

Cineplex Inc. ("Cineplex") is the largest motion picture exhibitor in Canada and owns or leases 165 theatres with 1,683 screens serving approximately 75 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, Scotiabank Theatres and The Rec Room. 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 \$)**	\$51.22
52 Week High (Cdn \$)*	\$52.50
52 Week Low (Cdn \$)*	\$44.67
Market Capitalization	\$3.3 B
Dividend Yield	3.1%
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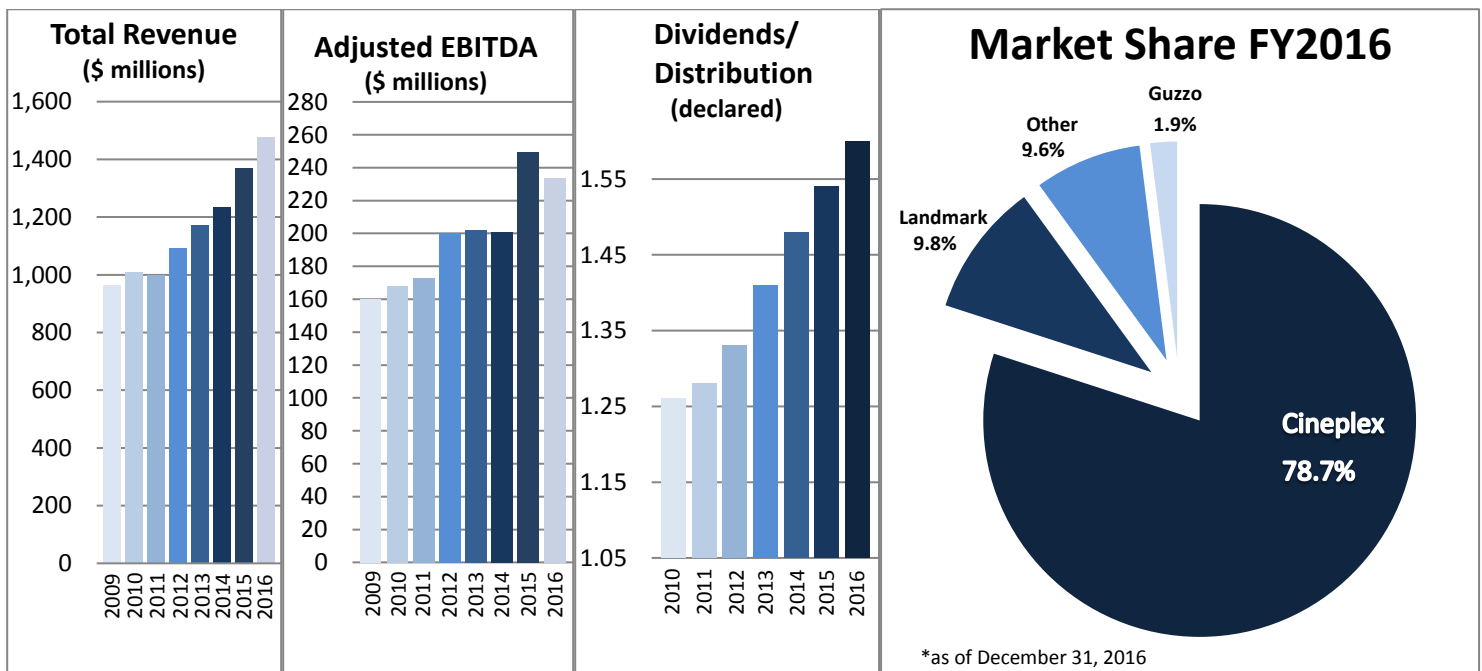


At December 31, 2016

Corporate Strategy

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

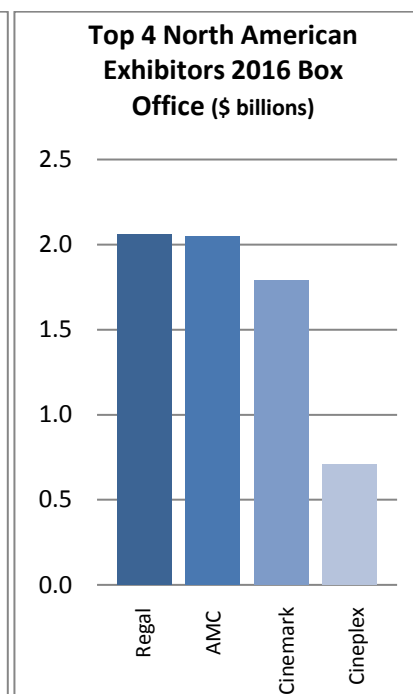
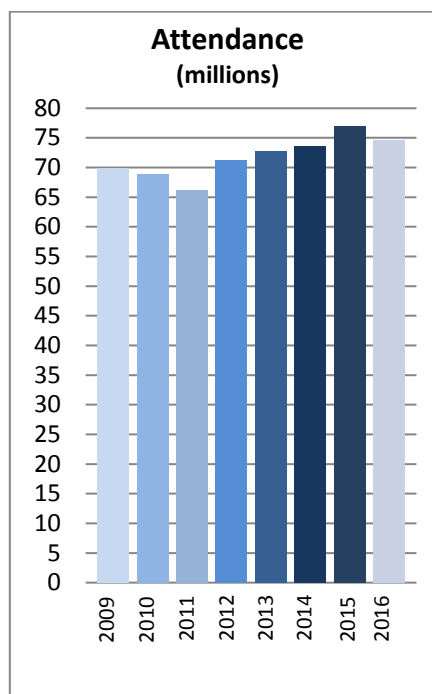
1. Continue to enhance and expand our existing infrastructure and service offerings to attract new customers and increase revenue per guest;
2. Capitalize on our core media strengths and infrastructure to provide continued growth both inside and outside theatres;
3. Develop and scale gaming-related amusement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

(in millions, except percentages and per patron data)

	2016	2015	%
Box Office	\$712.4	\$711.1	0.2%
Food Service	\$423.9	\$418.4	1.3%
Media	\$170.8	\$153.6	11.2%
Other	\$171.2	\$87.7	95.1%
Total Revenue	\$1,478.3	\$1,370.9	7.8%
Adjusted EBITDA	\$234.0	\$249.8	-6.3%
Adjusted EBITDA Margin	15.8%	18.2%	-2.4%
Attendance	74.6	77.0	-3.2%
BPP	\$9.55	\$9.23	3.5%
CPP	\$5.65	\$5.43	4.1%



(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 48% of total annual revenue. Adding premium entertainment offerings such as RealD 3D systems, UltraAVX, VIP Cinemas, IMAX theatres, 4DX cinemas and D-BOX motion seats has resulted in greater seat utilization.
- Food Service is Cineplex's second largest revenue source, representing approximately 29% of total annual revenue.
- 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 11.5% of total revenue. Other revenue represents approximately 11.5% of total annual revenue.

Amusement Gaming and Leisure

- Player One Amusement Group ("P1AG") (formerly Cineplex Starburst Inc.), The Rec Room, and WorldGaming make up Cineplex's growing Amusement Gaming segment. P1AG 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, Tricorp Amusements Inc., Premier Amusements and SAW, LLC.

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 December 31, 2016 there were 8.1 million members.