



IMAX Rockets to Second Best May Day Holiday with \$7.8 Million

Born to Fly Sets Multiple Q2 and May Day Records with IMAX Index of nearly 8.5%

Shanghai – May 4, 2023 – IMAX China (HKSE: 1970) marked the May Day holiday with the company’s second best box office result ever, grossing \$7.8 Million over the 6-day holiday period (including the opening day) and providing a great springboard for the upcoming blockbuster season. IMAX theaters accounted for 16 out of 20 top locations, driven by strong brand recognition as the go-to destination during this peak movie-going period.

The stellar performance was led by “*Born to Fly*”, directed by LIU Xiaoshi and starring WANG Yibo, HU Jun and ZHOU Dongyu, with \$6.5 million across the IMAX network — good for nearly 8.5% of the film’s total gross on less than 1% of screens. The blockbuster featuring test pilots’ prowess has received wild acclaim across China’s major movie rating platforms, including a stellar 9.7 on Maoyan and 9.8 on Taopiaopiao. “*Born to Fly*” soared to several records for IMAX China, including:

- Biggest second quarter and May Day holiday opening weekend ever for a Chinese film
- Biggest second quarter and May Day holiday opening day ever for a Chinese film
- Highest IMAX opening index ever for a second quarter and May Day holiday Chinese film

Rounding out the diverse slate for IMAX were the newly released “*Godspeed*”, the comedy directed by YI Xiaoxing and the action thriller “*Flashover*”. In addition, the Japanese animation “*The First Slam Dunk*” continued its strong run through the holiday.

“We are excited to see IMAX has carried the strong box office momentum from Chinese New Year into the May Day Holiday, as the holiday sees full-fledged consumption recovery,” said Daniel Manwaring, CEO of IMAX China, “Our growing index of diversified local blockbusters including ‘*The Wandering Earth 2*’ and ‘*Born to Fly*’ has underscored that blockbusterization in both local content creation and consumption is continuing to play in favor of IMAX, solidifying our position as a go-to destination for all tentpole films. We congratulate and extend our gratitude to our filmmaking and studio partners for delivering such a diverse slate to our passionate moviegoers and we look forward to all the exciting content that lies ahead.”

Building on the success of the May Day holiday, IMAX China’s slate for the balance of the first half is jam-packed with many high-profile titles. “*Guardians of the Galaxy Volume 3*”, Filmed for IMAX, will land in IMAX theaters on May 5th, followed by the wildly anticipated “*Fast X*” on May 17th and Disney’s “*The Little Mermaid*” on May 26th. The following month will see classic IPs debut across IMAX theaters, including “*The Spider-Man: Across The Spider-Verse*” on June 2nd, “*Transformers: Rise of the Beasts*” on June 9th, and “*The Flash*” on June 16th.

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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 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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