



MARKET ANNOUNCEMENT

9 November 2022, Vista Group International Ltd, Auckland, New Zealand

Movio launches Movio Cinema EQ

Vista Group International Limited (NZX & ASX: VGL) advises that Group company, Movio, has today announced the launch of its latest SaaS product, Movio Cinema EQ, providing greater opportunities for cinemas to improve the way they market movies to moviegoers.

With smarter insights, greater automation and more sophisticated campaigns, EQ takes the guesswork out of targeted marketing, empowering cinemas to enhance their connection with moviegoers, drive guest engagement, and increase attendance and spend.

The new solution builds on more than a decade of movie marketing expertise contained within Movio's current products and is an important part of the Group's platform strategy. Movio Cinema EQ brings Movio's AI to the forefront of campaign creation, allowing cinema marketers to more easily create dynamic, ultra-personalised communications that have been proven to increase moviegoer visitation rates.

Sarah Lewthwaite, Movio CEO, said: "We've designed EQ by putting moviegoers at the centre of the strategy. Being able to connect people with their ideal movie via the digital marketing channels where they are spending their time and with smarter, more personalised campaigns, has never been more important. EQ addresses these needs while also providing an elevated user experience for our cinema clients. We're excited to see the positive impact our technology will have in building frequency, spend and cinema brand loyalty."

Movio's proprietary AI tools use multiple algorithms to analyse cinema audiences' past behaviours to predict how likely moviegoers are to watch a given movie. This helps marketers find the best audience for each film, identifying untapped opportunities to drive incremental attendance and deliver a better, more tailored moviegoer experience.

"What EQ brings is a transformed experience for both marketers and moviegoers. With smarter insights, actionable analytics and improved useability, cinemas will have more tools at their disposal to implement strong, more effective marketing campaigns that reach the audiences they want with the right message at the right time." said Sarah Lewthwaite.

For further information please contact:

Matt Cawte
Chief Financial Officer
Vista Group International Limited
Contact: +64 9 984 4570