



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS



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IMAX AND VISTA GROUP NAMED AS 2023 CHAMPIONS OF UNIC WOMEN'S CINEMA LEADERSHIP PROGRAMME AS APPLICATIONS INVITED FOR SEVENTH EDITION

Brussels: 23 March 2023 - The International Union of Cinemas (UNIC), the European cinema trade grouping, has today announced that IMAX Corporation and Vista Group have, for the second consecutive year, signed up to be the principal sponsors of its flagship Women's Cinema Leadership Programme. UNIC has already launched a call for mentors and mentees to take part in the seventh edition of the initiative to run from 2023-24.

As joint sponsorship partners, IMAX and Vista Group will remain 'Champions of the Programme', supporting UNIC's mission to achieve a more diverse and inclusive cinema industry.

UNIC's Women's Cinema Leadership Programme aims to help address the current gender gap amongst decision-making positions in the industry, giving talented, up-and-coming female professionals the opportunity to receive mentoring from top women executives.

Welcoming today's announcement, **UNIC CEO Laura Houlgatte** commented:

"We are delighted that Imax and Vista Group have decided to renew their sponsorship, showing their commitment to being 'Champions of the UNIC Women's Cinema Leadership Programme' – we are very grateful. They share UNIC's ambition to empower female professionals to achieve leadership roles and create a more diverse and inclusive industry."

"It's our responsibility as leaders in the entertainment industry to ensure that we engage and inspire the next generation of people behind the camera, in the boardrooms and on the frontlines of our business. Programs like Women's Cinema Leadership play a key role in building a more diverse and resilient industry across the board, and we're excited to support their efforts by sponsoring this year's edition," said **Natasha Fernandes, Chief Financial Officer, IMAX.**

"Our industry needs diverse perspectives more than ever, as diversity facilitates innovation. Developing leaders with differing backgrounds, experiences, and voices will help us to uncover new ideas and new ways of thinking. We understand the

importance of this at Vista Group, and are therefore delighted to be supporting UNIC once again on the Women's Cinema Leadership programme", stated **Sarah Lewthwaite, CEO for Movio, a Vista Group company.**

The 2023-24 programme runs for a year from June, following its launch at CineEurope. The deadline for mentees applications for the next edition is now closed. However, if you would like to become a mentor, please contact lgaltier@unic-cinemas.org.

Notes for editors

The UNIC Women's Cinema Leadership Programme is a 12-month cross-sector, international mentoring scheme for women in cinema exhibition.

Launched in 2017, the Programme is rooted in the belief that gender-balanced leadership in cinema exhibition is imperative for business success, better governance and equity in the industry.

More information [here](#).

The International Union of Cinemas (UNIC)

The Union Internationale des Cinémas/International Union of Cinemas (UNIC) represents the interests of cinema trade associations and cinema operators covering 39 countries in Europe and neighbouring regions. More information at www.unic-cinemas.org.

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 systems to connect with audiences in extraordinary ways, making IMAX's network among the most important and successful theatrical distribution platforms for major event films around the globe. Streaming technology company SSIMWAVE, an IMAX subsidiary, is a leader in AI-driven video quality solutions for media and entertainment companies.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of December 31, 2022, there were 1,716 IMAX systems (1,633 commercial multiplexes, 12 commercial destinations, 71 institutional) operating in 87 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970."

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About Vista Group International

[Vista Group International Ltd](http://www.vistagroup.co) (Vista Group) is a public company, founded in New Zealand in 1996 and listed on both the New Zealand and Australian stock exchanges in 2014 (NZX & ASX: VGL). The Group provides software and additional technology solutions across the global film industry. Cinema management software is provided by Vista Entertainment Solutions ('Vista Cinema'), the originating business of the Group. Movio (authority in moviegoer data analytics), Veezi (cloud-based software for the independent cinema market), Maccs (film distribution software), Numero (box office reporting software for film distributors and cinemas), Powster (creative studio and marketing platform for movie studios) and Flicks (moviegoer 'go to' portal for movie information) provide an innovative range of complementary products across additional film industry sectors, from production and distribution, to cinema exhibition through to the experience of the moviegoer. Vista Group has offices located in New Zealand (Auckland HQ), Sydney, Cape Town, London, Amsterdam, Groningen, Timișoara, Shanghai, Beijing, Los Angeles, and Mexico City.

For more information, visit www.vistagroup.co.

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