



PRESS RELEASE

Liège-Barchon (Belgium) & Casablanca (Morocco) – 26 September 2022

CinemaNext names Mohamed Kilito as Country Manager, CinemaNext Africa

Liège-Barchon (Belgium) & Casablanca (Morocco) – 26 September 2022/ CinemaNext, the European, Middle Eastern and African specialist in cinema exhibitor services, continues its development in Morocco and across Africa with the appointment of Mohamed Kilito as Country Manager, CinemaNext Africa as of September 2022.

With a background in electronics, IT and telecommunications solutions, Kilito's nomination will help CinemaNext expand its offering in the region for local cinema exhibitors. The Company will continue to provide technical services and bespoke solutions to African partners from its Casablanca office.

For Georges Garic, Managing Director of CinemaNext: "The arrival of a seasoned professional such as Mohamed at the head of our African operations will allow us to strengthen the positioning of our activities in the region. More than 100 cinemas have been signed or installed to date by CinemaNext Africa, including around 50 in Morocco, 20 in Tunisia, and 30 in West Africa and Algeria. As a major local player, we are deeply committed to the development of the African cinema landscape."

"I am delighted to join CinemaNext and its team of passionate and skilled professionals, who are each and every one dedicated to ensuring the highest-quality cinema experience to meet the growing demand in our region," adds Kilito. "Our goal is to strengthen our foothold and work even more closely with our customers across Africa, by offering a local service and access to new products and second-to-none solutions for cinema operators."

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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