



Press release
November 29, 2017

Finnkino to build Finland's first IMAX® theatre in Itis Helsinki Shopping Center

Finnkino is developing the Finnish cinema scene by opening the most modern cinema in Finland in the Itis Helsinki shopping center. Finnkino Itis will open by the end of 2018. The new theatre will include nine cinema halls, one of which will be the first IMAX® theatre in Finland.

"The long-awaited Finnkino Itis theatre is now under construction. We look forward to the moment when we can show our guests the first movie in Finland's first and only IMAX theatre in Finnkino Itis", says **Veronica Lindholm**, CEO of Finnkino.

According to Lindholm, Itäkeskus in Helsinki is a strategic location for the new top theatre.

"East Helsinki and its surrounding areas have lacked a full-scale movie theatre and we are now filling the gap. Thanks to good connections to Itäkeskus, we believe that movie goers from nearby areas as well as from elsewhere in Finland will come to Finnkino Itis. We are confident that Finland's first IMAX theatre will attract plenty of guests", Lindholm says.

Finnkino Itis will open at the end of 2018

Construction plans for the thousand seat Finnkino Itis and Finland's first IMAX® theatre started a year ago. Currently, the theatre is a big hole in the ground and it will begin to take shape during next year.

"The launch of IMAX at Finnkino Itis is a long-awaited and important continuation of our partnership with Odeon Group," said Giovanni Dolci, Managing Director, Europe & Africa, IMAX Corporation. "Our shared success in the opening of the IMAX theatre in Stockholm and 16 other IMAX theaters in Odeon chains across Europe, combined with the theatrical expertise of the Finnkino chain, creates a strong foundation to introduce an unforgettable cinematic experience for audiences in Finland."

"IMAX provides guests with the world's most immersive cinema experience, allowing them to enjoy the biggest blockbusters like never before. IMAX's cutting-edge projection system, which delivers crystal-clear images, coupled with IMAX's customized theater geometry and powerful digital audio create a unique environment that will make audiences feel as if they are in the movie", explains Dolci.

According to current plans Finnkino Itis will feature an approximately 315 m² large screen as well as IMAX®'s own 12.0 channel Immersive Sound Audio System. Currently, there are only two other IMAX® cinemas in the Nordic countries in addition to the one built by Itis.

Itis Helsinki to be a multifaceted, family-friendly place for everyone

Belinde Bakker, Commercial and Operations Director of Itis, considers the new cinema a great first step in re-positioning the shopping mall.

“Consumers expect shopping centers to offer more than just shopping and we are delighted to meet these needs by introducing Finland’s first IMAX theatre in cooperation with Finnkino, the leading cinema chain in Finland”, states Bakker.

To complement the state-of-the art cinema, a brand new, high-quality restaurant area will open right next to it. The renewal of Itis' F&B offer will also include a complete refurbishment of the existing food court opposite to Finnkino. Additionally, services for families are improved, and planning is ongoing regarding a leisure zone.

“Our goal is to make Itis the number one shopping and entertainment destination for families in Helsinki. With the best cinema in Finland, we will hit the ground running”, explains Bakker.

Take a look at how the new IMAX® and the ultramodern Finnkino Itis movie theatre will look! The AR (augmented reality) presentation can be found at www.finnkino.fi/itis.

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Founded in 1986, Finnkino is the biggest cinema chain in Finland and the most versatile experience provider in Finnish cultural entertainment. Finnkino has a total of 14 cinemas located in eleven cities around Finland, with a total of 102 screens altogether. In 2016, nearly 6 million viewers visited our theaters. In the Baltic countries, Finnkino operates with the Forum Cinemas brand. Finnkino is a part of Europe’s largest movie theater chain ODEON Cinemas Group, which is owned by AMC, the world’s leading movie theater chain. www.finnkino.fi

About Itis

Itis is one of the largest shopping centers in Finland, with over 120 stores, more than 50 services and dozens of restaurants and cafes. Towards the end of 2018, the offering of Itis will be complemented by Finnkino’s 9-hall cinema. Almost 18 million customers are involved in Itis every year. The shopping center is owned by the Dutch real estate investment company Wereldhave N.V. www.itis.fi

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create experiences that take you beyond the edge of your seat to a world you’ve never imagined. Top filmmakers and studios are utilizing IMAX theaters to connect with audiences in extraordinary ways, and, as such, IMAX’s network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of September 30, 2017, there were 1,302 IMAX theaters (1,203 commercial multiplexes, 11 commercial destinations and 86 institutions) in 75 countries. On Oct. 8, 2015, shares of IMAX China, a subsidiary of IMAX Corp., began trading on the Hong Kong Stock Exchange under the stock code “HK.1970.”

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