

Investor Presentation

February 19, 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, ongoing industry recovery, and numerous opportunities to drive incremental value

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**

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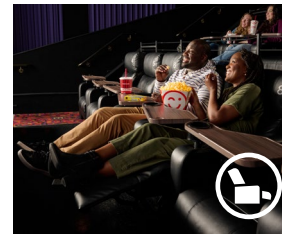
High Quality Assets

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



#1 private-label premium large format in the world with nearly **300** 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 **400+** 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 12/31/2024

2

Distinctive global footprint

CINEMARK™



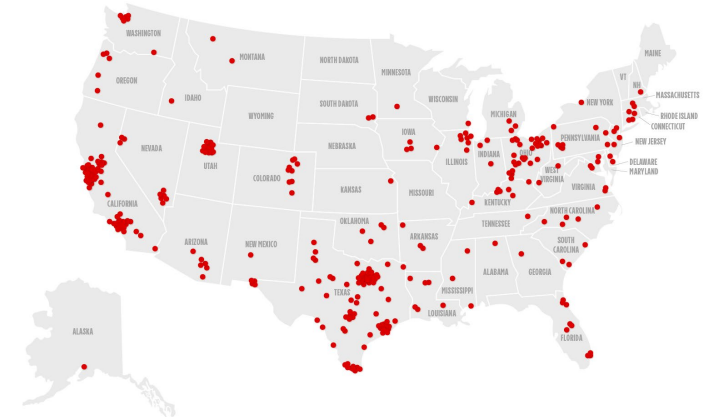
Distinctive Global Footprint

CINEMARK™

Distinctive global footprint with 497 theaters and 5,653 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 / 4,255 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

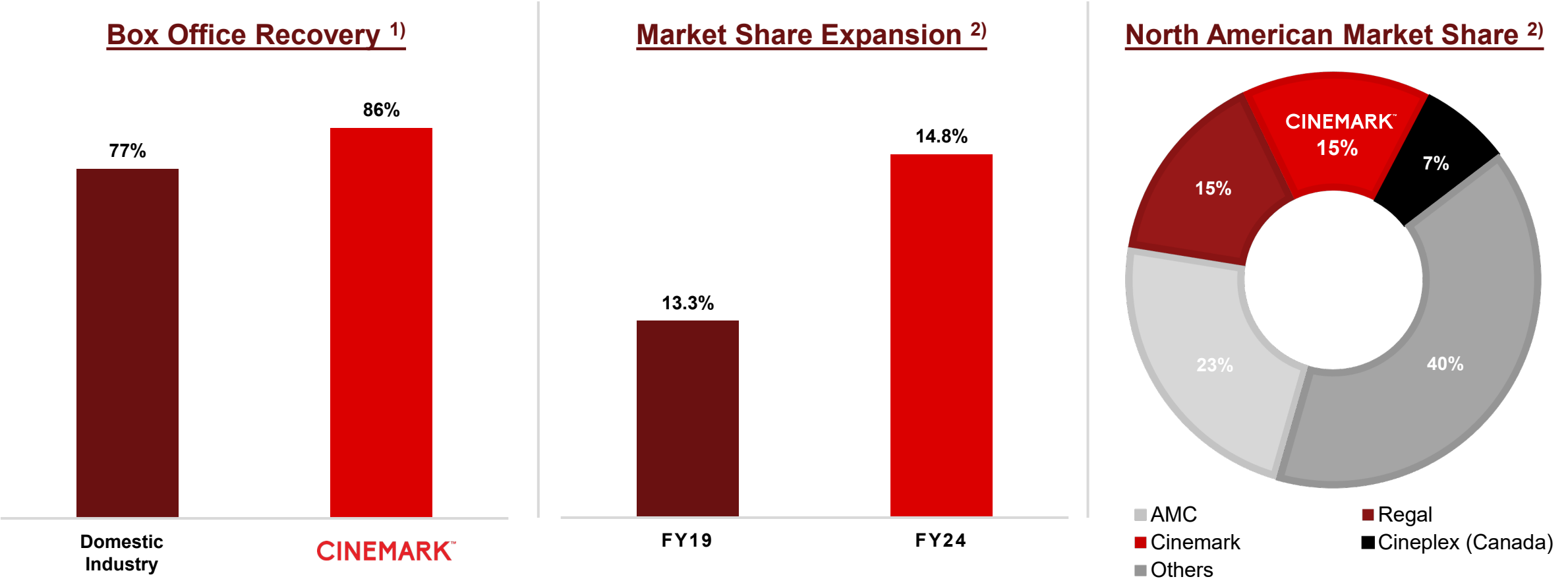


Concentration in both suburban and Latin markets that have strong moviegoing cultures which tend to over-index in theater visitation frequency

Significant North American Market Share

CINEMARK™

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



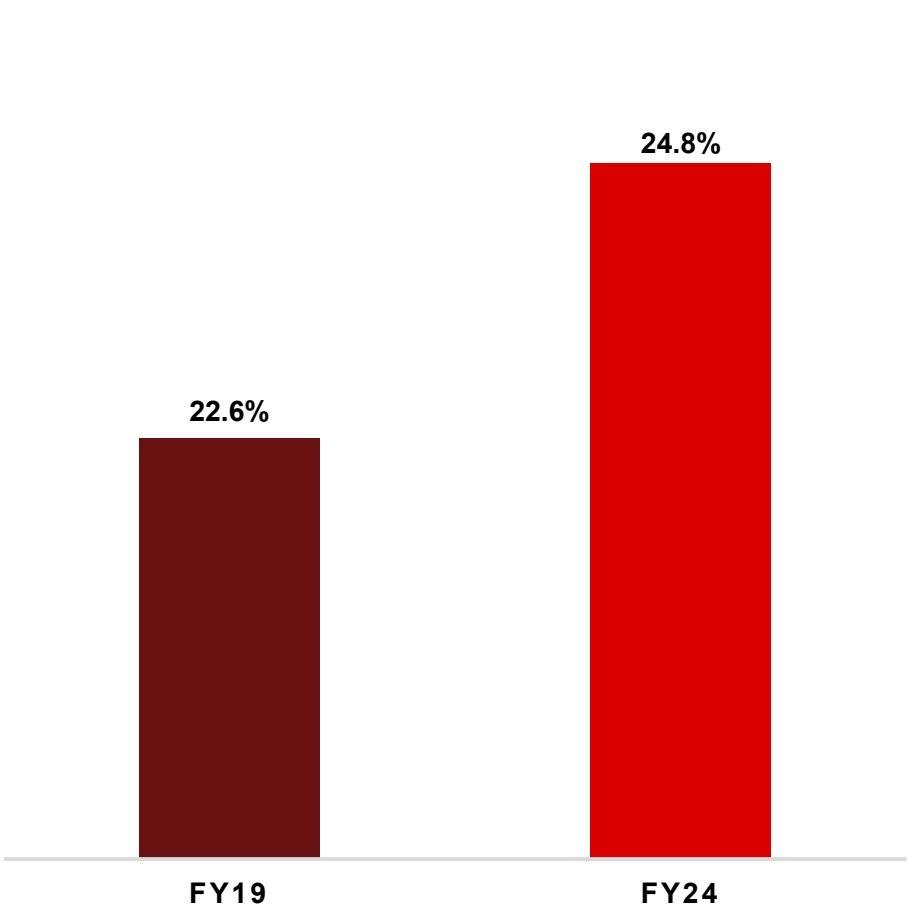
1) North American industry for FY24 vs FY19 per comScore based on gross box office; Cinemark reported admission revenues results
2) Market share data per ComScore based on gross box office

Leader Across Latin American Region

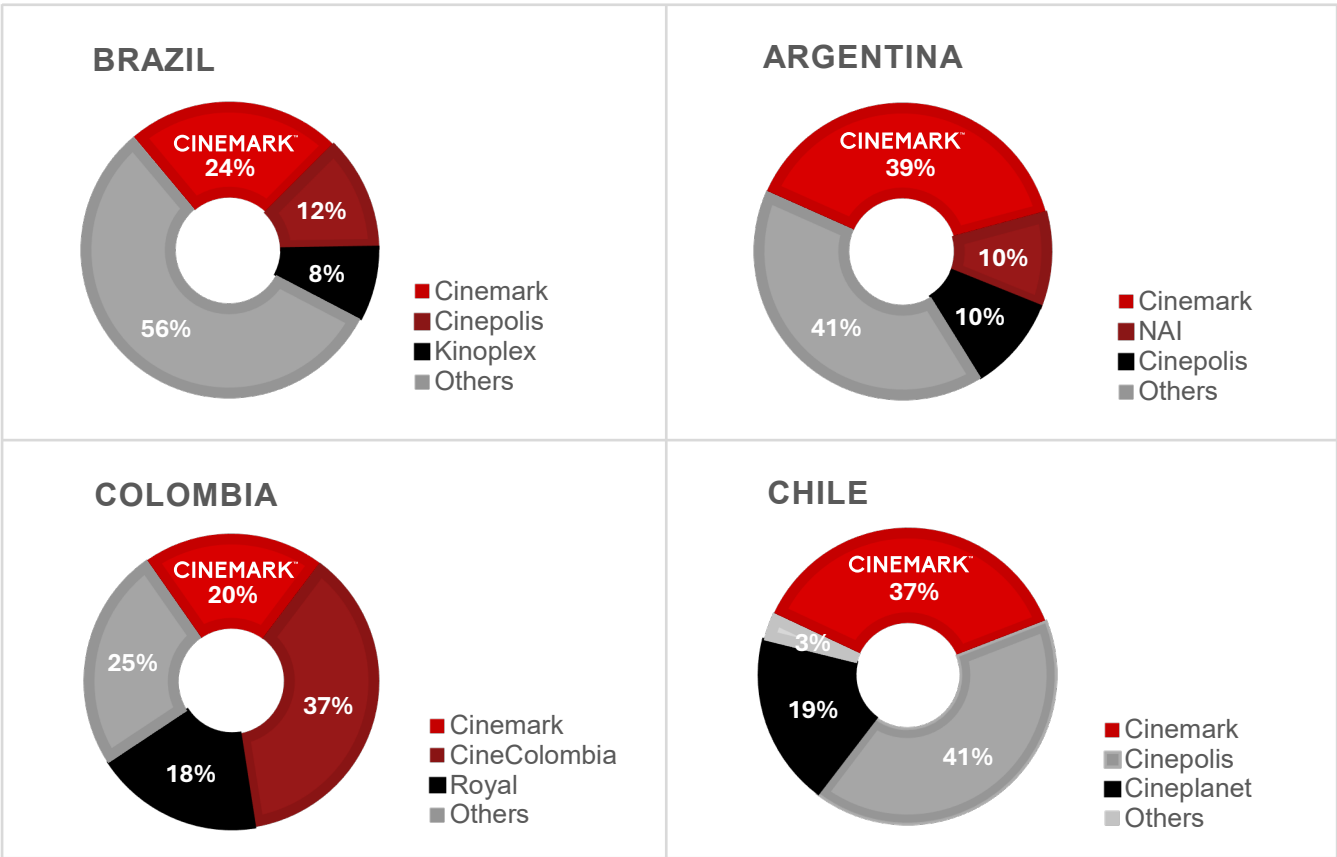


Well-established leader with market share expanding meaningfully since pre-pandemic and box office recovery outpacing the comparable Latin American industry benchmark

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™

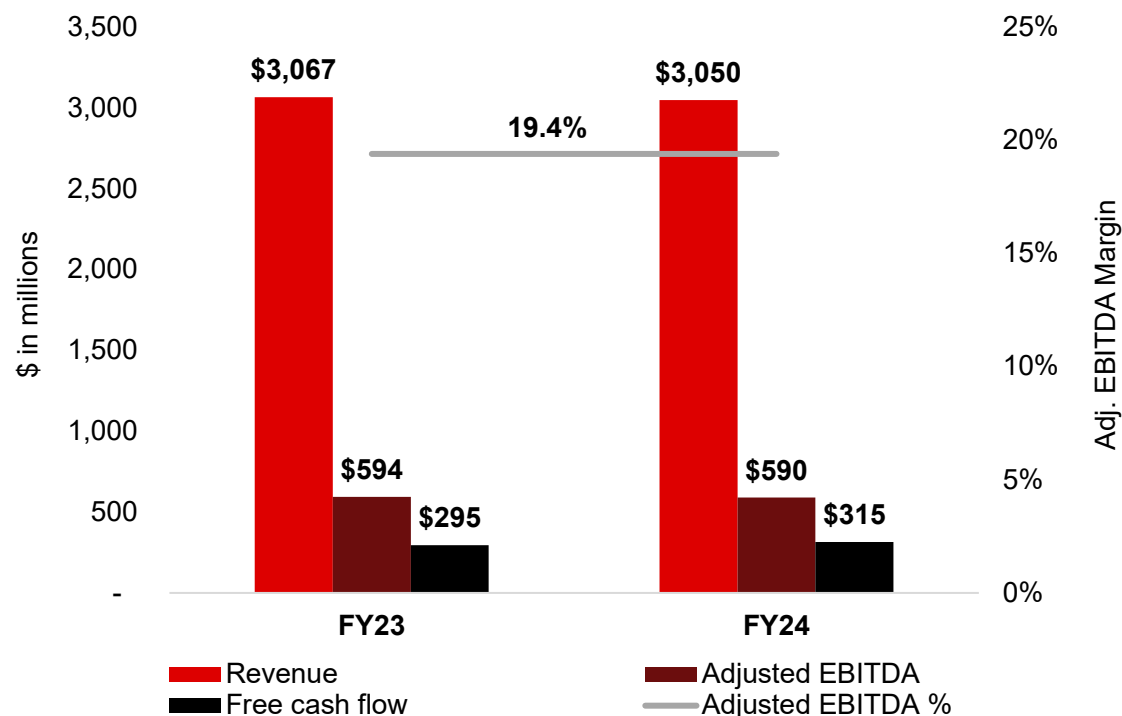


FY 2024 Results

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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 Appendix for reconciliation of Adjusted EBITDA and Free Cash Flow to the most directly comparable GAAP measures

FY 2024 Highlights

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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 strategic pricing actions, queue lines, category management, mobile concession adoption, 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

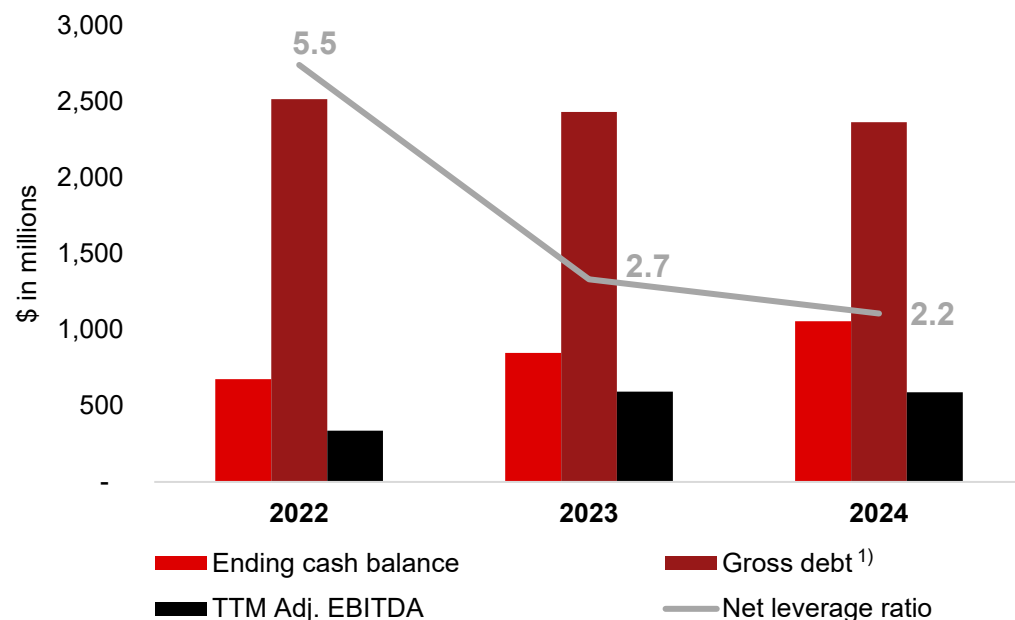
- Implemented tools and processes to adjust our labor both up and down based on expected attendance levels, which resulted in reduced payroll hours year-over-year
- Leveraged programming optimization to increase showtimes

Solid Balance Sheet

CINEMARK™

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

Net Leverage Ratio



- History of proactively managing debt and minimizing cash interest expense with the following actions during 2024:
 - Retired \$156 million of pandemic-related debt
 - Reduced interest expense on our term loan with reprice transactions that resulted in a combined 100 bps rate reduction
- Limited exposure to interest rate fluctuations as >90% of debt is fixed
- Ended the year with a strong cash balance of \$1.1 billion, which remains elevated as we prepare to address the \$460 million of convertible notes due Aug. 2025
 - Intend to pay down par value of \$460 million with cash on-hand
 - Flexibility to settle any exposure beyond \$22.08 call spread with cash or shares
- Maintained net leverage ratio within target range of 2-3x
 - Ended the year at 2.2x

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

Capital Allocation Priorities

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

1

Strengthen balance sheet to enhance flexibility and risk management

- Maintain net leverage ratio within 2-3x range

2

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

- Maintain a high-quality circuit
- Pursue high-confidence ROI-generating initiatives, including new builds and theater enhancements
- Evaluate accretive M&A opportunities

3

Distribute excess capital to shareholders

- Reinstated dividend at \$0.32 per annum, marking a meaningful milestone in recovery
- Once convertible notes are fully addressed, intent is to return greater share of free cash flow through dividends and/or stock buybacks as long as net leverage ratio remains within target range

4

**Industry-
leading
operating
capabilities**

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Industry-Leading Operating Capabilities

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Sophisticated operating tools, procedures, and rigor with meaningful strategic advances have delivered 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.



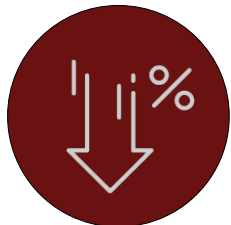
Technology support center that evaluates sight & sound technology and provides technical support to our theaters to ensure a top-notch guest experience.



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 to help 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

1) As of 12/31/2024



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 ~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**

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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 the 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 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

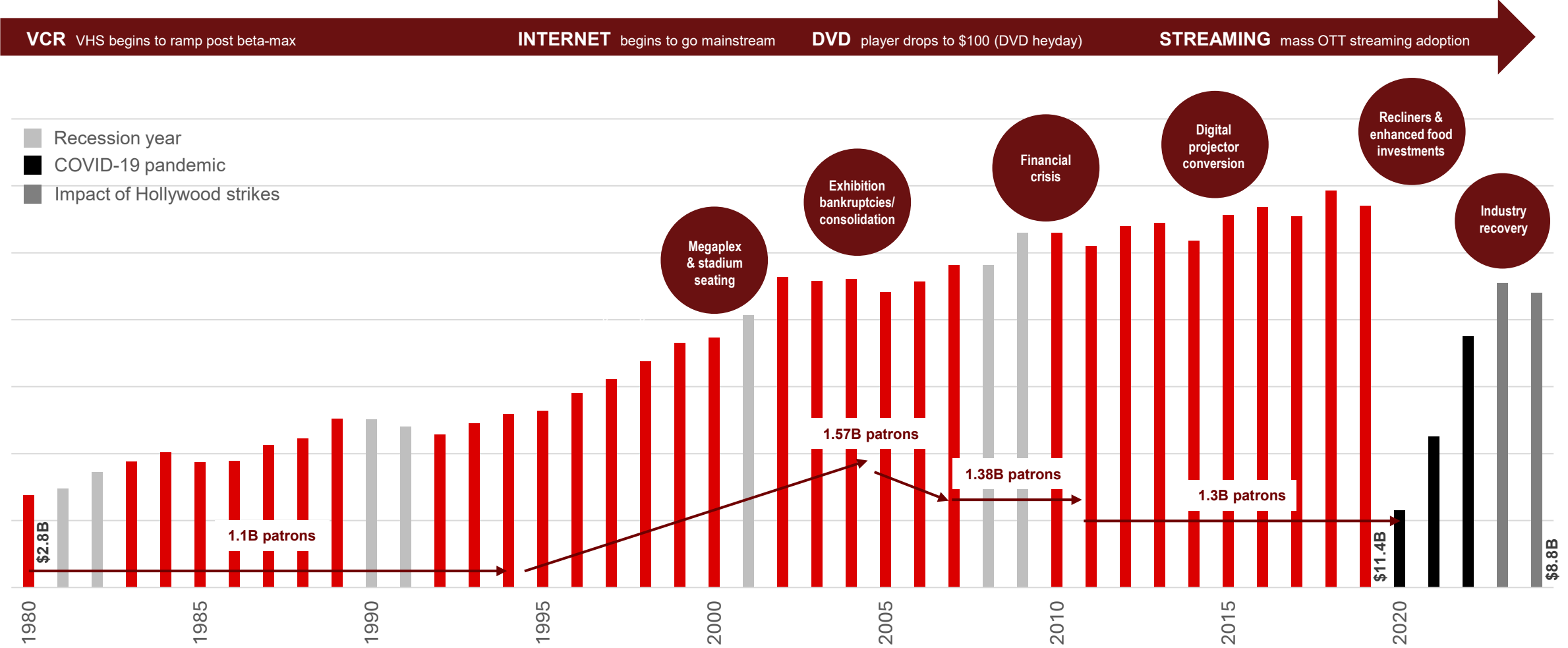
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Exhibition Industry Trends

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

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.

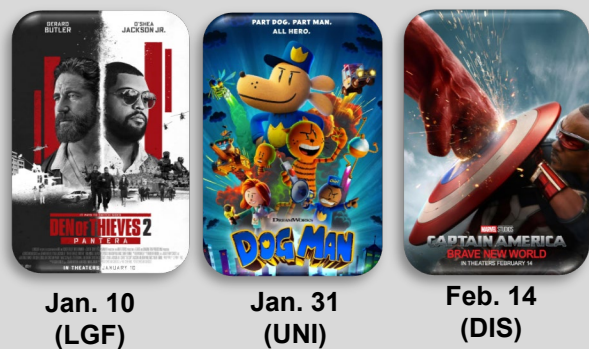


Delays sizable jump in **piracy** upon in-home availability.

2025 Notable Titles

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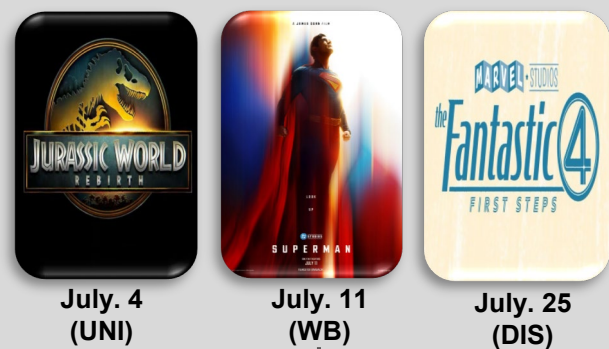
Quarter 1



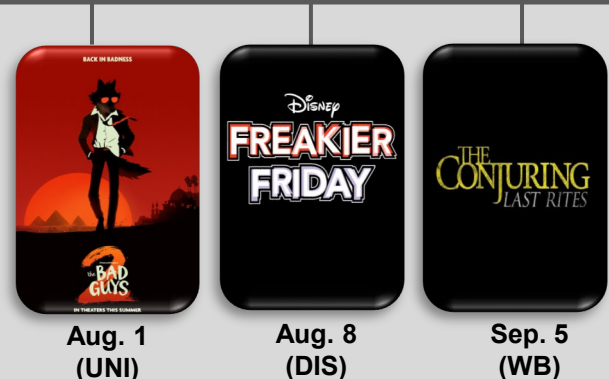
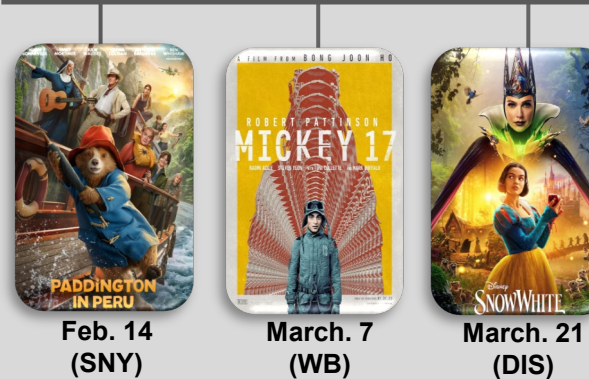
Quarter 2



Quarter 3

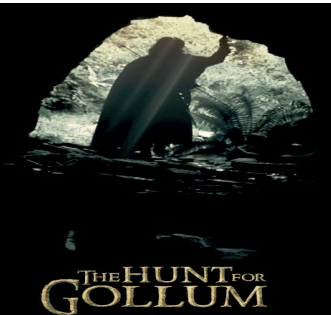
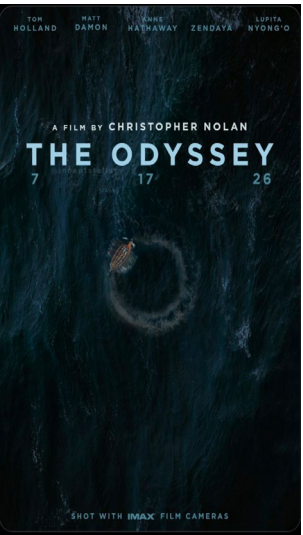
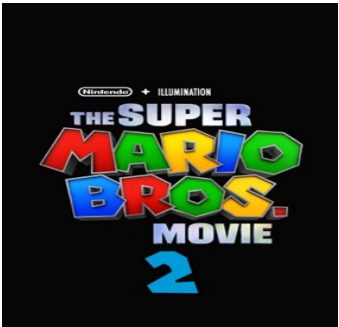
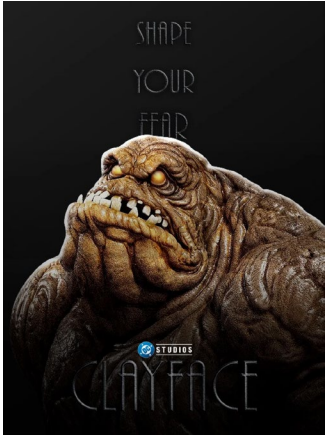


Quarter 4



2026 Compelling Film Slate

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Appendix



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2024 Non-GAAP Measure Reconciliations

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

	2024	2023
Net Income/(Loss)	\$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

	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 loss, interest expense – NCM, equity in income of affiliates and net 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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