



## **IMAX CHINA SETS RECORDS FOR NATIONAL DAY HOLIDAY BOX OFFICE UP 164% OVER 2018**

*Strong Performance of Three Local Titles Drive IMAX BO Grossing ¥105 million During the Holiday*

**SHANGHAI, October 8, 2019** – IMAX Corporation (NYSE: IMAX) and IMAX China (HKSE: 1970) today reported a record-shattering box office during the Chinese National Day holiday. Driven by the strong performance of three local-language IMAX films – *My People, My Country*, *The Captain* and *The Climbers* – IMAX has grossed estimated ¥105 million (US\$ 14.8 million) across more than 640 IMAX® theatres in mainland China over the 7-day period starting October 1.

The results mark IMAX China’s best ever National Day holiday, up about 164% over the same period in 2018 and higher than the estimated 128% increase of the industry. The impressive performance sets multiple records for the company including its highest China National Holiday attendance and the first time its box office has surpassed ¥100 million during the period.

“We are thrilled with these extraordinary National Day holiday results and would like to congratulate our longtime partners and friends at Huaxia Film, Bona Film group and Shanghai Film Group on the box office success of the three films,” said IMAX China CEO Jiande Chen. “We’re convinced that our record-breaking box office and attendance figures speak not only to the strength of the IMAX brand, but also the industry as a whole. We see clearly strong consumer demand in China for the premium IMAX experience and the outstanding ability of our network to launch high quality, blockbuster titles. We’re particularly pleased to see the IMAX experience of the three local titles received strong resonance from IMAX fans across over 180 cities in this special occasion, reflecting our successful multi-picture programming strategy.”

As of October 7, the year-to-date box office of IMAX China in mainland theaters is estimated to reach ¥2.25 billion with 30% growth over the same period of 2018. After the National Day holiday, the three titles will continue their run in IMAX theater and the upcoming film slate of IMAX China will continue the momentum including *Gemini Man*, *Maleficent 2*, *Once Upon A Time in Hollywood*, and *Weathering with You*.

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## **About IMAX China**

IMAX China is a subsidiary of IMAX Corporation, and is incorporated 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. IMAX China trades on the Hong Kong Stock Exchange under the stock code "HK1970."

## **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 theatres 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 is headquartered in New York, Toronto and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of June 30, 2019, there were 1,541 IMAX theater systems (1,445 commercial multiplexes, 15 commercial destinations, 81 institutional) operating in 81 countries and territories. On Oct. 8, 2015, shares of IMAX China, a subsidiary of IMAX Corp., began trading on the Hong Kong Stock Exchange under the stock code "HK.1970."

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For additional information please contact:

### **Media:**

**IMAX China** – Beijing

Frances Fu

[ffu@imax.com](mailto:ffu@imax.com)

### **Investor relations:**

**IMAX China** – Shanghai

Karen Chan

[kchan@imax.com](mailto:kchan@imax.com)