



## Market Announcement

10 September 2018, Vista Group International Limited, Auckland, New Zealand

---

### **MOVIO RENEWS AGREEMENT WITH STX ENTERTAINMENT FOR MOVIO MEDIA**

Movio Limited, a Vista Group International company (NZX & ASX: VGL), and STX Entertainment ("STX") have renewed their agreement for STX to utilize Movio Media's data-driven movie marketing campaign solutions and research platform. The terms of the agreement are confidential. Movio Media will provide STX with a greater understanding of movie-going audiences, enable the studio to execute targeted digital and direct email marketing campaigns as well as measure campaign effectiveness and return on investment.

Founded in 2014, STX Entertainment is a global next-generation media company whose mission is to unlock the value of the direct connection that movie stars have with their fans through the development, financing, production, marketing and distribution of film, television, VR, digital video, music and live entertainment content. STX is the industry leader in transformation beyond traditional platform-driven content to creating talent-driven enterprises. The company has grossed over \$1.2bn in global box office revenue and their 2016 movie, Bad Moms, stands as their greatest box office success, with domestic box office revenues of US\$113.2m. STX's latest release, Mile 22 starring Mark Wahlberg, opened at number 3 in the US box office chart, grossing \$13.7m.

The renewal of the deal with STX is of significant strategic importance to Movio as it emphasizes the continued value that Movio Media adds to American film studios.

Rodney Hyde, Chief Financial Officer  
Vista Group International Ltd  
Contact: +64 9 984 4570