

P R E S S R E L A S E**SELECTED FILMS - RECOMMENDED BY THE
CRITICS OF THE SZ****Süddeutsche Zeitung, PANTAFLIX and Studio57
start digital TVoD-Portal:****„SZ CINEMATHEK“**

Munich, Berlin, December 21, 2020

The digital SZ Cinemathek celebrates its premiere today with five selected film recommendations from the SZ editorial team. From now on, the film critics of the Süddeutsche Zeitung will choose five films a week, from classics to current titles, and recommend them to their readers. The films are available for digital rental in the "Süddeutsche Zeitung Cinemathek"

<http://www.sz.de/cinemathek>

Users of the SZ Cinemathek can rely on the sound film passion of trusted critics in the feuilleton – here, the films are hand-picked, curated and presented. Hence, it gives the viewer more time to watch films instead of spending a long time searching for the right film.

They begin with "Ich und Kaminski" by Wolfgang Becker, "Gravity" by Alfonso Cuarón, "Dame, König, As, Spion" by Tomas Alfredson, "Her" by Spike Jonze and "Heidi" by Alain Gsponer.

The prices of the rental films range from 1.99 euros to 5.99 euros per film. The films can then be accessed for 48 hours within 30 days. SZ Cinemathek is a cooperation between Süddeutsche Zeitung GmbH, PANTAFLIX Technologies and Studio57.

The video-on-demand company PANTAFLIX Technologies, a subsidiary of PANTAFLIX AG, is responsible for the technical implementation. Studio57, a subsidiary of X Verleih AG, came up with the idea for this cooperation, brought the partners together and provides advice.

Stefan Hilscher, Managing Director Süddeutsche Zeitung: "The Süddeutsche Zeitung with its renowned film critics stands for reliable quality - and also for comprehensive film expertise. This is now more alive than ever in our 'Süddeutsche Zeitung Cinemathek'. Carefully selected from all genres, we show five real connoisseurs' pieces every week and thus focus on class instead of mass. I am particularly pleased with this new and very trusting partnership with PANTAFLIX Technologies and Studio57. We have created a streaming portal with real added value."

Rainer Knebel, Chief Technical Officer of PANTAFLIX AG: "This collaboration is a win-win for everyone involved. It has been a pleasure to work in cooperation with Studio57 and Süddeutsche Zeitung - to bring filmmakers and movie lovers even closer together. We are proud to provide this technical end-to-end solution, from content licensing and technical development to the complete operations of the VoD service. In partnership with Studio57 and Süddeutsche Zeitung, one of the most comprehensive publishers and media houses in Germany, we can now offer moviegoers an excellent selection of high-quality films."

If you have any questions, please contact Jens Jüttner of CROSS ALLIANCE communication GmbH (jj@crossalliance.de, Tel.: 0176/666 623 10) for PANTAFLIX, Meike Günther (hello@studio57-berlin.de, Tel.: 0178/51 99 809) of Studio57 or Martin Gritzbach (martin.gritzbach1@swmh.de, Tel.: 0170/413 01 10) of Süddeutsche Zeitung.

About PANTAFLIX AG:

PANTAFLIX AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) is a media and technology company with a clear growth strategy. Through the efficient integration of all Group divisions, the company achieves a high degree of integration with regard to the production, distribution, exploitation and marketing of films and series as well as their rights. In addition to the classic film production business PANTALEON Films, the music label PantaSounds, the production unit PANTAFLIX Studios and the creative agency Creative Cosmos 15 the cloud-based video-on-demand platform (VoD) PANTAFLIX is also part of the Group. The VoD-platform focusses on providing users with a tailor-made premium content offering via all relevant access channels.

PANTAFLIX AG cooperates with renowned partners such as Amazon, Disney, Netflix, StudioCanal, Warner Bros. and others. The Group is represented in Berlin, Cologne and Munich.

Further information is available at www.pantaflixgroup.com und www.pantaflix.com.

About Studio57:

Studio57 is a creative agency for digital campaigns. We create outstanding experiences from individual content highlights to holistic digital strategies. We stand for emotional communication of brands and people.

As a subsidiary of X Verleih AG, we work with a network of award-winning moving image and digital talents who can draw on over 20 years of experience in the production of fictional material as well as the creation and implementation of campaigns for feature films and series.

More information on Studio57 at www.studio57-berlin.de, email: hello@studio57-berlin.de, phone: 030/269 33-600.

About Süddeutsche Zeitung

The Süddeutsche Zeitung is Germany's largest national quality daily newspaper. It is characterised by opinionated and independent journalism. The Süddeutsche Zeitung values critical editors and critical readers. The award-winning quality journalism and the strength of coverage make the SZ a reliable market partner for the advertising industry. The digital edition of the Süddeutsche Zeitung stands for innovative design, high-quality journalism and a highly educated target group of decision-makers. Süddeutsche Zeitung is a publication of Süddeutscher Verlag, which belongs to Südwestdeutsche Medienholding (SWMH).

More about the Süddeutsche Zeitung at www.sz.de.