



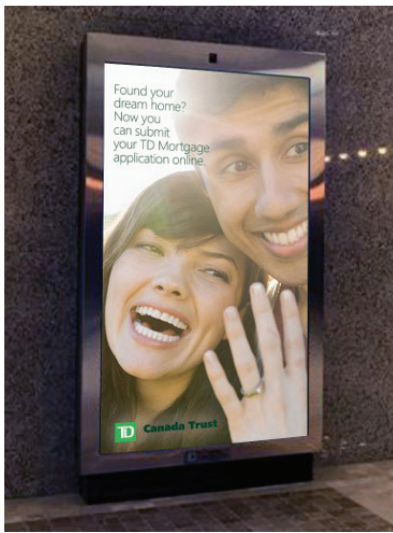
REACH CONSUMERS AT WORK AND PLAY

Cineplex Media's Concourse Network delivers your consumers on their way to and from work, and even when they're heading out for a night on the town.

Your ad will be seamlessly incorporated into both our Digital Poster (vertical) and Food court (landscape) loops. And to stay as relevant as the information around them, your messages can be refreshed weekly, daily or even by day-part.

The Cineplex Media HD screens located throughout these busy thoroughfares provide the perfect opportunity to reach out and serve your message to these consumers.

The Cineplex Concourse Network includes Toronto, Ottawa and Calgary.

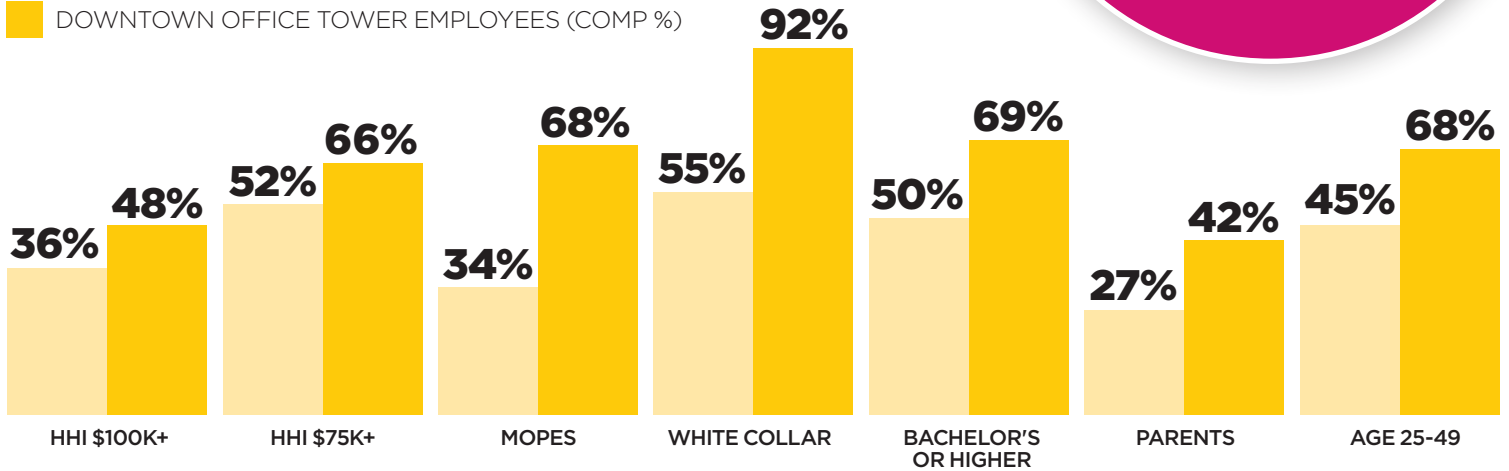


MORE THAN
884K
 CONSUMERS ARE EXPOSED
 TO OUR SCREENS
 ON A DAILY BASIS

Concourse Network Demographic Profile

POPULATION (COMP %)

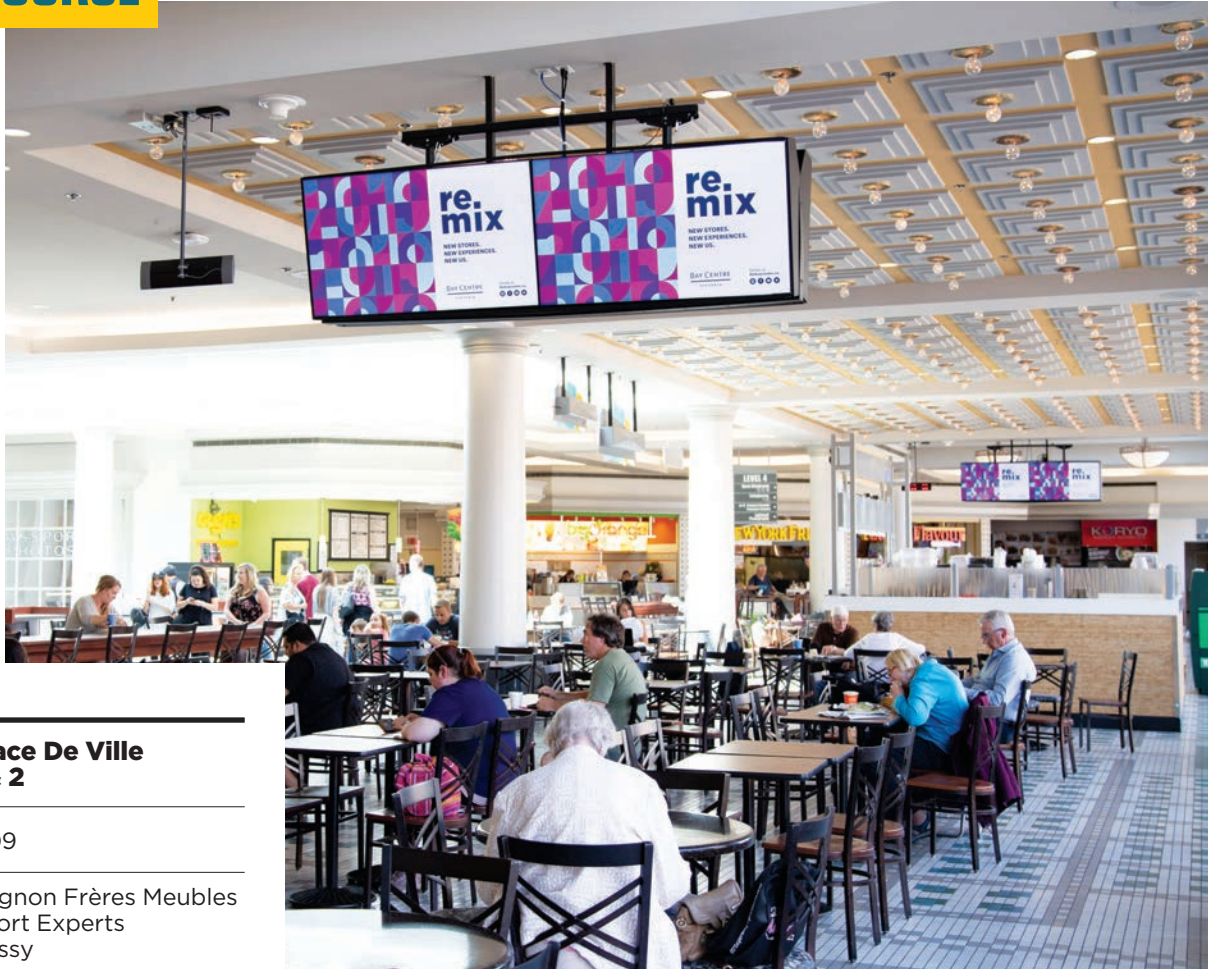
DOWNTOWN OFFICE TOWER EMPLOYEES (COMP %)



Source: Vividata Fall 2020, Based on Census Metropolitan Areas of Toronto, Vancouver, Ottawa-Gatineau, and Calgary, Based on A18+, Workplace-Downtown Office Tower Comp % Index to Population Comp %

SHOPPING CONCOURSE

CONCOURSE NETWORK: OVERVIEW



OTTAWA

Place De Ville 1 & 2

ESTIMATED AVERAGE WEEKLY AD IMPRESSIONS (000)

5.09

ANCHOR STORES

Gagnon Frères Meubles
Sport Experts
Rossy

CALGARY

	Bankers Hall	Suncor Energy Centre	Fifth Avenue Place	Bankers Court	Gulf Canada Square
ESTIMATED AVERAGE WEEKLY AD IMPRESSIONS (000)	29.56	22.04	23.91	0.96	25.61
ANCHOR STORES	McDonalds Starbucks Tim Hortons Rexall Staples	Wendy's Starbucks Subway Jugo Juice	Second Cup Wendy's BMO Subway	Subway Starbucks Earls RBC	BMO Tim Hortons Second Cup Wendy's

TORONTO

	Holt Renfrew Centre	145 King St.	First Canadian Place	Exchange Tower	Brookfield Place
ESTIMATED AVERAGE WEEKLY AD IMPRESSIONS (000)	59.82	39.6	70.31	44	3.8
ANCHOR STORES	Holt Renfrew Aritzia Zara Starbucks	Home Capital GMP Richardson Minden Gross Lax O'Sullivan	BMO King Taps Harry Rosen Starbucks	BMO Rexall Longos Harry Rosen	Hockey Hall of Fame Shoppers Drug Mart McDonalds Starbucks

CONCOURSE NETWORK: LOCATIONS

LOCATION NAME	DIGITAL POSTER	FOOD COURT	VIDEO WALL	VIDEO BANNER
CALGARY				
Bankers Hall	3	4		
Suncor Energy Centre	5	2		
Fifth Avenue Place	3	4		
Bankers Court	1			
Gulf Canada Square	4	2		
OTTAWA				
Place De Ville 1 & 2	2	1		
TORONTO				
Holt Renfrew Centre	6			
145 King St.	4	4		
First Canadian Place	3	4		
Exchange Tower	2	2	1	
Brookfield Place	1	5		
Hudson Bay Centre	7	2		1
2 Queens St. E	1			
Bay Adelaide Centre			1	
TOTAL	42	37	2	1

Hudson Bay Centre

237.72

Hudson's Bay
Marriot Hotel
Longos
LCBO

2 Queens St. E

39.39

Toronto PATH
TTC Queen St.
Subway Station

Bay Adelaide Centre

7.68

Toronto PATH
Shoppers Drug Mart
Tim Horton's