

Press Release

Hamburg (Germany) and Paris (France) – December 14, 2015

Weischer.Media Signs Ymagis Group's MELODY TMS to its 'CINEMA.RELOADED® ready' Programme

Hamburg (Germany) and Paris (France) – December 14, 2015 / Weischer.Media, a leader in the German and Swiss cinema advertising markets, and Ymagis Group (ISIN: FR0011471291, TICKER: MAGIS), the European specialist in digital technologies for the cinema industry, today announced that the 2.1 version of the Theatre Management System 'TMS' MELODY has been certified by Weischer.Media as 'CINEMA.RELOADED® ready', signifying that MELODY TMS is fully compatible with Weischer.Media's sophisticated and highly-automated digital cinema advertising solution, CINEMA.RELOADED®, when interfaced with the required ONEDCN® pre-show system.

"We're delighted to announce Ymagis' MELODY TMS is joining the growing list of TMS that are fully certified as CINEMA.RELOADED® ready. This will help cinemas position themselves optimally for the digital advertising future that meets the needs of the advertising industry: more flexibility, transparency and accuracy," said Stefan Kuhlow, Chief Digital Officer of Weischer.Media. He added, "So far, CINEMA.RELOADED® has been a very welcome innovation by our exhibitor partners and it has brought cinema advertising in Germany and Switzerland back to its old strength. We are dedicated to its future development and potential applicability to the wider markets."

"It's a great recognition for our company to receive the "CINEMA.RELOADED® ready' certification for our MELODY TMS and it assures exhibitors across Germany and Switzerland that our solution is fully compatible with Weischer.Media's automated digital cinema advertising service," explains Till Cussmann, Vice President of Ymagis Group's Exhibitor Services. "Within a short period of time, we have been able to deploy 1300-plus of our MELODY TMS licenses at 191 cinema sites across Europe. We are also constantly investing R&D funds into our solution and adding new functionalities on an ongoing basis for seamless exhibition operations."

"TMS solutions that are certified as CINEMA.RELOADED® ready provide reassurance to exhibitors that such an important element of their wider system is compatible with the current needs of a CINEMA.RELOADED® pre-show," says Julian Pinn, Managing Director of Julian Pinn Ltd and strategic consultant to Weischer.Media. "The substantial adoption of this initiative by leading TMS suppliers has been very encouraging and the inclusion of Ymagis' Melody TMS is further endorsement that such technical collaboration is of significant value to the exhibition industry."

"CINEMA.RELOADED® requires specific capabilities from the entire system from client to cinemagoer," says Managing Director of Weischer.Media's development partner Cinedavis, Dr. Marlon Teichfuss, who is also responsible for the ONEDCN® pre-show technology network and interfaces. "Because of Cinedavis' long period of testing and cooperation with Ymagis and the ONEDCN® pre-show Interface, I can say today that version 2.1 of MELODY is CINEMA.RELOADED® ready."

Weischer.Media launched its certification programme for TMS in June of 2014. The initiative is clarifying to exhibitors which TMS solutions are compatible with Weischer.Media's sophisticated and highly-automated digital cinema advertising solution, CINEMA.RELOADED®. It is an evolving product from Weischer.Media that is prevalent across Germany and Switzerland that offers ever more intelligent and effective cinema advertising. It aims to rival the sophistication of digital on-line advertising whilst maintaining the classic qualities of cinema—adding proven value to the medium.

ABOUT YMAGIS GROUP

Founded in 2007 and managed by professionals from both the cinema and high-tech industries, Ymagis Group is a European leader in advanced digital technology services for the cinema industry. We provide innovative solutions to movie exhibitors, distributors of films and event cinema, producers, and cinema ad agencies. Following the integration of dcinex in 2014 and Éclair's main businesses in 2015 (post production, preservation, versioning & accessibility and content delivery), the Group has significantly grown its portfolio of activities and further developed its geographic footprint in Europe with permanent offices in 20 countries. The company's core business is structured around three main axes: services to exhibitors, services to producers and distributors, and finance solutions. As of June 30, 2015, 7,172 screens in Europe are under exhibitor services contracts with our company, and 6,401 screens have been installed under Virtual Print Fee "VPF" contracts. Ymagis Group is the only company capable of providing a content delivery service (satellite, DSL,

fiber) across Europe thanks to its network of 3,300 connected cinemas. A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France) and Liege (Belgium). For more information, please connect to <http://www.Ymagis.com> and <http://www.dcinex.com> or contact info@Ymagis.com

ABOUT WEISCHER.MEDIA GMBH & CO.KG: EFFECTIVE NETWORKING

With over 270 employees located in Hamburg, Frankfurt, Cologne and Zurich the companies within Weischer.Media generate a combined annual turnover of approx. 300 million euros. Florian and Marcus Weischer, as the personally liable partners, manage the family company founded 60 years ago by their father, Hans Weischer. Jost von Brandis stands for creative media and brand cooperation concepts in the out-of-home sector. The company has belonged to the group for 20 years and is one of the largest forces in the German out-of-home media market as an agency independent of poster contractors and advertising agencies. WerbeWeischer is the market leader in the German cinema advertising market and from a historic perspective the core company within Weischer.Media. As an all-round service provider WerbeWeischer bundles competency in consulting, conception and realisation for movie screen and below-the-line campaigns in the cinema – all under one roof. Five of WerbeWeischer's associated companies operate as group partners and advertising administrators: Union Kinowerbung, CineCom Kinowerbung, Europa Film + Werbung, Udia-Filmwerbung and Heinefilm Kinowerbung in Bonn. adeins Media Logistik GmbH is the central service provider of purchasing, production and logistics. Implementing its own Units for online marketing and mobile marketing operated by Jost von Brandis, WerbeWeischer as well as Weischer.Online, Weischer.Media offers their clients the opportunity to network their campaigns in an effective manner. The interdisciplinary development and implementation of innovative media and brand cooperation concepts to increase brand awareness and sales are supplied by the WMG subsidiary elbbergMedia. The Weischer.Storyhouse combines the media know-how of the group companies with content-related competency in order to more effectively and sustainably display the clients' brands. Storyhouse bundles the business sectors of Brand Content, Alternative Programming and Entertainment Marketing. All of the Weischer.Media companies are united by one common goal: to network target-oriented communication channels and to effectively and sustainably involve target groups, thus rendering clients' advertising campaigns effective and efficient. Further information at: www.weischer.net

ABOUT CINEDAVIS GMBH

Having provided image processing, computer animation and film recording since 1993, Dr. Marlon Teichfuss and Uwe Hanicke founded Cinedavis GmbH in 2000 in Dresden, Germany. Cinedavis concentrates on content production services, custom software development and technology products focused on the challenge of digital cinema. Targeting the international market, Cinedavis is involved in projects in Germany, United States and France. As a member of the SAWA Digital Committee (Screen Advertising World Association) Dr. Marlon Teichfuss has significantly influenced and shaped the development of digital cinema. Further information at: www.cinedavis.com

ABOUT JULIAN PINN LTD.

Julian Pinn Ltd is an international consultancy business founded upon 20+ years of specialist knowledge & experience of the art, science & business of the international motion-picture and related media industries from content creation through to exhibition and trans-media opportunities. Julian Pinn himself serves in many functions, amongst others as the Chairman of the ISO (International Standards Organization) Technical Committee, the Chairman of the BSI (British Standards Institution) National Standards Committee, as a member of the SAWA Digital Committee, and as an expert consultant to the IBC (International Broadcast Convention). Furthermore Julian Pinn is a full voting BAFTA member and is often called upon open to present, lecture and moderate with top names of the industry at prestigious film schools and key industry conferences and film festivals on a wide range of topics. Further information at: www.julianpinn.com

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