Investor Presentation

August 1, 2025

Forward Looking Statements

CINEMARK™

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

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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 creation

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

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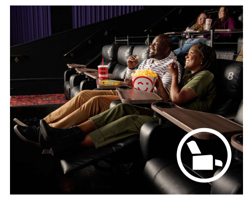
Sustained investments in guest experience over the past decade that significantly exceed peers, while prioritizing ongoing investments that position Cinemark for continued success

Have consistently allocated **$80-$100M** for global maintenance capex to maintain a high-quality circuit. [1)]

#1 private-label premium large format in the world with nearly **300** XD auditoriums across the U.S. and Latin America.

Largest footprint of D-BOX motion seats within **450+** auditoriums.



Highest penetration [2)] of luxury seats with **~70%** U.S. footprint reclined.

~80% of U.S. circuit features expanded food & beverage offerings; **~60%** with alcohol based on a market-adaptive approach.

Superior sight and sound technology, as well as overall film presentation with **99.98%** screen uptime.

1) *Pre-pandemic and ramped back up to those levels in 2024*
2) *Among the major circuits as of 6/30/2025*

2

Distinctive global footprint

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Distinctive Global Footprint

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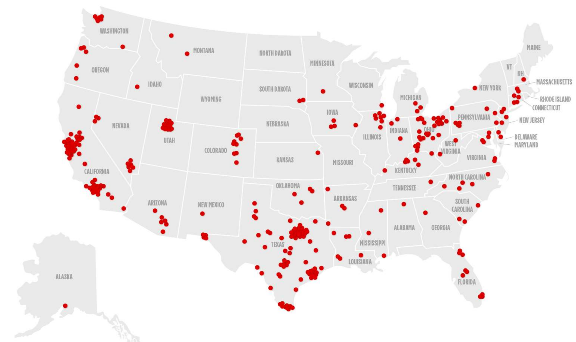
Distinctive global footprint with 497 theaters and 5,647 screens in 14 countries that provides valuable scale, attractive diversification and access to growth opportunities in under-penetrated markets

U.S. Operations [1)]

- 304 theaters / 4,249 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

1) *As of 6/30/2025*

Significant North American Market Share

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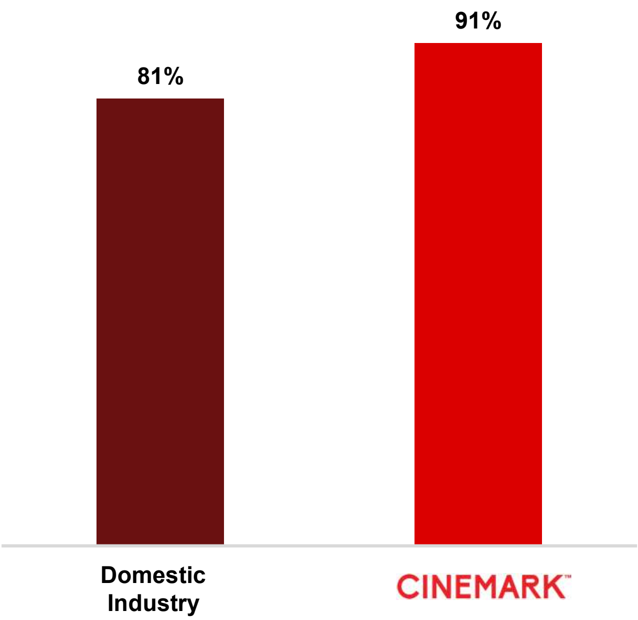
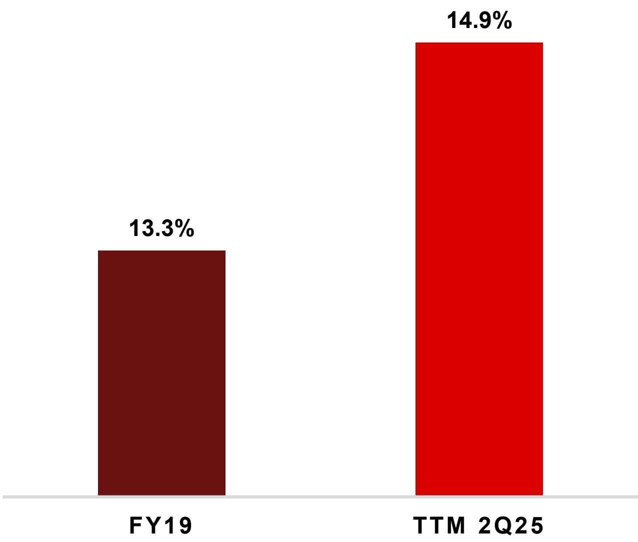
Operational excellence and execution of strategic initiatives have driven faster domestic box office recovery than North American industry with meaningful market share gains

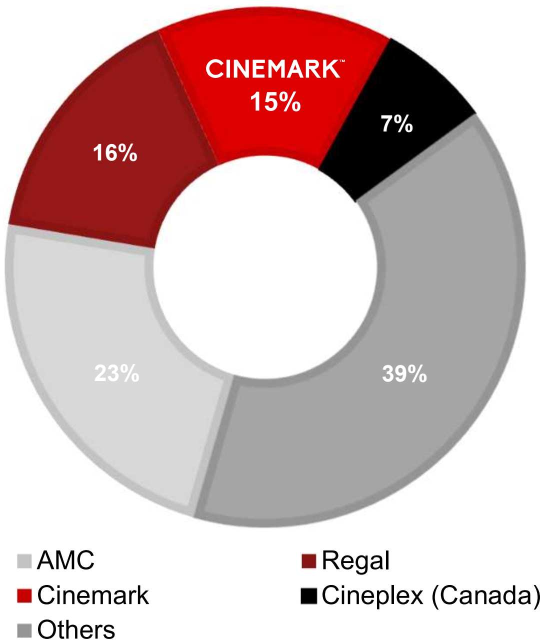
Box Office Recovery [1)]



Market Share Expansion [2)]



North American Market Share [3)]



1) North American industry for TTM 2Q25 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
3) As of TTM 2Q25

Leader Across Latin American Region

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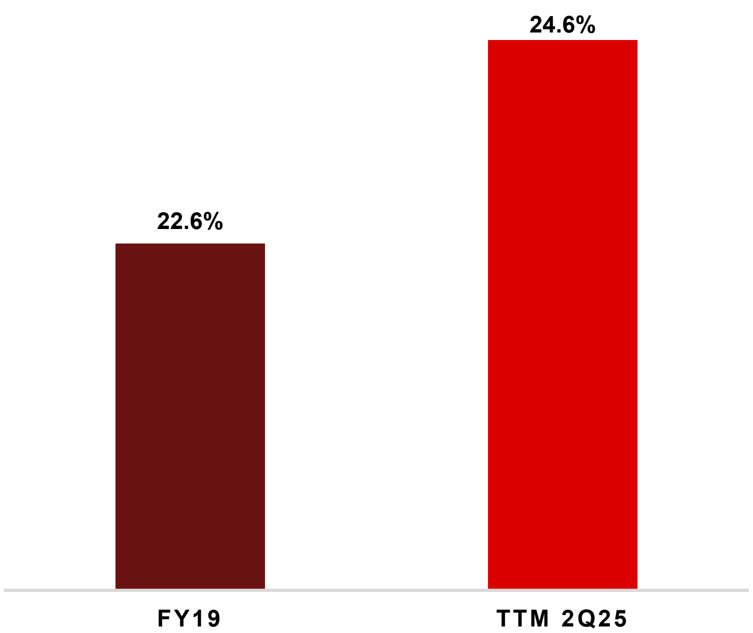
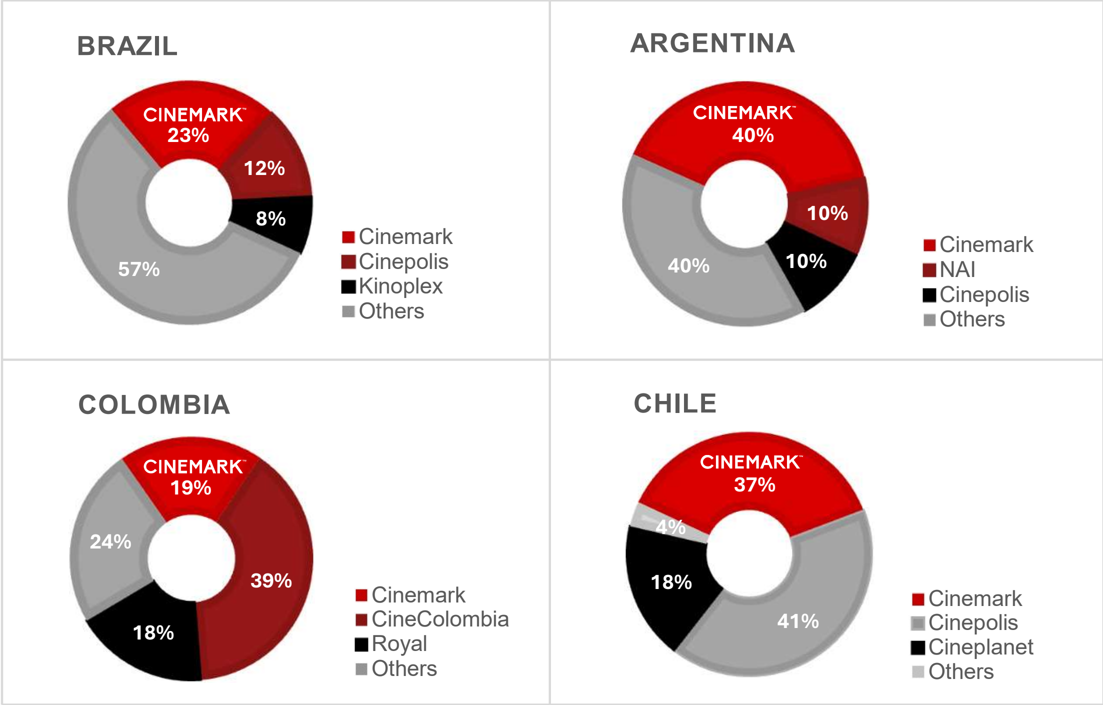
Well-established leader with market share expanding meaningfully since pre-pandemic and box office recovery outpacing our comparable Latin American industry benchmark

Market Share Expansion [1)]



Market Share - Key Latin American Markets [1)]



1) *All Latin American countries compiled based on TTM 2Q25 vs. FY19 admissions; source: comScore*

3

Solid financial position with compelling free cash flow profile

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2Q25 Highlights

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Delivered robust operating and financial results that underscore our advantaged market position and the continued impact we are deriving from our strategic initiatives

Box Office Performance

- Cinemark's percent of domestic box office recovery relative to pre-pandemic levels surpassed North American industry by more than 1,000 basis points; International admissions surpassed respective Latin American industry benchmarks by 400 basis points
- Maintained core structural market share growth vs. FY19 in excess of 100 bps in the U.S. and Latin America; continued to maintain the most significant market share gains compared to pre-pandemic results of all major exhibitors

Premium Formats

- Achieved our second highest grossing XD premium large format box office quarter of all time
  - On 5% of global screens, XD represented 13% of our global box office
- Delivered all-time high quarterly DBOX motion seat admissions revenue

Food & Beverage

- Reported record breaking food and beverage per caps both domestically and internationally
- Domestic food and beverage per cap surpassed the $8 milestone for the first time, reaching $8.34; domestic concession revenue crossed the $300 million threshold and delivered our highest quarterly concession revenue ever
- Made significant advancements through strategic initiatives to grow revenue and drive incidence, including category management, strategic pricing actions, mobile ordering adoption, and merchandise, to name a few

Marketing

- Movie Club members increased to 1.45 million, growing 12% year-over-year and over 50% vs. 2019, and represented nearly 30% of our domestic 2Q25 box office
- Domestic loyalty members, including free and paid programs, represented more than 55% of our 2Q25 box office
- Globally, we have 25+ million guests who participate in our various loyalty programs with 32 million addressable customers

Profitability

- Reported second quarter total revenue of $941 million, a 28% increase year-over-year with our highest quarterly domestic revenue
- Generated the highest quarterly Adjusted EBITDA and Adjusted EBITDA margin post-pandemic with $232 million and 24.7%, respectively. Additionally, delivered the second highest quarterly Adjusted EBITDA in the Company's history
- Generated $276 million in Cash from Operating Activities and $246 million of Free Cash Flow

1H25 Results

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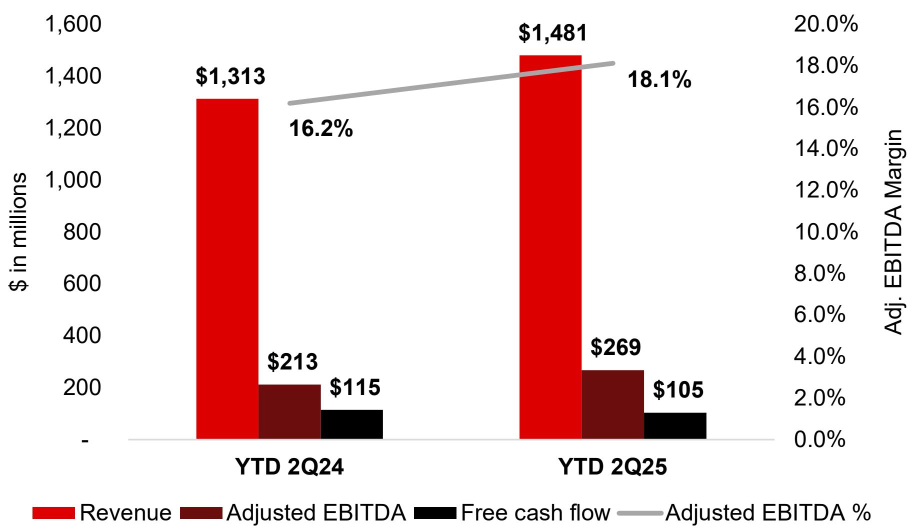
Reported year-over-year growth in Revenue, Adjusted EBITDA, and Adjusted EBITDA margin during 1H25 driven by a more compelling film slate coupled with our operational excellence, financial discipline, and impact of our strategic initiatives

Worldwide Results [1)]



- Entertained ~95 million guests across 14 countries, representing a 5% increase year-over-year
- Reported ~$1.5 billion of total revenue, an increase of 13% year-over-year with growth reported in each revenue line
- Delivered Adjusted EBITDA of $269 million, representing an increase of 26% year-over-year as we gained operating leverage over our fixed costs
- Expanded our Adjusted EBITDA margin 190 bps to a healthy 18.1%
- Generated $157 million in operating cash flow and $105 million of free cash flow during 1H25
- Continued to meaningfully advance and benefit from strategic initiatives to build audiences, grow new sources of revenue and further enhance our industry-leading operating capabilities

1) *See slide 30 for reconciliation of Adjusted EBITDA and Free Cash Flow to the most directly comparable GAAP measures*

Solid Balance Sheet

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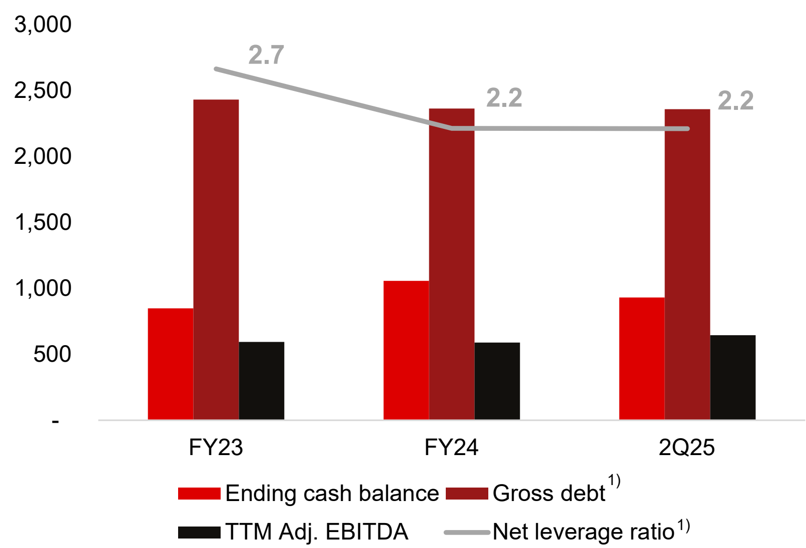
Continue to make meaningful progress toward fortifying financial strength post-pandemic while enabling consistent investment in the long-term success of our company; our balance sheet remains a strategic asset and key differentiator, providing valuable flexibility

Net Leverage Ratio



- History of proactively managing debt and minimizing cash interest expense
  - Repriced our term loan during 2Q25, reducing the interest rate by 50 basis points, resulting in $3.2 million of annual cash interest savings
- Limited exposure to interest rate fluctuations as >90% of debt is fixed
- Ended 2Q25 with a strong cash balance of $932 million
  - Committed to repaying the $460 million principal amount of our convertible notes due August 15, 2025, using cash on hand
- Once our convertible notes and associated call spread [2] have been fully addressed, we will have retired all pandemic-related debt, and our nearest maturity will be 2028
- Maintained net leverage ratio within target range of 2-3x
  - Ended the quarter at 2.2x [1]

1) The Company has an undrawn revolver of $125M; Gross debt and net leverage ratio excluding finance lease obligations; All debt is classified as long-term with the exception of $460M of convertible notes due Aug-25 and a current principal payments on the term loan
2) Refer to 10Q for further disclosures around the convertible notes, hedge transactions, and warrants, including maturity dates; Call spread represents the hedge transactions and warrants associated with the convertible notes

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

- Committed to repaying the $460 million principal amount of our convertible notes maturing August 15, 2025, using cash on hand
- Repurchased $200 million of stock in March 2025 to proactively mitigate potential dilution from the warrants, reducing share count by 7.93 million
- Maintained net leverage ratio within 2-3x range

2

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

- Maintain a high-quality circuit, while pursuing high-confidence ROI-generating initiatives that include new builds and theater enhancements
- Evaluate accretive M&A opportunities

3

Distribute excess capital to shareholders

- Reinstated annual dividend at $0.32 per share during 1Q25, marking a first step in returning excess capital to shareholders
- Goal is to return greater share of free cash flow over time 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

Sophisticated operating tools, procedures, and rigor with meaningful strategic advances has led to consistent outperformance compared with 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.

Sophisticated omni-channel marketing platform with significantly enhanced digital and social capabilities.

Continuous Improvement program that drives efficiencies and helps offset varied inflationary and supply chain-oriented headwinds.

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

Strategic pricing mechanics guided by data analytics on a per-theater basis that aim to maximize attendance, box office, concession incidence and overall revenue.

Enhanced operating practices that optimize showtimes, staffing, and operating hours theater by theater based on fluctuating weekly demand.

Leaders with Proven Track Records

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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

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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

As of 6/30/2025

32M customers

- Global addressable database of customers enabling targeted marketing campaigns

CINEMARK MOVIE REWARDS

25M+ 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

MOVIE CLUB

1.45M 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
- Accounted for nearly 30% of our 2Q domestic admissions revenues
- Churn rate is significantly better than entertainment industry avg.

MOVIE CLUB PLATINUM

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

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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 an 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, AI and machine learning 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

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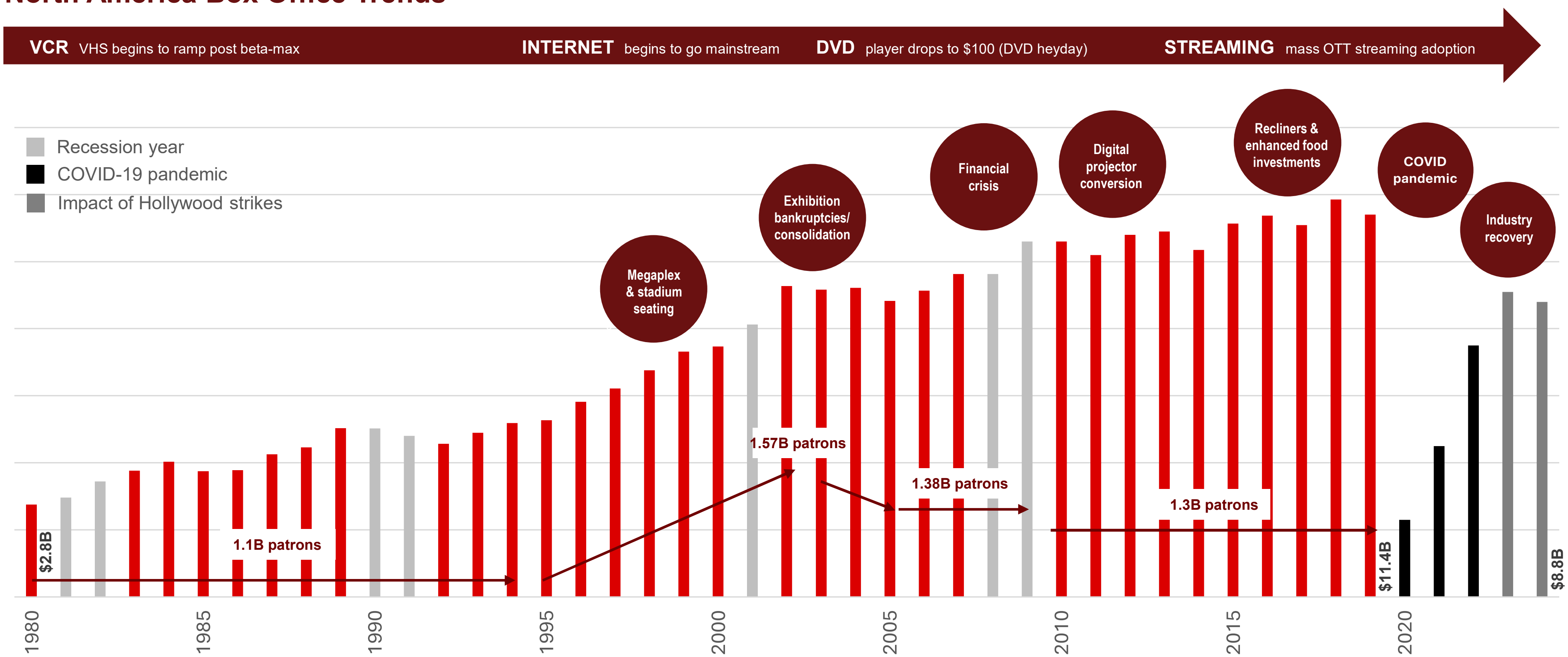
Stable, long-term industry growth trends across technology innovations and economic cycles with box office growth in 6 of the last 8 recessionary periods

North America Box Office Trends



Sources: North America ComScore; NATO

Value of an Exclusive Theatrical Window

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Studios leaning into theatrical releases as they enhance a film's promotional impact and asset value

Increases **consumer awareness**, viewing interest, and long-term recallability.

Satisfies **consumer/creative desires** to see films on big screen.

Elevates perception and relevance of films by eventizing them.

Produces **bigger brands**, franchises and cultural moments.

Creates **stronger emotional connections** with characters, stories, and memory-making moments.

Generates **stronger results** in downstream channels.

Provides **incremental monetization** channel expanding revenue.

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

Volume of wide theatrical releases continues to improve; we expect 115 - 120 wide releases in 2025, reaching ~90% of pre-pandemic levels [1)]

1) *Wide release volume defined as 1,500 runs. Note: 110 wide release films in 2023 and 2024*

2025 Notable Titles

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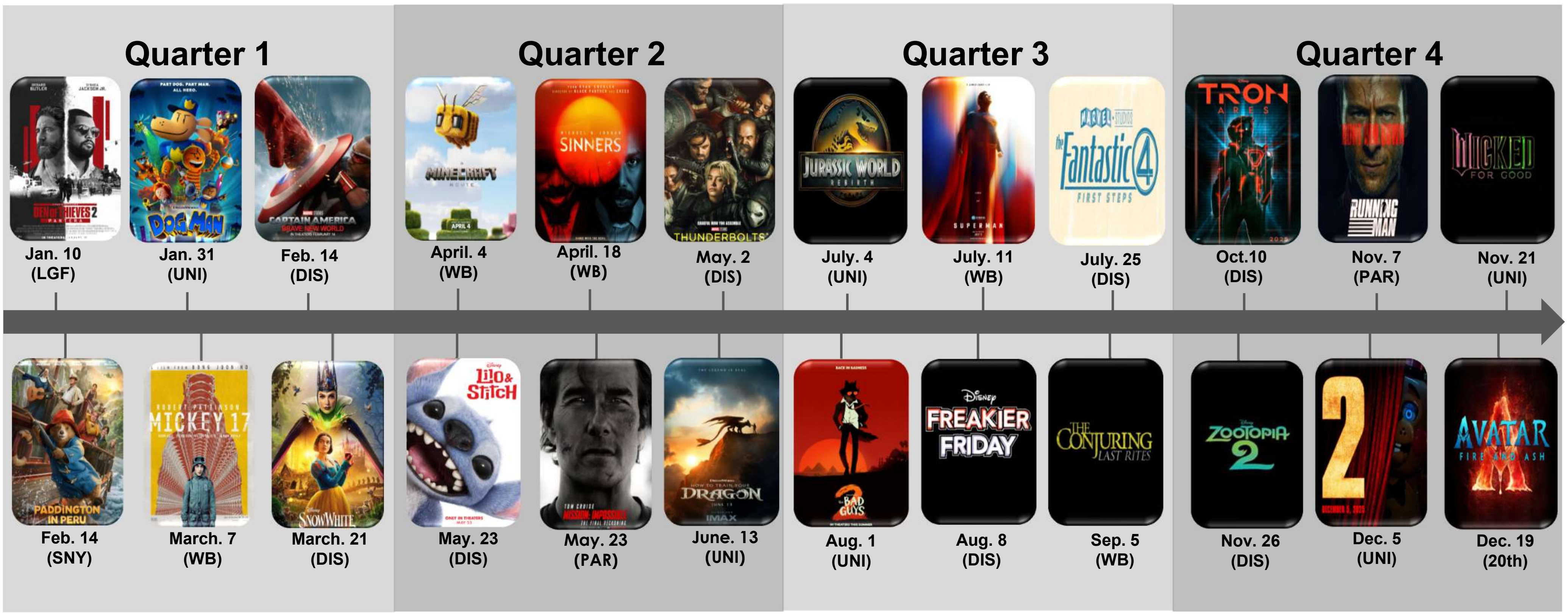

2026 Compelling Film Slate

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Appendix

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FY 2024 Results

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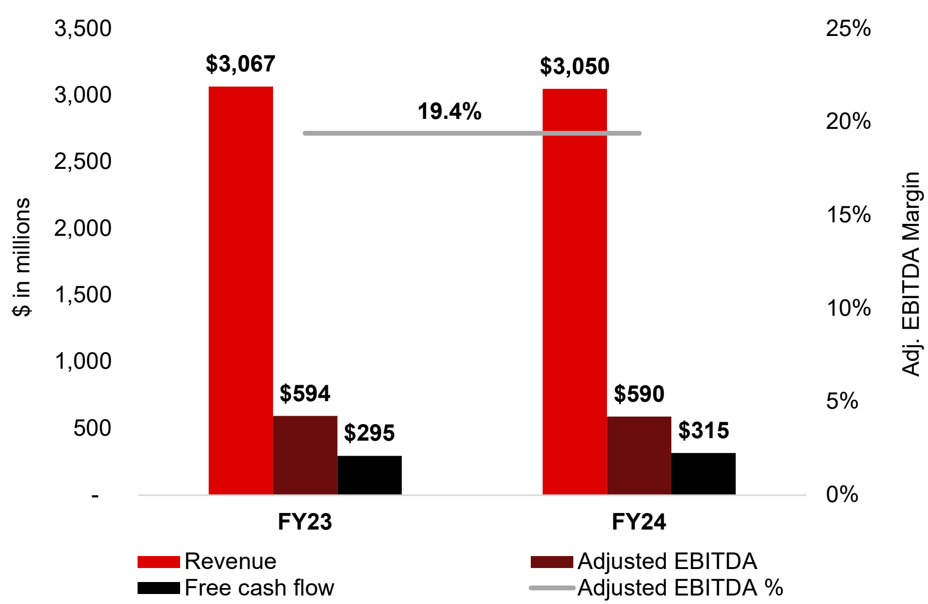
Cinemark delivered comparable Revenue, Adjusted EBITDA, and Adjusted EBITDA Margin year-over-year despite 4% lower attendance due to the impact of the Hollywood guild strikes

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 slide 31 for reconciliation of Adjusted EBITDA and Free Cash Flow to the most directly comparable GAAP measures*

Convertible Notes due August 2025

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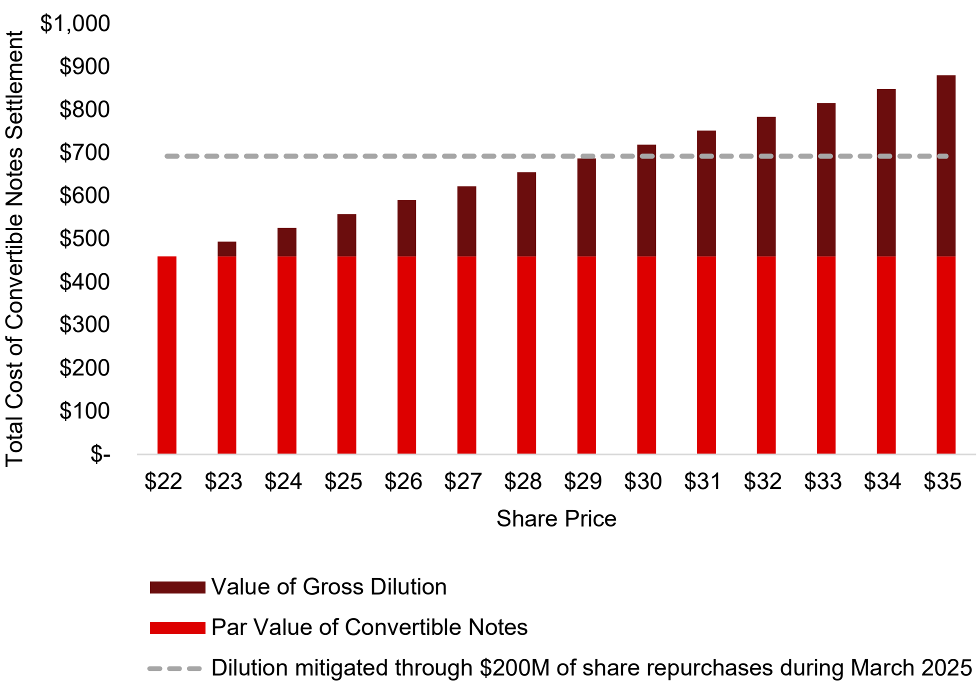
Successfully mitigated potential shareholder dilution through stock buybacks completed in March 2025

Convertible Note Mechanics [1) 2)]



- $460 million principal amount of 4.50% Convertible Notes to be paid using cash on hand upon maturity
- A call spread [2)] protects Cinemark from stock price movements up to ~$22, with each $1 above ~$22 equating to $32.2 million, or the corresponding number of shares, of additional exposure beyond the $460 million principal value of the notes
  - In March 2025, took steps to proactively manage potential dilution, repurchasing 7.93 million shares, or 6.5% of our then outstanding share count, at an average price of $25.22, for a total of $200 million
  - Currently intend to settle exposure above principal in shares
- Convertible notes and hedges mature August 15, 2025, while the warrants expire 1/80th per trading day between November 15, 2025 and March 12, 2026

1) *Stock price range for illustrative purposes*
2) *Refer to 10Q for further disclosures around the convertible notes, hedge transactions, and warrants, including maturity dates; Call spread represents the hedge transactions and warrants associated with the convertible notes*

Non-GAAP Measure Reconciliations

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Reconciliation of Net Income to Adjusted EBITDA 1)

	2Q25	2Q24	1H25	1H24
Net Income	**$95**	**$47**	**$56**	**$72**
Add (deduct):				
Income tax expense (benefit)	43	(1)	28	(29)
Interest expense 2)	39	35	78	72
Other income, net 3)	(5)	-	(9)	(18)
Cash distributions from equity investees 4)	2	2	7	3
Depreciation and amortization	49	50	99	99
Impairment of long-lived and other assets	2	-	2	-
Loss (gain) on disposal of assets and other	1	2	(3)	2
Loss on debt amendments and extinguishments	1	3	1	3
Non-cash rent expense	(3)	(3)	(6)	(8)
Share-based awards compensation expense 5)	8	9	16	16
Adjusted EBITDA	**$232**	**$142**	**$269**	**$213**

Reconciliation of Cash Flows
Provided by Operating Activities to Free Cash Flow 1)

	2Q25	2Q24	1H25	1H24
Cash flows provided by operating activities	**$276**	**$185**	**$157**	**$162**
Deduct:				
Capital Expenditures	30	24	52	47
Free Cash Flow	**$246**	**$161**	**$105**	**$115**

Reconciliation of Adjusted EBITDA Margin

	2Q25	2Q24	1H25	1H24
Total Revenues 1)	**$941**	**$734**	**$1,481**	**$1,313**
Adjusted EBITDA 1)	232	142	269	213
Adjusted EBITDA Margin	**24.7%**	**19.4%**	**18.1%**	**16.2%**

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 loss, interest expense – NCM, equity in income of affiliates, net loss (gain) on investment in NCMI, and distributions from NCMI/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.*
6) *Certain amounts included herein cannot be recalculated due to rounding*

Non-GAAP Measure Reconciliations

CINEMARK™

Reconciliation of Net Income to Adjusted EBITDA [1)]

	FY24	FY23
Net Income	**$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**

Reconciliation of Adjusted EBITDA Margin

	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 (gain) loss, interest expense – NCM, equity in income of affiliates and net loss (gain) on investment in NCMI.*
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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