

Press Release

Paris (France) and Lübeck (Germany) – 10 July 2017 – 5:45 pm

Ymagis Group Announces Agreement with CineStar for Field and Customer Services at 52 Cinema Locations

Paris (France), Düsseldorf and Lübeck (Germany)/10 July 2017/ Ymagis Group (FR0011471291, MAGIS, PEA-PME, TECH 40), the European specialist in digital technologies for the cinema industry, is pleased today to announce the signature of an agreement with Germany's leading cinema chain, CineStar, to oversee all projection and audio installations, field services and technical customer service for CineStar's entire network of 52 locations across Germany, representing a total of 409 screens.

"We are thrilled with this new partnership, signed by our Düsseldorf-based subsidiary CinemaNext Deutschland, with such a prominent cinema chain as CineStar," comments Jean Mizrahi, Founder, President and CEO of Ymagis Group. "This agreement will result in a significant strengthening of our German-based operations while demonstrating our top-notch services and cost benefits for CineStar as well as our other existing cinema clients across Germany and Austria."

For Karl-Joachim Lohkamp, General Manager of CinemaNext Deutschland, "CineStar is looking to manage their technical requirements effectively and it's a privilege for us to work with them. We aim to offer the 52 CineStar cinemas across Germany the highest level of customer service, monitoring and support, thanks to our customer service (network operations center) out of our main office in Düsseldorf and with assistance from our field technicians in Berlin, Düsseldorf, Frankfurt, Munich and Hamburg."

"We found in CinemaNext the right partner to handle our needs from a technology standpoint," explain Oliver Fock and Stephan Lehmann, Managing Directors of the CineStar Group. "Our industry is changing at a fast pace and this is the ideal time for us to develop with CinemaNext a cost-effective approach to carrying out services such as equipment installation, training, procurement, 24-hour monitoring, maintenance, year-round customer service and spare parts inventory."

Ymagis Group's CinemaNext business unit is the largest cinema exhibition services supplier in Europe, providing comprehensive solutions across the board, from projection equipment, audio systems, central systems, cinema outfitting, 3D systems & glasses, TMS, digital signage, 4DX, and screens to seating. Clients enjoy the highest level of reliability and lowest cost of ownership with CinemaNext's portfolio of services from consulting, design & project management, equipment sales and financing, installation, maintenance, support (NOC), online monitoring, spare and consumables to service agreements and supply chain & logistics.

Next release: 29 September 2017 - First half-year 2017 revenue and earnings

ABOUT YMAGIS GROUP

Ymagis is a European leader in advanced digital technology services for the cinema industry. Founded in 2007, the Group is headquartered in Paris and has offices in 23 countries with more than 770 employees. Our core business is structured around three main units: CinemaNext (exhibitor services: sales and field services, software solutions, customer service/NOC and consulting), Eclair (content services: post-production, theatrical delivery, digital distribution, versioning and accessibility, restoration and preservation) and Ymagis (financial services).

For more information, please connect to www.ymagis.com, www.cinemanext.com or www.eclair.digital

ABOUT CINESTAR

CineStar has 52 cinemas in different companies operating in Germany, including multiplexes, traditional movie theatre and arthouse cinemas. Thus, CineStar is the market leader in Germany in terms of the number of sites as well as screens, seats, and visitors. The company, based in Lübeck, can look back on a history of over 60 years. Since 2004, CineStar is part of the brand family of the Australian Group's EVENT hospitality & entertainment (LTD), one of the world's largest suppliers of cinemas and in turn market leader in both Australia and New Zealand. For more information, please connect to www.cinestar.de

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