

2017 Third Quarter

As at September 30, 2017

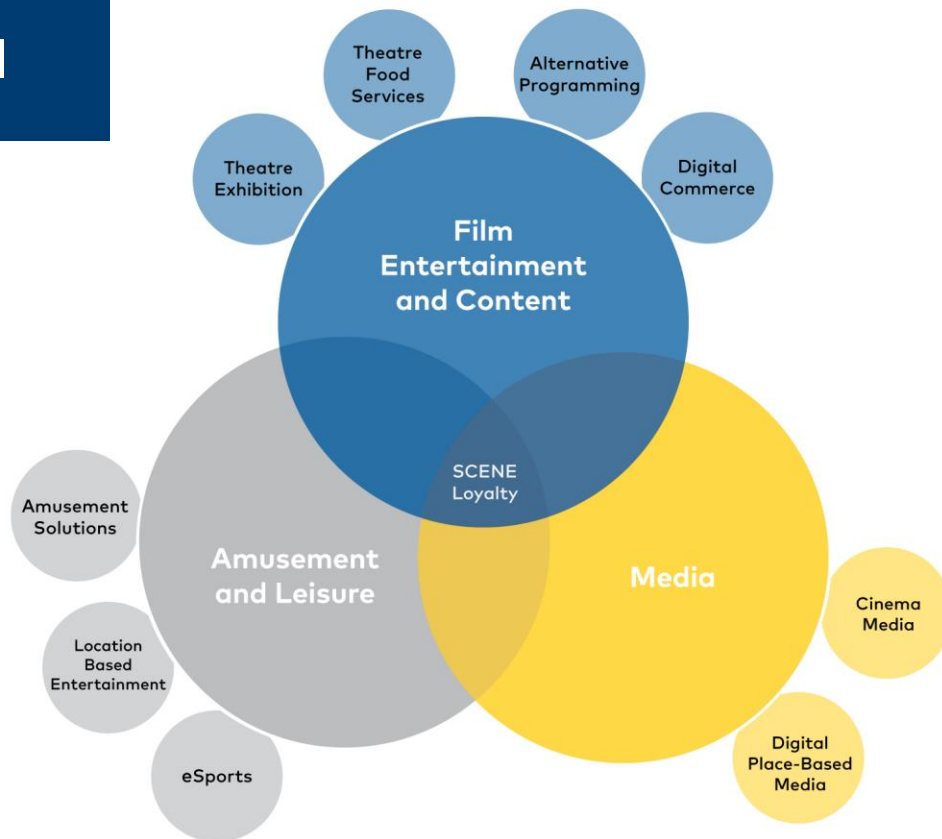
Contact/Inquiries:

Pat Marshall, Vice President, Communications and Investor Relations

T: 416.323.6648 • E: pat.marshall@cinplex.com



Business Model



Corporate Strategy

- Continue to enhance and expand existing infrastructure and expand Cineplex's presence as an entertainment destination for Canadians in-theatre, at-home and on-the-go;
- Capitalize on our core media strengths and infrastructure to provide continued growth of Cineplex's media business, both inside and outside theatres;
- Develop and scale amusement and leisure concepts by extending existing capabilities and infrastructure; and
- Pursue selective acquisitions and opportunities that are strategic, accretive and capitalize on Cineplex's core strengths.

Film Entertainment and Content

Theatre Exhibition • Theatre Food Service • Alternative Programming • Digital Commerce

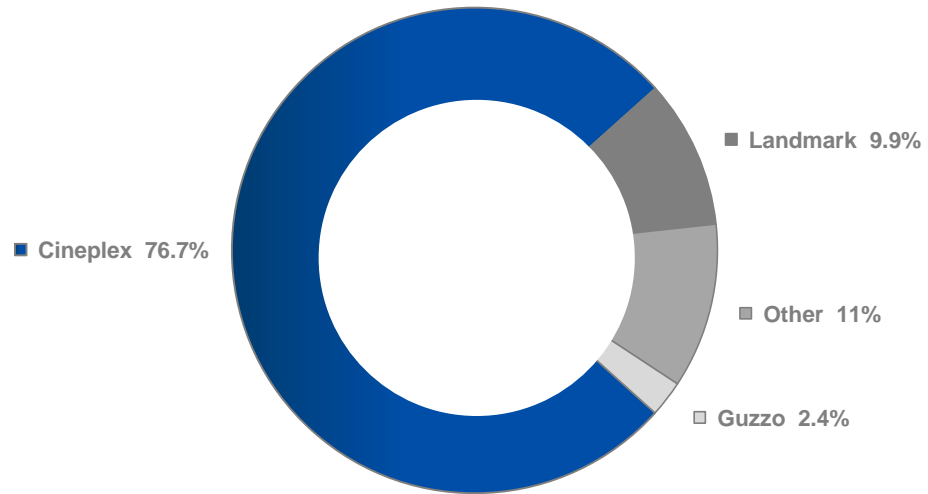
Box Office Market Share

CINEPLEX
ENTERTAINMENT
IS THE
LARGEST
AND
MOST SUCCESSFUL
MOTION PICTURE
EXHIBITION COMPANY
IN CANADA

163
THEATRES

1,676
SCREENS

BOX OFFICE MARKET SHARE AS AT SEPTEMBER 30, 2017



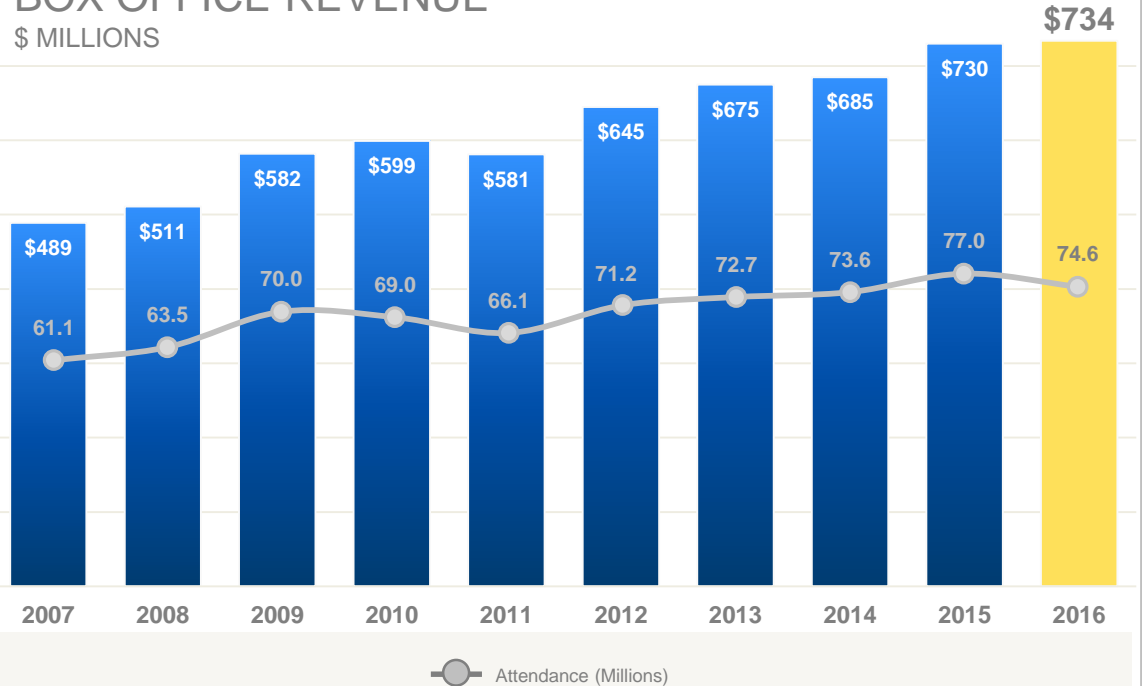
Source: Rentrak

Box Office Revenue

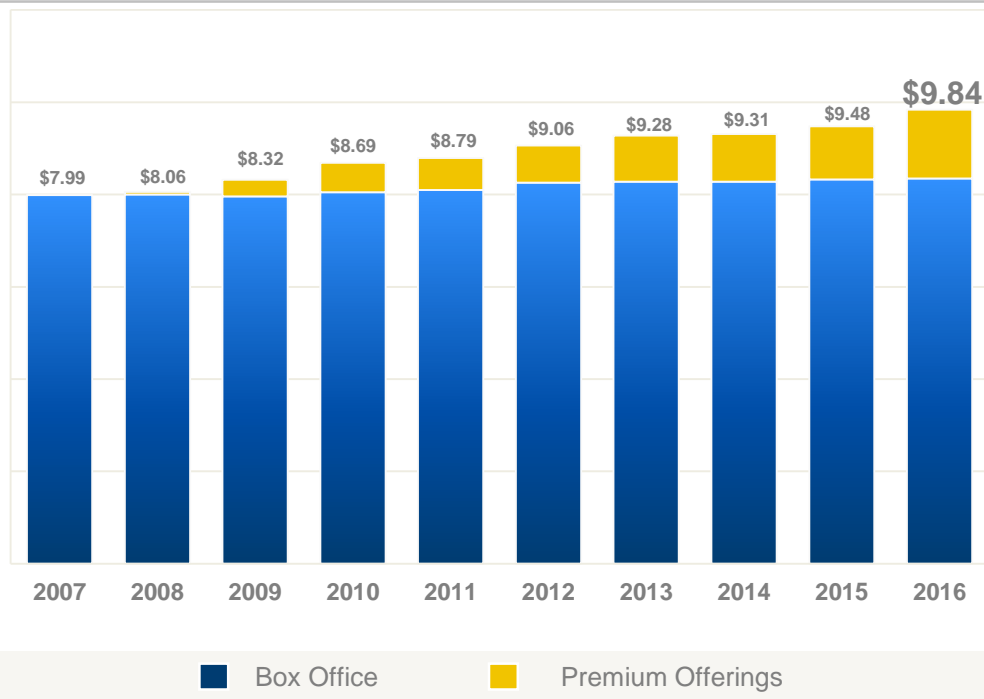


BOX OFFICE REVENUE

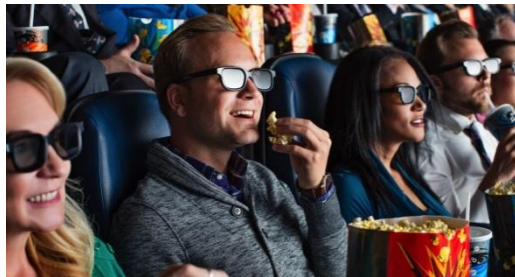
\$ MILLIONS



Box Office Per Patron (BPP)



Premium Experiences



**PREMIUM
EXPERIENCES
ACCOUNTED FOR
43.8%
OF BOX OFFICE
REVENUE**

**FOR THE QUARTER ENDED
SEPTEMBER 30, 2017**

UltraAVX®



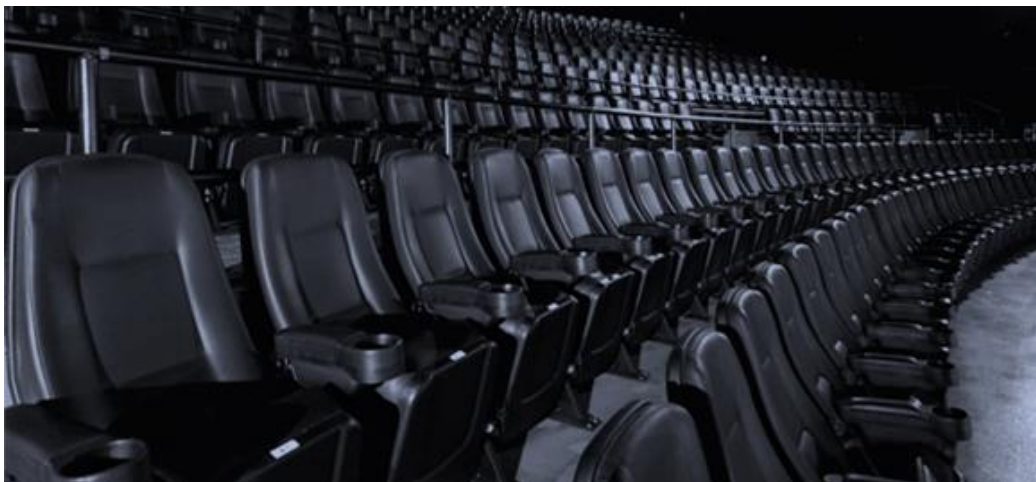
- Wall to wall screens
- Dolby ATMOS surround sound
- Reserved seating
- Extra-wide high back, rocker seats
- Premium pricing
- **86 auditoriums (as at Sept 30, 2017)**

86
AUDITORIUMS

5%
OF SCREENS

CINEPLEX
ULTRA AVX

IMAX



- All locations are digital and 3D capable
- Premium pricing
- Reserved seating
- **23 IMAX Theatres (as at Sept 30, 2017)**

23
THEATRES

3D
CAPABLE



IMAX[®]

VIP Cinemas



- Enhanced food and beverage menu
- Adult-only licensed auditoriums
- Reserved recliner seats
- Service at your seat
- Private licensed lounge and box office
- Premium pricing
- **17 locations and 63 screens (as at Sept 30, 2017)**

LUXURIOUS
SEATS

GREAT
FOOD

EXCEPTIONAL
SERVICE

CINEPLEX
VIP
CINEMAS
PRESENTED BY
Scotiabank

Other Premium Experiences



D-BOX

- Seats move in synchronization with the action on screen
- Premium Pricing
- Reserved Seating
- 81 Locations



4DX

- Specially designed motion seats set in pods of four synchronized to on-screen action. Environmental affects like wind, mist, bubbles and more
- Premium Pricing
- Reserved Seating
- 1 Location



RECLINERS

- Luxury recliners with powered foot rests
- Market Priced
- General and Reserved Seating

New Builds and VIP Expansions

2016

**Cineplex Cinemas
Marine Gateway and VIP
(Vancouver, BC)**

**Cineplex Cinemas
North Barrie
(Barrie, ON)**

**Cineplex Cinemas
Kitchener and VIP
(Kitchener, ON)**

2017-18

**Cineplex Cinemas
Pickering and VIP
(Pickering, ON)**

**Cineplex Cinemas
Seton and VIP
(Calgary, AB)**

**Cineplex Cinemas East Hills
(Calgary, AB)**

2019

**Cineplex Cinemas
Downtown Edmonton
and VIP (Edmonton, AB)**

**VIP Cinemas Brentwood
(Burnaby, BC)**

**Cineplex Cinemas Park Royal
and VIP (Vancouver, BC)**

Theatre Food Service

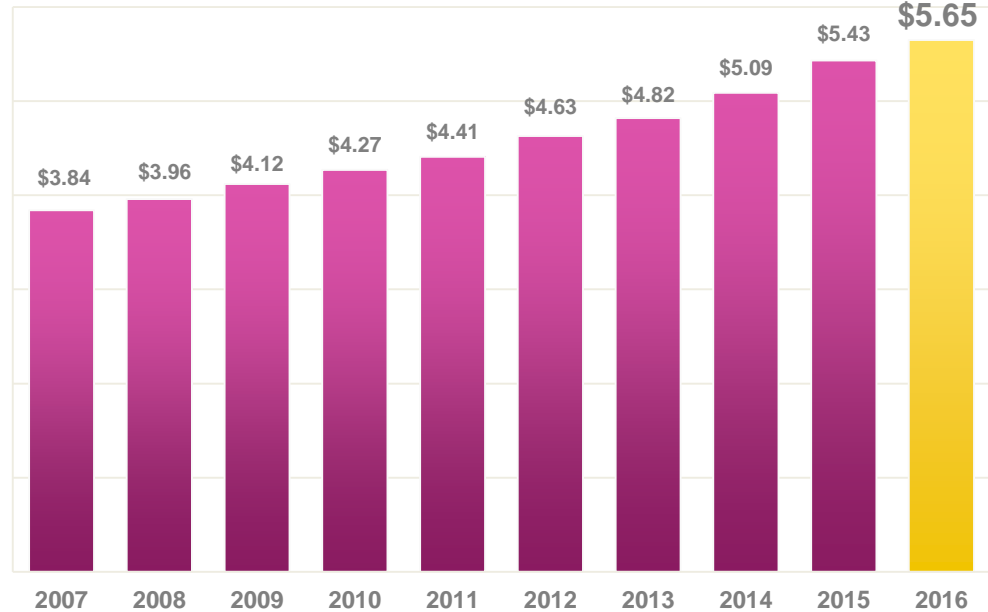


\$421.2 Million
REVENUE 2016



- Focus on speed of service
- Premium promotional programs
- Digital menu boards
- Proprietary brands

Concession Per Patron (CPP)



Outtakes



96 Locations Nationwide

AS AT SEPTEMBER 30, 2017

OUTTAKES

YoYo's



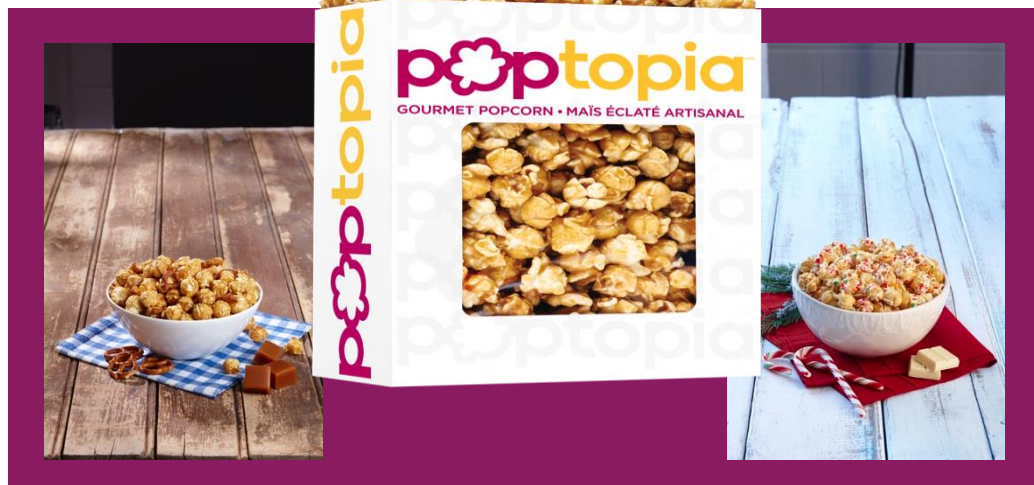
- Self-serve frozen yogurt
- Will replace all Cineplex yogurt RBOs

93 Locations Nationwide

AS AT SEPTEMBER 30, 2017



Poptopia



- Selection of specialty gourmet popcorn
- Available in other theatre locations pre-packaged

23 Locations Nationwide

AS AT SEPTEMBER 30, 2017

poptopia
GOURMET POPCORN®

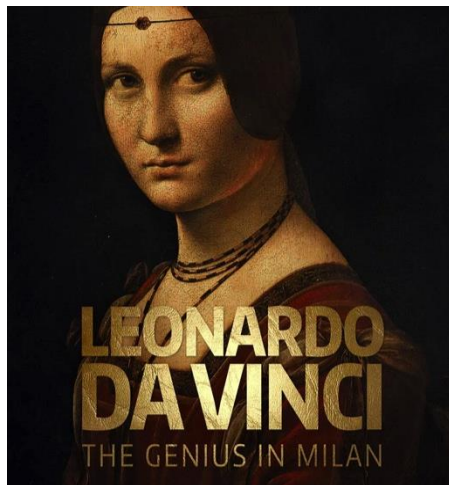
Alternative Programming

CINEPLEX EVENTS

- The Met: Live in HD
- Family Favourites
- Classic Film Series
- In the Gallery Series
- Flashback Film Festival
- National Theatre Live
- Sensory Friendly Screenings
- World Wrestling Entertainment
- Concerts, Broadway shows and special events

INTERNATIONAL FILM PROGRAMMING

- South Asian programming (Bollywood)
- East Asian
- Hindi, Punjabi, Mandarin, Cantonese, Korean, Filipino, Telugu and Urdu

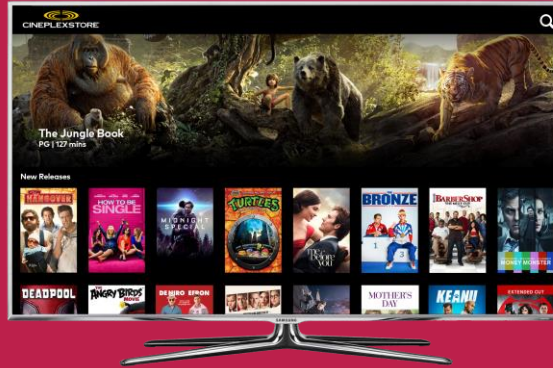



CINEPLEX[®]
EVENTS

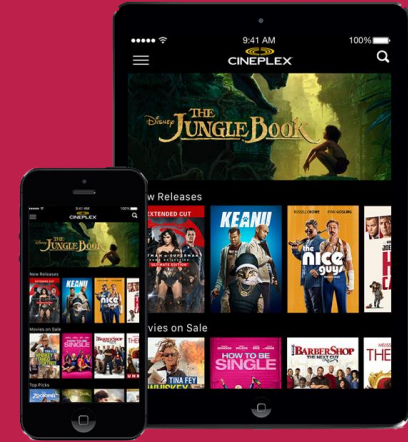
Digital Commerce - Cineplex Anywhere



In-Theatre



At-Home



On-The-Go

Improving the Guest Experience

- Provides entertainment content before the show
- Mobile ticketing - no lines



CINEPLEX.COM

- 111 million site visits in 2016
- 510 million page views in 2016
- Online ticketing and show times, exclusive entertainment content

CINEPLEX MOBILE

- One of Canada's most popular mobile brands
- In 2016, Cineplex Mobile was downloaded 17.3 million times and recorded 918 million app sessions since launch
- Cineplex apps: iPhone, iPad, iPod touch, Android, BlackBerry
- Launching new app in 2018

Cineplex Store



- Premier destination for Canadians to buy or rent digital movies
- Available on Xbox One and Xbox 360, Roku, Samsung, LG, PC/Mac, iOS and Android mobile/tablet devices, Chromecast
- Over 8,100 titles available for on-demand streaming or download for offline viewing
- Fully integrated with SCENE loyalty program – earn/burn points in Store
- Completely new consistent and compelling three-screen user experience coming in 2017
- Launching new mobile app in 2018



SuperTicket

- First bundled offering from multiple studios
- Purchase movie ticket and pre-order digital download at the same time
- Lowest retail price of \$19.99 includes 500 bonus SCENE points
- Movies available for earliest possible home entertainment release date
- Now available for essentially all major titles

CINEPLEX
SUPEROTICKET

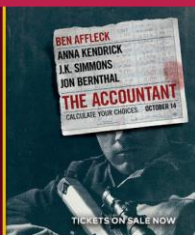


THE ABSOLUTE BEST DEAL TO
OWN A MOVIE

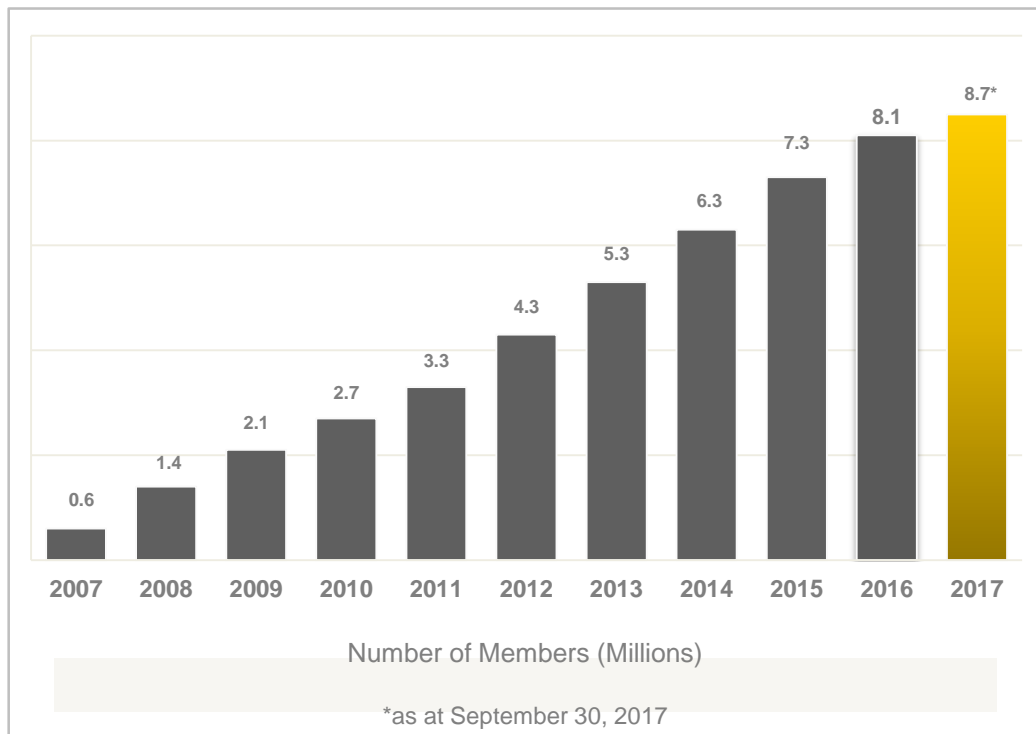
Upgrade your movie ticket to a SuperTicket and get 500 extra SCENE points!



SUPEROTICKET



SCENE[™] Loyalty Program



- Canada's top loyalty program for movie lovers
- Members are represented in 45% of Canadian households
- One of top five loyalty programs in Canada
- One in five Canadians are SCENE members

SCENE[™]

SCENE™ Loyalty Program

COMPETITIVE ADVANTAGE

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



Media

Cinema Media • Digital Place-Based Media

Cinema Media Portfolio

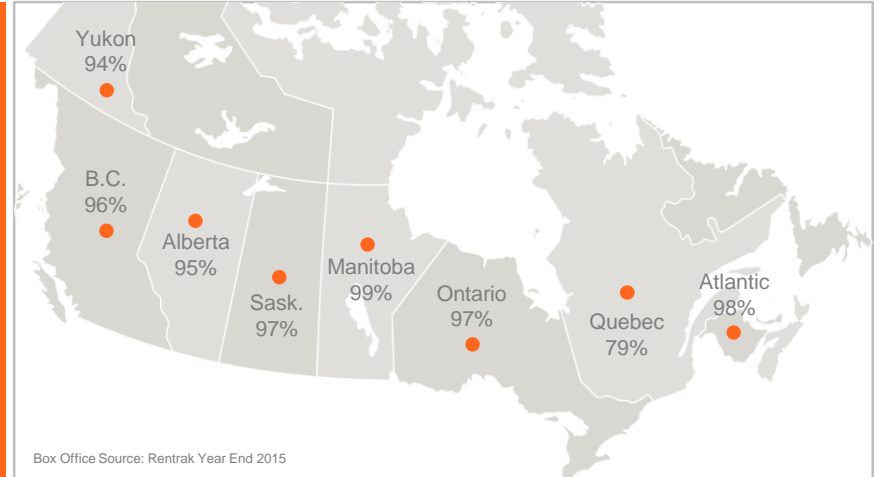
- Integrated campaigns
- Tremendous reach
- À la carte menu of media options



*Sales representation for these external networks is managed by Cineplex Media

Cinema Media

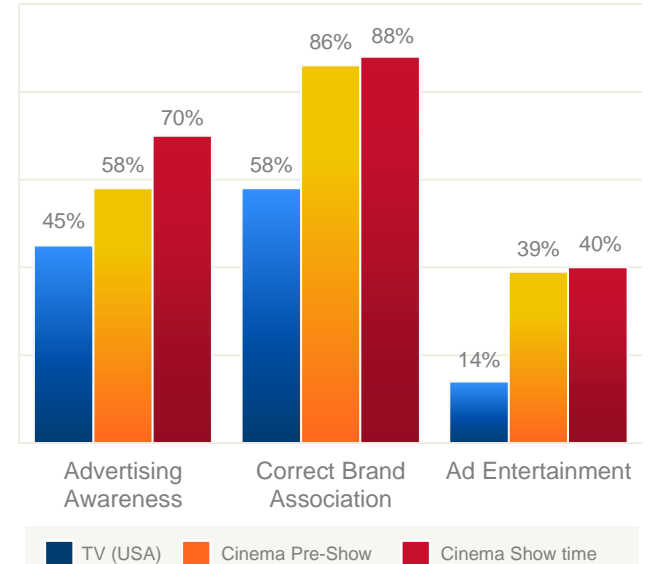
- On-screen advertising – Show time, Pre-Show, and TimePlay
- Cineplex Magazine and Le magazine Cineplex
- Cineplex Magazine is the #2 most read magazine in Canada and #1 most read magazine in Canada for all demographics under 54 years old
- Cineplex.com and Cineplex Mobile advertising
- Cinema Lobby Digital Signage (Digital Backlights, Digital Lobby Screens)
- Cinema Lobby Specialty media
- Sponsorship and naming rights



CINEMA MEDIA REPRESENTS
94% OF CANADA'S BOX OFFICE

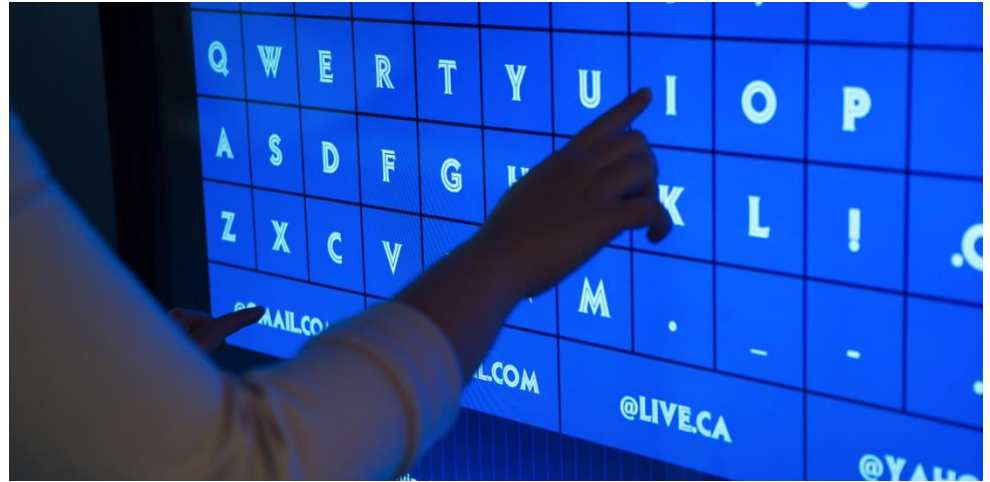


Cinema Media



Sources: *TV Stats based on Nielsen Brand Effect (US) 2011-2015 (P13+); **Cinema Advertising Show Time Impact Study 2010-2013+2015 Strategic Marketing Counsel (SMC) and online survey via Vision Critical, Pre-Show Study 2010-2014+2016, SMC

Interactive Media Zones (IMZs)



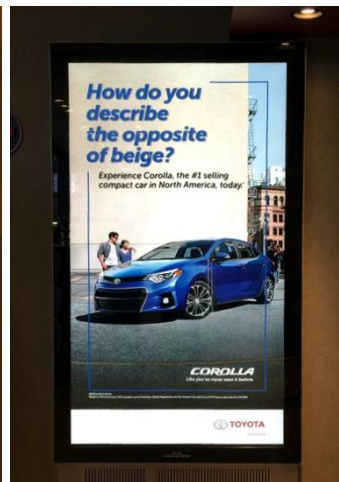
**Engaging
Interactive**
ADVERTISING EXPERIENCE

46 IMZs

AS AT SEPTEMBER 30, 2017

- Touch
- Gesture
- Image Capture
- Content Manipulation
- Social Media Connectivity
- Data Capture

Digital Poster Cases



**444 screens in
140 locations**

AS AT SEPTEMBER 30, 2017

**Dynamic Screens
BRING CAMPAIGNS TO LIFE**

- 3 minute loop keeps content upbeat and timely
- 84" fully HD digital backlits
- Roll-out now complete across circuit

Cineplex Presents TimePlay



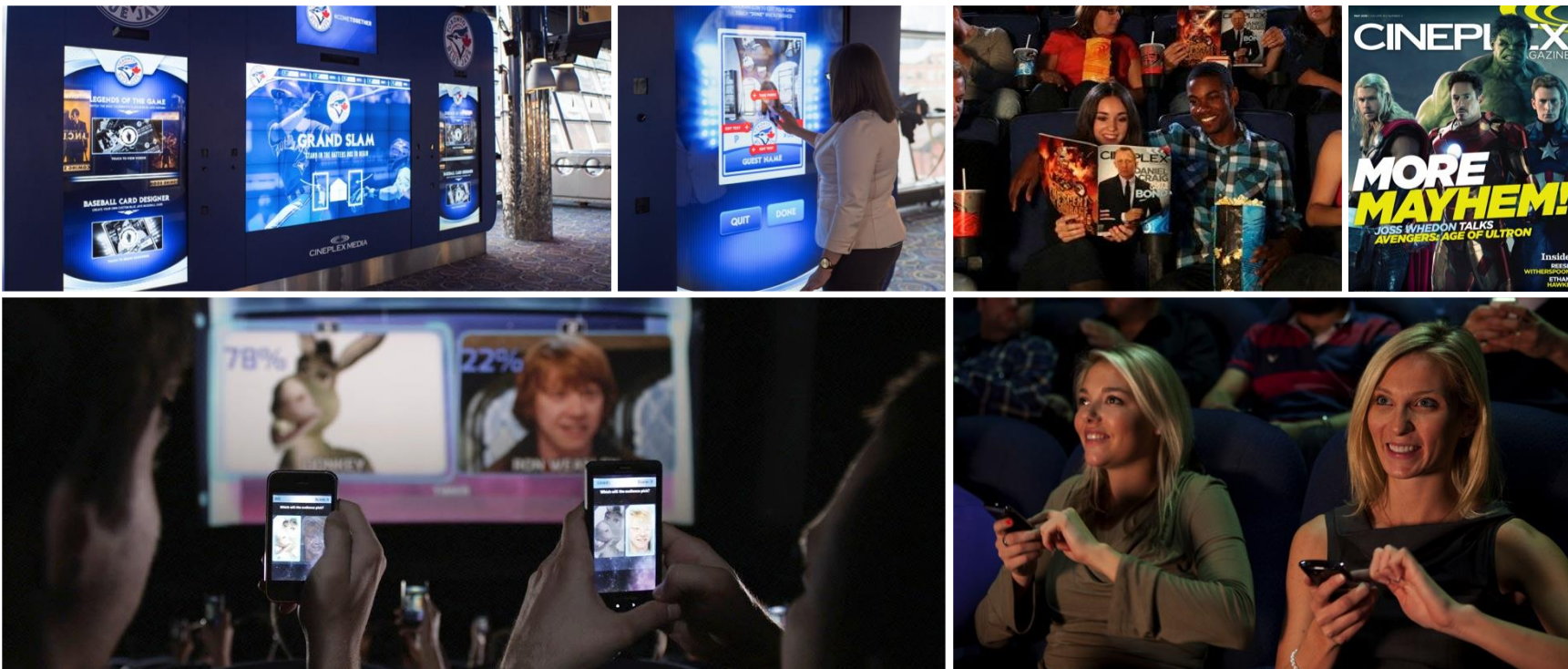
Overwhelming Results
FOR ADVERTISERS

CINEPLEX
PRESENTS
timeplayTM

729
SCREENS
NATIONWIDE
(as at Sept 30, 2017)

56
THEATRES
NATIONWIDE
(as at Sept 30, 2017)

Integrated Media Campaigns

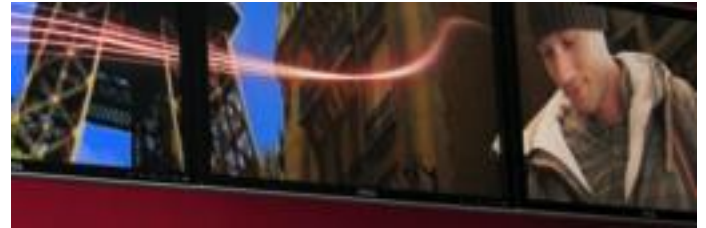


Digital Place-Based Media

Path to Purchase • Point of Purchase

Path to Purchase

- Full-service, digital place-based ecosystems
- Experiential technologies on the “path to purchase”
- We design, install, maintain and operate networks for the retail, financial, hospitality and entertainment industries
- Advertising sales opportunities through Cineplex Media sales team



OXFORD



Morguard

Brookfield

ONroute

Malls



OXFORD PROPERTIES



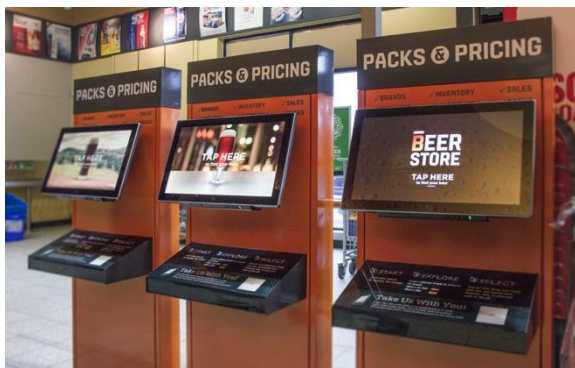
IVANHOE CAMBRIDGE



MORGUARD INVESTMENTS

- Cineplex reaches approximately 50% of all mall traffic in Canada
- Market-leading digital signage company
- Proprietary Technology
- Designs, installs, manages and consults on digital merchandising networks across North America

Point of Purchase



RETAIL



QUICK SERVICE RESTAURANTS



FINANCIAL

- Market-leading digital signage company
- Largest digital networks in Canada
- Proprietary technology
- Designs, installs, manages and consults on digital merchandising networks across North America

Quick Service Restaurants





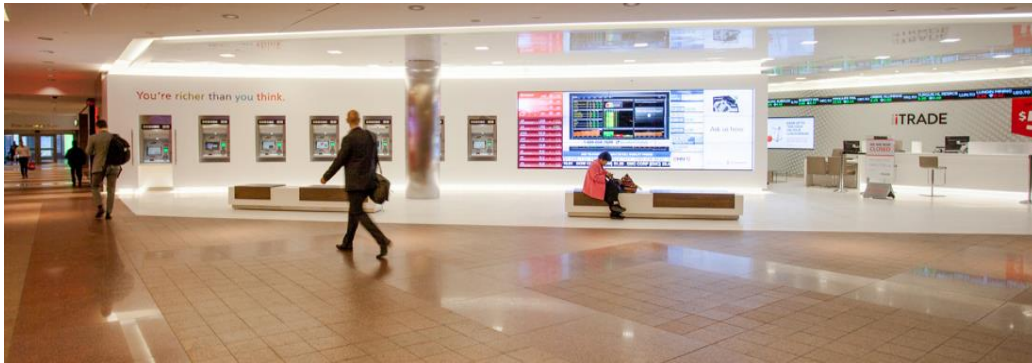
MORE THAN 2,200 TIM HORTONS LOCATIONS ACROSS CANADA

One of the largest digital signage networks in Canadian retail

Financial



RBC
Royal Bank



Retail



**BEER
STORE**



Walmart 

Amusement and Leisure

Amusement Solutions • Location Based Entertainment • eSports

Amusement Solutions

Player One Amusement Group

- Largest amusement gaming company in Canada, with a growing presence in the US
- Wholly owned and operated
- Supplies arcade equipment to Cineplex theatres, other circuits and numerous entertainment venues
- Owns and operates Family Entertainment Centres (FECs) across Canada, including XSCAPE and Playdium
- Owns and operates Premier Amusements Inc., an American gaming supplier
- Owns and operates Brady Starburst LLC, one of North America's largest distributors of amusement and vending equipment
- Owns and operates Tricorp Amusements Inc., a leading American provider of interactive video, redemption and amusement gaming services
- Acquired the assets of SAW, LLC, a leading provider of coin-operated rides, amusement and redemption games
- Acquired the assets of Dandy Amusements International Inc., a supplier of coin-operated, route operations amusement equipment in the Western US



PLAYER ONE
AMUSEMENT GROUP™

Player One Amusement Group

- Largest distributor and operator of arcade games in Canada and second largest distributor in the USA
- Well-positioned for future growth in this resurging business
- Route business – Cineplex provides the equipment and shares the revenue with a third party operator such as theme parks and FECs
- Distribution business – customers purchase games through Cineplex sales and service representation of more than 70 leading game manufacturers



Family Entertainment Centres

- Playdium Mississauga
- Player One Amusement Group owns 8 self-operating FECs across North America (5 in Canada and 3 in the US)
- 30 co-operated licensed locations
(as at September 30, 2017)

28 XSCAPE Entertainment Centres Nationwide

(as at September 30, 2017)

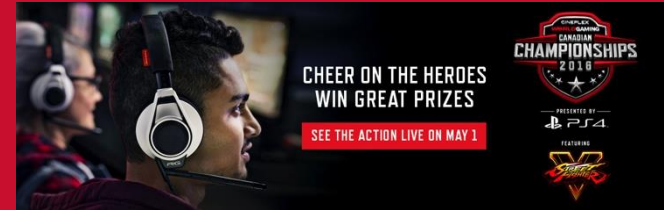
- An entertainment concept in Cineplex theatres featuring the latest video and interactive games along with a redemption centre



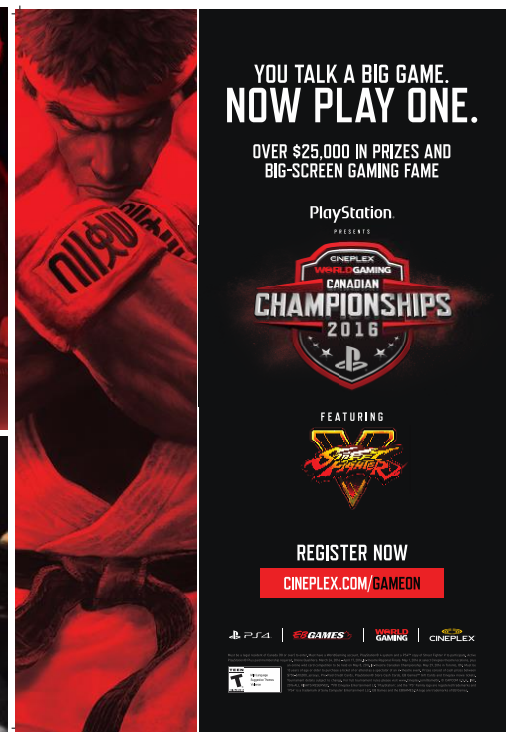
eSports

- **2016:** Cineplex and WorldGaming (“WGN”) announced the signing of a deal with Sony, making Sony the presenting sponsor of select national video game tournaments.
- **2016:** Collegiate StarLeague (“CSL”), a subsidiary of WGN, announced a partnership with Riot Games to present the 2017 season of CSL’s *League of Legends* collegiate league.
- **2017:** WGN added four new leagues for the launch of CSL’s 2017-18 season, supporting Quake Champions, Madden NFL 18, the Smash Bros. and the Street Fighter franchise.
- **2017:** WGN hosted the Canadian championships for *Call of Duty: Infinite Warfare*, *Northern Fights (Street Fighter 5 and Mortal Kombat XL)* and *Counter-Strike: Global Offensive (CSGO)*, which was WGN’s largest event yet with 120 participating teams from Canada and the US.
- **2017:** WGN kicked off the *Madden NFL 18 Challenge* in partnership with the NFL and EA, with Microsoft signing on as presenting sponsor.

WORLD GAMING



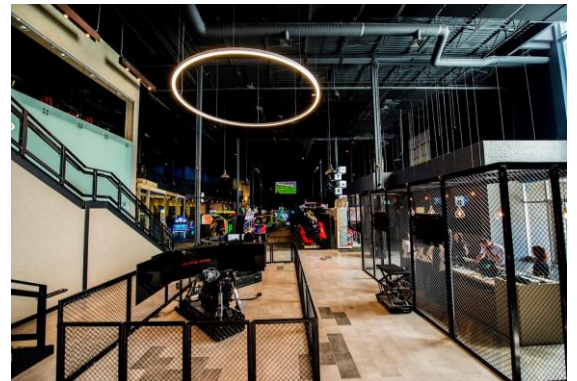
eSports



Location Based Entertainment

The Rec Room: NOW OPEN

- The Rec Room at South Edmonton Common
- The Rec Room at the Roundhouse, Toronto
- The Rec Room at West Edmonton Mall
- The Rec Room at Deerfoot City, Calgary



The Rec Room

The first location of The Rec Room at South Edmonton Common opened its doors on September 19, 2016.

- Two-level, 60,000 square foot complex
- Located at 1725 99th Street NW
- Massive attractions area where Edmonton game-lovers can play over 100 amusement games
- Multiple bars throughout the space serving six draught wines and over 20 draught beers, including several local craft beer
- Over 10 private dining rooms accommodating groups up to 250
- A next generation race car simulator, luxury bowling and axe throwing
- Over 120 digital screens and a bar area that has a massive, high-definition screen that can be viewed from all corners of the complex



The Rec Room

The second location of The Rec Room at Toronto's Historic Roundhouse opened its doors on June 27, 2017.

- 40,000 square foot complex
- Located just across from the CN Tower, Ripley's Aquarium and Rogers Centre
- Outdoor patio that features incredible city skyline views
- Huge attractions area where Torontonians can play over 90 amusement games
- A next generation race car simulator and Canada's first location of THE VOID, where guests step into a truly immersive virtual world
- Multiple bars throughout the space serving six draught wines and over 24 draught beers, including one from The Rec Room's neighbor, Steam Whistle Brewing
- Over 80 big screens and an auditorium featuring a huge high-definition screen



The Rec Room

The third location of The Rec Room at West Edmonton Mall opened its doors on August 23, 2017.

- Over 50,000 square foot complex
- The city's second location of The Rec Room
- Located on the second level of the south-west side of the iconic shopping centre
- Huge attractions area where Edmonton game-lovers can play over 90 amusement games
- A state-of-the-art virtual reality arcade from Ctrl V, a multi-sports simulator and an augmented climbing wall
- Multiple bars throughout the space serving six draught wines and over 24 draught beers
- Three private rooms for parties and events
- Over 75 big screens and a large format projection screen



The Rec Room

The fourth location of The Rec Room at Deerfoot City in Calgary opened its doors on October 11, 2017.

- Two-storey, over 50,000 square foot complex
- Two outdoor patios that feature incredible city views
- 9,000 square foot attractions area where Calgarians can play over 100 amusement games
- A next generation race car simulator, a state-of-the-art virtual reality arcade from Omni VR and an augmented climbing wall
- Multiple bars throughout the space serving six draught wines, sangria and 16 draught beers, including local favourites from Big Rock Brewery and Wild Rose Brewery
- Three private rooms for parties and events
- Over 80 big screens





COMING SOON

- 10-15 locations
- CF Masonville Place, London, ON (2018)
- Square One, Mississauga, ON (2018)
- Brentwood, Burnaby, BC (2019)



Topgolf Canada

Topgolf and Cineplex announced an exclusive partnership to bring Topgolf's sports entertainment experience to Canada.

Topgolf provides a dynamic entertainment experience catering to all demographics. Suitable for people of all ages and skill levels, even non-golfers.

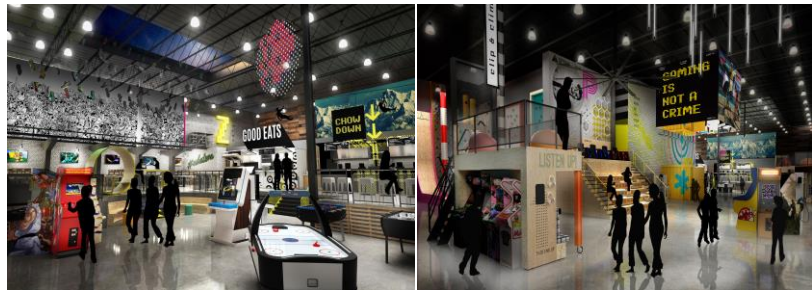
- 65,000 square feet, 12 acres of land
- 3 level facility
- 102 hitting bays
- Locations and opening dates: TBD



Playdium

Cineplex announced the reinvention of the Playdium brand, with plans to open 10-15 entertainment complexes across Canada over the coming years.

- First planned opening at Whitby Entertainment Centrum in Whitby, Ontario. Construction will begin in early 2018 with a target opening of later that year.
- Focused on indoor play, fun and fresh food and modern, technology-enhanced amenities
- Specially designed for teens, their friends and family who are looking for an affordable entertainment choice for everyday play, casual dining or to celebrate special occasions

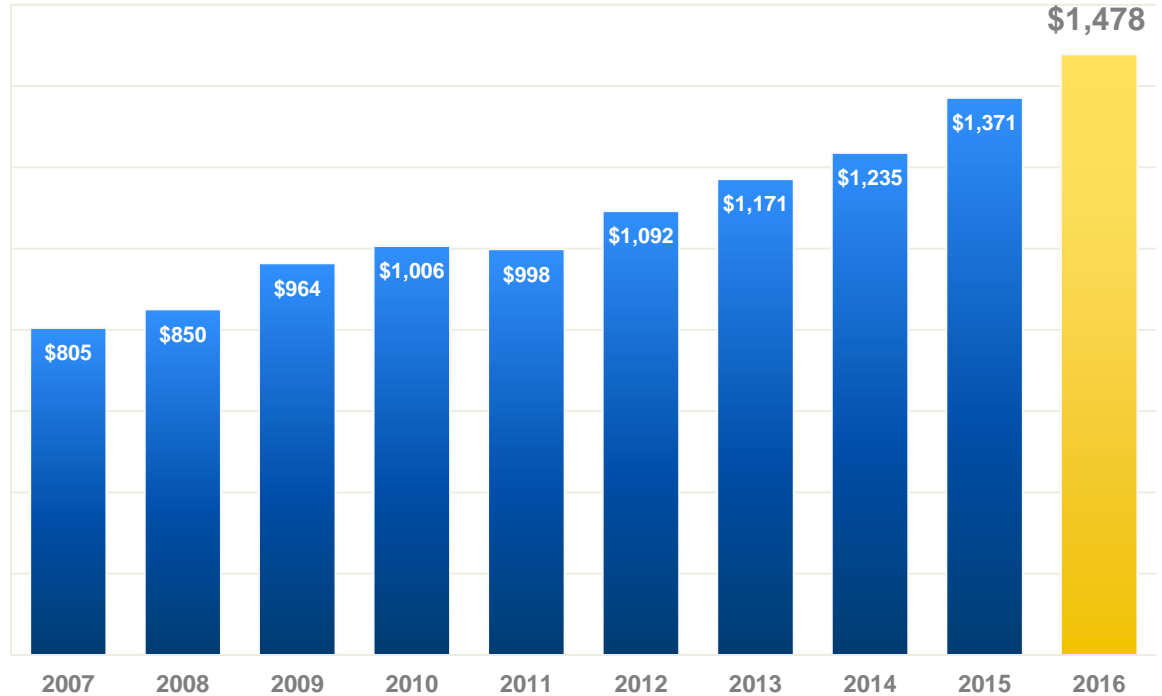


Financial Highlights



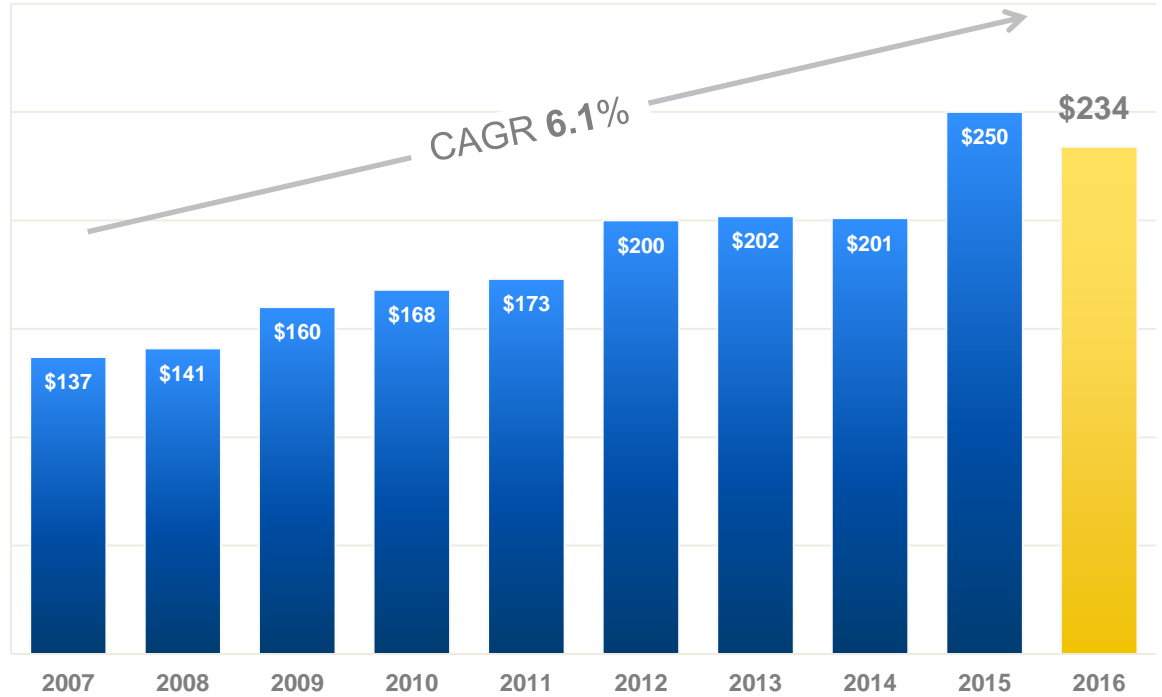
TOTAL REVENUE

\$ MILLIONS



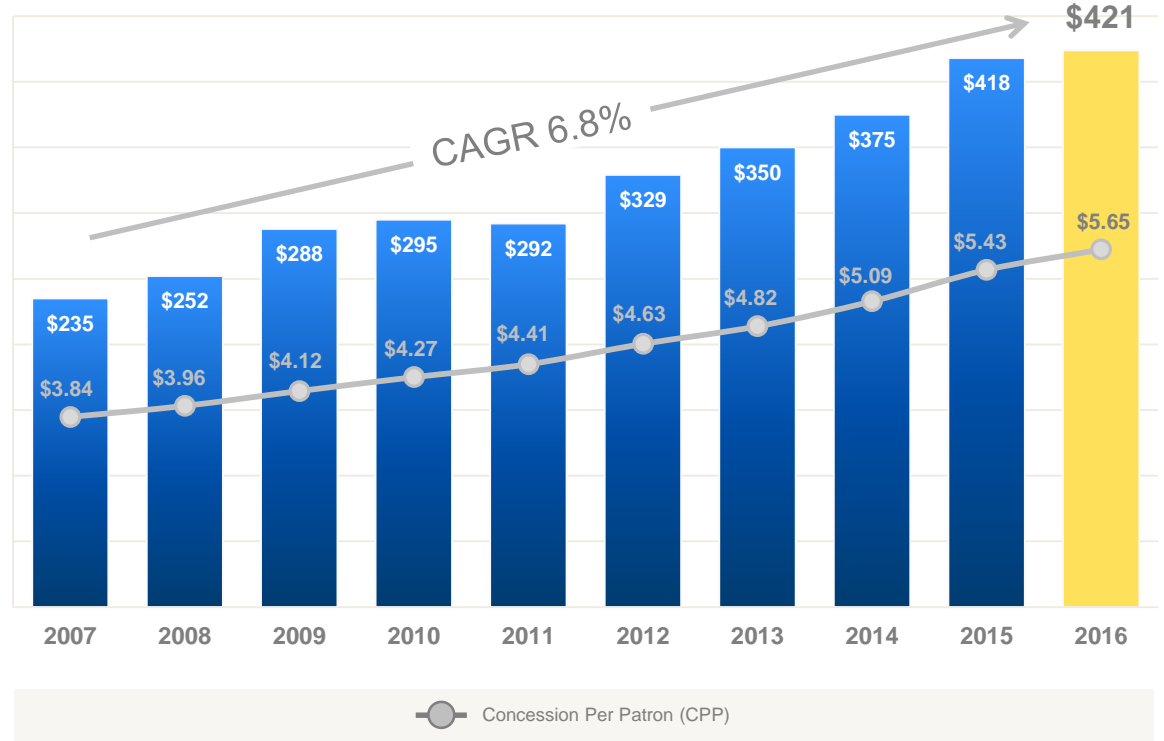


ADJUSTED EBITDA \$ MILLIONS





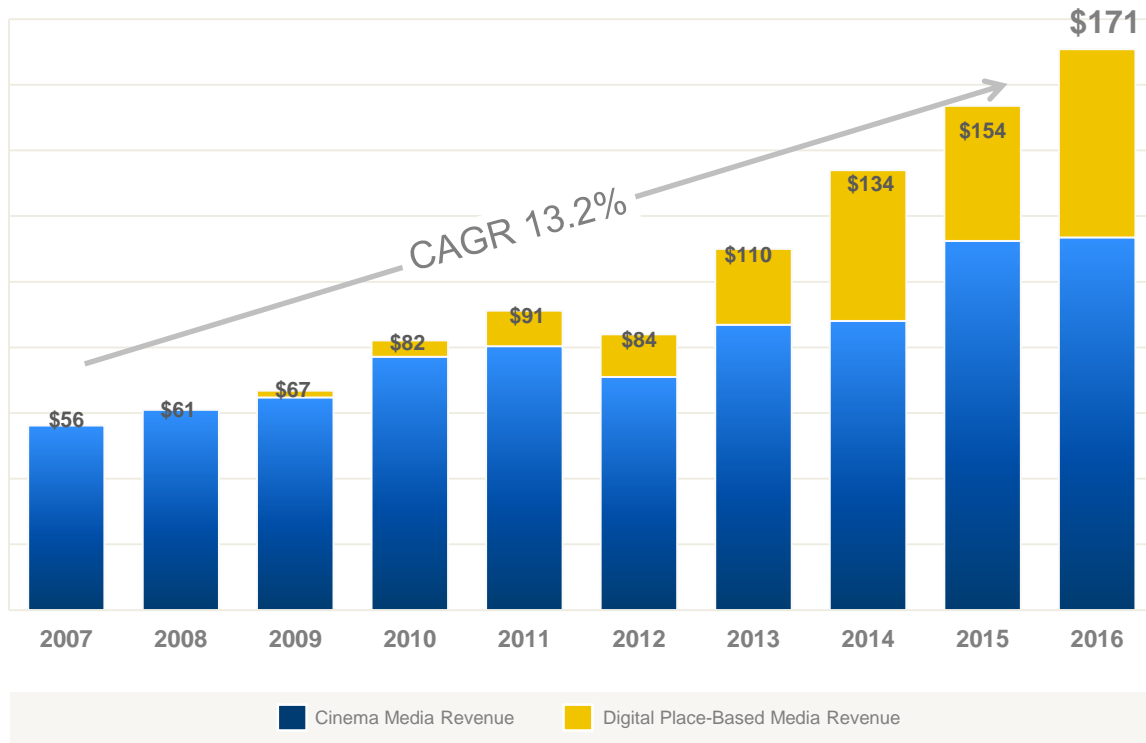
THEATRE FOOD SERVICE REVENUE \$ MILLIONS





MEDIA REVENUE

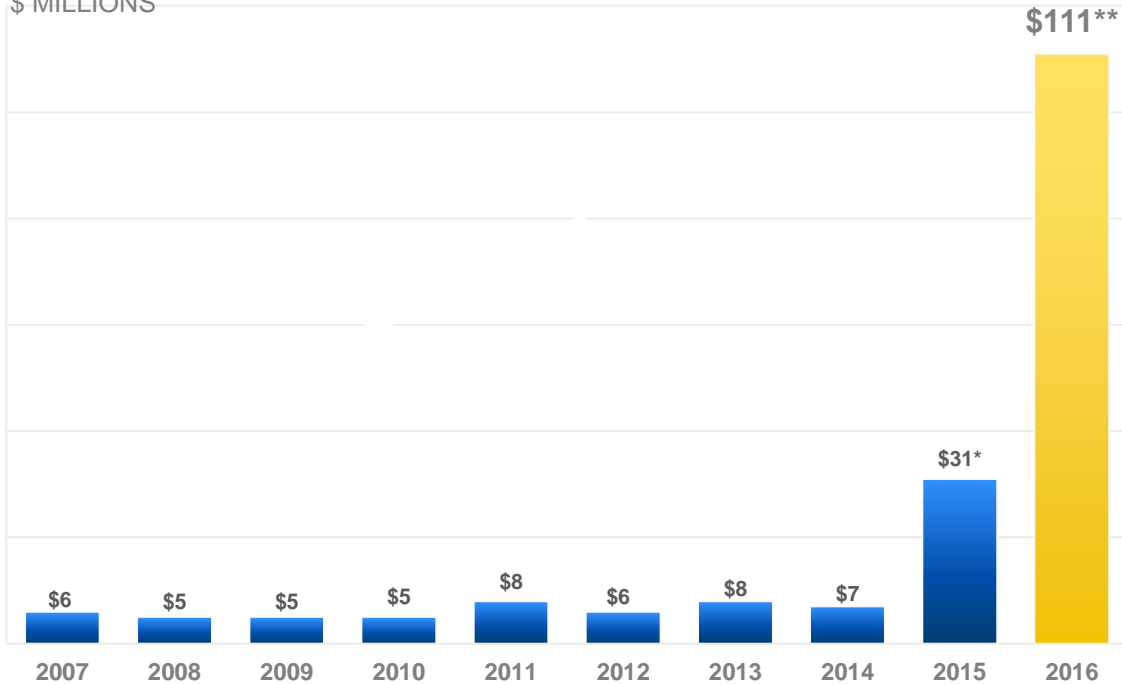
\$ MILLIONS





AMUSEMENT REVENUE

\$ MILLIONS



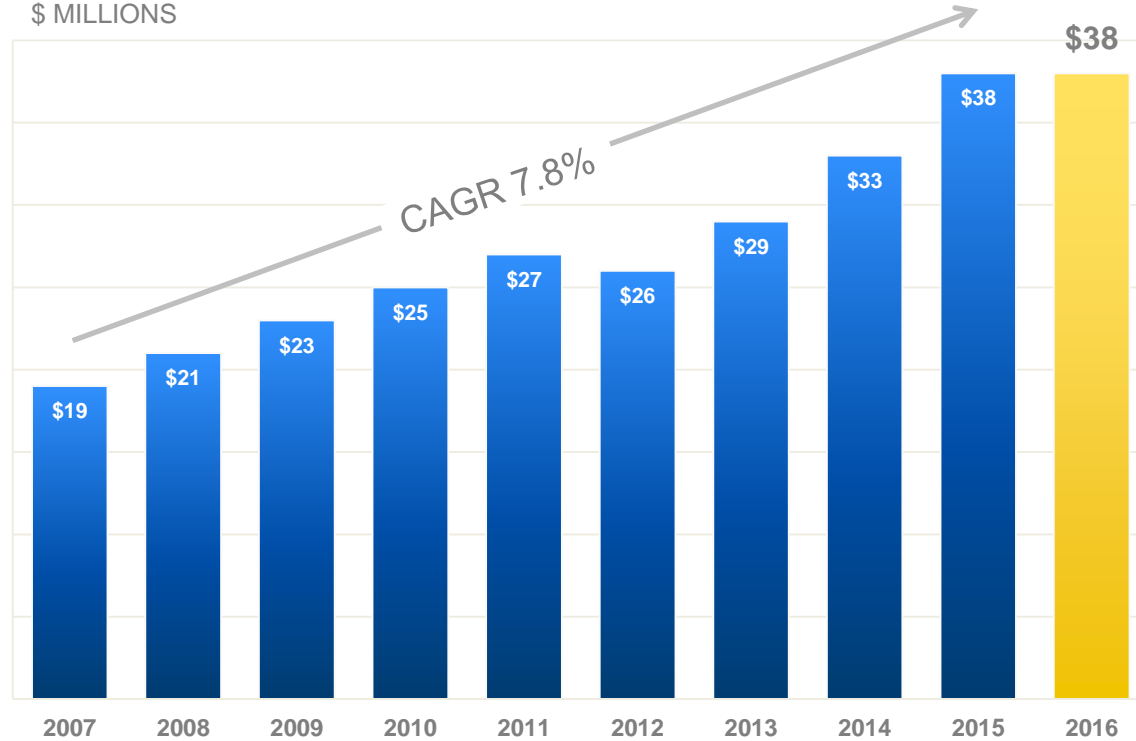
*Completed the acquisition of the remaining 50% of issued and outstanding equity of CSI that we did not already own in October 2015. Changed from equity accounting to consolidated,

** Also acquired SAW and Tricorp in the fourth quarter 2016.



OTHER REVENUE

\$ MILLIONS



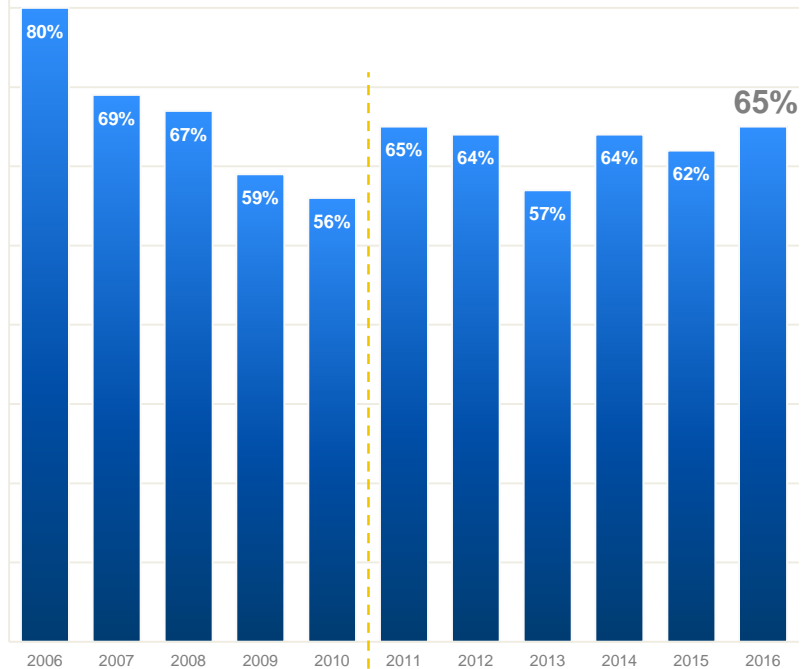
2017 THIRD QUARTER RESULTS

MILLIONS, EXCEPT ADJUSTED EBITDA MARGIN AND PER PATRON AMOUNTS

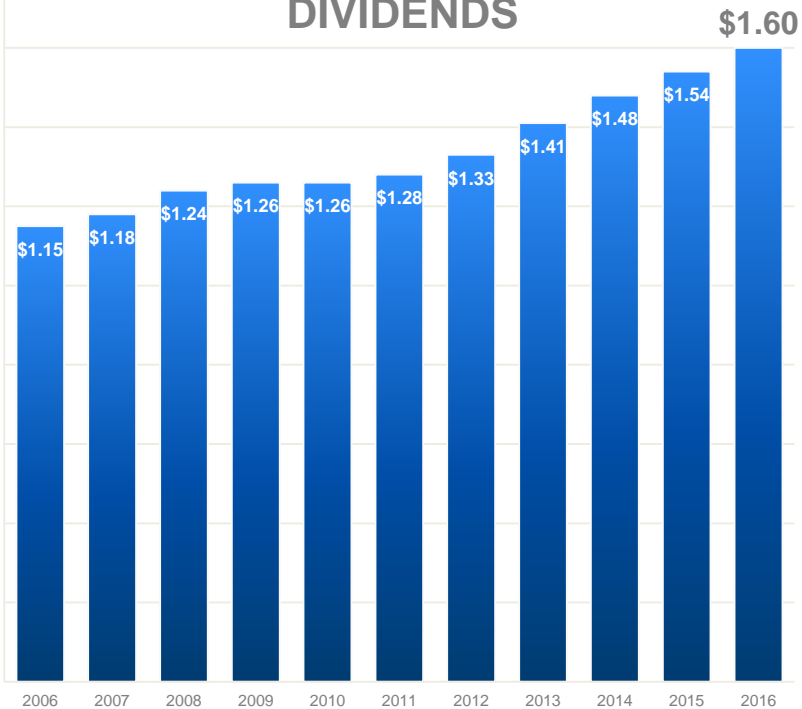
	Q3 YTD 2017	Q3 YTD 2016	%
Box Office	\$530.6	\$550.8	-3.7%
Food Service	\$322.4	\$318.4	1.2%
Media	\$110.4	\$118.1	-6.5%
Amusement*	\$136.0	\$77.6	75.3%
Other	\$29.5	\$28.0	5.1%
Total Revenue	\$1,128.8	\$1,092.9	3.3%
Adjusted EBITDA	\$156.3	\$167.2	-6.5%
Adjusted EBITDA Margin	13.8%	15.3%	-1.5%
Attendance	52.8	56.7	-6.7%
BPP	\$10.04	\$9.72	3.3%
CPP	\$5.90	\$5.61	5.2%

*Acquired the assets of Dandy Amusements in the second quarter of 2017 and Tricorp and SAW in the fourth quarter of 2016.

PAYOUT RATIO



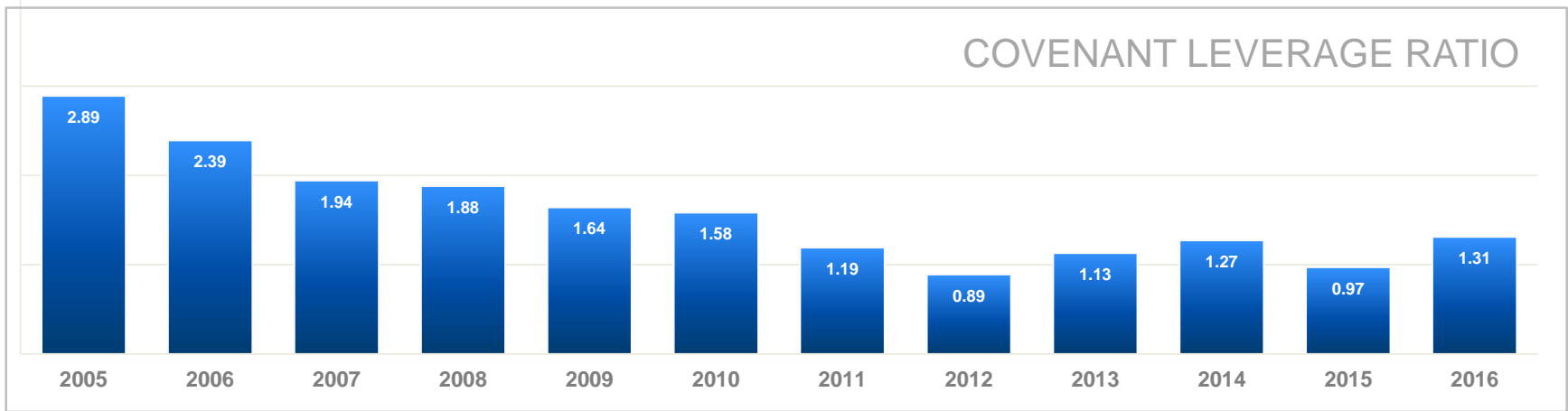
DIVIDENDS



Corporate Conversion Jan. 1, 2011

CREDIT FACILITIES (MILLIONS)

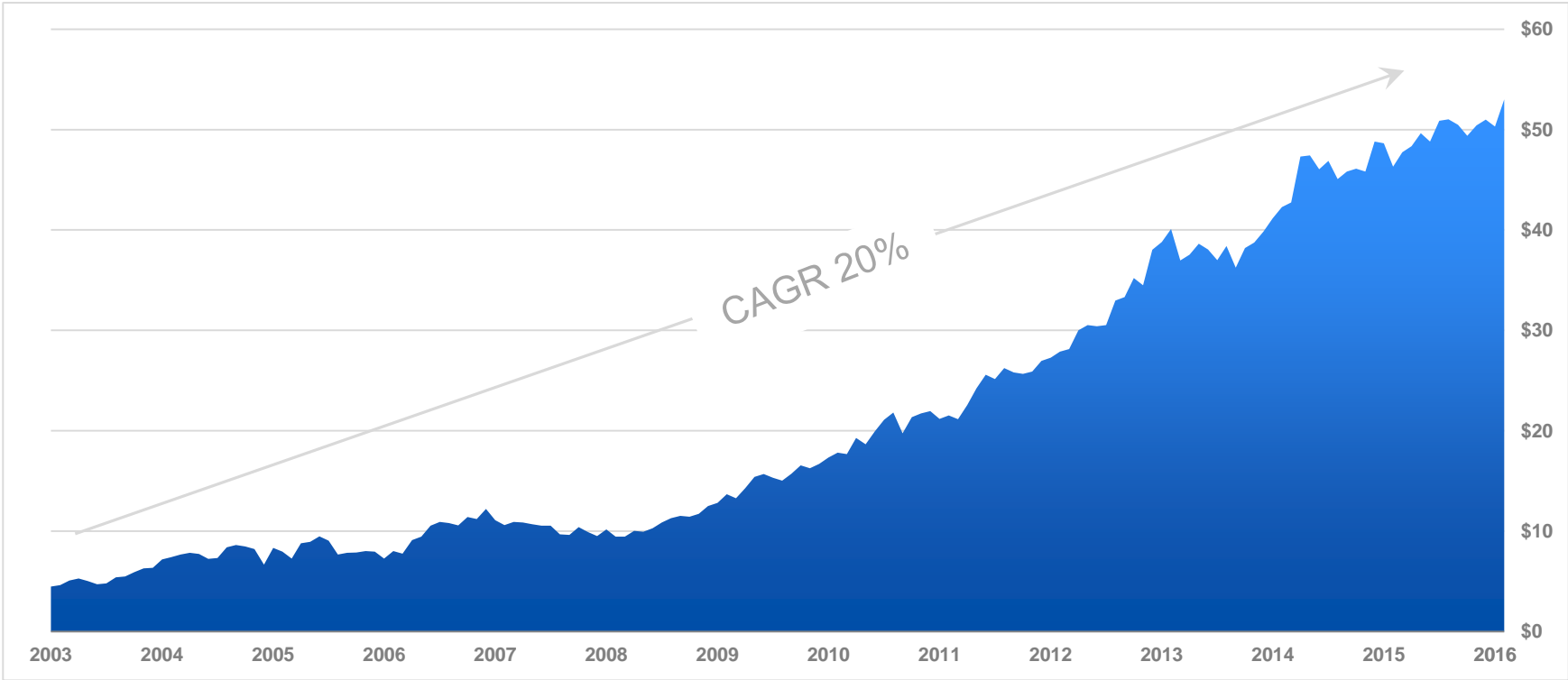
	Maturity	Capacity	Drawn (as at Sept. 30/17)	Reserved (as at Sept. 30/17)	Remaining
Term Facility	Apr. 2021	\$150	\$150	—	—
Revolving Facility	Apr. 2021	\$475	\$341	\$7.0	\$127.0
Total		\$625	\$491	\$7.0	\$127.0



As at December 31, 2016

Outstanding Shareholder Return

* As of December 31, 2016



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, depreciation, amortization and interest expense net of interest income
Adjusted EBITDA	Adjusted EBITDA excludes change in fair value of financial instrument, gain on acquisition of the business, the loss on disposal of assets, foreign exchange (loss) gain, the equity income of CDCP, the non-controlling interests' share of adjusted EBITDA of WGN and BSL, and depreciation, amortization, interest and taxes of Cineplex's other joint ventures.
Adjusted Free Cash Flow	Adjusted free cash flow is calculated by adjusting cash provided by 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, change in fair value of financial instruments, principal component of finance lease obligations, share of income of joint ventures net of non-cash depreciation, non-controlling interests share of adjusted EBITDA, of WGN and BSL and net cash received from CDCP.
Attendance	Attendance is calculated as the total number of paying guests 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, 4DX and IMAX product divided by total paid attendance for the period less paid attendance for 3D, UltraAVX, VIP, 4DX and IMAX product.
CPP	Calculated as total theatre food service revenues divided by total paid attendance for the period.
Premium Experiences	Defined as 3D, UltraAVX, VIP, 4DX and IMAX product.
Theatre concession margin per patron	Calculated as total theatre food service revenues less total theatre food service cost, divided by attendance for the period.
Same theatre metrics	Same theatre 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.
Theatre concession cost percentage	Calculated as total cost of theatre food service divided by total theatre food service revenues for the period.
The Rec Room food cost percentage	Calculated as total The Rec Room food costs divided by total The Rec Room food service revenues for the period.

Thank You!