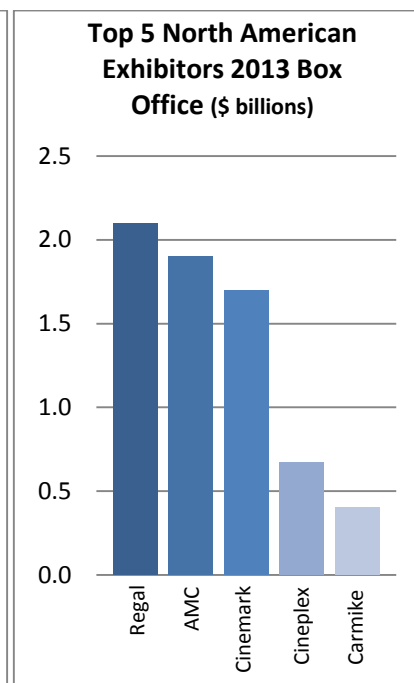
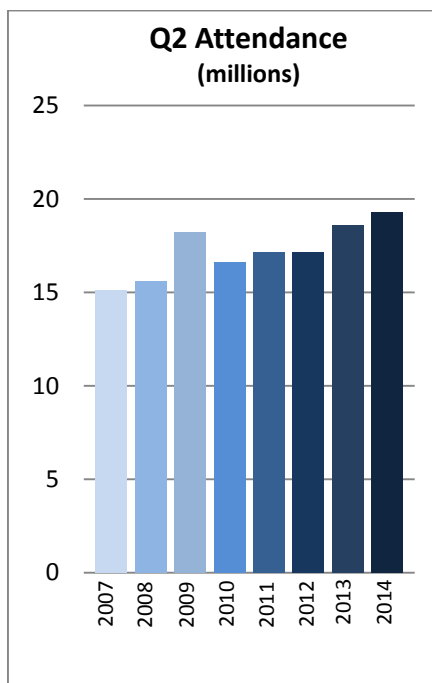
1. Continue to enhance and expand our existing infrastructure and service offerings to attract new customers and increase revenue per guest.
2. Capitalize on our core media strengths to provide continued growth.
3. Expand our presence as an entertainment destination for Canadians, in-theatre, in-home and on-the-go.
4. Pursue selective acquisitions and opportunities that are strategic, accretive and capitalize on our core strengths.



## 2014 Q2 Results

(in millions, except per patron data)

	2014	2013	%
Box Office	\$181.4	\$174.4	4.0%
Food Services	\$98.0	\$89.7	9.3%
Media	\$31.0	\$26.4	17.6%
Other	\$13.1	\$11.2	16.6%
<b>Total Revenue</b>	<b>\$323.5</b>	<b>\$301.6</b>	<b>7.2%</b>
<b>Adjusted EBITDA</b>	<b>\$59.4</b>	<b>\$58.7</b>	<b>1.2%</b>
<b>EBITDA Margin</b>	<b>18.4%</b>	<b>19.5%</b>	<b>-1.1%</b>
<b>Attendance</b>	<b>19.3</b>	<b>18.6</b>	<b>3.6%</b>
<b>BPP</b>	<b>\$9.40</b>	<b>\$9.36</b>	<b>0.4%</b>
<b>CPP</b>	<b>\$5.08</b>	<b>\$4.81</b>	<b>5.6%</b>



(Cineplex data in CDN\$, all others in USD\$)

## Business Segments

**Exhibition:** is the largest revenue source for Cineplex with box office revenue representing approximately 56% of total revenues. Adding premium entertainment offerings such as RealD 3D systems, UltraAVX, VIP Cinemas, IMAX theatres and D-Box motion seats has resulted in greater seat utilization of these premium offerings.

**Merchandising:** is Cineplex's second largest revenue source with concession revenue, representing approximately 31% of total annual revenues.

**Loyalty (SCENE):** is Cineplex's entertainment rewards program and 50/50 joint venture with ScotiaBank, and was created to drive incremental attendance, gain a more thorough knowledge of our guests, and communicate directly and regularly to them with relevant offers. As of June 30, 2014 there were more than 5.8 million members.

**Interactive:** is comprised of three main areas-our website Cineplex.com, the Cineplex Store, and Mobile. Interactive's goal is to expand our presence as an entertainment destination for Canadians, "in-home" and "on-the-go".

**Alternative Programming:** Alternative Programming features a variety of programs from live transmissions of The Met Opera to concerts, ballet, sporting events and Broadway Theatre productions.

**Cineplex Media:** Cineplex Media is Cineplex's wholly-owned advertising business covering everything from onscreen advertising to magazines, online advertising, naming rights and two digital media businesses: Cineplex Digital Networks and Cineplex Digital Solutions.

Note: This Fact Sheet, which includes non-GAAP measures, and should be read in conjunction with the detailed disclosure contained in Cineplex Inc.'s quarterly and annual securities filings.

- (1) Adjusted operating profit as operating income before stock-based compensation expense, integration, restructuring and acquisition expenses, impairment of assets and depreciation and amortization.
- (2) Adjusted net income before stock-based compensation expense, integration, restructuring and acquisition expenses, losses on redemption of long-term debt, impairment of assets, gain on spectrum distribution, gain on sale of investments, and the related income tax impacts of the preceding items and the legislative tax rate changes. Adjusted net income is used to calculate adjusted diluted earnings per share.
- (3) Excludes corporate items and eliminations.
- (4) Adjusted operating profit, adjusted net income and adjusted EPS are non-GAAP measures which are explained and reconciled to in the quarterly and annual securities filings referenced above.