



PRESS RELEASE

NOTORIOUS PICTURES: THE "NOTORIOUS CINEMAS - THE EXPERIENCE" PROJECT CONTINUES. AGREEMENT SIGNED FOR THE MANAGEMENT OF A MULTIPLEX (8 SCREENS) IN ROVIGO

Milan, 7 October 2019

Notorious Pictures, a company listed on the AIM Italia market, organised and managed by Borsa Italiana (Italian stock exchange company), involved in the production, acquisition and marketing of film rights (full rights) via all the distribution channels (cinema, home video, TV, new media), and in the management of cinemas, announces that today, further to that communicated on 19.09.2019, the 100% subsidiary NOTORIOUS CINEMAS, for the direct management of cinemas under lease, has signed an agreement for the lease of the company branch owned by Sagittario Srl regarding the Multiplex located in the "La Fattoria" Shopping Complex in Rovigo.

After the opening and the launch of the Multiplex in the Centro Sarca Shopping Centre in Sesto San Giovanni (Milan), this new agreement will bring about the second Notorious Cinemas Multiplex, which will comprise 8 screens for a total of 1,300 seats, managed using the "Notorious Cinemas – The Experience" format.

Renovation works on the entire multiplex are already underway according to the guidelines of an innovative cinema format developed with the international expertise of the CEO, Andrea Stratta, and already implemented in the Milanese multiplex in Sesto San Giovanni.

The format offers a new entertainment model based on the highest technical audio and video standards, top comfort levels, qualified staff, clean environment, box office computerisation and automation.

There was an emphasis on eco-sustainability in the redevelopment of the entire facility, selecting increasingly low environmental impact materials. The same attention was paid to choosing the best food & beverage partners to offer a varied and health-oriented range to satisfy the needs of even the most demanding customers, with fully eco-conceived solutions from the products to the packaging.

Guglielmo Marchetti, Chairman and Chief Executive Officer of Notorious Pictures and Chairman of Notorious Cinemas, said: *"The development of Notorious Cinemas forges ahead. We intend to spread our new concept to major Italian cities. We will continue to bring innovation to cinema-goers: our goal is to become one of the main players in the direct management of cinemas in Italy"*.



Andrea Stratta, Chief Executive Officer of Notorious Cinemas, commented: *"We are really pleased to have reached this new agreement to launch the second Notorious Cinemas Multiplex just 9 months after setting up the company. The new concept based on high quality design and the idea of offering our audience an unforgettable entertainment experience is proving to be a really successful strategy which will enable us to grow quickly in the cinema market".*

This press release is available in the Investors/Financial press section of the website.

Notorious Pictures, a Rome-based independent company established in July 2012, listed on the AIM Italia market and organised and managed by Borsa Italiana, operates in the production, acquisition and distribution of Film Rights (full rights) via all the distribution channels (cinema, home video, pay tv and free tv, new media), and in the management of cinemas through its subsidiary Notorious Cinemas. In 2018, the Company recorded revenues of € 31.5 million, an EBITDA margin of 35% and a net profit of € 4.2 million on the basis of the financial data reported in accordance with IAS/IFRS. Notorious Pictures has been an Innovative SME since July 2017

For more information:

Notorious Pictures SpA

Guglielmo Marchetti - *IR Manager*
Via della Signora 2a - Milan
Tel: +39 02 36588810
Email: g.marchetti@notoriouspictures.it

IR TOP Consulting

Domenico Gentile
Via Cantu, 1 - Milan
Tel: +39 02 45473884
Email: ufficiostampa@irtop.com

Banca Finnat SpA (NomAd)

Angelo De Marco
Piazza del Gesù, 49 - Palazzo Altieri - Rome
Tel.: 39 06 69933215
Email: a.demarco@finnat.it