

The image features the IMAX logo in large, white, bold, sans-serif capital letters. The logo is centered horizontally and has a subtle drop shadow. The background is a landscape of layered mountain ranges in shades of dark blue and teal, with a clear sky above. The overall composition is clean and professional, typical of a corporate presentation slide.

IMAX

EXPANSION IN BRIC ECONOMIES

IMAX: BRIC EXPANSION AGENDA



Analysis



China



India

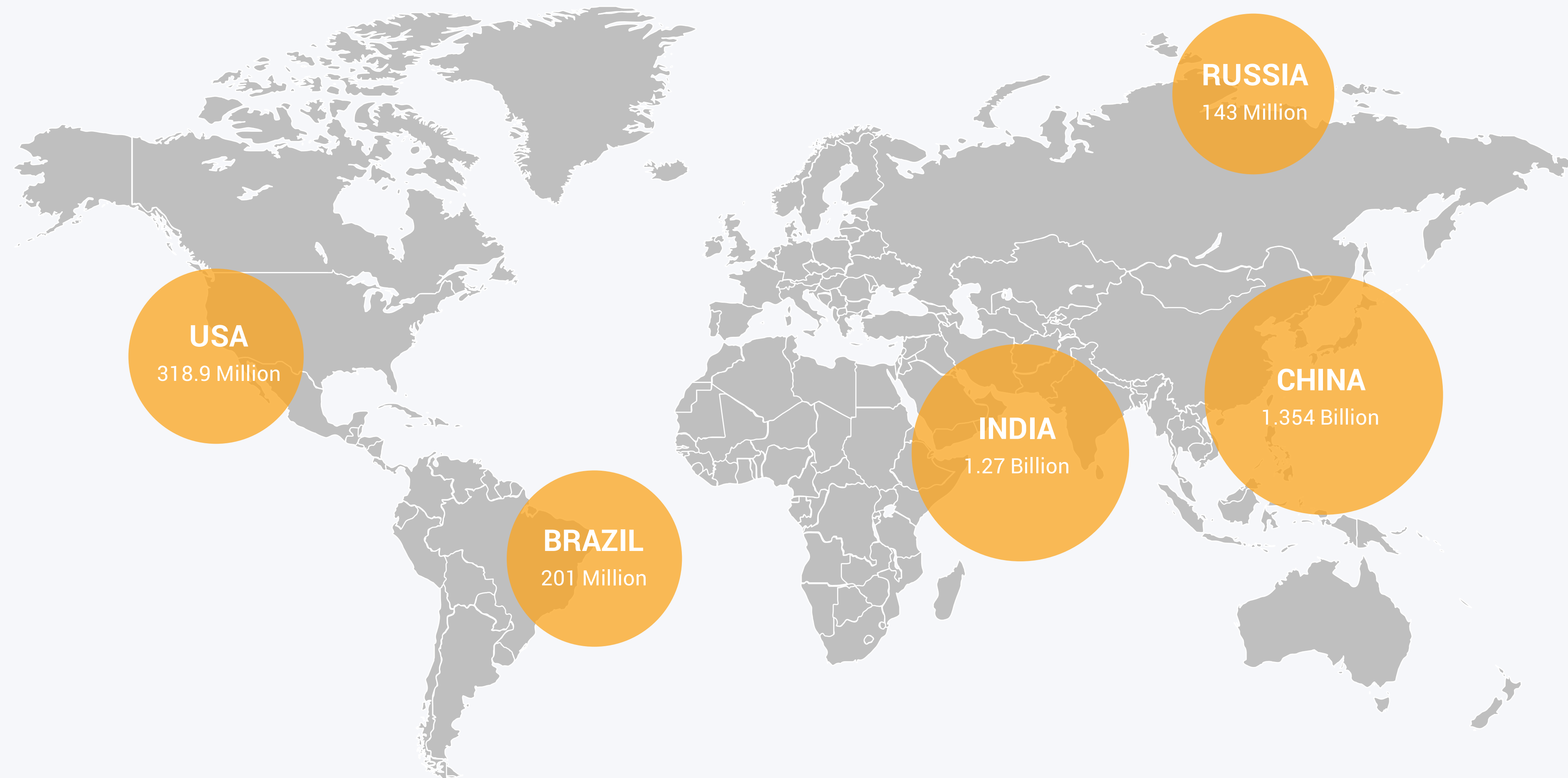


Revenue



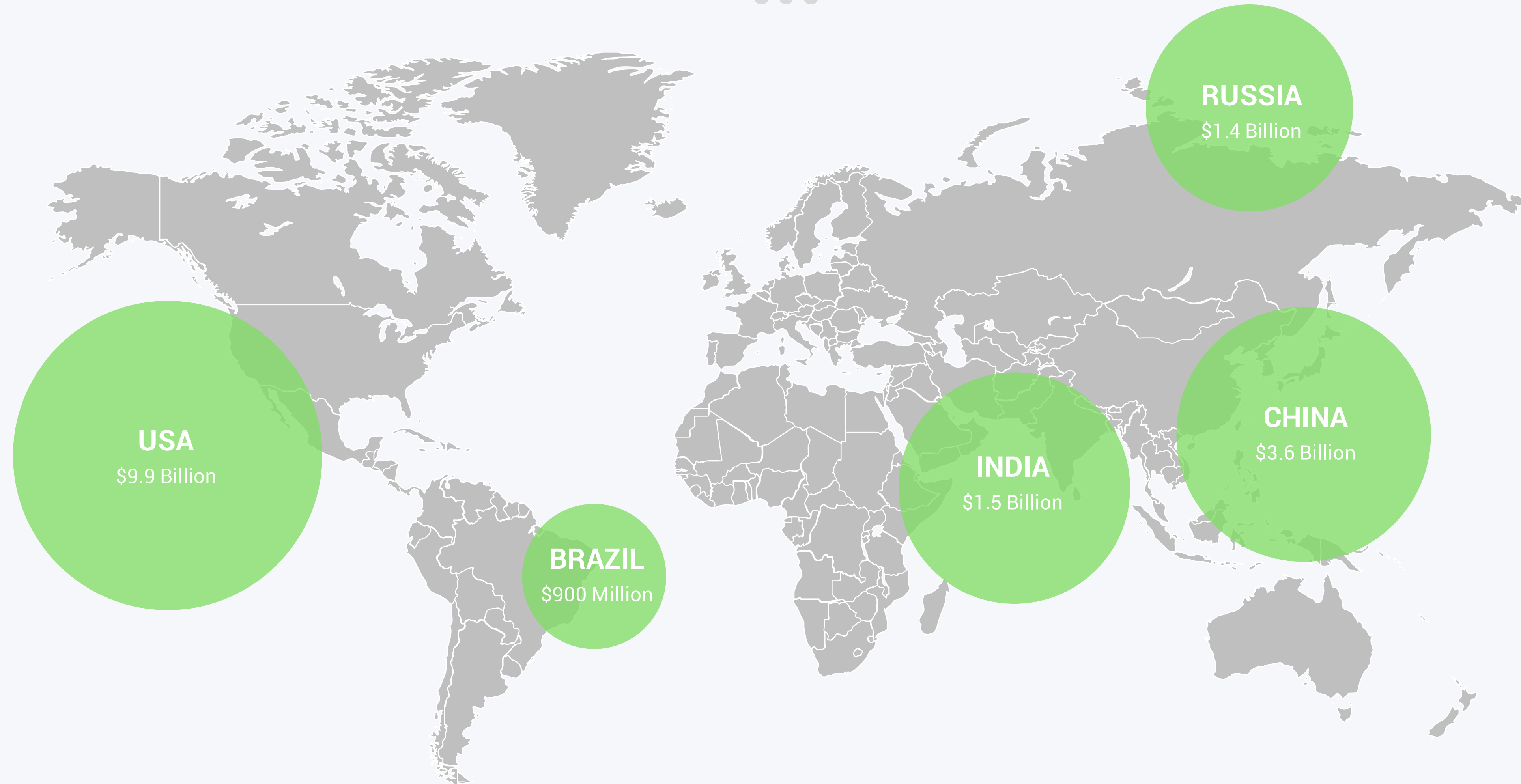
R&D

IMAX: BRIC EXPANSION POPULATION MAP



IMAX: BRIC EXPANSION

BOX OFFICE REVENUE MAP



IMAX: BRIC EXPANSION

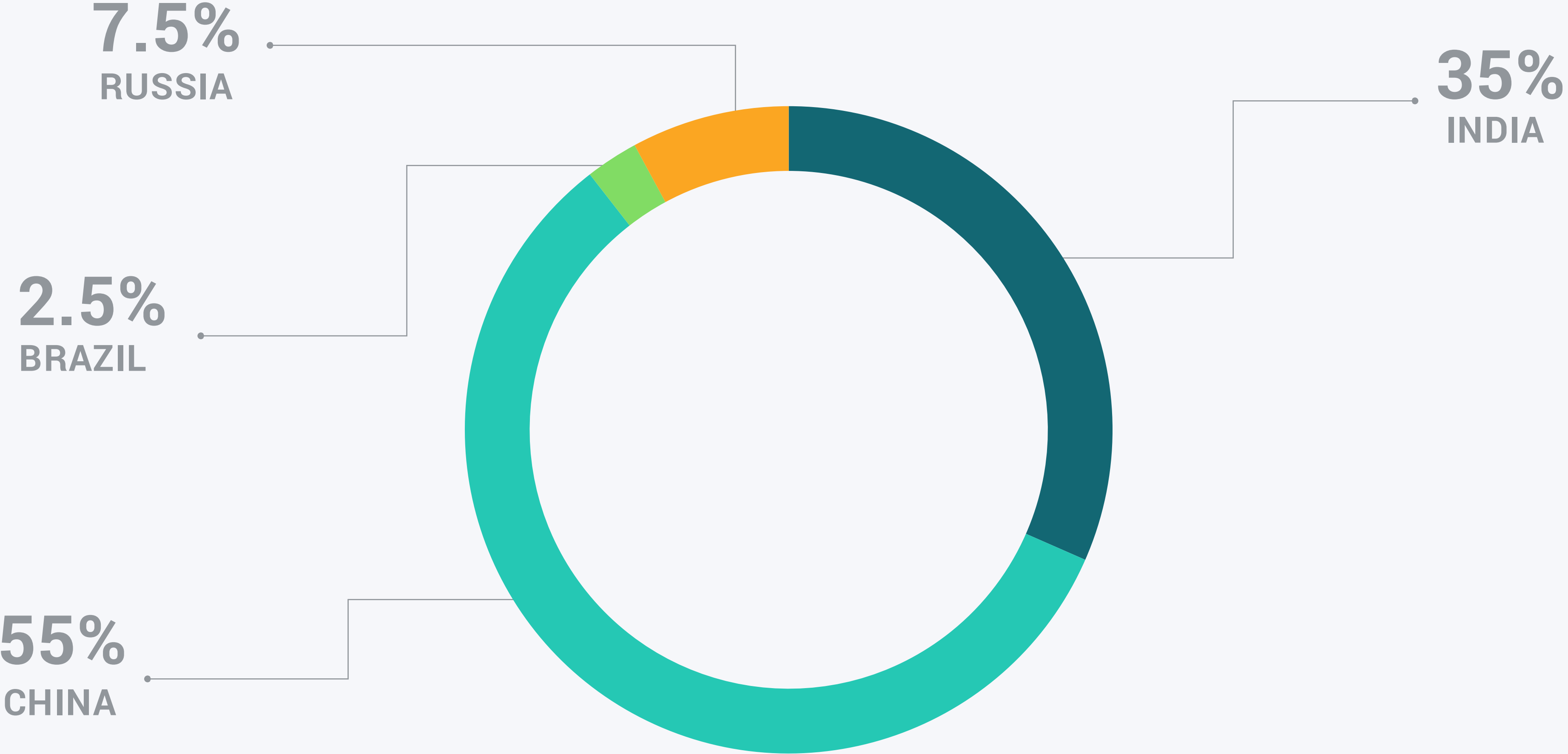
COUNTRY ANALYSIS



Country	 Population	 Middle/Upper Class Growth	 Urban Growth	 Government Acceptance	 Box Office Growth
Brazil	✓	✓		✓	✓
Russia	✓				✓
India	✓	✓	✓	✓	✓
China	✓	✓	✓	✓	✓

IMAX: BRIC EXPANSION

THEATER DISTRIBUTION





CHINA



IMAX: BRIC EXPANSION CHINA



Targeted Provinces for IMAX Expansion

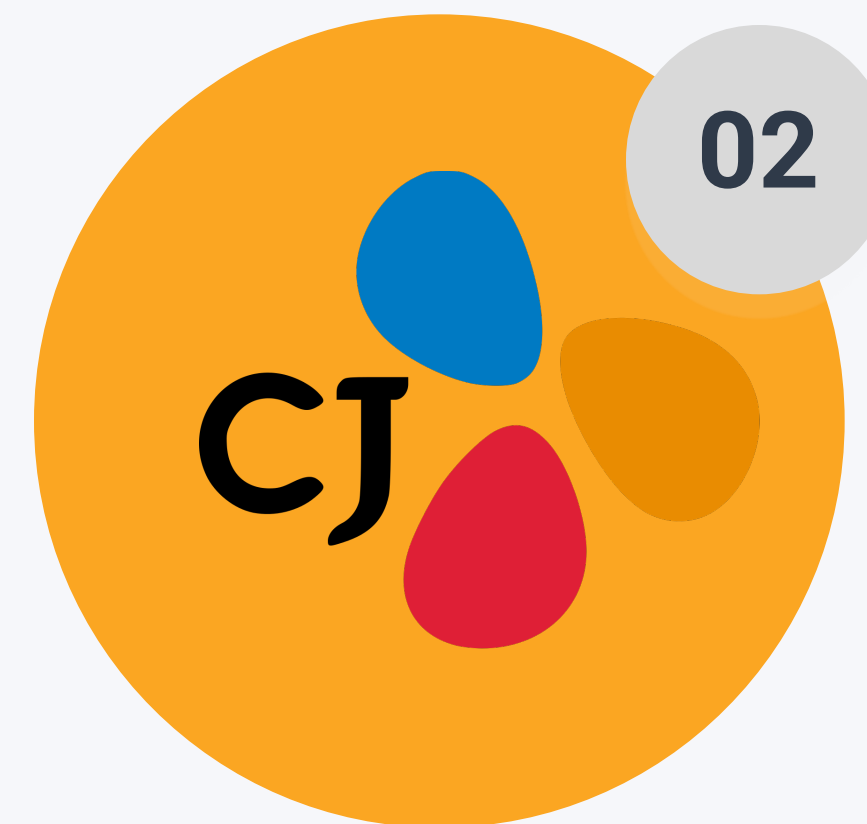
Provinces chosen represent the growing economic areas within China that provide a valuable solution for IMAX.



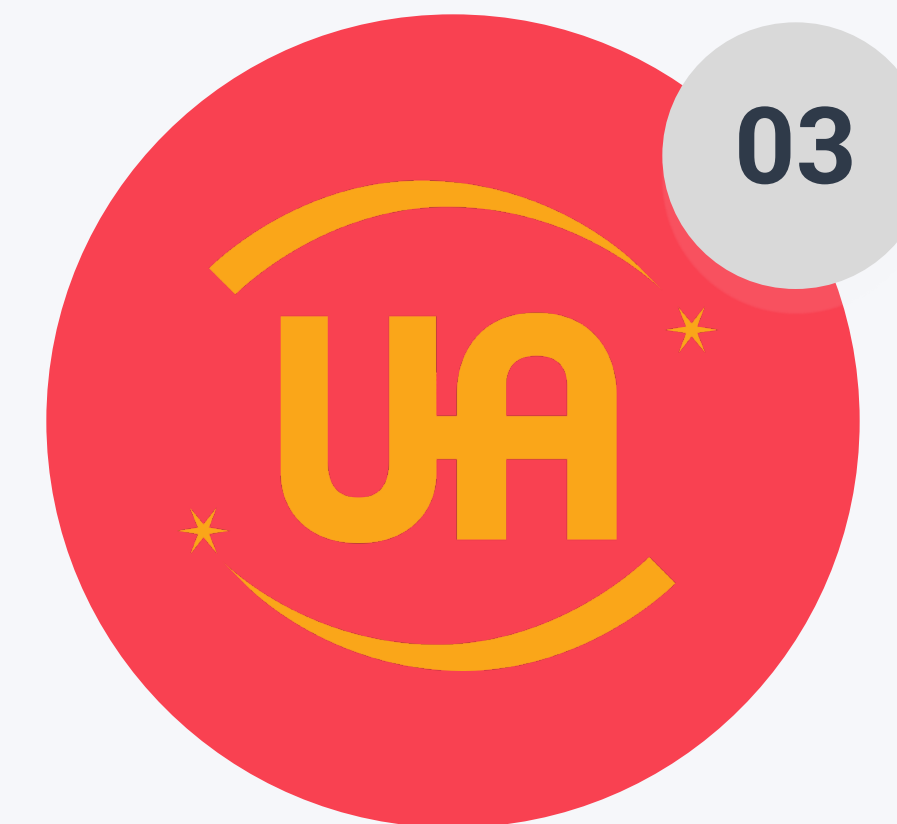
CHINA: PARTNERING THEATER COMPANIES



Wanda Cinemas



CJ CGV



UA Cinemas

PERSONAL THEATERS

CURRENT IMPLEMENTATION IN CHINA



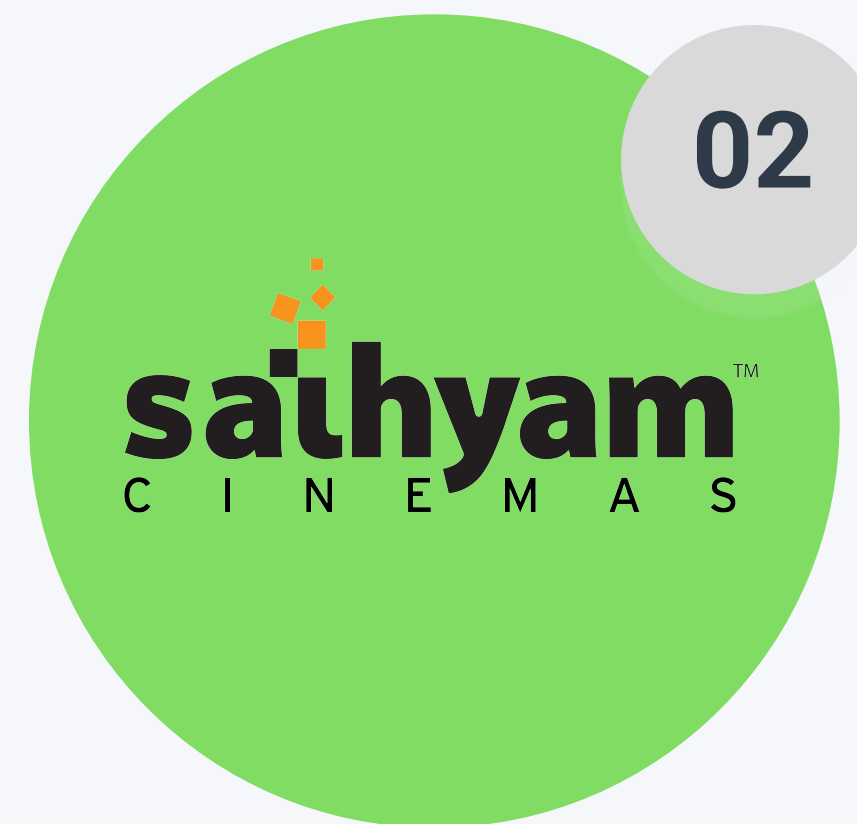
INDIA

IMAX: BRIC EXPANSION

INDIA: PARTNERING THEATER COMPANIES



PVR Cinemas



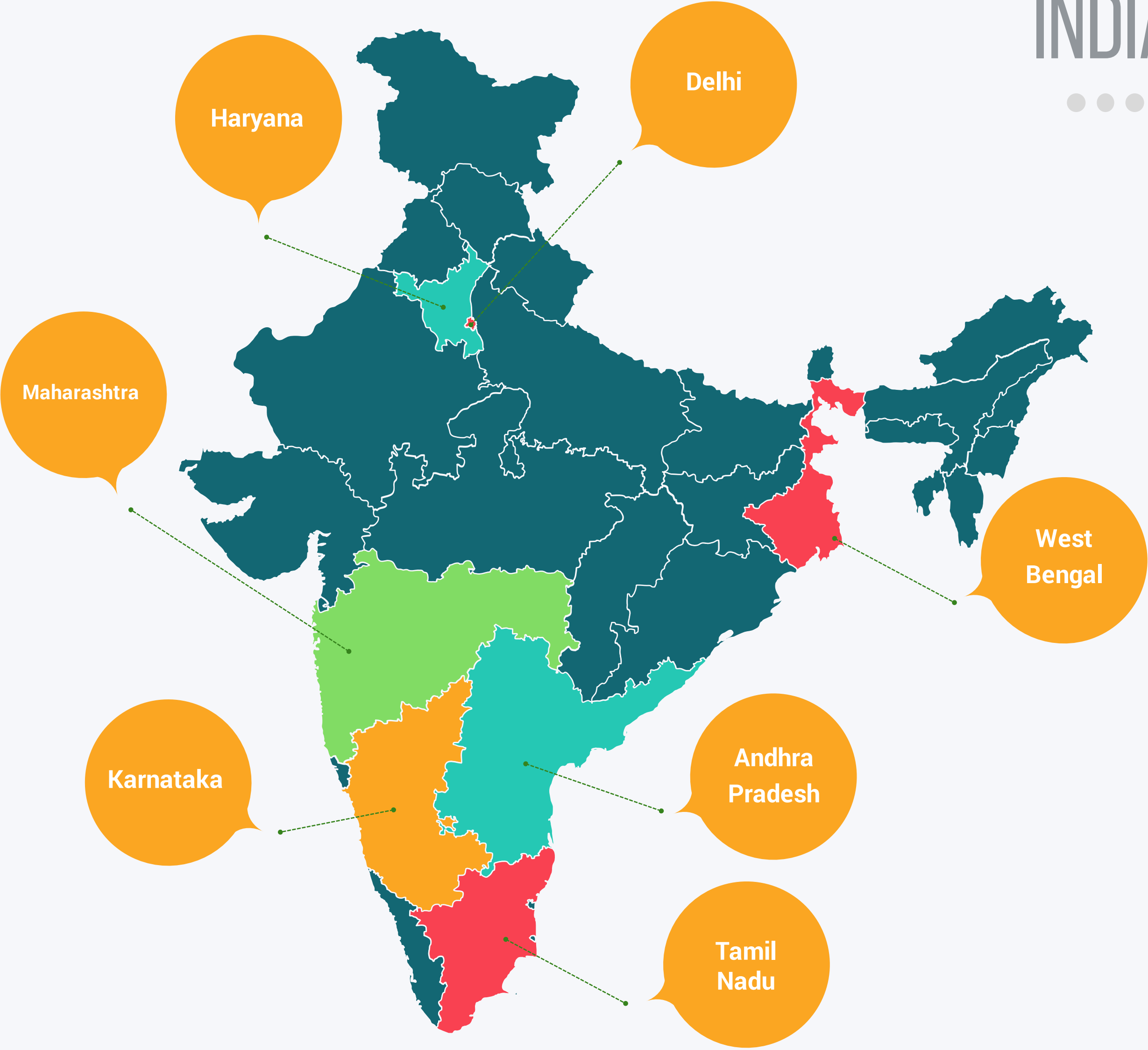
Sathyam Cinemas



INOX

IMAX: BRIC EXPANSION

INDIA



Targeted States for IMAX Expansion

Over 40 cities in India with over 1 million people

1500 multiplex theaters across the country

IMAX: BRIC EXPANSION

REVENUE PROJECTIONS FOR 2025



IMAX Revenue
Without Expansion



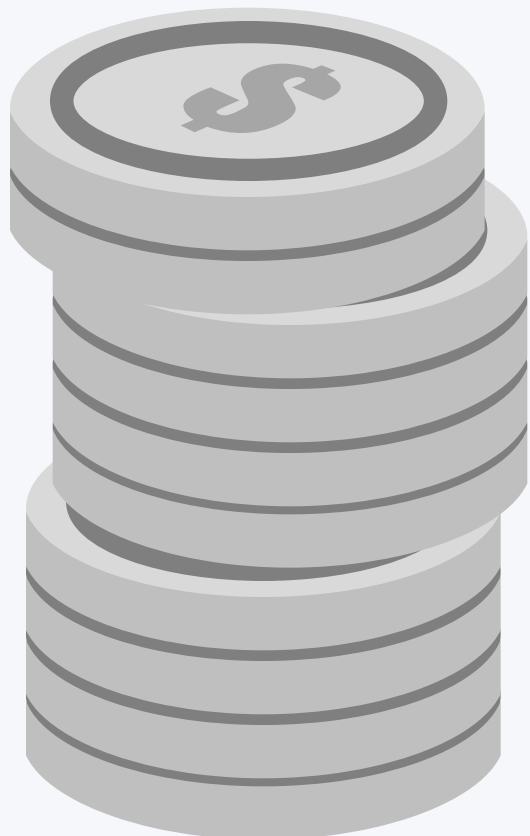
BRAZIL
\$16.3 Million



RUSSIA
\$52.5 Million



INDIA
\$14.4 Million



CHINA
\$576.5 Million

IMAX: BRIC EXPANSION

REVENUE PROJECTIONS FOR 2025

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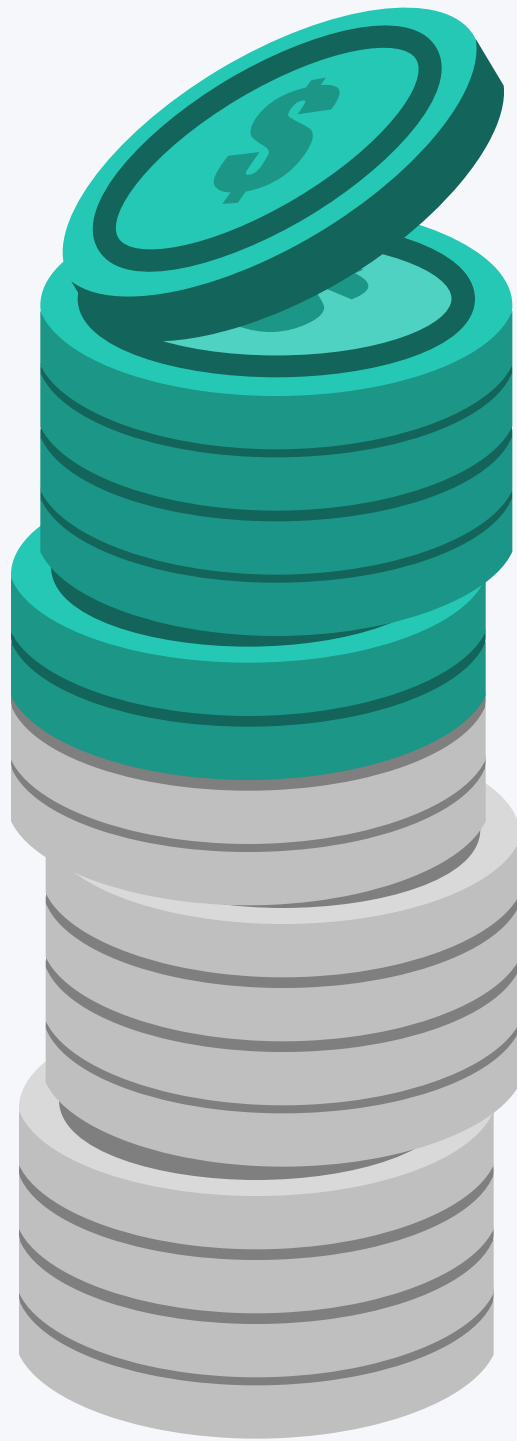
BRAZIL



RUSSIA



INDIA



CHINA

IMAX Revenue
Without Expansion

\$16.3 Million

\$52.5 Million

\$14.4 Million

\$576.5 Million

**Additional Revenue
From Expansion**

\$17.8 Million

\$51.4 Million

\$268.7 Million

\$492.8 Million

Total IMAX Revenue
with Expansion

\$34.1 Million

\$103.9 Million

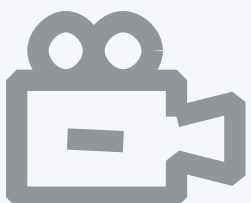
\$283.1 Million

\$1.07 Billion

IMAX: BRIC EXPANSIONS

R&D INVESTMENT RECOMMENDATIONS



40% 

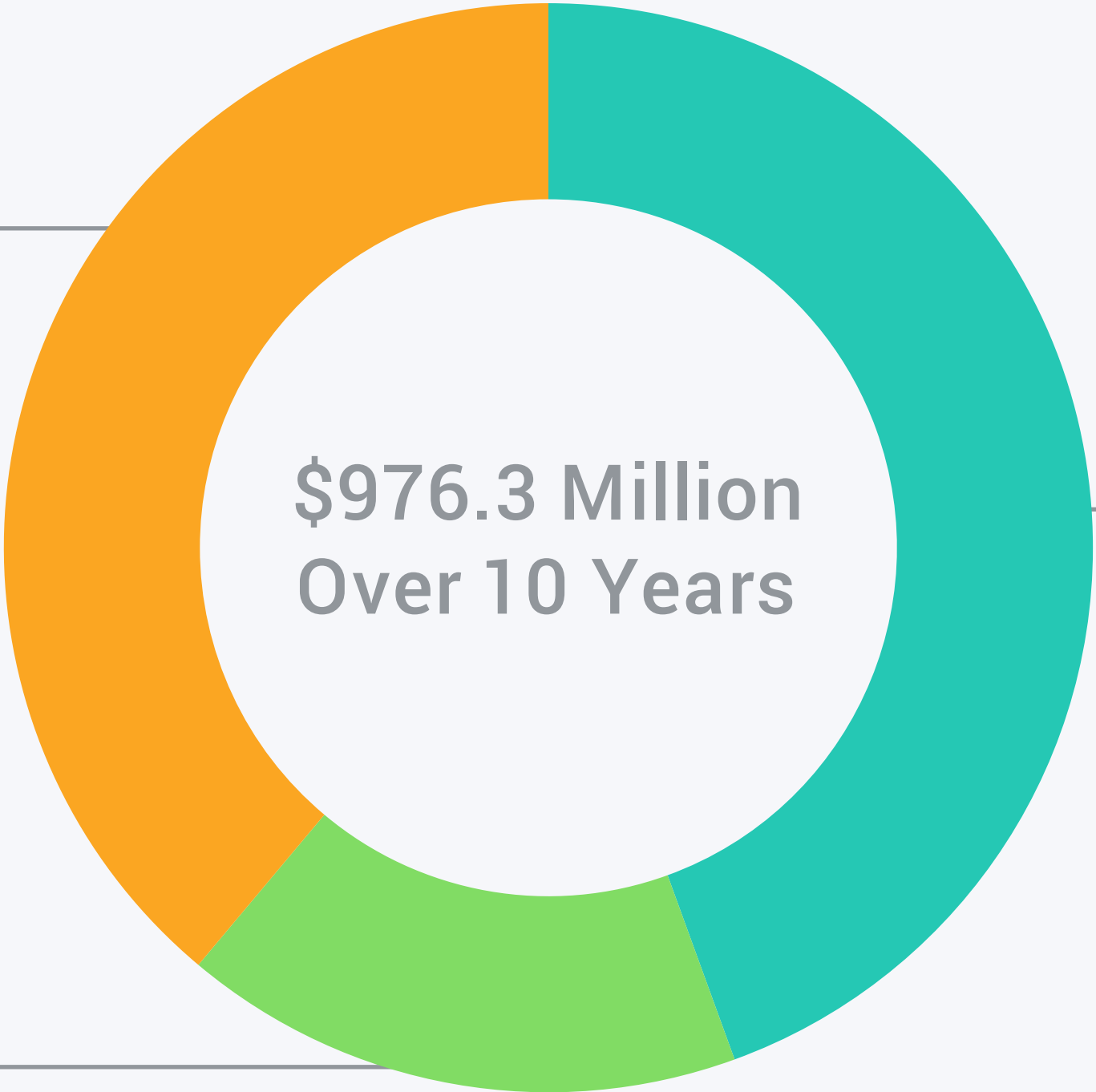
IMPLEMENTATION
EFFICIENCY

Lowering cost for conversion
Allow for larger expansion

15% 

IN-HOME IMAX
EXPERIENCE

Personal IMAX systems

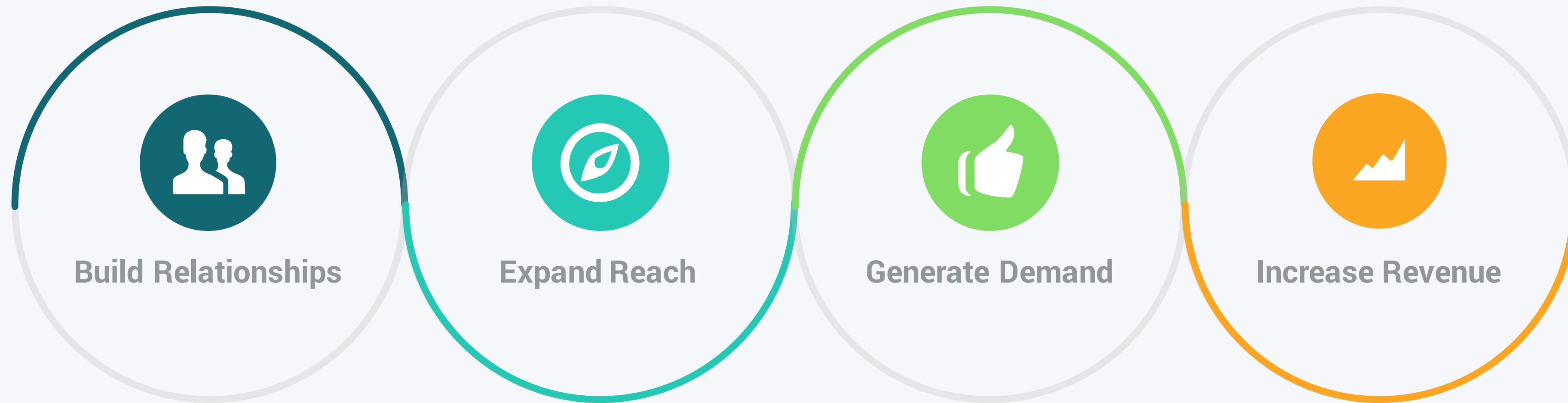


 35%

MOVIE WATCHING
EXPERIENCE

Ultra surround sound
Seat motion
Laser imagery

IMAX: BRIC EXPANSION SUMMARY





ANY QUESTIONS?

IMAX: BRIC EXPANSION

APPENDIX



DECISION MATRIX

POPULATION MAP

BOX OFFICE
REVENUE MAP

RECOMMENDED
DISTRIBUTION

CHINA MAP

CHINA PARTNERS

INDIA MAP

INDIA PARTNERS

PROJECTED
REVENUES

R&D INVESTMENTS

DETAILED REVENUE
PROJECTIONS

REVENUE
COMPARISONS

REVENUE
DIFFERENCES

SCREEN COSTS

DEMOGRAPHICS

PROMOTION



THANKS FOR WATCHING

IMAX: BRIC EXPANSION

REVENUE PROJECTIONS



Revenue Projections (\$ in thousands)					
	Year	China	Russia	India	Brazil
	2014	77587.96	13691.74	2808.56	3861.77
	2015	93105.55	15471.67	3257.93	4402.42
	2016	122331.93	18929.16	10528.00	5501.81
	2017	159225.54	23084.57	20120.72	6837.94
	2018	205632.82	28071.31	32606.87	8458.17
	2019	263823.30	34047.48	48682.83	10418.95
	2020	336583.41	41200.30	69196.46	12787.48
	2021	427330.70	49751.43	95178.27	15643.76
	2022	540252.75	59963.10	127878.74	19082.88
	2023	680476.05	72145.50	168812.91	23217.88
	2024	854271.19	86665.31	219813.84	28183.02
	2025	1069302.10	103955.89	283096.48	34137.67
Cost of Rev (2025)		457982.0907	44524.30914	121250.2237	14621.16491
Gross Profit (2025)		611320.01	59431.58	161846.26	19516.51

IMAX: BRIC EXPANSION

REVENUE COMPARISONS

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100 Screens per Country (\$ in thousands)				
Year	China	Russia	India	Brazil
2014	77587.96	13691.74	2808.56	3861.77
2015	93105.55	15471.67	3257.93	4402.42
2016	116547.24	22303.56	8599.77	9839.33
2017	145505.42	30851.76	15624.47	16865.58
2018	181225.68	41481.66	24743.56	25845.93
2019	225227.14	54630.60	36458.86	37220.68
2020	279361.41	70821.42	51381.12	51520.42
2021	345883.96	90678.48	70252.37	69383.55
2022	427540.72	114946.64	93972.71	91577.21
2023	527672.84	144513.68	123632.32	119022.00
2024	650343.74	180436.79	160549.82	152821.41
2025	800492.79	223973.88	206318.10	194296.71

No New Screens (\$ in thousands)				
Year	China	Russia	India	Brazil
2014	77587.96	13691.74	2808.56	3861.77
2015	93105.55	15471.67	3257.93	4402.42
2016	111726.66	17482.98	3779.20	5018.76
2017	134071.99	19755.77	4383.87	5721.38
2018	160886.39	22324.02	5085.29	6522.38
2019	193063.67	25226.14	5898.94	7435.51
2020	231676.41	28505.54	6842.77	8476.48
2021	278011.69	32211.26	7937.61	9663.19
2022	333614.03	36398.73	9207.62	11016.03
2023	400336.83	41130.56	10680.84	12558.28
2024	480404.20	46477.53	12389.78	14316.44
2025	576485.04	52519.61	14372.14	16320.74

IMAX: BRIC EXPANSION

REVENUE DIFFERENCE



Total Revenue (\$ in thousands)		
Year	Planned	Equal
2016	157290.90	157289.90
2017	209268.76	208847.23
2018	274769.18	273296.83
2019	356972.56	353537.28
2020	459767.65	453084.36
2021	587904.15	576198.36
2022	747177.47	728037.27
2023	944652.34	914840.83
2024	1188933.37	1144151.77
2025	1490492.15	1425081.49
Total	6417228.52	6234365.33
Difference	182863.20	
Per Year	18286.32	

IMAX: BRIC EXPANSION

SCREEN COSTS



Costs of New Screens											
Country	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Total
China	9317.00	10248.70	11273.57	12400.93	13641.02	15005.12	16505.63	18156.20	19971.82	21969.00	148488.99
Russia	1270.50	1397.55	1537.31	1691.04	1860.14	2046.15	2250.77	2475.85	2723.43	2995.77	20248.50
India	5929.00	6521.90	7174.09	7891.50	8680.65	9548.71	10503.59	11553.94	12709.34	13980.27	94492.99
Brazil	423.50	465.85	512.44	563.68	620.05	682.05	750.26	825.28	907.81	998.59	6749.50

IMAX: BRIC EXPANSION

R&D COSTS

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\$976.3 Million
Over 10 Years

R&D Cost (\$ in thousands)											
2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
16096.00	20500.37	26109.92	33254.41	42353.86	53943.21	68703.77	87503.27	111446.92	141942.30	180782.17	230249.85

IMAX: BRIC EXPANSION

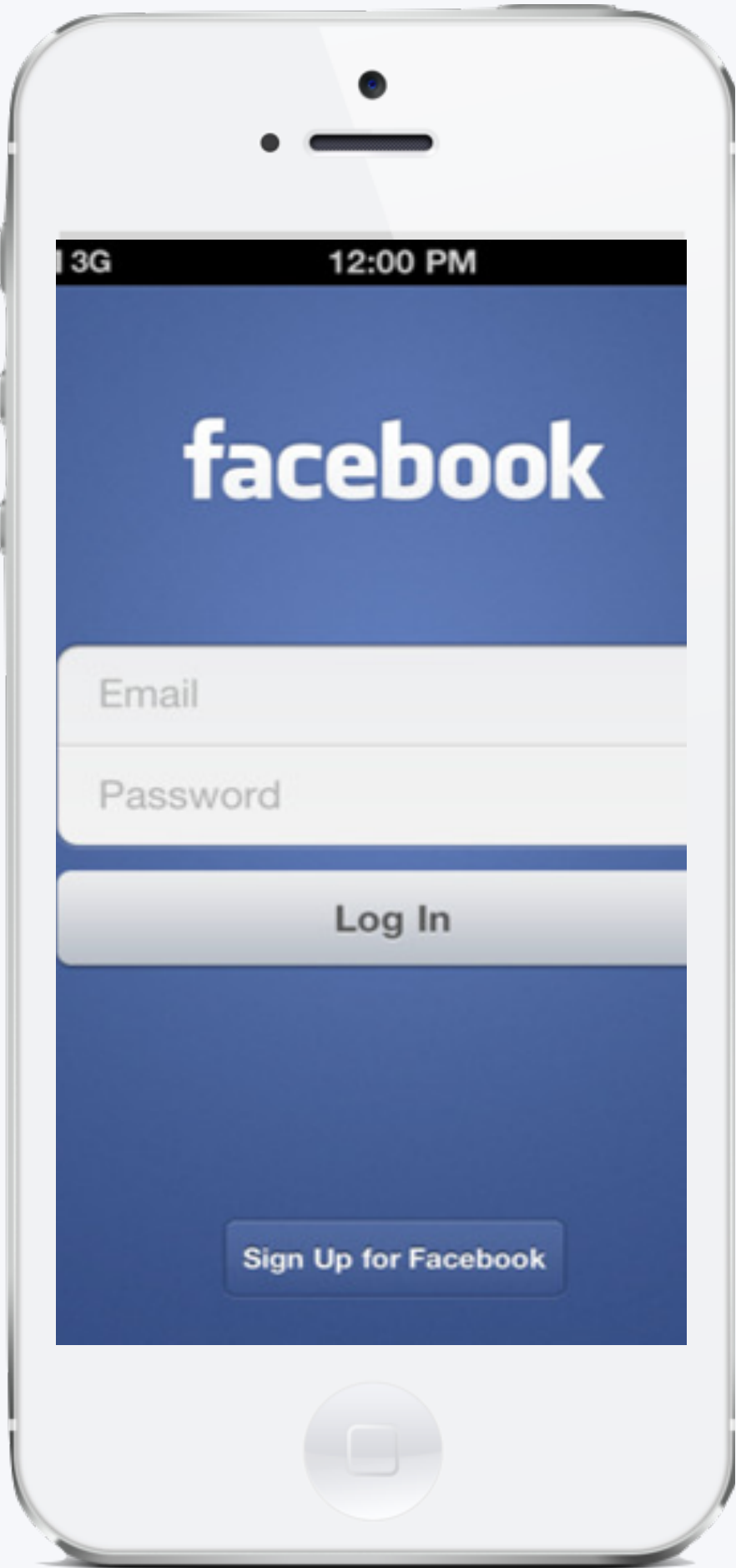
BRIC DEMOGRAPHICS



Population (2013-2020)					
Country	Middle and Upper Class % increase	Urban % increase	2020 Overall (millions)	Middle and Upper Class % (2020)	Middle/Upper Class # in millions (2020)
Brazil	56.4%	2.7	211	35%	73.85
China	65.8%	17.1	1433	49%	700.02
India	105.6%	17.6	1353	33%	446.49
Russia	16.9%	2.0	140	86%	120.40

IMAX: BRIC EXPANSION

PROMOTIONAL STRATEGY



Growing Mobile Market

Expand theater partnership through local social media

Percent of Traffic on Mobile

