



PRESS RELEASE

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CinemaNext and French Cinema Exhibitor Megarama Announce Agreement for 110+ Barco Laser Projectors

Paris (France), 1 July 2019 / CinemaNext, the European specialist in cinema exhibitor services (Ymagis – ISIN: FR0011471291, MAGIS, PEA-PME eligible), and French cinema circuit Megarama today announced a large-scale agreement for the sale and installation of a minimum of 110 state-of-the-art Barco Laser projectors at 15 of the circuit's current sites and upcoming new cinema builds through 2021. Per the agreement, CinemaNext will oversee the replacement of "Series 1" digital projectors in all Megarama-branded cinemas located in France, Spain and Morocco.

"We've enjoyed a lengthy partnership with CinemaNext and are very excited to be undertaking this important renewal project with their skilled teams," explains Jean-Pierre Lemoine, President and CEO of Megarama Group. "As we continue to invest in the modernization of our cinema equipment, we will roll out over 110 Barco Laser projectors over the next two years. At a time when moviegoers are increasingly discerning, it is part of our strategy to further elevate the image quality in our cinemas to provide our audiences with the best moviegoing experience."

For Georges Garic, Senior Vice President of CinemaNext, "Over the years, we have witnessed the fast-growing success of Megarama, which is now a prominent EMEA cinema exhibitor - the 5th largest operator in France and the first in Morocco in terms of ticket sales. It's a great honor for us to work with Jean-Pierre Lemoine and his Chief Operating Officer, Joseph Vacrin, on modernizing their facilities to offer consumers a premium experience and significantly lower operating costs. This deal, which consists primarily of equipment distribution, installation and maintenance, represents anticipated revenues for CinemaNext of over EUR 10 million over the next two years."

"We are thrilled to be working with our longtime cinema partner Megarama on the deployment of next-generation digital projection technology," explains Olivier Douet, CinemaNext Sales Director (France) and Country Manager for Switzerland. "With many Series 1 projectors nearing the end of their expected lifetimes, this provides a tremendous opportunity for exhibitors to enhance their offer with visually-spectacular screenings while moving toward more cost-efficient and environmentally-friendly operations."

"This long-term agreement clearly shows Megarama's confidence in Barco Laser", says Serge Plasch, Chief Commercial Officer at Cinionic, the Barco, CGS, and ALPD cinema joint venture. "Besides the installation of our current Smart Laser projector range, Megarama will also be an early adopter of our brand-new Barco Series 4 platform. We're delighted that our future-proof technology plays a key role in this leading exhibitor's growth strategy."

With offices in 27 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: 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. 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

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 four main units: CinemaNext (exhibitor services: distribution, customer services and field services), Eclair (content services: post-production, theatrical delivery, digital distribution, versioning and accessibility, restoration and preservation) and Others (Illucity and Virtual Reality). A publicly-traded company listed on



Euronext, Ymagis Group is headquartered in Paris (France) and has close to 830 employees. For more information, please connect to <https://www.ymagis.com> or <https://www.cinemanext.com>

ABOUT MEGARAMA GROUP

The Megarama Group is made up of 30 cinemas representing 226 screens in France, Spain and Morocco. Megarama recorded 5.3 million cinema admissions in France in 2018, making it the 5th largest cinema operator in the country. Megarama was founded in 1950 by Jean-Pierre Lemoine, an ardent supporter of the motion picture industry. The Group is committed to the highest quality moviegoing experience ranging from auditorium raking and legroom to giant screens, Dolby Atmos sound, High Frame Rate (HFR) screenings and Laser projectors. The Group also ensures wheelchair accessibility in its auditoriums while sustainable development is at the heart of its eco-design approach.

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