



MARKET ANNOUNCEMENT

20th August 2021, Vista Group International Ltd., Auckland, New Zealand

Movio signs three-year multi-territory agreement with Vue International

Auckland, NZ, 20th August 2021: Vista Group International Ltd (NZX & ASX: VGL) is pleased to announce that Movio and Vue International have entered into a new three-year agreement to utilize Movio's market leading cinema campaign management and data analytics platform, Movio Cinema. The agreement brings together and replaces previous Movio agreements with Vue International's cinemas across Europe covering all of Vue International's key European territories; UK/Ireland, The Netherlands, Italy, Germany, and Poland, with Denmark expected to follow during the term.

Movio Chief Executive, William Palmer, said: "We are delighted Vue International has committed to Movio for another three years. It crystallises our partnership with one of the worlds' top ten cinema chains and provides the basis for which we can extend the relationship for future product launches. This is also an endorsement that Movio's solutions are continuing to deliver significant value to cinemas as they welcome their moviegoers back."

Vue International is one of the world's leading cinema operators, managing the most respected brands in major European markets and Taiwan, spanning 9 countries, 226 sites, and 1,997 screens. Vue was seeking to unify their territories with a single provider to achieve the benefits of scale across Movio's product features, services and commercials. The new agreement also allows for efficient onboarding of new territories.

Dan Green, Group Director of Digital for Vue International, said "We've had a genuine partnership with Movio for a period of five years across a number of territories. During this time we've worked closely together to ensure the product complements our wider tech stack, personalisation strategies and, most importantly, delivers for our customers and, therefore, for us as a business. With a bright future ahead for us and the industry we're really excited to include Movio as a key component of an ambitious digital plan for the next few years as we see more and more customers discover us, transact, and return, through these channels."

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