



## HOYTS Cinemas and IMAX Expand Partnership with Ten New IMAX with Laser Locations Across Australia and New Zealand

April 29, 2026

### ***Largest IMAX Agreement Ever in Australia to Nearly Double the Company's Footprint in the Region***

NEW YORK--(BUSINESS WIRE)--Apr. 29, 2026-- IMAX Corporation (NYSE: IMAX) and HOYTS Cinemas, Australia's number one cinema chain with more than 30% of national admissions, today announced an agreement for ten new state-of-the-art IMAX® with Laser locations across Australia and New Zealand. The deal will significantly expand the companies' existing partnership – reignited last year with an agreement for four new IMAX cinemas – nearly doubling the IMAX footprint in Australia.

In total, IMAX's footprint with HOYTS will grow from four locations today to fourteen in the coming years. At least three new locations will open before the end of 2026, with the additional locations opening throughout 2027 and 2028.

HOYTS Group CEO and President Damian Keogh said the agreement marks a significant step forward in the partnership with IMAX® and their ongoing focus in delivering world-class cinema experiences to their guests across Australia and New Zealand.

"Expanding our IMAX footprint will give more audiences access to one of the most immersive and technologically advanced cinema experiences. This investment reflects our continued focus on innovation and ensuring HOYTS remains at the forefront of premium cinema," Damian said.

"This second agreement with HOYTS within a year highlights the accelerating momentum we're seeing across Australia and reinforces the strength of IMAX in the market," said Giovanni Dolci, Chief Commercial Officer, IMAX. "Australia is one of our highest-performing markets globally, where demand for IMAX has outstripped our footprint. Together with HOYTS—an outstanding partner with a strong track record of delivering premium cinema experiences—we're moving quickly to meet that demand and bring the IMAX Experience to more audiences."

IMAX has seen explosive growth in Australia, expanding from just one location in 2022 to ten today, with another fourteen in backlog inclusive of this agreement. In 2025, the IMAX footprint more than doubled in the country, with six new locations opening across Melbourne, Sydney, and Perth—most ahead of the premiere of "Avatar: Fire and Ash," the second-best IMAX title ever in the market.

Last year also marked the best-ever performance at the box office for IMAX Australia, delivering a record AUD \$18.6 million (\$12.1m USD) in box office. Australia has consistently ranked among the top markets for IMAX in recent years and is currently ninth overall in 2026. That strength continues this year, with three locations – including HOYTS Chadstone – ranking among the top 30 IMAX locations worldwide. The market is also seeing strong momentum with *Filmed For IMAX* titles – "Project Hail Mary" notched the second-biggest opening weekend ever for IMAX in Australia and ranks among the top 10 IMAX titles ever in the market. The momentum will continue with the upcoming 2026 *Filmed For IMAX* slate, which includes Warner Bros. "Mortal Kombat II" and Disney/Lucasfilm's "Star Wars: The Mandalorian and Grogu" in May.

The new HOYTS IMAX locations will be equipped with IMAX with Laser, IMAX's most advanced cinema experience. Developed from the ground up for maximum immersion, IMAX with Laser delivers crystal-clear 4K images, precision audio, and state-of-the-art projection technology, setting a new standard for moviegoing. The system features a groundbreaking optical engine, custom-designed lenses, and proprietary IMAX technology that delivers brighter images, deeper contrast, and the widest range of colors exclusively to IMAX screens.

### **About HOYTS**

Since opening the doors of its first cinema in 1909, HOYTS has gone on to become one of the world's leading entertainment companies, with more than 500 screens and over 59,000 seats across the network. Today, HOYTS is the largest single-brand movie exhibitor in Australia and New Zealand.

### **About IMAX Corporation**

IMAX (NYSE: IMAX) is a global leader in entertainment technology, delivering immersive cinematic experiences through proprietary software, architecture, and projection systems. Filmmakers, studios, and artists worldwide use IMAX to connect with audiences at scale, making its network one of the most powerful platforms for blockbuster events and entertainment.

Headquartered in New York, Toronto, and Los Angeles, IMAX operates 1,864 systems across 91 countries and territories as of December 31, 2025. IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trades on the Hong Kong Stock Exchange under stock code "1970." IMAX and related marks are trademarks of IMAX Corporation. For more information, visit [www.imax.com](http://www.imax.com).

View source version on [businesswire.com](https://www.businesswire.com/news/home/20260429224824/en/): <https://www.businesswire.com/news/home/20260429224824/en/>

#### **HOYTS Media**

Karen Black  
Soda Communications  
E: [karen.black@sodacommunications.com.au](mailto:karen.black@sodacommunications.com.au)  
M: +61406383186

Emily Stojcevski  
Soda Communications  
E: [emily@sodacommunications.com.au](mailto:emily@sodacommunications.com.au)  
M: +61409 552 913

#### **IMAX**

Investors:  
Jennifer Horsley  
[jhorsley@imax.com](mailto:jhorsley@imax.com)

Media:  
[comms@imax.com](mailto:comms@imax.com)

Source: IMAX