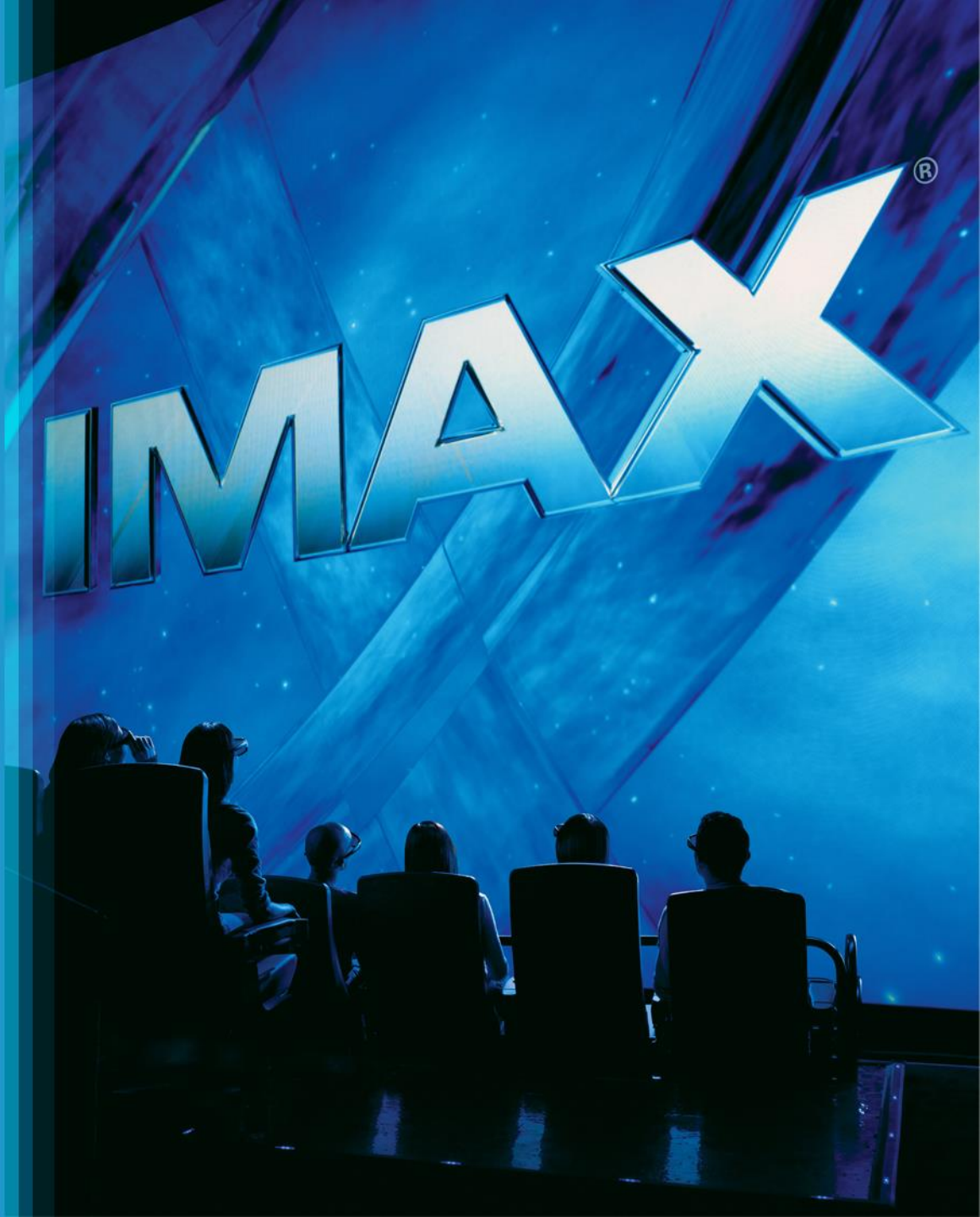


IMAX



Investor Presentation

2H 2016

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There will be no public offer of the Company's securities in the United States.



Section 1

Who We Are

1

WHO WE ARE

2

Key Highlights

3

Financial Highlights

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

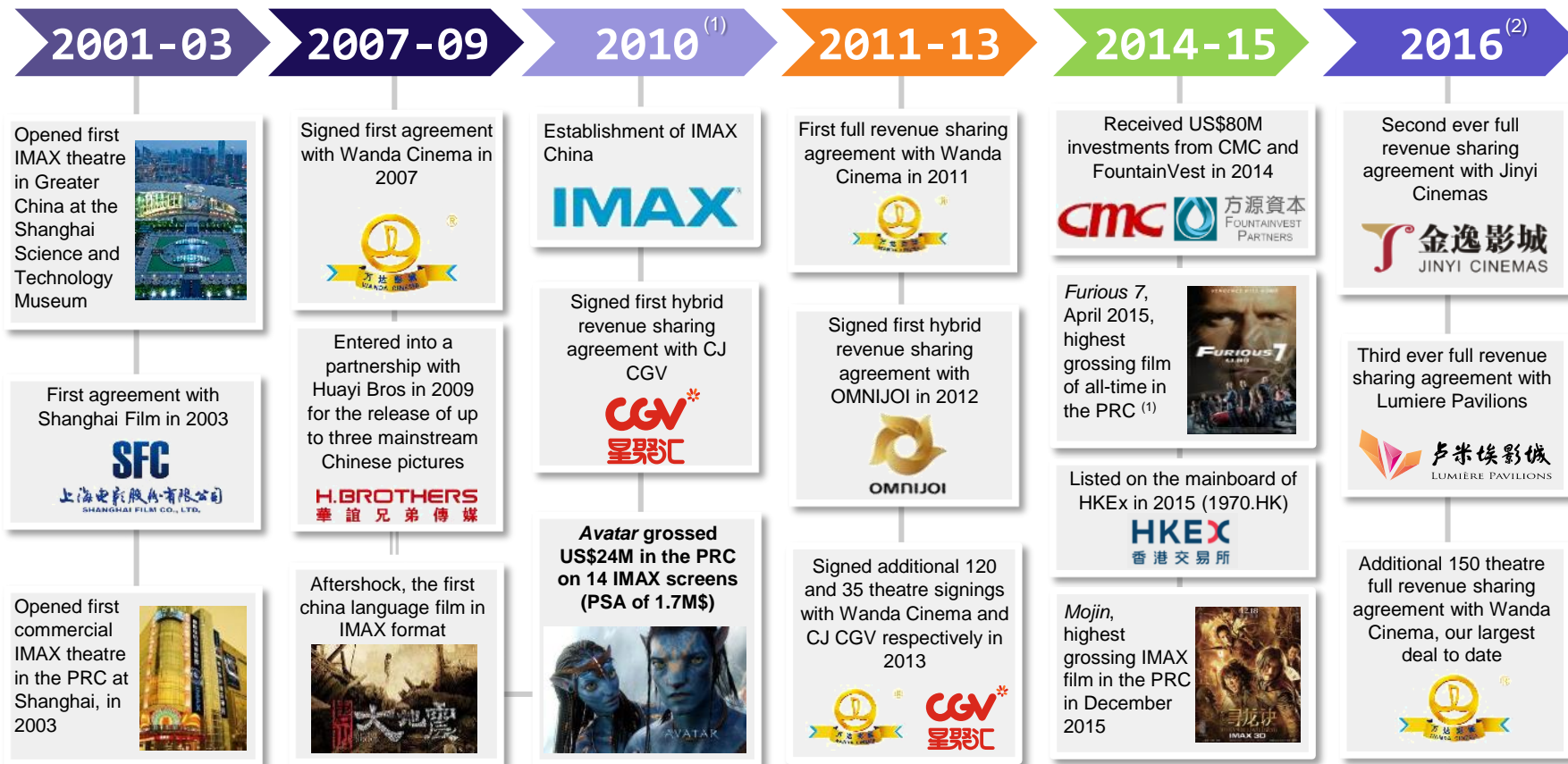


Largest non-conventional theatre network with highest average box office per screen in Greater China and significant ticket price premium

Note

1. According to a survey conducted by Milward Brown Research

16-year Presence in Greater China



Note

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

2. As of August 2nd, 2016

Complete End-to-end Cinematic Solution



Film Sourcing

Studio Relationships



Filmmaker Relationships



Enhancement

Capture with IMAX Cameras



DMR & Post-production



Presentation

Proprietary Hardware & Geometry



Marketing



Real-time Quality Assurance



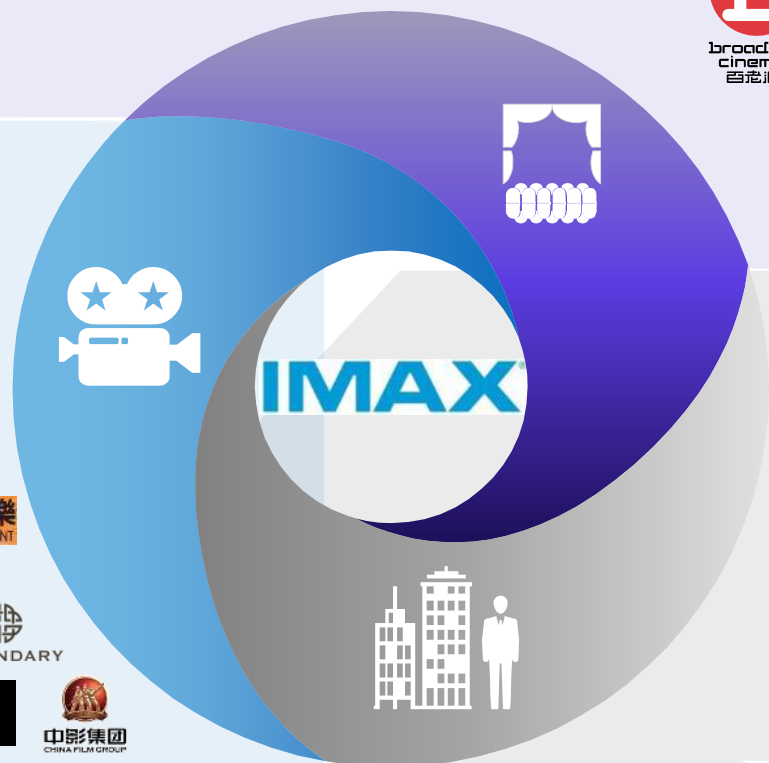
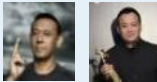
Established and Trusted Ecosystem with Strong and Successful Long-term Partnerships



50+ Exhibitors
Majority with
10+ Year Relationships



Leading Producers,
Directors and Studios in
Greater China



Large Commercial Real
Estate Developers



1

Who We Are

2

KEY HIGHLIGHTS

3

Financial Highlights

Unparalleled Network and Backlog across Greater China Supported by Long-term Repeat Exhibitors Partnerships



335 IMAX theatres

With a further **264** theatres
in our backlog ⁽¹⁾

across **116** cities



**47 IMAX
theaters are
located in
Tier 1 cities**


Note

1. As of June 30th, 2016

Experienced Management Team



Board of Directors



Richard Gelfond
Non-executive Director and Chairman

Experience

- 21 years at IMAX and industry experience



Greg Foster
Non-executive Director

Experience


- 14 years at IMAX and 22 years of industry experience



RuiGang Li
Non-executive Director

Experience


- Founding Chairman of China Media Capital



Yue-Sai Kan
Independent Non-executive Director

Experience


- Established Yue-Sai Kan Productions
- Sold Yue-Sai, a Chinese cosmetics business, to L'Oreal in 2004



John Davison
Independent Non-executive Director

Experience

- Chief Financial Officer and Executive Vice President of Four Seasons Holdings Inc.




Dawn Taubin
Independent Non-executive Director

Experience

- Former Chief Marketing Officer of DreamWorks Animation
- Former President of Marketing at Warner Bros Pictures


Experienced Management Team



Jiande Chen
*Chief Executive Officer
 Executive Director*

Experience

- 4 years at IMAX and 15 years of industry experience



Jim Athanopoulos
*Chief Financial Officer and Chief Operating Officer
 Executive Director*

Experience


- 15 years at IMAX, 4 years at IMAX China and industry experience



Don Savant
President, Theatre Development and Film Distribution

Experience


- 15 years at IMAX, 17 years of industry experience in China and 20+ years of industry experience



Mei-Hui Chou (Jessie)
*Chief Marketing Officer and Head of Human Resources
 Executive Director*

Experience


- 9 years at IMAX and 18 years of industry experience



Michelle Rosen
General Counsel

Experience

- 7 years at IMAX and industry experience



Honggen Yuan
Senior Vice President, Theatre Development

Experience

- 14 years at IMAX and industry experience

Top Performing Films in PRC in 1H16 by Gross Box Office



IMAX plays a broad spectrum of both Hollywood and Local Language titles across its network in China.



1. Mermaid



2. Zootopia



3. Warcraft



4. Captain America: Civil War



5. The Monkey King 2



6. The man from Macau 3



7. Kung Fu Panda 3



8. The Jungle Book



9. Star Wars: The Force Awakens



10. X-Men: Apocalypse



1

Who We Are

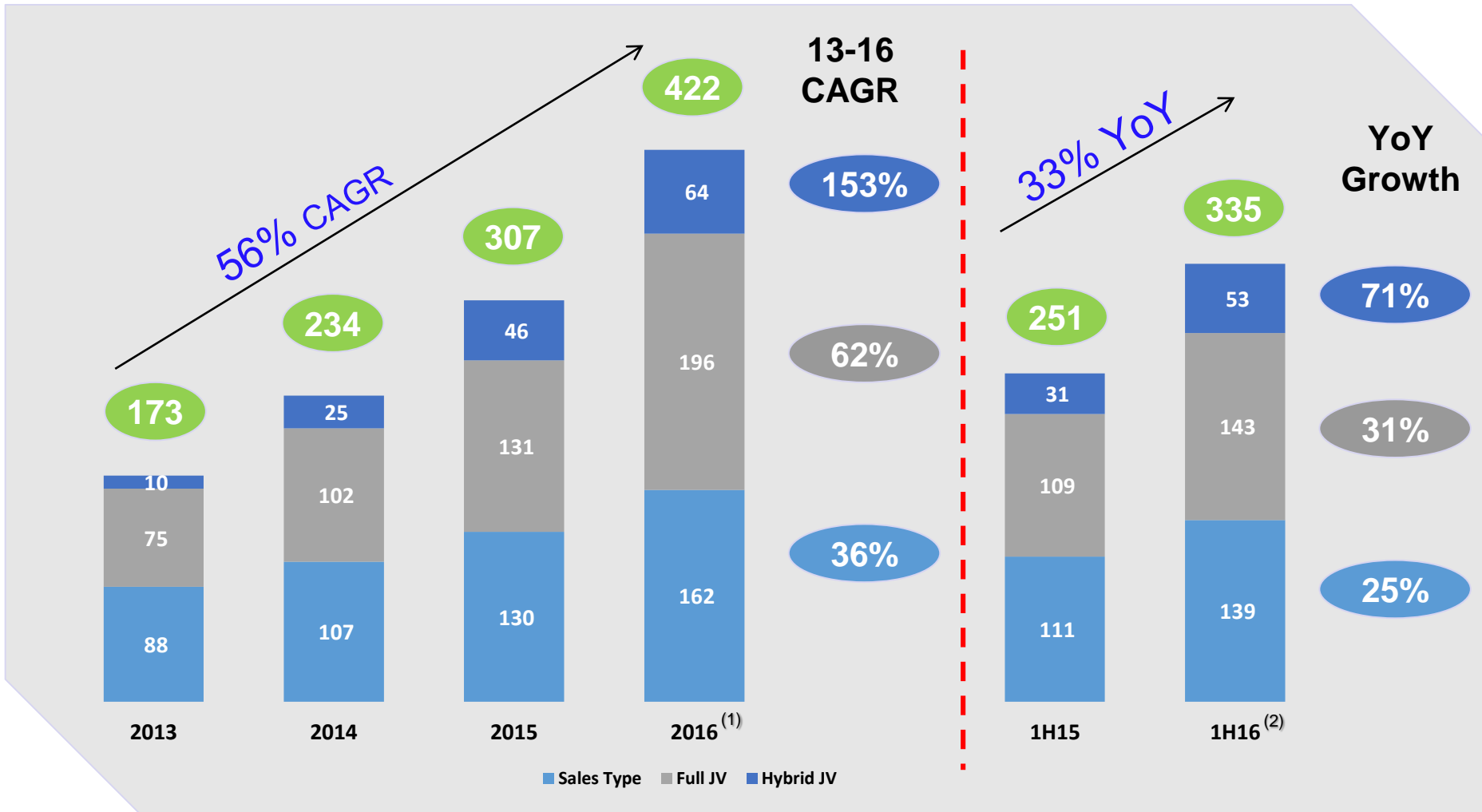
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Key Highlights

3

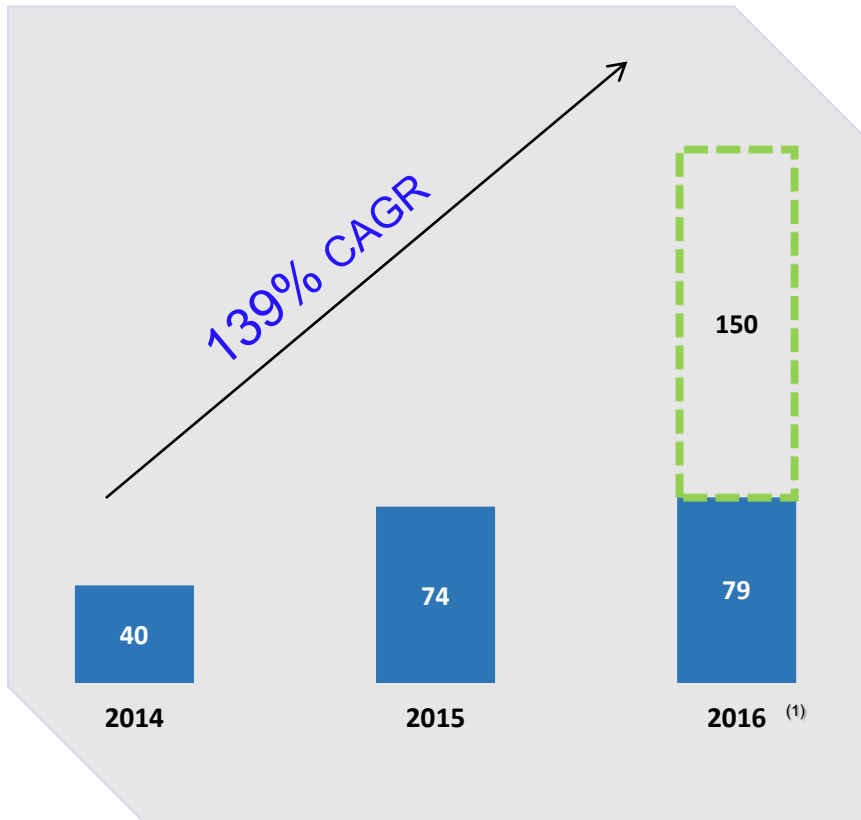
FINANCIAL HIGHLIGHTS

Number of IMAX Theatres in Greater China

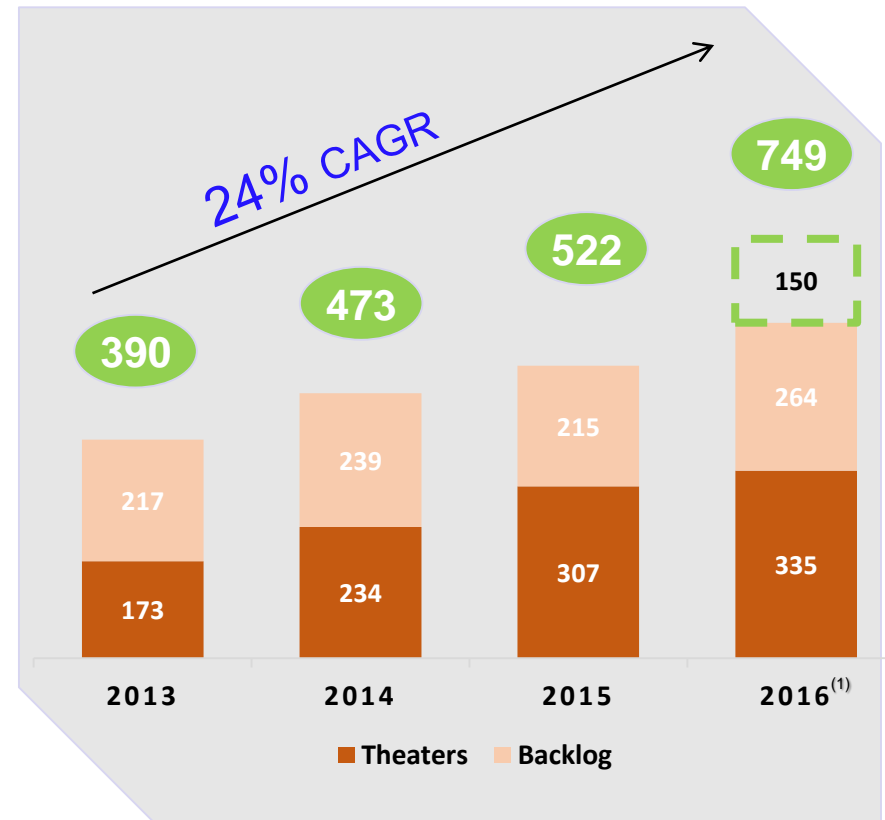


Note
 1. Based on 2016 installation guidance
 2. As of June 30th, 2016

IMAX China Signings



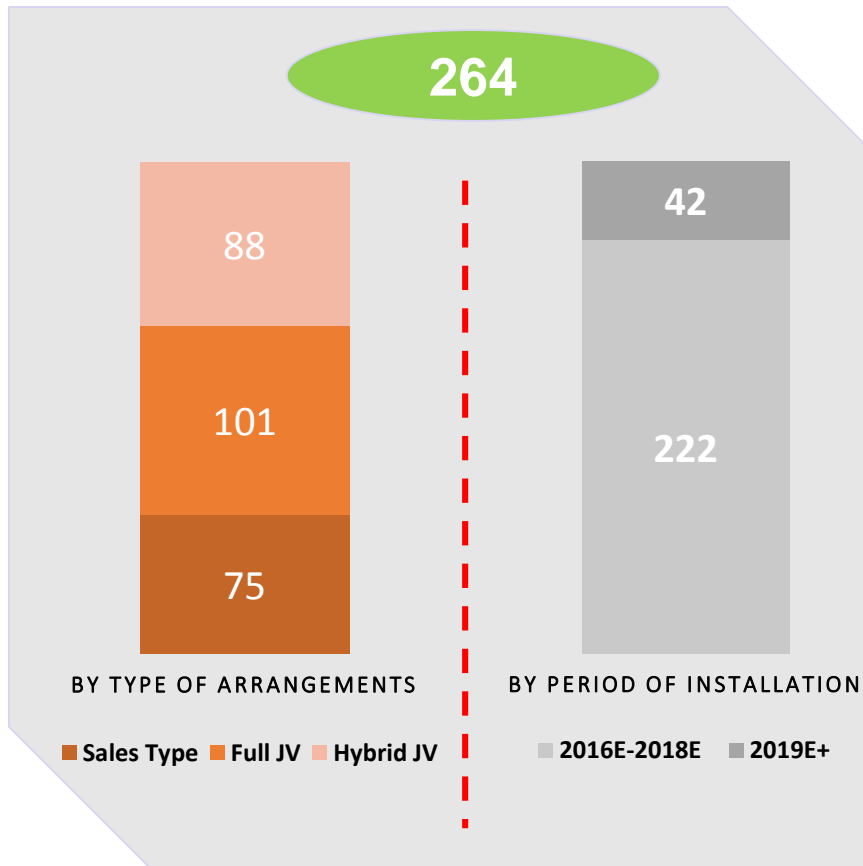
IMAX China Footprint



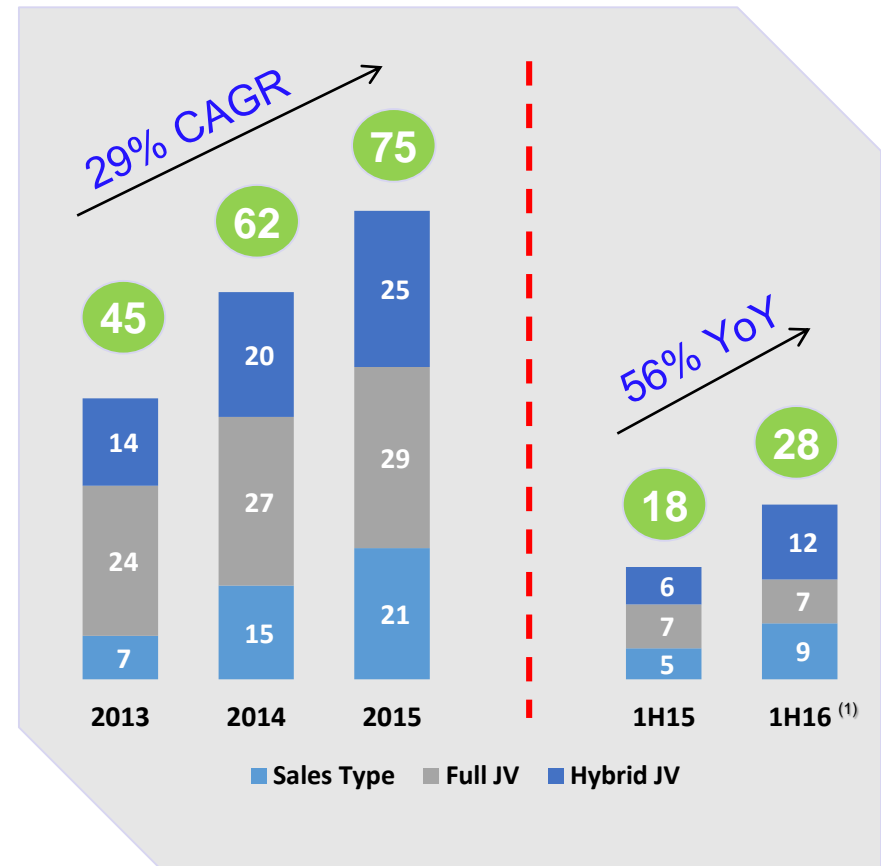
Note

1. As of June 30th 2016, inclusive of the new Wanda signing

Backlog



Number of Installations

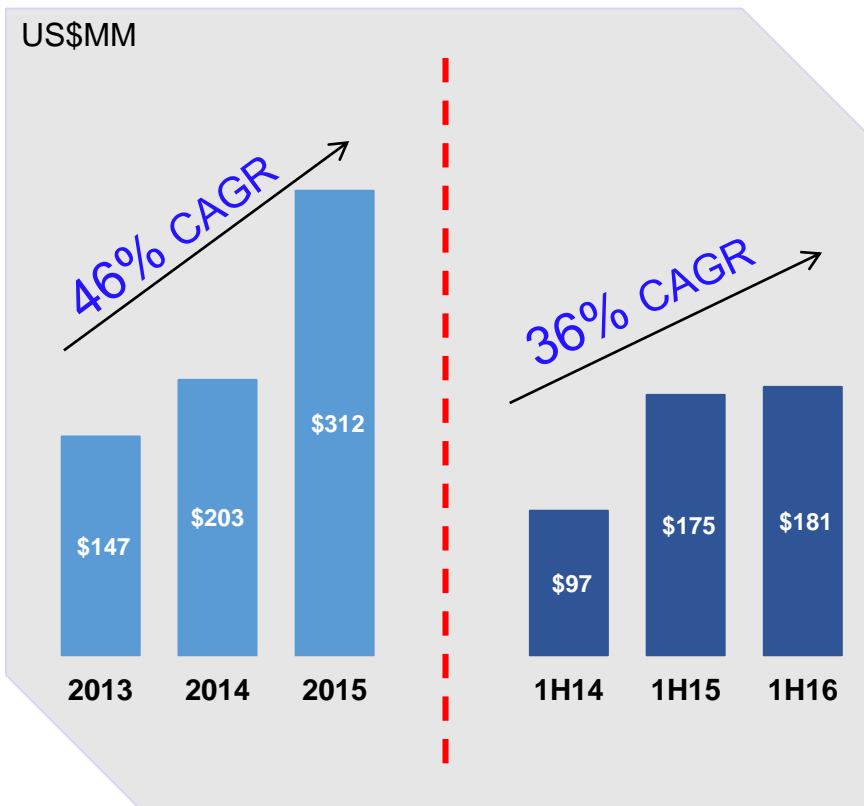


Note
1. Excludes 2 Laser upgrades

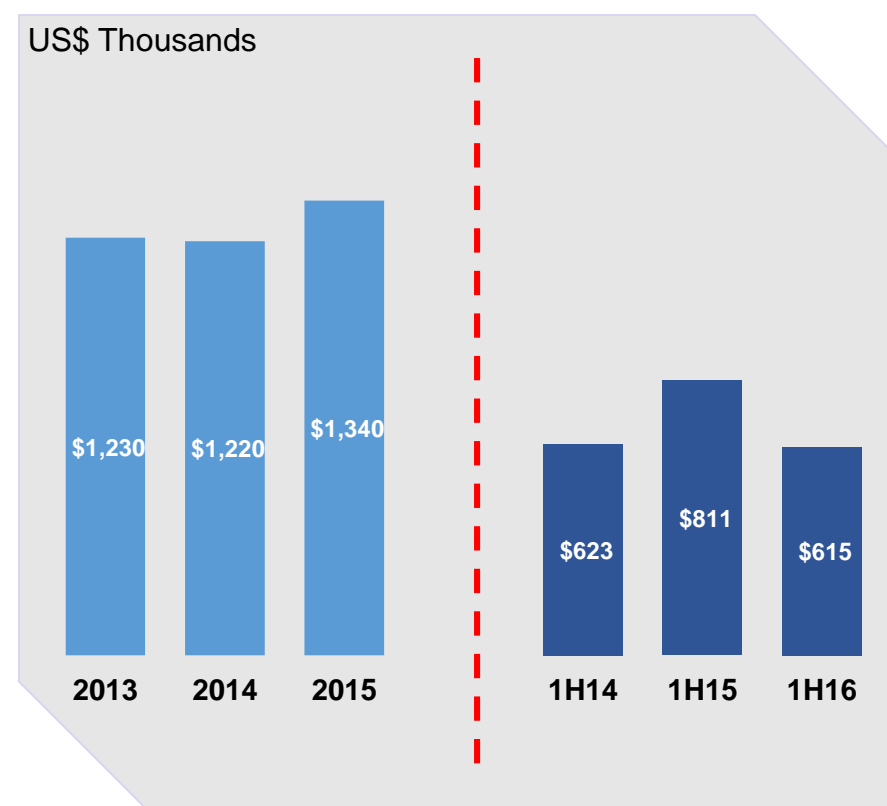
IMAX Box Office and Per Screen Average in Greater China



IMAX Box Office



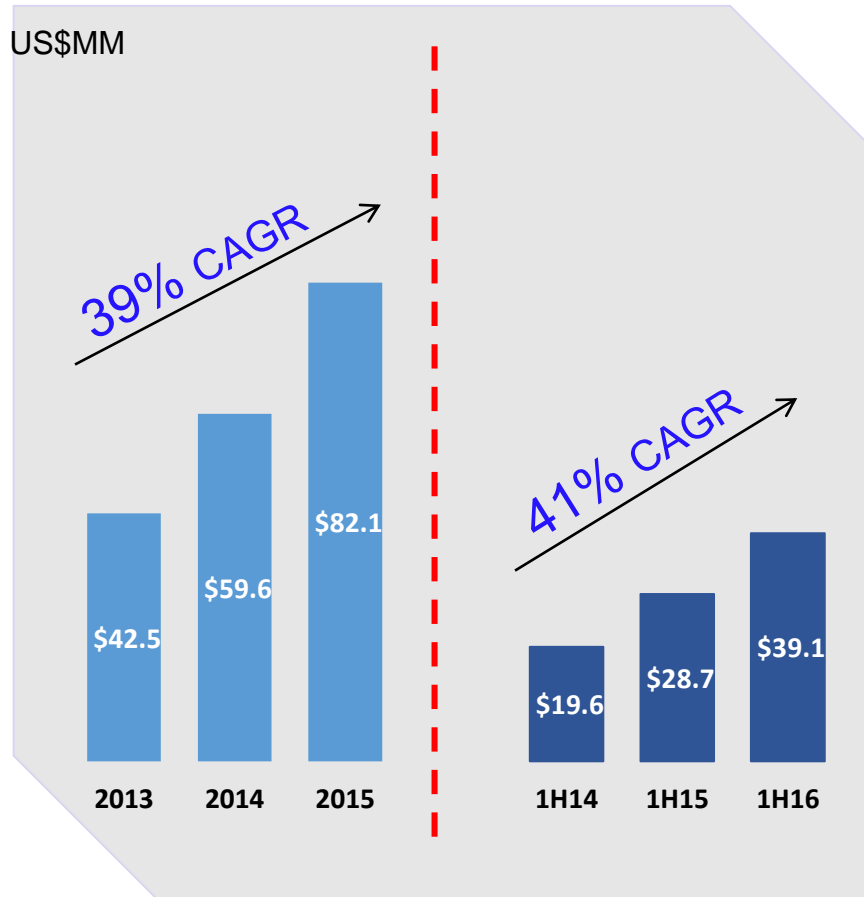
Per Screen Average



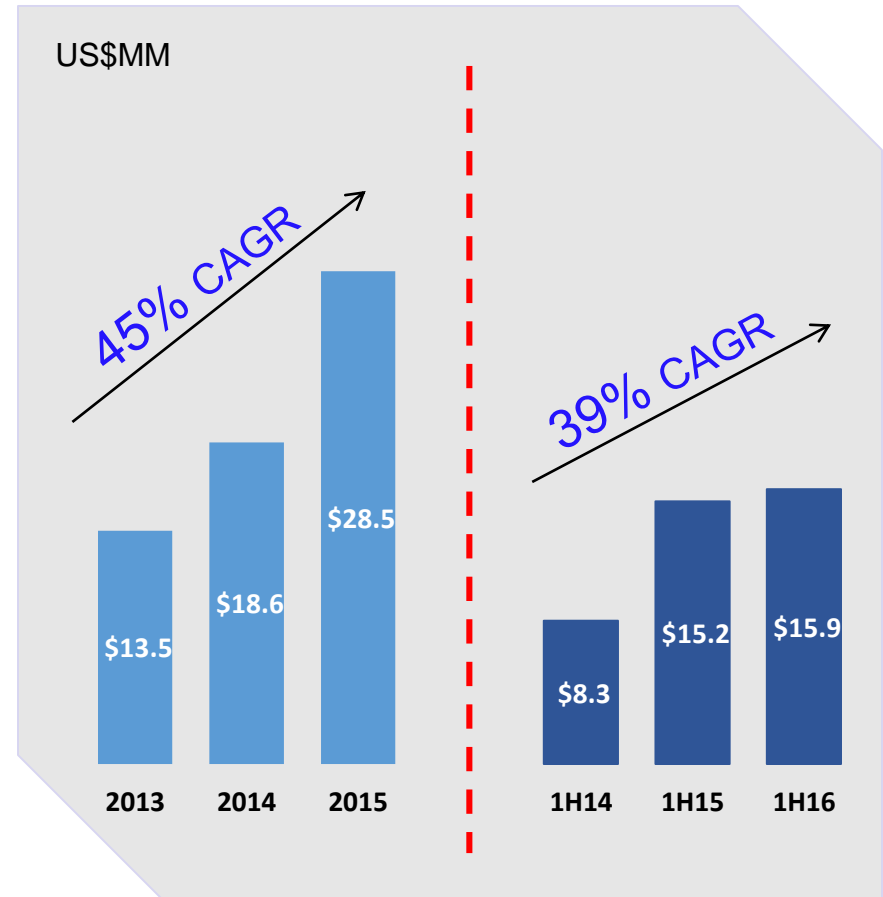
Robust Revenue Growth



Theatre Business Revenue



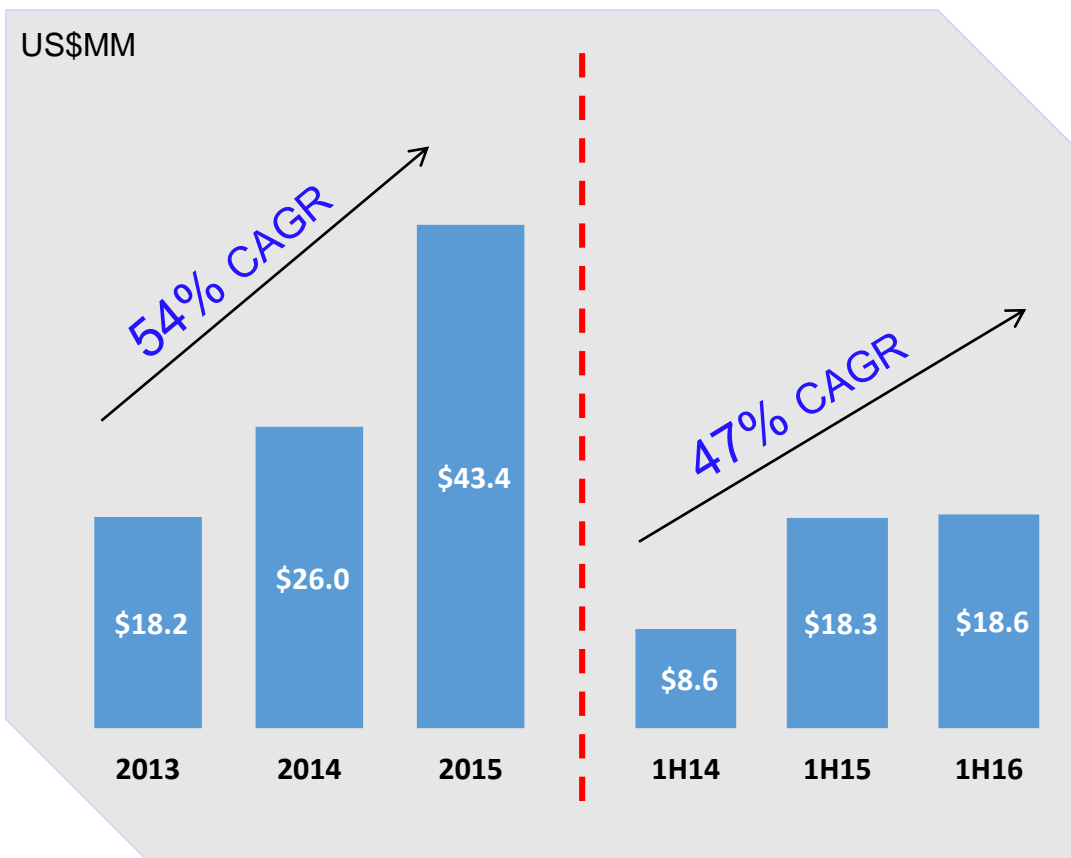
Film Business Revenue



Adjusted Profit & Adjusted Profit Margin



Adjusted Profit



Adjusted Profit Margin

	Margin
2013	33%
2014	33%
2015	39%
1H14	31%
1H15	42%
1H16	34%

