



PRESS RELEASE

Liège-Barchon (Belgium) & Iola, KS (USA) – 7 December 2023

CinemaNext Expands North American Presence with Acquisition of Sonic Equipment Company

Liège-Barchon (Belgium) & Iola, KS (USA) – 7 December 2023/ CinemaNext, the largest cinema exhibition services company in EMEA, proudly announces the acquisition of Sonic Equipment Company, a leading provider of cinema sales, service, and installation, based in Iola, Kansas (USA). This strategic move marks a significant expansion for CinemaNext into the North American market, reinforcing its commitment to providing comprehensive cinema solutions worldwide.

Sonic Equipment Company has in a short time established itself as a key player in cinema services, specializing in sales, service, and installation for community-owned theaters and independent exhibitors across the United States. With a focus on customized programs to meet the unique needs of each client, Sonic Equipment has become synonymous with excellence and reliability in the cinema industry.

Georges Garic, CEO of CinemaNext, expressed enthusiasm about the acquisition, stating, "This marks a pivotal moment for CinemaNext as we broaden our footprint in North America. Sonic Equipment's expertise and commitment to superior service align seamlessly with CinemaNext's mission. Ron Hageman will remain Sonic's CEO and continue to lead the company from Iola. Together, we will continue to elevate the cinema experience for audiences across the region."

Ron Hageman, CEO of Sonic Equipment Company, shared his optimism, saying, "Joining forces with CinemaNext is an exciting step forward. Our shared values and commitment to excellence create a strong foundation for future growth and innovation in the cinema services business. We look forward to this new chapter, which will bring with it new services, solutions and cinema concepts for our customers"

Sonic Equipment was spun out of B&B Theatres' technical services operation in 2018, and its integration into the CinemaNext family signifies a powerful collaboration between two industry leaders. With a track record of providing smart and comprehensive solutions, CinemaNext brings a wealth of experience in projection equipment, audio systems, premium cinema solutions, digital signage, and more. The acquisition of Sonic Equipment Company positions CinemaNext to offer an even broader range of services to the North American market.

As CinemaNext continues to expand globally, this acquisition stands as a testament to the company's dedication to delivering the highest level of reliability and innovation in cinema exhibition services.

ABOUT CINEMANEXT

CinemaNext is the largest cinema exhibition services company in EMEA, providing smart, comprehensive solutions across the board, from projection equipment, audio systems, central systems, premium cinema solutions, cinema outfitting, content management, 3D projection systems & glasses, TMS, digital signage, 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, content management, spare and consumables, service agreements and supply chain & logistics. 13,000 screens have been installed by our technicians to date. 9,500 screens in Europe currently avail of service contracts with our company. CinemaNext's main office is located in Liège-Blegny (Belgium). Regional offices can be found in 23



countries across Europe, Africa and the Middle East. For more information, please connect to <https://www.cinemanext.com>.

ABOUT SONIC EQUIPMENT COMPANY

Sonic Equipment Company is a leading provider of cinema sales, service, and installation with over 40 years of experience with theatre remodels and new builds. We strive to provide to the best possible service to community-owned theatres and independent exhibitors nationwide. We offer nationwide service and support with certified technicians and provide a wide variety of equipment for projection, audio, seating, screens, concessions, signage, and much more.

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