

MARKET ANNOUNCEMENT

22 November 2023, Vista Group International Ltd, Auckland, New Zealand

Leading European cinema circuit, Pathé Cinemas, commits to Vista Cloud

Vista Group International Limited (NZX & ASX:VGL) is delighted to announce that Pathé Cinemas, the largest cinema exhibitor in continental Europe, has become the latest existing Vista Group client to commit to Vista Cloud.

The 5-year agreement will see Vista Cloud deployed across all of Pathé Cinemas' 129 sites (1,300+ screens) over multiple countries, including France, the Netherlands, Belgium, Switzerland, Senegal, Tunisia, Morocco and Ivory Coast. The project is expected to be completed by the end of 2024, with the Vista Cloud commercials effective from 1 January 2024.

Pathé Cinemas is set to take advantage of the entire Vista Cloud enterprise offering, including all of its advanced capabilities. The agreement replaces the existing on-premise and managed customer environment agreements with Pathé across the territories, and builds on an existing partnership between the parties for the resale of the Pathé developed self-checkout and e-gate solutions that integrate with Vista Group's platform.

Pathé's Chief Information Officer, Jean-Christophe Désire, anticipates mutual success through the agreement with Vista Group.

"Innovation is at the core of Pathé DNA since the beginning, back in 1896. Tomorrow, Vista Cloud will enable us to push the boundaries of customer journey excellence and best-in-class digital experiences. Our partnership in off-the-shelf advanced operational solutions will also benefit the industry and ultimately moviegoers."

Vista Group CEO, Stuart Dickinson, expressed his enthusiasm in supporting a key client like Pathé on their journey to Cloud. "Our goal is to support Pathé Cinemas via Vista Cloud's best-in-class solution so they can focus on their own customers, the moviegoers," says Stuart Dickinson.

"We are confident that this new partnership will empower Pathé to do just that, by enabling greater operational efficiency and providing timely innovation that will continue to keep them ahead in their markets. As a leading cinema exhibitor with widespread presence across Europe, we look forward to seeing Pathé's continued success in the industry."

Pathé Cinemas joins a growing list of Vista Group clients committing to Vista Group's market leading SaaS solutions.

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About Vista Group

Vista Group International Limited is a global leader in providing technology solutions to the international film industry. With brands including Vista, Veezi, Movio, Numero, Maccs, Flicks and Powster, Vista Group's expertise covers cinema management software; loyalty, moviegoer engagement and marketing; film distribution software; box office reporting; creative studio solutions; and the Flicks movie, cinema and streaming website and app.

About Pathé Cinemas

Pathé is the leading cinema company in continental Europe.

Pathé operates 1,306 screens in 129 film theaters in France, the Netherlands, Switzerland, Belgium, Tunisia, and Senegal - some of which are at the forefront of technological innovation: 26 IMAX, 54 4DX, 14 DOLBY CINEMA, 4 SCREENX, and 2 ONYX LED CINEMA screens.

Pathé produces films and TV series in France, as well as TV series in the United Kingdom. Pathé also acts as a distributor in France, Switzerland, and French-speaking Africa.

Pathé's mission is to offer a diverse range of ambitious films that appeal to a wide audience. Pathé produces and distributes popular comedies, family films, and arthouse films, some of which were rewarded by awards at international festivals.