



PRESS RELEASE

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CinemaNext France and Kinopolis Announce Agreement to Deploy GRETA Accessibility Solution Across 200 Cinema Auditoriums in France

Paris (France) – 25 March 2025/ CinemaNext, a leading provider of complete solutions for the cinema exhibition industry and the largest integrator in EMEA and North America, is pleased to announce the signing of a new agreement with Kinopolis to equip 200 of their cinema auditoriums across France with the GRETA solution from Greta & Starks Apps GmbH, a pioneer in the development of cutting-edge solutions for the hearing and visually impaired.

This strategic partnership with Kinopolis represents another significant milestone in making cinema more accessible to all audiences. With this deployment, the total number of cinema auditoriums in France offering the GRETA solution now exceeds 2,000 screens nationwide!

The GRETA mobile app enhances the cinema experience for people with hearing and visual impairments by offering additional versions (audio description, SDH subtitles, and sound amplification) of films shown in theaters. The app is user-friendly and operates via smartphones without requiring specialized installation within the cinema itself. This innovative solution ensures easy and reliable access to audio descriptions and subtitles and offers multi-language support, expanding the cinematic experience for diverse audiences.

"We are excited to partner with CinemaNext to bring the GRETA solution to our patrons," said Anne-Sophie Le Guiader, Country Manager Box-Office, Sales & Marketing France at Kinopolis. "Ensuring that cinema remains an inclusive experience for all our guests aligns perfectly with our commitment to delivering exceptional movie experiences. The GRETA app allows us to better serve our patrons with hearing and visual impairments while maintaining the high-quality presentation our audiences expect."

"This new agreement with Kinopolis further strengthens our mission to make cinema more accessible throughout France," said Maxime Rigaud Country Manager of CinemaNext, France. "Following our very last successful partnerships with UGC and other major exhibitors before, we are thrilled to extend this revolutionary solution to even more cinemagoers through Kinopolis' extensive network."

CinemaNext France established an exclusive partnership with Greta & Starks Apps GmbH in early 2024 to market its solutions to cinema exhibitors in France. Since then, the company has successfully deployed the technology across the country. Recognized for its comprehensive services to exhibitors, CinemaNext France is ideally positioned to facilitate the integration of GRETA's innovative technology throughout the French cinema landscape.

This collaboration allows cinema exhibitors to actively improve accessibility, ensuring a rewarding cinema experience for all audiences regardless of hearing or visual impairments.



ABOUT CINEMANEXT

CinemaNext is the largest cinema exhibition services company in EMEA and 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-Blegny (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>.

ABOUT KINEPOLIS

Kinepolis Group NV was formed in 1997 as a result of the merger of two family-run cinema groups and was listed on the stock exchange in 1998. Kinepolis offers an innovative cinema concept which serves as a pioneering model within the industry. In addition to its cinema business, the Group is also active in film distribution, event organization, screen publicity and property management.

In Europe, Kinepolis Group NV has 64 cinemas spread across Belgium, the Netherlands, France, Spain, Luxembourg, Switzerland and Poland. Since the acquisition of Canadian movie theatre group Landmark Cinemas and American movie theatre group MJR Theatres, Kinepolis also operates 36 cinemas in Canada and 10 in the US.

In total, Kinepolis Group currently operates 110 cinemas worldwide, with a total of 1,144 screens and more than 200,000 seats. Kinepolis' employees are all committed to giving millions of visitors an unforgettable movie experience. More information on www.kinepolis.com/corporate.

ABOUT GRETA & STARKS APPS GmbH

Greta & Starks Apps GmbH is a Berlin-based company at the forefront of developing innovative accessibility solutions for the cinema industry, focused on enhancing the cinematic experience for the hearing and vision impaired. For more information visit <https://www.gretaundstarks.de/greta/>

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