

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns or leases 163 theatres with 1,666 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

Vice President, Communications
& Investor Relations
(416) 323-6648
Pat.marshall@cineplex.com

Key Metrics/Overview

Symbol: CGX – TSX

Share Price (Cdn \$)	\$50.57
52 Week High (Cdn \$)*	\$51.30
52 Week Low (Cdn \$)*	\$45.13
Market Capitalization	\$3.2 B
Dividend Yield	3.1%

*close

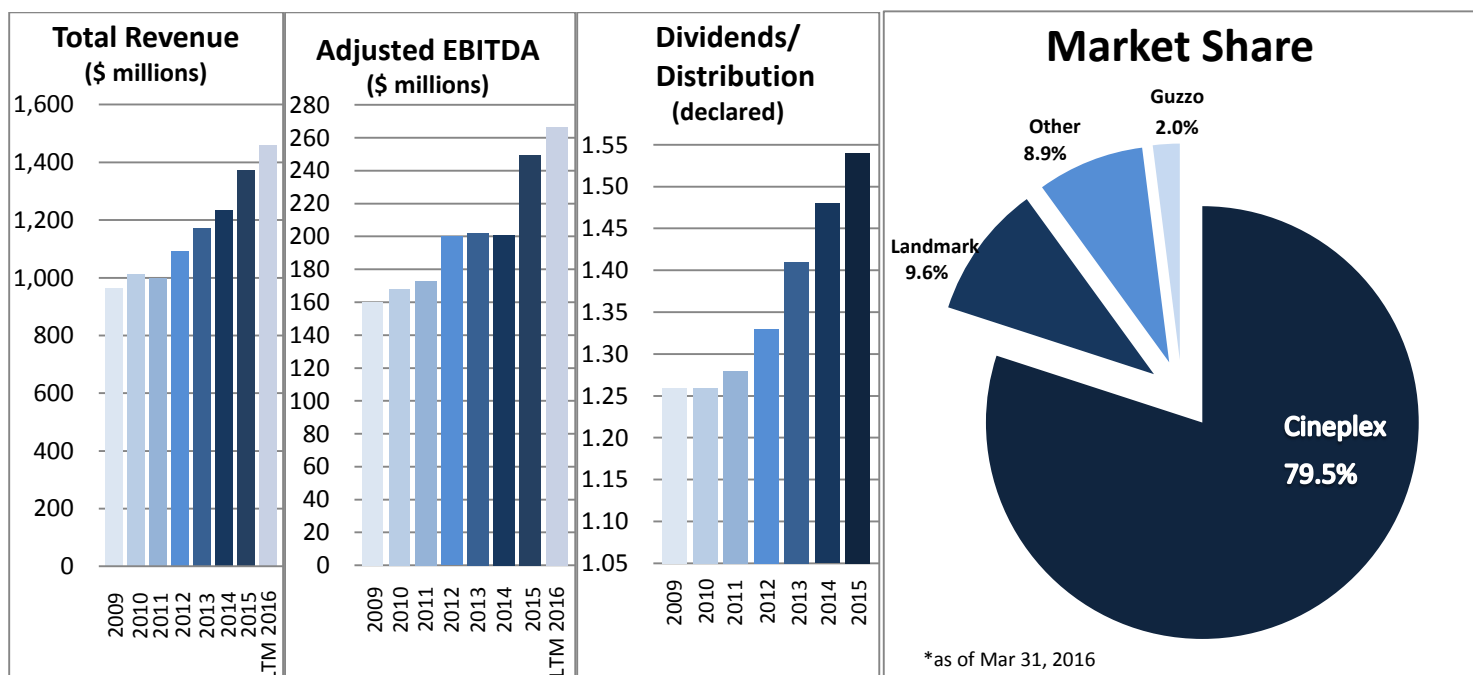


At March 31, 2016

Corporate Strategy

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

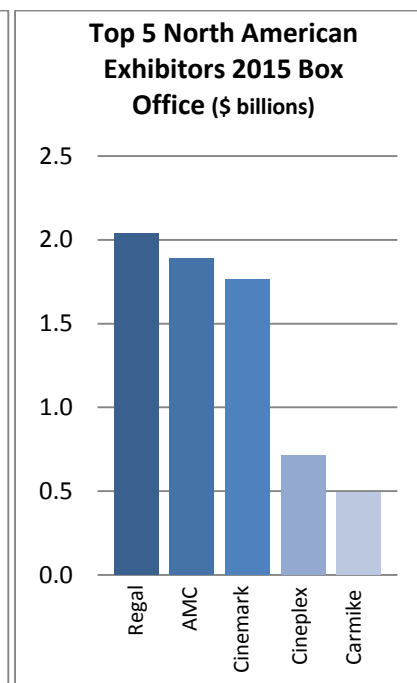
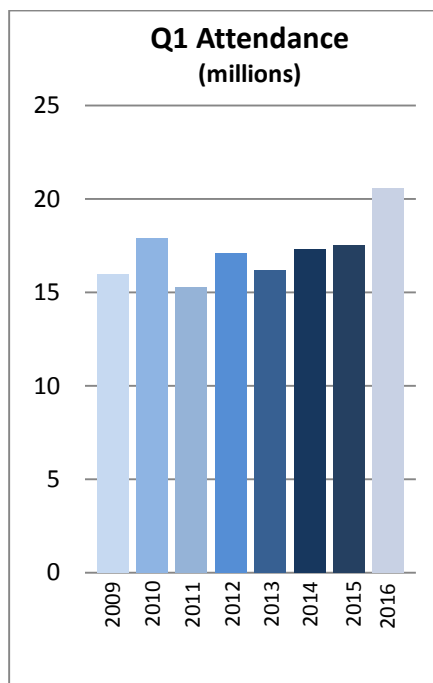
1. Continue to enhance and expand our existing infrastructure and service offerings to attract new customers and increase revenue per guest;
2. Capitalize on our core media strengths and infrastructure to provide continued growth both inside and outside theatres;
3. Develop and scale gaming-related amusement 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.



2016 YTD Results

(in millions, except percentages and per patron data)

	2016	2015	%
Box Office	\$192.6	\$156.0	23.5%
Food Service	\$112.0	\$90.8	23.4%
Media	\$33.1	\$29.1	13.7%
Other	\$41.2	\$13.9	196.8%
Total Revenue	\$378.9	\$289.8	30.8%
Adjusted EBITDA	\$57.1	\$40.2	42.0%
EBITDA Margin	15.1%	13.9%	1.2%
Attendance	20.6	17.5	17.4%
BPP	\$9.36	\$8.90	5.2%
CPP	\$5.44	\$5.18	5.0%



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

Business Segments

Filmed Entertainment and Content

- Exhibition is the largest revenue source for Cineplex with box office revenue representing approximately 51% 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.
- Food Service is Cineplex's second largest revenue source, representing approximately 30% of total annual revenues.
- Alternative Programming features a variety of programs from live transmissions of The Met Opera to concerts, ballet, eSports and Broadway Theatre productions. It also includes a variety of International films.
- 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".

Media

- Cineplex Media is Cineplex's wholly-owned advertising business covering everything from onscreen advertising to magazines, online advertising, naming rights and our digital media business, Cineplex Digital Media. Media represents approximately 9% of total revenues.

Amusement Gaming and Leisure

- Cineplex Starburst Inc. ("CSI"), The Rec Room, and WorldGaming make up Cineplex's growing Amusement Gaming segment. CSI supplies all of the games in Cineplex's circuit as well as equipment to third party arcades, amusement parks and family entertainment centres including *Playdium*. It also generates revenues from US-based operations Brady Starburst Limited and Premier Amusements.

Loyalty

- SCENE is Cineplex's entertainment rewards program, a 50/50 joint venture with Scotiabank, which 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 March 31, 2016 there were more than 7.5 million members.

Management defines EBITDA as earnings before interest income and expense, income taxes and amortization expense. Adjusted EBITDA excludes the loss on disposal of assets, the equity income of CDCP, the noncontrolling interests' share of EBITDA of WGN and BSL, and depreciation, amortization, interest and taxes of Cineplex's other joint ventures. Cineplex's management uses adjusted EBITDA to evaluate performance primarily because of the significant effect certain unusual or non-recurring charges and other items have on EBITDA from period to period. EBITDA, adjusted for various unusual items, is also used to define certain financial covenants in Cineplex's Credit Facilities. Management calculates adjusted EBITDA margin by dividing adjusted EBITDA by total revenues.