



IMAX Soars to \$5.6 Million China Opening For “Guardians of the Galaxy Vol. 3”

*IMAX Dominates Box Office with 20% of the China market Gross for Disney/Marvel’s
“Guardians of the Galaxy” Trilogy Finale
Second Biggest IMAX opening weekend of the franchise*

Shanghai – May 8, 2023 – IMAX China (HKSE: 1970) rocketed to a \$5.6 Million debut in China for Marvel/Disney’s “Guardians of the Galaxy Vol. 3” this weekend, good for a stunning 20% of the film’s opening weekend box office. The final installment of the trilogy recorded both the highest IMAX market share and second biggest IMAX opening weekend of the franchise in China.

“Guardians of the Galaxy Vol. 3” received high acclaim across China’s major movie rating platforms, including a stellar 9.5 on Maoyan, 9.4 on Taopiaopiao and 8.7 on Douban on the opening day, the highest rating score on Douban among all Marvel films. During the weekend, moviegoers flocked into IMAX theaters in China to bid farewell to the “Galaxy Squad” despite of a working day Saturday. 9 out of 10 top locations nationwide were IMAX theaters.

The film delivered a \$25 Million debut at the global IMAX box office this weekend, making it the biggest opening across the trilogy. The film opened on 1,550 IMAX systems across 82 countries and territories worldwide.

“Our record-breaking box office momentum in 2023 is carrying into a summer blockbuster season loaded with ambitious, IMAX-friendly cinematic experiences — yet another great sign for our performance this year,” said Rich Gelfond, CEO of IMAX. “James Gunn and our partners at Marvel and Disney leaned heavily into IMAX technology to deliver a visually stunning and emotional finale to this iconic franchise and we expect the strong audience response to yield a long, successful run at the box office.”

A *Filmed for IMAX* release, “Guardians of the Galaxy Vol. 3” was shot with IMAX digital cameras and features IMAX-exclusive expanded aspect ratio. “Fast X” (“Fast & Furious 10”) will drive into IMAX theaters on May 17 followed by the highly anticipated releases of “The Spider-Man: Across The Spider-Verse” , “Transformers: Rise of the Beasts” and “The Flash” in June.

About IMAX China

IMAX China is a subsidiary of IMAX Corporation, and was incorporated as a limited liability company under the laws of Cayman Islands. IMAX China was established by IMAX Corporation specifically to oversee the expansion of IMAX's business throughout Greater China. Shares of IMAX China trade on the Hong Kong Stock Exchange under the stock code “1970.”

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX systems to connect with audiences in extraordinary ways, making IMAX's network among the most important and successful theatrical

distribution platforms for major event films around the globe. Streaming technology company SSIMWAVE, an IMAX subsidiary, is a leader in AI-driven video quality solutions for media and entertainment companies.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of March 31, 2023, there were 1,711 IMAX systems (1,631 commercial multiplexes, 12 commercial destinations, 68 institutional) operating in 87 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970."

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