CINEMARK

CENTURY THEATRES · CinéArts · Tinseltown · rave cinemas

Investor Presentation

November 5, 2021

Forward Looking Statements

FORWARD LOOKING STATEMENTS:

Certain matters within this presentation include “forward–looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The “forward-looking statements” may include our current expectations, assumptions, estimates and projections about our business and our industry. They may include statements relating to the proposed offering, the anticipated use of proceeds, future revenues, expenses and profitability, the future development and expected growth of our business, projected capital expenditures, 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, competition from other exhibitors and alternative forms of entertainment and determinations in lawsuits in which we are defendants. Forward-looking statements can be identified by the use of words such as “may,” “should,” “could,” “estimates,” “predicts,” “potential,” “continue,” “anticipates,” “believes,” “plans,” “expects,” “future” and “intends” and similar expressions. Forward-looking statements may involve known and unknown risks, uncertainties and other factors that may cause the actual results or performance to differ from those projected in the forward-looking statements. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and difficult to predict, including, among others, the impacts of COVID-19. Such risks and uncertainties could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. For a description of the risk factors, please review the “Risk Factors” section or other sections in the Company’s Annual Report on Form 10-K filed February 26, 2021 and the 8K filed on March 4, 2021. All forward-looking statements are expressly qualified in their entirety by these cautionary statements and such 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:

Certain non-GAAP financial measures included in this presentation, including Free Cash Flow, Adjusted EBITDA and other financial measures utilizing Adjusted EBITDA, may not comply with the guidelines adopted by the Commission regarding the use of financial measures that are not prepared in accordance with U.S. generally accepted accounting principles (“GAAP”). Our measurement of Adjusted EBITDA and other financial measures may not be comparable to those of other companies, and may not be comparable to similar measures used in our various debt agreements, including Cinemark USA’s Credit Agreement and the indentures governing Cinemark USA’s senior notes. 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.

Cinemark Overview

Cinemark Overview

- **One of the largest and most influential movie theatre companies in the world**
  - 524 theatres with 5,897 screens in 16 countries [1]

- **U.S. Operations** [2]
  - Third largest exhibitor in terms of market share
  - 42 states, 104 DMAs
  - Historically #1 or #2 in box office revenues in 80% of our top 25 markets
  - Highest attendance per screen among leading exhibitors
  - Surpassed North American industry box office growth for 10 out of the past 11 years
  - U.S. operations funded the debt, domestic growth opportunities and dividend

- **International Operations** [2]
  - First modern theatre experience throughout Latin America
  - More than 26 years of operating experience
  - 15 countries
  - Approximately 30% market share in key countries
  - Presence in 15 of top 20 metropolitan cities in the region

324 Theatres 4,440 Screens[1]

200 Theatres 1,457 Screens[1]

1) *As of 9/30/2021*
2) *As of 12/31/2020*

Highly Experienced Management Team

Lee Roy Mitchell

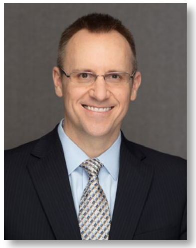
Founder & Executive Chairman

Founded Cinemark in 1987, served as CEO through 2006 and has served as Executive Chairman since 1996

Mark Zoradi

CEO & Board Director

Served as Cinemark's CEO since 2015. Spent 30+ years at Walt Disney Company, most recently serving as President of the Walt Disney Studios Motion Picture Group



Sean Gamble

President & CFO

15+ years of industry experience. Joined as Cinemark's CFO in 2014 after spending 5+ years as CFO/Executive Vice President of Universal Pictures within NBCUniversal

Valmir Fernandes

President, International

20+ years of Cinemark experience includes the past 10 years as President of International following 10 years as the General Manager of Cinemark Brazil

Mike Cavalier

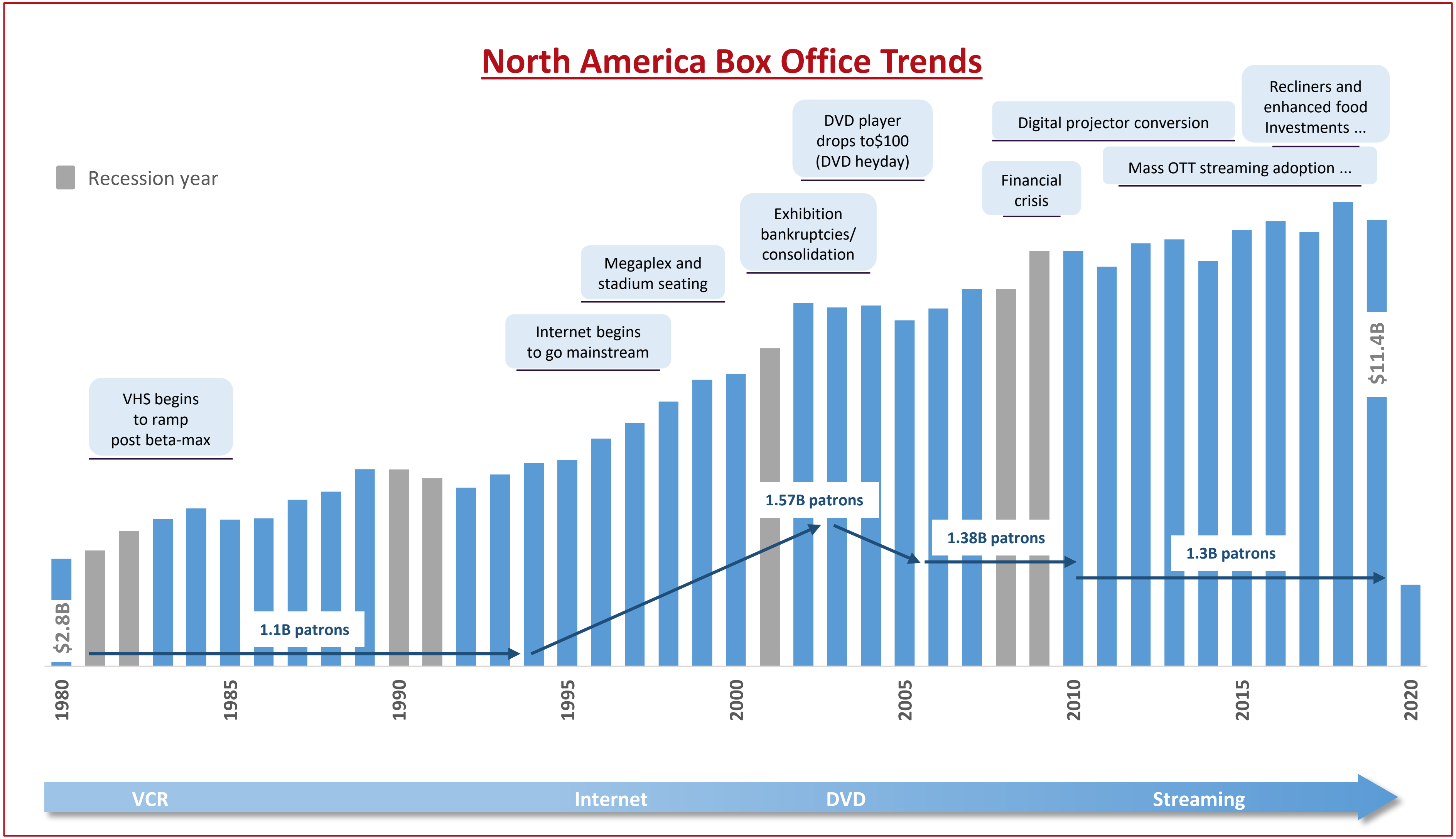
EVP General Counsel

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

Additional key leaders with 20+ years of industry/Cinemark experience in the US and internationally

Exhibition Industry Trends

Stable, long-term industry growth trends across technology innovations and economic cycles



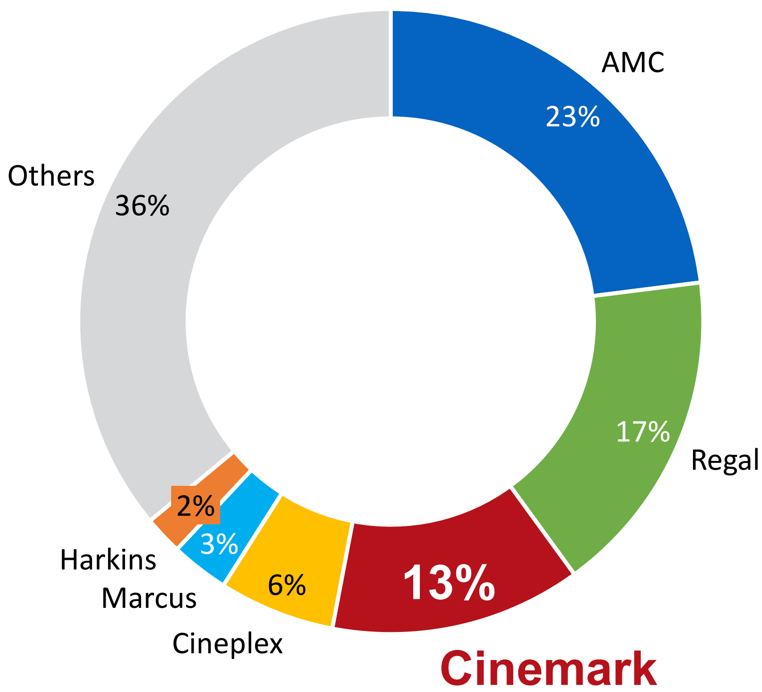
Sources: North America: ComScore; NATO.

Pre-COVID
Summary & Financials

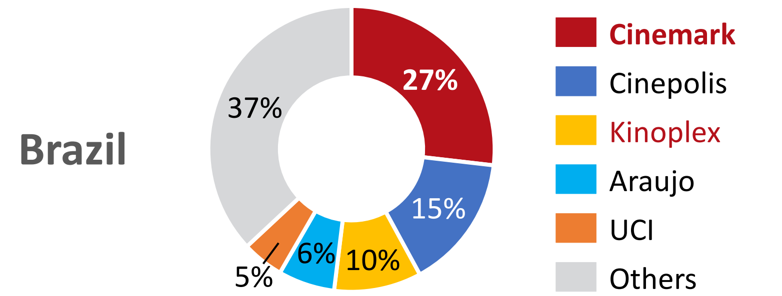
Broad and Leading Presence in the Americas

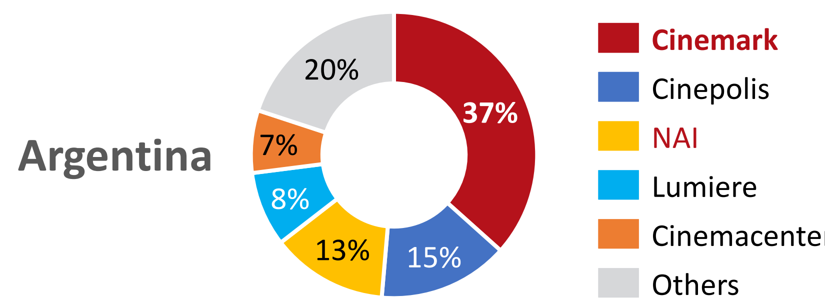
Strong presence across the U.S. and Latin America that is strategically important to film distributors as well as promotional partners

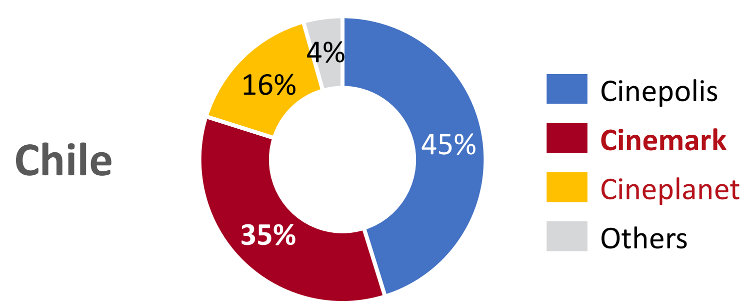
2019 Market Share - North America[1]



2019 Market Share - Key Latin American Markets[1]







1) Based on FY 2019 box office; see slide 15 for current market share trends

Initiatives to Drive Growth and Outperformance

Cinemark's strategic initiatives drove growth and consistent outperformance leading into the crisis. While the initiatives are currently being reprioritized, we expect these to be a focus over the long-term.

1 Create an extraordinary in-theatre guest experience

2 Deepen and extend the overall guest engagement

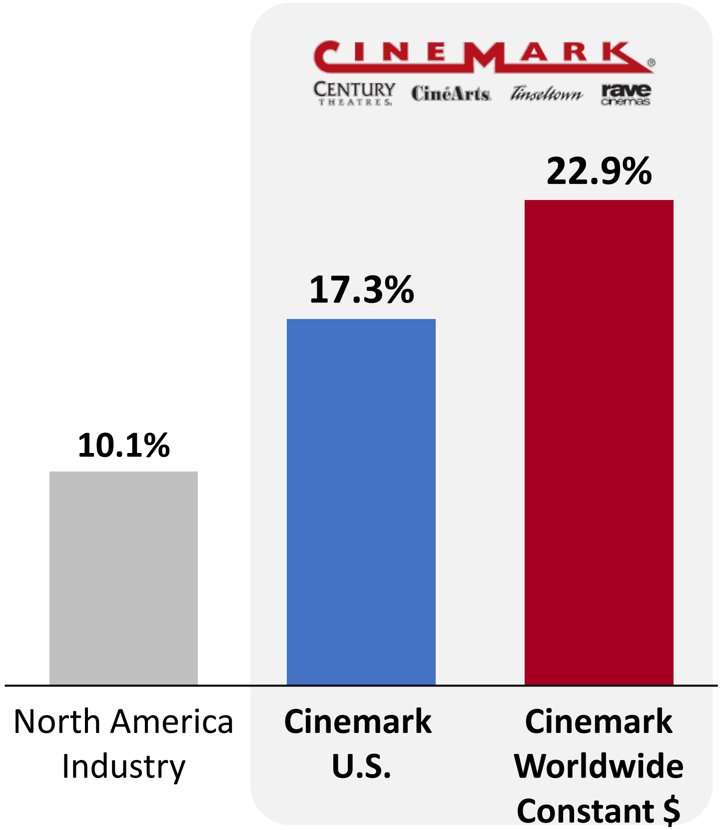
3 Actively pursue organic and synergistic growth opportunities

Invested in strategic initiatives while maintaining the strength and flexibility of our balance sheet. Going forward, re-fortifying the balance sheet will be our primary focus.

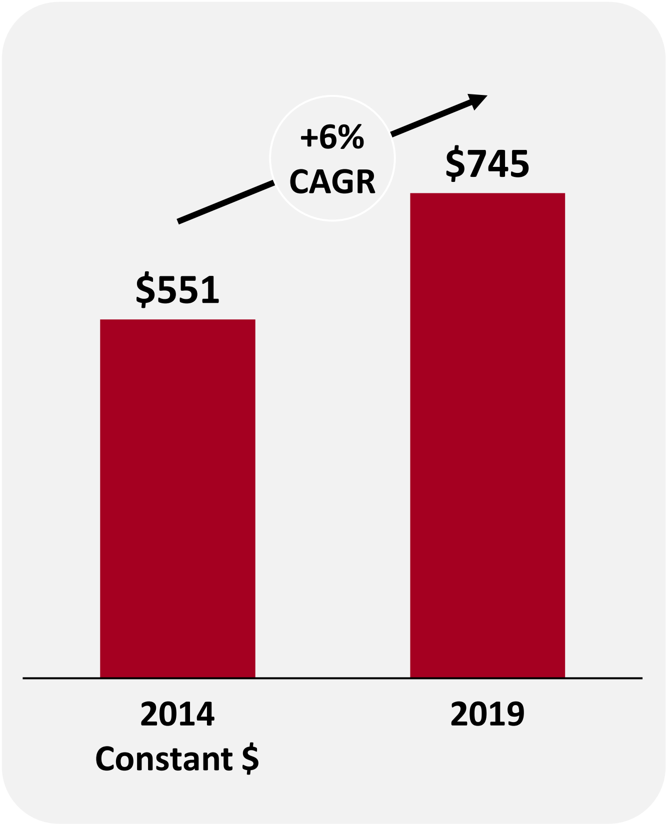
Consistent Industry Outperformance

Cinemark has surpassed North American industry box office growth 47 out of the past 51 quarters and has consistently led the industry in profitability

2014 - 2019 Admission Revenue Growth [1]



CNK WW Adjusted EBITDA Growth [1, 2]



Source: MPAA and Public Filings.

1) *As of December 31, 2019. 10% WW growth in USD as reported. Constant currency is a non-GAAP measurement calculated using the average exchange rates for the corresponding months for 2019. We translate results of our international operating segment from local currencies into U.S. dollars using currency rates for respective reporting periods. Significant changes in foreign exchange rates from one period to the next can result in meaningful variations in reported results. We provide constant currency amounts to compare performance without the impact of foreign currency fluctuations. See schedule of non-GAAP measures and financial metrics at investors.Cinemark.com*
2) *Adjusted EBITDA has been presented including all cash distributions from equity investees for all years presented. See Appendix for reconciliation of Adjusted EBITDA to the most directly comparable GAAP measures.*

2019 Financial Summary

Amounts in millions

2019 Worldwide Results

	2019	5-Year CAGR
Attendance	280	1.2%
Revenue	$3,283	4.6%
Adj. EBITDA (1)	$745	3.9%
Adj. EBITDA % (1)	*22.7%*	
Free Cash Flow (1)	$258	4.2%
End Cash Balance	$488	
Net Leverage	2x	

Highlights

- Served ~280 million patrons globally
- Achieved 5th consecutive year of record revenue with top-line growth in U.S. and International[2] segments
- Exceeded North America industry box office growth by 200 bps, outperforming in 10 of the past 11 years
- Grew global concession per caps 8.7% in constant $, extending growth trend to 13 consecutive years
- Generated over 20% free cash flow growth vs. 2018
- Maintained balance sheet strength with almost $0.5B in cash and ~2x net leverage, consistent with results for past 10 years
- Strengthened circuit and customer experience by reclining another 200 screens, representing 60% of U.S. circuit at year-end
- Expanded highly successful Movie Club subscription program to 950K members

1) *See Appendix for reconciliation of Adjusted EBITDA and Free Cash Flow to the most directly comparable GAAP measures*
2) *Intl segment growth in constant $*

Pandemic Recovery Update and Financial Results

Pandemic Recovery Status

Positive momentum regarding the rebound of theatrical exhibition; Cinemark is well

Recovery Considerations

1	**Current status of the virus and vaccinations**
2	**Evolving restrictions imposed by governmental authorities**
3	**Consumer confidence and willingness to return to theatres**
4	**Availability of new film content**

Recovery Update

- ~93% of North American industry screens operating with 100% of Cinemark domestic screens re-opened
- Able to operate in each of our 15 Latin American countries and have opened 100% of screens as of the end of 3Q
- Closely monitoring infection and vaccination rates globally and encouraged with progress
- Government restrictions continuing to vary on a local jurisdiction basis
    - No capacity restrictions in-place domestically
    - LatAm capacity and operating hour restrictions vary by city/country
- Consumer sentiment in returning to theatres has returned to its pre-Delta variant peak in July with 77% of moviegoers comfortable returning to the theatre
- Industry recovery continues in 4Q21, which is loaded with blockbusters; October set a pandemic-era U.S. box office record for our industry and our company
- 2022 will be a more normalized year with mega-movies from giant franchises, fresh remakes and spin-offs that will have massive consumer appeal

Operational and Promotional Advancements

Have enacted, and are continuing to pursue, varied productivity and efficiency initiatives while focusing on efforts to maximize attendance and drive new ancillary revenue opportunities.

- Optimizing operating hours and showtime schedules through **utilization of enhanced data management analytics**
- **Simplifying and streamlining numerous theatre practices**, such as ticket issuance, inventory procedures and ushering routines, to be leaner and more efficient
- **Refining the degree of staffing required** to operate theatres, including enhanced planning and management controls
- Continuing to drive **company-wide Continuous Improvement** and margin expansion projects
- **Prioritizing food and beverage offerings** that are less labor intensive and are continuing to ramp up offerings as attendance warrants; simplifying and enhancing the guest experience through the online F&B ordering platform
- Significantly **advance digital and social marketing capabilities** to increase moviegoing frequency and overall consumer spend
- Heightened **focus on gaming initiatives and alternative content** to further utilize auditoriums to supplement Hollywood film content

Highlights of 3Q21 Results

We continue to make significant progress in recovering from the effects of the pandemic and are extremely well-positioned to benefit during the ongoing resurgence of theatrical moviegoing

Box Office	• 3Q21 domestic box office of $195.3MM over-indexed the industry results by 700 bps and resulted in ~15% of industry box office share relative to ~13% pre-COVID • 3Q21 worldwide attendance increased 61% since last quarter (2Q21), tangibly underscoring moviegoer demand and driving the company's resurgence
Food & Beverage	• U.S. food & beverage per cap was another all-time high in 3Q21 as pent-up demand drove customer indulgence, boosted by ongoing innovations and strategic initiatives to simplify the buying process and capitalize on upsell opportunities
Occupancy	• U.S. occupancy continued its upward trajectory during 3Q21 at 13%+ relative to 25 – 30% averages historically
Movie Club	• Reinstated Movie Club billing of all members with only a 6% decline in pre-pandemic membership base, predominately driven by expired credit cards • Launched Movie Club Platinum, an earned premium tier with bigger perks
Premium Large Formats	• Consumers continue to select premium large formats with 13% of U.S. box office generated from premium large formats, representing only 4% of our screens
Profitability	• Generated WW Adj. EBITDA of $44MM in 3Q21 with positive EBITDA in every month • Flipped to modestly positive average cash flow and expect this can continue going forward normalized for seasonality, working capital, and interest expense payments

YTD 3Q 2021 Financial Summary

Amounts in millions

YTD 3Q 2021 Worldwide Results

	YTD 3Q'21	YTD 3Q'19
Attendance	58	216
Revenue	$844	$2,494
Adj. EBITDA (1)	$(59)	$567
Adj. EBITDA % (1)	*N/A*	*22.7%*
Free Cash Flow (1)	$(99)	$211
End Cash Balance	$543	$483
Net Leverage	N/A	2x

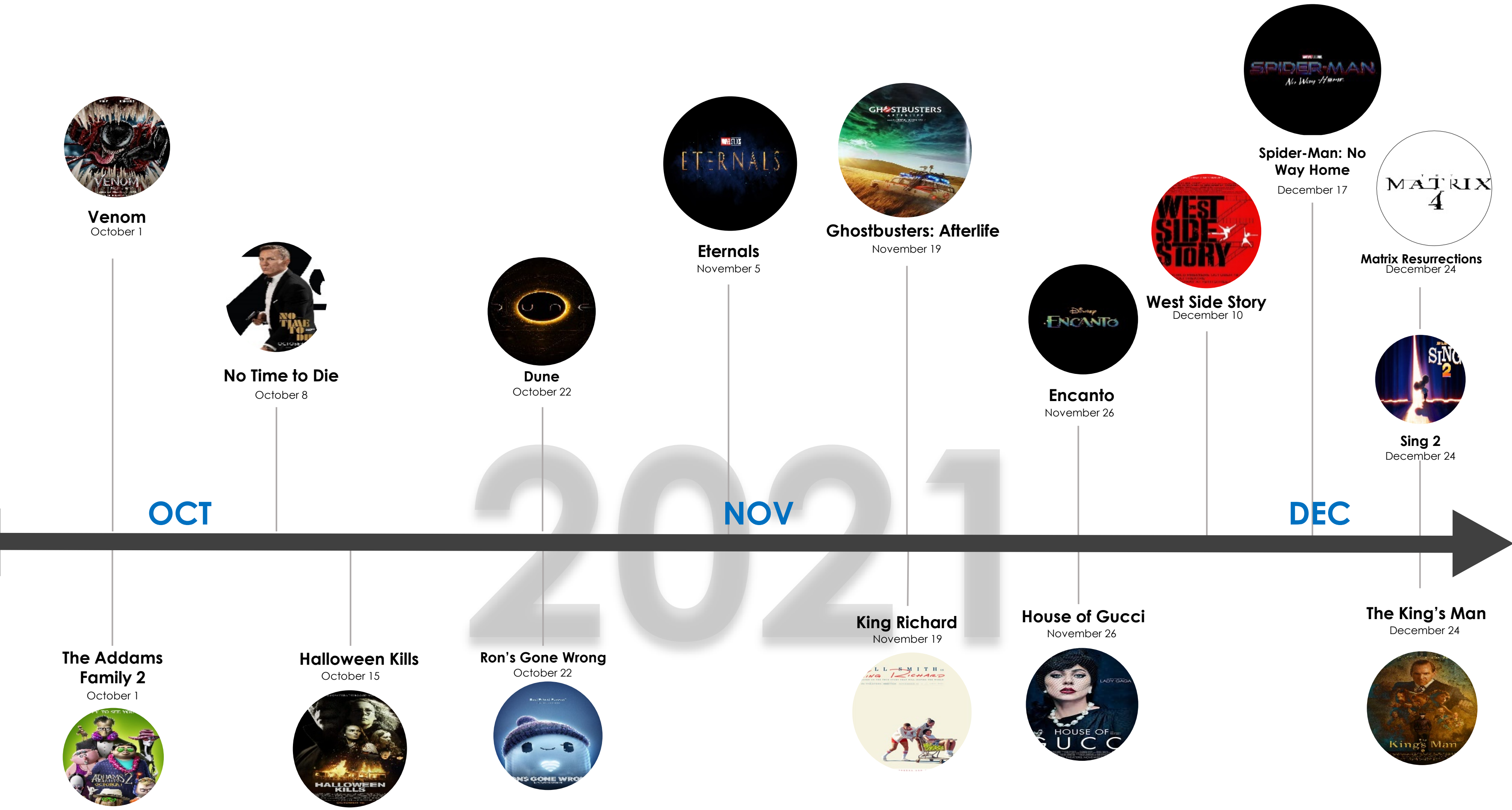
Highlights

- The industry ramp up continues to progress, and we are highly encouraged with increasing consumer demand for the cinematic experience and box office momentum
- LatAm continues to lag the US by multiple months considering the status of the virus, though continued improvements in trends as COVID cases are falling with vaccinations becoming more widely available
- Given the wider array of commercial film content available, 3Q21 results materially improved relative to 1Q21 and 2Q21
- All significant debt maturities extend through March 2025 and beyond; revolver maturity November 2024
- Though we have ample liquidity, multiple financing opportunities remain available, including:
    - $100MM revolving credit line
    - incremental term loan borrowing capacity within credit facility
    - sale-leaseback arrangements on unencumbered properties
    - issuance of equity

1) See Appendix reconciliation of Adjusted EBITDA and Free Cash Flow to the most directly comparable GAAP measures.

A Look Ahead

4Q21 Film Slate Highlights



2022 Notable Film Titles

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Quarter 1

THE BATMAN
March 4
Warner Bros.

MORBIUS
January 28
Sony

Disney·PIXAR TURNING RED
March 11
Disney

DOWNTON ABBEY 2
March 18
Focus

SCREAM
January 14
Paramount

Quarter 2

DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS
May 6
Disney

JURASSIC WORLD DOMINION
June 10
Universal

Disney·PIXAR LIGHTYEAR
June 17
Disney

TOM CRUISE TOP GUN MAVERICK
May 27
Paramount

SONIC 2 THE HEDGEHOG
April 8
Paramount

Quarter 3

MARVEL THOR LOVE AND THUNDER
July 8
Disney

ILLUMINATION PRESENTS MINIONS THE RISE OF GRU
July 1
Universal

BLACK ADAM
July 29
Warner Bros.

M:I-7
September 30
Paramount

KALUUYA PALMER YEUN NOPE
July 22
Universal

Quarter 4

AVATAR
December 16
Disney

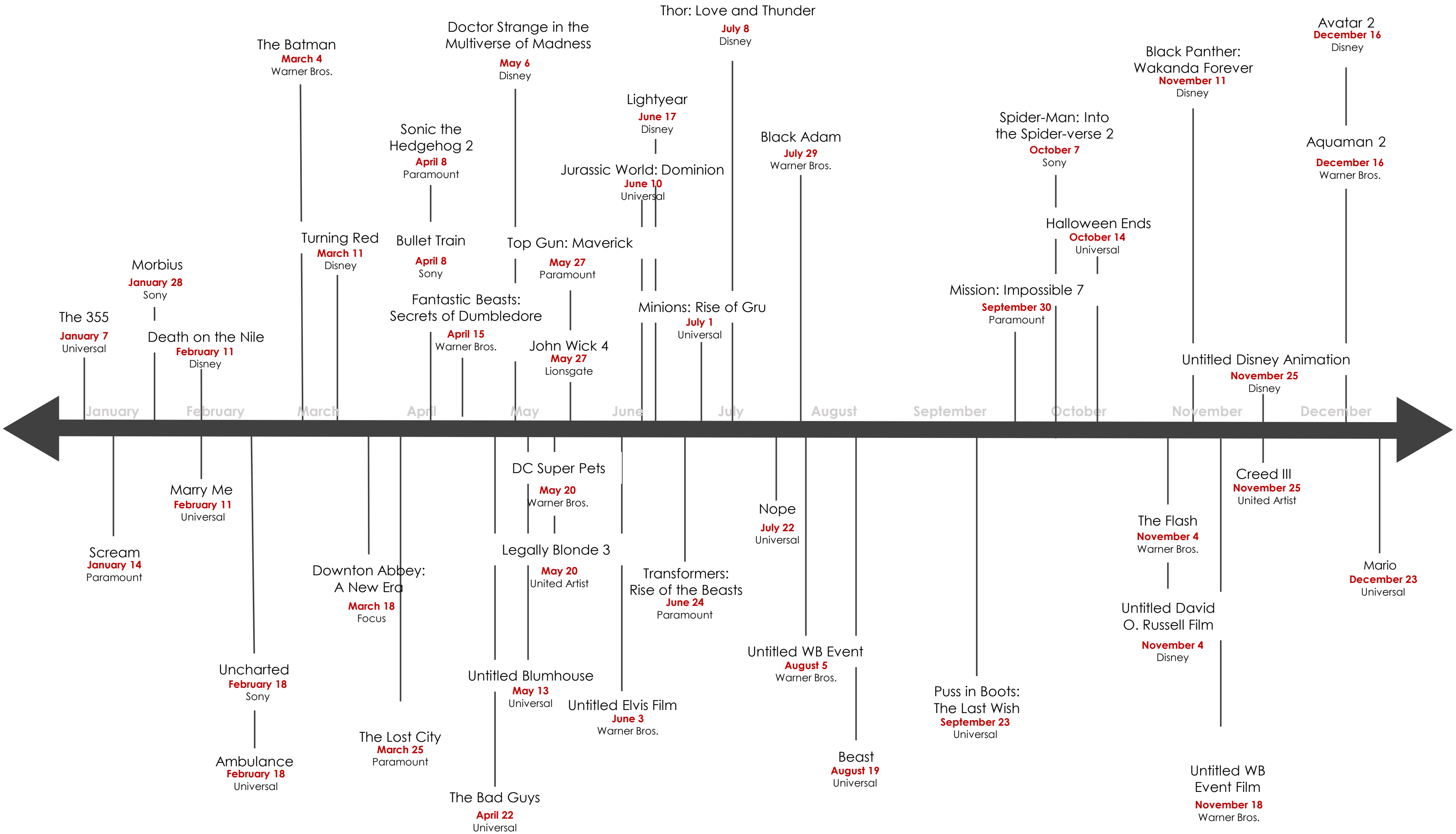
MARVEL BLACK PANTHER WAKANDA FOREVER
November 11
Disney

AQUAMAN
December 16
Warner Bros.

FLASH
November 4
Warner Bros.

CREED III
November 25
United Artist

Robust 2022 Film Slate



Appendix

FY 2020 Non-GAAP Measure Reconciliations

$'s in thousands

Reconciliation of Net Income/(Loss) to Adjusted EBITDA

	FY 2020	FY 2019
Net Income/(Loss)	**($617,948)**	**$193,848**
Add (deduct):		
Income taxes	(309,376)	79,912
Interest expense [(1)]	129,871	99,941
Other (income) expense, net [(2)]	62,369	(22,441)
Cash distributions from DCIP [(3)]	10,383	23,696
Cash distributions from other equity investees[(4)]	15,047	29,670
Non-cash distribution from equity investee[(5)]	(12,915)	0
Depreciation and amortization	259,776	261,155
Impairment of long-lived assets and investments	152,706	57,001
Restructuring costs	20,369	0
(Gain)/Loss on disposal of assets and other	(8,923)	12,008
Non-cash rent expense	2,357	(4,360)
Share based awards compensation expense	19,404	14,615
Adjusted EBITDA	**($276,880)**	**$745,045**

Reconciliation of Cash Flows (Used for) Provided by Operating Activities to Free Cash Flow

	FY 2020	FY 2019
Cash flows (used for) provided by operating activities	**($330,098)**	**$561,995**
Deduct:		
Capital Expenditures	83,930	303,627
Free Cash Flow	**($414,028)**	**$258,368**

	FY 2020	FY 2019
Total Revenues	**$686,310**	**$3,283,099**
Adjusted EBITDA	(276,880)	745,045
Adjusted EBITDA Margin	**N/A**	**22.7%**

1) Includes amortization of debt discount and debt issue costs.

2) Includes interest income, foreign currency exchange gain (loss), interest expense – NCM and equity in income of affiliates and excludes distributions from NCM.

3) See discussion of cash distributions from DCIP, which were recorded as a reduction of the Company's investment in DCIP, in the notes to the consolidated financial statements included in our Annual Report on Form 10-K filed February 26, 2021. These distributions are reported entirely within the U.S. operating segment.

4) Reflects cash distributions received from equity investees, other than those from DCIP noted above, that were recorded as a reduction of the respective investment balances. These distributions are reported entirely within the U.S. operating segment.

5) Reflects non-cash distribution from DCIP. These distributions are reported entirely within the U.S. operating segment.

YTD 3Q 2021 Non-GAAP Measure Reconciliations

$'s in thousands

Reconciliation of Net Loss to Adjusted EBITDA

	YTD 3Q 2021	YTD 3Q 2019
Net Loss	**($428,697)**	**$167,009**
Add (deduct):		
Income taxes	(15,569)	64,152
Interest expense [(1)]	111,580	75,037
Other (income) expense, net [(2)]	35,369	(25,079)
Cash distributions from DCIP [(3)]	0	7,912
Cash distributions from other equity investees[(4)]	156	20,251
Depreciation and amortization	202,288	196,795
Impairment of long-lived and other assets	7,480	45,382
Restructuring costs	(1,288)	0
Loss on disposal of assets and other	7,883	8,057
Loss on extinguishment of debt	6,527	0
Non-cash rent expense	(1,803)	(3,252)
Share based awards compensation expense	16,589	10,486
Adjusted EBITDA	**($59,485)**	**$566,750**

Reconciliation of Cash Flows Used for Operating Activities to Free Cash Flow

	YTD 3Q 2021	YTD 3Q 2019
Cash flows used for operating activities	**($42,203)**	**$397,215**
Deduct:		
Capital Expenditures	57,244	186,512
Free Cash Flow	**($99,447)**	**$210,703**

	YTD 3Q 2021	YTD 3Q 2019
Total Revenues	**$843,834**	**$2,494,296**
Adjusted EBITDA	(59,485)	566,750
Adjusted EBITDA Margin	**N/A**	**22.7%**

1) Includes amortization of debt discount and debt issue costs and amortization of accumulated losses for amended swap agreements.

2) Includes interest income, foreign currency exchange gain (loss), interest expense – NCM and equity in income (loss) of affiliates and excludes distributions from NCM.

3) Includes cash distributions from DCIP, which were recorded as a reduction of the Company's investment in DCIP. These distributions are reported entirely within the U.S. operating segment.

4) Includes cash distributions received from equity investees, other than those from DCIP noted above, that were recorded as a reduction of the respective investment balances. These distributions are reported entirely within the U.S. operating segment.

Thank You

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