



IMAX Stomps to Biggest Domestic Opening in Over a Year with \$4.5 Million for "Godzilla vs. Kong"

April 4, 2021

Monster Hit Sells Out Over 1,000 IMAX Shows in North America and Continues its Reign Globally, with China Achieving Franchise Best IMAX Box Office

NEW YORK, April 4, 2021 /PRNewswire/ -- IMAX (NYSE: IMAX) scored its biggest domestic opening weekend in more than a year as "Godzilla vs. Kong" earned \$4.5 million on 284 screens. Over 1,000 domestic IMAX shows were sold-out over the 5-day opening, nearly 25% of all IMAX showtimes over that period. Globally, the Warner Bros. and Legendary Pictures' monster hit continued to smash expectations, earning \$13 million this weekend across all markets.



"Godzilla vs. Kong" has emerged as a symbol of the enduring strength of the theatrical experience for blockbuster filmmaking, delivering great box office even with many theatres still closed and significant capacity restrictions," said Rich Gelfond, CEO of IMAX. "Make no mistake — this film has become a global event because it received a global theatrical release, and the phenomenal pipeline of tentpole films ahead have the chance to capitalize on the same opportunity."

Despite capacity limitations of up to 25% in North America, a particularly challenging environment for IMAX given its theatre design, and a day-and-date release on streaming, "Godzilla vs. Kong" now stands as IMAX's best domestic opening since January 2020. IMAX screens accounted for 9.3% of the overall weekend box office domestically. Notably, many capacity restrictions including the 25% limit in California are planned to be eased in the coming weeks.

The film continued its success globally, earning another \$6.5 million since Wednesday in China while reaching a 10-day cume of \$18 million, over 13% of the nationwide box office and the highest 10-day cume of the Godzilla and Kong franchise ever for IMAX in China. The China cume to-date is already nearly double the final IMAX China box office for "Kong: Skull Island" and "Godzilla: King of the Monsters".

The impressive results follow a pandemic-best opening internationally for the film last week, with some markets increasing their IMAX box office over last weekend's openings. IMAX has earned \$28 million across all markets globally for the film to-date, 10% of the overall total.

"Godzilla vs. Kong" will continue its run in IMAX through April 21 in domestic markets and mid-to-late April in most international markets including China, with openings in Brazil and Japan, scheduled for April 29 and May 14, respectively.

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX theaters to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of December 31, 2020, there were 1,650 IMAX theater systems (1,562 commercial multiplexes, 12 commercial destinations, 76 institutional) operating in 84 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970."

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