

The IMAX logo is rendered in large, white, blocky letters with a slight 3D effect, set against a dark, starry space background. The letters are slightly shadowed, giving them a sense of depth.

IMAX

The phrase "— IS BELIEVING™ —" is written in white, blocky letters, matching the IMAX font style. It is flanked by two horizontal white bars. The background behind the text is a bright, hazy horizon over a dark sea.

— IS BELIEVING™ —



Sean Mitchell

Edward Whalen

Corinne Parkinson

Michael Adams

A blue-tinted view of Earth from space, showing the curvature of the planet and the atmosphere. The text "Best Movie Experience in the World" is overlaid in white.

Best Movie Experience in the World



Brazil



Russia



India



China

400 Screens



Brazil



Russia



India



China

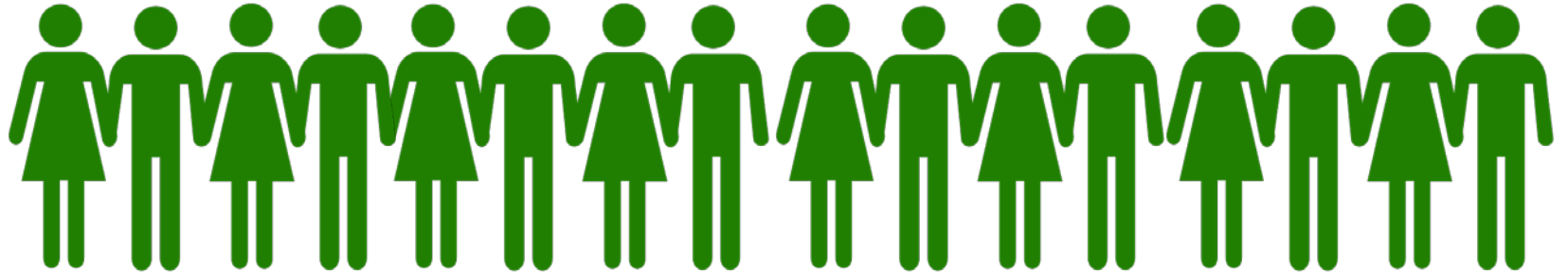


Brazil



China

IMAX[®]



Brazil 8,665,749



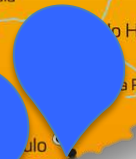
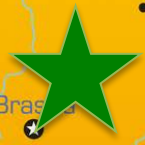
China 239,972.31



Brazil

Brasília

Porto Alegre



An aerial photograph of a city, likely Brasilia, featuring a prominent central tower and a large green park area. The city is surrounded by water bodies and other urban buildings. Three green rectangular boxes are overlaid on the image, each containing the name of a city: Brasilia, Curitiba, and Salvador.

Brasilia

Curitiba

Salvador

Theater Partnerships



Promotional Campaign



Rede Globo



Brazil National
Soccer Team



Series A
League







An aerial photograph of a city, likely Shenzhen, showing a dense urban landscape with numerous skyscrapers in the distance and a large, well-maintained green park area in the foreground. The park features winding paths and various green spaces. Three red rectangular boxes are overlaid on the image, containing the names of the cities: Foshan, Dongguan, and Shenzhen.

Foshan

Dongguan

Shenzhen



Theater Partnerships



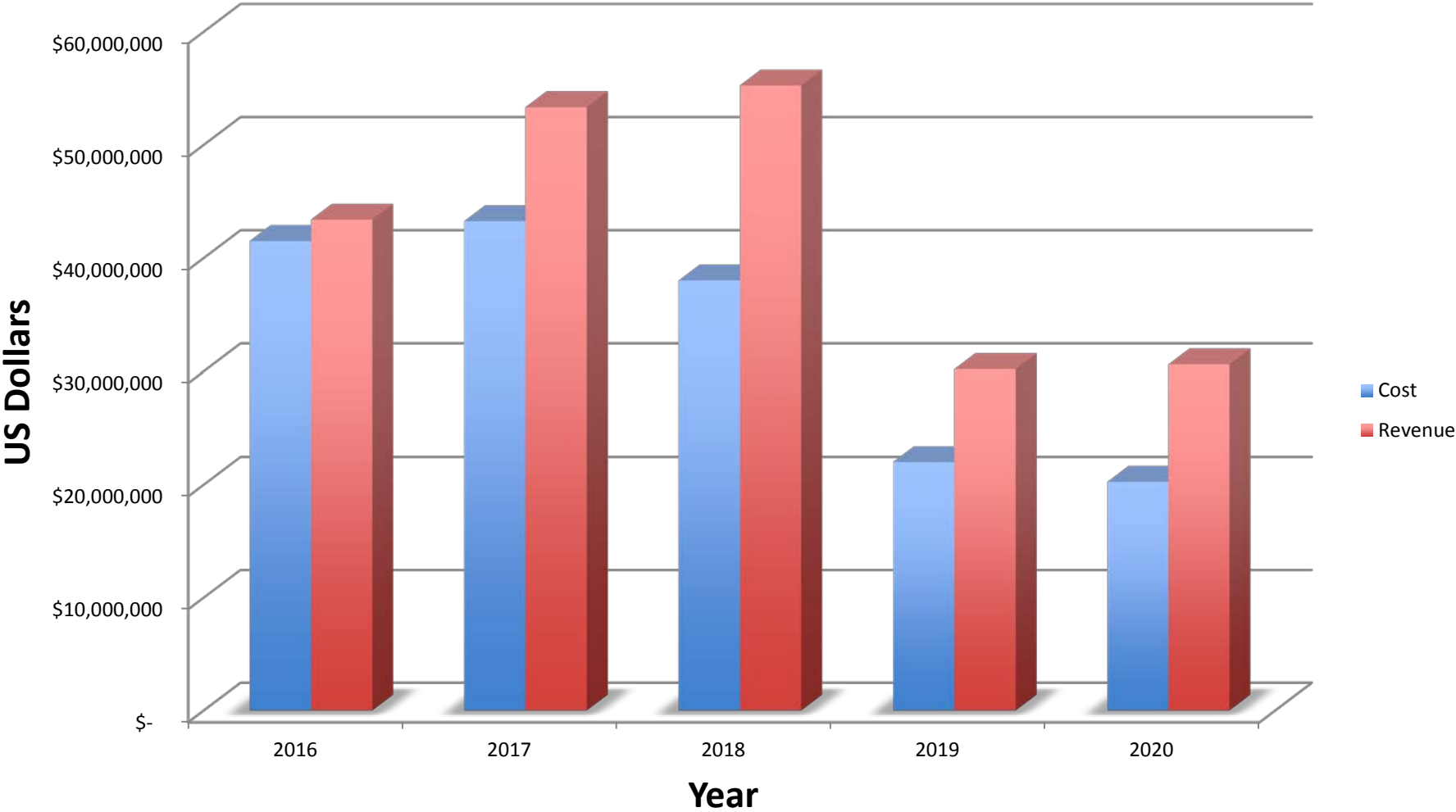
HBC
華誼兄弟影院



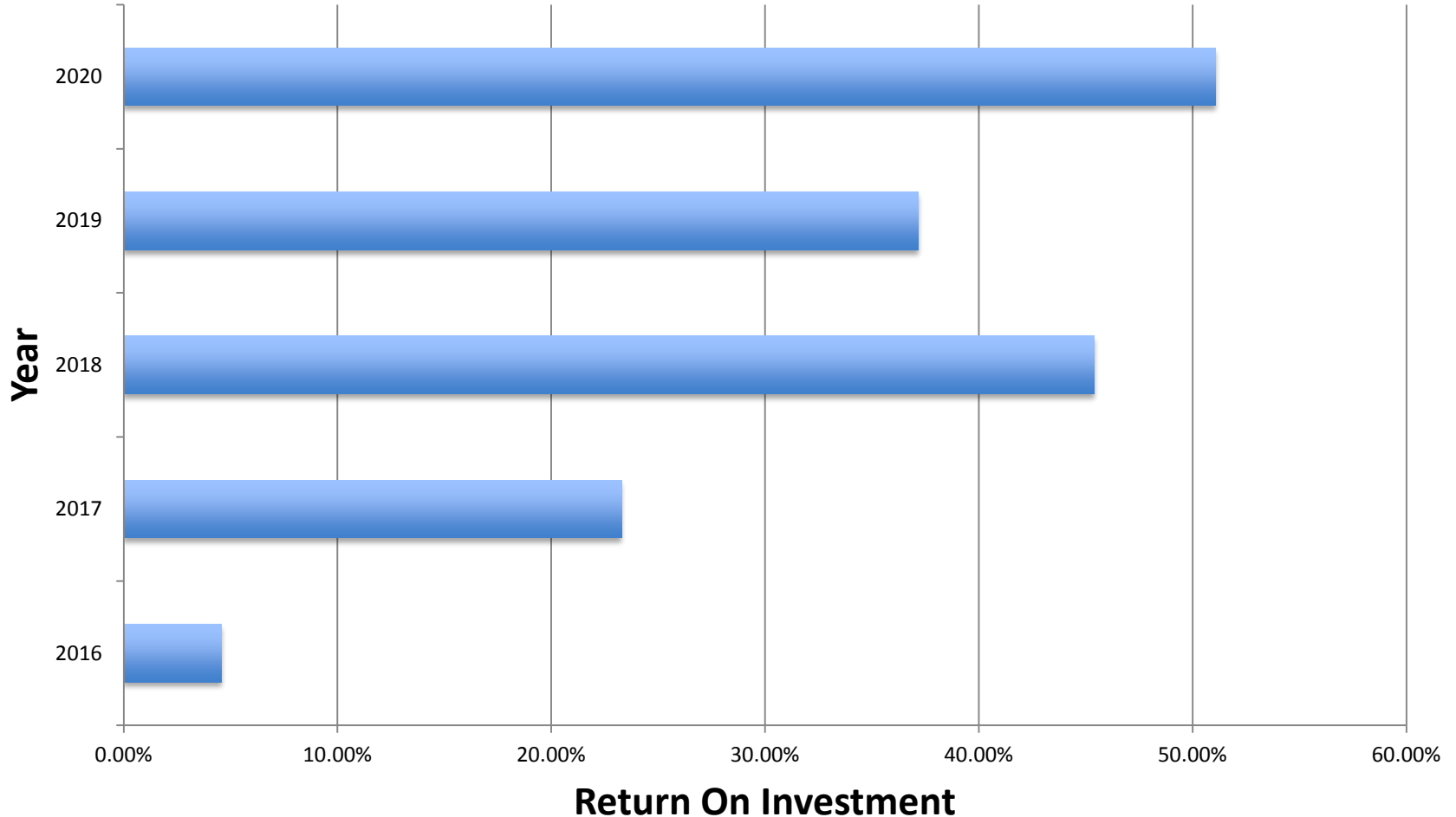
Promotional Campaign



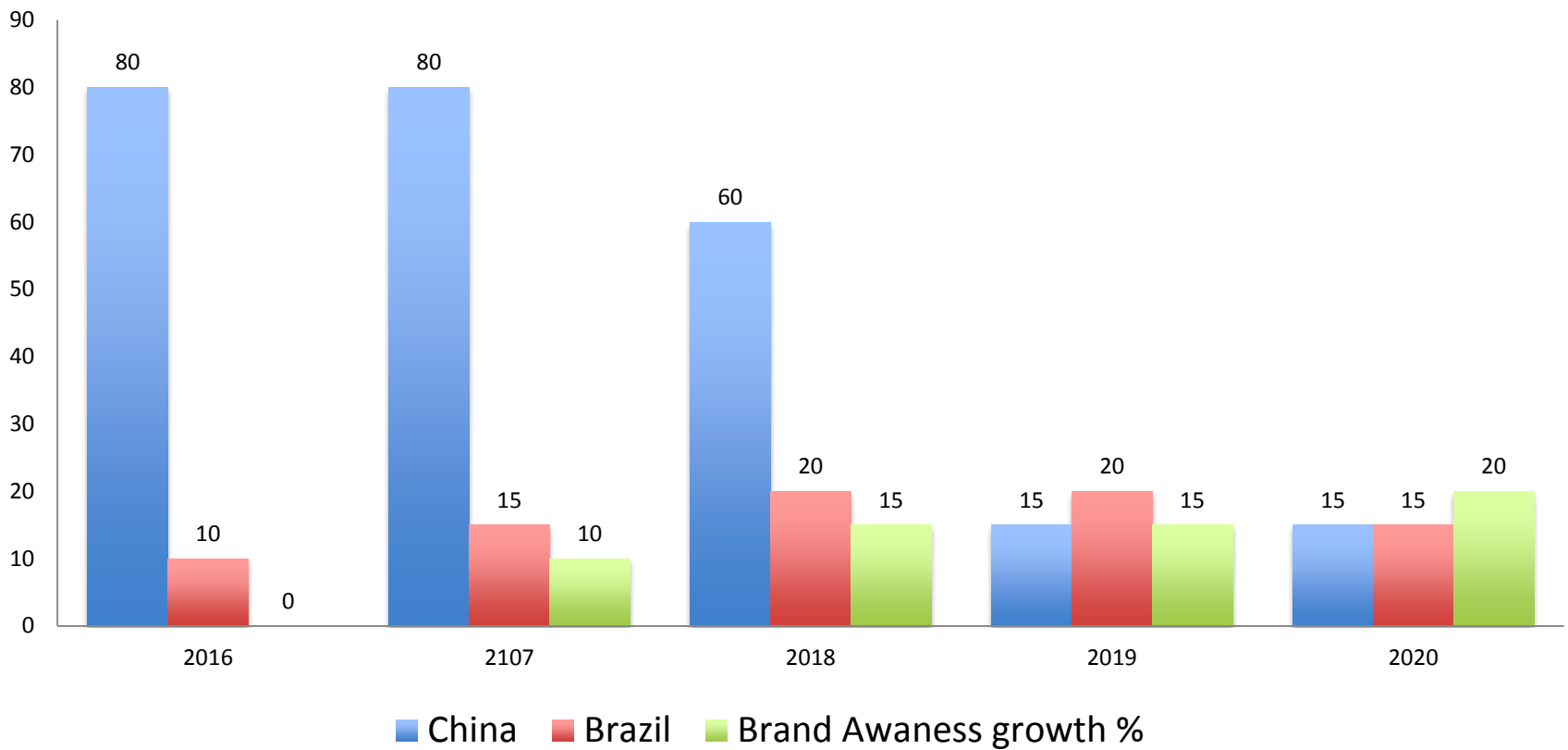
Projected Combined Cost and Revenue



Projected Return on Investment



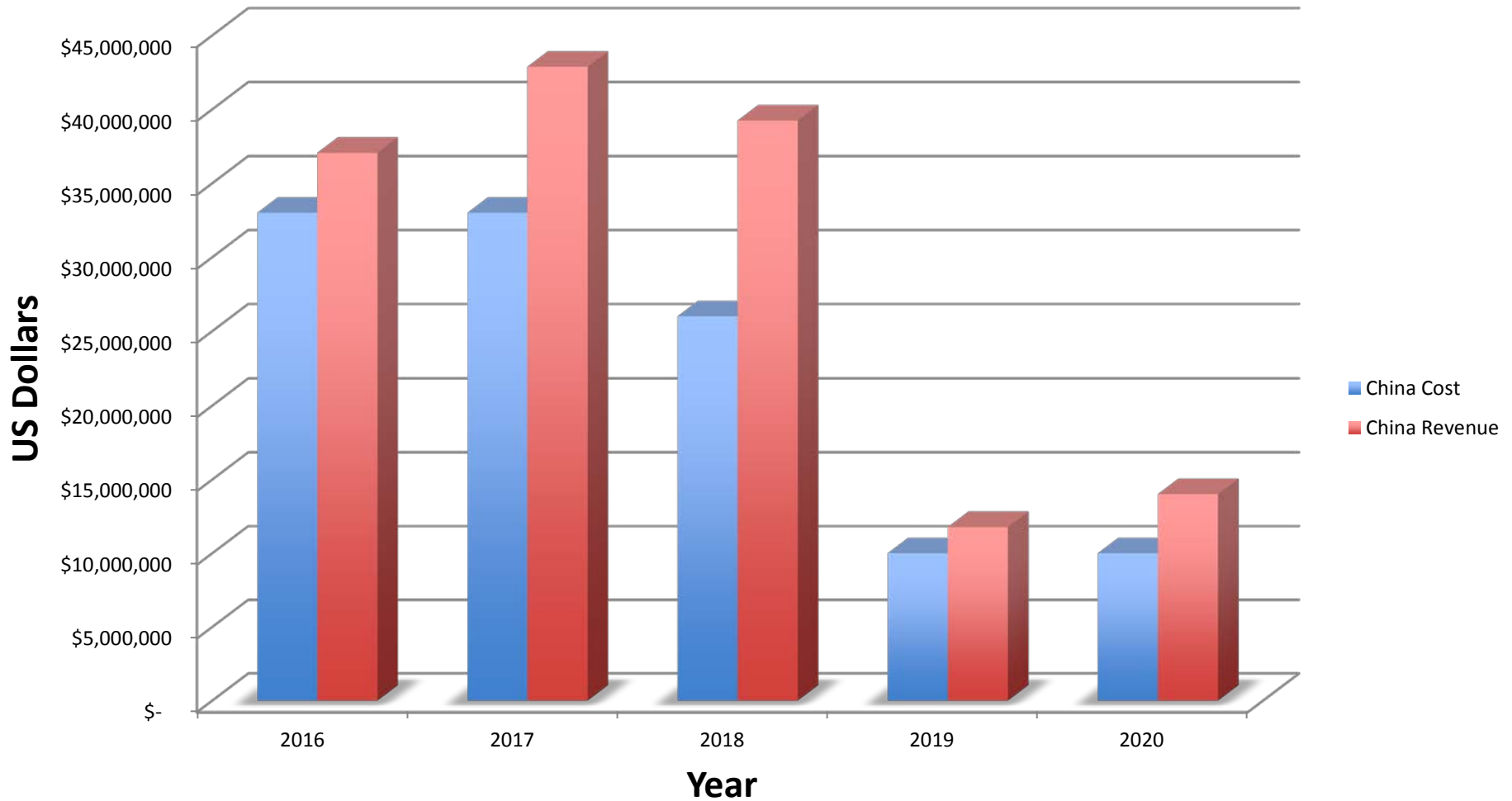
Number of Theaters





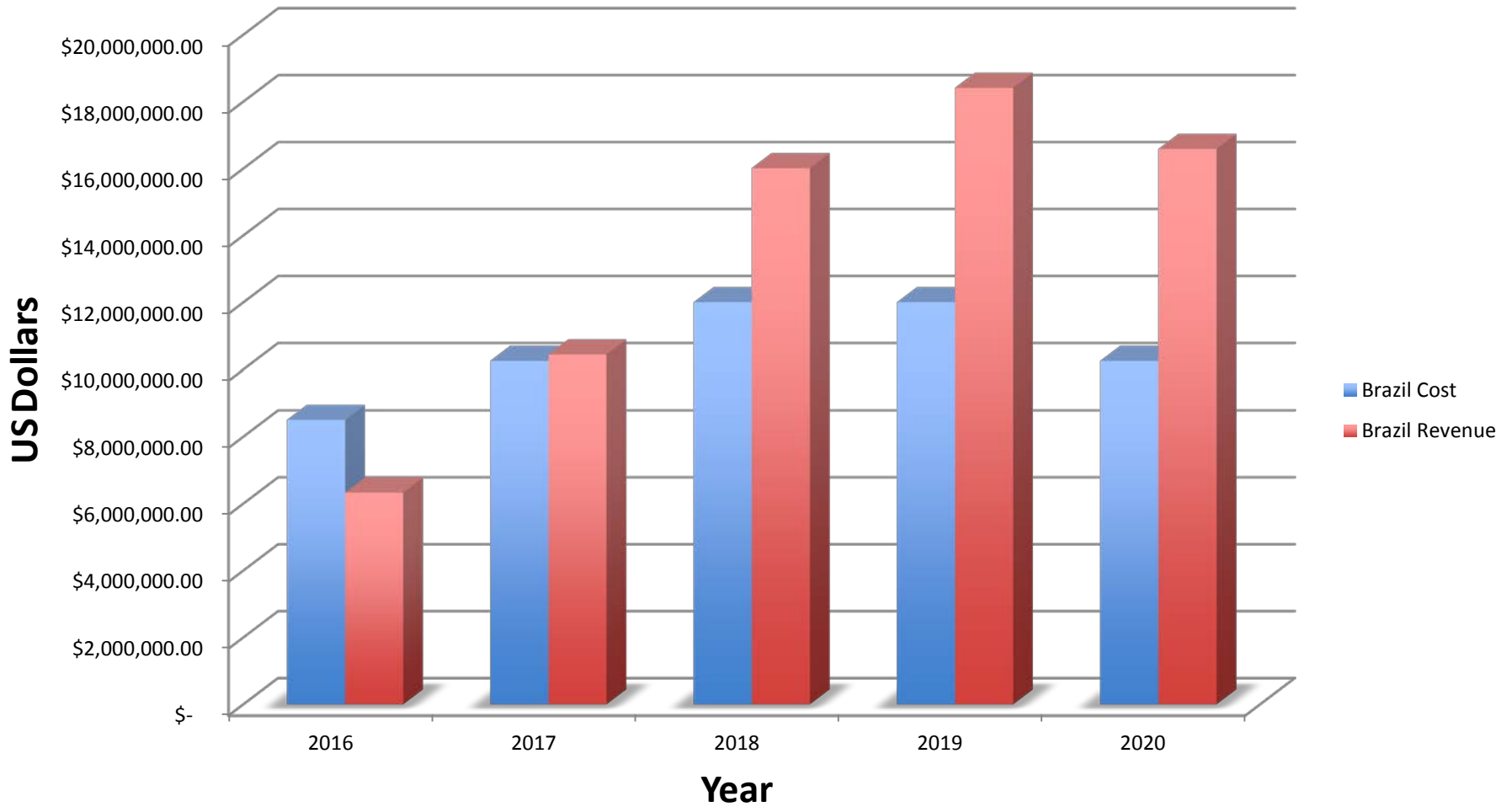
APPENDIX

CHINA



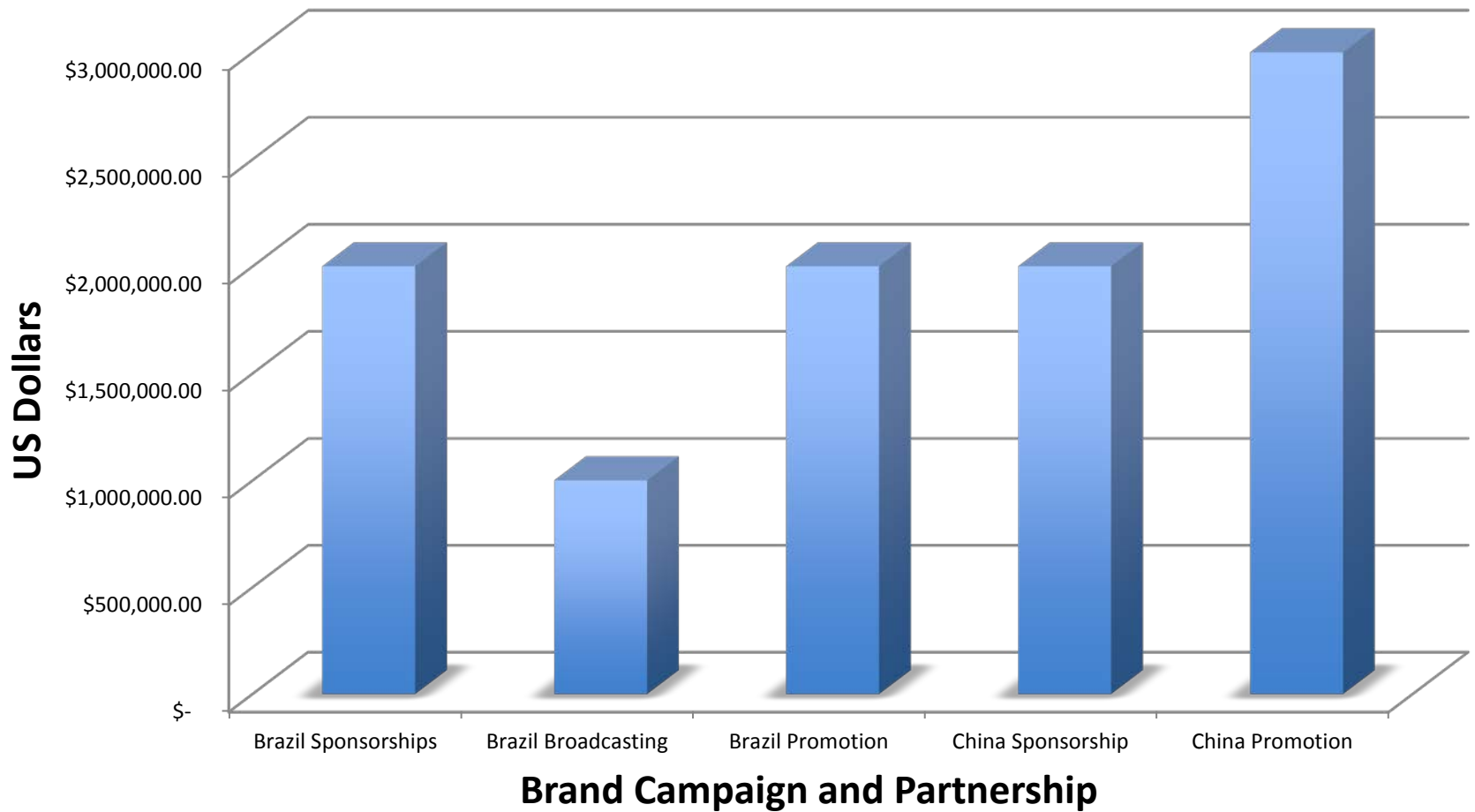
Brazil Cost and Revenue

BRAZIL



Marketing Campaigns

COST



Why not Russia?

Russian Ministers Call for Tax on Hollywood Films

By [Anastasia Bazenkova](#), [Peter Hobson](#) | Jun. 28 2015 20:19 | Last edited 20:20



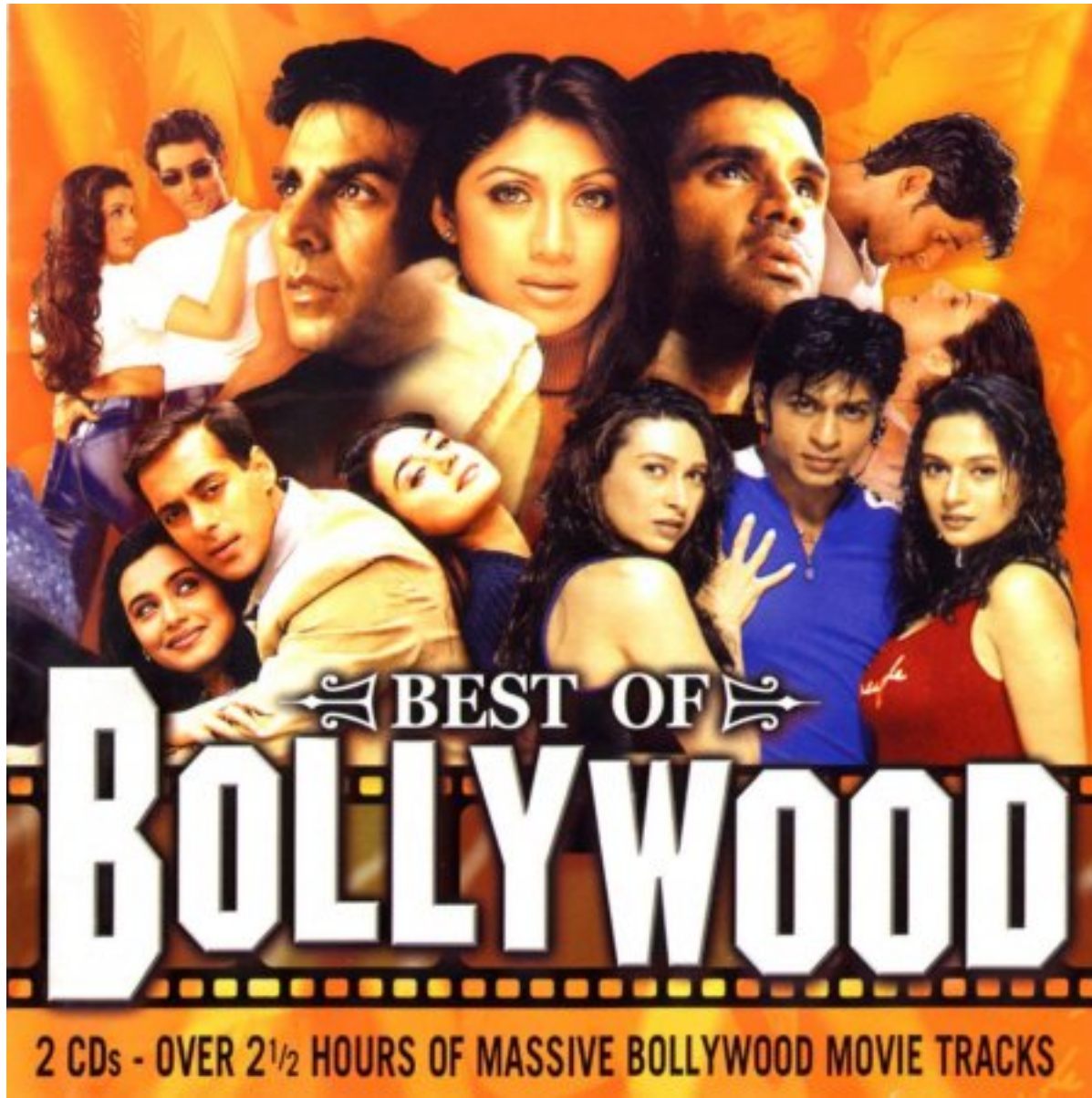
Andrei Makhonin / Vedomosti

U.S. blockbusters still blow local competitors out of the water in Russia, earning 80 percent of total box office revenue in the country.

Russia Cons

- Yuri Kara called for ban on U.S. films.
- Russia's population is expected decline.
- Lowest urban population expected percentage increase.
- Global tensions between the U.S. and Russia.
- In 2020 the total addressable market is only 49.49 million.

Why not India?



India Cons

- Lowest Hollywood Box Office share.
- Bollywood loyalty relative to Hollywood films.
- Estimated 4% of population is middle class and above.
- Ticket prices average \$2 - \$4, and IMAX prices are 4X that much.

Brasilia

