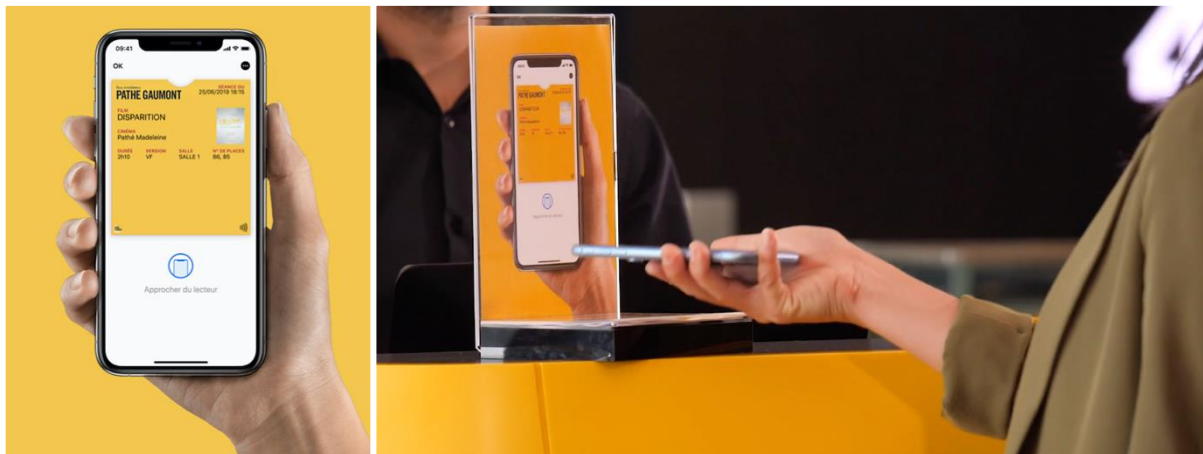


*les cinémas*  
**PATHE GAUMONT**

**Les Cinémas Pathé Gaumont strengthen their collaboration with Apple and propose contactless tickets embedded in the iPhone and Apple Watch. Access to theaters has never been easier !**

Les Cinémas Pathé Gaumont is about to become the world's first cinema chain to launch contactless ticketing for Apple Devices, using Apple Wallet and Apple Pay, an easy, secure, and private way to pay.



Paris — 25 June, 2019 — Les Cinémas Pathé Gaumont, leaders of exhibition theatre in France, the Netherlands, and Switzerland, today announces the launch of an innovative service which will transform the moviegoing experience thanks to an easy, secure, and private way to pay. With Apple Pay on iPhone, Apple Watch, iPad or Mac, moviegoers can make fast and convenient purchases at Les Cinémas Pathé Gaumont's theaters, and on its apps and websites. Les Cinémas Pathé Gaumont is the first European cinema chain to enable a full end-to-end digital experience, from purchasing contactless tickets to entering the cinema.

*“At Les Cinémas Pathé Gaumont, we strive to improve the moviegoing experience every day. With Apple, we are reaching a new milestone by simplifying both the payment experience with Apple Pay, and the admission experience in our theaters, thanks to contactless tickets and Apple Wallet.”* says Aurélien Bosc, Managing Director of Les Cinémas Pathé Gaumont.

Security and privacy are at the core of Apple Pay. When you use a credit or debit card with Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted, and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code. Using Apple Pay, moviegoers at Les Cinémas Pathé Gaumont will be able to purchase their movie tickets online, or in the app, using Apple Pay’s easy check-out experience at home or on the move. They can then add their tickets to Apple Wallet, and tap on new NFC readers to enter their film upon arrival. This new contactless ticketing service will be available exclusively to Les Cinémas Pathé Gaumont customers at all 67 movie theaters across France from 30 June 2019 onwards.

#### **About Les Cinémas Pathé Gaumont**

Les Cinémas Pathé Gaumont are leaders of exhibition theatre in France, the Netherlands, and Switzerland. It also has operations in Belgium and Tunisia. At the end of 2018, Les Cinémas Pathé Gaumont was operating a total of 108 movie theatres with 1,116 screens, and boasted 63.4 million ticket sales generating 748 million euros in revenue.

The strategy of upgrading and modernizing Les Cinémas Pathé Gaumont is based on an active policy of construction, reconstruction and renovation of movie theaters, constant innovation with the latest technologies, new and adapted services and an optimized viewer experience, in theaters and online.

Les Cinémas Pathé Gaumont is owned by Pathé, one of the biggest film producers in Europe and a major player in film distribution.

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