



PRESS RELEASE

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CinemaNext Launches Its E-Commerce Solution for Cinema Exhibitors Across Europe

Liège-Barchon (Belgium), 5 July 2021/ CinemaNext, the European, Middle Eastern & African specialist in cinema exhibitor services, today announced the roll out of its dedicated e-commerce platform, CinemaNext Shop, across Europe and internationally. Discover the site at <https://shop.cinemanext.com>.

The largest online sales platform for the cinema technology industry, CinemaNext Shop is designed to allow exhibitors around the globe to easily order from CinemaNext's catalogue of thousands of spare parts, consumables, projection & sound equipment, software solutions, and much more. Each listing is accompanied by a detailed product data sheet, image, manufacturer's reference and price. The store's offering will broaden and be enriched with further products & services, including second-hand equipment, on a regular basis.

"At a time when cinemas around the world are reopening, CinemaNext Shop enables industry professionals to quickly order anything they may require, from Xenon lamps to 3D glasses to speakers, in just a few clicks, seven days a week," explains Georges Garic, Chief Executive Officer, CinemaNext. "We have updated our e-commerce platform to meet customers' needs in the post-pandemic era with new features, including our Cine Safe disinfection solutions for cinemas and the upcoming launch of CinemaNext Refurbished, our range of fully tested and certified second-hand parts and equipment."

"CinemaNext Shop will change the way our customers go about ordering and tracking their consumables, with a smoother, simplified process so that they can devote more time to their daily operations," adds Tim Potter, VP Sales. "Once logged in to their account, customers have access in real-time to our extensive catalogue of products, inventory status and pricing. They can also view the history of all orders placed online for each of their theatre locations, making it easier to purchase any replacement parts in a matter of minutes."

CinemaNext's innovative online store allows customers to more easily manage their own inventory while benefitting from the company's optimized supply chain, logistics and attractive pricing with every order.

CinemaNext Shop is directly connected to the organization's centralized ordering, billing & shipping systems, ensuring that all purchases made via the platform are processed automatically for greater ease of use and fast turnaround times with shipment from its distribution platform. Orders placed through the site are delivered within the designated delivery period and can be tracked online.

Customers can also sign up for first-to-know updates on products and exclusive promotional offers through the site's homepage.

For more information about CinemaNext Shop, please visit <https://shop.cinemanext.com>

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

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