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IMAX CHINA HOLDING, INC.

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1970)

POSITIVE PROFIT ALERT

This announcement is made by IMAX China Holding, Inc. (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on its preliminary assessment of the Group’s currently available unaudited consolidated management accounts for the six months ended 30 June 2021 (the “**Interim Period**”), the net profit attributable to owners of the Company to be recorded by the Group for the Interim Period is expected to be approximately US\$19 million to US\$20 million, compared to a net loss attributable to owners of approximately US\$35 million for the corresponding period of 2020. Such increase in the net profit attributable to owners of the Company is primarily due to:

- (i) a recovery in box office revenue to approximately US\$133 million and maintenance revenue due to the reopening of IMAX theaters in Chinese mainland since July 2020;
- (ii) an increase in theater system installations during the first half of 2021 compared to the corresponding period of 2020; and
- (iii) a reversal of certain provisions of approximately US\$2 million to US\$3 million related to trade and financing receivables primarily due to subsequent cash collections.

The Company is still in the process of finalising the Group’s interim results for the Interim Period. The expected net profit attributable to owners of the Company referred to in this announcement has not been audited or reviewed by the Company’s auditor, and is only a preliminary assessment by the Board with reference to currently available information. Detailed financial results of the Group for the Interim Period will be disclosed in the interim results announcement of the Company, which is expected to be published by the end of July 2021.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
IMAX China Holding, Inc.
Yifan (Yvonne) He
Joint Company Secretary

Hong Kong, 19 July 2021

As at the date of this announcement, the directors of the Company are:

Executive Directors:

Edwin Tan
Jim Athanasopoulos
Mei-Hui Chou (Jessie)

Non-Executive Directors:

Richard Gelfond
Megan Colligan
Jiande Chen

Independent Non-Executive Directors:

John Davison
Yue-Sai Kan
Dawn Taubin
Peter Loehr

In the event of any inconsistency between the English version and the Chinese version of this announcement, the English version shall prevail.