



PRESS RELEASE

Moscow & Grozny (Russian Federation) – 18 May 2021

CinemaNext and Kinostar Sign Agreement for Sphera Premium Cinema & Multiplex in Grozny

Moscow and Grozny (Russian Federation)– 18 May 2021/ CinemaNext, the European, Middle Eastern & African specialist in cinema exhibitor services, today announced an agreement with Kinostar for a Sphera premium cinema and the supply of cinema equipment & fit out services for a new 6-screen, 926-seat cinema at the Grozny Mall in the Chechen Republic of the Russian Federation.

Scheduled to open in late August, the new 132,710 m² Grozny Mall shopping & entertainment centre is part of a major urban development project underway in the North Caucasus. The contemporary cinema complex operated by local exhibitor Kinostar will include a 238-seat Sphera, a 36-seat VIP auditorium and 5 state-of-the-art auditoria featuring premium seating.

For Kinostar spokesperson Ruslan Sadykov: "We approached the choice of suppliers of equipment and services for our new 7-screen cinema in the Grozny Mall very scrupulously. After conducting a serious analysis of the market for modern cinema technologies and premium concepts and a number of meetings and presentations with representatives of manufacturing companies and major integrators, we selected CinemaNext Russia and their Sphera premium cinema offering, which best fit our business needs. This will be the first Sphera cinema in Russia and it will open in the capital of the Chechen Republic, which is currently in the midst of a modern urban redevelopment. We look forward to bringing this experience to audiences and are confident that Sphera will strengthen the Kinostar brand and drive strong business results as the industry recovers and develops in the post-pandemic market."

"After lengthy negotiations with the representatives of the Kinostar cinema chain, our teams were able to meet their high-quality requirements for the brand-new complex and deliver an all-in-one solution perfectly suited to the local marketplace," says Kirill Kuzmenko, Country Manager, CinemaNext Russia & CIS. "This ambitious project will combine cutting-edge cinema technologies and innovative design for an unrivalled experience. Our Sphera premium cinema concept will be the epicentre and primary point of attraction for residents of Grozny and guests of the Republic."

"CinemaNext continues to expand its reach by forging partnerships with leading developers and cinema operators around the globe, reinforcing our confidence in the growth opportunities that lie ahead to bring consumers premium out-of-home experiences," adds Georges Garic, Chief Executive Officer, CinemaNext. "Sphera delivers an undeniable differentiating factor. Suited to most cinema configurations, it is the ideal way for exhibitors of all sizes to immerse their customers in a superior cinema experience from the moment they step through the doors."

Designed to provide audiences with the most advanced cinema experience, Sphera at the Grozny Mall offers all the comfort of luxury reclining seats with a stadium seating configuration for a unique field of view, wall-to-wall screen, proprietary real-time LED ambient lighting flanking the sides of the auditorium, 4K laser projection, immersive sound enhanced with proprietary powerful subwoofer and a contemporary design.

Learn more about Sphera at <https://www.spheracinema.com>

Sphera is a registered trademark of CinemaNext S.A.



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>

ABOUT KINOSTAR

Kinostar was founded in 2013 and occupies a leading position among cinema operators in the North Caucasus. At the moment, the Kinostar network is present in such cities as Grozny, Gudermes, Nazran. The multiplex in the Grozny Mall shopping and entertainment center will become the new flagship of the chain, combining the most advanced technologies and advanced design solutions to create an ideal viewing environment and best cinema experience.

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