



MARKET ANNOUNCEMENT

14 February 2022, Vista Group International Ltd., Auckland, New Zealand

Vista Cinema takes Wallis Cinemas to Vista Cloud

Vista Group International Limited (NZX & ASX:VGL) is pleased to announce that Australian cinema operator, Wallis Cinemas, has become Vista Cinema's first customer on its new Vista Cloud platform.

Ben Huxtable, Wallis Cinemas COO noted: "We're excited about the whole system, and its impact on both our operations and sales channels. Vista's Digital Platform will power our digital channels and ensure uninterrupted ticket sales across all of our cinemas. And we're also going to streamline the daily management of tasks for staff as they only have to log in to a single, intuitive web portal to access Vista's entire capability suite. The time saving, and efficiencies will be massive."

"Our transition to Vista Cloud has been seamless and brings us right to the forefront of modern cinema technology. We are already reaping the benefits of best-in-class flexibility, functionality, and accessibility. With this new platform, we feel confident we will be able to make the most of the expected increase in business, open up new possibilities in business development and improve our service to customers, all the while allowing us to streamline and improve our current practices overall." said Ben Huxtable, Wallis Cinemas COO.

Leon Newnham, Vista Cinema CEO said: "To put it simply, Vista Cloud is the future of cinema management and we're really happy Wallis Cinemas is the first of many exciting customers to migrate across to the most comprehensive, reliable, and secure cinema management solution in the market. Scaling with the demands of cinemas' operations, Vista Cloud will free Wallis from having to invest in and manage new infrastructure. Better still, it will enable them to deploy new innovations across their whole business at speed."

"We're forecasting a strong return for the cinema industry after the disruption of the past two years, and a fully hosted, managed, and monitored solution will be key to empowering cinemas to focus on what matters most. By making this move, Wallis is putting itself ahead of the pack."

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