

IMPORTANT NOTICE ABOUT KEY CHANGES TO YOUR REWARDS PROGRAM

Starting Wednesday, May 13, 2026 (the “**Effective Date**”), Cineplex is adjusting the rate at which Scene+ members earn Scene+ Points on the purchase of tickets, food and beverages, merchandise, and gaming at Cineplex theatres, as set out in the table below.

All capitalized terms used but not defined in this notice have the meanings given to them in the Scene+ Program Terms and Conditions, which you may access at sceneplus.ca/terms-and-conditions.

	Before May 13, 2026	On and After May 13, 2026
Regular Movie Tickets (including Stars & Strollers, Event Cinema, Sensory Friendly and Recliner seating)	5 Scene+ Points per \$1 spent	3 Scene+ Points per \$1 spent
Premium Movie Tickets (IMAX, VIP, 3D, UltraAVX, 4DX, D-BOX, ScreenX, Clubhouse, Event Cinema in Premium formats)	5 Scene+ Points per \$1 spent	6 Scene+ Points per \$1 spent
CineClub Everyday Member-Priced Tickets - Regular (including Stars & Strollers, Event Cinema, Sensory Friendly and Recliner seating)	5 Scene+ Points per \$1 spent	3 Scene+ Points per \$1 spent
CineClub Everyday Member-Priced Tickets – Premium Experiences (IMAX, VIP, 3D, UltraAVX, 4DX, D-BOX, ScreenX, Clubhouse, Event Cinema in Premium formats)	5 Scene+ Points per \$1 spent	6 Scene+ Points per \$1 spent

	Before May 13, 2026	On and After May 13, 2026
Online Booking Fee	5 Scene+ Points per \$1 spent	The number of Scene + Points earned will be at the same rate as the tickets purchased
Food and beverages (including purchases made in Cineplex VIP theatres)	5 Scene+ Points per \$1 spent	3 Scene+ Points per \$1 spent
Merchandise	5 Scene+ Points per \$1 spent	3 Scene+ Points per \$1 spent
XSCAPE Play Cards	5 Scene+ Points per \$1 spent	3 Scene+ Points per \$1 spent

Other than the changes set out above, all other terms and conditions related to earning Scene+ points at Cineplex theatres still apply.¹

No action is required from you in connection with this notice. You can continue to use your Scene+ Membership Card and Scene+ Membership Account as you do today.

Your continued membership in the Scene+ Program on and after the Effective Date means that you agree to the changes set out above. If you do not agree to the above changes, within 30 days after the Effective Date, you have the option to cancel your Scene+ Membership Account (without additional cost or penalty) by contacting us as described in the Scene+ Program Terms and Conditions.

If you have questions, please refer to the Frequently Asked Questions, available at www.cineplex.com/scene.

¹ Members earn Scene+ Points for every \$1.00 spent (excluding taxes and gratuities) rounded to the nearest whole Point. Scene+ Points may be redeemed for every penny spent (including taxes, but excluding gratuities). Points may be earned or redeemed on alcohol, unless prohibited by law. Points are not earned or redeemable on group bookings. Only one Scene+ Membership Card may be used per transaction. Additional restrictions may apply. Go to <https://www.cineplex.com/global/scene> for details.