



**IMAX CHINA REPORTS SECOND HIGHEST CNY FOUR-DAY IMAX BOX OFFICE
TOTAL OF RMB161 MILLION
42% INCREASE OVER SAME PERIOD LAST YEAR**

Record Day 3 and Day 4 Chinese New Year Box Office

SHANGHAI, Jan. 26, 2023 -- IMAX China box office over the Chinese New Year period held strong with record Day 3 and Day 4 box office results as moviegoers continue to flock to theaters over the holiday period. IMAX China grossed 161million RMB in four days, an increase of 42% over the same period last year and the second-highest four-day Chinese New Year opening ever. In addition, IMAX's market share for the holiday period to date was 3.5%, an increase of 86.3 basis points over last year.

The 2023 Chinese New Year film line-up is one of the strongest and most diverse in recent years, with IMAX featuring 4 out of the top 5 films, including "The Wandering Earth 2" (Filmed for IMAX) , "Full River Red", "Deep Sea", and "Hidden Blade". The positive reaction from Chinese moviegoers to this year's films is a key driver in the recovery of cinema attendance. "The Wandering Earth 2" also opened in 31 IMAX theatres in North America on 22 January, with IMAX accounting for 30% of the film's three-day gross USD 340k.

IMAX theaters in China will continue to feature Chinese New Year's titles throughout the holiday and into February. Disney/Lightstorm's "Avatar: The Way of Water", the second highest-grossing IMAX film in China with more than USD 50 million, will continue its successful run in China. Disney/Marvel's "Black Panther: Wakanda Forever" and "Ant-Man and The Wasp: Quantumania" will also debut in China on Feb 7 and Feb 17 respectively.

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 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. 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 September 30, 2022, there were 1,703 IMAX theater systems (1,622 commercial multiplexes, 12 commercial destinations, 69 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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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".

For additional information please contact:

Investors:

IMAX China, Hong Kong

Karen Chan

kchan@imax.com

Media:

IMAX China, Beijing

Frances Fu

ffu@imax.com