

Monal Group becomes Hiventy, an identity to reflect its new strategy

Hiventy is the new brand created to bring together all former Monal Group activities (Monal Group -formerly CMC and LVT- RGB, Digimage and Mediadub) well known in the audiovisual technical service sector in France and abroad for more than 30 years.

Hiventy, Monal Group's new name, is a unique identity created to reflect the beginning of a new era. At the end of 2015, the Group implemented an ambitious strategic plan aiming to develop its activity in an ever evolving market and to face increasing competition. Hiventy has focused on its distribution, adaptation (dubbing and subtitling) and heritage (digital and film restoration) activities. Hiventy wishes to develop abroad in order to add a new page to its 30 year history.

The initiation of receivership proceedings concerning Digimage in March 2015 (and backup proceedings as regards Monal Group and Monal Holding) aimed at giving the Group sufficient time and resources to implement its strategic plan. Today, the group's financial position is stabilized. Recovery and safeguarding plans were filed with the Nanterre Commercial Court in March. The Group is now on a credible path towards the end of these proceedings and intends to pursue its development.

Hiventy's name and logo (with an « i » topped by an alveolus) illustrates this new positioning. They both refer to the beehive image associated with organization, precision and significant production capacities. They also refer to inventiveness and creativity dedicated to the film and television industry. Hiventy goes beyond the status of service provider in order to become a true partner bringing appropriate and innovative solutions to its clients' issues.

Hiventy provides solutions in all fields of the film and television industries: post production, restoration, dubbing, subtitling and distribution (in all formats). With this cross-cutting approach, the group can fulfill all its client's needs and can provide the most added value upstream or downstream of their projects. The group also gives high quality advice, taking into account the latest innovations. This aspect will be strengthened by grouping some of the activities, especially image post-production, on the site located in Joinville-le-Pont.

Moreover, this new name, confirms the group's determination to strengthen its international expansion, especially through the launch by the summer of a new dedicated offer, fully in line with the market developments.

In order to ground this new positioning, Hiventy also adopts a new motto: "*your preferred technical partner*". This symbolizes the importance of personalized close client relationships for Hiventy's employees who are passionate about their job.

« Hiventy's launch is consistent with the approach initiated a year ago, which aims at renewing and strengthening our activity in order to better meet the expectations of our clients. Upcoming cinema and TV events like the Cannes Film Festival (of which Hiventy is a partner) and the MIFA represent great opportunities to disclose and explain our new identity to our current and future clients and to our partners », indicates Thierry Schindelé, the group's CEO.

About Hiventy

Hiventy is the new name of the group made up of Monal Group (formerly CMC and LVT), RGB, Digimage and Mediadub. In the business for more than 30 years, they are reputed players in the audiovisual technical service sector in France and abroad.

Hiventy provides a full range of leading solutions in all fields of the television and film industry: post production & restoration (image and sound); dubbing & subtitling and distribution (in all formats)

Hiventy has an international network of subsidiaries located in Los Angeles, Warsaw and Ho-Chi-Minh City.

The group works on more than 400 feature films per year (including 25 Gold Palms, 14 Golden Bears and 14 Gold Lions) and regularly works for Netflix and iTunes. As a result it was named "preferred vendor of the year" in Europe by Netflix in 2015. In 2015, the group generated 38.4 M€ of sales and currently employs 230 people worldwide including 190 in France.

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