



PRESS RELEASE

Liège-Barchon (Belgium) – 3 December 2024

CinemaNext Appoints Donald McGarva as CEO to Lead Next Phase of Growth and Innovation

Liège-Barchon (Belgium) – 3 December 2024/ CinemaNext, the leading global provider of comprehensive services and solutions for the cinema exhibition industry, is pleased to announce the appointment of Donald McGarva as its new Chief Executive Officer (CEO), effective immediately. McGarva brings over 25 years of executive leadership experience in the entertainment, technology, and B2B sectors, with a proven track record of driving business growth, operational excellence, and strategic transformation at global companies in Europe, the U.S., and Asia.

His appointment comes at a time when the cinema exhibition industry is undergoing rapid transformation, presenting significant opportunities for CinemaNext to strengthen its position as the partner of choice for cinema operators worldwide.

As CEO, McGarva will spearhead the next phase of CinemaNext's strategic plan, accelerating economic growth and the company's commitment to providing cutting-edge technology solutions and services to cinemas, including digital projection & sound equipment, energy-saving automation solutions, CinemaNext TMS, turnkey premium cinema concepts, cinema seating & outfitting, and its online shop tailored for exhibitors' spares and consumables needs.

"I am excited to join CinemaNext at such a pivotal moment in its evolution," said Donald McGarva. "The company's strong reputation for excellence, its global reach, and commitment to innovation in cinema technology make it an exciting time to be part of the CinemaNext family. As the cinema industry continues to evolve, I see tremendous potential to drive further growth by continuing to deliver first-rate services and developing cutting-edge solutions that enhance the moviegoing experience for audiences and provide measurable business value for exhibitors."

Under McGarva's leadership, CinemaNext will further pursue key areas of economic growth with a sharp focus on customer satisfaction, operational effectiveness and innovation.

ABOUT CINEMANEXT

CinemaNext is the largest cinema exhibition services company in EMEA & North America, 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-Barchon (Belgium). Regional offices can be found in 23 countries across Europe, Africa, the Middle East and North America. For more information, please connect to <https://www.cinemanext.com>.

Media Contacts:

Alexandra Body, alexandra.body@cinemanext.com, +33 6 46 90 34 48

Patrick von Sychowski, patrick.vonsychowski@cinemanext.com, +44 7908 996616

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