



2017 Guidance

As of February 23, 2017

Forward-Looking Statements

This presentation contains forward looking statements that are based on IMAX management's assumptions and existing information and involve certain risks and uncertainties which could cause actual results to differ materially from future results expressed or implied by such forward looking statements. All statements other than statements of fact could be deemed forward-looking, including, without limitation, references to future capital expenditures (including the amount and nature thereof), business and technology strategies and measures to implement strategies, competitive strengths, goals, expansion and growth of business, operations and technology, plans and references to the future success of IMAX Corporation together with its consolidated subsidiaries (the "Company") and expectations regarding the Company's future operating, financial and technological results. These forward-looking statements are based on certain assumptions and analyses made by the Company in light of its experience and its perception of historical trends, current conditions and expected future developments, as well as other factors it believes are appropriate in the circumstances. However, whether actual results and developments will conform with the expectations and predictions of the Company is subject to a number of risks and uncertainties, including, but not limited to, risks associated with investments and operations in foreign jurisdictions and any future international expansion, including those related to economic, political and regulatory policies of local governments and laws and policies of the United States and Canada; risks related to the Company's growth and operations in China; the performance of IMAX DMR films; the signing of theater system agreements; conditions, changes and developments in the commercial exhibition industry; the impact of exchange rate fluctuations; the potential impact of increased competition in the markets within which the Company operates; competitive actions by other companies; the failure to respond to change and advancements in digital technology; the Company's largest customer accounting for a significant portion of the Company's revenue and backlog; risks related to new business initiatives; conditions in the in-home and out-of-home entertainment industries; the opportunities (or lack thereof) that may be presented to and pursued by the Company; risks related to cyber-security; risks related to the Company's inability to protect its intellectual property; general economic, market or business conditions; the failure to convert theater system backlog into revenue; changes in laws or regulations; and other factors, many of which are beyond the control of the Company. These factors, other risks and uncertainties and financial details are discussed in IMAX's most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. The Company undertakes no duty to update any forward-looking statements.

IMAX- 2017 Guidance (as of February 23, 2017*)

Core Business

- Expect DMR cost of goods to fall in the \$40M – \$41M range
- Expect Core operating expenses (R&D and SG&A, ex stock based compensation) to grow mid-single digits in 2017

New Initiatives

- Expect new initiatives to have a \$16M – \$18M dilutive impact to earnings, with the majority of the dilution coming from VR and IMAX Home Entertainment

Consolidated

- Expect total operating expenses (R&D and SG&A, ex stock based compensation) to grow roughly 10% in 2017
 - To be partially offset by \$3.5-\$4.0M in development credits that will hit the P&L above the gross margin line
- Expect full year 2017 stock based compensation of \$26M
- Expect 2017 effective tax rate range to be 23% – 24%

Installations

- Expect to install approximately 150-155 new theatre systems in 2017, broken out as follows:
 - Approximately 50 sales and sales-type lease theatres
 - Approximately 78 traditional joint revenue sharing theatres
 - Approximately 25 hybrid revenue sharing theatres
- Expect to install roughly 10 new theatres in Q1 of 2017, broken out as follows:
 - Approximately 3 sales and sales-type lease theatres
 - Approximately 7 traditional joint revenue sharing theatres
 - Approximately 1 hybrid revenue sharing theatres

*The forward-looking statements herein are made as of February 23, 2017. The Company undertakes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.