



Market Announcement

29 October 2018, Vista Group International Limited, Auckland, New Zealand

Vista Group signs Marcus Theatres[®], the USA's 4th Largest Cinema Exhibition Chain

Vista Group International (NZX & ASX: VGL), has today announced the signing of Marcus Theatres Corporation ('Marcus Theatres') by Vista Group company Vista Entertainment Solutions ('Vista Cinema').

Marcus Theatres[®] was founded in the USA in 1935 and today comprises 68 cinema sites across 8 states. Vista Cinema software will be rolled out across all sites and once deployed Vista Cinema's share of the Large Circuit market in the USA will reach 47%.

In addition, Vista Group company Movio, who has been a partner of Marcus Theatres since 2014, has re-signed for a period of three years, licensing the Movio Cinema data analytics and campaign management platform.

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