NEWS RELEASE

Rakuten TV To Expand IMAX® Enhanced Movie Collection to 100 Titles

10/12/2022

More Fan-favorite IMAX Enhanced Movies Soon Accessible in 8 Countries Through Rakuten TV

SAN JOSE, Calif.--(BUSINESS WIRE)-- IMAX Corporation (NYSE: IMAX), DTS, a wholly owned subsidiary of **Xperi, Inc.** (NYSE: XPER),and Rakuten TV, one of the leading Video On-Demand platforms, today announced a significant expansion of the IMAX Enhanced movie collection with Rakuten TV's commitment to carry one hundred titles in the IMAX Enhanced format.

IMAX Enhanced pairs premium consumer electronics and fan-favorite Hollywood films to deliver the ultimate viewing experience when and where fans demand it. To address growing demand, IMAX Enhanced has expanded its partnership with Rakuten TV, strengthening catalogue availability in Europe to include one hundred IMAX Enhanced titles arriving on service over the next six months.

"We are thrilled to continue our relationship with Xperi and IMAX Enhanced," said Sidharth Jayant, chief product officer for Rakuten. "Rakuten TV users will soon have the opportunity to experience more of their favorite blockbuster movies in IMAX Enhanced, taking movie nights to new heights with IMAX's exclusive expanded aspect ratio and IMAX signature sound by DTS."

"Rakuten TV is a valued partner and early adopter of IMAX Enhanced, delivering a truly differentiated and premium viewing experience for the most demanding fans," said Bill Neighbors, chief content officer for Xperi. "Enabling a robust slate of additional content on service truly showcases the ways in which we are championing extraordinary experiences for movie watchers."

The IMAX Enhanced releases will be available across eight European regions (UK, France, Italy, Germany, Spain, Netherlands, Norway, and Poland) through Rakuten TV.

Safe Harbor Statement

This press release contains “forward-looking statements” within the meaning of the federal securities laws, including Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements are based on information available to the Company as of the date hereof, as well as the Company’s current expectations, assumptions, estimates and projections that involve risks and uncertainties. In this context, forward-looking statements often address expected future business, financial performance and financial condition, and often contain words such as “expect,” “anticipate,” “intend,” “plan,” “believe,” “could,” “seek,” “see,” “will,” “may,” “would,” “might,” “potentially,” “estimate,” “continue,” “expect,” “target,” similar expressions or the negatives of these words or other comparable terminology that convey uncertainty of future events or outcomes. All forward-looking statements by their nature address matters that involve risks and uncertainties, many of which are beyond the Company’s control, and are not guarantees of future results. These and other forward-looking statements are subject to risks, uncertainties and assumptions that could cause actual results to differ materially from those expressed in any forward-looking statements. Accordingly, there are or will be important factors that could cause actual results to differ materially from those indicated in such statements and, therefore, you should not place undue reliance on any such statements and caution must be exercised in relying on forward-looking statements. Important risk factors that may cause such a difference include, but are not limited to: anticipated tax treatment, unforeseen liabilities, future capital expenditures, revenue, cost savings, expenses, earnings, synergies, economic performance, indebtedness, financial condition, losses, future prospects, business strategies, and expansion and growth of the Company’s businesses; the Company’s ability to implement its business strategy; pricing trends, including the Company’s ability to achieve economies of scale; the ability of the Company to retain and hire key personnel; uncertainty as to the long-term value of the Company’s common stock; legislative, regulatory and economic developments affecting the Company’s business; general economic and market developments and conditions; the evolving legal, regulatory and tax regimes under which the Company operates; unpredictability and severity of catastrophic events, including, but not limited to, acts of terrorism or outbreak of war or hostilities, including Russia’s invasion of Ukraine, and natural disasters; the Company’s ability to achieve the intended benefits of its recent spin-off from its intellectual property licensing business; the extent to which the COVID-19 pandemic continues to have an adverse impact on the Company’s business, results of operations, and financial condition will depend on future developments, including measures taken in response to the pandemic, which are highly uncertain and cannot be predicted; and the impact of supply chain constraints on our customers or suppliers. These risks, as well as other risks associated with the business, are more fully discussed in the Company’s filings with the U.S. Securities and Exchange Commission (“SEC”), including the Company’s Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. While the list of factors presented here is, and the list of factors presented in the Company’s filings with the SEC are, considered representative, no such list should be considered to be a complete statement of all potential risks and uncertainties. Unlisted factors may present significant additional obstacles to the realization of forward-looking statements. Consequences of material differences in results as compared with those anticipated in the forward-looking statements could include, among other things, business disruption, operational problems, financial loss, legal liability to third parties and similar risks, any of which could have a material adverse effect on the Company's consolidated financial condition, results of operations, liquidity or trading price of common stock. The Company does not assume any obligation to publicly provide revisions or updates to any forward-looking statements, whether as a result of new information, future developments or otherwise, should circumstances change, except as otherwise required by securities and other applicable laws.

About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, IMAX® Enhanced, TiVo®), and by its startup, Perceive, are integrated into billions of consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences. Xperi has created a unified ecosystem that reaches highly engaged consumers driving increased value for partners, customers and consumers.

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About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX theaters to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of June 30, 2022, there were 1,694 IMAX theater systems (1,610 commercial multiplexes, 12 commercial destinations, 72 institutional) operating in 87 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970."

IMAX®, IMAX® Dome, IMAX® 3D, IMAX® 3D Dome, Experience It In IMAX®, The IMAX Experience®, An IMAX Experience®, An IMAX 3D Experience®, IMAX DMR®, DMR®, Filmed For IMAX™, IMAX LIVE™, IMAX Enhanced™, IMAX nXos® and Films to the Fullest®, are trademarks and trade names of the Company or its subsidiaries that are registered or otherwise protected under laws of various jurisdictions. More information about the Company can be found at **www.imax.com**. You may also connect with IMAX on Instagram (**https://www.instagram.com/imax**), Facebook (**www.facebook.com/imax**), Twitter (**www.twitter.com/imax**) and YouTube (**www.youtube.com/imaxmovies**).

About Rakuten TV

Rakuten TV is one of the leading Video On-Demand platforms in Europe that combines TVOD (Transactional video-on-demand), AVOD (Advertising video-on-demand), FAST channels (Free Ad-SupportedStreaming TV) and SVOD (Subscription video-on-demand).

The TVOD service offers an authentic cinematic experience with the latest releases to buy or rent in high audio and video quality. The SVOD service allows subscription to the premium service Starzplay. The advertising-supported offering comprises AVOD and FAST services. The AVOD service features more than 10,000 titles available on-demand, including films, documentaries and series from Hollywood and local studios, as well as the Rakuten Stories catalogue with Original and exclusive content. The FAST service consists of an extensive line-up of over 250 free linear channels from global networks, top European broadcasters and media groups, and the platform's own thematic channels with curated content. Rakuten TV is available in 43 European territories and currently reaches more than 110 million households via its branded remote-control button and pre-installed app in Smart TV devices.

www.rakuten.tv

Rakuten TV is part of Rakuten Group, Inc., one of the world's leading internet services companies, focusing on e-commerce, fintech, digital content, and communications. Rakuten is the official partner for the NBA'S Golden State Warriors, Davis Cup and Spartan Race.

Download logo and brand guidelines here: **https://rak.box.com/s/2g1t15aq5u2gb2mje92taap3vgz27ky5**

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Source: Xperi Holding Corp