



## Press Release

Liège (Belgium) and Ezcaray (Spain) – 14 February 2018

# CinemaNext and Ezcaray International Reach Global Cinema Seating Distribution Agreement

**Liège (Belgium) and Ezcaray (Spain) – 14 February 2018** / CinemaNext, the European specialist in cinema exhibitor services (Ymagis Group, ISIN: FR0011471291, TICKER: MAGIS), and Spanish seating supplier Ezcaray International today announced the signing of a distribution agreement for Ezcaray's seating solutions for cinema exhibitors. The alliance recognizes CinemaNext as an official distributor in 17 European countries as well as in the US, Russia, Egypt, Kazakhstan and Morocco. CinemaNext is the exclusive reseller of Ezcaray's full range of seating products for cinema in Germany.

"We are very pleased to partner with Ezcaray on a global reselling agreement offering cinema exhibitors some of the most innovative and cost-effective seating solutions available on the market, ranging from VIP or premium to standard options," explains Till Cusmann, SVP CinemaNext. "Founded in 1955, Ezcaray has always had the ability to adapt to our fast-evolving business landscape while placing quality at the core of their work. We are also very pleased to have secured the exclusive rights for Germany."

For Pedro Cárdenas Díaz, Head of Sales at Ezcaray, "Two innovative companies sharing a common philosophy and desire to provide cinema exhibitors with the best products tailored for various market segments at a good price have decided to partner. The seating experience is instrumental to moviegoers. Whether reclining backrests, loveseats configuration or VIP seats with slide systems, we can meet the specific needs of cinema exhibitors thanks to our comfort-proven seating products while offering them added value and potential increased revenue."

CinemaNext is the largest cinema exhibition services company in Europe, providing smart, comprehensive solutions across the board, from projection equipment, audio systems, central systems, cinema outfitting and seating, content management, 3D projection systems & glasses, TMS, digital signage and screens to consulting services. Our 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.

CinemaNext's website is available at <https://www.cinemanext.com>

## **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. Through CinemaNext and Eclair, the Group provides smart and comprehensive solutions to movie exhibitors, distributors (feature films & event cinema), producers, rights holders, cinema/TV advertising networks, broadcasters, OTT channels and video publishers. Over the years, Ymagis Group has significantly grown its portfolio of solutions & services and further developed its geographic footprint in Europe with permanent offices in 25 countries. 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 Ymagis (VPF & financial services). A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France) and counts close to 750 employees. For more information, please connect to <http://www.ymagis.com>, <http://www.cinemanext.com> or <http://www.eclair.digital>*

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