

## FINANCIAL TEAR SHEET

### CORPORATE PROFILE

We are a leader in the motion picture exhibition industry with 539 theatres and 5,998 screens in the U.S. and Latin America as of June 30, 2018.

- Our circuit is the third largest in the U.S. with 339 theatres and 4,566 screens in 41 states.
- We ranked either #1 or #2 by box office revenues in 19 of our top 25 U.S. markets as of 12/31/2017.
- We are the most geographically diverse circuit in Latin America with 200 theatres and 1,432 screens in 15 countries.
- We have a presence in 14 of the top 20 metropolitan areas in South America as of 12/31/2017.

### Q4 2017 Website Selected Data

#### Industry Statistics

##### United States

- According to industry sources, 2017 was the third consecutive year in box office history that the U.S. motion picture exhibition industry exceeded \$11 billion in box office revenues, with estimated U.S. box office revenues in excess of \$11.1 billion.

##### Latin America

- Growth in Latin America continues to be fueled by a combination of social behaviors, growing populations, continued retail development, and quality product from Hollywood, including 3-D and alternative content offerings. In many Latin American countries, including Brazil, Argentina, Colombia, Peru and Chile, successful local film product can also provide incremental box office growth opportunities.

#### Competitive Strengths

We believe the following strengths allow us to compete effectively:

**Disciplined Operating Philosophy.** We generated operating income and net income attributable to Cinemark Holdings, Inc. of \$392.3 million and \$264.2 million, respectively, for the year ended December 31, 2017. Our solid operating performance is a result of our disciplined and consistent operating philosophy that centers on building new, and reinvesting in our existing, high-quality theatres, focusing on the guest experience and maintaining favorable theatre-level economics, controlling operating costs and effectively reacting to economic and market changes.

**Leading Position in Our U.S. Markets.** We have a leading market share in most of the U.S. markets we serve, which includes a presence in 41 states. For the year ended December 31, 2017, we ranked either first or second, based on box office revenues, in 19 out of our top 25 U.S. markets, including the San Francisco Bay Area, Dallas, Houston, Salt Lake City, Sacramento, Cleveland, Austin and Las Vegas.

**Located in Top Latin American Markets.** We have successfully established a significant presence in major cities in Latin America, with theatres in fourteen of the twenty largest metropolitan areas in South America. As of December 31, 2017, we operated 194 theatres and 1,398 screens in 15 countries. Our international screens generated revenues of \$769.4 million, or 25.7% of our total revenues, for the year ended December 31, 2017. We are the largest exhibitor in Brazil and Argentina and have significant market presence in Colombia, Peru and Chile. Our geographic diversity makes us an important distribution channel for the movie studios.

**State-of-the-Art Theatre Circuit.** We offer a state-of-the-art movie-going experience, which we believe makes our theatres a preferred destination for moviegoers in our markets. During 2017, we built 66 new screens worldwide. As of December 31, 2017, we had commitments to open 197 additional new screens over the next three years. We have installed digital projection technology in all of our worldwide auditoriums. We currently have 15 digital IMAX screens. As of December 31, 2017, we had the industry-leading private label premium large format circuit with 242 XD auditoriums in our theatres. We have plans to install additional XD auditoriums during 2018. We also continue to develop new market-adaptive theatre concepts in various markets. We believe we offer the brightest picture in the industry, with our Doremi servers and Barco digital projectors, and custom surround sound in our auditoriums. We have also established a centralized theatre support center that monitors and responds to projection performance and theatre network connectivity issues across our worldwide circuit on a real-time basis.

**Disciplined and Targeted Growth Strategy.** We continue to grow organically as well as through the acquisition of high-quality theatres in select markets. Our growth strategy has centered around exceeding our return on investment thresholds while also complementing our existing theatre circuit. We continue to generate consistent cash flows from operating activities, which demonstrates the success of our growth strategy. We believe the combination of our strong balance sheet and our continued commitment to taking advantage of accretive growth opportunities, will continue to provide us with the financial flexibility to pursue further expansion opportunities and maintain our existing locations at a high standard, while also allowing us to effectively service our debt obligations and continue to offer our stockholders a strong dividend yield.

**Experienced Management.** Led by Chairman and founder Lee Roy Mitchell, Chief Executive Officer Mark Zoradi, Chief Operating Officer and Chief Financial Officer Sean Gamble, and President-International Valmir Fernandes, our operational management team has many years of industry experience. Each of our international offices is led by general managers that are local citizens familiar with cultural, political and economic factors impacting each country. Our worldwide management team has successfully navigated us through many industry and economic

cycles.

## **Our Strategy**

We believe our disciplined operating philosophy and experienced operational management team will enable us to continue to enhance our leading position in the motion picture exhibition industry. Key components of our strategy include:

***Focus on Providing an Extraordinary Guest Experience.*** We differentiate our theatres by focusing on providing an extraordinary guest experience through a variety of initiatives. We have a market-adaptive approach with our theatre amenities, including Luxury Lounger recliner seats, enhanced food and beverage offerings, and our private-label premium large format, XD. We also feature loyalty programs in our largest markets, including the U.S., Brazil, Argentina, Colombia and Central America, which allows us to perform advanced analytics for more insight about our guest preferences and further enrich their movie-going experience. Our new Movie Club membership program also rewards our frequent guests with specially-priced tickets, concessions discounts and other benefits. Our innovative and advanced technology selections allow us to consistently deliver the highest quality presentation to fully immerse our guests in the on-screen action. We train, motivate, and empower our staff to provide first-rate customer service, ensuring our guests are continually pleased with their Cinemark experience.

***Grow Attendance.*** We believe our focus on the guest experience is a catalyst for attendance growth and is a primary factor in our consistent industry-leading results. In addition to optimizing schedules for Hollywood content, we also have initiatives to drive attendance during non-peak times, such as variable pricing strategies and alternative content, including both participatory and spectator e-sports, Metropolitan Opera, concerts, live and pre-recorded sports, gaming, and other special presentations and we continue to explore other alternatives. We recently announced plans to collaborate on an in-theatre virtual reality technology that will provide our guests with another entertainment experience in our theatres.

***Sustain Investment in Core Circuit Combined with Targeted Growth.*** We continually utilize our cash flows from operations to invest in our existing circuit to ensure the highest quality experience for our guests. We routinely service and update theatre furniture, fixtures and equipment as well as invest in a variety of theatre upgrades such as Luxury Lounger recliner seats, enhanced food and beverage offerings, our XD private-label premium large format, and other entertainment features such as virtual reality and gaming. Our commitment to investing in our existing circuit is demonstrated by our level of maintenance capital expenditures for the years ended December 31, 2016 and 2017, at approximately \$237.1 million and \$322.6 million, respectively. We also continue to target organic growth throughout our global circuit and seek accretive acquisition opportunities, with the objectives of deeper market penetration in the territories in which we currently operate and as a means to enter new and developing markets. We built 66 new auditoriums and acquired 26 auditoriums during the year ended December 31, 2017.

## STOCK INFORMATION

Exchange	NYSE (US Dollar)
Price	\$42.27
Change (%)	▲ 0.72 (1.73%)
Volume	1,834,550
52 Week Low	\$32.60
Market Cap	\$4,938,365,169
Rolling EPS	2.37
PE Ratio	17.8354
Shares Outstanding	116,829,079

Data as of 10/18/18 4:00 p.m. ET



## RECENT NEWS

10/15/18

Cinemark to Enhance Moviegoing in North Florida with 12-Screen Movie Theatre in The Pavilion at Durbin Park

09/05/18

Cinemark to Participate at September Investor Conferences

08/28/18

Cinemark Brings The VOID's Virtual Reality Experience to North Texas Theatre

## SEC FILINGS

08/09/18	10-Q
08/08/18	10-Q
08/08/18	8-K
06/25/18	SC 13D/A

## UPCOMING EVENTS

There are currently no events scheduled.

## INVESTOR CONTACT

Chanda Brashears

VP IR

**Phone:** 972-665-1500

**E-mail:** [investors@cinemark.com](mailto:investors@cinemark.com)

## EXECUTIVE OFFICERS

Lee Roy Mitchell	Chairman of the Board
Mark Zoradi	Chief Executive Officer, Board Director
Sean Gamble	Chief Operating Officer and Chief Financial Officer
Michael Cavalier	Executive Vice President; General Counsel; Secretary
Valmir Fernandes	President-Cinemark International, L.L.C.

## BOARD OF DIRECTORS

Lee Roy Mitchell	Chairman of the Board
Mark Zoradi	Chief Executive Officer, Board Director
Darcy Antonellis	CEO of Vubiquity, Inc.
Benjamin D. Chereskin	President of Profile Capital Management LLC
Steven P. Rosenberg	President of SPR Ventures Inc.
Enrique F. Senior	Managing Director of Allen & Company LLC
Carlos M. Sepulveda	Executive Chairman of Triumph Bancorp, Inc.
Raymond W. Syufy	CEO of Syufy Enterprises, LP
Nina G. Vaca	Chairman and CEO of Pinnacle Technical Resources, Inc.
Nancy Loewe	Director

Data provided by Nasdaq. Minimum 15 minutes delayed. [View Attributions and Sources](#)