

**IMAX**

**IMAX<sup>®</sup>**

A large, illuminated 3D IMAX logo is the central focus, set against a blue, starry background. The logo is composed of thick, metallic-looking letters. In the foreground, the silhouettes of several people are visible, sitting in a theater and looking towards the large screen. The overall atmosphere is cinematic and high-tech.

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**Investor Presentation**

DECEMBER 31, 2016

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Section 1

**Who We Are**

1

**WHO WE ARE**

2

**Key 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 <sup>(1)</sup>



Unique cinematic experience and end-to-end cinematic solution

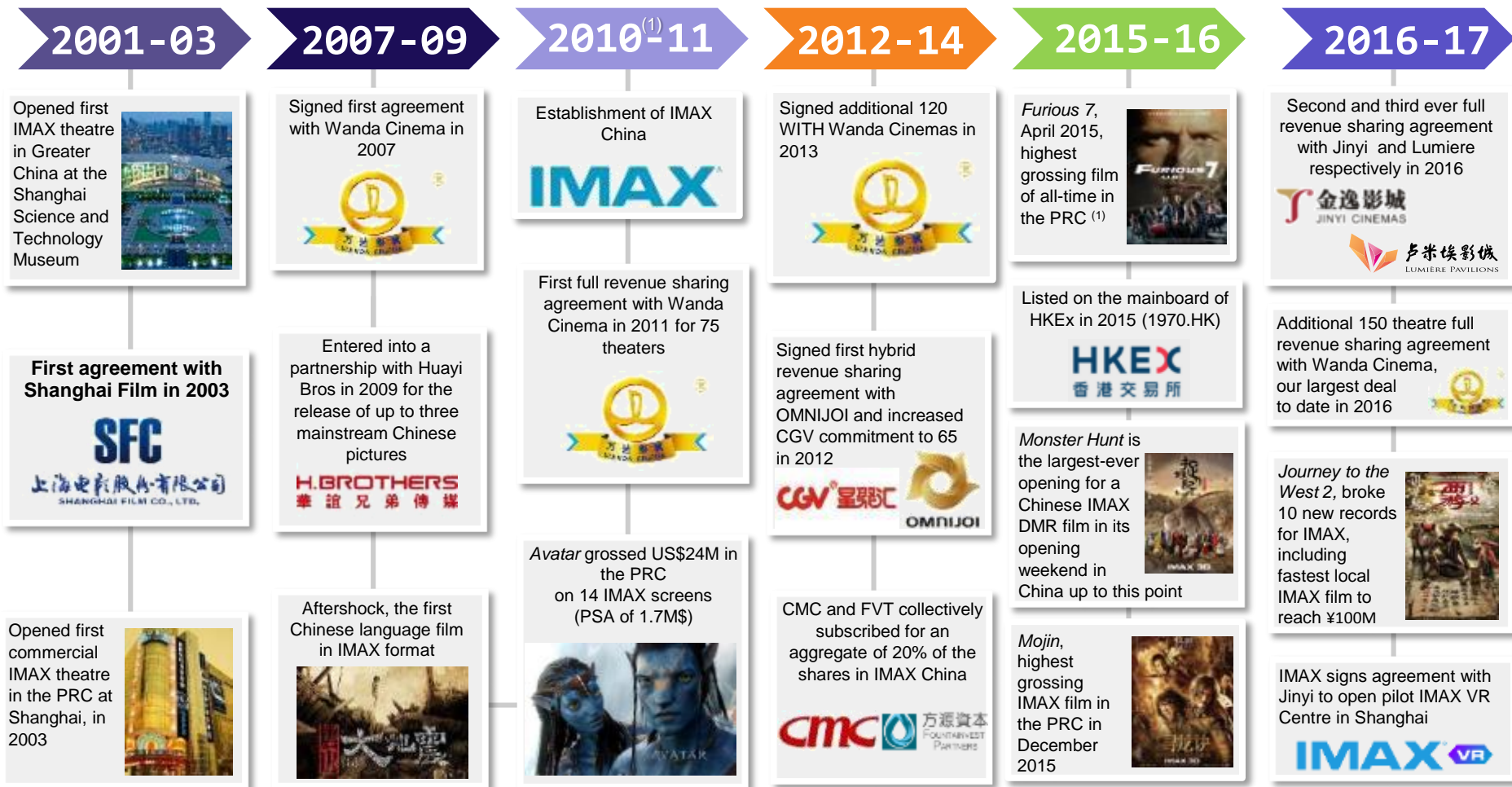


Largest non-conventional theatre network with highest average box office per screen in Greater China and significant ticket price premium

## Note

1. According to a survey conducted by Milward Brown Research

## 17-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.

# Complete End-to-end Cinematic Solution

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## Film Sourcing

Studio Relationships



Filmmaker Relationships



## Enhancement

Capture with IMAX Cameras



DMR & Post-production



## Presentation

Proprietary Hardware & Geometry



Marketing



Real-time Quality Assurance



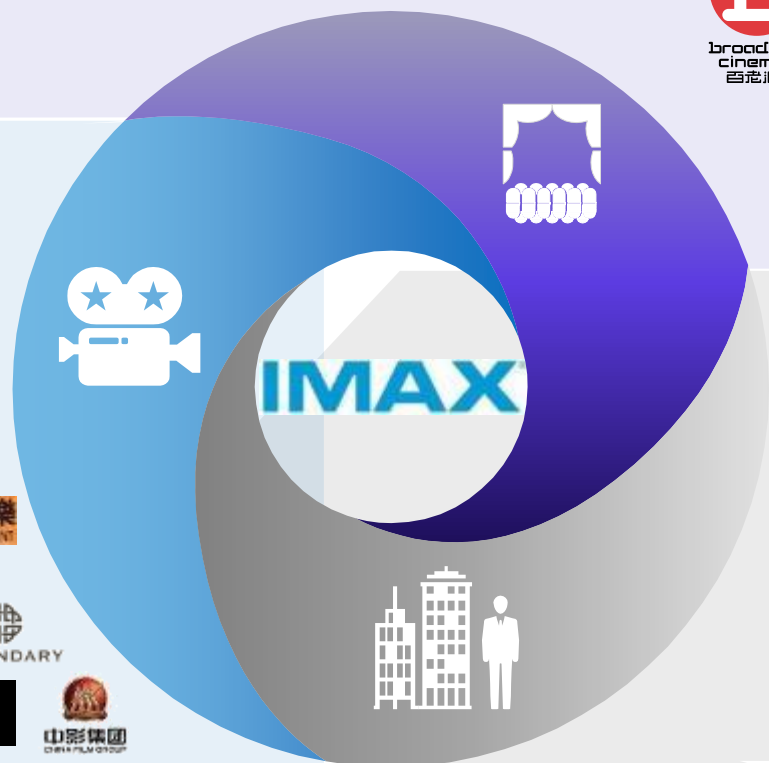
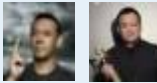
# Established and Trusted Ecosystem with Strong and Successful Long-term Partnerships



50+ Exhibitors  
Majority with  
10+ Year Relationships



Leading Producers,  
Directors and Studios in  
Greater China




Large Commercial Real  
Estate Developers





## Board of Directors



**Richard Gelfond**  
*Non-executive Director and Chairman*

**Experience**

- 22 years at IMAX and industry experience



**Greg Foster**  
*Non-executive Director*

**Experience**

- 15 years at IMAX and 23 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**

- 5 years at IMAX and 17 years of industry experience



**Jim Athanasopoulos**  
*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**


- 16 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**


- 10 years at IMAX and 19 years of industry experience



**Michelle Rosen**  
*General Counsel*

**Experience**


- 8 years at IMAX and industry experience



**Honggen Yuan**  
*Senior Vice President, Theatre Development*

**Experience**

- 15 years at IMAX and industry experience



**Francisco (Tony) Navarro-Sertich**  
*Senior Vice President, and Head of M&A*

**Experience**

- 4 years at IMAX and 7 years of industry experience

1

Who We Are

2

KEY HIGHLIGHTS

# Top Performing Films in PRC in 2016 by Gross Box Office

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1. Mermaid  
¥3,392m



2. Zootopia  
¥1,530m



3. Warcraft  
¥1,472m



4. Captain America: Civil War  
¥1,246m



5. The Monkey King 2  
¥1,201m



6. Operation Mekong  
¥1,184m



7. The Man From Macau 3  
¥1,118m



8. Time Raider  
¥1,004m



9. Kung Fu Panda 3  
¥1,002m



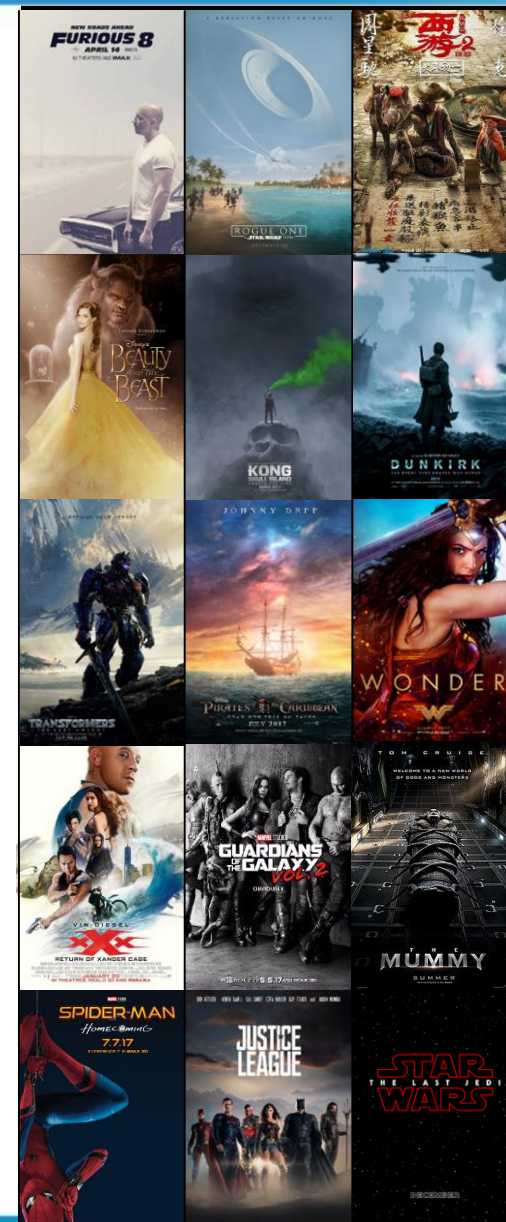
10. The Great Wall  
¥979m

# 2017 POTENTIAL IMAX CHINA FILMS

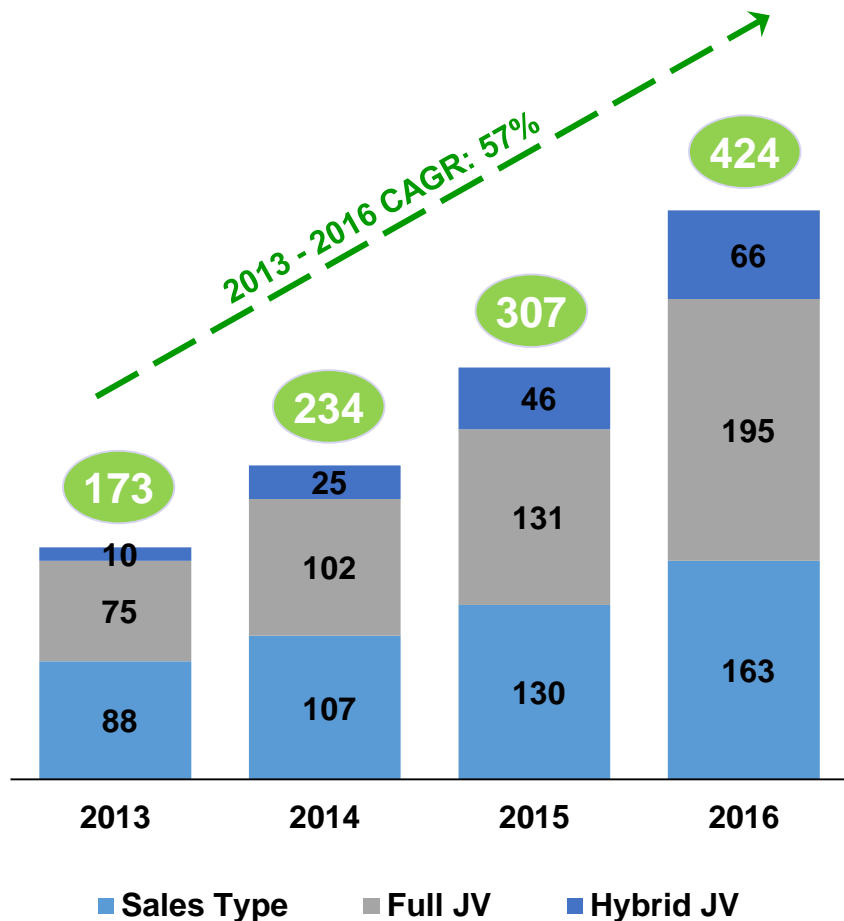
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## Announced 2017 Potential IMAX China Film Slate

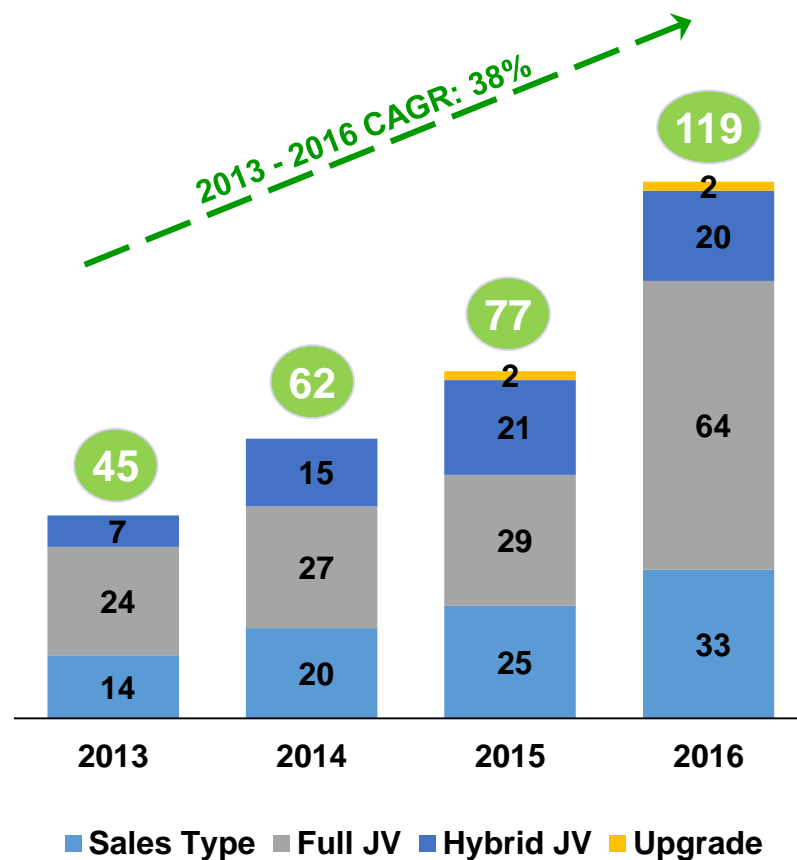
- *Rogue One: A Star Wars Story*: January
- *Journey to the West: The Demons Strike Back*: January
- *xXx: Return to Xander Cage*: February
- *La La Land*: February
- *Sing*: February
- *The Lego Batman Movie*: February
- *Logan*: March
- *Beauty and The Beast*: March
- *Kong: Skull Island*: March
- *Ghost in the Shell*: March
- *The Fate of the Furious*: April
- *Guardians of the Galaxy Vol. 2*: May
- *Pirates of the Caribbean: Dead Men Tell No Tales*: May
- *Wonder Woman*: June
- *The Mummy*: June
- *Transformers: The Last Knight*: June
- *Spider-Man: Homecoming*: July
- *Dunkirk*: July
- *The Solutrean*: September
- *The Lego Ninjago Movie*: October
- *Blade Runner 2049*: October
- *Geostorm*: October
- *Thor: Ragnarok*: November
- *Justice League*: November
- *Star Wars: The Last Jedi*: December



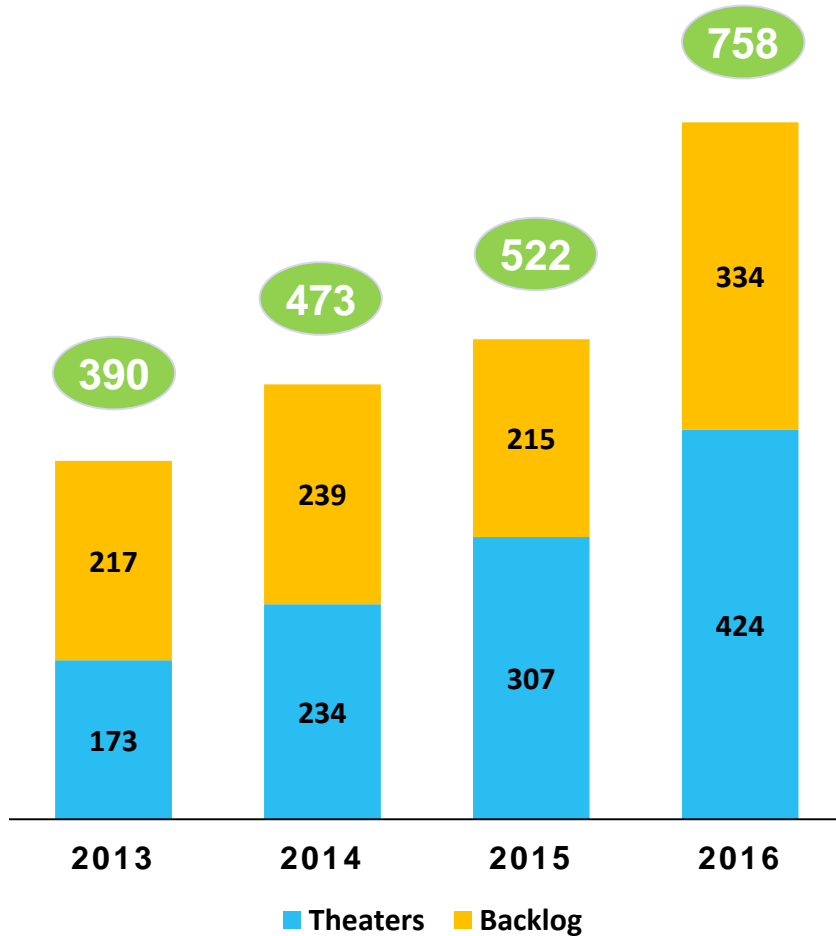
## Theatre Network



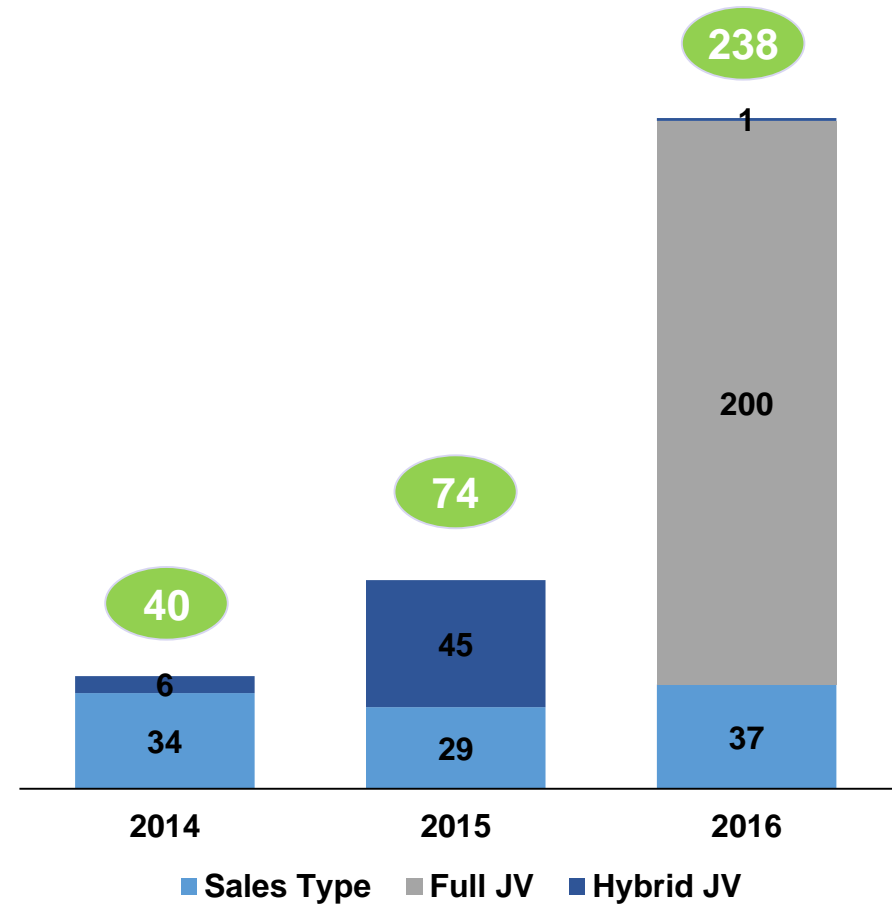
## Installations



## Footprint

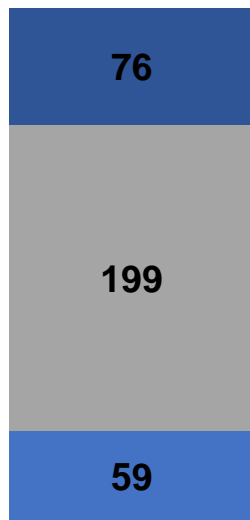


## Signings



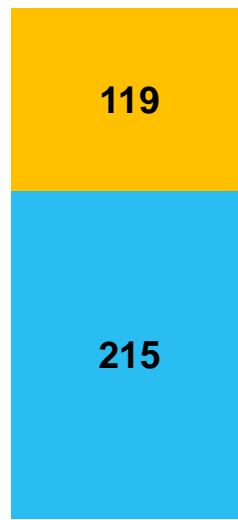
## Backlog

334



By Type of Arrangements

■ Sales Type ■ Full JV ■ Hybrid JV

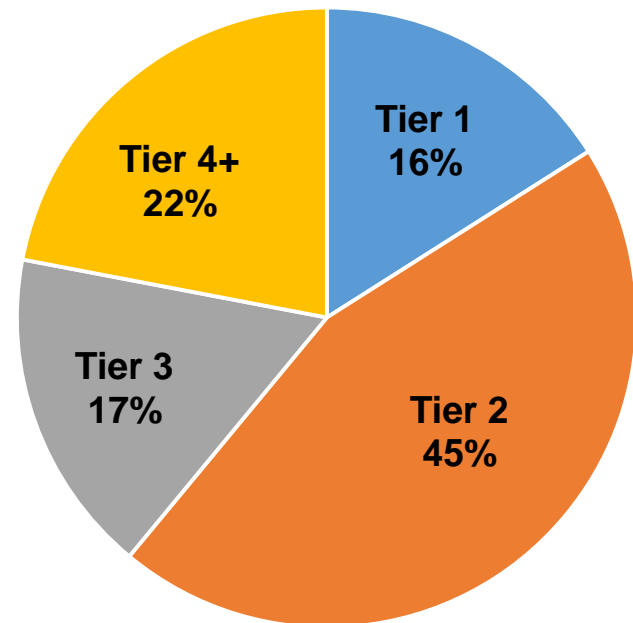


By Period of Installation

■ 2017E-2018E ■ 2019E+

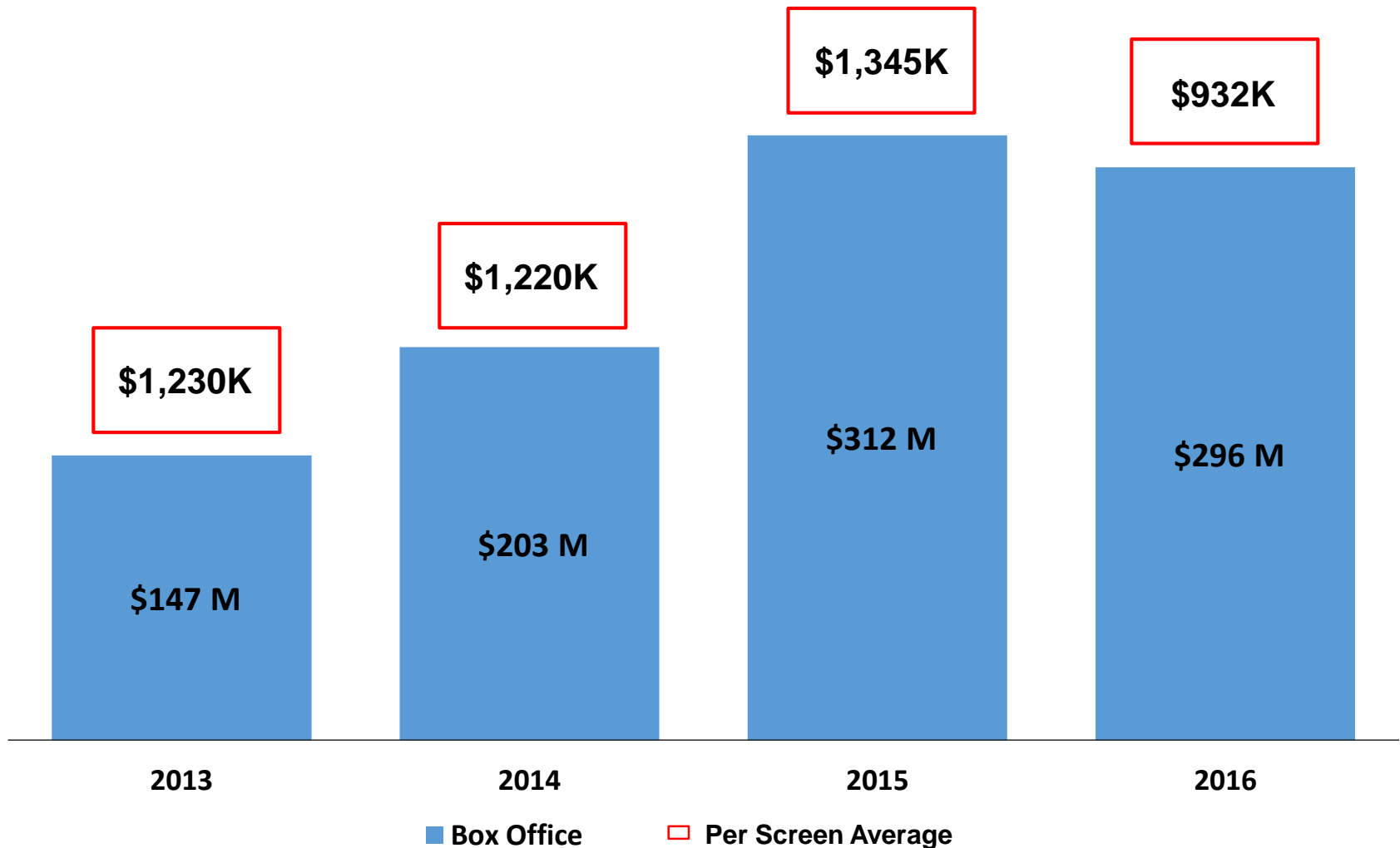
## Network Distribution

- Network now spans 149 cities in Mainland China
- Of 424 theatres just 67 are in Tier 1 cities



Approximately 70% of backlog with identified locations are in Tier 1 and Tier 2 cities

# IMAX Box Office and Per Screen Average in Greater China

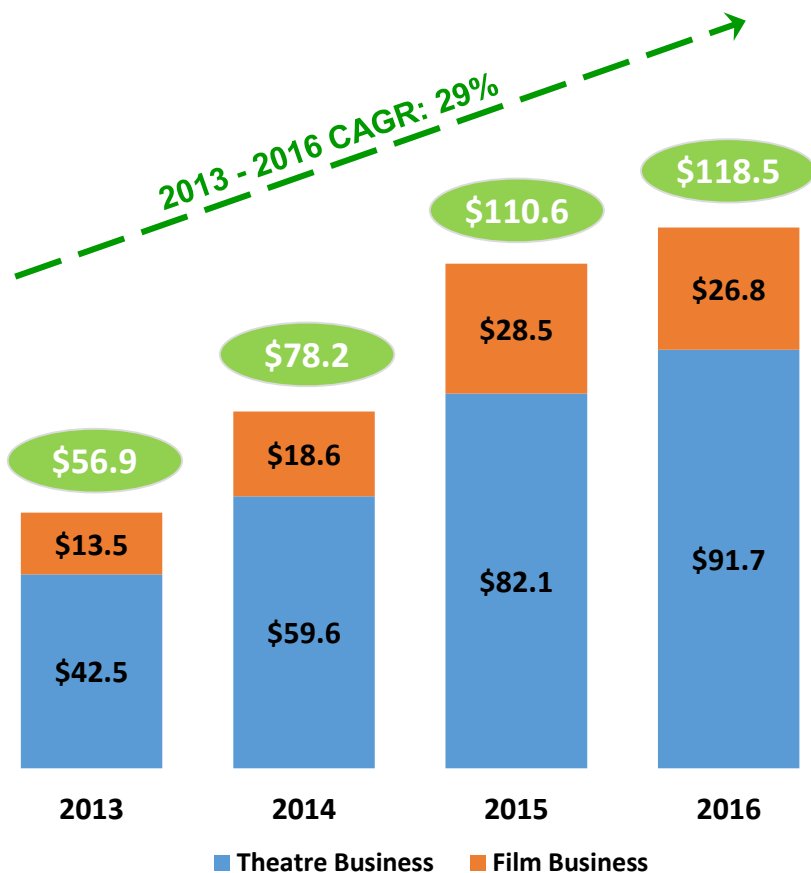




# Total Revenue and Gross Margin



## IMAX China Revenue (US\$MM)



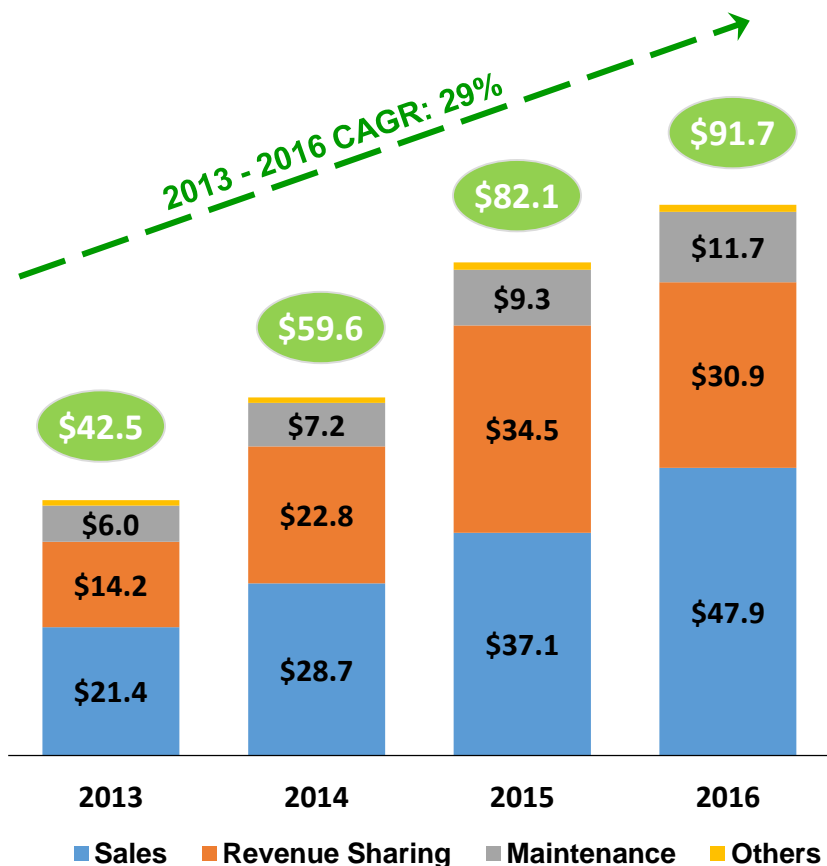
## Gross Margin Breakdown

Gross Margin %	2013	2014	2015	2016
Theater Business	57%	58%	62%	56%
Film Business	61%	64%	76%	66%
<b>Overall</b>	<b>58%</b>	<b>59%</b>	<b>65%</b>	<b>58%</b>

# Revenue By Segment: Theatre Business



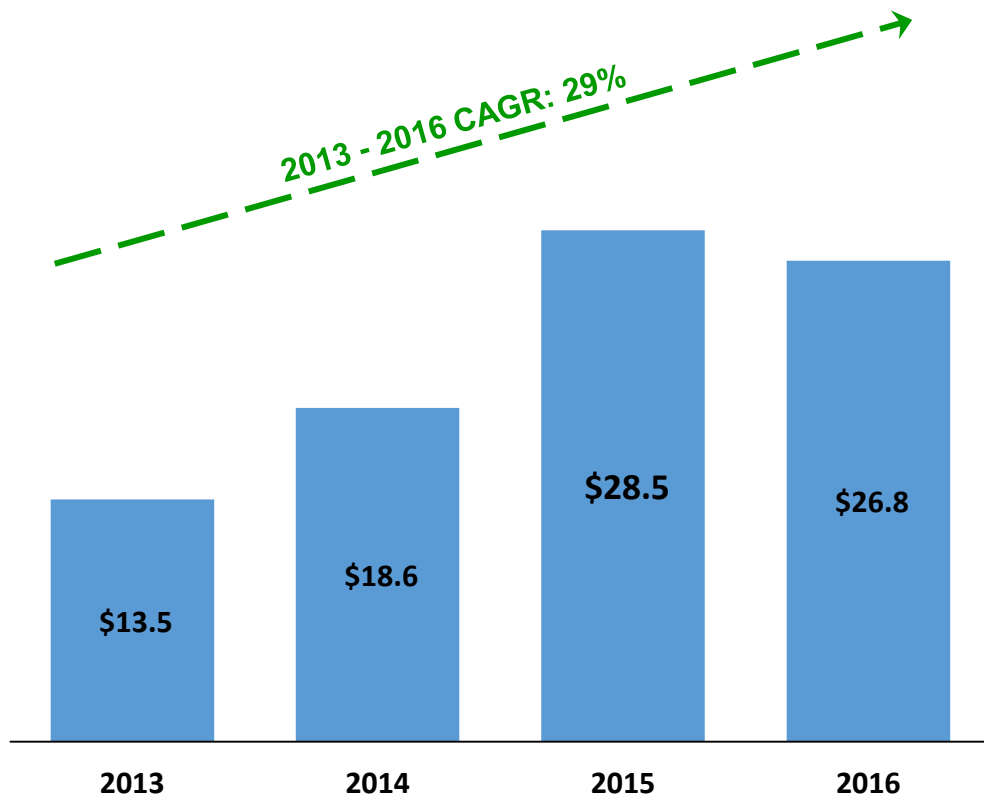
## Theatre Business Revenue (US\$MM)



## Gross Margin Breakdown

Gross Margin %	2013	2014	2015	2016
Sales Type	66%	68%	69%	63%
Revenue Sharing	42%	47%	56%	47%
System Maintenance	58%	55%	57%	56%
<b>Overall Theater Business</b>	<b>57%</b>	<b>58%</b>	<b>62%</b>	<b>58%</b>

## Film Business Revenue (US\$MM)



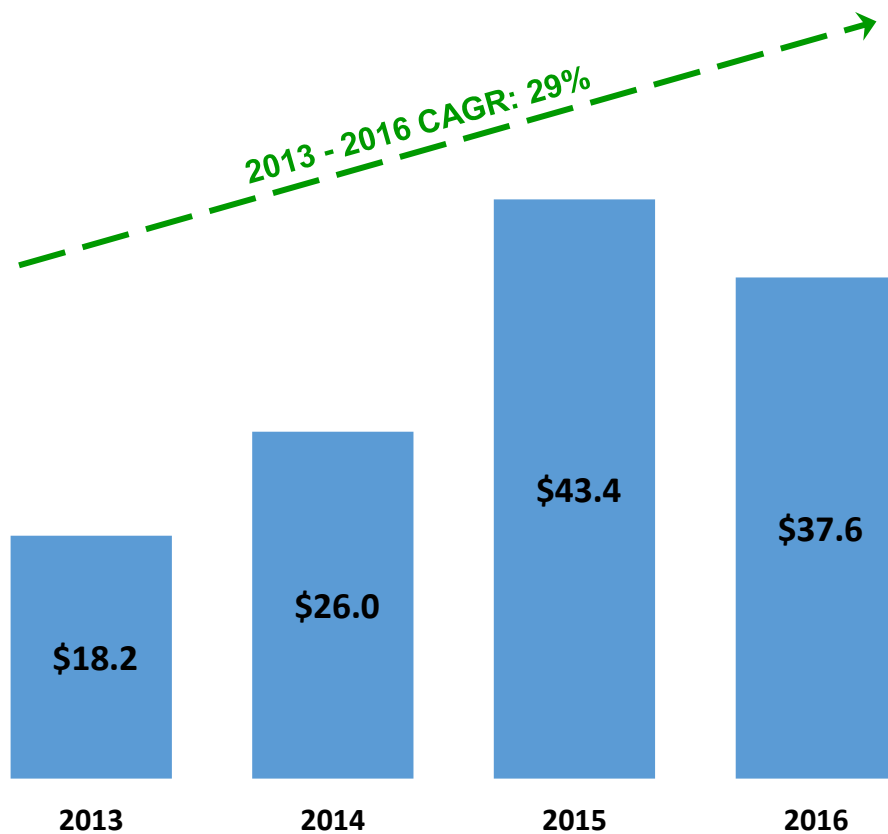
## Gross Margin Breakdown

	Gross Margin
2013	61%
2014	64%
2015	76%
<b>2016</b>	<b>66%</b>

# Adjusted Profit & Adjusted Profit Margin



## Adjusted Profit (US\$MM)



## Adjusted Profit Margin

	Margin
2013	33%
2014	33%
2015	39%
<b>2016</b>	<b>32%</b>

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