

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns or leases 162 theatres with 1,655 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."

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Key Metrics/Overview

Symbol: CGX – TSX

Share Price (Cdn \$)	\$47.55
52 Week High (Cdn \$)	\$51.50
52 Week Low (Cdn \$)	\$42.00
Market Capitalization	\$3.0 B
Dividend Yield	3.2%

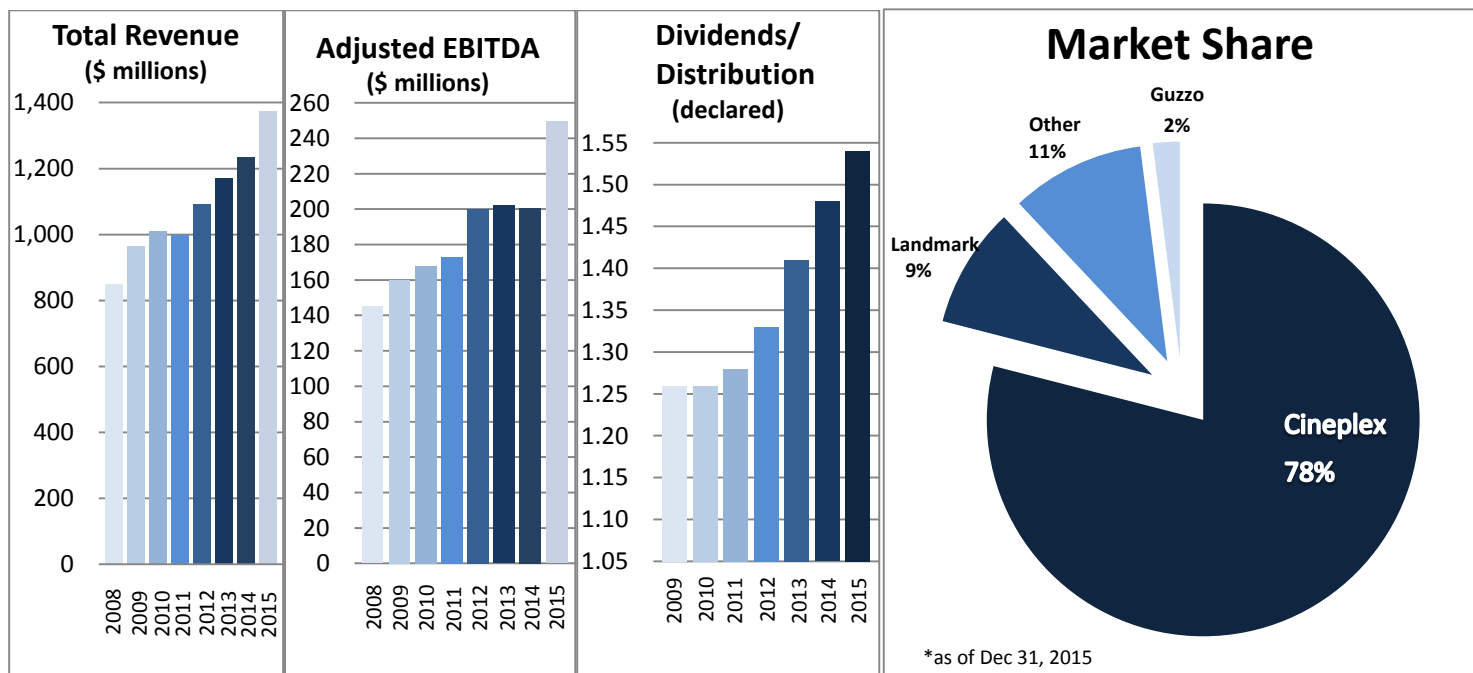


At December 31, 2015

Corporate Strategy

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

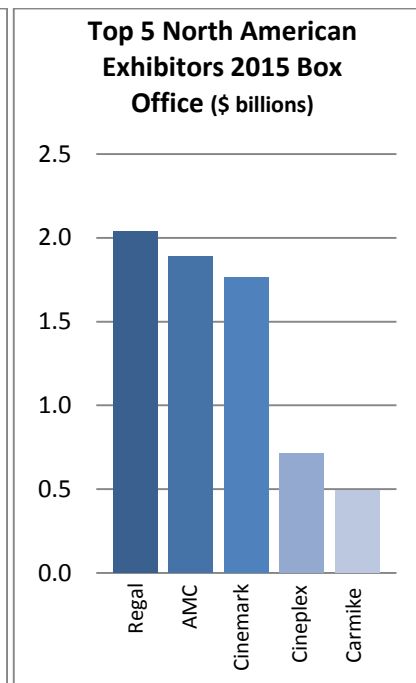
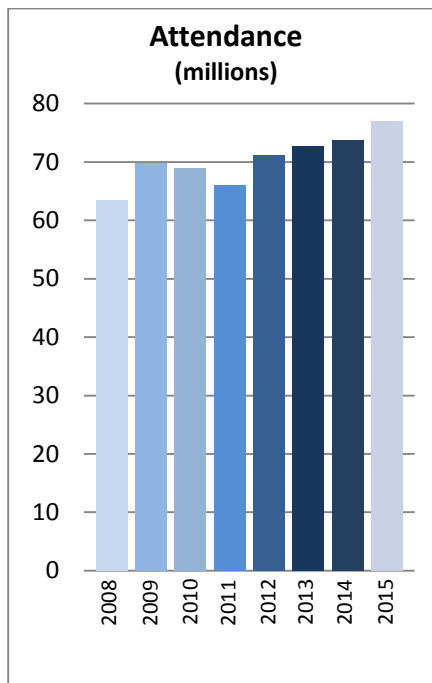
1. Continue to enhance and expand our existing infrastructure and service offerings to attract new customers and increase revenue per guest;
2. Capitalize on our core media strengths to provide continued growth;
3. Develop and scale gaming-related amusement and leisure concepts, including The Rec Room, by extending existing capabilities and infrastructure;
4. Expand our presence as an entertainment destination for Canadians, in-theatre, at-home and on-the-go;
5. Pursue selective acquisitions and diversification opportunities that are strategic, accretive and capitalize on our core strengths.



2015 Full Year Results

(in millions, except per patron data)

	2015	2014	%
Box Office	\$711.1	\$672.7	5.7%
Food Service	\$418.4	\$375.0	11.6%
Media	\$153.6	\$134.2	14.5%
Other	\$87.7	\$52.8	66.2%
Total Revenue	\$1,370.9	\$1,234.7	11.0%
Adjusted EBITDA	\$249.8	\$201.0	24.3%
EBITDA Margin	18.2%	16.3%	1.9%
Attendance	77.0	73.6	4.6%
BPP	\$9.23	\$9.13	1.1%
CPP	\$5.43	\$5.09	6.7%



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

Business Segments

Exhibition: is the largest revenue source for Cineplex with box office revenue representing approximately 52% 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.

Food Service: is Cineplex's second largest revenue source with food service revenue, representing approximately 31% of total annual revenues.

Loyalty (SCENE): is Cineplex's entertainment rewards program, a 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 December 31, 2015 there were more than 7.3 million members.

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

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

Cineplex Media: is Cineplex's wholly-owned advertising business covering everything from onscreen advertising to magazines, online advertising, naming rights and digital media business, Cineplex Digital Media. Media represents approximately 11% of total revenues.

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.