

Why Cinema Works

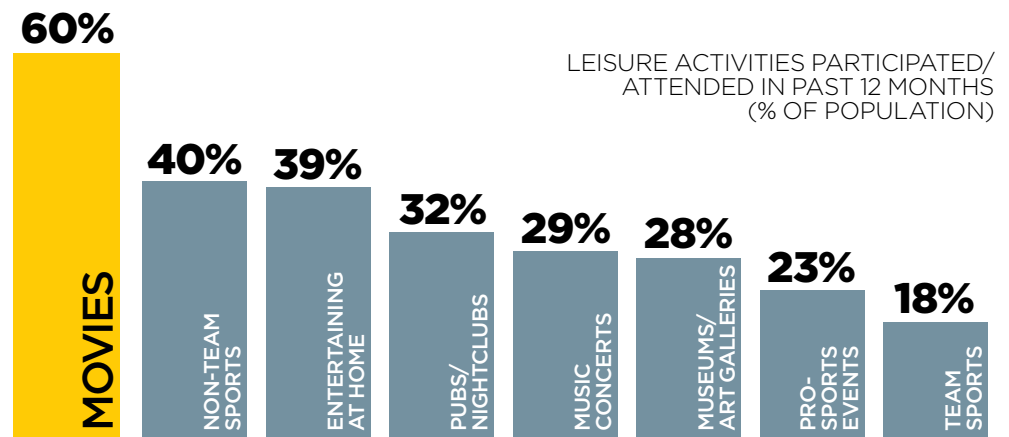
A driving force behind culture, movies will always shape, inform and entertain. Movies hold a special place in everyone's hearts. Each person has a favourite, everyone has their own set of classic, must-see, funniest, and scariest titles. Each list varies but the constant is the passion everyone has for those titles. Movies are fresh, engaging and leave lasting effects on our guests. What better environment in which to talk, one on one, with your consumers? No distractions, happy and engaged people.

Cinema works. Let it work for you.

Cinema Benefits

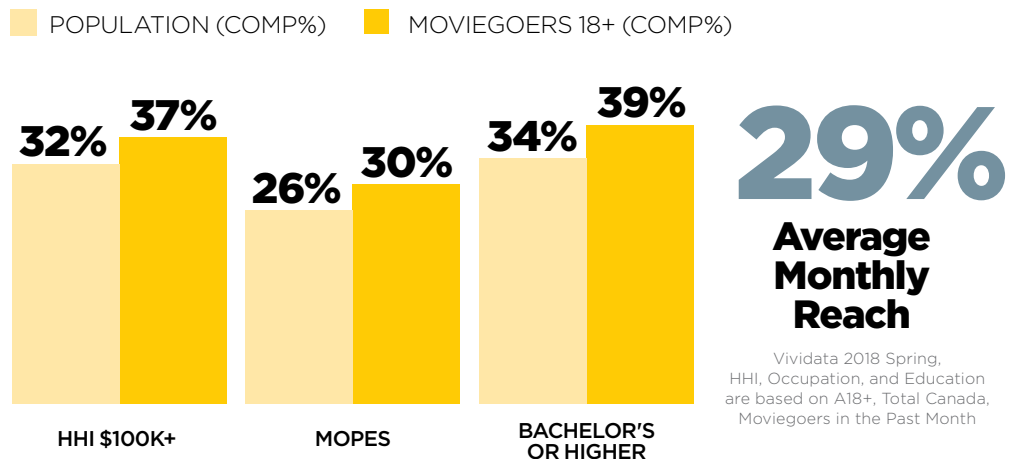
- Engaged and **attentive audience**
- Sought-after **demographics**
- Uncluttered **media environment**
- Light TV viewers, enabling brands to extend to a **unique audience**
- Cinema has the lowest ad avoidance of all media as cinemagoers **perceive the ads as part of the overall experience**
- Relaxed, excited and expectant **audience is focused on the big screen**
- Average advertising **impact in cinema is greater than TV**
- 3D cinema campaigns **have proven higher recall/entertainment**

Going to the movies is a top leisure activity among Canadians



Vividata 2018 Spring, Total Canada

The movies reach affluent, highly educated and well-employed Canadians efficiently and effectively





Target audience by movie genre with unique compositional strength

AVERAGE DEMO COMPOSITION BY MOVIE GENRE (INDEXED TO POPULATION)

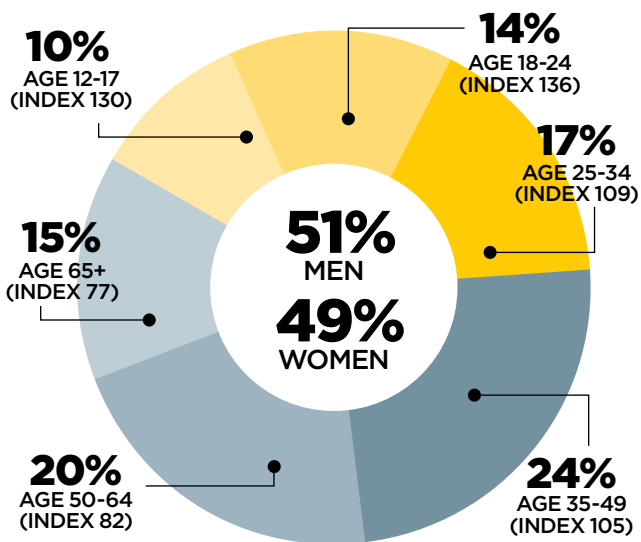
	ACTION/ ADVENTURE	ANIMATED	COMEDY	DRAMA	FAMILY/ CHILDREN	FOREIGN	HORROR	SCIENCE FICTION
MALE	109	96	94	88	79	98	102	118
FEMALE	91	104	106	112	121	102	98	82
AGES 12-17	130	139	136	78	114	146	202	116
AGES 18-24	121	132	129	108	105	132	169	137
AGES 25-34	113	131	115	103	127	113	142	127
AGES 35-49	112	129	106	98	146	101	102	113
AGES 50+	78	59	78	101	62	79	49	71

Vividata Spring 2018, Total Canada, Moviegoers Composition (Seen Any Genre in Past Year) Indexed to Population

PHOTO BY ALEXANDROS MARAGOS/GETTY

Moviegoer composition by age group

The movies deliver audiences of all age groups with a balanced male/female split.

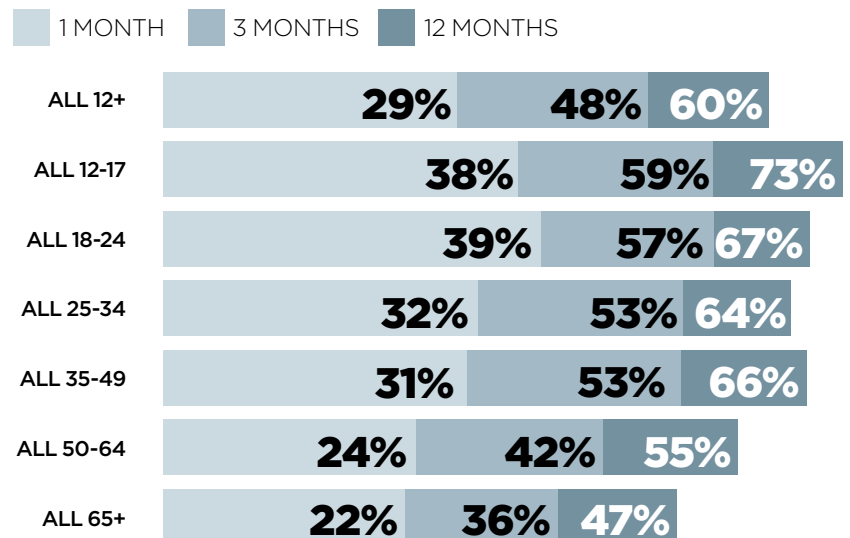


Vividata Spring 2018, Total Canada, Moviegoers in the Past Month, Index Based on Population

Movies reach Canadians of all age groups

Canadian moviegoers have an average movie-going frequency of 1.5 per month and 5 per year.

MOVIES % REACH OF CANADIAN POPULATION



Vividata Spring 2018, Total Canada