



Market Announcement

17 December 2019, Vista Group International Ltd., Auckland, New Zealand

Vista Group Opens Southeast Asia Sales and Support Office in Kuala Lumpur

Vista Group International Limited ('Vista') is pleased to announce that it will open a new office in Kuala Lumpur, Malaysia in early 2020.

With 49% Enterprise market share (cinemas with more than 20 screens) across the 11 countries of the Southeast Asia region, Vista will replicate its global practice of providing direct customer focus via an in-region presence.

Being based in Kuala Lumpur will make Vista more accessible to, and enable additional localised engagement with, that market; it will strengthen existing customer collaboration and support and drive additional sales to increase Vista's footprint and market share in Southeast Asia.

Vista Cinema partnered with Asia Ticketing Pte Ltd based in Singapore in 2009 to provide sales and support for the Vista Cinema software suite. The new Kuala Lumpur office will take over Asia Ticketing's Vista sales and support activities in the region.

"Asia Ticketing, led by Jonathan Lum, has been a loyal and effective partner to Vista and their contribution during the 10 years we have worked together is obviously immeasurable", said Kimbal Riley, Vista Group Chief Executive. "We extend huge thanks from everyone at Vista to Jonathan and his team."

Kimbal Riley
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