

PRESS RELEASE

Paris (France) –5 February 2019 at 5:45 pm

Ymagis Announces Agreement for Deployment of Eclair's Digital Content Solutions in Turkey

New Agreement with Imaj, Turkish leader in the television and motion picture industries, will see the Group introduce EclairPlay in Turkey and offer a new complete content delivery solution in the region

Ymagis Group (FR0011471291, MAGIS, PEA-PME, TECH 40), the European specialist in digital technologies for the film industry, today announced the signing of a new agreement in Turkey by Eclair, its content services business unit, and Istanbul-based film & TV content services provider Imaj.

The partnership will allow Eclair to accelerate the Turkish deployment of its digital theatrical delivery solutions, including its EclairPlay content delivery platform.

Eclair and Imaj's new joint service offering has been designed to meet the needs of film producers, distributors and cinema exhibitors in Turkey, who have expressed increasing interest in an alternative full-service digital content distribution solution.

Currently available in 12 countries (Germany, Austria, USA, Canada, Australia, Belgium, France, Spain, United Kingdom, Ireland, Denmark and Norway), EclairPlay has become, in a matter of months, the online content delivery platform of choice for industry professionals.

The EclairPlay solution offers cinemas access to a growing range of DCP content available for download, as well as all tools and content marketing materials necessary for successful programming and audience building in just a few clicks. Also designed to support content owners, EclairPlay helps build awareness of their overall brand and provides strategic exposure for content.

With the implementation of the platform in new territories such as Turkey, Eclair is actively pursuing the digitalisation of its services with its strategy involving the development and operation of cloud-based platforms. It is also in line with Ymagis Group's strategic plan to focus Eclair's efforts and investments on the development of its adaptation activities (subtitling, dubbing), digital distribution, preservation and content delivery to cinemas.

Next press release on 15th February 2019: Full-year 2018 revenue

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 26 countries with 770 employees. Our core business is structured around four main units: CinemaNext (exhibitor services: sales and field services, software solutions, customer service/NOC), Eclair (content services: postproduction, theatrical delivery, digital distribution, versioning and accessibility, restoration and preservation), Virtual Print Fee (VPF) for finance solutions and other activities, including EclairColor, EclairGame and Virtual Reality. For more information, please visit www.ymagis.com, www.cinemanext.com or www.eclair.digital

YMAGIS is listed on Euronext Paris and is part of the CAC Small, CAC Mid and Small and CAC All-Tradable indices.

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