



PRESS RELEASE

Liège-Barchon (Belgium) & Valencia (Spain) – 8 March 2024

Araceli Vaello Joins CinemaNext as Vice President of Solutions Business Unit

Liège-Barchon (Belgium) & Valencia (Spain) – 8 March 2024/ CinemaNext, a leading provider of comprehensive solutions for the cinema exhibition industry, is pleased to announce the appointment of Araceli Vaello as Vice President of its Solutions Business Unit. In her new role, Araceli will lead the Solutions team and drive the development and implementation of innovative CinemaNext-branded solutions to meet the evolving needs of our cinema customers.

Araceli brings over a decade of experience in the cinema technology industry, most recently serving as Chief Commercial Officer at Volfony 3D Group. She has a proven track record of success in sales, business development, and strategic leadership, making her a valuable addition to the CinemaNext team. Araceli will be based out of CinemaNext's Spanish office, but responsible for CinemaNext Solutions activities in Europe, Africa, Middle East and North America.

"We are thrilled to welcome Araceli to CinemaNext as the new Vice President of the Solutions Business Unit," said Georges Garic, CEO of CinemaNext. "Her extensive experience and deep understanding of the cinema industry will be instrumental in driving the growth and success of our Solutions division. We look forward to working closely with Araceli to deliver innovative and tailored solutions that exceed our customers' expectations."

Araceli Vaello commented, "I am excited to join CinemaNext and lead the Solutions Business Unit during this exciting time of growth and transformation in the cinema industry. CinemaNext has established itself as a leader in cinema technology solutions, and I am eager to contribute to the development of cutting-edge solutions that drive value for our customers and partners." Araceli is also continuing her wider involvements in the cinema industry, including her work for Women in Exhibition (WiE).

Araceli Vaello will report directly to CEO Georges Garic and is based out of CinemaNext's Valencia (Spain) office.

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



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