



Market Announcement

22 December 2022, Vista Group International Ltd, Auckland, New Zealand

Major Canadian exhibitor, Cineplex, to join Vista Cloud

Vista Group International Limited (NZX & ASX:VGL) is delighted to announce that longstanding Vista Group client Cineplex, one of Canada's leading entertainment and media companies and a top five cinema circuit in the North American market, has entered into a five-year agreement that will see it transitioning to the Vista Cloud platform.

The agreement includes the implementation of Vista Digital and Vista Cloud and involves the transition of over 170 movie theatres and location based entertainment venues offering dining, gaming, and live entertainment. The project will commence imminently with Vista Digital expected to be live in November 2023 and Vista Cloud during 2025.

Kimbal Riley, Group Chief Executive, said "Cineplex are market leaders, with a strong and well-deserved reputation for innovation and delivering exceptional entertainment experiences. Building on our strong partnership developed over nearly 20 years, we are absolutely delighted to have them commit to our cloud platform. With Vista Digital, and then Vista Cloud, Cineplex will be able to leverage the latest in digital technology to enhance the moviegoer experience."

Scott Hughes, Cineplex's Executive Vice President and Chief Digital and Technology Officer, said: "We have a long standing commitment to innovation and trusted relationship with Vista Group which we look forward to developing further with this project. We are excited to realise the opportunity presented by Vista's cloud platform enhancing our guests' experience by leveraging the cutting-edge technology of Vista Digital and Vista Cloud."

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