

The IMAX logo is rendered in a bold, white, sans-serif typeface. The letters are thick and closely spaced, with a registered trademark symbol (®) positioned at the top right of the 'X'. The logo is set against a dark blue background that features a perspective view of a hallway with glowing blue light beams emanating from a point on the right side, creating a sense of depth and futuristic technology.

IMAX[®]

Investor Presentation

August 2018

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Leading Cinematic Technology Provider in Greater China



Exclusive licensee of the IMAX brand in the theatre and films business in Greater China with access to global partnerships



Sole commercial platform for the release of IMAX format films in Greater China, which is the second largest and fastest growing major cinema market in the world



One of the strongest entertainment brands in Greater China (1)

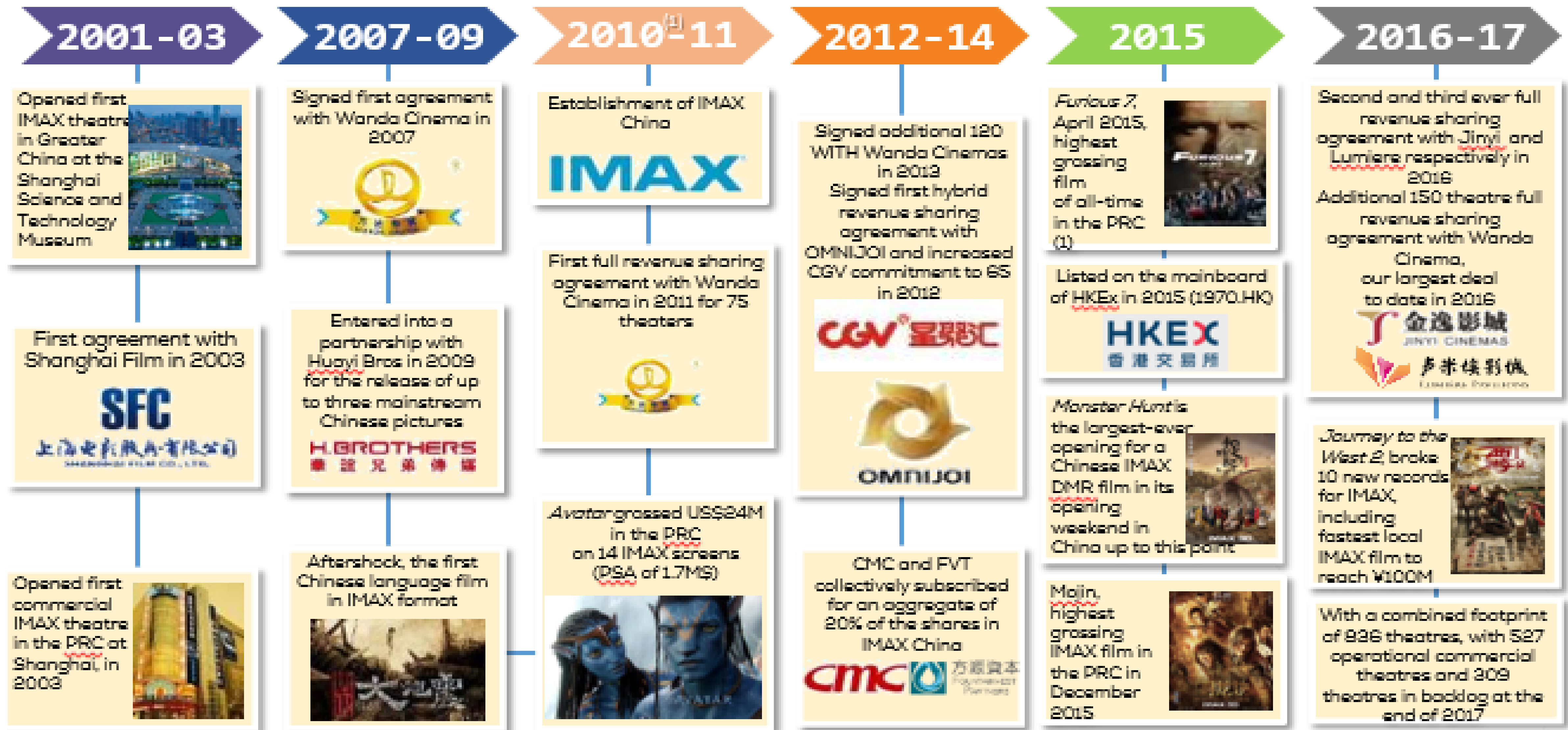


Unique cinematic experience and end-to-end cinematic solution



Largest non-conventional theatre network in Greater China and significant ticket price premium

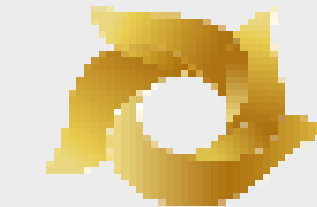
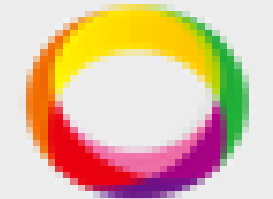
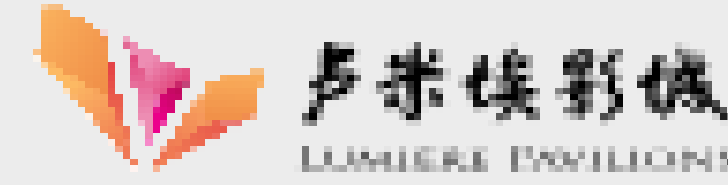
Integral Part of the Greater China Film Industry History



Note
 1. Greater China operations prior to establishment of IMAX China in 2010 was through IMAX Corporation's Shanghai representative office.

Long-Term Partnerships Across the Global Entertainment Ecosystem

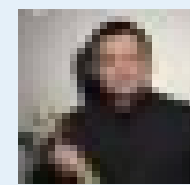
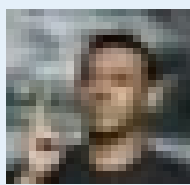
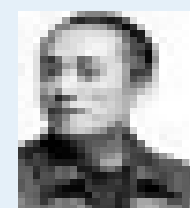
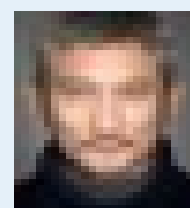
50+ Exhibitors
Majority with
10+ Year Relationships



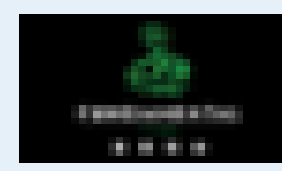
大地影院



Leading Producers,
Directors and Studios in
Greater China



BONA



Large Commercial Real
Estate Developers

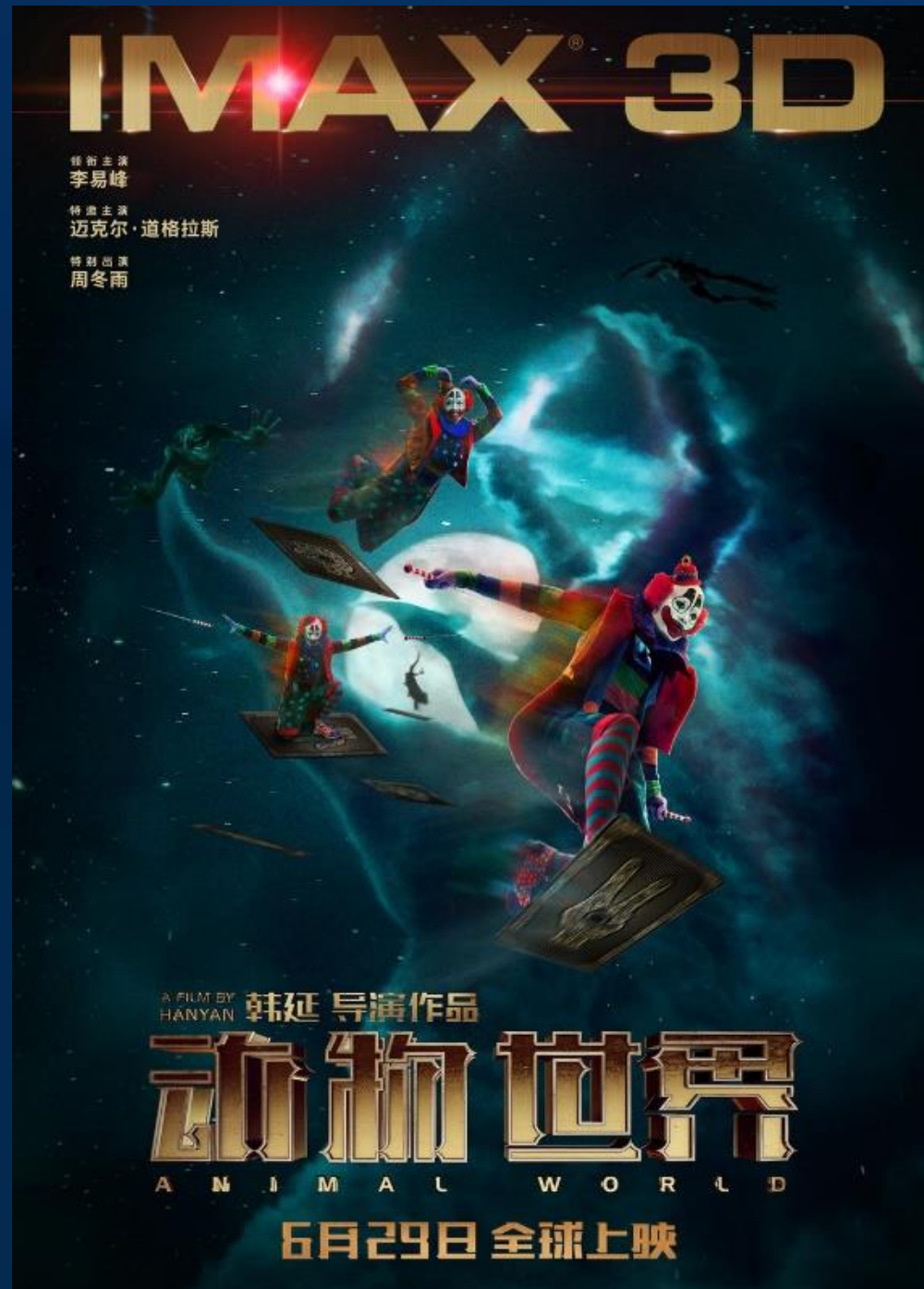


Strong and Diversified 2018 Slate 13 Foreign Language Titles



Strong and Diversified 2018 Slate

5 Local Language Titles



Top 10 IMAX GBO Titles



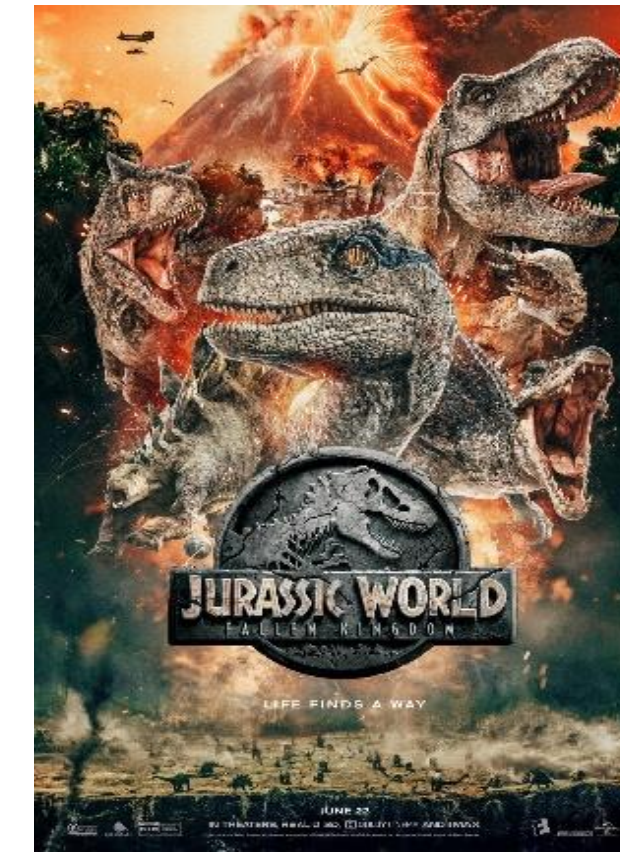
1.
AVENGERS:
INFINITY WAR



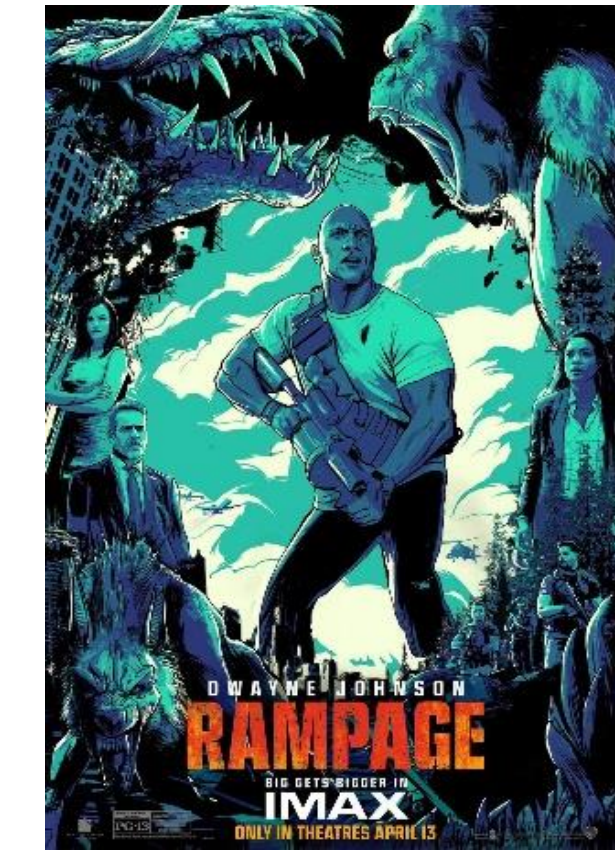
2.
OPERATION
RED SEA



3.
READY
PLAYER ONE



4.
JURASSIC WORLD:
FALLEN KINGDOM



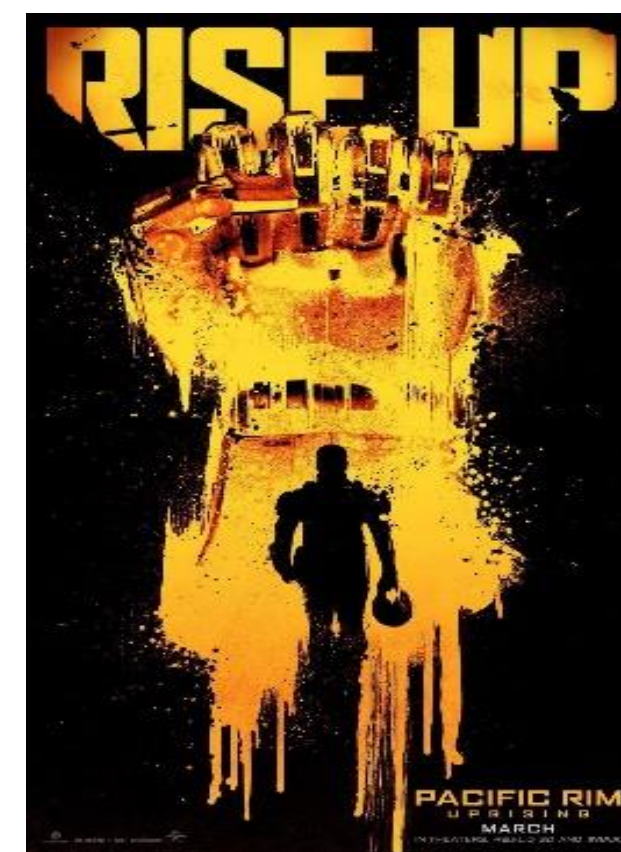
5.
RAMPAGE



6.
DETECTIVE
CHINATOWN II



7.
BLACK
PANTHER



8.
PACIFICRIM:
UPRISING



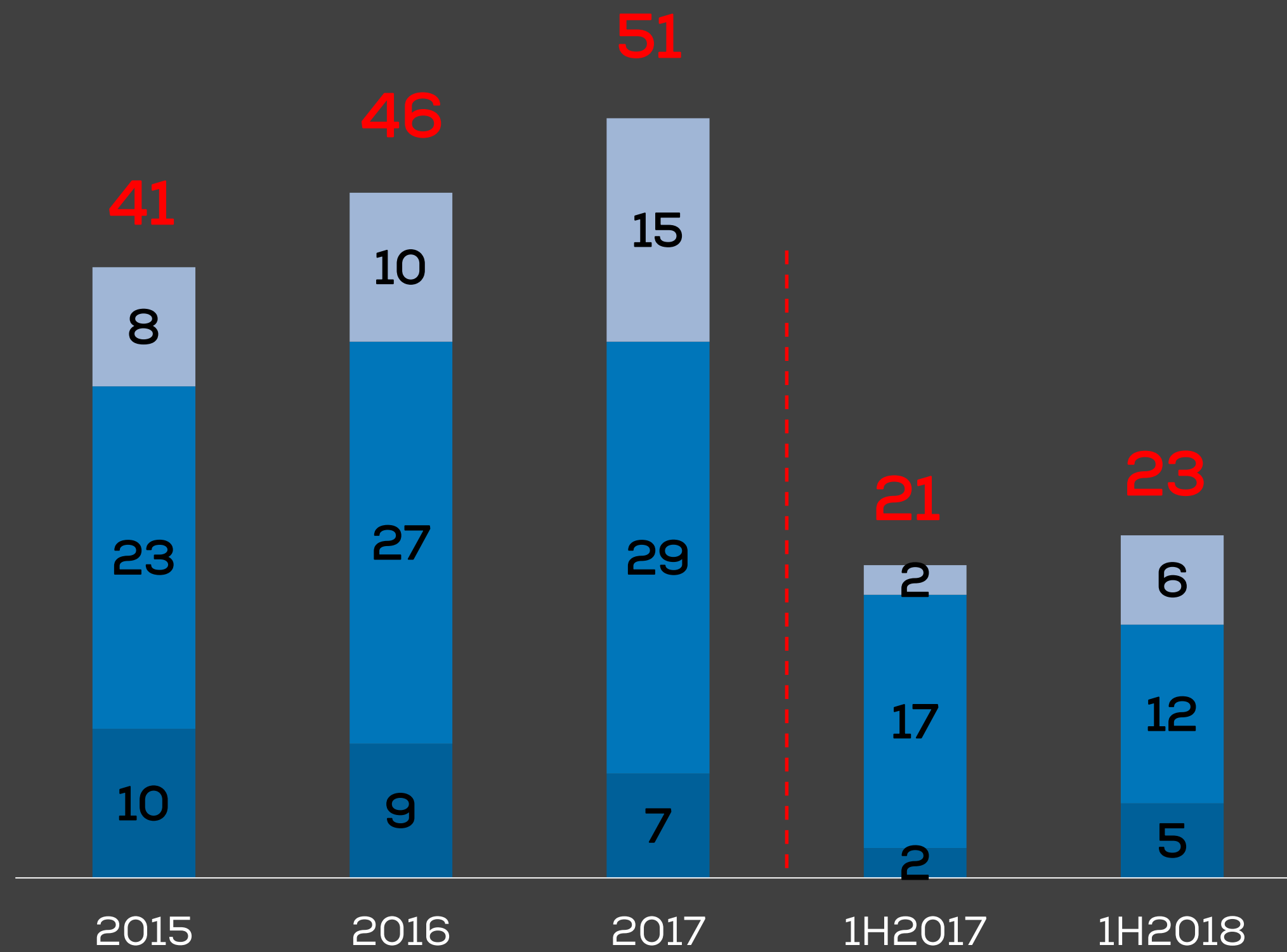
9.
Star Wars:
THE LAST JEDI



10.
MONSTER HUNT 2

Refined Programing Strategy Boosts Box Office

Data in US\$M



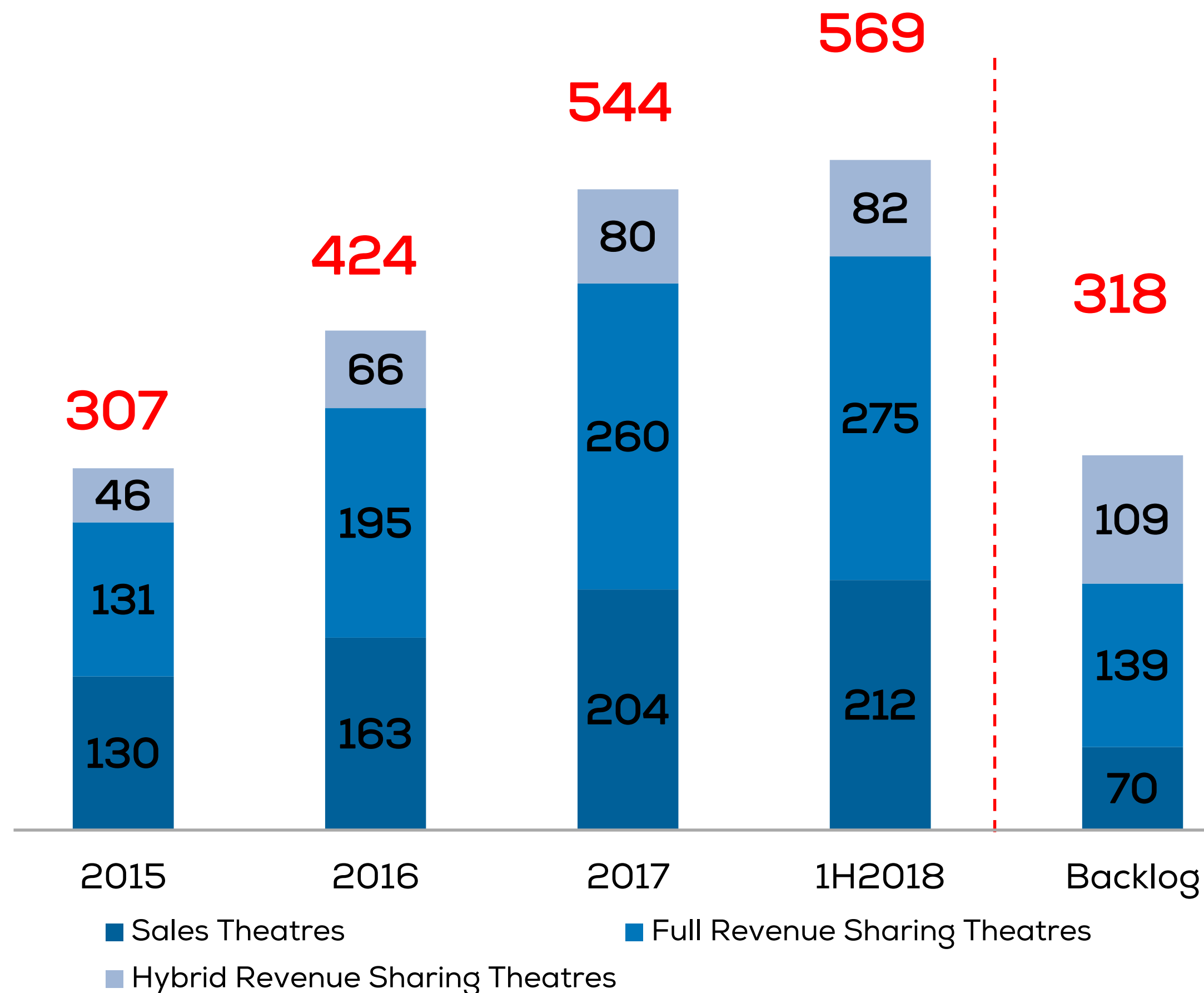
- Local Language-Chinese and Non Chinese
- Hollywood Films
- HK Taiwan Only



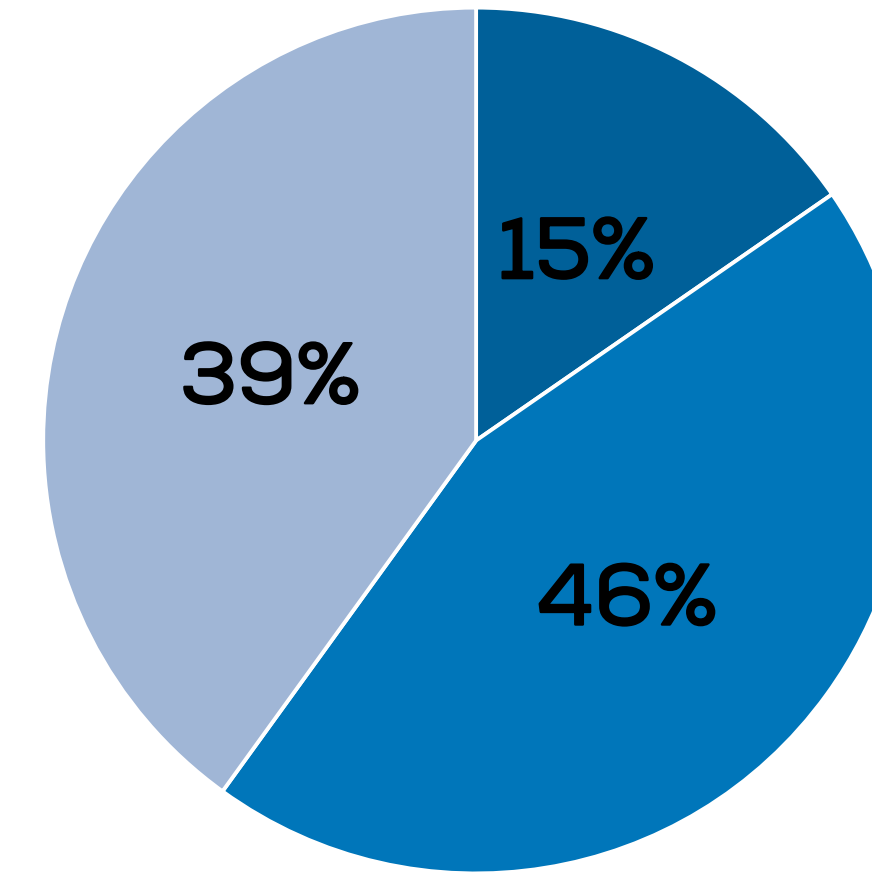
13% YOY Growth

Strong China Network Expansion

Theatre Network



Current Network Mix

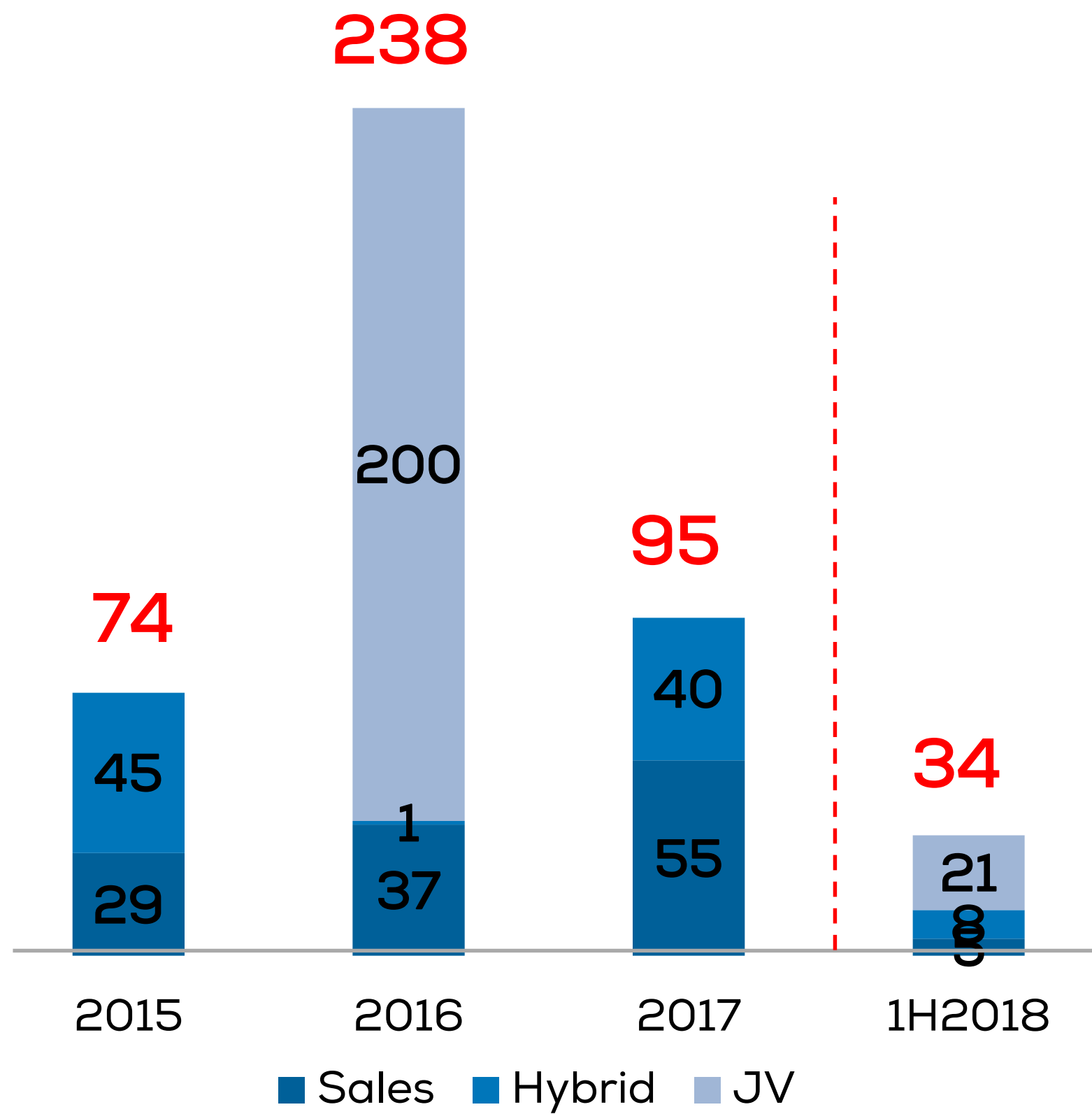


■ Tier 1 ■ Tier 2 ■ Tier 3 and lower

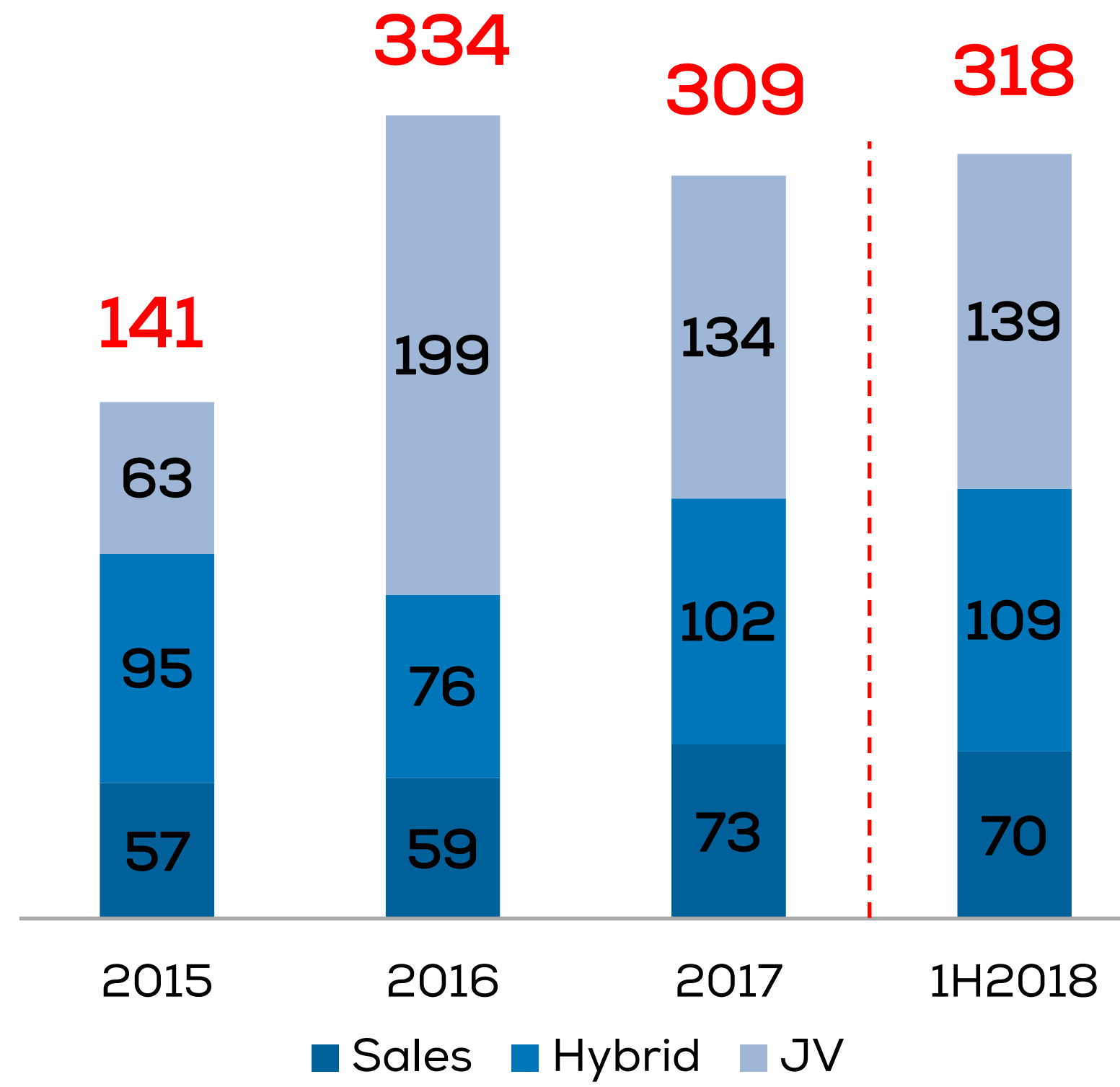
- The IMAX China Network is operational or contracted in **191** cities across Mainland China, we have a total network of 569 in Greater China, 552 of which are commercial theaters
- Roughly 46% of existing screens are in Tier 2 cities
- 39% of our screens are in Tier 3 cities and below, and this particular segment is expanding
- Current backlog has a comparable mix of screens across different cities

Robust Theatre Backlog and Continued Signings Momentum

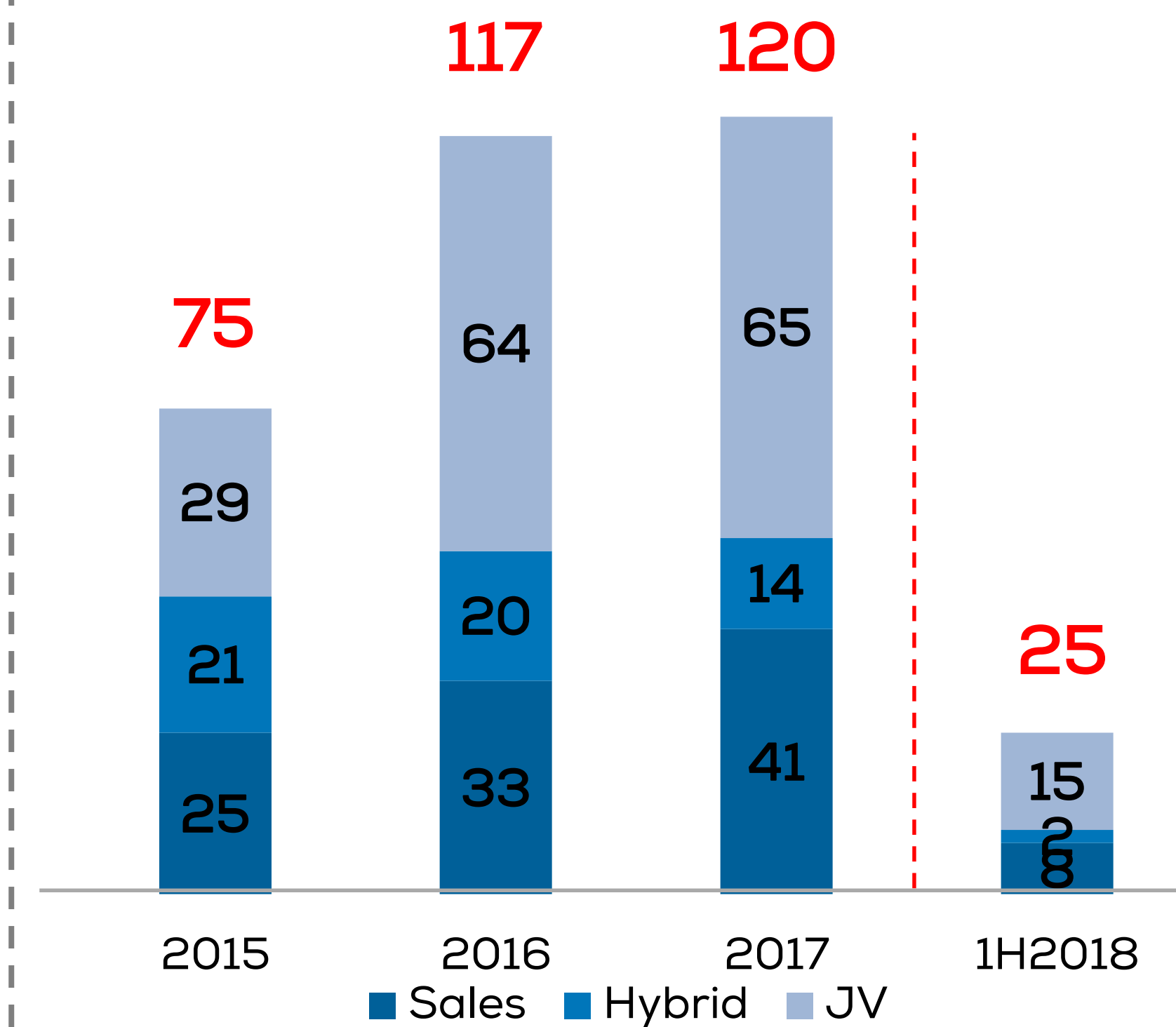
Signings



Backlog



Installation



The Value of Network Growth

Effect of Box Office on our ROI are vastly different under Sales, Hybrid and Full JV's

	Sales Type	Hybrid	Full JV
Upfront Revenue	1,100	550	0
Year 1 Cost of Sales	450	510	60
IMAX CAPEX	0	0	450
Exhibitor Take	0	10%	15%
Studio Take	10%	10%	12%

Given exhibitors cover all of the IMAX costs, the recurring Studio and Exhibitor revenue streams are 100% incremental, regardless of PSAs

Company should be most discerning under the Full JV model, given IMAX is responsible for the Capex

1) Includes \$60K launch marketing expense for Hybrid JV model

Screen Contribution and Returns over Contract Term¹

Box Office	Sales Type	Hybrid JV	Full JV	
	Annual Contribution \$	Annual Contribution \$	Annual Contribution \$	ROIC
\$1,200	99	189	206	40%
\$1,100	92	174	187	37%
\$1,000	84	159	169	33%
\$900	77	144	150	29%
\$800	69	129	131	26%
\$700	62	114	112	22%
\$600	54	99	94	18%
\$500	47	84	75	15%
\$400	39	69	56	11%
\$300	32	54	37	7%

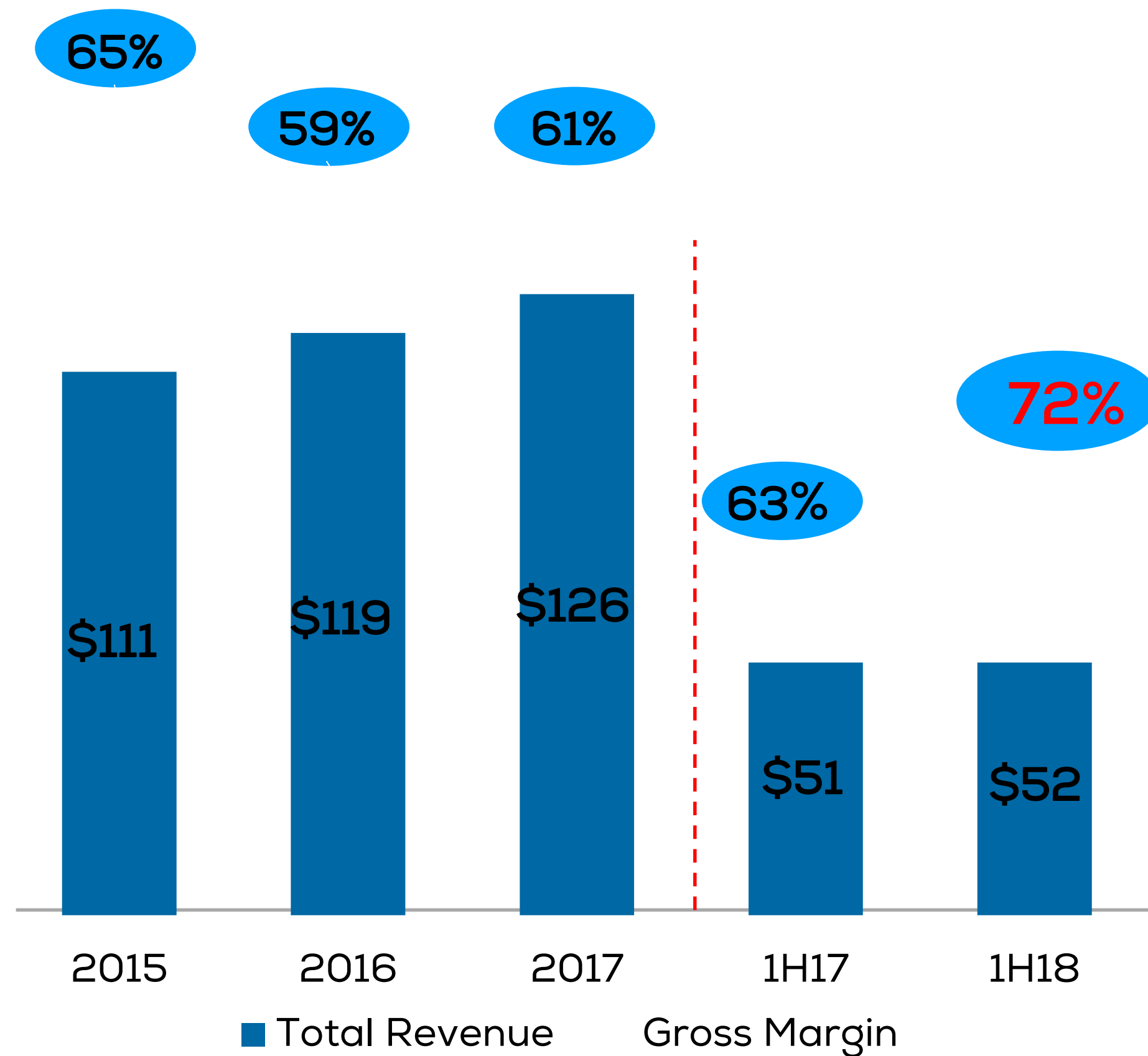
Full JV Rate: 15% ~ 17%
 Hybrid JV Rate: 10% ~ 12%
 DMR Rate: Hollywood~9.5% local language~12.5%
 Full JV Capex: \$450K (+\$60K Marketing)
 Full JV Depreciation Term: 10 ~ 12 years
 Maintenance Rev: \$35K @ 35% Margin

1) Annual Contribution = Net Income Contribution, excluding year 1 upfront revenues of STL and Hybrids

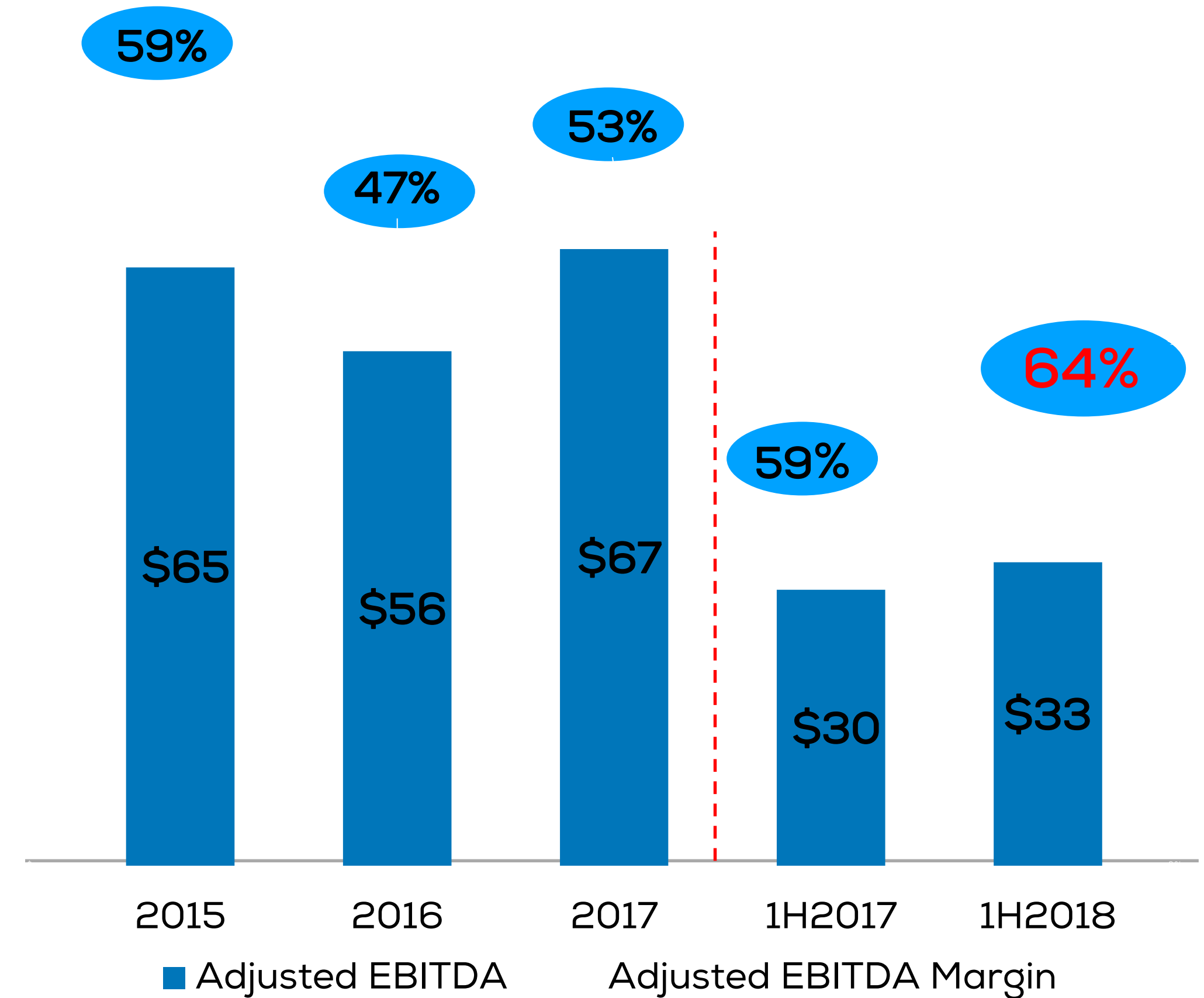
Growth in Revenue and Margin in 1H2018

Data in US\$M

Gross Revenue and Margin



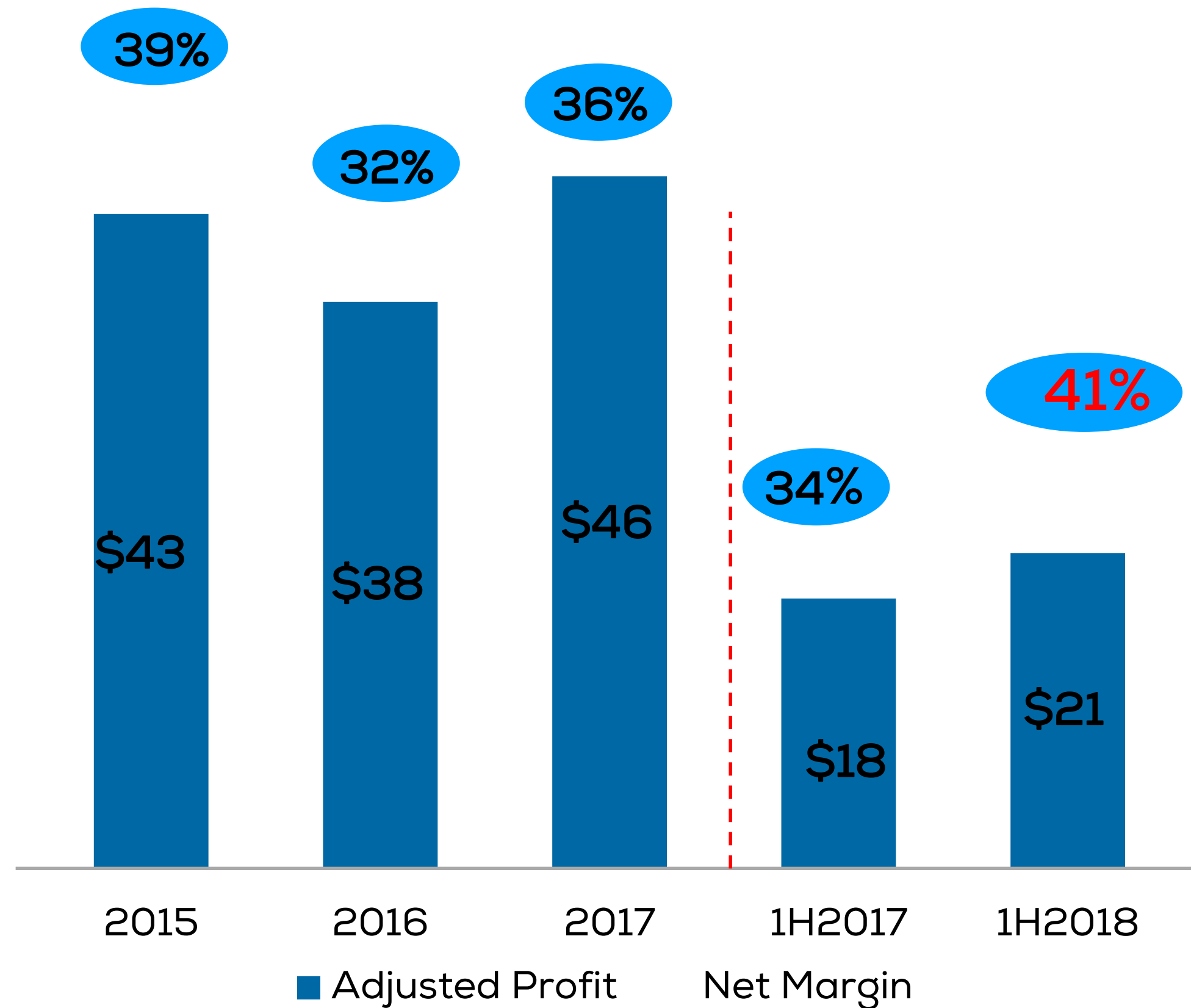
Adjusted EBITDA and Margins



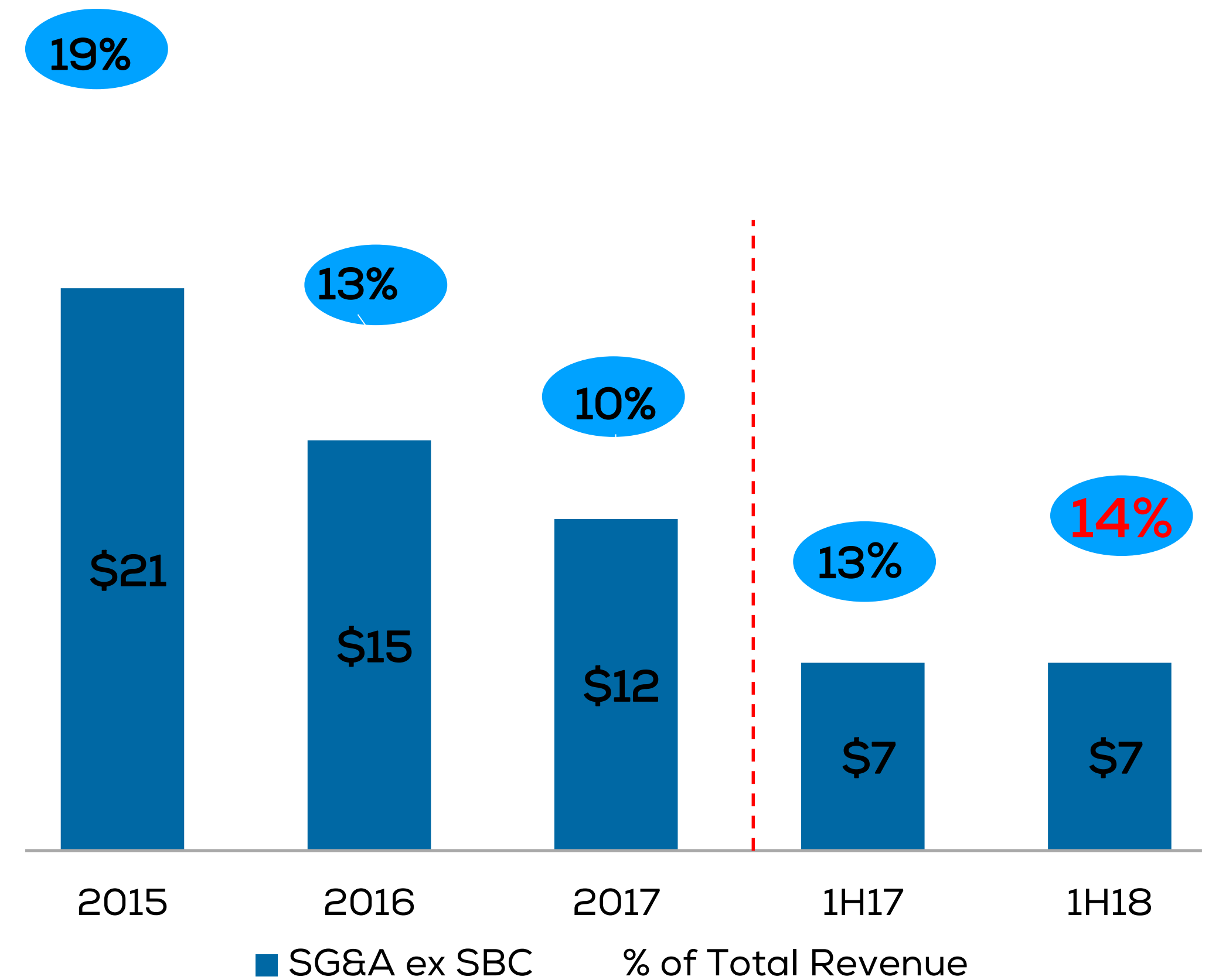
Growth of Profit and Margin in 1H2018

Data in US\$M

Adjusted Profit



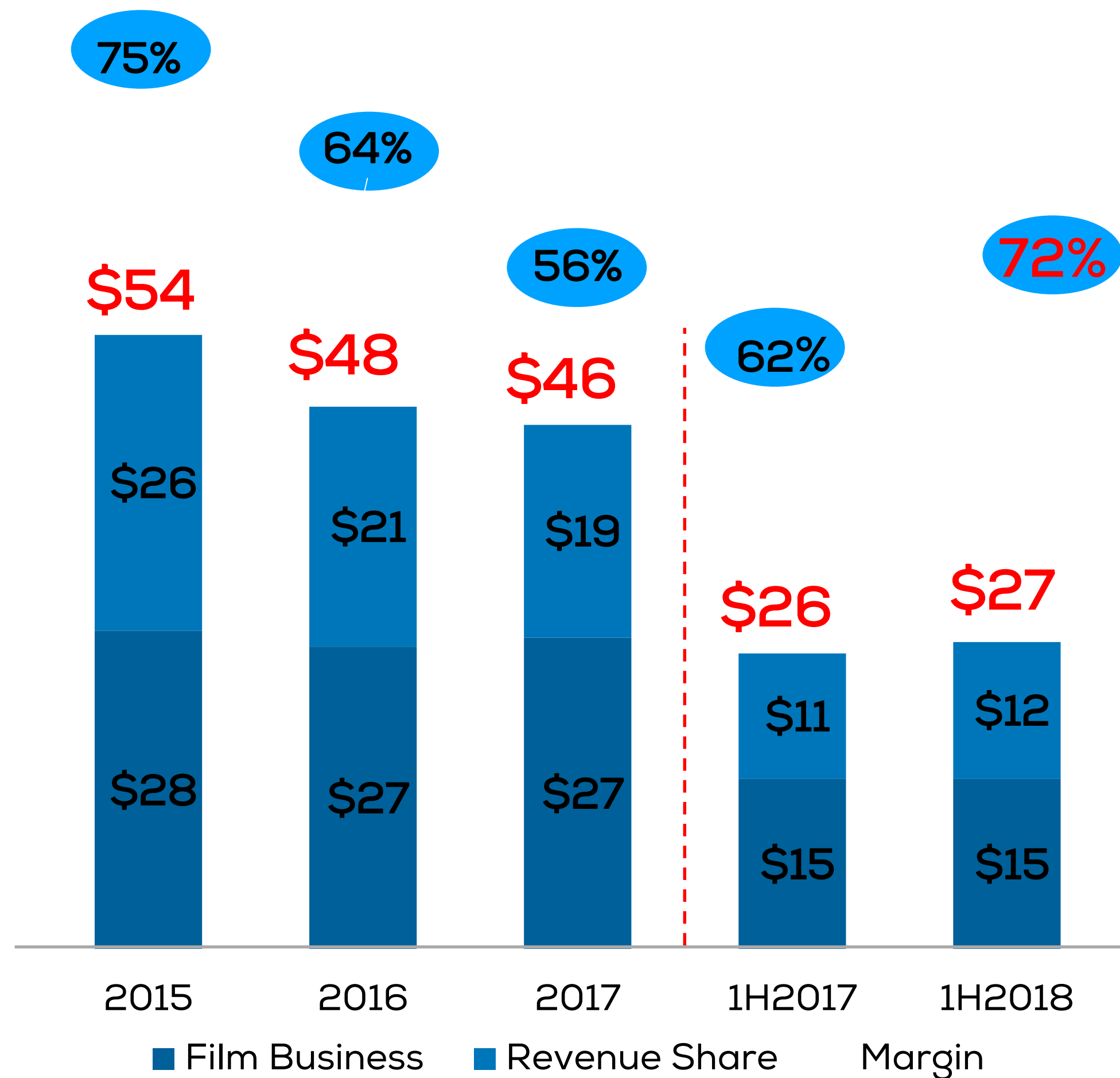
SG&A ex SBC



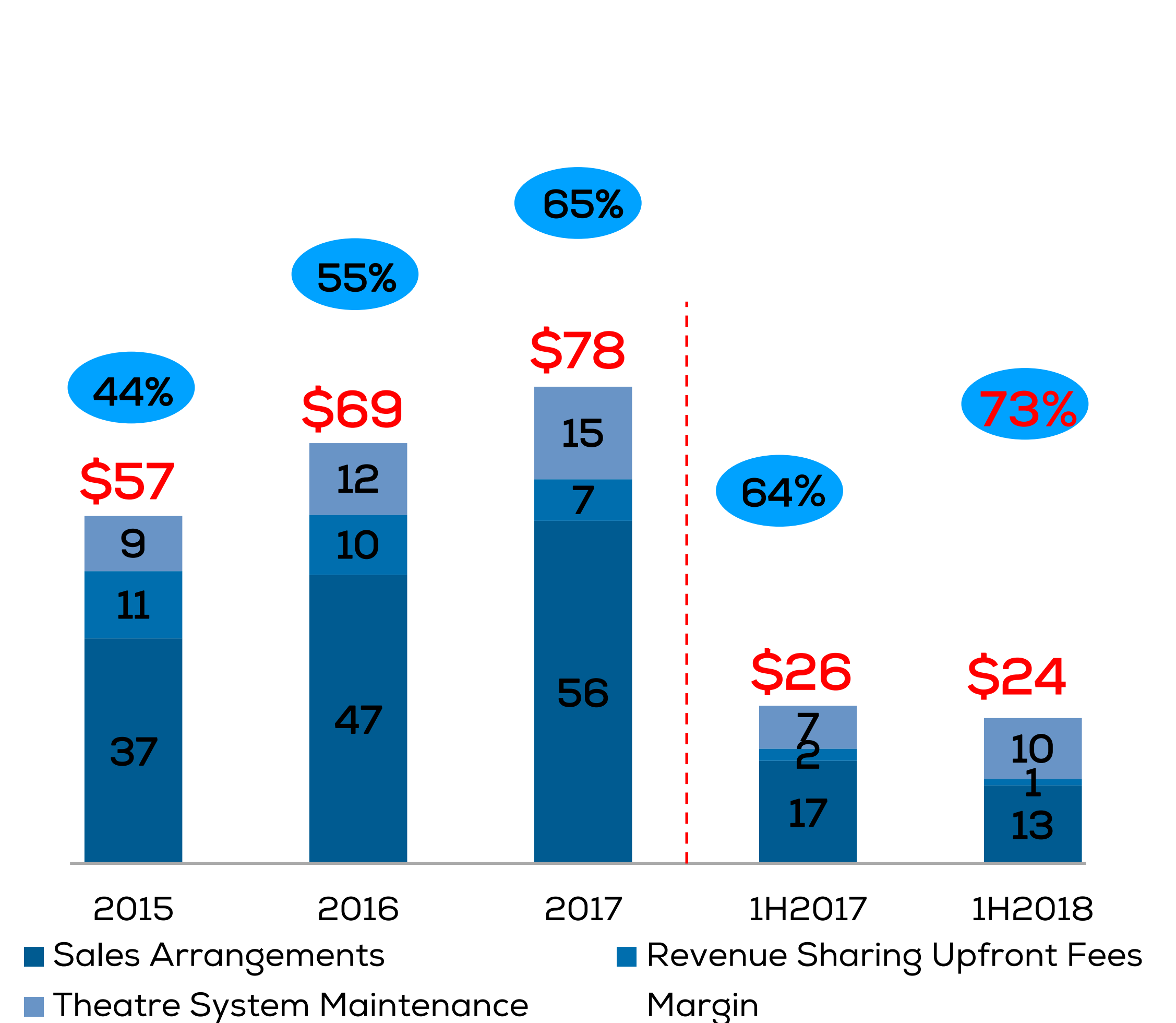
Revenue Breakdown and Margin

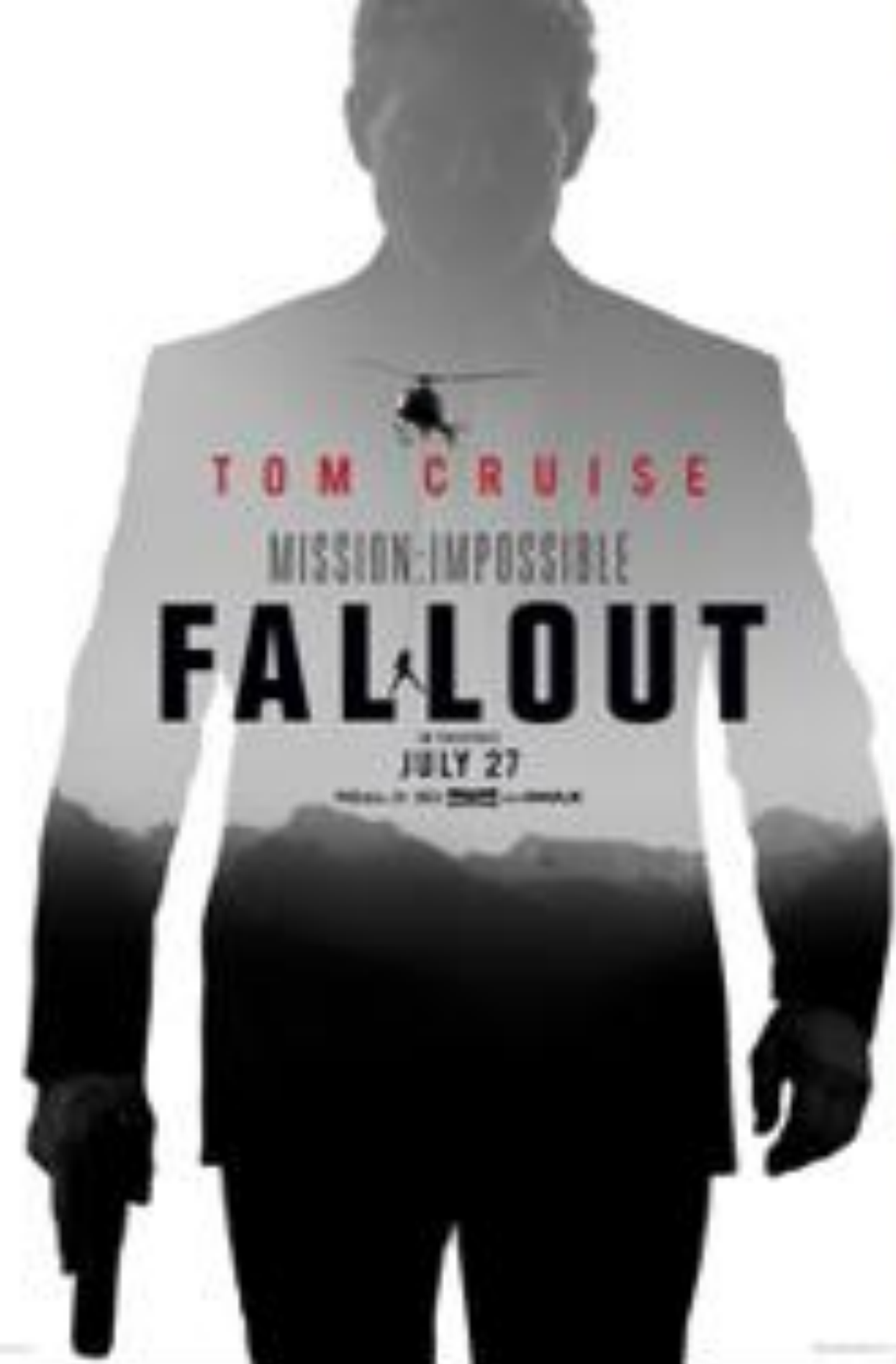
Data in US\$M

Network Business



Theatre Business





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