



MARKET ANNOUNCEMENT

8 May 2017, Vista Group International Ltd., Auckland, New Zealand

MOVIO SIGNS EPSILON TO MOVIO MEDIA PLATFORM

Movio Limited, a subsidiary of Vista Group International Ltd., has signed a multiyear agreement with global marketing leader Epsilon® for access to the Movio Media platform. The agreement will enable Epsilon to better reach moviegoers, through its digital media arm Conversant®, with personalised advertising across all devices and channels and to measure the effectiveness of those advertisements.

This is the first transaction for Movio Media that utilises new platform functionality to enable digital media agencies and companies to (a) execute targeted digital marketing campaigns, (b) optimise marketing investment across digital channels, (c) use data from Movio Media to calculate campaign attribution and (d) accurately measure return on investment for digital advertising spend.

Epsilon and Conversant bring personalised marketing to consumers across offline and online channels that help drive business growth for brands.

This transaction is strategically important to Movio as it illustrates the importance and value of the data available within the Movio Media platform to global media businesses.

Brian Cadzow, Director Commercial and Legal
Vista Group International Ltd
Contact: +64 9 984 4570