



NOTORIOUS PICTURES: NOTORIOUS CINEMAS SIGNS PRELIMINARY AGREEMENT WITH IGD MANAGEMENT FOR THE MANAGEMENT OF ITS FIRST MULTIPLEX (10 SCREENS) IN MILAN

Milan, 14 January 2019

Notorious Pictures, a company listed on the AIM Italia stock exchange organised and managed by Borsa Italiana, operating in the entertainment sector for the production, acquisition and commercialisation of full film rights across all distribution channels (cinema, home video, TV and new media), has announced that its wholly owned subsidiary NOTORIOUS CINEMAS, dedicated to the direct management of cinema complex leases, has signed a preliminary contract with IGD Management S.r.l., a wholly owned subsidiary for IGD - Immobiliare Grande Distribuzione SIIQ S.p.A., for the rent of the company division owned by IGD relative to a 10-screen multiplex cinema located at the Sarca Retail Centre at Sesto San Giovanni (MI), set to be the first multiplex to be opened under the Notorious Cinemas brand.

The rental agreement, which will remain in place for a number of years, envisages an initial nine-year lease followed by a second nine-year period. Notorious Cinemas will take over the management of the multiplex on 1 March 2019.

The multiplex, which benefits from a strategic location, will be completely renovated over the summer. Notorious will convert the cinema to incorporate the innovative Notorious Cinemas "Experience" format developed with the international expertise of the company's Managing Director, Andrea Stratta. The format offers a new entertainment model based on the highest standards of technical audio and video quality, extreme comfort, a welcoming environment, carefully selected locations, high quality food and drinks and computerised and automated ticketing systems.

Guglielmo Marchetti, Chairman and Managing Director of Notorious Pictures and Chairman of Notorious Cinemas, commented: *"The agreement signed with IGD today launches the first project under the Notorious Cinemas brand, marking the start of operations of the new company announced in the last few days. The plans of Notorious Cinemas are aimed at the management of around 20 multiplex cinemas in the next five years, aiming to reach around five million viewers in 2023"*.



Andrea Stratta, Managing Director of Notorious Cinemas, added: *"I am thrilled to be embarking on my journey with Notorious Cinemas with the management of a multi-screen cinema with great growth prospects thanks to its strategic location and, above all, the renovation project that will bring the first Notorious Cinemas Experience to light. I have no doubt that the audience will embrace this new philosophy that places the viewer at the heart of the cinema experience and offers the highest levels of comfort and service".*

This press release is available in the Investors/Financial Press Releases area of the website.

Notorious Pictures is an independent company established in July 2012 with registered offices in Rome, listed on the AIM Italia stock exchange organised and managed by Borsa Italiana, operating in the production, acquisition and commercialisation of full film rights across all distribution channels (cinema, home video, pay-per-view, freeview and new media). In 2017 the Company, on the basis of the financial data published in line with IAS/IFRS accounting standards, recorded revenues of Euro 18 million, an EBITDA margin of 33% and a net profit of Euro 1.5 million. Notorious Pictures has been an Innovative SME since July 2017.

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