

Investor Presentation

November 5, 2025



Forward Looking Statements



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 dependance 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, numerous opportunities to drive incremental value creation, and positive industry momentum

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
with future
growth
potential**

1

**High quality
assets**

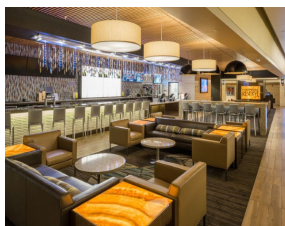
CINEMARK™



High Quality Assets

CINEMARK™

Sustained investments over the past decade to maintain and enhance the guest experience position Cinemark with a distinct competitive advantage



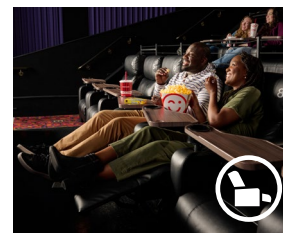
Have consistently allocated **\$80-\$100M** for global maintenance capex to maintain a high-quality circuit. ¹⁾



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



Largest footprint of D-BOX motion seats within nearly **500** auditoriums.



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



~80% of U.S. circuit features expanded food & beverage offerings; **~60%** with alcohol based on a market-adaptive approach.



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

1) Pre-pandemic and ramped back up to those levels in 2024

2) Among the major circuits as of 9/30/2025

2

Distinctive global footprint

CINEMARK™



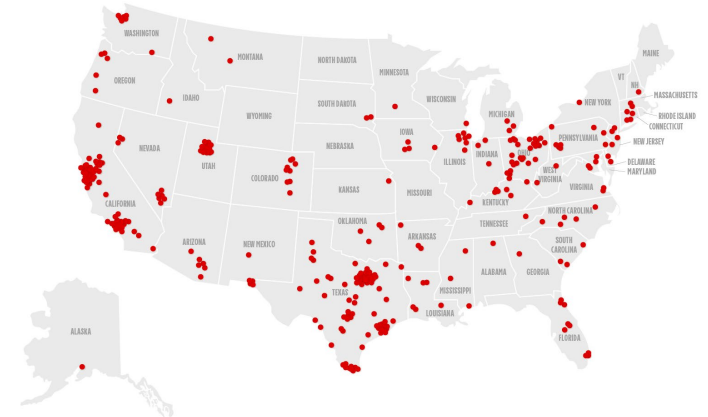
Distinctive Global Footprint

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 / 4,249 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 / 1,395 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

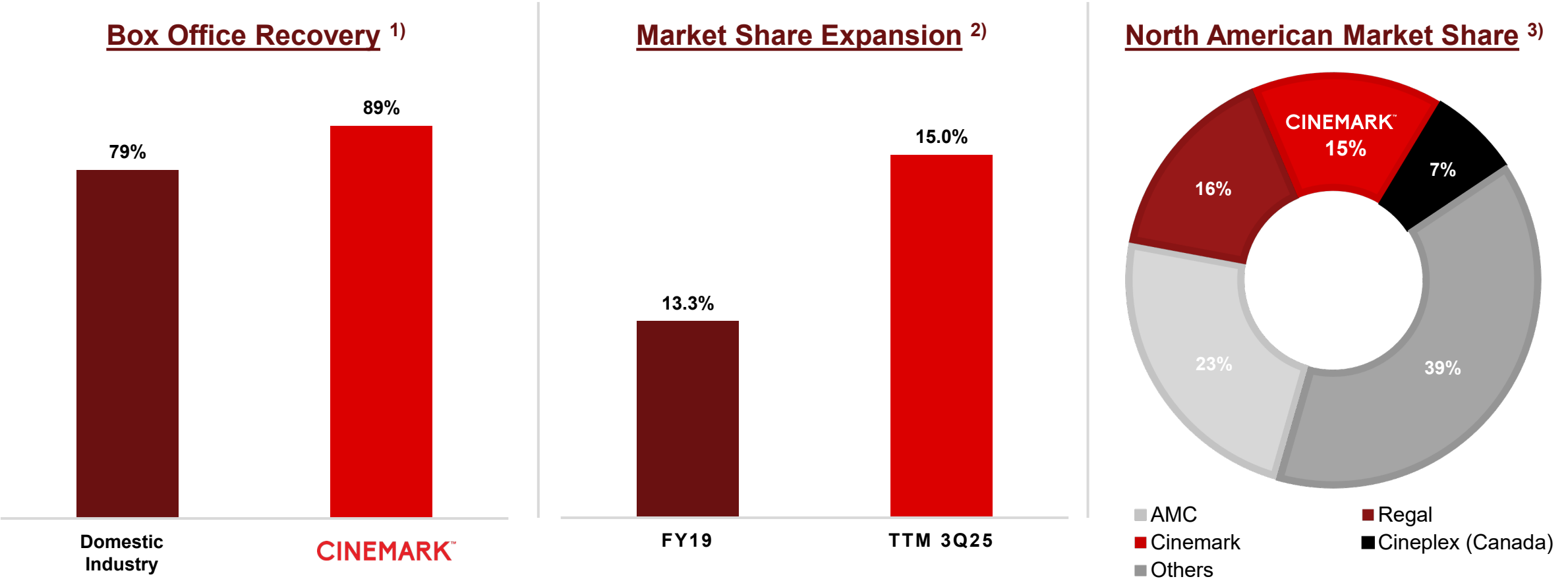


Concentration in both suburban and Latin markets that have strong moviegoing cultures, which tend to over-index in theater visitation frequency

Significant North American Market Share



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



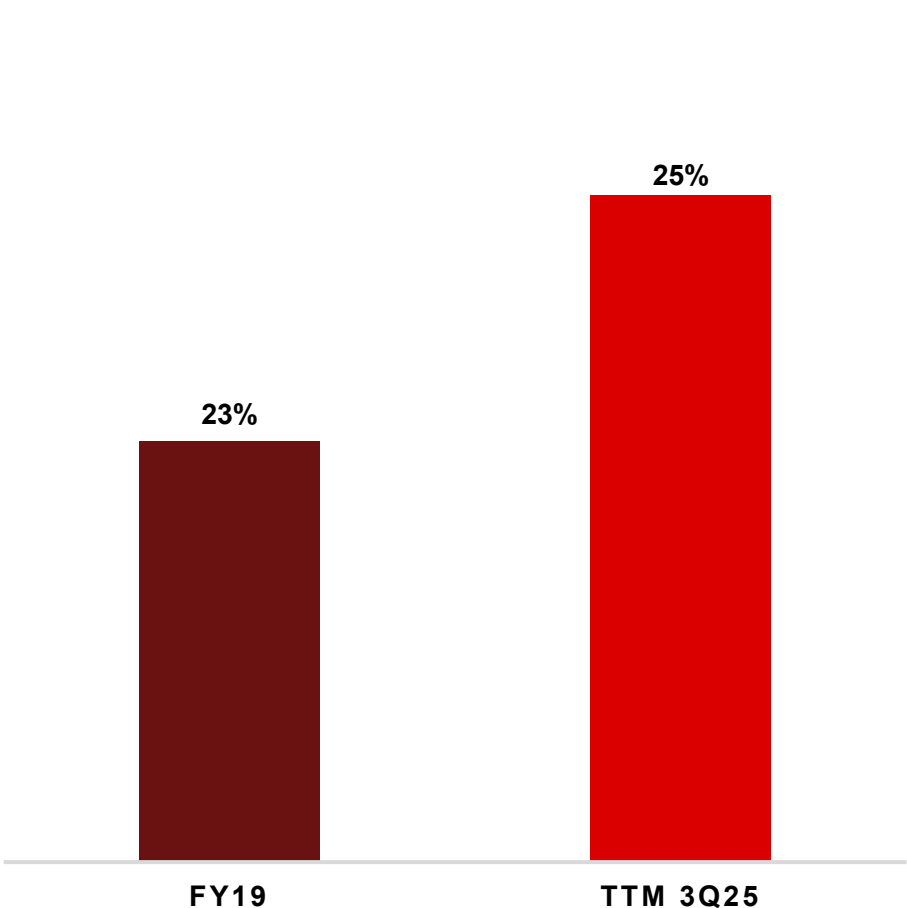
1) North American industry for TTM 3Q25 vs FY19 per comScore based on gross box office; Cinemark reported admission revenue results
2) Market share data per ComScore based on gross box office
3) As of TTM 3Q25

Leader Across Latin American Region

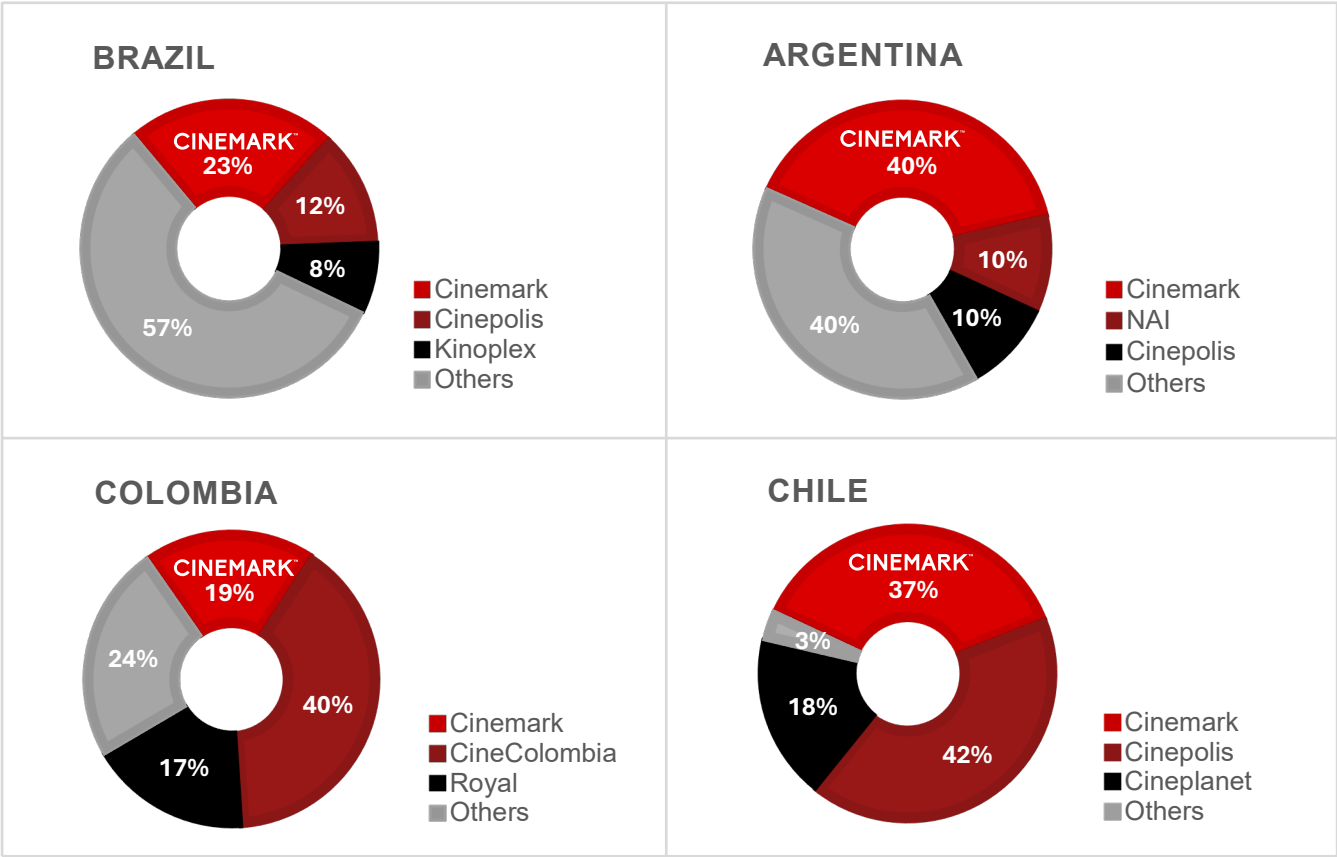
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Well-established leader throughout the region with market share expanding meaningfully since pre-pandemic and box office recovery outpacing our comparable Latin American industry benchmark

Market Share Expansion ¹⁾



Market Share - Key Latin American Markets ¹⁾



1) All Latin American countries compiled based on TTM 3Q25 vs. FY19 admissions; source: comScore

3

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

CINEMARK™



3Q25 Highlights

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Delivered solid operating and financial results that underscore our advantaged market position and the continued impact we are deriving from our strategic initiatives



Box Office Performance

- Achieved record-high third-quarter domestic market share with sustained structural gains versus pre-pandemic levels of more than 100 basis points in both the U.S. and Latin America, which continues to represent the most significant gains of all major exhibitors
- Generated second-highest gross proceeds from non-traditional content in company history (16% of domestic box office)



Enhanced Formats

- Continued to generate strong results from enhanced format offerings, highlighting sustained consumer demand for the most immersive cinematic experiences
 - On 6% of global screens, 15% of our global box office delivered by XD, IMAX, and ScreenX
- Delivered all-time high quarterly DBOX motion seat admissions revenue



Food & Beverage

- Reported our highest third quarter domestic food and beverage per cap of \$8.20
- Made significant advancements through strategic initiatives to grow revenue, including category management, strategic pricing actions, mobile ordering adoption, and merchandise, to name a few



Marketing

- Movie Club accounted for nearly 30% of our domestic 3Q25 box office with 1.45 million members – over 50% vs. 2019
- Domestic loyalty members, including free and paid programs, accounted for more than 55% of our 3Q25 box office
- Globally, we have 25+ million guests who participate in our various loyalty programs with 32 million addressable customers



Profitability

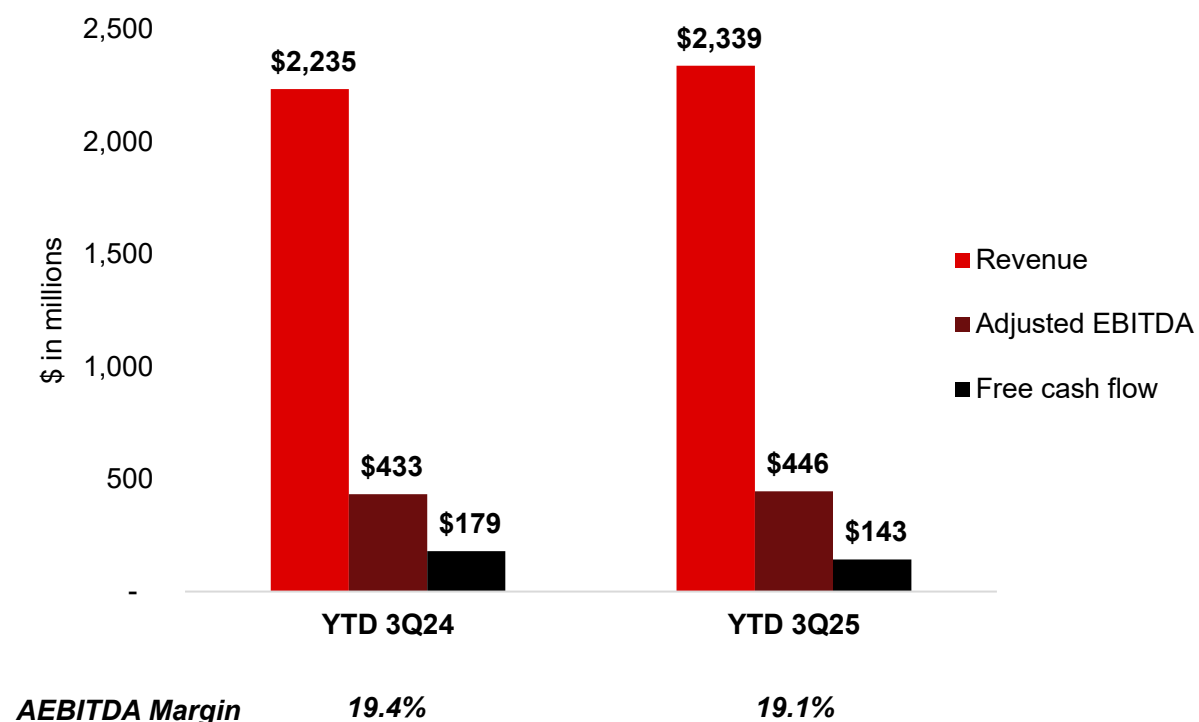
- Entertained over 54 million guests across our global footprint and reported total revenue of \$858 million
- Reported \$178 million of Adjusted EBITDA yielding a solid Adjusted EBITDA margin of 20.7%
- Generated \$92 million in Cash from Operating Activities and \$38 million of Free Cash Flow

YTD 3Q25 Results

CINEMARK™

Delivered year-over-year growth in Revenue and Adjusted EBITDA driven by a compelling film slate and the ongoing growth and productivity benefits of our strategic initiatives

Worldwide Results ¹⁾



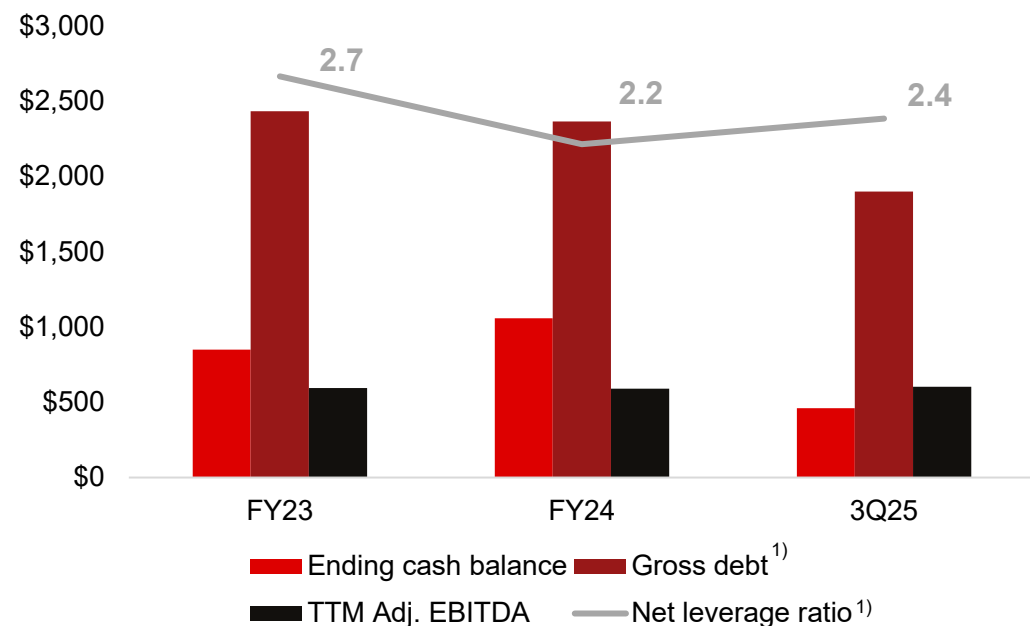
- Entertained nearly 150 million guests across 14 countries
- Reported more than \$2.3 billion of total revenue, a ~5% increase year-over-year with growth reported across each revenue line
- Delivered Adjusted EBITDA of \$446 million, an increase of 3% year-over-year, resulting in a healthy Adjusted EBITDA margin of 19.1% despite inflationary pressures and elevated repairs and maintenance expenses incurred during 2025
- Generated \$248 million in operating cash flow and \$143 million of free cash flow through YTD 3Q25
- Continued to meaningfully advance and benefit from strategic initiatives to build audiences, grow new sources of revenue and further enhance our industry-leading operating capabilities

¹⁾ See slide 29 for reconciliation of Adjusted EBITDA and Free Cash Flow to the most directly comparable GAAP measures

Solid Balance Sheet

CINEMARK™

Maintained health of our balance sheet while investing in the long-term success of our company; our balance sheet remains a strategic asset and key differentiator, providing valuable flexibility



- History of proactively managing debt and minimizing interest expense
- Limited exposure to interest rate fluctuations as >90% of debt is fixed
- Ended 3Q25 with a strong cash balance of \$461 million and total gross debt of less than \$1.9 billion
- Eliminated remaining pandemic-related debt in 3Q25 with settlement of \$460 million convertible notes and associated call spread²⁾
- Nearest debt maturity is 2028
- Maintained net leverage ratio within target range of 2-3x
 - Ended the quarter at 2.4x¹⁾

1) The Company has an undrawn revolver of \$225M; Gross debt and net leverage ratio excluding finance lease obligations; All debt is classified as long-term with the exception of the next four quarterly principal payments on the term loan

2) Refer to 10Q for further disclosures around the convertible notes, hedge transactions, and warrants, including maturity dates; 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

Maintain strength of our balance sheet to preserve flexibility and risk management

- Repaid \$460 million convertible notes on August 15, 2025, using cash on hand
- Accelerated warrants with final settlement on November 5th
 - Settled with 50/50 split of cash and shares; no net dilution when considering March 2025 repurchase of 7.93M shares
- Maintained 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

- Given company's financial strength and sustained confidence in Cinemark's long-term trajectory, our Board of Directors increased our annual dividend by 12.5% to \$0.09 per quarter in 3Q25 and authorized a \$300 million share repurchase program
- Aim to return greater share of free cash flow over time through dividends and/or stock buybacks; timing and extent of returns will be governed by maintaining our net leverage ratio within our target range, as well as our cash position and overall liquidity

4

Industry-leading operating capabilities

CINEMARK™



Industry-Leading Operating Capabilities

CINEMARK™

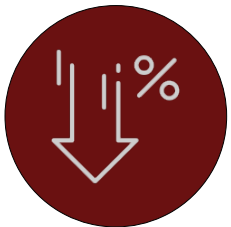
Sophisticated operating tools, processes, and rigor with meaningful strategic advances have produced consistent outperformance compared with the North American industry in 14 of the past 16 years



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



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



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



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



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



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 9/30/2025



32M customers

- Global addressable database of customers enabling targeted marketing campaigns



25M+ 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



1.45M 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
- Accounted for nearly 30% of our 3Q 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 enhanced 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 showtime planning, pricing strategies, 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 maintaining a strong 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

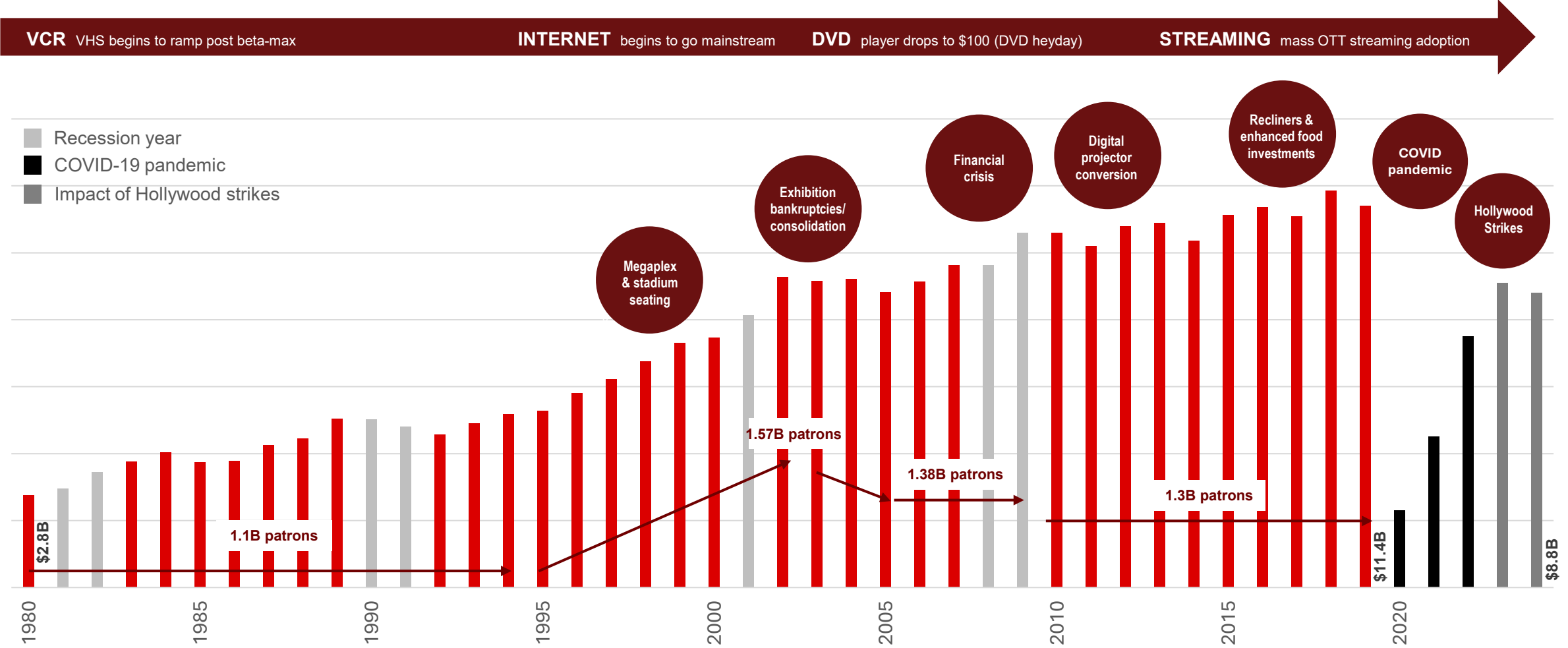
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Exhibition Industry Trends

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



Value of an Exclusive Theatrical Window

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Studios actively leaning into theatrical releases to enhance the promotion and performance of their films



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



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



Elevates perception and relevance of films by eventizing them.



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



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



Generates **stronger results** in downstream channels.



Provides **incremental monetization** channel expanding revenue.



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

Volume of wide theatrical releases continues to improve; we expect ~120 wide releases in 2025, reaching ~90% of pre-pandemic levels ¹⁾

¹⁾ Wide release volume defined as 1,500 runs. Note: 110 wide release films in 2023 and 2024

2025 Notable Titles

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Quarter 1



Jan. 10
(LGF)

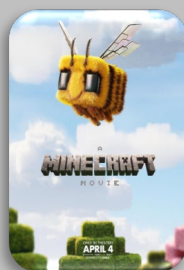


Jan. 31
(UNI)



Feb. 14
(DIS)

Quarter 2



April. 4
(WB)



April. 18
(WB)



May. 2
(DIS)

Quarter 3



July. 4
(UNI)



July. 11
(WB)



July. 25
(DIS)

Quarter 4



Oct. 10
(DIS)



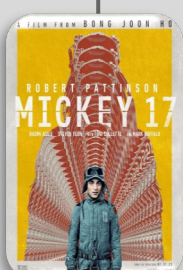
Nov. 7
(PAR)



Nov. 21
(UNI)



Feb. 14
(SNY)



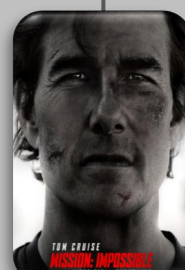
March. 7
(WB)



March. 21
(DIS)



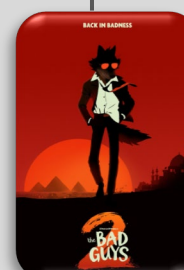
May. 23
(DIS)



May. 23
(PAR)



June. 13
(UNI)



Aug. 1
(UNI)



Aug. 8
(DIS)



Sep. 5
(WB)



Nov. 26
(DIS)



Dec. 5
(UNI)

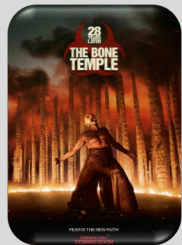


Dec. 19
(20th)

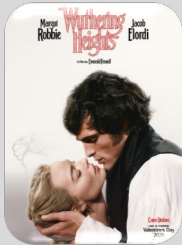
2026 Compelling Film Slate

CINEMARK™

Quarter 1



Jan. 16
(SNY)



Feb. 13
(WB)



Feb. 13
(SNY)



April. 3
(UNI)



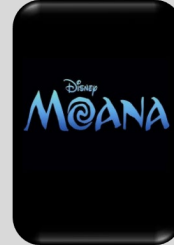
April. 24
(LGF)



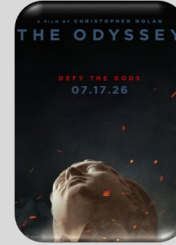
May. 1
(20th)



July. 1
(UNI)



July. 10
(DIS)



July. 17
(UNI)

Quarter 4



Oct. 2
(AMZ.MGM)



Nov. 20
(LGF)



Nov. 27
(DIS)



Feb. 27
(PAR)



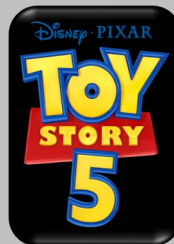
March. 6
(DIS)



March. 20
(AMZ.MGM)



May. 22
(WB)



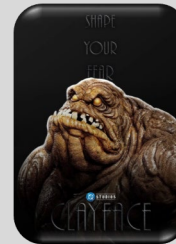
June. 19
(DIS)



June. 26
(WB)



July. 31
(SNY)



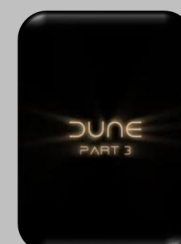
Sep. 11
(WB)



Sep. 25
(UNI)



Dec. 11
(SNY)



Dec. 18
(WB)



Dec. 18
(DIS)

Appendix



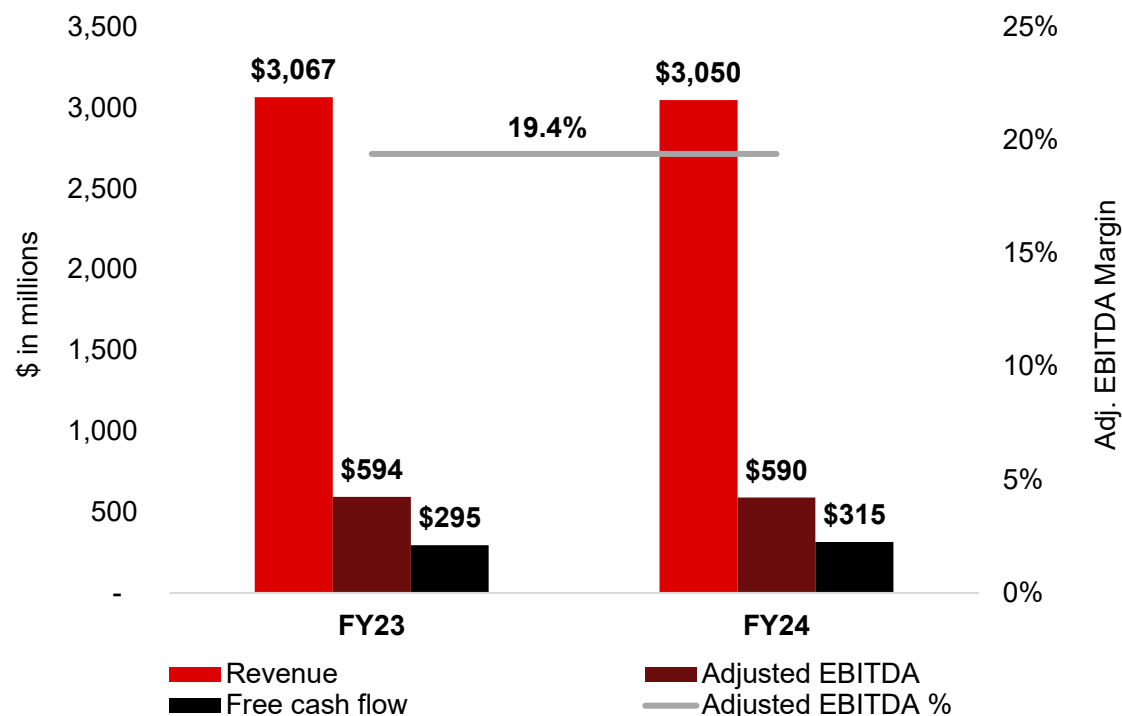
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FY 2024 Results

CINEMARK™

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 remained elevated as we prepared to address our convertible notes due August 2025

1) See slide 31 for reconciliation of Adjusted EBITDA and Free Cash Flow to the most directly comparable GAAP measures

Non-GAAP Measure Reconciliations

Reconciliation of Net Income to Adjusted EBITDA ^{1), 6)}

	3Q25	3Q24	YTD25	YTD24
Net Income	\$51	\$189	\$107	\$261
Add (deduct):				
Income tax (benefit) expense	(23)	(43)	5	(71)
Interest expense ²⁾	32	37	110	109
Other income, net ³⁾	-	(22)	(9)	(40)
Cash distributions from equity investees ⁴⁾	1	2	8	5
Depreciation and amortization	51	49	150	148
Impairment of long-lived and other assets	1	-	2	-
Loss on disposal of assets and other	3	-	-	2
Loss on debt amendments and extinguishments	-	3	1	5
Non-cash rent expense	(3)	(3)	(9)	(10)
Share-based awards compensation expense ⁵⁾	10	8	26	24
Loss on warrants	55	-	55	-
Adjusted EBITDA	\$178	\$221	\$446	\$433

Reconciliation of Cash Flows

Provided by Operating Activities to Free Cash Flow ^{1), 6)}

	3Q25	3Q24	YTD25	YTD24
Cash flows provided by operating activities	\$92	\$107	\$248	\$269
Deduct:				
Capital Expenditures	53	43	106	90
Free Cash Flow	\$38	\$64	\$143	\$179

Reconciliation of Adjusted EBITDA Margin

	3Q25	3Q24	YTD25	YTD24
Total Revenues ¹⁾	\$858	\$922	\$2,339	\$2,235
Adjusted EBITDA ¹⁾	178	221	446	433
Adjusted EBITDA Margin	20.7%	23.9%	19.1%	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 loss, interest expense – NCM, equity in income of affiliates, net loss (gain) on investment in NCMI, and distributions from NCMI/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.

6) Certain amounts included herein cannot be recalculated due to rounding

Non-GAAP Measure Reconciliations

Reconciliation of Net Income to Adjusted EBITDA ¹⁾

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

Reconciliation of Cash Flows

Provided by Operating Activities to Free Cash Flow ¹⁾

	2024	2023
Cash flows provided by operating activities	\$466	\$444
Deduct:		
Capital Expenditures	151	149
Free Cash Flow	\$315	\$295

Reconciliation of Adjusted EBITDA Margin

	2024	2023
Total Revenues ¹⁾	\$3,050	\$3,067
Adjusted EBITDA ¹⁾	590	594
Adjusted EBITDA Margin	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



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