

MAXIMIZE YOUR REACH WITH CINEPLEX DIGITAL

Cineplex.com: The First Stop For Moviegoers

Often the first step in our guests' moviegoing experiences, Cineplex.com can also be the first opportunity for you to interact with our guests.

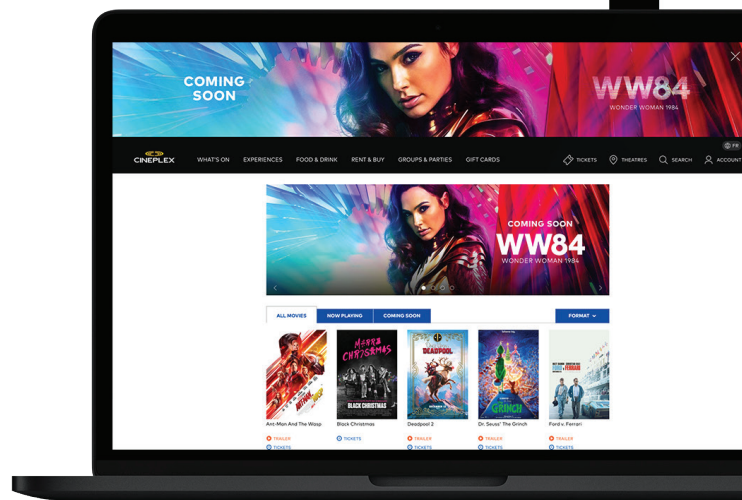
Cineplex.com has up-to-date times and dates for screenings across the country, movie trailers, custom content and, more often than not, a great contest or two! Given the movie industry's weekly rotation, our guests come back time and time again to research a big night out.

We offer unique domination and targeting capabilities that allow you to reach exactly who you want.

Cineplex Mobile: On The Go? We're With You!

Cineplex patrons are people on the go, and Cineplex Mobile lets you keep up with them.

Our Top-20 app keeps pace with our busy guests, and allows our advertising partners to engage moviegoers by the millions.



CINEPLEX ONLINE — WEB + APP

Cineplex.com - A top entertainment website

8 MILLION
AVERAGE MONTHLY
UNIQUE VISITORS

25% A14+ REACH

41.6 MILLION
AVERAGE MONTHLY
PAGE VIEWS

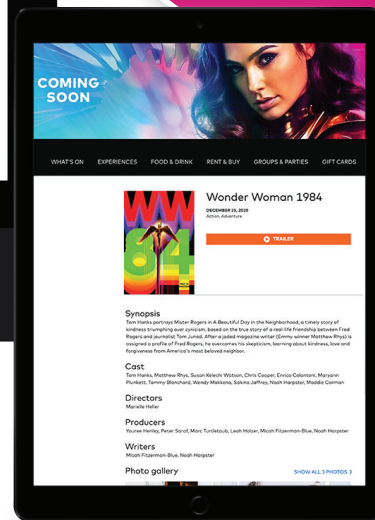
Cineplex Mobile - A Top Mobile App in Canada!

1.1 MILLION IOS & ANDROID
AVERAGE MONTHLY
UNIQUE VISITORS

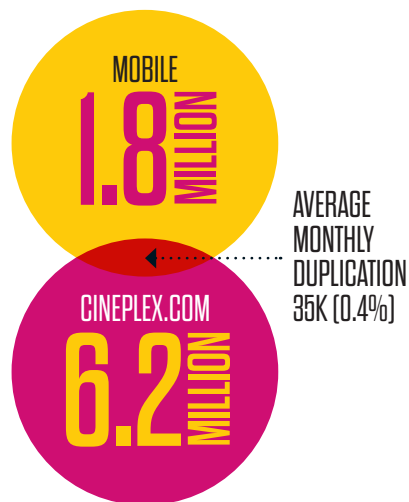
30% A14+ REACH

23 MILLION
AVERAGE MONTHLY
PAGE VIEWS

Source: Adobe Analytics, Cineplex.com web, any device, January to December 2019.
Reach based on Total Canada A14+



Cineplex Web - Most web visitors are mobile

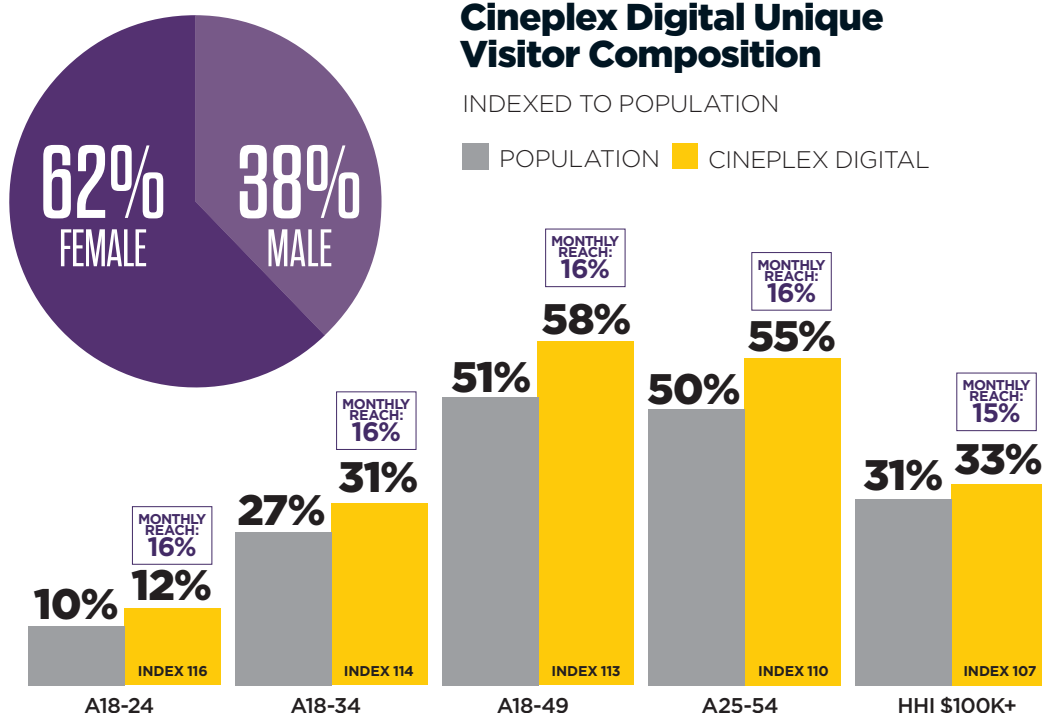


Source: Adobe Analytics, Cineplex.com web, any device, January to December 2019
Reach based on Total Canada A14+

Cineplex Digital Unique Visitor Composition

INDEXED TO POPULATION

■ POPULATION ■ CINEPLEX DIGITAL



Source: Vividata Metrica Fusion, Spring 2020, Total Canada, Cineplex web or app unique visitors in the past 28 days, Index based on population