



"Deadpool & Wolverine" Scores Biggest IMAX Opening Weekend since 2022 With \$36.5 Million Global Debut

July 29, 2024

Disney/Marvel's Merc with a Mouth Sets Slew of IMAX Records, including Biggest R-Rated and Biggest July Opening of All Time

NEW YORK, July 29, 2024 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX) and Disney/Marvel notched another historic moment in their longstanding, successful partnership with the \$36.5 million IMAX global debut of "Deadpool & Wolverine".



The highly anticipated team-up of Ryan Reynolds and Hugh Jackman's signature superheroes delivered the eight biggest IMAX opening weekend of all time — headlining several milestones, including:

- Biggest IMAX July opening ever
- Biggest IMAX R-rated opening weekend ever
- Biggest IMAX opening weekend of any movie since "Avatar: The Way of Water" (2022)
- Biggest IMAX opening weekend of a Marvel movie since "Spider-Man: No Way Home" (2021) and the fourth biggest IMAX Marvel opening of all time.

"'Deadpool & Wolverine' delivered one of the biggest IMAX opening weekends of all time — continuing our hot start to the third quarter and furthering our momentum ahead of a fantastic slate over the next several years," said Rich Gelfond, CEO of IMAX. "Kevin Feige and his team remarkably continue to break new creative ground, and we believe 'Deadpool & Wolverine' will only leave fans wanting more ahead of several highly anticipated *Filmed for IMAX* Marvel releases in 2025."

In North America, "Deadpool & Wolverine" opened to \$19.1 million — good for 9.3% of the Domestic box office on approximately 1% of total screens — marking an impressive \$46,000 per screen average in the United States and Canada. Internationally, "Deadpool & Wolverine" opened to \$17.4 million with 21 international markets overall posted a top-five all-time IMAX opening weekend with the film. In China, "Deadpool & Wolverine" contributed \$5 million in IMAX — 21% of the nationwide total on less than 1% of overall screens.

"Deadpool & Wolverine" debuted with the widest IMAX release ever, opening on 1,642 IMAX screens in 83 markets. The film will continue its run on the IMAX network into August, ahead of a fall slate that includes *Filmed for IMAX* titles "Joker: Folie à Deux" and "Venom: The Last Dance" in addition to "Beetlejuice Beetlejuice," "Gladiator II," and "Wicked."

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 systems to connect with audiences in extraordinary ways, making IMAX's network 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, 2024, there were 1,780 IMAX systems (1,705 commercial multiplexes, 12 commercial destinations, 63 institutional) operating in 89 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".

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