CINEPLEX®

2014 FOURTH QUARTER

(As of December 31, 2014)

Contact: Pat Marshall
Vice President, Communications and Investor Relations
416.323.6648
pat.marshall@cineplex.com

Cineplex Entertainment

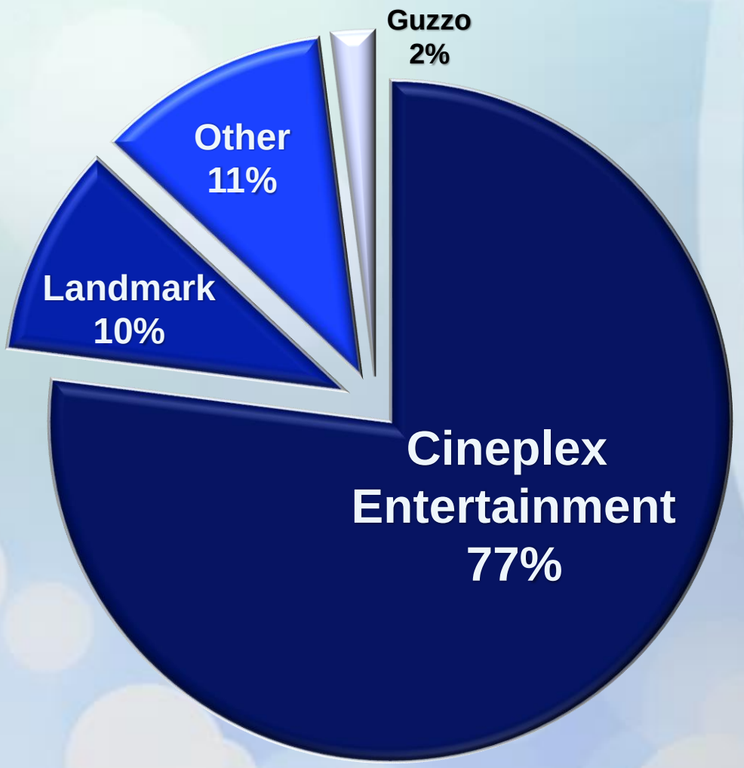
The **Largest** and **Most Successful** Motion Picture Theatre Exhibition Company in Canada

161 **Theatres**

1,639 **Screens**

Box Office Market Share

As of December 31, 2014



MORE THAN THEATRE EXHIBITION

CINEPLEX



MEDIA

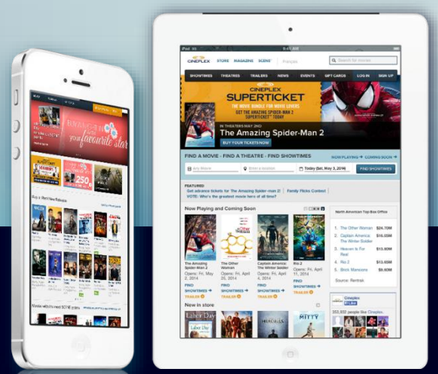


EXHIBITION



MERCHANDISING

CINEPLEX



DIGITAL COMMERCE



LOYALTY

FRONT ROW CENTRE EVENTS by CINEPLEX

ALTERNATIVE PROGRAMMING

Corporate Strategy

- Continue to enhance and expand our existing infrastructure and service offerings.
- Capitalize on our core media strengths.
- Continue to expand our presence as an entertainment destination for Canadians, in-theatre, at-home and on-the-go
- Pursue selective acquisitions and opportunities that are strategic, accretive and capitalize on our core business strengths.

Corporate Strategy

- Continue to enhance and expand our existing infrastructure and service offerings.

New Builds

2015/2016

CINEPLEX CINEMAS FAIRVIEW AND VIP KITCHENER, ONTARIO

CINEPLEX CINEMAS LANDSDOWNE AND VIP OTTAWA, ONTARIO

GALAXY CINEMAS NORTH BARRIE BARRIE, ONTARIO

CINEPLEX CINEMAS MARKHAM AND VIP MARKHAM, ONTARIO

CINEPLEX CINEMAS SETON AND VIP CALGARY, ALBERTA

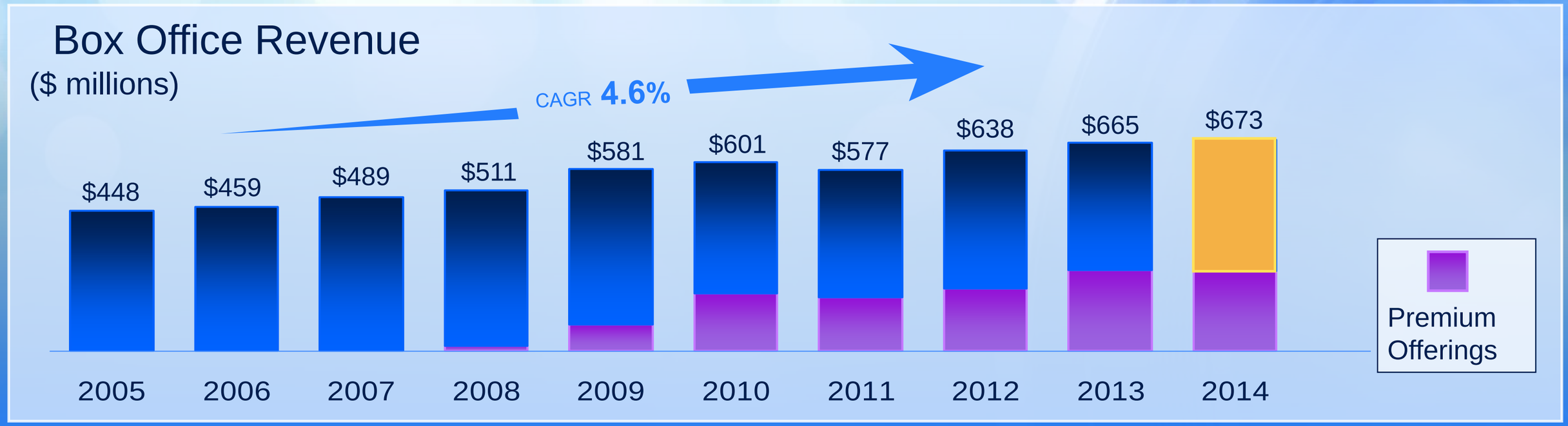
CINEPLEX CINEMAS MARINE GATEWAY AND VIP VANCOUVER, BRITISH COLUMBIA

Strategic Renovations





Premium Experiences



Premium Experiences

CINEPLEX ULTRA AVX AUDIO VISUAL EXPERIENCE

- Wall to wall screens
- Dolby ATMOS surround sound
- Reserved Seating
- Extra-wide high back, rocker seats
- Premium Pricing
- 66 screens as of December 31, 2014



Premium Experiences

IMAX

- 20 IMAX theatres as of December 31, 2014
- All locations are digital
- Premium pricing
- Reserved seating







Premium Experiences

D-BOX

- Unique out-of-home experience
- Seats move in synchronization with the action on screen
- 25 locations at December 31, 2014
- Premium pricing
- Signed agreement for additional theatre locations in Oct/14. Balance of 20 locations to be completed by Dec 31/15







VIP Cinemas





- **Adult-only auditoriums**
- **Reserved club style seats**
- **Service at your seat**
- **Private licensed lounge and box office**

- **Enhanced food and beverages**
- **Premium pricing**
- **11 locations and 43 screens (as at December 31, 2014)**

VIP Cinemas

CINEPLEX CINEMAS	QUEENSWAY AND VIP	TORONTO, ONTARIO
CINEPLEX CINEMAS	YONGE-DUNDAS AND VIP	TORONTO, ONTARIO
CINEPLEX CINEMAS	DON MILLS VIP	TORONTO, ONTARIO
CINEPLEX CINEMAS	ABBOTSFORD AND VIP	ABBOTSFORD, BRITISH COLUMBIA
SILVERCITY	OAKVILLE AND VIP	OAKVILLE, ONTARIO
SILVERCITY	COQUITLAM AND VIP	COQUITLAM, BRITISH COLUMBIA
CINEPLEX ODEON	WINDERMERE AND VIP	EDMONTON, ALBERTA
CINEPLEX ODEON	VARSITY AND VIP	TORONTO, ONTARIO
CINEPLEX ODEON	WESTMOUNT AND VIP	LONDON, ONTARIO
CINEPLEX ODEON	BROSSARD AND VIP	BROSSARD, QUEBEC
CINEPLEX ODEON	MCGILLIVRAY AND VIP	WINNIPEG, MANITOBA

VIP Cinemas

2015/2016

CINEPLEX CINEMAS	LANDSDOWNE AND VIP	OTTAWA, ONTARIO
CINEPLEX CINEMAS	YONGE-EGLINTON AND VIP	TORONTO, ONTARIO
CINEPLEX CINEMAS	MARKHAM AND VIP	MARKHAM, ONTARIO
SCOTIABANK THEATRE	SASKATOON AND VIP	SASKATOON, SASKATCHEWAN
CINEPLEX CINEMAS	MARINE GATEWAY AND VIP	VANCOUVER, BRITISH COLUMBIA
CINEPLEX CINEMAS	FAIRVIEW AND VIP	KITCHENER, ONTARIO
CINEPLEX CINEMAS	SETON AND VIP	CALGARY, ALBERTA

Alternative Programming

Front Row Centre Events

- The Metropolitan Opera
- Family Favourites
- Classic Film Series
- The Great Digital Film Festival
- World Wrestling Entertainment
- National Theatre Live
- Concerts, Broadway shows & special events
- 3D events
- Sensory Friendly Screenings

Ethnic Film Programming

- South Asian programming (Bollywood)
- Other ethnic programming

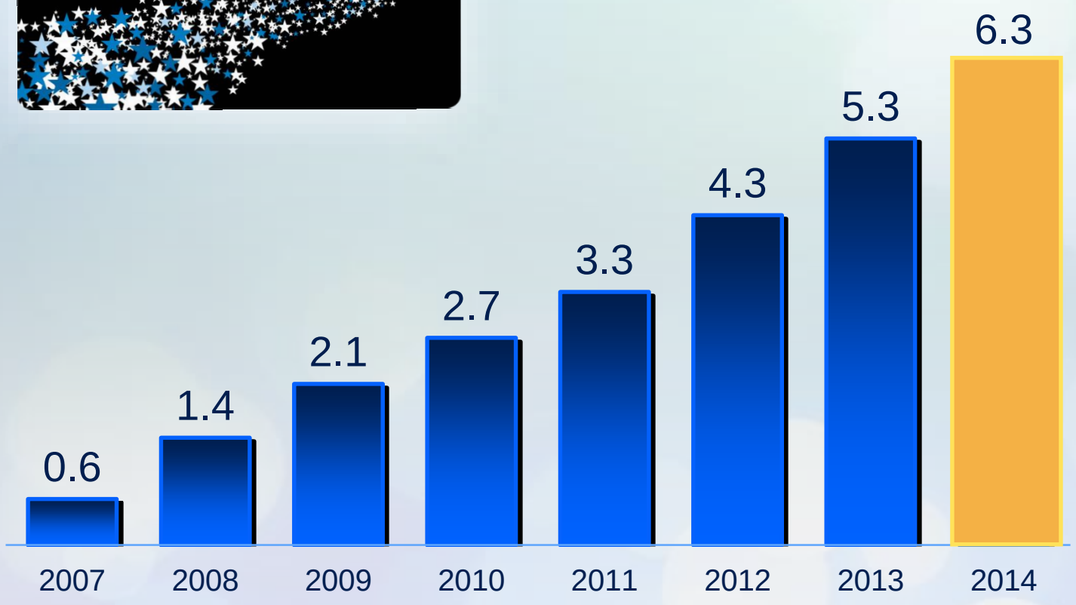


SCENE

- Canada’s top loyalty program for movie lovers
- Members are represented in 33% of Canadian households
- One of top five loyalty programs in Canada



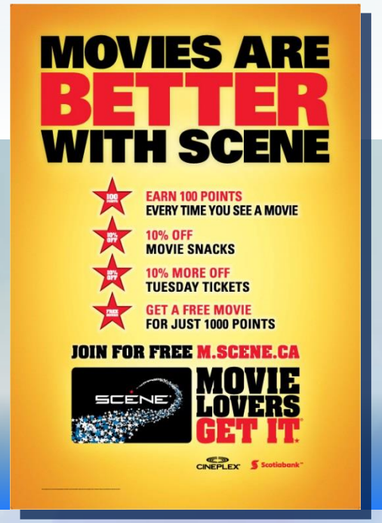
NUMBER OF MEMBERS
(MILLIONS)





Competitive Advantage

- Drives attendance frequency
- Encourages concession spend
- Better target offers to guests
- Cineplex Store: build awareness and promote trial
- Great opportunity for film studios and promotional partners





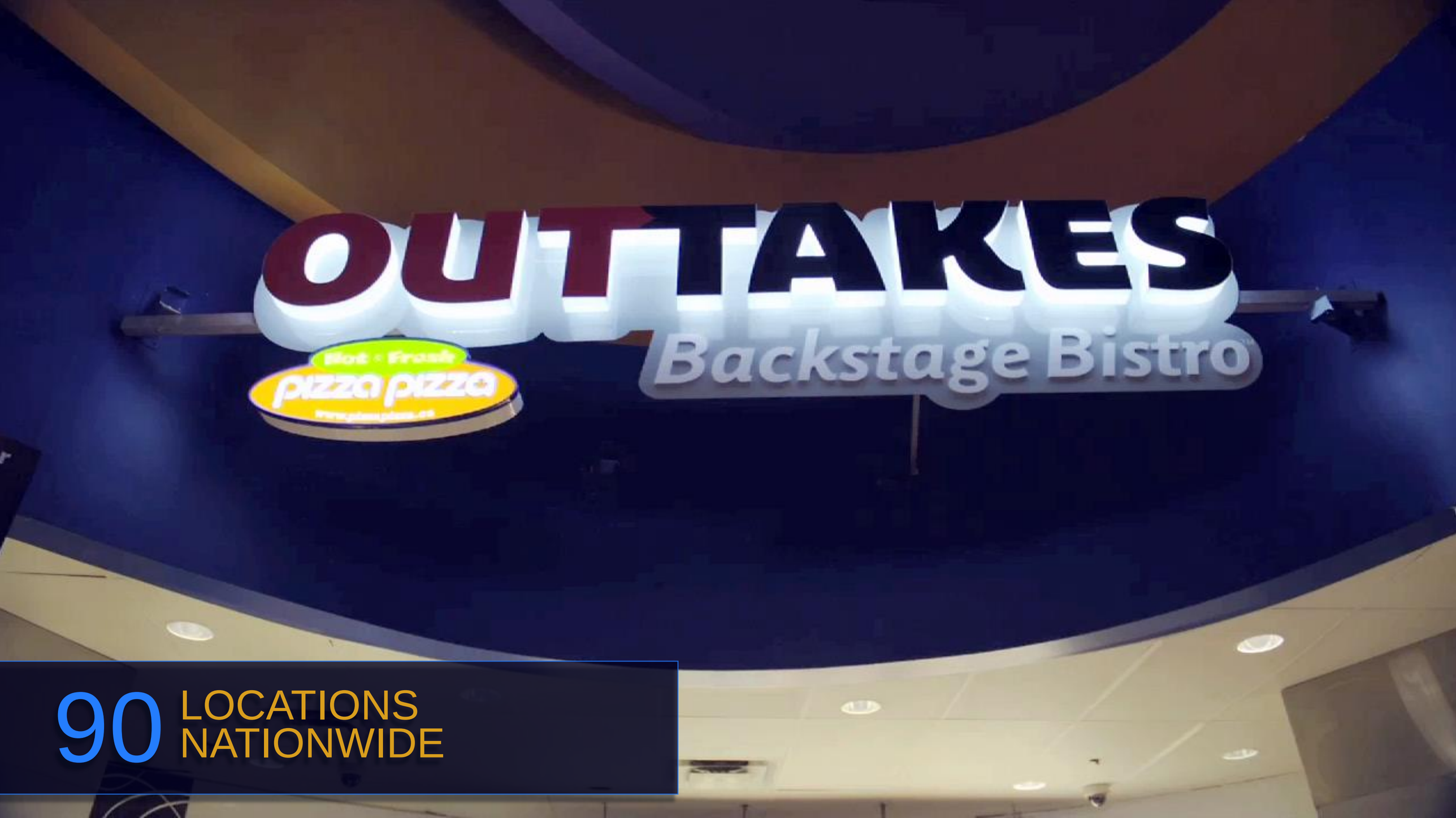


Food Service



$375 MILLION REVENUE 2014

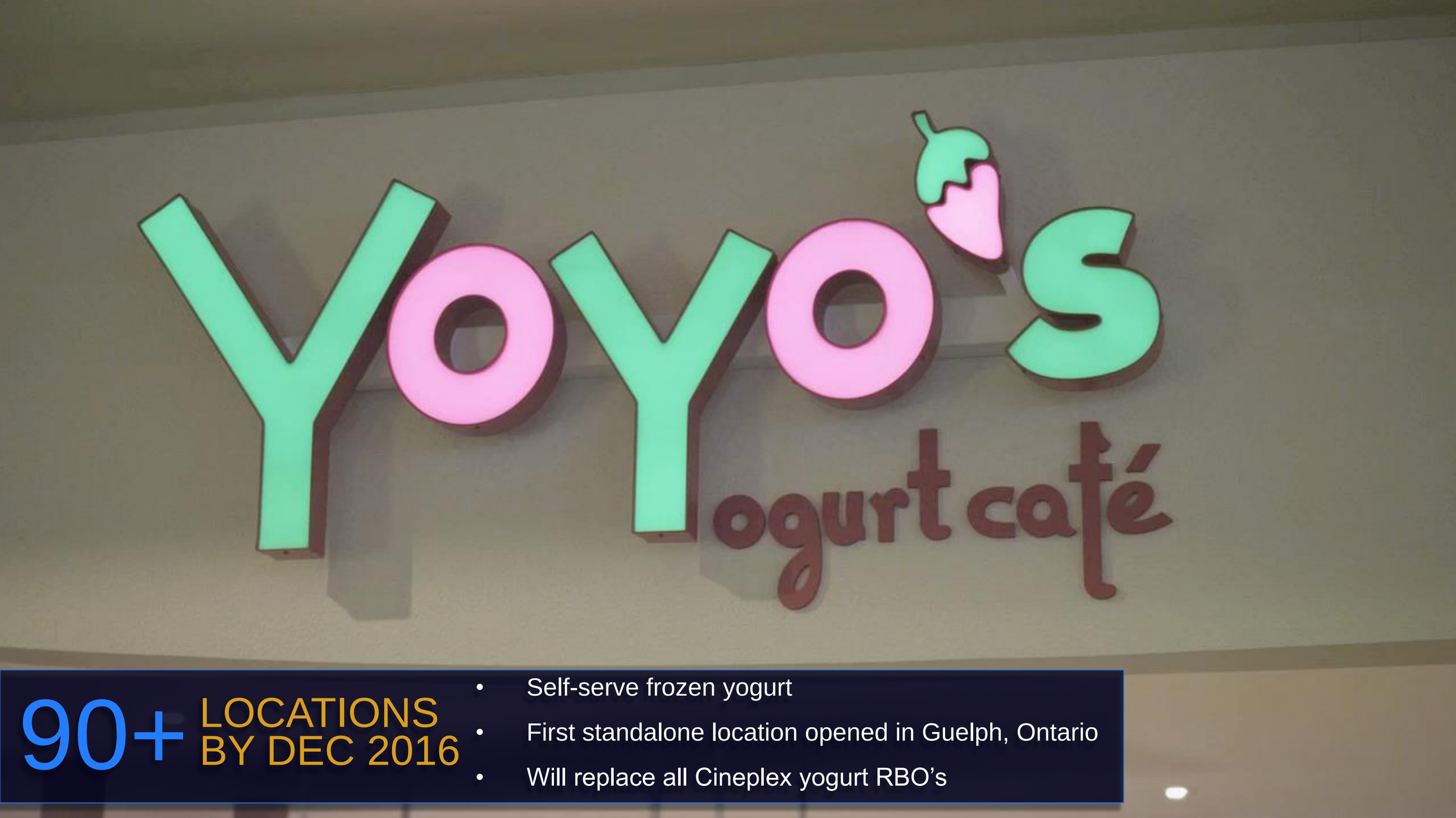
- Focus on speed of serving
- Premium promotional programs
- Digital menu boards



90 LOCATIONS NATIONWIDE



17 LOCATIONS NATIONWIDE



90+ LOCATIONS BY DEC 2016

- Self-serve frozen yogurt
- First standalone location opened in Guelph, Ontario
- Will replace all Cineplex yogurt RBO’s

Gaming



SIGNIFICANT GROWTH OPPORTUNITY

- Cineplex Starburst Inc. – Largest distributor and operator of arcade games in Canada
- Supplies arcade equipment to Cineplex theatres, other circuits and numerous entertainment venues
- $61 million in annual revenues

XSCAPE Entertainment Centres





18 LOCATIONS NATIONWIDE

New entertainment concept featuring the latest video and interactive games along with a redemption centre and a full-service, licensed lounge

Corporate Strategy

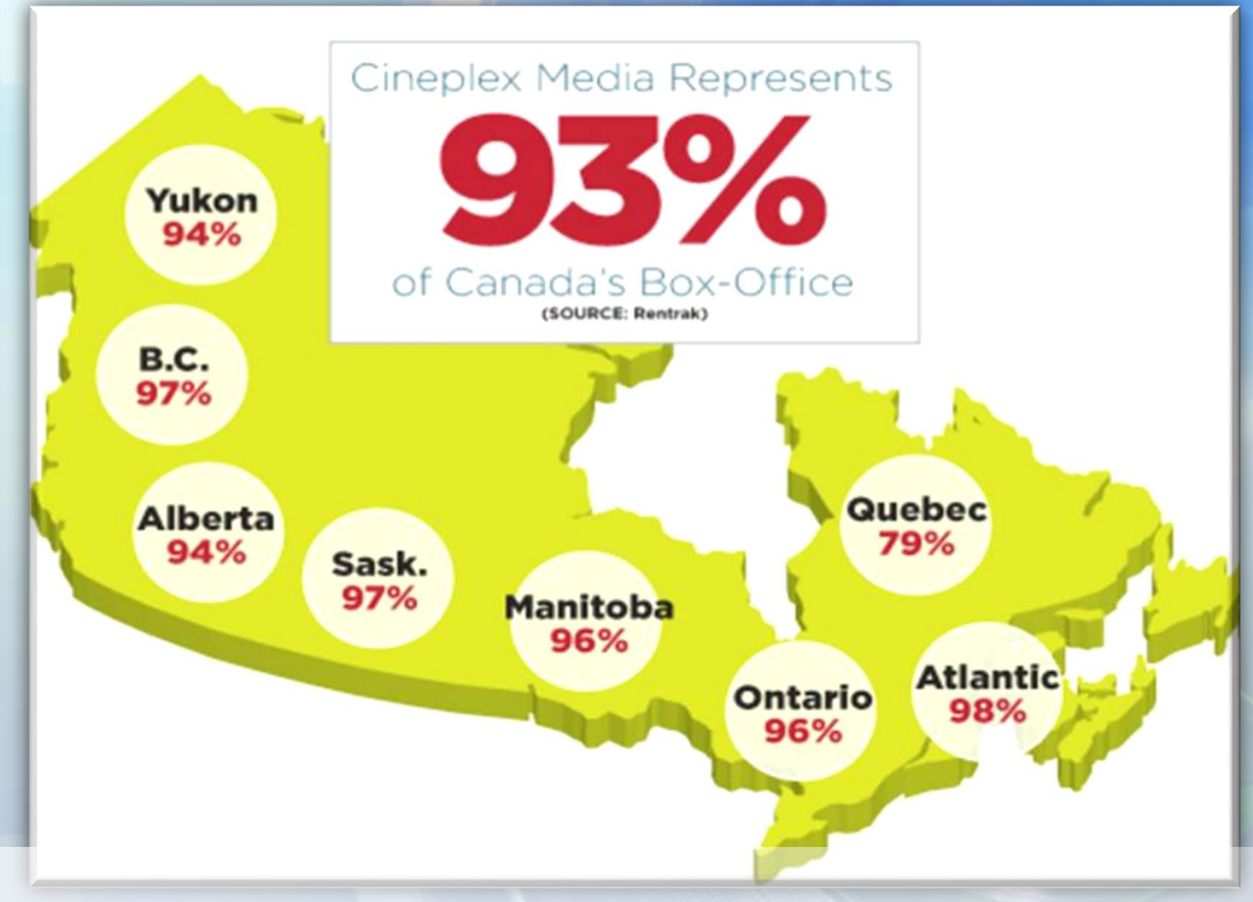
- Capitalize on our core media strengths.

Cineplex Media









- On-screen advertising – full motion and digital pre-show
- Cineplex and Le magazine Cineplex
- 5th most read magazine in Canada (as at December 31, 2014)
- Cineplex.com advertising

- Specialty media
- Sponsorship and naming rights
- Cineplex Digital Media sales

CINEPLEX

CINEPLEX MEDIA



Pre-Show



Tims TV



Show-Time



Concourse Network



Digital Signage



Shopping Centres



ONroute



Magazines



Cineplex Mobile

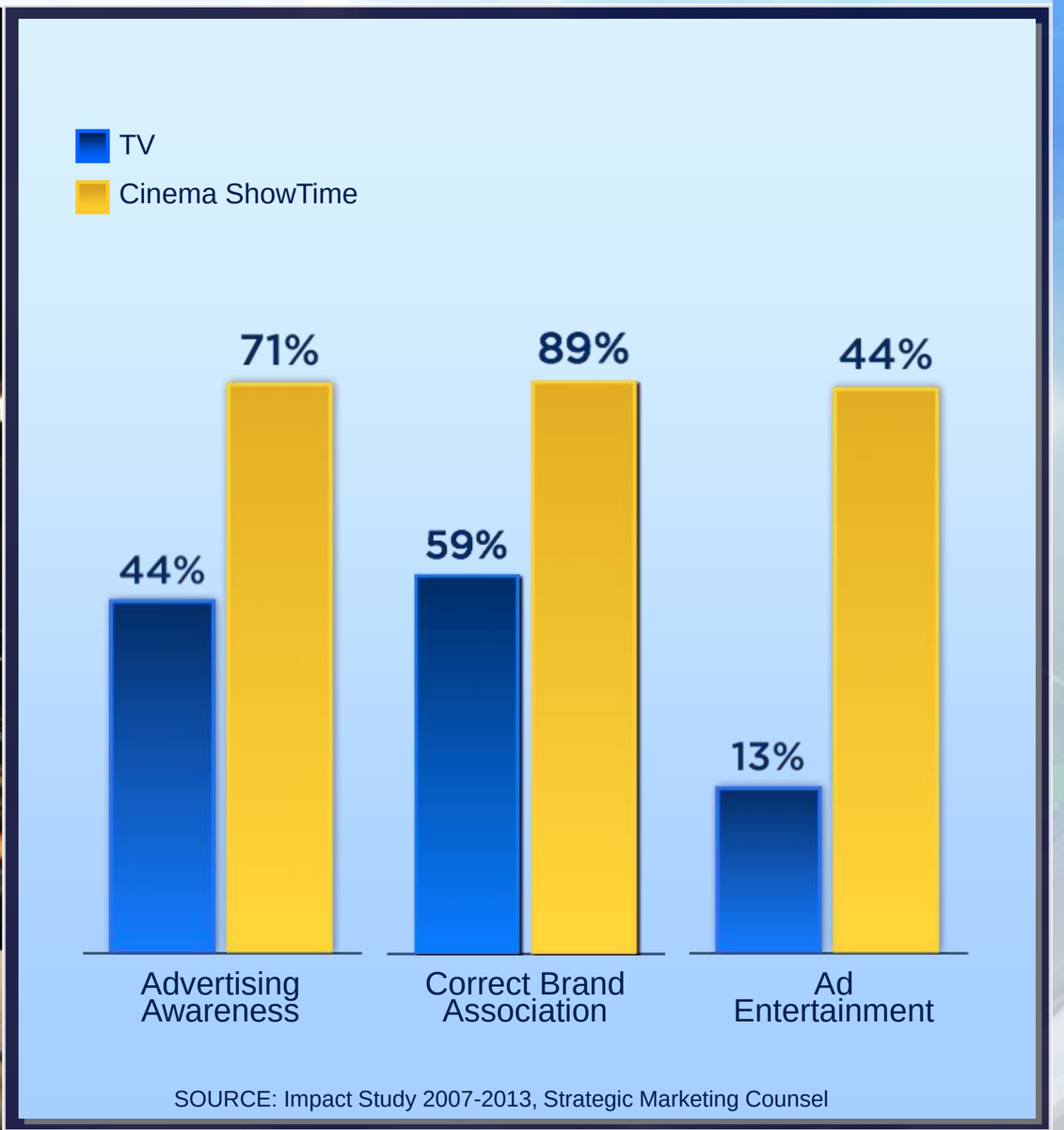


Special Media

Cineplex.com

Cineplex Media





SOURCE: Impact Study 2007-2013, Strategic Marketing Counsel

Digital In-Theatre Technology



EXPANDING TO EVERY MAJOR MARKET COAST-TO-COAST

13 Interactive Media Zones at Dec. 31/14



timeplay™

EXPANDED

TO EVERY MAJOR MARKET
FROM COAST-TO-COAST

750+ Screens in all 10 Provinces

Cineplex Digital Media









- Quick Service Restaurants (“QSR”)
- Retail
- Financial Institutions
- Stadiums
- Offices
- Theatre lobbies

Cineplex Digital Networks







- Proprietary technology
- "Point of purchase" digital media experience
- Designs, installs, manages and consults on some of the largest digital merchandising networks in North America

TimsTV





- More than 2,200 Tim Hortons locations across Canada
- One of the largest digital signage networks in Canadian retail
- Advertising sold by Cineplex Media

Cineplex Digital Solutions















- Full-service, digital place-based ecosystems
- Experiential technologies on the “path to purchase”
- Award-winning digital signage company
- CDS designs, installs, maintains and operates networks for the retail, financial, hospitality and entertainment industries

Oxford Properties

- Expanded agreement to develop best-in-class, in-mall digital ecosystem
- 10 shopping centres in major markets across Canada
- Enhancing the customer experience
- Influencing customer behaviour on the "path to purchase"



Corporate Strategy

- Continue to expand our presence as an entertainment destination for Canadians, in-theatre, at-home and on-the-go

Digital Commerce



CINEPLEX.COM

- 7% increase in unique visitors
- 3% increase in site visits
- 453 million page views
- Online ticketing and showtimes, exclusive entertainment content

CINEPLEX MOBILE

- Canada's 9th most popular mobile brand
- Downloaded 10.9 million times and recorded 515 million app sessions since launch
- 18% penetration of the Canadian mobile market
- Cineplex Apps: Blackberry, iPhone, iPad, iPod touch, Android
- Mobile payment and ticketing, mobile advertising delivery

CineplexStore.com

- Re-design significantly improved user experience
- Launched new digital platform
- Well-established relationships with Hollywood studios
- Strong brand equity
- First to interact with movie fans
- Over 6,000 titles available for purchase or download
- The first movie on-demand service in Canada to be available on Roku
- French language platform – *Boutique Cineplex*





SuperTicket

- First bundled offering from multiple studios
- Purchase movie ticket and pre-order digital download at the same time
- Access special features, bonus SCENE points, exclusive extras, special footage
- Digital download available before DVD/Blu-ray release date



Digital Tuesdays

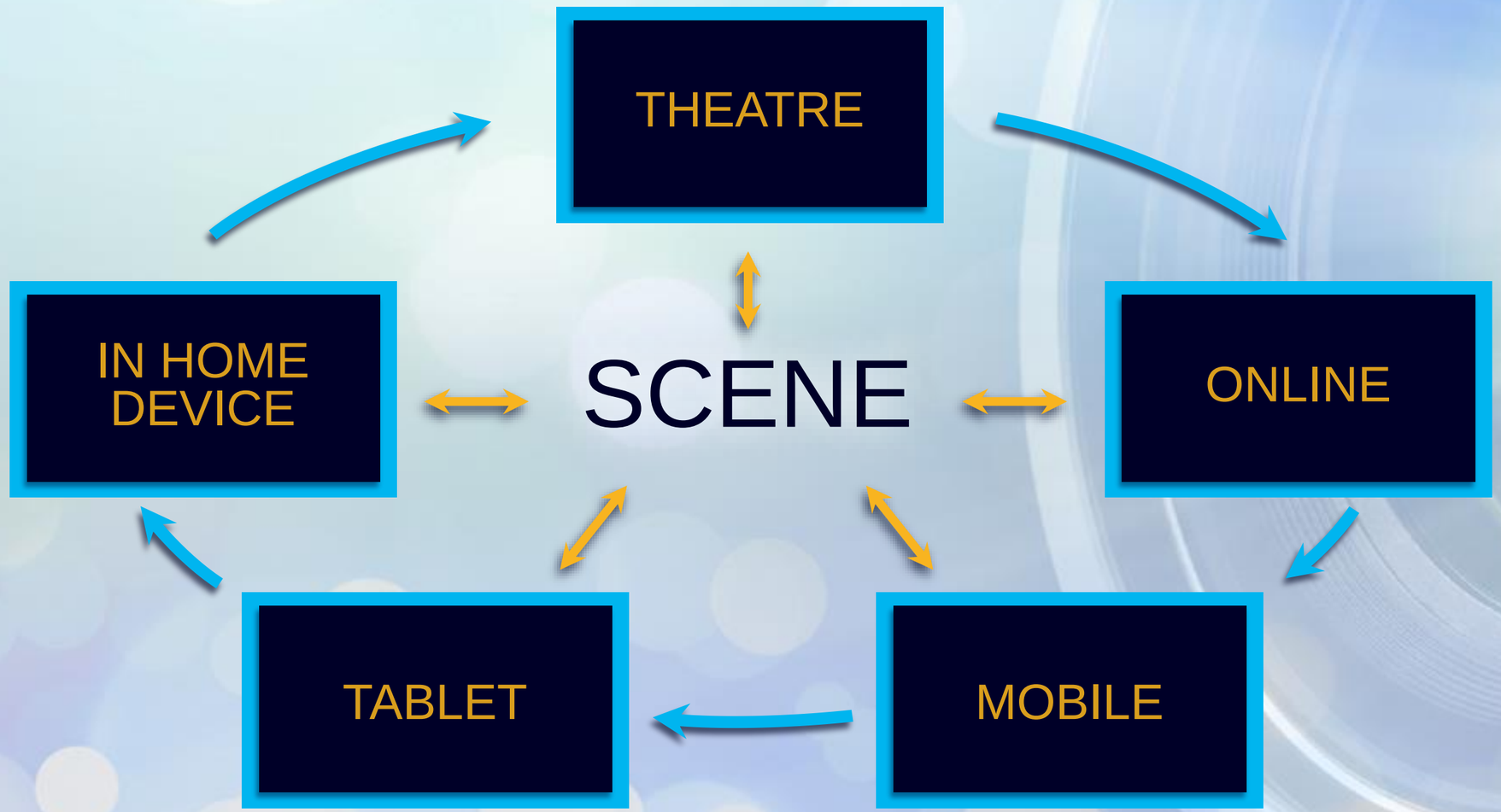


- Cineplex Store customers can rent a digital movie for $2.50
- Receive $2.50 discount on a digital download



Cineplex Anywhere

IN THEATRE | AT HOME | ON THE GO



Corporate Strategy

- Pursue selective acquisitions and opportunities that are strategic, accretive and capitalize on our core business strengths.

Cineplex from Coast-to-Coast



ACQUIRED

24 THEATRES IN ATLANTIC CANADA

Cineplex Digital Networks

- **(Formerly) EK3 Technologies Inc.**
- **Market-leading digital signage company**
- **Largest digital networks in Canada**
- **Two billion impressions annually**



CINEPLEX®

FINANCIAL HIGHLIGHTS

NON-GAAP FINANCIAL MEASURES

Management of Cineplex uses certain non-GAAP financial measures to evaluate performance. These measures are either comparable to similar measures presented by other issuers or are widely used in the theatre exhibition industry. For a detailed discussion of these non-GAAP financial measures, please refer to Cineplex's management's discussion and analysis filed on www.sedar.com. Non-GAAP financial measures used in investor presentations included the following:

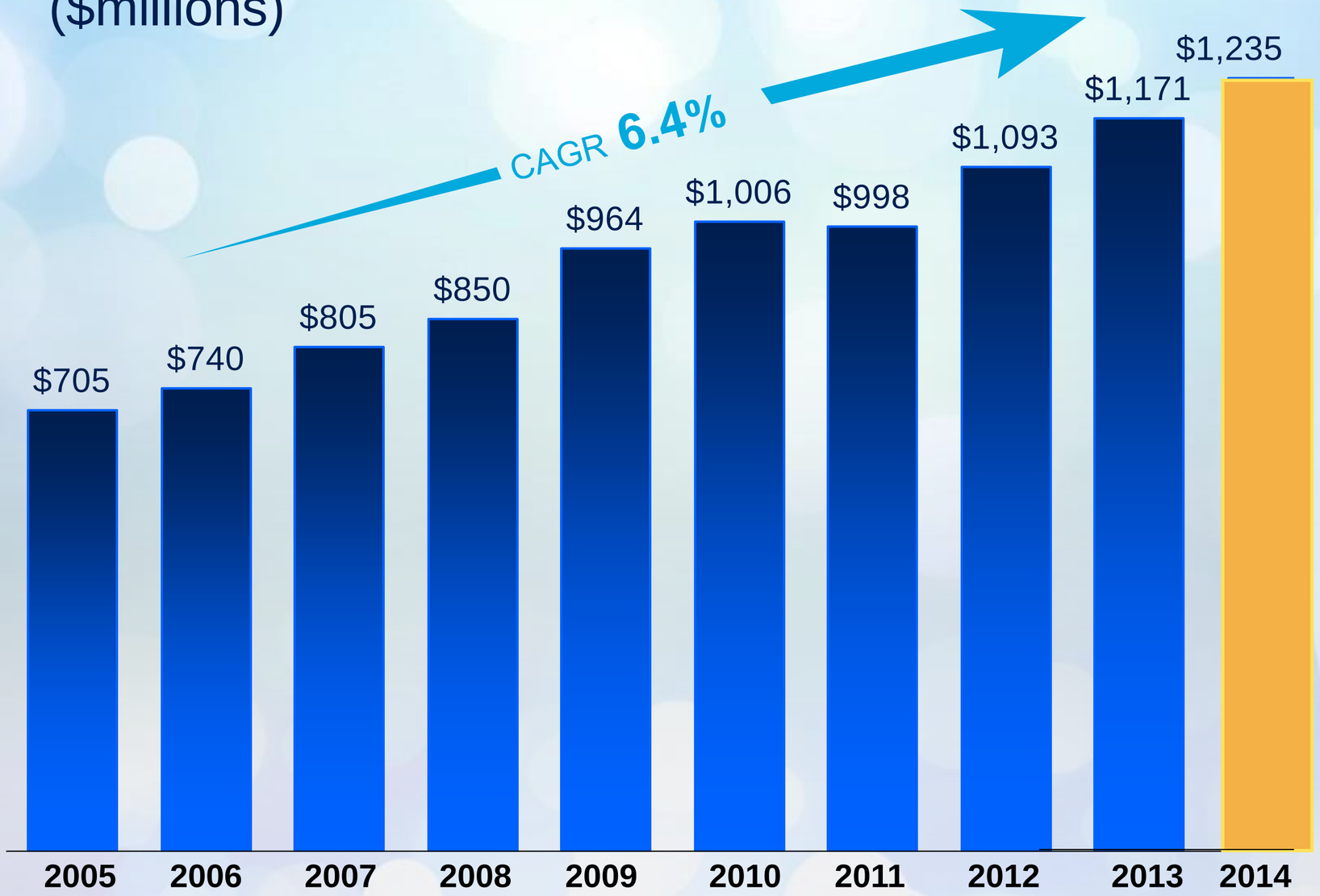
EBITDA:	EBITDA is calculated by adding back to net income, income tax expense, amortization and interest expense net of interest income
Adjusted EBITDA:	Adjusted EBITDA is calculated by adjusting EBITDA for gains and losses on disposal of assets and the share of income of the Canadian Digital Cinema Partnership ("CDCP")
Adjusted Free Cash Flow:	Adjusted free cash flow is calculated by adjusting cash provided for operating activities by total capital expenditures excluding growth capital expenditures net of proceeds on sale of assets, changes in operating assets and liabilities, changes in operating assets and liabilities of joint ventures, tenant inducements, principal component of finance lease obligations, share of income of joint ventures net of non-cash depreciation and cash invested in CDCP.
Attendance:	Attendance is calculated as the total number of paying patrons that frequent Cineplex's theatres during the period.
BPP:	Calculated as total box office revenues divided by total paid attendance for the period.
BPP excluding premium priced product:	Calculated as total box office revenues for the period, less box office revenues from 3D, UltraAVX, VIP and IMAX product divided by total paid attendance for the period less paid attendance for 3D, UltraAVX, VIP and IMAX product.
CPP:	Calculated as total concession revenues divided by total paid attendance for the period.
Premium priced product:	Defined as 3D, UltraAVX, IMAX and VIP product.
Concession margin per patron:	Calculated as total concession revenues less total concession cost, divided by attendance for the period.
Same store metrics:	Same store metrics are calculated by removing the results for all theatres that have been opened, acquired, closed or otherwise disposed of during the periods.
Film cost percentage:	Calculated as total film cost expense divided by total box office revenues for the period.
Concession cost percentage:	Calculated as total concession costs divided by total concession revenues for the period.

RECORD ANNUAL RESULTS

	2014	2013	%
Box Office	$672.7	$665.3	1.1%
Concession	$375.0	$350.4	7.0%
Media	$134.2	$109.6	22.5%
Other	$52.8	$46.0	14.7%
Total Revenue	$1,234.7	$1,171.3	5.4%
Adjusted EBITDA	$201.0	$202.4	-0.7%
EBITDA Margin	16.3%	17.3%	-1.0%
Attendance	73.6	72.7	1.3%
BPP	$9.13	$9.15	-0.2%
CPP	$5.09	$4.82	5.6%

Total Revenue

($millions)





Box Office Revenue

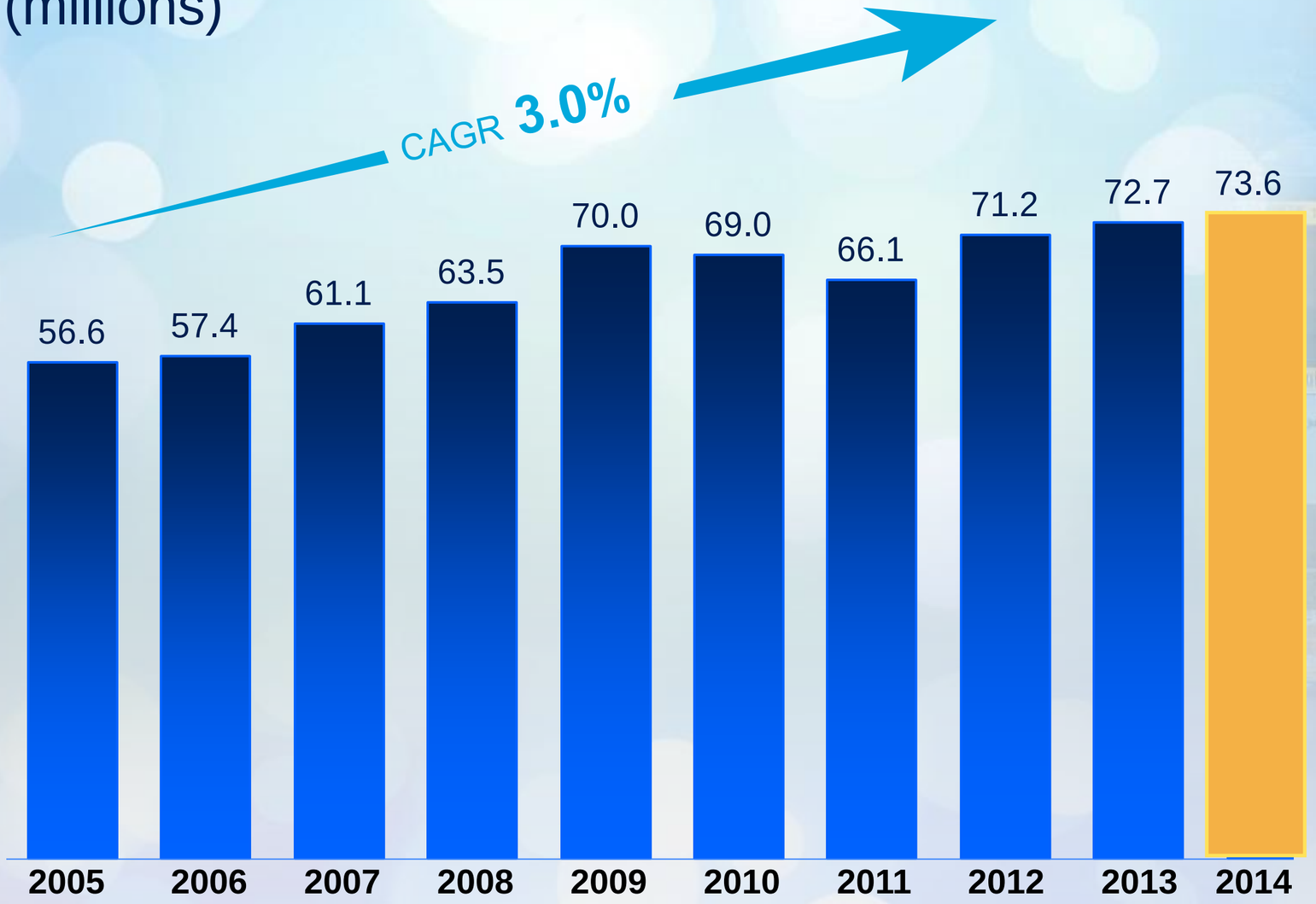
($millions)





Attendance

(millions)





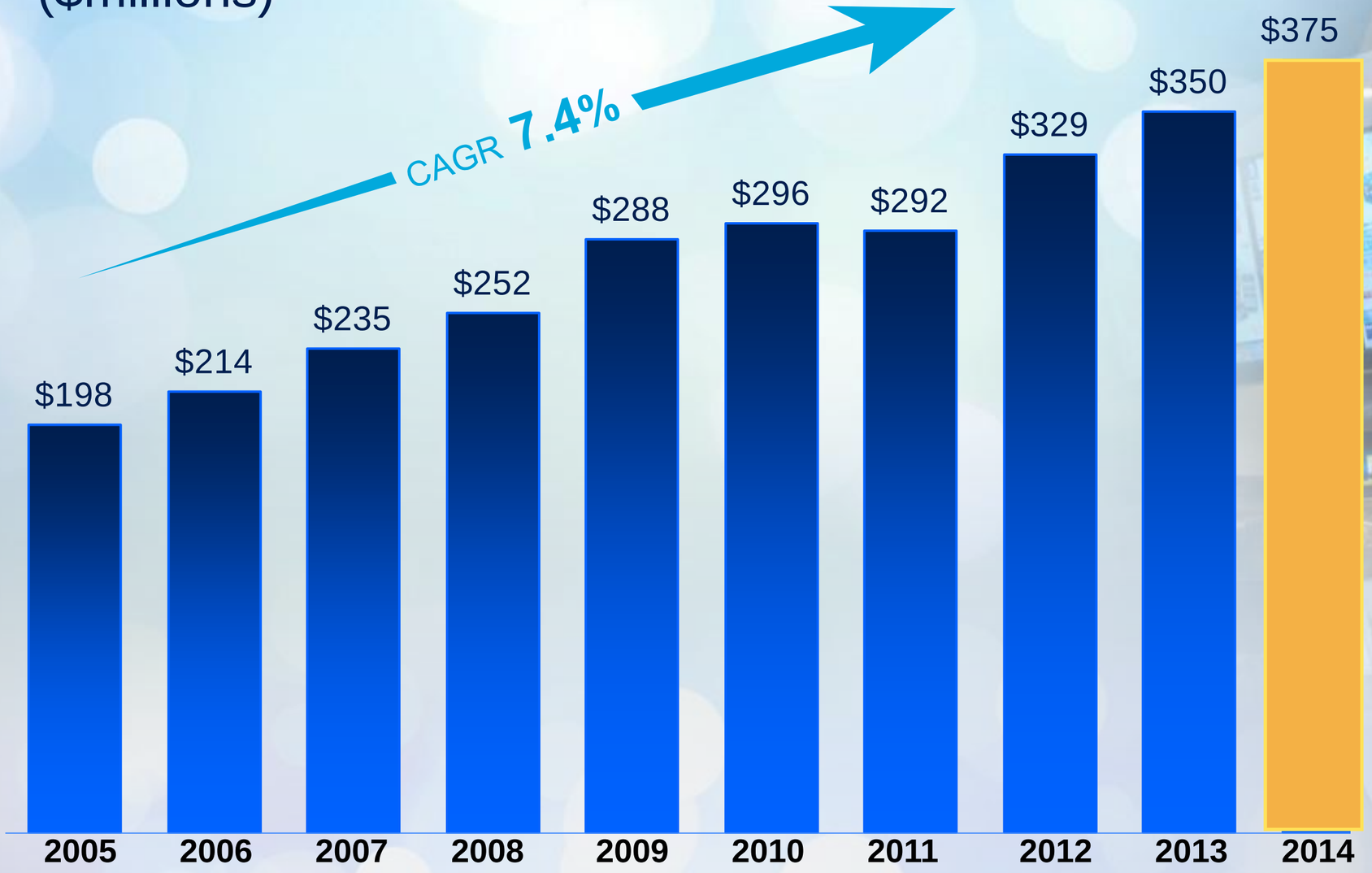
Box Office Per Patron (BPP)





Food Service Revenue

($millions)





Concession Per Patron (CPP)





Other Revenue

($millions)





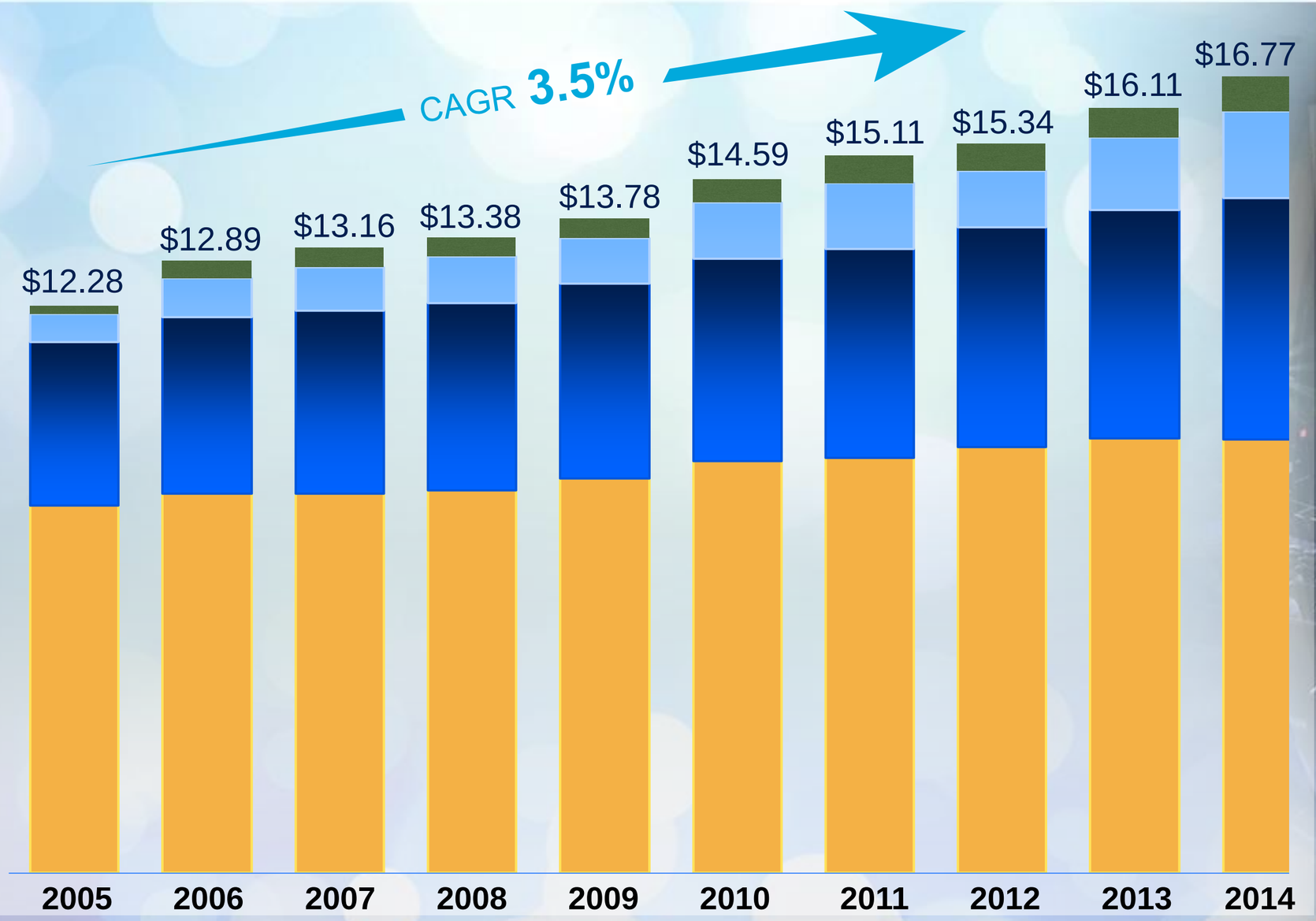
Media Revenue

($millions)





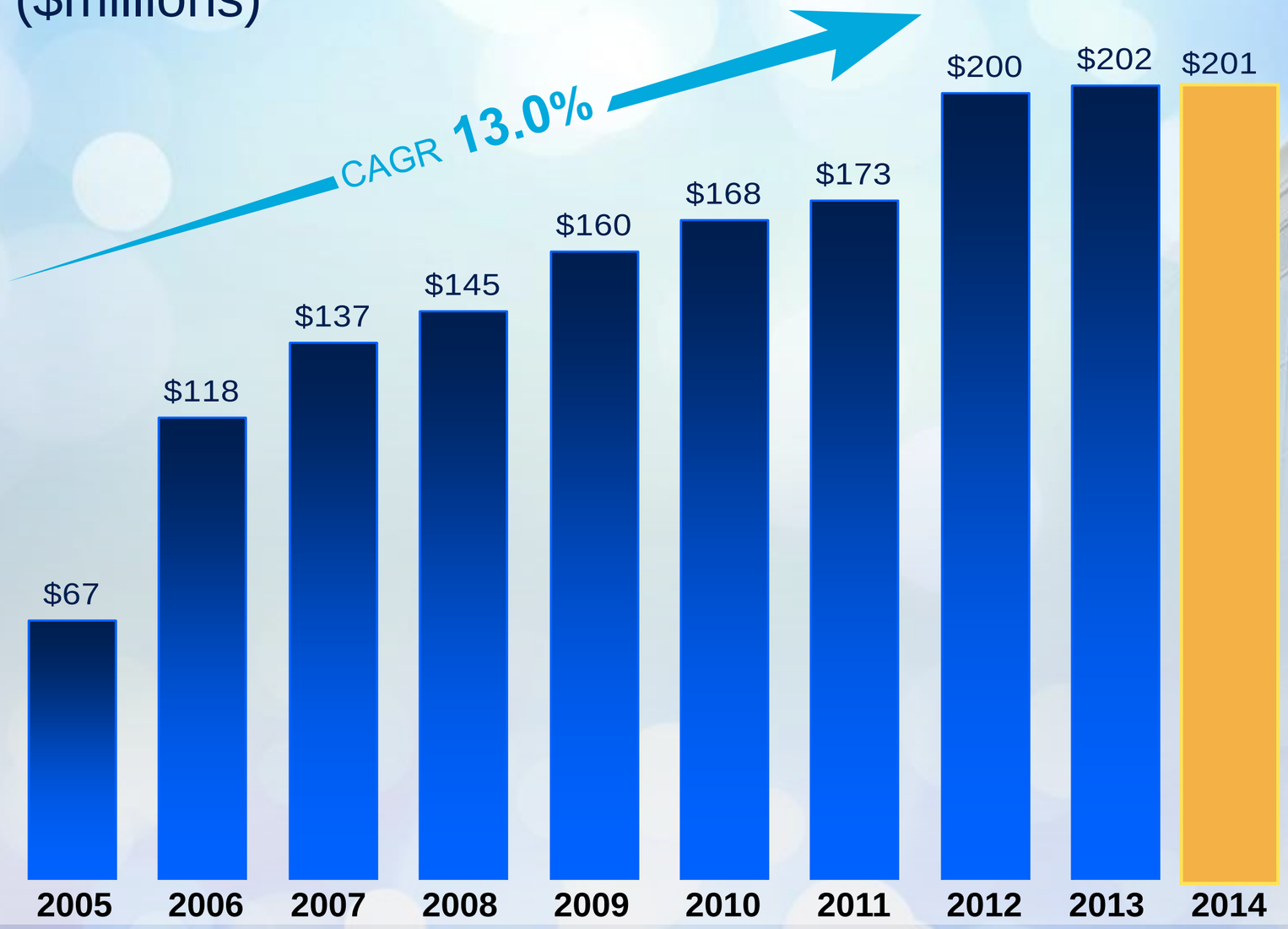
Total Revenue Per Patron





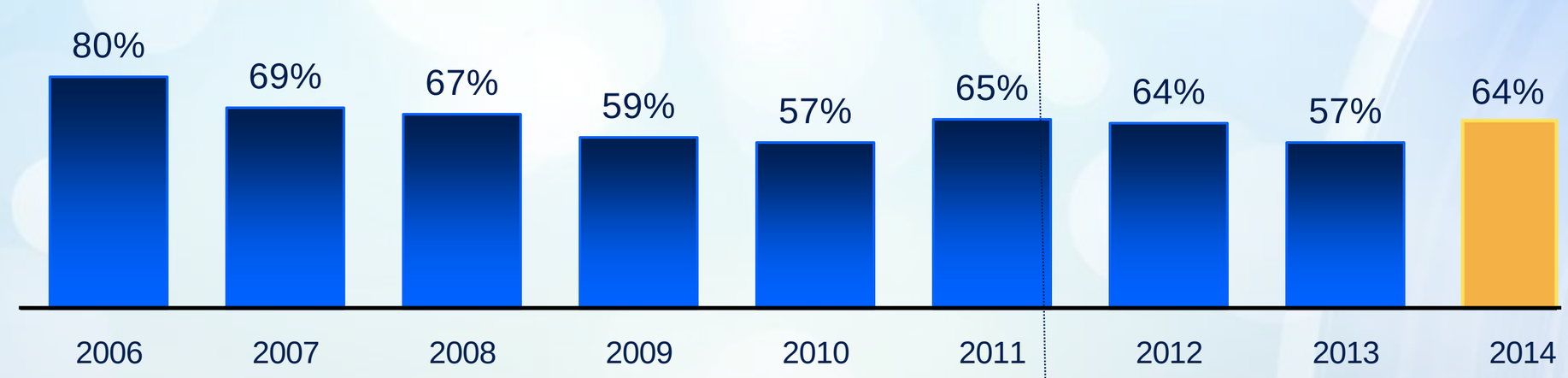
Adjusted EBITDA

($millions)





Dividends/Distributions/Payout Ratio



Payout Ratio



Dividends/ Distribution

Corporate Conversion

* 2014 Annual Dividend = $1.50 per share

22% Total Return since IPO in 2003.

Credit Facilities

	Maturity	Capacity	2014 Drawn	2014 Reserved	2014 Remaining
Term Facility	Oct 2018	$150	$150	---	---
Revolving Facility	Oct 2018	$250	$82	$5.4	$162.6
Total		$400	$232	$5.4	$162.6

Covenant Leverage Ratio

