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Investor Day 2017

Thursday, May 11th

Safe Harbor

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Logistics for Today's Investor Day

9:00am – 9:45am PT: Opening Remarks from Rich Gelfond, CEO and presentation from Patrick McClymont, CFO

9:45am – 10:30am PT: Fireside chat with Mark Welton, *President, IMAX Theatres* and Don Savant, *President of Global Sales*

Short Break

10:45am – 11:45am PT: Fireside Chat with Richard Lovett, President of Creative Artists Agency

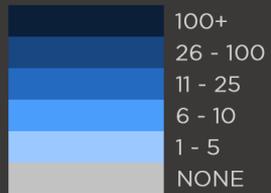
Lunch

12:30pm – 1:00pm PT: Presentation from Greg Foster, *CEO of IMAX Entertainment*

1:00pm – 1:30pm PT: Fireside Chat with Rob Lister, *Chief Business Development and Legal Officer* and Mark Welton

1:30pm – 2:00pm PT: Q&A with the Executive Team

The IMAX Network Today



United States

351

Europe

157

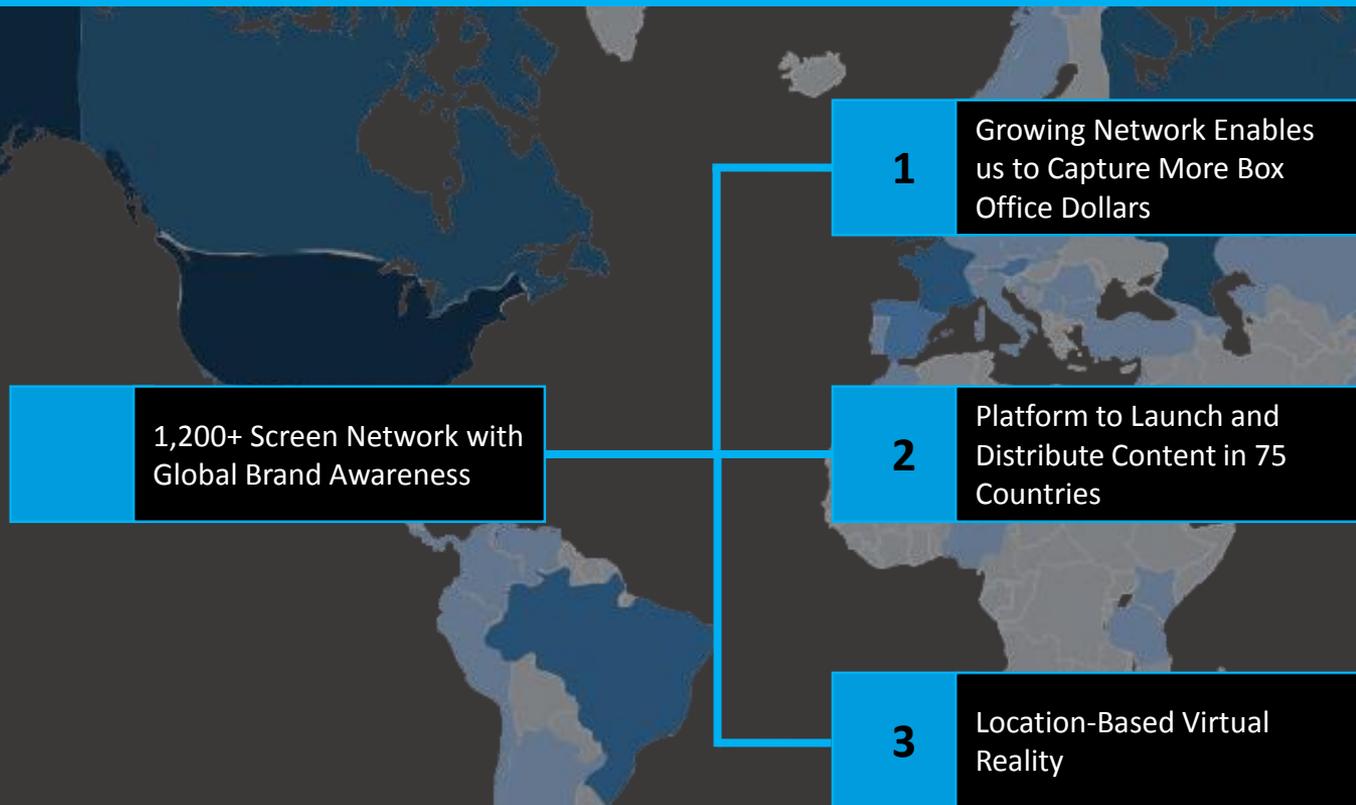
China

403

1121 Theatres in
75 Countries

As of March 31, 2017

Opportunities from a Rapidly Growing Global Network



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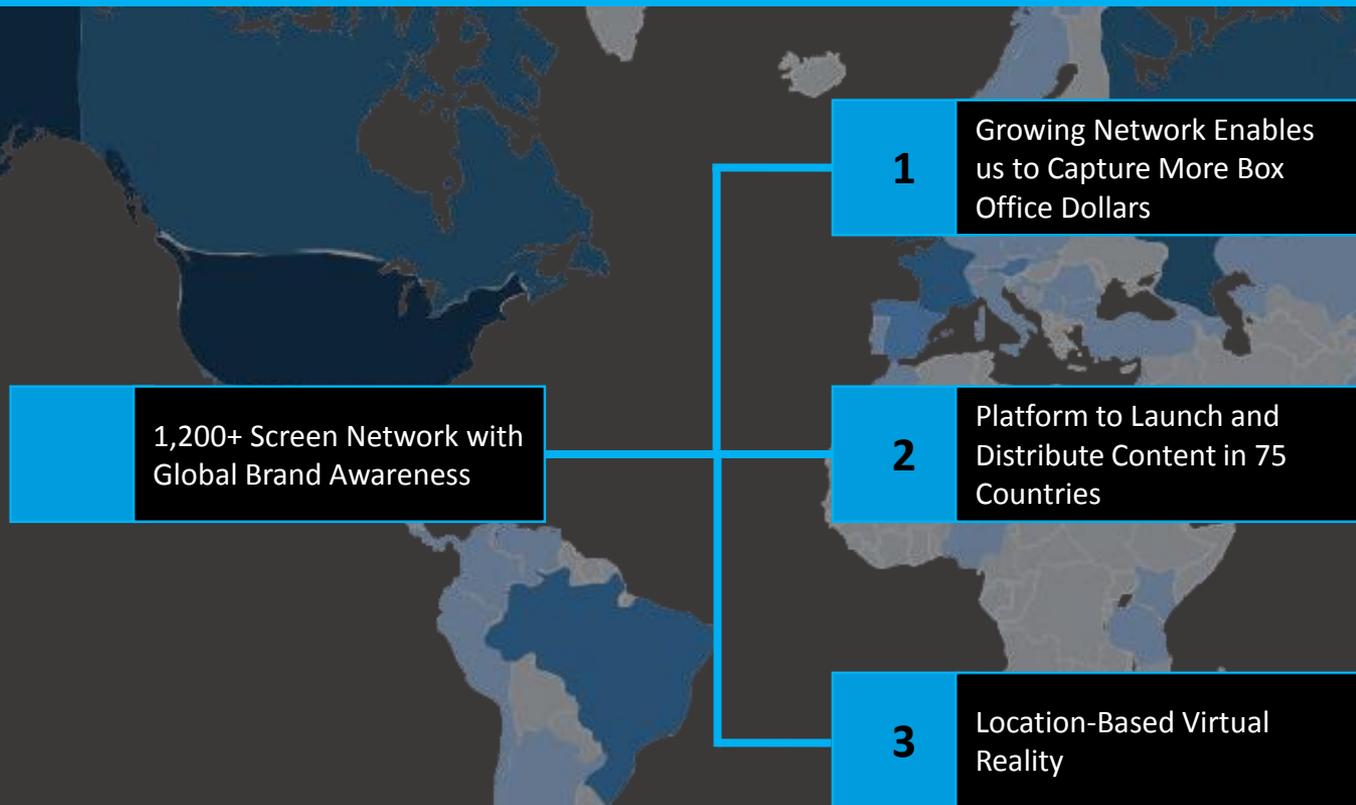
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Patrick McClymont, CFO

Thursday, May 11th

Opportunities from a Rapidly Growing Global Network

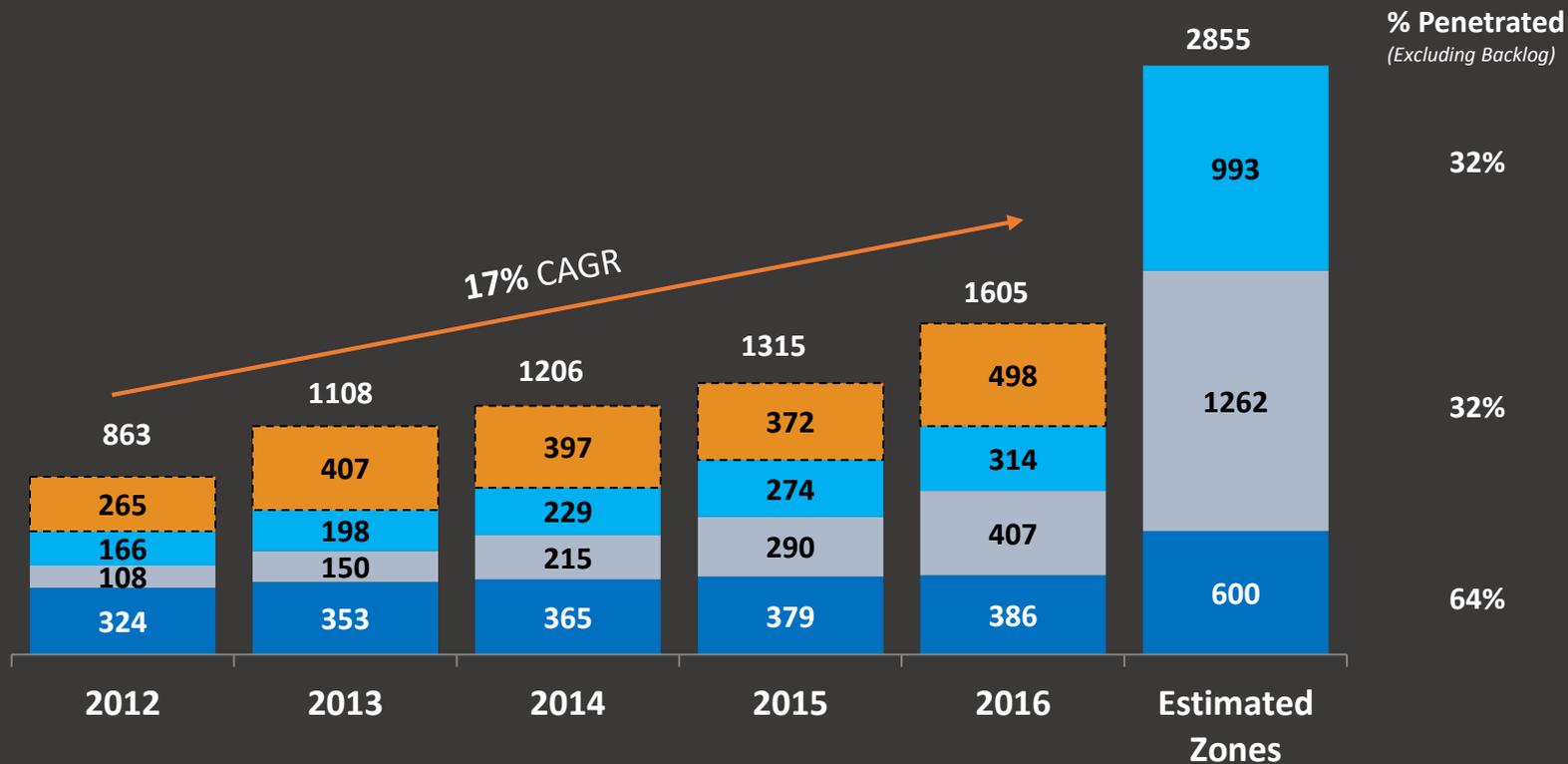


The background is a solid blue color with several thin, white, intersecting lines that create a geometric pattern of triangles and quadrilaterals. The lines are thin and white, contrasting with the blue background.

The Core Business

Growing Network Driving Earnings Power

1. Growing Network to Capture More Box Office



Note

1. Excludes Institutional Theaters
2. Estimated zones based on anticipated regional capacity

■ Domestic
 ■ Greater China
 ■ RoW
 ■ Backlog

1. Growing Network to Capture More Box Office

	Q1 2012	Q1 2017	Current Backlog*
Full JV Network	265	535	255
Hybrid JV Network	0	114	133
STL Network	247	472	174
Total	510	1,121	562
% JV	52%	58%	69%

Average JRSA Margin Over Past 3 Years: **75%

*Including 40 theatre Omnijoi Hybrid Deal

**Excluding Hybrid Upfronts

1. Growing the Footprint – Network Business

Illustrative Business Model

~10 Years

	2016	Future*
Installed Commercial Screens	1,107	2,855
Per Screen Average	\$964K	\$1.0M
Box Office	\$966M	\$2.9B
Global Take Rate	19%	19%
Revenue	\$185M	\$542M
Gross Margin ⁽¹⁾	70%	78%
EBITDA Margin ⁽²⁾	58%	71%
Gross EBITDA ⁽³⁾	\$107M	\$387M

(1) Assumes growth in DMR Expense and Incremental Depreciation of JV Assets

(2) SG&A allocated on a % of revenues, with Marketing Expense fully allocated to Network Business & R&D to Theatre Business

(3) Does not include Non Controlling Interest or Stock Based Comp

*Illustrative and forward-looking estimates, based on management assumptions

1. Growing the Footprint – Theatre Business

Illustrative Business Model

~10 Years
→

	2016	Future*
Annual Install Rate	166	50
Systems Revenue	\$101M	\$31M
Maintenance Revenue	\$40M	\$107M
Other Revenue	\$29M	\$19M
Total Revenue	\$170M	\$157M
Gross Margin	45%	41%
EBITDA Margin ⁽¹⁾	20%	17%
Gross EBITDA ⁽²⁾	\$33M	\$27M

(1) SG&A allocated on a % of revenues, with Marketing Expense fully allocated to Network Business & R&D to Theatre Business

(2) Does not include Non Controlling Interest or Stock Based Comp

*Illustrative and forward-looking estimates, based on management assumptions

1. Sum of the Parts – Core Business

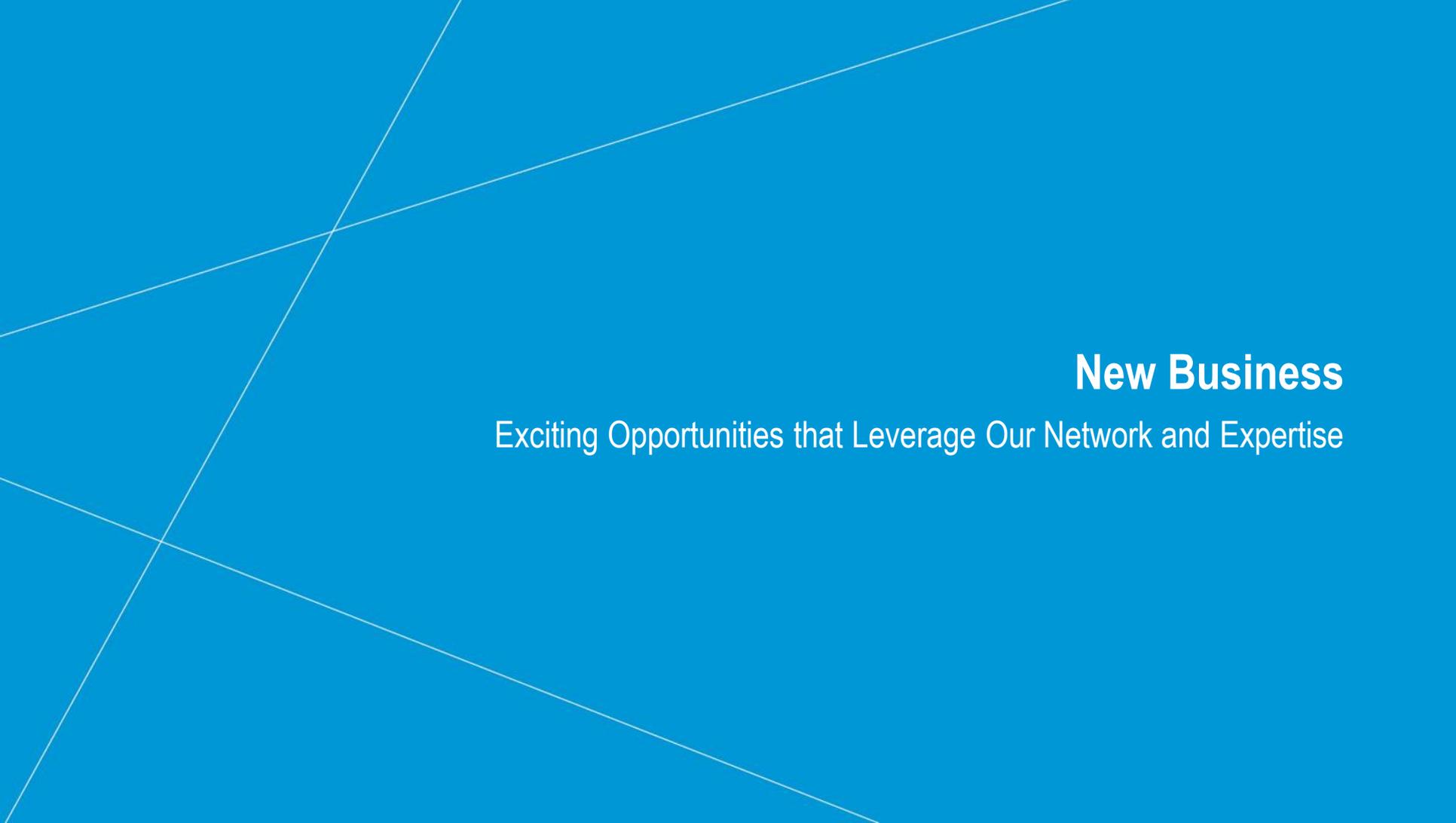
Illustrative Business Model

	2016	Future*
Network Business EBITDA ⁽¹⁾⁽²⁾	\$107	\$387
Multiple	15x	15x
Implied Valuation	\$1,605	\$5,805
Theatre Business EBITDA ⁽¹⁾⁽²⁾	\$33	\$27
Multiple	15x	10x
Implied Valuation	\$495	\$270
Sum of the Parts – Enterprise Value	\$2,100	\$6,075
Accumulated Cash	\$190	\$1,000+

(1) SG&A allocated on a % of revenues, with Marketing Expense fully allocated to Network Business & R&D to Theatre Business

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*Illustrative and forward-looking estimates, based on management assumptions

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New Business

Exciting Opportunities that Leverage Our Network and Expertise

2. Original Content, Sample TV Economics

Illustrative Economics Model for a Television Series over 6 Seasons

	Season 1 10 Episodes		6 Seasons 75 Episodes	
Revenues				
Theatrical	\$	15.0	\$	15.0
Domestic License fee		20.0		187.5
<i>Per Episode</i>		2.0		2.5
International License Fee		15.0		150.0
<i>Per Episode</i>		1.5		2.0
Global Syndication & SVOD		-		150.0
<i>Per Episode</i>		-		2.0
Total	\$	50.0	\$	502.5
Costs				
Marketing Expense	\$	(10.0)	\$	(10.0)
Production Costs		(50.0)		(412.5)
<i>Per Episode</i>		(5.0)		(5.5)
Total	\$	(60.0)	\$	(422.5)
Profit	\$	(10.0)	\$	80.0

Key Value Drivers

- Growth in licensing revenue per episode, which more than offsets production cost growth
- Bundling of seasons to global syndication and SVOD

3. Illustrative Economic Benefits – Virtual Reality



<u>REVENUE</u>	<u>One Time Upfront</u>	<u>Est. Annual Recurring*</u>
Implied Weekly Revenue (10 Pods)		\$15,000
Gross Annual Revenue		\$780,000
Content Licensing Cost		(273,000)
Total Admission Margin		\$507,000
IMAX Split		\$253,500
<u>IMAX CoS</u>		
Hardware Depreciation Expense (3 yr)		(\$100,000)
Ongoing VR Centre Costs		(\$40,000)
Upfront VR Centre Costs	(\$50,000)	
Total Costs of Sales	(\$50,000)	(\$140,000)
Total IMAX Gross Profit	(\$25,000)	\$113,500
<u>IMAX CAPEX</u>		
Hardware	(\$300,000)	

***Assumptions:**

Avg. Weekly Revenue Per Pod: \$1500
 Average Hardware CAPEX Per Pod: \$30,000
 Depreciation Timeframe: 3 Years
 Avg. Pods Per Location: 10
 Content Royalty: 35%

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IMAX[®]

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IMAX[®]

**Fireside Chat with
Mark Welton, President IMAX Theatres
Don Savant, President Global Sales**

Thursday, May 11th



The IMAX Value Proposition for Exhibitors

Why IMAX? Incremental Attendance, Domestic Theatres

(\$'s in Millions)

Case Study:	Annual Complex GBO			Complex Growth%	Expected GBO at DMA Rate	Incremental GBO ⁽²⁾	IMAX GBO	Incremental Concessions ⁽³⁾
	Pre-IMAX	Post-IMAX	DMA ⁽¹⁾ Growth %					
IMAX Theatre 1	\$5.7	\$7.2	3%	27%	\$5.9	\$1.4	\$1.3	\$0.3
IMAX Theatre 2	\$6.2	\$7.2	4%	15%	\$6.5	\$0.7	\$1.1	\$0.3
IMAX Theatre 3	\$5.3	\$6.5	-2%	24%	\$5.1	\$1.4	\$1.2	\$0.3
IMAX Theatre 4	\$7.7	\$9.3	0%	21%	\$7.7	\$1.6	\$1.4	\$0.4

Sample Exhibitor Splits (M)

	IMAX
Box Office PSA	\$1.3
Studio Take (50%)	-\$0.6
IMAX JRSA Take Rate (18%)	-\$0.2
Box Office Share to Exhibitor	\$0.4
Incremental Concession Revenue	\$0.3
Total Revenue to Exhibitor	\$0.7

(1) Designated Market Area (DMA), represents a defined area surrounding a multiplex

(2) Assumes Complex would have grown at "DMA Growth %" rate (Post-IMAX less Pre-IMAX * 1+ DMA Growth)

(3) Assumes an IMAX average ticket price of \$14.50 and an average concession spend of \$4.00 per person

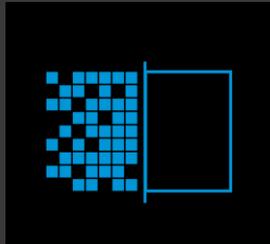
Why IMAX – IMAX Differentiation

1



IMAX
Cameras

2



IMAX DMR

3



IMAX
Hardware &
Geometry

4



IMAX
Quality
Control

5



IMAX
Marketing &
Foot Traffic

6



The IMAX
Brand

THE **IMAX**[®] DIFFERENCE

Recent Exhibitor Consolidation Accelerating Demand for IMAX



359



122



10



210



CINEMAX



NORDIC
CINEMA
GROUP



ODEON HOYTS

Number of IMAX Theatres inc. Backlog
(As of March 31, 2017)

Identified 405 New Zones (+ 17%) to Grow Our Network

	Previous Zones	New Guidance	
APAC	1,261	1,564	+303
China	1,000	1,262	+262
Japan	83	83	-
India	71	100	+29
Americas	684	763	+79
North America	500	600	+100
EMEA	505	528	+23
Western Europe	312	315	+3
World	2,450	2,855	+405

Robust Expansion Opportunities Ahead for IMAX

Worldwide Penetration at **39%**

Region	Commercial Network Installed	Backlog	Regional Capacity	Installed Penetration %	Installed + Backlog Penetration %
Worldwide	1,121	524	2,855	39%	58%
Domestic	388	58	600	65%	74%
RoW, ex China	317	110	993	32%	43%
Asia	95	31	302	31%	42%
EMEA	184	58	528	35%	46%
LatAm	38	21	163	23%	36%
NA/RoW	705	168	1,593	44%	55%
China ⁽¹⁾	416	356	1,262	33%	61%

(1) Please see China Headwinds (Slide 30)

Asia Pacific – Penetration at 33%

Region	Commercial Network Installed	Backlog	Regional Capacity	Installed Penetration %	Installed + Backlog Penetration %
Worldwide	1,121	524	2,855	39%	58%
Domestic	388	58	600	65%	74%
RoW, ex China	317	110	993	32%	43%
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(1) Please see China Headwinds (Slide 30)

China in Focus – Significant Network Expansion Opportunity

812 THEATRES

416 Installed

396 BACKLOG (incl. 40 theatre Omnijoi)

149 CITIES

1,262 Zones

33% PENETRATION (INSTALLED)



No.	Exhibitor	% of Industry Box Office	# of Theatres	# of Screens	# of IMAX Screens	IMAX Backlog
1	Wanda	17.92%	352	3147	207	152
2	CGV	3.28%	69	546	38	61
3	Jinyi	4.93%	141	938	29	31
4	Omnijoi	1.98%	66	466	15	16
5	Stellar	4.50%	286	1767	14	3

China's Evolving Demographics

Chinese Millennials in Numbers 2015

Millennials as % of population...

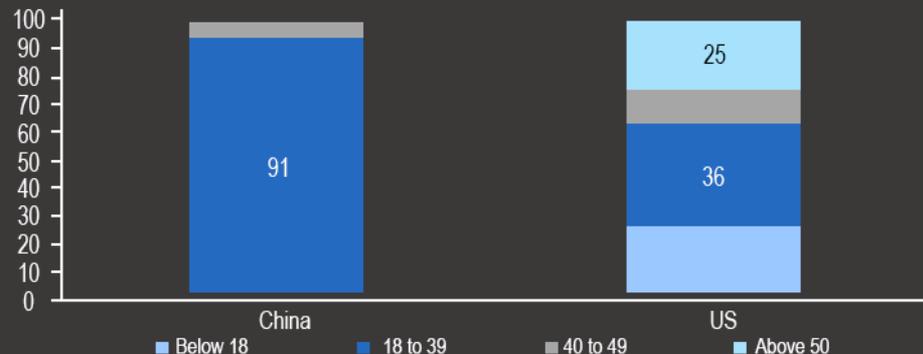


China vs US, Japan



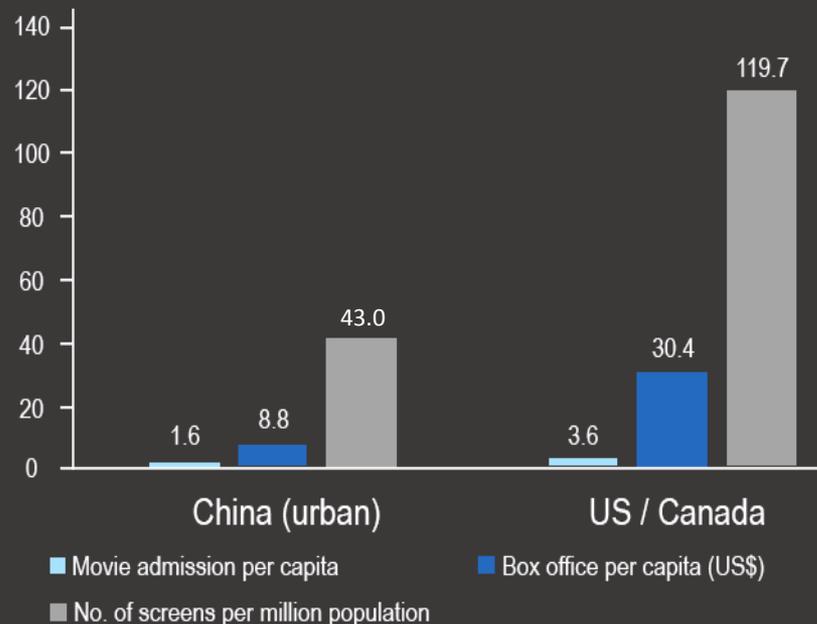
Source: Euromonitor, Goldman Sachs, NBS, and CEIC

DEMOGRAPHIC PATTERN (AGE) OF MOVIEGOERS (2014)



Source: Analysys, MPAA, UOB Kay Hian

PER CAPITA INDICATORS COMPARISON 2016



Source: NBS, SARFT, MPAA, UOB Kay Hian

China Headwinds in 2016

Weaker
Content



Ticket
Pricing



RMB
Decline

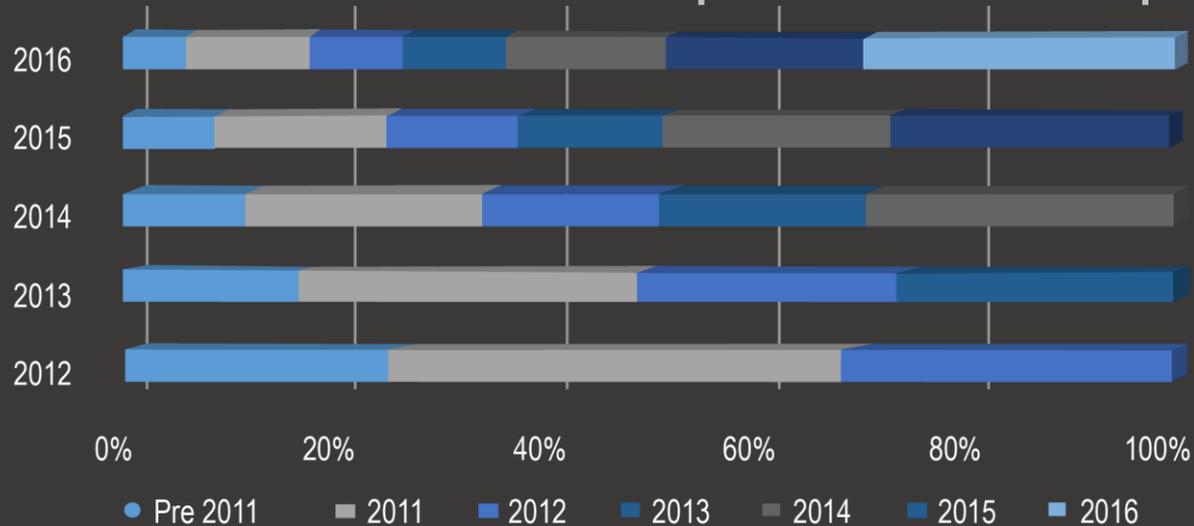


40% IMAX
Network Growth



Network By Install Year

50% of network is younger
than 2 years



IMAX is the Clear Leader in China Premium Format

PLTs ⁽¹⁾	IMAX	Dolby Cinema	CGS	4DX	MX4D	XLAND	D-BOX	ScreenX	LUXE	SPHEREX	Polymax	STARLIUM
TOTAL	395	16	190	116	96	51	25	19	15	10	7	4

(1) Source: ENTgroup, data as of April 13, 2017 and reflects Mainland China network only

North America – Despite Existing Penetration, Opportunities Remain

Domestic Penetration at 65%

Region	Commercial Network Installed	Backlog	Regional Capacity	Installed Penetration %	Installed + Backlog Penetration %
Worldwide	1,121	524	2,855	39%	58%
Domestic	388	58	600	65%	74%
RoW, ex China	317	110	993	32%	43%
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Despite Proliferation of Re-seating, IMAX is Still Increasing Market Share

Exhibitor Re-seating Well Underway



~2,000 Screens re-seated as of Q1 '17, targeting 2,650 by year-end 2017



~1,500 screens re-seated as of Q1 '17, targeting ~2,200 by year- end 2017

IMAX Theatre as a % of the Complex – Last Five Years

Year	IMAX % of Complex
2016	13.8%
2015	14.3%
2014	11.7%
2013	12.7%
2012	12.1%

Promising Early Results of Plush-Rocker Reseating

	Reseated	Performance of Reseated IMAX vs IMAX DMA ⁽¹⁾⁽²⁾
IMAX Theatre 1	10/28/2016	7%
IMAX Theatre 2	11/18/2016	9%
IMAX Theatre 3	11/18/2016	11%
IMAX Theatre 4	11/18/2016	7%
IMAX Theatre 5	11/18/2016	22%

(1) Designated Market Area (DMA) represents a geographical area around a given theatre. Chart exhibits performance of reseated theatre vs avg DMA

(2) Reseating Comparison from Reseat Date to April 20/17 vs same period prior year

EMEA – Significant Opportunities Ahead

EMEA Penetration at 35%

Region	Commercial Network Installed	Backlog	Regional Capacity	Installed Penetration %	Installed + Backlog Penetration %
Worldwide	1,121	524	2,855	39%	58%
Domestic	388	58	600	65%	74%
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Guest Speaker: Richard Lovett
President of Creative Artists Agency

Thursday, May 11th

IMAX[®]

ENTERTAINMENT

IMAX[®]
ENTERTAINMENT

LEVERAGE
The Network



- Growing Network – More Nimble
- \$1 billion dollar box office
- Deals with every major studio
- Every major blockbuster
- Powerful Global Brand

DIFFERENTIATE
IMAX-DNA



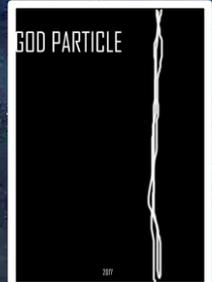
- Highest Quality Cameras
- Hollywood's best filmmakers
- Doubling down on DNA
- Creating competitive advantage

LAUNCH
Original Content



- Launched new business line
- Eventizing Television
- Taking Cinematic TV to the next level
- In talks with everyone in TV

IMAX® 2017 Domestic Slate



IMAX[®] 2018 & Beyond

MARVEL STUDIOS
BLACK PANTHER

MARVEL
AVENGERS
INFINITY WAR
PART I PART II
MAY 2018 MAY 2019

HAN SOLO
A STAR WARS STORY

ALITA
BATTLE ANGEL

STAR
E P I S O D E I X
WARS

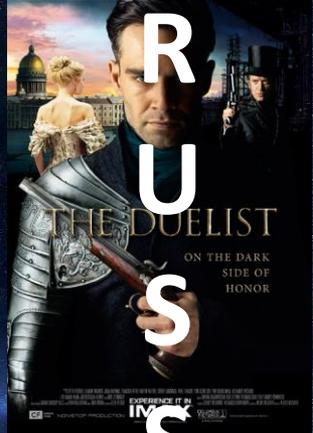
MISSION: IMPOSSIBLE

AQUAMAN

JURASSIC WORLD

IMAX® LOCAL LANGUAGE

- Filling in the gaps
- Meeting market demand
- Studios/Exhibitors/Filmmakers
- Exporting/Traveling through IMAX



Disney | IMAX[®]

The background of the slide features a night scene of a castle, likely Cinderella Castle, illuminated with warm lights. The castle is reflected in a body of water in the foreground. The sky is dark blue with streaks of pink and purple light, suggesting a sunset or sunrise. Several bright, white firework trails are visible in the upper half of the image, arching over the castle. The Disney IMAX logo is overlaid at the top, with 'Disney' in its signature script and 'IMAX' in a bold, sans-serif font.

- Partnership has never been stronger
 - IMAX value recognized from the top-down
- Deal extended through 2019
 - EVERY blockbuster title included
 - Titles from Marvel, LucasFilm, Pixar, Disney Live Action, Disney Animation, Pixar
- Increased IMAX Focused Marketing Efforts
 - IMAX DNA (cameras/aspect ratio)
 - Jointly funded social media pool
 - Dedicated media campaign for IMAX core titles



DUNKIRK

STAR WARS

THE LAST JEDI



IMAX[®]-DNA

Domestically, the average IMAX title indexes around 10% but when you add DNA...

MISSION:IMPOSSIBLE
GHOST PROTOCOL

21.6%

THE DARK KNIGHT RISES

15.1%

PROMETHEUS

17.0%

SKYFALL

007[™]
13.6%

STAR TREK
INTO DARKNESS

15.9%

INTERSTELLAR

31.5%

STAR
THE FORCE AWAKENS
WARS

13.4%

MARVEL
DOCTOR
STRANGE

13.2%

IMAX[®]

ENTERTAINMENT

IMAX[®]

ORIGINAL CONTENT

MARVEL

IMAX[®]

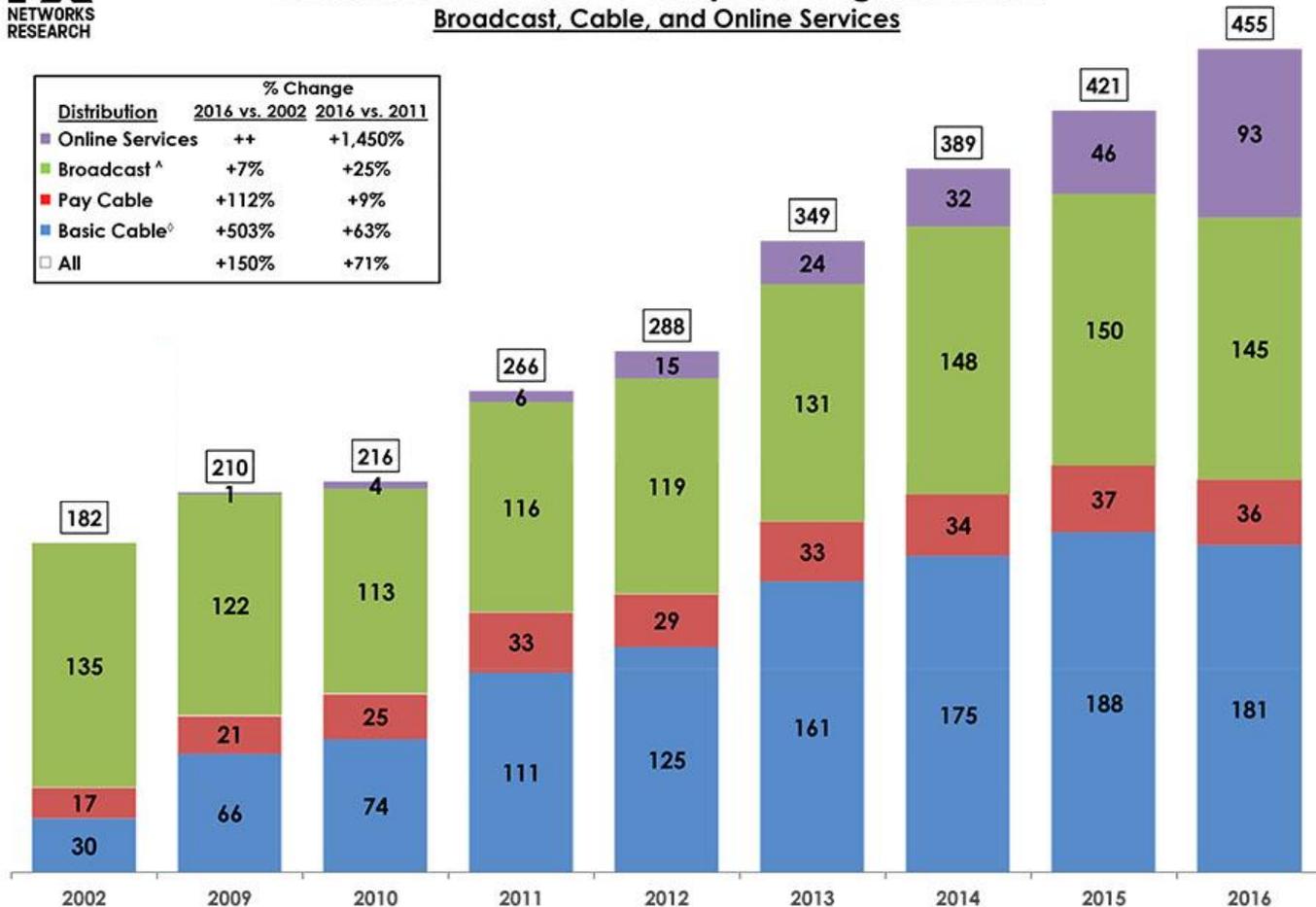


INHUMANS

Estimated Number of Scripted Original Series*

Broadcast, Cable, and Online Services

Distribution	% Change	
	2016 vs. 2002	2016 vs. 2011
Online Services	++	+1,450%
Broadcast ^	+7%	+25%
Pay Cable	+112%	+9%
Basic Cable ^o	+503%	+63%
All	+150%	+71%



Source: *Estimated Count by FX Networks Research as of 12/14/16; culled from Nielsen, Online Services, Futon Critic, Wikipedia, Epguides, et. al. ^Includes PBS. ^oIncludes Audience Network (DIRECTV). Online Services = Amazon Prime, Crackle, Hulu, LouisCK.net, Netflix, Playstation, Seeso, Vimeo, Yahoo, and YouTube Red. Excludes library, daytime dramas, one-episode specials, non-English language, children's programs, and short-form content (< 15 mins). Includes recently-produced imports.

Los Angeles Times

The boldest move yet to fill more movie theaters: Screen TV shows

The New York Times

Marvel's 'Inhumans' TV Series Will Arrive via Imax Theaters

THE Hollywood REPORTER

Why ABC's Deal to Bring Marvel's 'The Inhumans' to Imax Is a "Quadruple Win"

Entertainment WEEKLY

Marvel announces Inhumans TV series

Great Press



Nerdist

MARVEL'S THE INHUMANS ARE COMING TO TV AND IMAX THEATERS IN 2017



COLLIDER

'Marvel's The Inhumans' In the Works at ABC, Will Premiere in IMAX Theaters

WIRED

Marvel's Inhumans confirmed for TV series

VARIETY

Marvel's 'The Inhumans' Greenlit as ABC Series, to Premiere in IMAX Theaters

THE Hollywood REPORTER

Imax Renews Call for More TV Deals After ABC's Pact With Marvel's 'The Inhumans'



USA TODAY

Marvel's 'Inhumans' headed to ABC, with a first stop in IMAX theaters

DEADLINE

'Marvel's The Inhumans' TV Series Set At ABC For Fall 2017, With Imax Bow First



IMAX ORIGINAL CONTENT

What's Next?

- Piqued the interest of the TV Industry
- Ongoing meetings with largest TV Networks/Studios

IMAX ORIGINAL CONTENT

QUESTIONS TO CONSIDER

How do we best position the company to build the business-line and plan for success?



SCHEDULING

What is the ideal number of gaps to fill annually?



FINANCIAL

What is IMAX's appetite?



RESOURCES

What needs will be required to meet over multiple properties and seasons



ANCILLARIES

What revenue streams should we be looking to monetize?
Merchandising, Gaming, etc.?
What value can we bring?

IMAX[®]

ENTERTAINMENT

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IMAX[®]

**Fireside Chat with
Rob Lister, Head of Business Development
Mark Welton, President IMAX Theatres**

Thursday, May 11th

What is IMAX VR?

A modern, high-tech virtual reality experience centre. The room is dimly lit with blue ambient lighting. Several large, white, angular VR pods are arranged in a row. Each pod has a screen on top displaying the IMAX VR logo. The pods are numbered, with '14' and '02' visible. In the background, there are more pods and a wall with a screen displaying the text 'WHAT'S WANT'S YOU WANT?'. The floor is dark and reflective.

**PREMIUM, LOCATION-BASED
VIRTUAL REALITY EXPERIENCE CENTRES**

Leveraging Who and What We Know

CINEMA	IMAX Cameras	Studio & filmmaker relationships	Exhibitors as distribution partners
	CAPTURE	CONTENT	DISTRIBUTION
IMAX VR	IMAX & Google cinema-grade camera	IMAX VR content fund & relationships with studio, filmmakers	IMAX VR Experience Centres

Los Angeles Pilot Centre – Initial Results

1/6/2017- 4/24/2017



25,000+
TOTAL ADMISSIONS⁽¹⁾



\$15,000/week
WEEKLY REVENUE RUN RATE⁽²⁾



94%
SATISFIED OR HIGHLY
SATISFIED CUSTOMERS⁽³⁾

(1) Includes promotional and demonstration tickets

(2) As stated on the Q1 2017 earnings call

(3) Source: IMAX VR Post-Experience Survey.

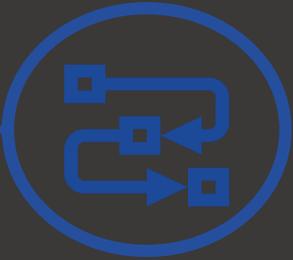
Lessons from Los Angeles



- 01 **VR's GOT POTENTIAL**
- 02 **OPERATIONS EXPERIENCE**
- 03 **COMPELLING TECHNOLOGY**
- 04 **CURATED CONTENT**
- 05 **VR vs LOCATION-BASED VR**
- 06 **LEVERAGING RELATIONSHIPS**

Pilot Strategy

GOALS FOR THE NEXT SIX MONTHS



1. SYSTEMS &
PROCESSES



2. CONTENT &
SLATE RUNWAY



3. SKILLS &
RESOURCES



4. STABILIZE THE
TECH PLATFORM

5. DATA, TEST, AND ADAPT

Additional VR Pilots to Open by Year-End



Coupling Premium Technology with the Very Best in VR Content

IMAX VR Content Fund

IMAX[®]

WPP



光线传媒
ENLIGHT MEDIA

RAINE

cmc 华人文化产业投资基金
CHINA MEDIA CAPITAL

acer

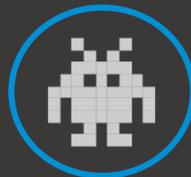
CAA



HOLLYWOOD STUDIO
CONTENT



AAA GAMING
CONTENT



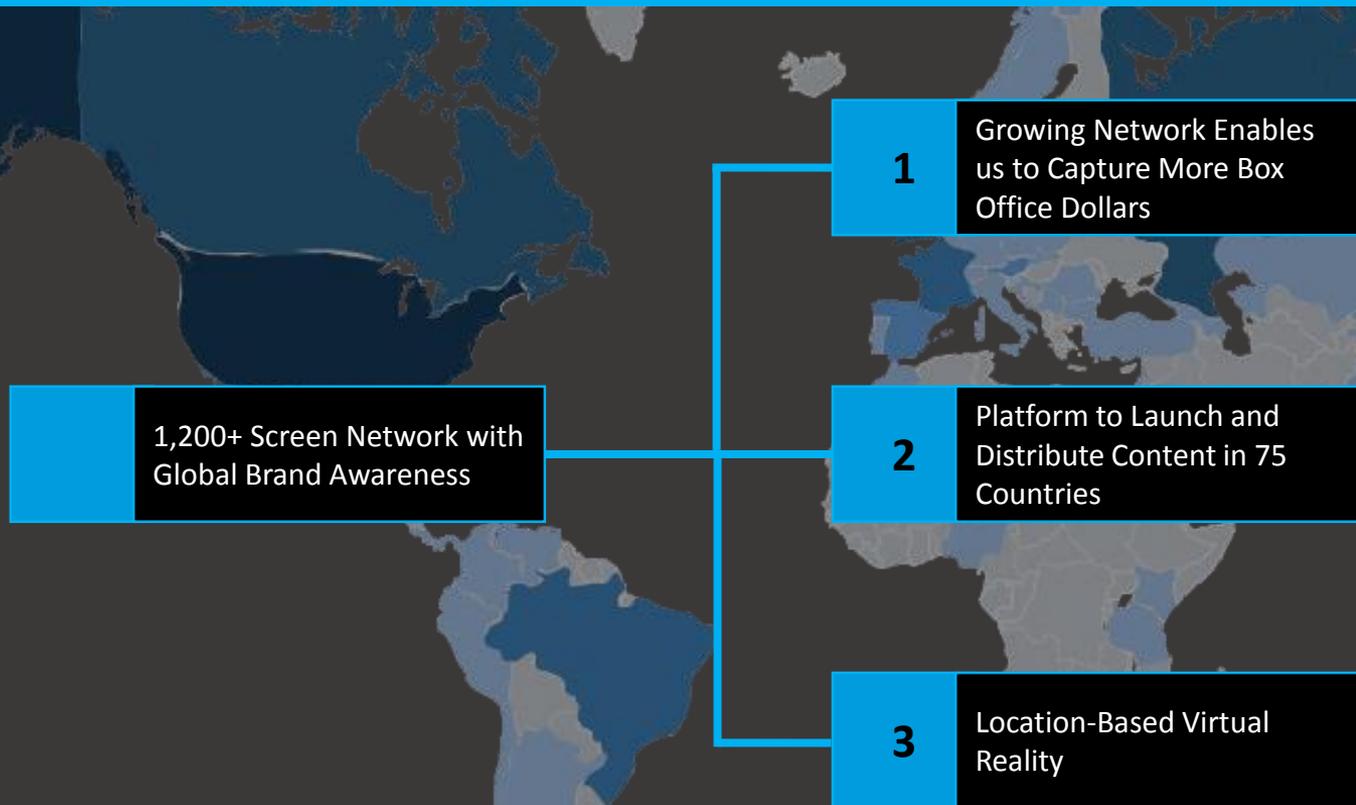
INDEPENDENT
CONTENT

Coming Soon– Future VR Centre Experiences



Conclusion

Opportunities from a Rapidly Growing Global Network



THANK YOU!

INVA