

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns or leases 162 theatres with 1,659 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 VIP 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 \$)**	\$51.58
52 Week High (Cdn \$)*	\$52.50
52 Week Low (Cdn \$)*	\$42.00
Market Capitalization	\$3.3 B
Dividend Yield	3.1%
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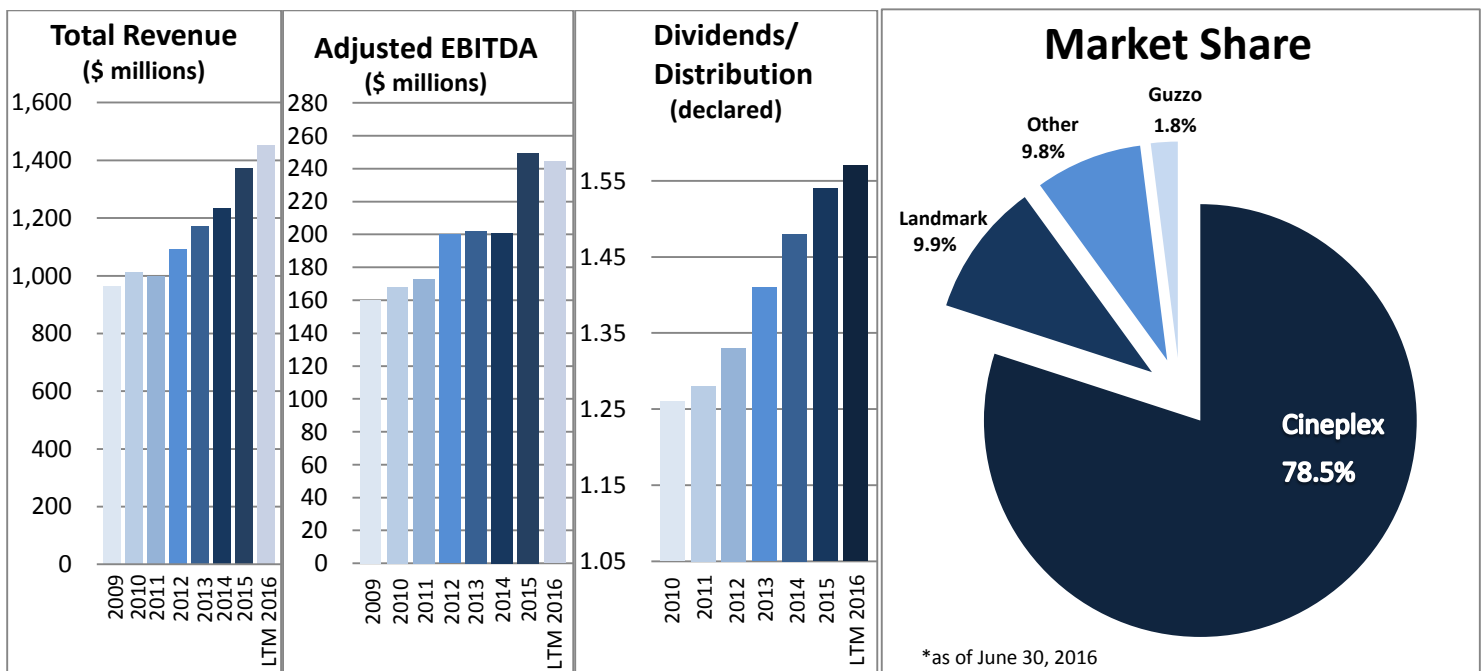


At June 30, 2016

### Corporate Strategy

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

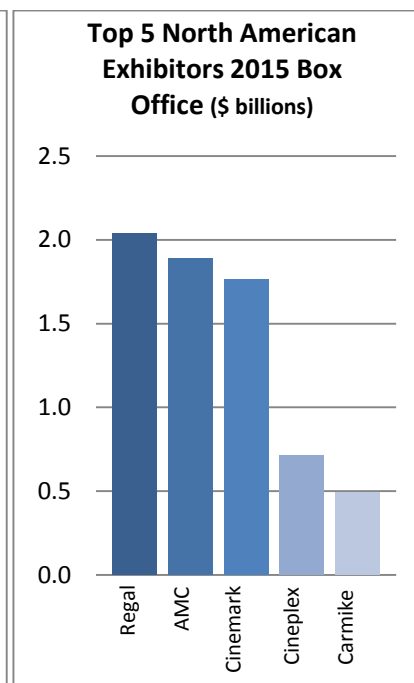
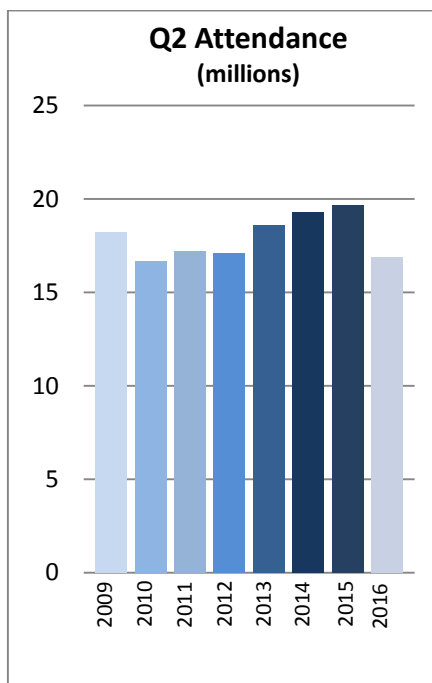
1. Continue to enhance and expand our existing infrastructure and service offerings to attract new customers and increase revenue per guest;
2. Capitalize on our core media strengths and infrastructure to provide continued growth both inside and outside theatres;
3. Develop and scale gaming-related amusement 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	\$354.8	\$342.2	3.7%
Food Service	\$208.8	\$199.2	4.8%
Media	\$73.2	\$64.1	14.3%
Other	\$80.1	\$29.8	168.7%
<b>Total Revenue</b>	<b>\$716.9</b>	<b>\$635.3</b>	<b>12.8%</b>
Adjusted EBITDA	\$99.9	\$105.6	-5.4%
Adjusted EBITDA Margin	13.9%	16.6%	-2.7%
Attendance	37.4	37.2	0.6%
BPP	\$9.48	\$9.19	3.2%
CPP	\$5.58	\$5.35	4.3%



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

## Business Segments

### Film Entertainment and Content

- Exhibition is the largest revenue source for Cineplex with box office revenue representing approximately 50% of total annual revenue. 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 10% 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 ("BSL") 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 June 30, 2016 there were more than 7.7 million members.