

IMAX[™]

GLOBAL UPDATE

Vol. 15 July 28, 2020

Hi everyone, what a week! We've got welcome news coming in from all across the network to share today. In the face of some continued uncertainty, it's great to hear some Good News.

REMINDER: IMAX's second quarter 2020 earnings call will also take place today at 4:30 pm EST. All employees are encouraged to listen to the [webcast live](#) or via replay at [investors.imax.com](#).

Check out our latest updates below - and send your feedback to comms@imax.com!

TENET



By now all of us have read the exciting news on TENET. The biggest shout out to the many individuals and teams continuing to put in the dynamic, creative work into keeping IMAX top-of-mind in this evolving conversation. You should absolutely take some time today to see some of what we've been putting out globally so far:

- [Twitter](#)
- [Instagram](#)
- [Facebook](#)

Stay tuned.

SOLD OUT: SHANGHAI FILM FEST



第二十三届上海国际电影节 23RD SHANGHAI INTERNATIONAL FILM FESTIVAL

This past Sunday, alongside an update on reopenings in China, we [announced](#) a SOLD OUT showcase at this year's Shanghai International Film Festival. Headliners included a range of classic titles such as the full "Harry Potter" series and IMAX exclusive documentaries "Pandas" and "Michael Jordan to the Max." Every single IMAX showings sold out in minutes, including more than 1000 tickets for the "Harry Potter" screenings which sold out in seconds!

THOUGHTS FROM OUR PARTNERS



Over the last several weeks, we've received several thoughtful notes from different partners thanking us for our help and leadership as cinemas start to reopen. Here's an excerpt from one that really caught our attention for its honesty and for its sentiment about the impact of the moviegoing experience:

"...The reason I want to say thank you is because, for the past four days, I have seen the faces of our customers. I have seen the faces of my fellow citizens as they return to our beautiful IMAX hall.

You know, an elephant in the room that is not nearly discussed enough, is the trauma that we are collectively experiencing as a species due to coronavirus. It doesn't matter how balanced we are individually, it doesn't matter how successful or strong some of us are; this whole ordeal is simply not normal; we are thus all affected by it. And for the past four days I have witnessed the sanctuary that we have created for cinema lovers.

It became apparent to me tonight, as my assistant was hosting IMAX interviews for a new spot we are creating: These movies are not just movies. They are homes; homes for memories of a time less complicated..."

ICYMI!



Check out Michael Schulman's recent [interview](#) with Audra McDonald about a range of interesting topics, including the state of the live theatre industry today.



The Atlantic recently [wrote](#) on the success of low-budget horror films this summer, particularly at drive-ins. Worth a read for any scary movie fans out there!

Thank you again for reading. Enjoy your Tuesday and week!

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Please email comms@imax.com with any ideas, comments, or questions today!

If you have a question directly for IMAX Leadership, submit it on the [Ask a Leader](#) platform on IMAX Source.

And, you can recognize someone's work specifically through our [Achievers](#) platform.

Visit the [IMAX People Site](#) for information related to our business, your safety, health and wellbeing as well as resources to help you deal with the personal impact of COVID-19.

Optum also has a number of resources available to IMAX employees, including a 24/7 emotional support [Public Crisis Line](#) and other free resources, articles and tools to help you and your family cope with a public health event. Register or sign in as Guest with the code "imax".

