



PRESS RELEASE

Barchon (Belgium) and Kyjiv (Ukraine) – 25 January 2024

Ukraine's Multiplex Cinema Chain Enhances Cinema Operations with the Adoption of CinemaNext TMS

Liège-Barchon (Belgium) & Kyjiv (Ukraine) – 25 January 2024/ Multiplex UA, the largest chain of cinemas in Ukraine, is set to enhance its cinema operations using software tools from CinemaNext, including its leading Theatre Management System (TMS). Under the agreement, the CinemaNext TMS and related circuit management software will be deployed across Multiplex UA's extensive network, comprising 28 cinemas and 141 cinema halls in Ukraine's major cities.

Gerrit Doorn, Regional Manager for Nordics and Eastern Europe at CinemaNext, stated, "We are excited to collaborate with Multiplex UA, a key player in Ukraine's vibrant cinema industry. This partnership underscores our commitment to delivering innovative solutions and supporting Ukraine as it continues to grow."

As the largest chain of cinemas in Ukraine, Multiplex UA has been a driving force in adopting the latest cinematic technologies. The collaboration with CinemaNext aims to further enhance this commitment to innovation and elevate the cinema experience for Ukrainian audiences, who have been returning to cinemas in significant numbers.

Founded in 2004 by PJSC Multiplex-Holding (Kyiv), Multiplex UA actively supports and invests in the development of Ukrainian cinema. With a strong presence across Ukraine, Multiplex UA is renowned for its unique flavors of popcorn bar products, selfie-friendly interior design, comfortable seating options, and innovative formats such as IMAX and ScreenX. The VIP cinema in Kyiv's main shopping mall, TSUM, offers an exclusive cinematic experience with superior service.

Gerrit Doorn is confident about the positive impact of this collaboration: "Our TMS and suite of solutions are designed to empower cinemas with the latest technologies, ensuring a seamless and superior cinematic experience for moviegoers." The TMS will be rolled out by CinemaNext's Ukrainian team, with its head Max Kuras commenting, "We look forward to contributing to Multiplex UA's continued success in the Ukrainian market, with the need for cinema stronger than ever before."

The CinemaNext TMS is a fully-featured system at the cutting edge of technology, offering a wide range of features. CinemaNext's software solutions for cinema chains also facilitates centralized oversight and scheduling, resulting in significant time savings for cinema operators. It also offers benefits such as smart management of equipment that results in power and cost savings.

Multiplex UA Chief Transformation Officer, Pyotr Svyschov, expressed his enthusiasm about the collaboration, stating, "Deploying CinemaNext's innovative solutions aligns perfectly with our vision of offering top-notch cinematic experiences to our patrons. We look forward to leveraging these technologies to stay at the forefront of the industry."



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

ABOUT MULTIPLEX UKRAINE

Multiplex UA is the largest chain of cinemas in Ukraine, founded in 2004. With a strong presence in all major Ukrainian cities, Multiplex UA actively supports the development of Ukrainian cinema.

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