



Press Release

Dubai (UAE) and Las Vegas (Nevada) – 2 April 2019

CinemaNext Awarded First Big-Scale Cinema Equipment Project in Saudi Arabia with New Cinema Brand Muvi

Dubai (UAE) and Las Vegas (Nevada) – 2 April 2019 / CinemaNext, a leading exhibitor services provider in Europe (Ymagis Group - ISIN: FR0011471291, TICKER: MAGIS, PEA-PME-eligible), today announced an agreement with Saudi fashion retail giants Fawaz Alhokair Group (FAHG) for the installation of its first multiplex in Saudi Arabia under the new cinema brand Muvi. Scheduled to open in May at the popular Mall of Arabia in Jeddah, CinemaNext will equip the 15-screen multiplex (2,063 seats) with 4K laser projectors and state-of-the-art surround sound.

The announcement was made on the first official day of CinemaCon, the convention of the National Association of Theatre Owners (NATO), taking place in Las Vegas (NV) through 4 April.

“We are excited to be growing our footprint as a key integrator in the region with this first Saudi Arabian install for Muvi as part of a larger long-term agreement between our two organizations,” explains François Inizan, General Manager of CinemaNext MEA. “Based in Dubai, we benefit from a tremendous proximity to our customers across the Middle East & Africa. With our turnkey hardware and software solutions, remote customer support as well as our cutting-edge innovations such as the Sphera premium cinema concept, EclairColor HDR solution or our exciting new Virtual Reality offer for exhibitors, CinemaNext is able to provide quality products and highly reliable services tailored for this dynamic marketplace.”

With plans to open 15 cinemas across Saudi Arabia, including in Riyadh and Dammam, Muvi is one of only a handful of exhibitors granted a license to operate in the Kingdom after its Ministry of Information opened the country up to cinemas in 2018 for the first time in 35 years. Muvi Cinema will deliver audiences a whole range of screening options, from Luxury VIP packages with fine dining, to children’s screens complete with in-screen play areas, to immersive wraparound viewing.

With offices in 26 countries and over 13,000 screens installed globally to date, CinemaNext is the largest cinema exhibition services company in EMEA. It provides smart, comprehensive solutions across the board, from projection equipment, audio systems, Sphera premium cinema concept, VR activities, Onyx Cinema LED, central systems, cinema outfitting and seating, content management, 3D projection systems & glasses, TMS, digital signage and screens to consulting services. Clients enjoy the highest level of reliability and lowest cost of ownership through our various services: consulting, design & project management, equipment sales and financing, installation, maintenance, support (NOC), online monitoring, spare and consumables, service agreements and supply chain & logistics.

ABOUT CINEMANEXT (YMAGIS GROUP)

CinemaNext is the Ymagis Group’s business unit dedicated to exhibitor services. Founded in 2007 and managed by professionals from the motion picture and high-tech industries, Ymagis Group is a European leader in advanced digital technology services for the cinema industry. The company’s core business is structured around three main units: CinemaNext (exhibitor services: sales and field services, software solutions, customer service/NOC and consulting), Eclair (content services: post-production, theatrical delivery, digital distribution, versioning and accessibility, restoration and preservation) and VPF (finance solutions) and other activities, including EclairColor, EclairGame and Virtual Reality. A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France) and counts close to 770 employees. For more information, please connect to <https://www.ymagis.com>, <https://www.cinemanext.com> or <https://www.eclair.digital>

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