



IMAX China Nets 38 Million with *The First Slam Dunk*, Delivering Biggest Opening Weekend for A Foreign Animation Title

The First Slam Dunk Sets Multiple Records with IMAX Index of 10%

Shanghai – April 24, 2023 – IMAX China (HKSE: 1970) grossed a stunning RMB 38 million last weekend with the debut of the highly-anticipated *The First Slam Dunk*, setting multiple records including the biggest opening for any foreign animation title and for any Japanese film. Boosted by the nostalgia-fueled IP, IMAX delivered a stellar index of 10%.

Over the weekend, 731 IMAX theatres across the country became the go-to destination for fans of Slam Dunk as the beloved franchise came to the big screen, with IMAX theatres accounting for 7 out of the 10 top locations. This stellar performance included an all-time high for midnight screenings, biggest opening day, and biggest opening weekend for a foreign animation title. *The First Slam Dunk* also delivered the biggest opening weekend and highest IMAX index for a Japanese and non-English title.

“We are very excited about this major cultural event, as well as the incredible enthusiasm that moviegoers have shown for *The First Slam Dunk*”, said Daniel Manwaring, CEO of IMAX China. “The fact that audiences chose IMAX to rediscover this classic story has once again demonstrated IMAX’s capability of ‘eventicizing’ films in a diverse range of genres, as well as IMAX’s irreplaceable position in fulfilling and even exceeding consumers’ demands for a truly social movie experience. We would like to congratulate our partners Toei Animation and Road Pictures for this success, and we look forward to seeing the continued stellar performance of *The First Slam Dunk*.”

The *First Slam Dunk* is an adaptation of a best-selling manga series by Inoue Takehiko, who also directed the film, telling a story of youth and sports. An animated TV series produced in the 1990s became a major hit in China, becoming a childhood favorite for several generations of viewers. *The First Slam Dunk* film has received wild acclaim across China’s major movie rating platforms, including a stellar 9.2 from Douban and 9.4 on Maoyan and Taopiaopiao.

Following the success of *The First Slam Dunk*, IMAX China is offering a highly diverse slate for the upcoming May Day holiday, with possibly the widest range of genres ever for the holiday. *Born To Fly*, *Godspeed* and *Flash Over* will be released on April 28th, followed by Filmed for IMAX title *Guardians of the Galaxy 3* on May 5th, the highly anticipated classic IP *Fast X* on May 17th and DC’s superhero epic *The Flash* on June 16.

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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 Corporation, 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 theaters to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX Corporation is headquartered in New York, Toronto and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of Dec 31, 2022, there were 1,716 IMAX Theater Systems (1,633 commercial multiplexes, 12 commercial destinations, 71 institutional) operating in 87 countries and territories. On October 8, 2015, shares of IMAX China, a subsidiary of IMAX Corporation, began trading on the Hong Kong Stock Exchange under the stock code "1970".

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For additional information please contact:

Investors: IMAX China, Shanghai Karen Chan +86-21-2315-7000 kchan@imax.com	Media: IMAX China, Beijing Frances Fu +86-21-2315-7162 ffu@imax.com
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