



WUERSHAN'S "CREATION OF THE GODS I" ROCKETS TO THE HIGHEST IMAX CHINA SUMMER LOCAL TITLE OPENING WITH RMB 61.8 Million

The long-awaited epic continues Wuershan's oriental aesthetic saga with the highest IMAX opening index of 16.3% for a local blockbuster

SHANGHAI - 24 July 2023 - IMAX China Holding (1970) today announced that director Wuershan's long-awaited fantasy epic "Creation of The Gods" has captivated IMAX moviegoers across China since its release on July 20th. The film grossed RMB 61.8 million and topped IMAX China's all-time best summer opening for a local language title. It is especially worth mentioning that IMAX contributed 16.3% of the opening box office (including advance screenings), which set the highest IMAX opening index of local blockbusters.

Starting from the IMAX advance screenings a week before the release, the epic production and magnificent IMAX big screen experience of "Creation of The Gods I", which took nine years of meticulous polishing, continued to collect positive reviews and recommendations on social media. The film has received high ratings of 9.4 and 7.8 on Maoyan and Douban, respectively. During the opening weekend, 8 out of the top 10 locations were IMAX theatres.

"The Chinese film market has been continuing to exceed our expectations in this summer, both regarding to the variety of film genres and the enthusiastic feedback from audiences for great content. The stellar opening records of *Creation of The Gods I* on IMAX is a clear indication that IMAX is the audience's first choice for experiencing the aesthetics of Chinese blockbusters and high-quality productions." Daniel Manwaring, CEO of IMAX China, said, "We congratulate director Wuershan on the stunning debut of *Creation of Gods trilogy* on the IMAX big screen after nine years of hard work, and we look forward to the continued box office success of the *Creation of The Gods I!*"

Creation of The Gods I is Wuershan's second IMAX film. In 2015, *Mojin: The Lost Legend* topped IMAX China's local language film box office, and set a record opening index for a domestic film. "The Outcast", also directed by Wuershan, will be a filmed for IMAX title, continuing his imagination for Chinese stories on the IMAX big screen.

As "Creation of The Gods I" continues to be a hit, IMAX China's upcoming film slate this summer will continue to present: One and Only (28 July), Meg 2: The Trench (4 August), No More Bets (11 August) etc. will land in IMAX theatres. Director Christopher Nolan's new film *Oppenheimer*, shot with IMAX film cameras, has also been confirmed to release in China.

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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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