

Investor Presentation

May 2, 2025



Forward Looking Statements

CINEMARK™

CAUTIONARY NOTE REGARDING FORWARD LOOKING STATEMENTS PURSUANT TO THE U.S. PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995:

This presentation contains, and our officers and representatives may from time to time make, “forward-looking statements” within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. The “forward looking statements” can be identified by words such as “may,” “should,” “could,” “estimates,” “predicts,” “potential,” “continue,” “anticipates,” “believes,” “plans,” “expects,” “future” and “intends” and similar references to future periods. Examples of forward-looking statements include, among others, statements we make regarding our future revenues, expenses and profitability, the future development and expected growth of our business, attendance at movies generally or in any of the markets in which we operate, the number or diversity of popular movies released and our ability to successfully license and exhibit popular films, national and international growth in our industry, and competition from other exhibitors and alternative forms of entertainment.

Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations, and assumptions regarding the future of our business, future plans, and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risk, and changes in circumstances that are difficult to predict and many of which are outside our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Although it is not possible to predict or identify all uncertainties and risks, we encourage investors to read the risk factors we described in our most recent annual and periodic reports filed with the Securities and Exchange Commission (“Risk Factors”).

These Risk Factors include, but are not limited to, the impacts of the 2023 Writers Guild of America and SAG-AFTRA strikes on our business and the entertainment industry; our ongoing recovery from the COVID-19 pandemic; our dependence on film production and performance; the seasonality of our business; competition from our peers and from other forms of entertainment; our substantial long-term lease and debt obligations; our reliance on film distribution companies and the potential for alternate film distribution channels; federal, state and local laws and regulations, including those related to the rights of disabled individuals, employment, the environment, data protection and privacy, and cybersecurity; economic instability and currency exchange risks related to our foreign operations; and the effects of general political, social, health and economic conditions on attendance at our theaters.

All forward-looking statements are expressly qualified in their entirety by these cautionary statements and Risk Factors. We undertake no obligation, other than as required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Except as otherwise specified or indicated by the context, references in this presentation to “we,” “us,” “our,” “Cinemark” or the “Company” are to the combined business of Cinemark Holdings, Inc. and its consolidated subsidiaries.

NON-GAAP FINANCIAL MEASURES:

GAAP refers to the U.S. generally accepted accounting principles. We include certain non-GAAP financial measures in this presentation, including Free Cash Flow, Adjusted EBITDA and other financial measures utilizing Adjusted EBITDA. These non-GAAP financial measures may not be comparable to those of other companies and may not be comparable to similar measures used in our various filings. Please see the Appendix for definitions of our non-GAAP financial measures and a reconciliation of each non-GAAP financial measure to the most directly comparable financial measure stated in accordance with GAAP.

Long-Term Value Creation

CINEMARK™

Cinemark is well-positioned to deliver sustainable growth, profitability, and long-term shareholder returns on account of its advantaged market position, ongoing industry recovery, and numerous opportunities to drive incremental value creation

1

High quality assets

2

Distinctive global footprint

3

Solid financial position with compelling free cash flow profile

4

Industry-leading operating capabilities

5

Loyal customer base with extensive reach

6

Numerous levers to drive incremental value creation

7

Resilient industry dynamics and continued recovery

1

High quality assets



CINEMARK™

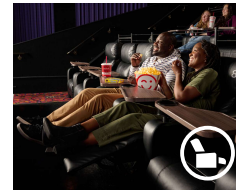
High Quality Assets

CINEMARK™

Sustained investments in guest experience over the past decade that significantly exceed peers, while prioritizing ongoing investments that position Cinemark for continued success



Have consistently allocated **\$80-\$100M** for global maintenance capex to maintain a high-quality circuit. ¹⁾



Highest penetration ²⁾ of luxury seats with **~70%** U.S. footprint reclined.



#1 private-label premium large format in the world with nearly **300** XD auditoriums across the U.S. and Latin America.



~80% of U.S. circuit features expanded food & beverage offerings; **~60%** with alcohol.



Largest footprint of D-BOX motion seats within **425+** auditoriums.



Superior sight and sound technology, as well as overall film presentation in the business with **99.98%** screen uptime.

1) Pre-pandemic and ramped back up to those levels in 2024
2) Among the major circuits as of 3/31/2025

2

Distinctive global footprint

CINEMARK™



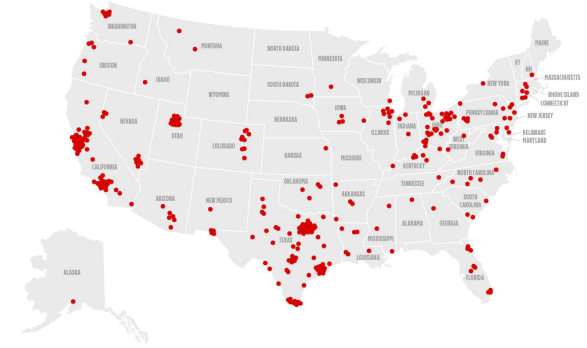
Distinctive Global Footprint

CINEMARK™

Distinctive global footprint with 497 theaters and 5,644 screens in 14 countries that provides valuable scale, attractive diversification and access to growth opportunities in under-penetrated markets

U.S. Operations ¹⁾

- 304 theaters / 4,246 screens
- 3rd largest exhibitor (based on screen count)
- Located in 42 states
- #1 or #2 in box office revenues in 21 of our top 25 markets
- Highest attendance per screen among leading exhibitors



International Operations ¹⁾

- 193 theaters / 1,398 screens
- First modern theater experience throughout Latin America
- Highly seasoned team with 30 years of operating experience
- Located in 13 countries
- Presence in 15 of top 20 metropolitan cities in the region
- ~20-40% market share in key countries



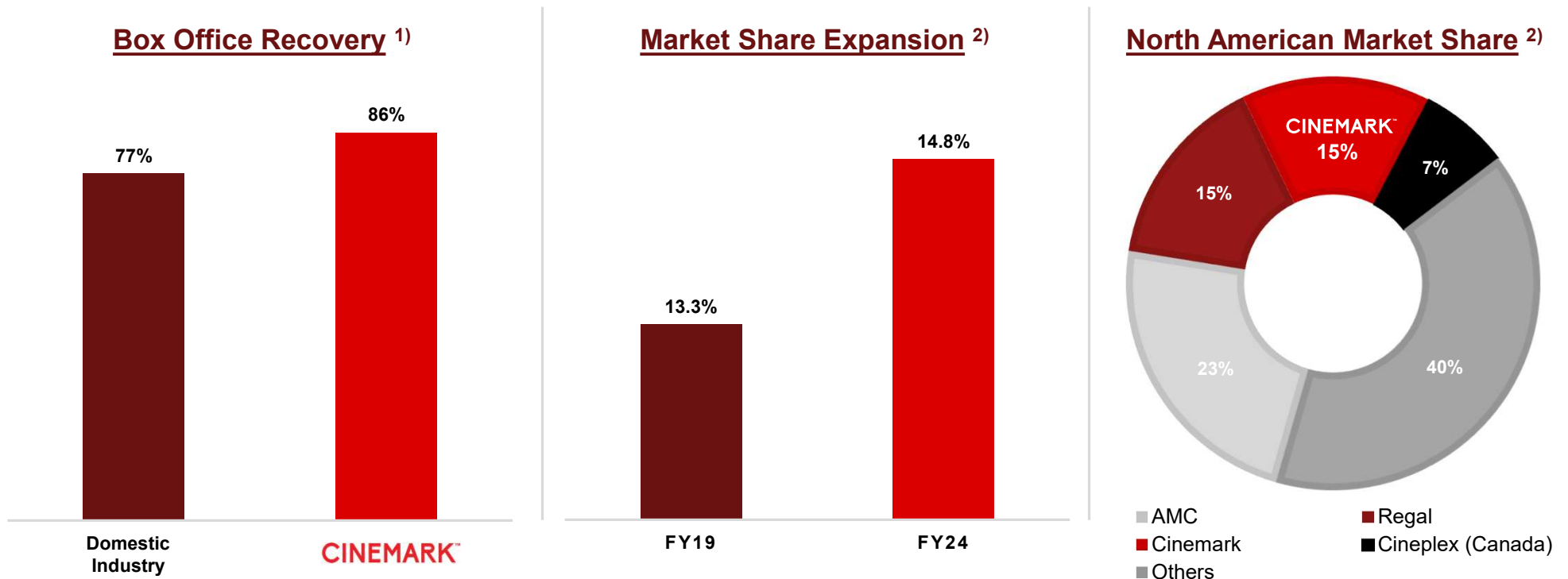
Concentration in both suburban and Latin markets that have strong moviegoing cultures, which tend to over-index in theater visitation frequency

1) As of 3/31/2025

Significant North American Market Share

CINEMARK™

Operational excellence and execution of strategic initiatives have driven faster domestic box office recovery than North American industry with meaningful market share gains



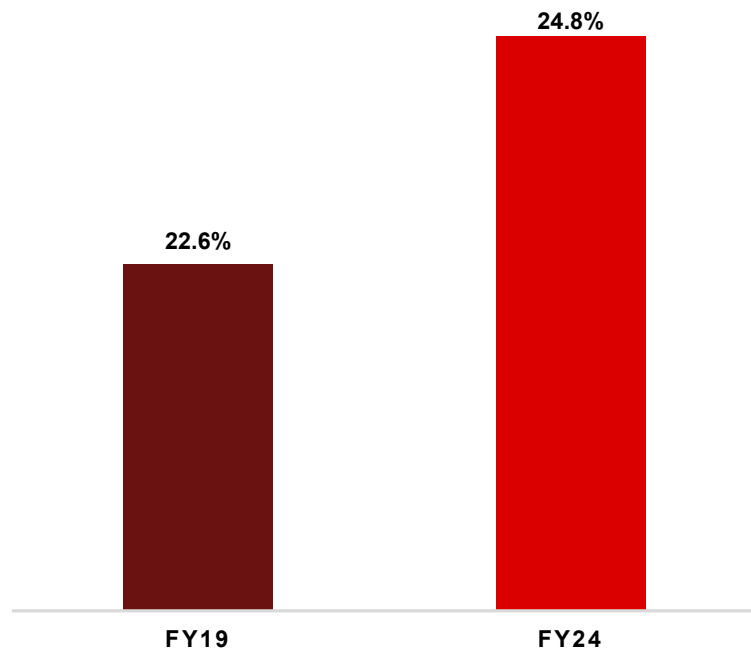
1) North American industry for FY24 vs FY19 per comScore based on gross box office; Cinemark reported admission revenues results
2) Market share data per ComScore based on gross box office

Leader Across Latin American Region

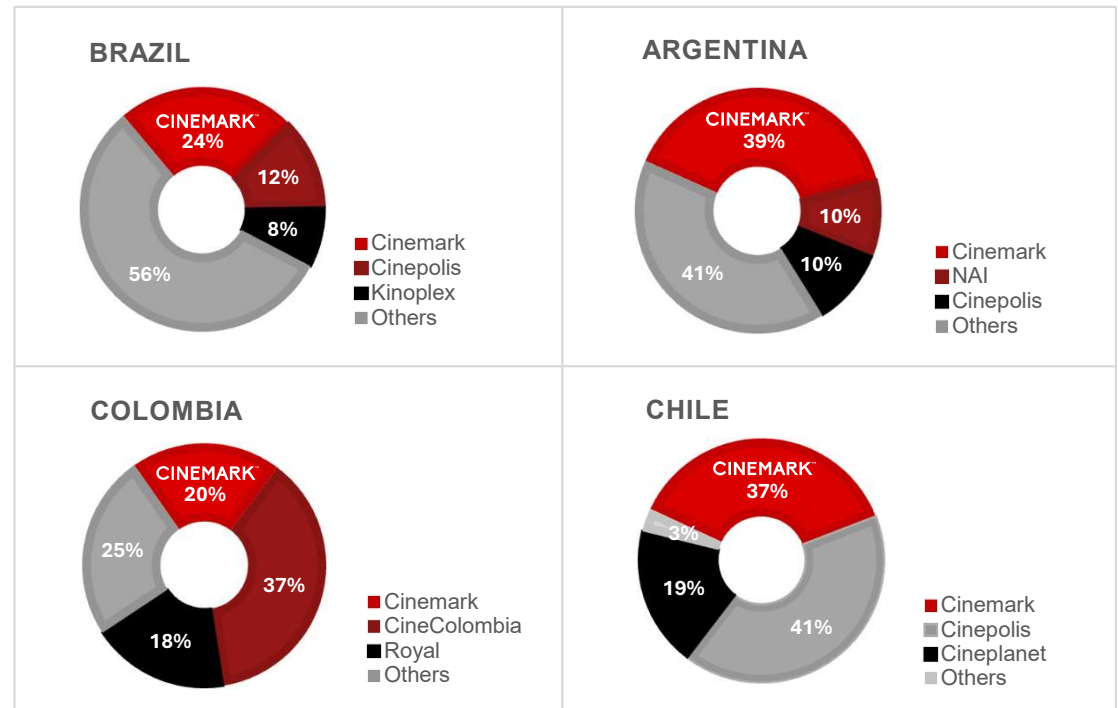
CINEMARK™

Well-established leader with market share expanding meaningfully since pre-pandemic and box office recovery outpacing our comparable Latin American industry benchmark

Market Share Expansion ¹⁾



Market Share - Key Latin American Markets ¹⁾



1) All Latin American countries compiled based on FY24 vs. FY19 admissions; source: comScore

3

**Solid financial
position with
compelling
free cash flow
profile**

CINEMARK™



FY 2024 Highlights

CINEMARK™

Continue to outperform industry and consistently demonstrate our agility in a dynamic landscape



Box Office Recovery

- Domestic box office recovery surpassed North American industry results by 900 bps comparing FY24 against FY19
- International admissions also surpassed Latin American industry benchmarks by 700 bps comparing FY24 against FY19
- Maintained market share growth vs. FY19 of more than 100 bps; continued to maintain the most significant market share gains compared to pre-pandemic results of all major exhibitors



Premium Formats

- Achieved all-time high XD premium large format box office, exceeding FY19 box office by 14%
 - On 5% of global screens, XD represented 12% of global box office, an increase of 40 bps vs FY23 and 320 bps vs FY19
- Delivered record DBOX motion seat box office revenue that surpassed FY23 by nearly 40% and FY19 by over 150%



Food & Beverage

- Achieved an all-time high global food and beverage per cap of \$5.96 for FY24
- Increased domestic per caps 6% vs. FY23 to \$7.89 bolstered by the second-highest incidence rate in the company's history
- Made significant advancements through strategic initiatives, including space management, category management, strategic pricing actions, mobile concession adoption, merchandise, and in-home concessions delivery, to name a few



Marketing

- Over 24 million guests participate in our global loyalty programs with more than 31 million global addressable customers
- Movie Club members increased to ~1.4 million, up 10% vs FY23, and represented ~25% of FY24 domestic box office; domestic loyalty members, including free and paid programs, represented more than 50% of our FY24 box office



Productivity

- Enhanced tools and processes to adjust our labor both up and down based on expected attendance levels, which resulted in reduced payroll hours year-over-year despite expanding operating hours
- Leveraged programming optimization to increase showtimes

1Q25 Results and Go-Forward

CINEMARK™

1Q25 Results

Despite a softer box office environment due to lingering strike implications, we continued to surpass industry benchmarks.

- Surpassed North American industry box office performance by 160 bps year-over-year; similarly outpaced comparable international industry benchmarks
- Sustained market share growth versus FY19 in excess of 100 bps in the U.S. and Latin America; continued to maintain the most significant gains compared with pre-pandemic levels of all major exhibitors
- Achieved a new all-time high domestic food and beverage per cap of \$7.98 in the quarter
- Continued to meaningfully advance and benefit from strategic initiatives to build audiences, grow new revenue sources, and further enhance our industry-leading operating capabilities
- Reported \$541M of total revenue and \$36M of Adjusted EBITDA, with an Adjusted EBITDA margin of 6.7% despite operating de-leverage associated with the box office decline

Go-Forward Expectations

Looking ahead, we remain highly encouraged about the positive future direction of our industry and Cinemark.

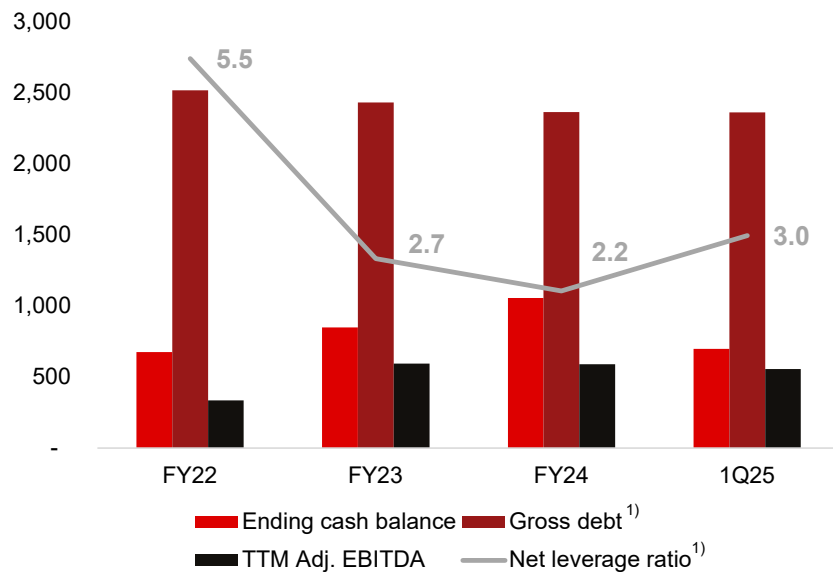
- Consumer enthusiasm for experiencing compelling, well-marketed films in theaters across varied genres of titles remains strong
- Studios continue to affirm the significant enhanced value that a theatrical release provides their films and companies
- Volume of wide theatrical releases continues to improve; following 110 wide releases in 2023 and 2024, we expect 115-120 wide releases in 2025, reaching ~90% of pre-pandemic levels ¹⁾
- 2025 slate features a diverse array of highly anticipated films with compelling content already announced for 2026 and 2027
- North American industry box office momentum accelerated in April, increasing 95% year-over-year leading into a blockbuster summer
- Cinemark maintains an advantaged financial and competitive position with meaningful opportunities to generate incremental value creation through our ongoing strategic initiatives

1) Wide release volume defined as 1,500 runs

Solid Balance Sheet

Continue to make meaningful progress toward re-fortifying financial strength post-pandemic while enabling consistent investment in the long-term success of our company; our balance sheet remains a strategic asset and key differentiator, providing valuable flexibility

Net Leverage Ratio



- History of proactively managing debt and minimizing cash interest expense
- Limited exposure to interest rate fluctuations as >90% of debt is fixed
- Ended 1Q25 with a strong cash balance of \$699M, which remains elevated as we prepare to address our \$460M of convertible notes in August
 - Cash balance during 1Q25 was reduced by \$200M of share repurchases and \$22M of capex spend, as well as semi-annual interest payments and working capital headwinds that are more heavily weighted toward Q1 and Q3
- Once our convertible notes and associated call spread²⁾ have been fully addressed, our nearest maturity will be 2028
- Maintained net leverage ratio within target range of 2-3x
 - Ended the quarter at 3.0x¹⁾

1) The Company has an undrawn revolver of \$125M; Gross debt and net leverage ratio excluding finance lease obligations; All debt is classified as long-term with the exception of \$460M of convertible notes due Aug-25

2) Refer to 10Q for further disclosures around the convertible notes, hedges transactions, and warrants, including expiration timeframes; Call spread represents the hedge transactions and warrants associated with the convertible notes

Capital Allocation Priorities

CINEMARK™

Balanced and disciplined approach toward capital allocation to maximize long-term shareholder value

1

Strengthen balance sheet to enhance flexibility and risk management

- Executed \$200M in stock buybacks in March 2025 to proactively mitigate potential dilution from the settlement of the warrants associated with our convertible notes; reduced outstanding share count by 7.93M shares (6.5% of then outstanding shares)
- Maintain net leverage ratio within 2-3x range

2

Actively pursue strategically and financially accretive investments to grow and secure our long-term success

- Maintain a high-quality circuit, while pursuing high-confidence ROI-generating initiatives that include new builds and theater enhancements
- Evaluate accretive M&A opportunities

3

Distribute excess capital to shareholders

- Reinstated annual dividend at \$0.32 per share during 1Q25, marking a first step in returning excess capital to shareholders
- Goal is to return greater share of free cash flow over time through dividends and/or stock buybacks as long as net leverage ratio remains within target range

4

**Industry-
leading
operating
capabilities**



CINEMARK™

Industry-Leading Operating Capabilities

CINEMARK™

Sophisticated operating tools, procedures, and rigor with meaningful strategic advances has led to consistent outperformance of the North American industry in 14 of the past 16 years



Heightened levels of guest services that consistently earn high satisfaction ratings from ~95% of our guests surveyed in the U.S.



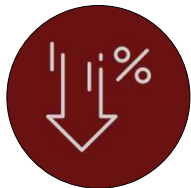
Technology support center that evaluates sight & sound technology and provides technical support to our theaters to ensure a top-notch guest experience.



Sophisticated omni-channel marketing platform with significantly enhanced digital and social capabilities.



Strategic pricing mechanics guided by data analytics on a per-theater basis that aim to maximize attendance, box office, concession incidence and overall revenue.



Continuous Improvement program that drives efficiencies and helps offset varied inflationary and supply chain-oriented headwinds.



Enhanced operating practices that optimize showtimes, staffing, and operating hours theater by theater based on fluctuating weekly demand.

Leaders with Proven Track Records

CINEMARK™

Highly experienced management team with significant industry experience and proven track records; additional key leaders with 20+ years of industry/Cinemark experience in the US and internationally



Sean Gamble

President & CEO

15+ years of industry experience. Joined Cinemark as CFO in 2014, promoted to COO in 2018 and CEO in 2022. Spent 5+ years as CFO/EVP of Universal Pictures within NBCUniversal prior to Cinemark.



Melissa Thomas

CFO

Joined as Cinemark's CFO in 2021. Prior to Cinemark, served multiple leadership roles with Groupon, including CFO, CAO & Treasurer, and VP Commercial Finance.



Valmir Fernandes

President, International

25+ years of Cinemark experience including the past 15+ years as President of International following 10 years as the General Manager of Cinemark Brazil.



Mike Cavalier

EVP General Counsel & Business Affairs

Served as General Counsel since 1997. Helped guide company through various transactions including M&A, IPO and numerous lending agreements.



Wanda Gierhart

EVP - Chief Marketing & Content Officer



Damian Wardle

EVP - Theater & Technical Operations



Jay Jostrand

EVP - Real Estate & Construction



Sid Srivastava

EVP - Human Resources, DEI/CSR



David Haywood

SVP - Food & Beverage

5

**Loyal
customer base
with extensive
reach**



CINEMARK™

Loyal Customer Base with Extensive Reach

CINEMARK™

Established a loyal and extensive customer base through our consistency of service, quality of theaters, and appeal of consumer-oriented loyalty programs

Increasing levels of engagement, frequency, and overall spend

As of 3/31/2025



31M customers

- Global addressable database of customers enabling targeted marketing campaigns



24M+ members

- Premier loyalty programs in the U.S. and each of our key Latin American countries that leverage personalization and rewards to enhance customer retention, engagement and revenue growth



~1.4M members

- Industry-leading paid subscription tier with differentiated offering
 - 1 movie credit per month
 - Credits rollover
 - Shareable with friends and family
 - Waived transaction fees
 - 20% concession discount
- Accounts for more than 25% of our domestic admissions revenues
- Churn rate is significantly better than entertainment industry avg.



~105K members

- Movie Club Platinum members are our most loyal and frequent moviegoers
- Platinum level achieved by watching 25 movies or purchasing 60 tickets in a calendar year

6

**Numerous
levers to drive
incremental
value creation**



CINEMARK™

Growth & Productivity Opportunities

CINEMARK™

Driving numerous growth and productivity initiatives that go above and beyond industry recovery to create incremental value



- Further enhance **exceptional guest experience** through premium amenities and offerings that cannot be replicated at home, as well as an ongoing focus on top-notch customer service.
- **Maximize attendance and box office** through advancement of pricing strategies, showtime planning, and pursuit of alternative content that appeals to a broader consumer base.
- Increase utilization of **advanced digital and social marketing capabilities** to build audiences, grow moviegoing frequency, and strengthen loyalty to Cinemark.
- **Grow food and beverage consumption** through ongoing introduction of expanded offerings and enhancements that simplify the ease of purchase, including an online food and beverage ordering platform.
- **Simplify and streamline theater practices** through additional technology, workforce management, and enhanced inventory procedures.
- **Expand rollout of enhanced data management, analytics, and process enhancements** to drive further margin expansion through company-wide Continuous Improvement, AI and machine learning programs.
- **Pursue disciplined strategic investments in long-term growth** while strengthening the balance sheet.
- **Optimize global footprint** by assessing the most advantageous strategies for growth, recalibration, and strengthening of our theaters to deliver sustained long-term returns.



7

**Resilient
industry
dynamics and
continued
recovery**

CINEMARK™

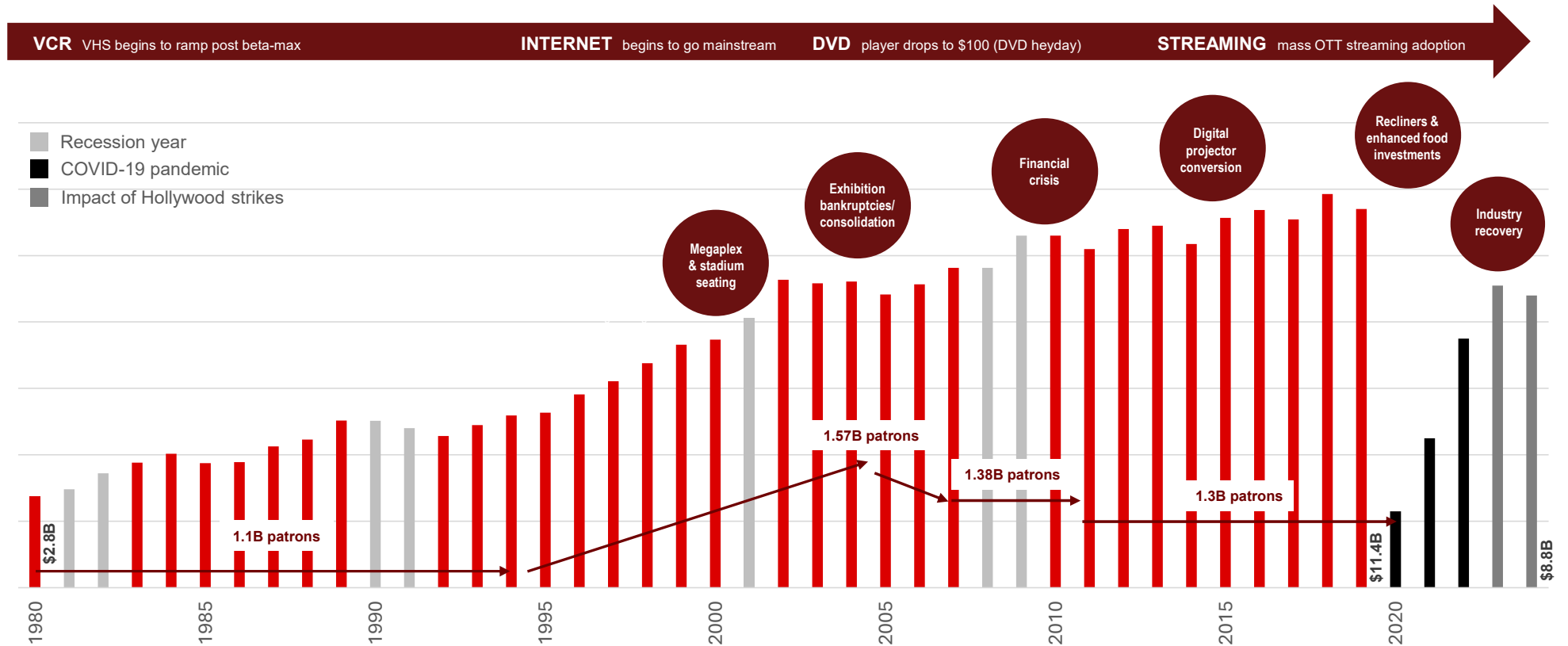


Exhibition Industry Trends

CINEMARK™

Stable, long-term industry growth trends across technology innovations and economic cycles with box office growth in 6 of the last 8 recessionary periods

North America Box Office Trends



Sources: North America ComScore; NATO

Value of an Exclusive Theatrical Window

CINEMARK™

A theatrical release enhances a film's promotional impact and overall asset value



Increases **consumer awareness**, viewing interest, and long-term recallability.



Elevates perception and relevance of films by eventizing them.



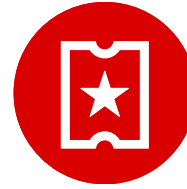
Creates **stronger emotional connections** with characters, stories, and memory-making moments.



Provides **incremental monetization** channel expanding revenue.



Satisfies **consumer/creative desires** to see films on big screen.



Produces **bigger brands**, franchises and cultural moments.



Generates **stronger results** in downstream channels.



Delays sizable jump in **piracy** upon in-home availability.

2025 Notable Titles

CINEMARK™

Quarter 1



Jan. 10
(LGF)



Jan. 31
(UNI)



Feb. 14
(DIS)



Feb. 14
(SNY)

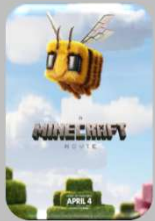


March. 7
(WB)



March. 21
(DIS)

Quarter 2



April. 4
(WB)



April. 18
(WB)



May. 2
(DIS)



May. 23
(DIS)



May. 23
(PAR)



June. 13
(UNI)

Quarter 3



July. 4
(UNI)



July. 11
(WB)



July. 25
(DIS)



Aug. 1
(UNI)



Aug. 8
(DIS)



Sep. 5
(WB)

Quarter 4



Oct. 10
(DIS)



Nov. 7
(PAR)



Nov. 21
(UNI)



Nov. 26
(DIS)



Dec. 5
(UNI)



Dec. 19
(20th)

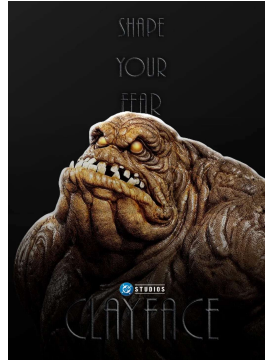
2026 Compelling Film Slate

CINEMARK™

AVENGERS
DOOMSDAY

Disney · PIXAR
HOPPERS

MARVEL STUDIOS
SPIDER-MAN
BRAND NEW DAY



Disney
MOANA

MINIONS 3

JUNE
PART THREE

DREAMWORKS
SHREK 5

THE MANDALORIAN
AND
GROGU

JUMANJI

TEENAGE MUTANT NINJA
TURTLES
2

THE SUPER
MARIO
BROS.
MOVIE
2

2026

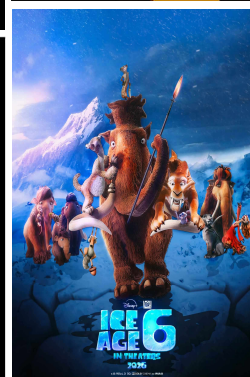
THE HUNGER GAMES
SUNRISE OF THE REAPING

MASTERS
OF THE UNIVERSE

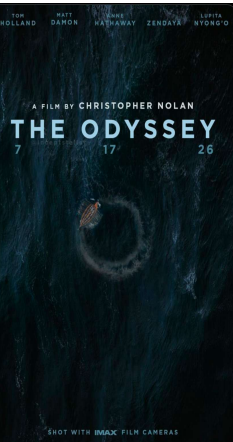
JORDAN PEELE'S
NEXT FILM

SCREAM VII

Disney · PIXAR
TOY
STORY
5



PROJECT
HAIL
MARY



TOM HOLLAND · DIMITRIOS DAKOR · JESSICA BARTHELEMY · ZENAYDA · LUPITA NYONG'O

A FILM BY CHRISTOPHER NOLAN
THE ODYSSEY
7 17 26

SHOT WITH IMAX FILM CAMERAS

Appendix

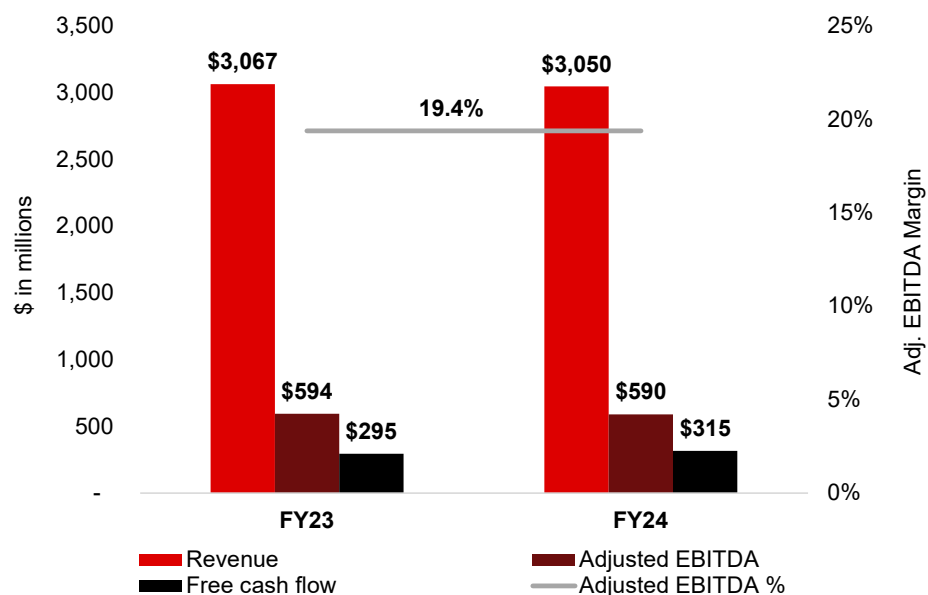


CINEMARK™

FY 2024 Results

Cinemark delivered comparable Revenue, Adjusted EBITDA, and Adjusted EBITDA Margin year-over-year despite 4% lower attendance due to the impact of the Hollywood guild strikes

Worldwide Results ¹⁾



- Entertained 201 million moviegoers across 14 countries
- Surpassed North American industry box office performance by 300 basis points year-over-year, extending our outperformance trend to be 14 out of the past 16 years
- International admissions performance outpaced respective LatAm industry recovery by approximately 100 basis points relative to FY23
- Reported more than \$3 billion of total revenue for FY24, flat with FY23 despite a 4% attendance decline due to Hollywood strikes
- Delivered Adjusted EBITDA of \$590 million with a strong Adjusted EBITDA margin of 19.4%
- Generated \$315 million of free cash flow, ending FY24 with a strong cash balance of \$1.1 billion which remains elevated as we prepare to address our convertible notes due August 2025

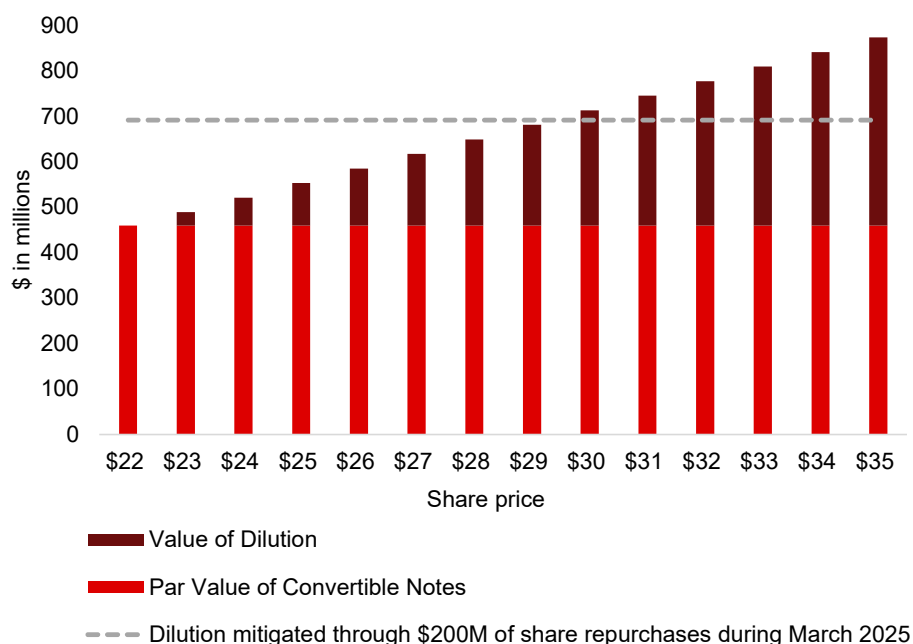
1) See slide 30 for reconciliation of Adjusted EBITDA and Free Cash Flow to the most directly comparable GAAP measures

Convertible Notes due August 2025

CINEMARK™

Successfully mitigated potential shareholder dilution through stock buybacks completed in March 2025

Convertible Note Mechanics ^{1) 2)}



- \$460M of 4.50% Convertible Notes due August 15, 2025
 - Intend to repay the principal amount using cash on hand
- Beyond the principal amount, a call spread ²⁾ is in place that protects Cinemark from stock price movements up to \$22. Each \$1 above \$22 equates to \$32M, or the corresponding number of shares, of additional exposure beyond the \$460M principal amount of the notes
 - Currently intend to settle additional exposure in shares
- In March, repurchased 7.9M shares, or 6.5% of our then outstanding share count, at an average price of \$25.22, for a total of \$200M

CNK Share count

Shares outstanding as of February 12, 2025 ³⁾	122.3M
Net shares issued under incentive compensation plan ⁴⁾	0.7M
March 2025 share repurchases ⁴⁾	(7.9)M
Shares outstanding as of March 31, 2025	115.0M
Percent of shares repurchased	6.5%

1) Stock price range for illustrative purposes

2) Refer to 10Q for further disclosures around the convertible notes, hedges transactions, and warrants, including expiration timeframes; Call spread represents the hedge transactions and warrants associated with the convertible notes

3) As disclosed on the cover of the 2024 10K filed 2/19/2025

4) As disclosed in the 10Q filed 5/2/2025

Non-GAAP Measure Reconciliations

CINEMARK™

Reconciliation of Net (Loss)/Income to Adjusted EBITDA ¹⁾

	1Q25	1Q24	FY24	FY23
Net (Loss)/Income	\$(39)	\$25	\$313	\$191
Add (deduct):				
Income tax (benefit) expense	(15)	(27)	(60)	30
Interest expense ²⁾	38	38	144	150
Other income, net ³⁾	(4)	(17)	(44)	(20)
Cash distributions from equity investees ⁴⁾	5	1	9	6
Depreciation and amortization	50	49	197	210
Impairment of long-lived and other assets	-	-	2	17
(Gain) loss on disposal of assets and other	(4)	-	2	(8)
Loss on debt amendments and extinguishments	-	-	7	11
Non-cash rent expense	(3)	(4)	(13)	(18)
Share-based awards compensation expense ⁵⁾	8	6	33	25
Adjusted EBITDA	\$36	\$71	\$590	\$594

Reconciliation of Cash Flows

(Used for) Provided by Operating Activities to Free Cash Flow ¹⁾

	1Q25	1Q24	2024	2023
Cash flows (used for) provided by operating activities	\$(119)	\$(23)	\$466	\$444
Deduct:				
Capital Expenditures	22	23	151	149
Free Cash Flow	\$(141)	\$(46)	\$315	\$295

	1Q25	1Q24	2024	2023
Total Revenues ¹⁾	\$541	\$579	\$3,050	\$3,067
Adjusted EBITDA ¹⁾	36	71	590	594
Adjusted EBITDA Margin	6.7%	12.2%	19.4%	19.4%

1) In millions

2) Includes amortization of debt issue costs, amortization of original issue discount and amortization of accumulated (gains) losses for amended swap agreements.

3) Includes interest income, foreign currency exchange and other related (gain) loss, interest expense – NCM, equity in income of affiliates and net loss (gain) on investment in NCM.

4) Includes cash distributions received from equity investees that were recorded as a reduction of the respective investment balances. These distributions are reported entirely within the U.S. reportable segment.

5) Non-cash expense included in general and administrative expenses.

Thank You



Chanda Brashears

SVP Investor Relations

cbrashears@cinemark.com

972-665-1671

CINEMARK™