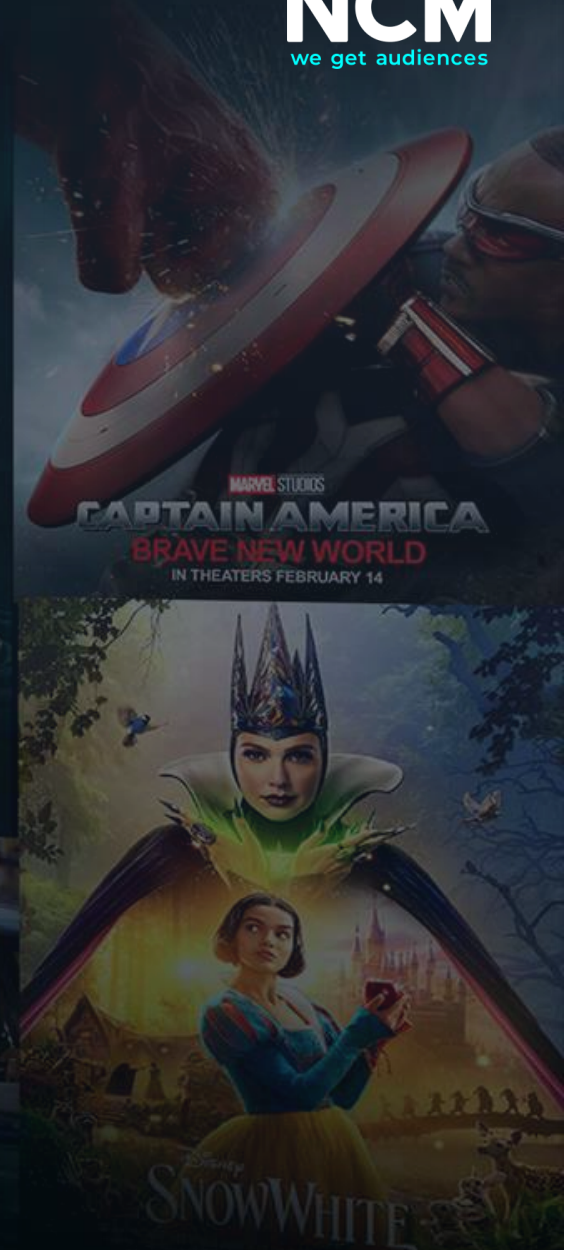


1Q'25 Earnings

Supplemental Presentation

May 6, 2025



Forward-Looking Statements

This presentation contains various forward-looking statements that reflect management's current expectations or beliefs regarding future events, including statements regarding the Company's anticipated future financial performance. Investors are cautioned that reliance on these forward-looking statements involves risks and uncertainties. Although the Company believes that the assumptions used in the forward-looking statements are reasonable, any of these assumptions could prove to be inaccurate and, as a result, actual results could differ materially from those expressed or implied in the forward-looking statements. The factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements are, among others, 1) level of theater attendance or viewership of the *Noovie*® show; 2) the availability and predictability of major motion pictures displayed in theaters, including as a result of strikes or other production delays in the entertainment industry; 3) increased competition for advertising expenditures; 4) changes to the ESAs or network affiliate agreements and the relationships with NCM LLC's ESA Parties and network affiliates and the relationships with NCM LLC's ESA Parties and network affiliates and NCM LLC's ability to enforce provisions contained in the ESA or network affiliate agreements; 5) economic conditions, including the level of expenditures on and perception of cinema advertising; 6) our ability to implement or achieve new revenue opportunities including increasing the number of theaters in which NCM LLC has the right to display post-showtime inventory; 7) any failure to realize the anticipated benefits of the post-showtime inventory in our network or the development of additional digital or digital out of home revenue opportunities; 8) technological changes and innovations or the failure to adequately protect our systems, data or property from threats; 9) our ability to renew or replace expiring advertising and content contracts; 10) the ongoing effects of NCM LLC's emergence from bankruptcy or a lack of support from the ESA Parties; 11) reinvestment in our network and product offerings may require significant funding and resulting reallocation of resources; 12) fluctuations in and timing of operating costs; 13) our ability to retain or replace our senior management; 14) any failure to grow advertising revenue in line with the growth of contractual costs; and 15) changes in government regulations. In addition, the outlook provided does not include the impact of any future unusual or infrequent transactions; sales and acquisitions of operating assets and investments; any future non-cash impairments of intangible and fixed assets; amounts related to litigation or the related impact of taxes that may occur from time to time due to management decisions and changing business circumstances. The Company is currently unable to forecast precisely the timing and/or magnitude of any such amounts or events. Please refer to the Company's Securities and Exchange Commission filings, including the "Risk Factor" section of the Company's Annual Report on Form 10-K for the year ended December 26, 2024, for further information about these and other risks. Investors are cautioned not to place undue reliance on any such forward-looking statements, which speak only as of the date they are made. Investors are cautioned not to place undue reliance on any such forward-looking statements, which speak to the information only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result, of new information, future events or otherwise, except as required by law.

This presentation contains references to Non-GAAP financial measures including adjusted OIBDA, unlevered free cash flow and adjusted operating expense. A reconciliation of these measures is available in this presentation and on the investor page of the Company's website at www.ncm.com.

Non-GAAP Financial Measures

Adjusted OIBDA, Unlevered Free Cash Flow and Adjusted Operating Expense

Adjusted Operating Income Before Depreciation and Amortization (“Adjusted OIBDA”), Unlevered free cash flow and Adjusted Operating Expense are not financial measures calculated in accordance with GAAP in the United States.

Adjusted OIBDA represents operating income before depreciation and amortization expense adjusted to also exclude non-cash share-based compensation costs, system optimization costs and advisor fees related to involvement in the Cineworld Proceeding and Chapter 11 Case. Our management use this non-GAAP financial measure to evaluate operating performance, to forecast future results and as a basis for compensation. The Company believes this is an important supplemental measure of operating performance because it eliminates items that have less bearing on its operating performance and highlight trends in its core business that may not otherwise be apparent when relying solely on GAAP financial measures. The Company believes the presentation of this measure is relevant and useful for investors because it enables them to view performance in a manner similar to the method used by the Company’s management, helps improve their ability to understand the Company’s operating performance and makes it easier to compare the Company’s results with other companies that may have different depreciation and amortization policies, non-cash share-based payment costs, system optimization costs and advisor fees related to involvement in the Cineworld Proceeding and Chapter 11 Case, interest rates, debt levels or income tax rates.

Adjusted Operating Expense represents operating expense adjusted to exclude depreciation and amortization expense, non-cash share-based compensation costs, system optimization costs and advisor fees related to involvement in the Cineworld Proceeding and Chapter 11 Case. Our management use this non-GAAP financial measure to evaluate operating performance, and to forecast future results. The Company believes this is an important supplemental measure of operating performance because it eliminates items that have less bearing on its operating performance and highlight trends in its core business that may not otherwise be apparent when relying solely on GAAP financial measures. The Company believes the presentation of this measure is relevant and useful for investors because it enables them to view performance in a manner similar to the method used by the Company’s management, helps improve their ability to understand the Company’s operating performance and makes it easier to compare the Company’s results with other companies that may have different depreciation and amortization policies, non-cash share-based payment costs, system optimization costs and advisor fees related to involvement in the Cineworld Proceeding and Chapter 11 Case, interest rates, debt levels or income tax rates.

A limitation of both of these measures, however, is that they exclude depreciation and amortization, which represent a proxy for the periodic costs of certain capitalized tangible and intangible assets used in generating revenues in NCM LLC’s business. In addition, Adjusted OIBDA and Adjusted Operating Expense have the limitation of not reflecting the effect of the Company’s depreciation, amortization, non-cash share-based compensation costs, system optimization costs and advisor fees related to involvement in the Cineworld Proceeding and Chapter 11 Case. Adjusted OIBDA should not be regarded as an alternative to operating income, net income or as indicators of operating performance, nor should it be considered in isolation of, or as substitutes for financial measures prepared in accordance with GAAP. The Company believes that operating income is the most directly comparable GAAP financial measure to Adjusted OIBDA, and operating expense is the most directly comparable GAAP financial measure to Adjusted Operating Expense. Because not all companies use identical calculations, these non-GAAP presentations may not be comparable to other similarly titled measures of other companies, or calculations in NCM LLC’s debt agreement.

Unlevered free cash flow is net cash provided by or used in operating activities reduced by purchases of property and equipment, adjusted to exclude cash interest expense. Our management use this non-GAAP financial measure to evaluate operating performance, to forecast future results and as a basis for compensation. The Company believes this is an important supplemental measure of operating performance because it eliminates items that have less bearing on its operating performance and highlight trends in its core business that may not otherwise be apparent when relying solely on GAAP financial measures. The Company believes the presentation of this measure is relevant and useful for investors because it enables them to view performance in a manner similar to the method used by the Company’s management, helps improve their ability to understand the Company’s operating performance and makes it easier to compare the Company’s results with other companies that may have different cash flow policies.

A limitation of this measure, however, is that it excludes purchases of property and equipment and cash interest expense. Unlevered free cash flow has the limitation of not reflecting the effect of the Company’s cash interest expense and purchases of property and equipment. Unlevered free cash flow should not be regarded as an alternative to net cash provided by or used in operating activities or as indicators of operating performance, nor should it be considered in isolation of, or as substitutes for financial measures prepared in accordance with GAAP. The Company believes that net cash provided by or used in operating activities is the most directly comparable GAAP financial measure to unlevered free cash flow. Because not all companies use identical calculations, these non-GAAP presentations may not be comparable to other similarly titled measures of other companies, or calculations in NCM LLC’s debt agreement.

The Company has not provided a reconciliation of the forward-looking non-GAAP Adjusted OIBDA measure to forward-looking GAAP operating income due to the inability to predict the amount and timing of impacts outside of the Company’s control on certain items, including the timing of revenue and charges reflected in our reconciliation of historic numbers, the amount of which, based on historical experience, could be significant and are difficult to reasonably predict. Accordingly, a reconciliation of this non-GAAP measure is not available without unreasonable effort.

1Q'25 Key Highlights

- **1Q'25 revenue of \$34.9M was within our revenue guidance range of \$34.0M to \$36.0M primarily due to Box Office under-performance and economic uncertainty**
 - Total revenue was down 7% driven mostly by lower attendance
- **1Q'25 Adj. OIBDA of \$(9.0)M was also within our guidance range of \$(9.5)M to \$(7.5)M**
 - Adj. OIBDA declined by \$3.3 y/y due to lower revenue and slightly higher adj. operating expenses (\$43.9M in 1Q'25 vs. \$43.1M in 1Q'24), offset by reduced exhibitor fees attributable to decreased attendance
 - Slightly higher operating expenses of 2% was primarily driven by hosting our sales conference, whereas last year we did not host one
- **In April 2025, NCM entered into a revised agreement with AMC that extends the term by five years, through 2042**
 - The revised agreement provides an improved advertising show structure that creates additional high-value inventory, including modernized lobby advertising, while the beverage arrangement remains in place
 - A revised payment structure is established with AMC, which will be based on the attendance, the operating screens and the revenue generated by NCM LLC through advertising displayed in AMC's theaters is expected to be offset by the incremental revenue from the improved agreement
 - NCM and AMC also agreed to terminate the joint venture agreements and dismiss ongoing litigation
- **YTD through April 2025, NCM has repurchased 2.3M shares at an average price per share of \$6.06 for a total of approx. \$14M**
 - Since the launch of this program, NCM has repurchased 4.8M shares at an average share price of \$5.60 for a total of approx. \$27M
- **Announced a quarterly dividend of \$0.03 per share on May 6, 2025, amounting to \$2.8M**
 - This dividend will be paid on May 30, 2025, to stockholders of record on May 16, 2025

1Q'25 Results vs. Guidance

1Q'25 Revenue



1Q'25 Adjusted OIBDA



NCM, Inc. 1Q'25 & 2024 Financial Results

(in millions, unaudited)

	Quarter Ended				
	March 28, 2024	June 27, 2024	September 26, 2024	December 26, 2024	March 27, 2025
Attendance	75.8	92.8	121.6	100.7	72.3
Revenue	\$37.4	\$54.7	\$62.4	\$86.3	\$34.9
Operating Expenses					
Network Operating Costs	3.6	3.7	3.3	3.1	3.1
Theater Exhibition Fees	22.5	26.7	32.9	29.8	21.7
Selling And Marketing Costs	10.0	9.5	10.2	11.9	10.7
Administrative And Other Costs	13.4	13.5	12.9	10.9	12.9
Depreciation Expense	1.1	1.1	1.3	1.1	1.1
Amortization Expense	9.5	9.4	9.4	9.5	9.3
Total	60.1	63.9	70.0	66.3	58.8
Operating Loss	\$(22.7)	\$(9.2)	\$(7.6)	\$20.0	\$(23.9)

Revenue Results

	Quarter Ended				
	March 28, 2024	June 27, 2024	September 26, 2024	December 26, 2024	March 27, 2025
National Advertising Revenue	\$29.5	\$42.1	\$47.3	\$69.2	\$27.4
Local And Regional Advertising Revenue	5.2	9.5	11.0	13.5	4.9
Total Advertising Revenue Excluding Beverage	34.7	51.5	58.2	82.7	32.3
ESA Advertising Revenue From Beverage Concessionaire Agreements	2.7	3.2	4.2	3.6	2.6
Total Revenue	\$37.4	\$54.7	\$62.4	\$86.3	\$34.9

Adjusted OIBDA & Unlevered Free Cash Flow Reconciliation for NCM, Inc.

(in millions, unaudited)	Quarter Ended				
	March 28, 2024	June 27, 2024	September 26, 2024	December 26, 2024	March 27, 2025
Operating loss	\$(22.7)	\$(9.2)	\$(7.6)	\$20.0	\$(23.9)
Depreciation expense	1.1	1.1	1.3	1.1	1.1
Amortization expense	9.5	9.4	9.4	9.5	9.3
Share-based compensation costs (1)	2.6	3.5	3.1	3.0	2.7
Workforce reorganization costs (2)	1.5	1.4	—	—	—
Satellite transition costs (3)	—	0.3	0.3	0.2	—
System optimization costs (4)	—	—	0.2	0.2	0.2
Fees and expenses related to the Cineworld Proceeding and Chapter 11 Case included within Operating Income (5)	2.3	1.1	2.1	1.0	1.6
Adjusted OIBDA	\$(5.7)	\$7.6	\$8.8	\$35.0	\$(9.0)
Net cash provided by/(used in) operating activities	\$24.1	\$7.7	\$(2.0)	\$30.5	\$6.0
Purchases of property and equipment	(1.5)	(1.3)	(0.6)	(2.4)	(0.7)
Cash interest expense	0.2	0.3	0.2	0.2	0.2
Unlevered free cash flow	\$22.8	\$6.7	\$(2.4)	\$28.3	\$5.5

Notes:

- 1) Share-based compensation costs are included in network operations, selling and marketing and administrative expense in NCM LLC's unaudited Condensed Consolidated Financial Statements.
- 2) Workforce reorganization costs represents redundancy costs associated with changes to the Company's workforce primarily implemented during 2024, as well as related office relocations.
- 3) One-time costs of transitioning satellite providers during 2024.
- 4) System optimization costs incurred related to a one-time assessment of the technology surrounding the Company's programmatic offerings beginning in the third quarter of 2024.
- 5) Advisor and legal fees and expenses incurred in connection with the Company's involvement in the Cineworld Proceeding and Chapter 11 Case and related appeals, as well as insurance and retention related expenses

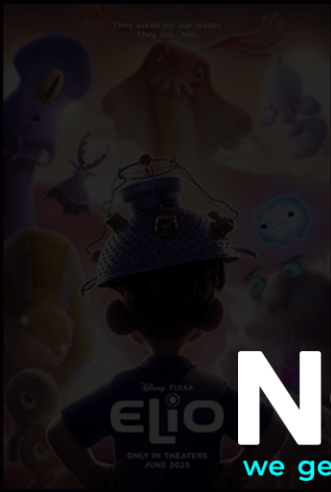
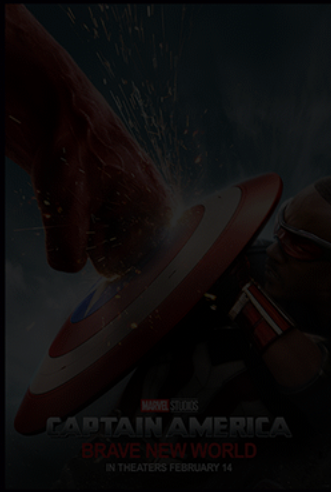
Adjusted Operating Expense Reconciliation for NCM, Inc.

(in millions, unaudited)

	Quarter Ended				
	March 28, 2024	June 27, 2024	September 26, 2024	December 26, 2024	March 27, 2025
Operating expense	\$60.1	\$63.9	\$70.0	\$66.3	\$58.8
Depreciation expense	(1.1)	(1.1)	(1.3)	(1.1)	(1.1)
Amortization expense	(9.5)	(9.4)	(9.4)	(9.5)	(9.3)
Share-based compensation costs (1)	(2.6)	(3.5)	(3.1)	(3.0)	(2.7)
Workforce reorganization costs (2)	(1.5)	(1.4)	—	—	—
Satellite transition costs (3)	—	(0.3)	(0.3)	(0.2)	—
System optimization costs (4)	—	—	(0.2)	(0.2)	(0.2)
Fees and expenses related to the Cineworld Proceeding and Chapter 11 Case included within Operating Income (5)	(2.3)	(1.1)	(2.1)	(1.0)	(1.6)
Adjusted Operating Expense	\$43.1	\$47.1	\$53.6	\$51.3	\$43.9

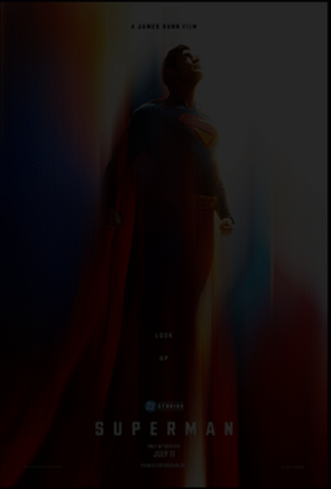
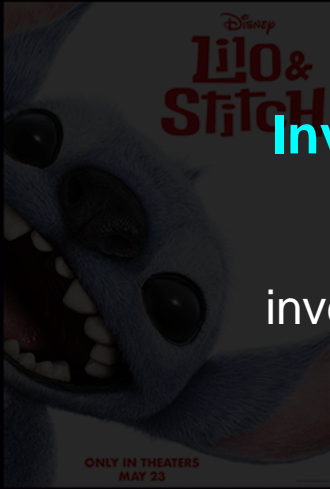
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NCM

we get audiences



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