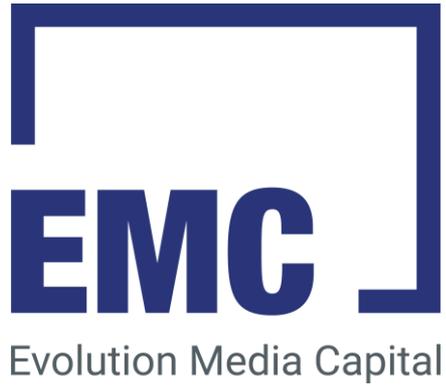


IMAX (IMAX) 2019 Q1 Earnings Summary

May 2019

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IMAX (IMAX) 2019 Q1 Earnings Summary

May 2019

IMAX Is Working Closely With Creative Talent To Help Enhance Blockbuster Content From The Onset

FILM TALENT

- **Much of the success with franchises like Avengers begins with their established relationships with creative talent behind the film**
 - Have become a key component of how filmmakers approach the conception of their creative vision
 - Laser focused on introducing more IMAX DNA into the world's biggest blockbusters
- **In a steady conversation with all sorts of creators at every studio on an ongoing basis**
 - Filmmakers are talking to them all the time about how to best utilize the format for what they are creating and how they can work with them

STUDIOS

- **Content creators are increasingly looking for ways to differentiate their work and broaden their consumer reach**
 - Only platform capable of distributing the highest quality immersive experiences globally and launching it in a differentiated experience
 - All of the studios have done a better job of integrating them into their marketing campaigns
- **Streaming services are still developing their strategies and are still relatively young in their development as content companies**
 - In discussions with streaming players who understand the value of creating big out-of-home events around the launch of original content

INTERNATIONAL

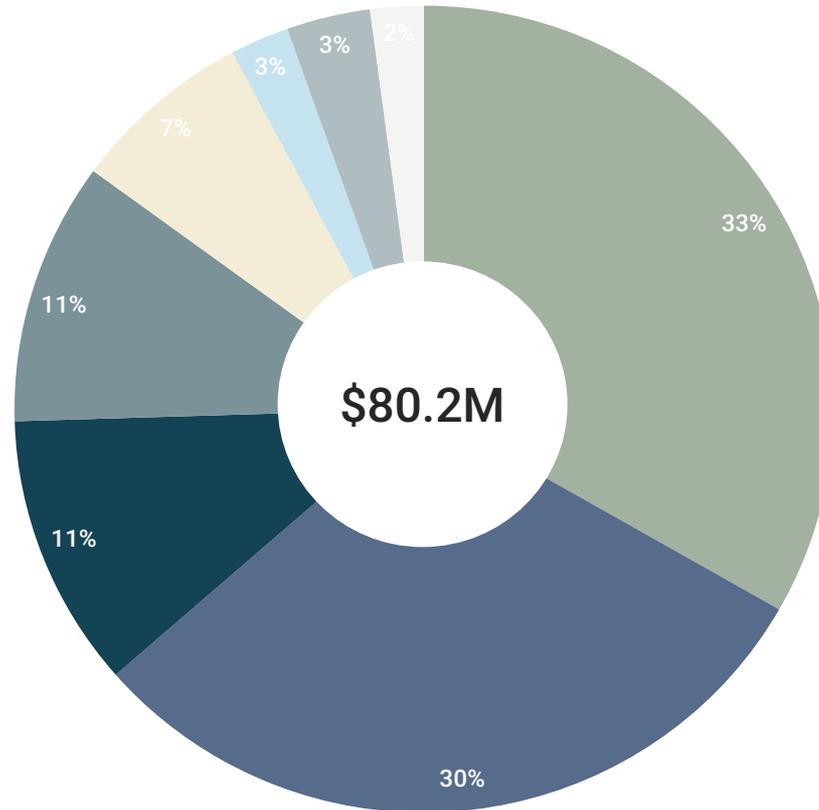
- **Box office in mainland China was up 34% in the first quarter, far surpassing the soft overall market.**
 - Refined programming strategy maximized box office returns and reduces scenarios where they miss key Chinese titles
 - Working more closely with key ticketing platforms such as Maoyan, to better market IMAX at the point-of-sale
- **Germany is another promising market, and a market where they significantly outperformed the industry last year**
 - First deal with an independent exhibitor in Germany where independent operators represent roughly 70% of the market

BOX OFFICE

- **Don't really compare themselves to the overall box office, but instead compare themselves with the blockbuster box office**
 - Strong international performance drove results, underscoring the significance of their footprint outside of North America
 - Have got multiple ways to make money on it, both from the studio side and then from the exhibitor side
- **Seeing similar numbers to the last Avengers but the increase in pricing is delivering very attractive growth in box office**
 - With the A-List program, subscribers can see up to 3 movies a week, and they believe that it is going to facilitate a lot of additional people going

Dynamic pricing and windowing can help increase monetization are the most popular tentpole franchises

As Content Becomes More Global, There Is An Emphasis Of Expanding Into New Territories



■ Greater China ■ United States ■ Asia (Excluding Greater China) ■ Western Europe ■ Rest of the World ■ Canada ■ Latin America ■ Russia & the CIS

Partnership with Maoyan in China will give them more insight into their audiences and guide their windowing strategies

Post-Production

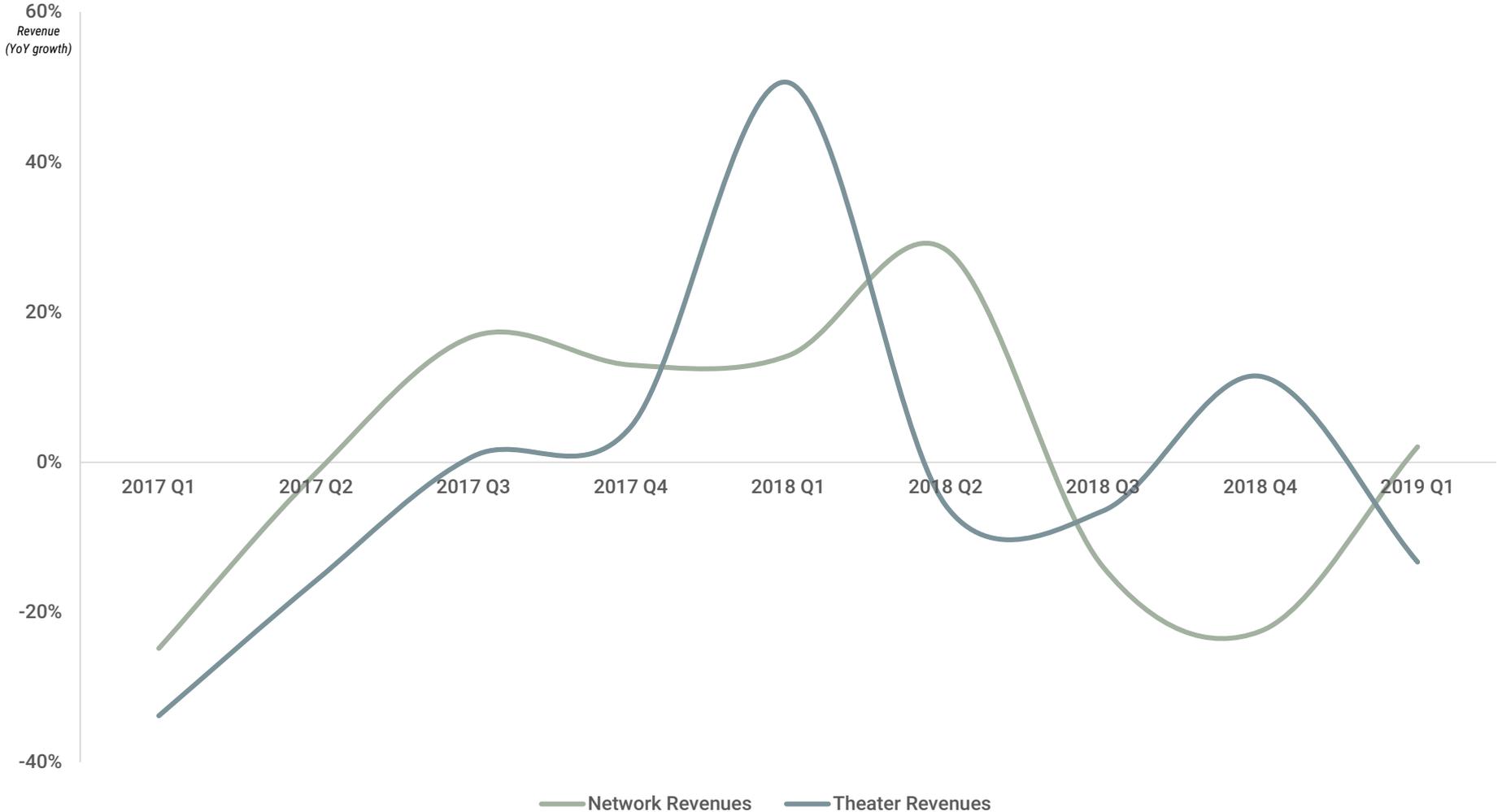


Success Of Post-Production Work Encourages Filmmakers To Start Collaborating Earlier On The Next Movie



New tech will be appealing to creative talent looking to further differentiate their content from the growing pool of video

After A Slow Q1, The Success Of Avengers Should Jumpstart The 2019 Slate Full Of Major Franchises



Exhibitors will look to enhance their big-screen experience options in order to command pricing premiums