

**PRESS RELEASE**

**D-BOX Technologies Inc. and Yueke China  
announce a new agreement in China**

Longueuil, April 27, 2016 – With the expansion of its commercial theatre business in China, D-BOX Technologies Inc. (TSX:DBO) is proud to announce the establishment of a new agreement with Yueke, a subsidiary of Alibaba Group. This collaboration will certainly accelerate the deployment of the Point of Sales (POS) system for D-BOX movie theatres in China.

“It is a concrete step towards the development of a system benefitting both exhibitors and moviegoers in China, the soon-to-be largest cinema market in the world”, declared Claude Mc Master, President and Chief Executive Officer of D-BOX Technologies. “Yueke will enable over 40% of exhibitors in China to secure new recurring revenues with D-BOX’s cutting edge immersive technology by allowing better ticket purchasing options to a wide range of moviegoers”, Mc Master added.

“China’s movie market is undergoing an extensive development. Therefore, moviegoers need multifarious choices. With Yueke’s advanced technology and great service as well as the success of collaboration with D-BOX, we will be able to offer them a better quality product, FINIXX”, said Xiangxiong Li, CEO of Yueke.

**About Yueke**

Guangdong Yueke Software Engineering Co., Ltd (Yueke), a subsidiary of Alibaba Group, was founded in 1997. With over 200 staff, its three service teams operate in Guangzhou, Beijing and Shanghai. Yueke has been working in close collaboration with major cinemas nationwide, equipment providers, investors and ticket operators. Committed to the development of the Cinema Informatization & Automatization System, it provides efficient and scientific digital integration solutions for major cinemas.

Over 40% of main cinemas in China use FINIXX Ticket System. The system is comprehensive and flexible, which responds to movie theatres’ sales and admin management’s needs. The online mobile sales platform is leading a new marketing model for cinemas, reducing the field sales pressure and increasing the sales volume.

Yueke Movie Cloud is a perfect management platform for online mobile sales. It also is a marketing analysis tool for cinema. Yueke Theatre Management System (TMS) features great compatibility, high automaticity and convenient operation. It is seamlessly connected with the ticket system and satellite receivers. Furthermore, it enables movie theatres to better schedule, transfer and project movies by efficiently controlling the peripheral equipment.

## About D-BOX

D-BOX Technologies Inc. designs, manufactures and commercializes cutting-edge motion systems intended for the entertainment and industrial markets. This unique and patented technology uses motion effects specifically programmed for each visual content which are sent to a motion system integrated into either a platform, a seat or any other product. The resulting motion is perfectly synchronized with the on-screen action, thus creating an unparalleled realistic immersive experience.

D-BOX®, D-BOX Motion Code®, LIVE THE ACTION®, MOTION ARCHITECTS® and MOVE THE WORLD® are trademarks of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

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