

MARKET ANNOUNCEMENT

14 December 2023, Vista Group International Ltd, Auckland, New Zealand

Leading Southeast Asian cinema circuit, Major Cineplex, commits to Vista Cloud

Vista Group International Limited (NZX & ASX:VGL) is delighted to announce that Major Cineplex, one of the largest cinema exhibitors in Southeast Asia, has become the latest existing Vista Group client to commit to Vista Cloud.

The three-year agreement will see Vista Cloud deployed across all of Major Cineplex 182 sites throughout Thailand, Cambodia and Laos. The project is expected to be completed by the end of 2024.

In addition to a number of clients already live and announced as onboarding, Major Cineplex joins recently announced Pathé Cinemas in adopting Vista Group's entire Vista Cloud enterprise offering, including all of its advanced capabilities. A client for over 14 years, the agreement replaces the existing on-premises agreements with Major Cineplex across all sites.

"By adopting Vista Cloud, Major Cineplex customers will have a more satisfying customer experience by providing faster response times, a user-friendly interface, transparency, personalized service, and a seamless journey across various channels," said Sirintra Tangtrakulpaisan (Earn), Head of Marketing at Major Cineplex.

Vista Group CEO, Stuart Dickinson, expressed his enthusiasm in supporting a key client like Major Cineplex on their journey to Vista Cloud.

"Our goal is to support all our clients in adopting Vista Cloud. This next step enables them to improve operational leverage and take advantage of the latest generation of our software, including our digital Vista Oneview solution – this helps them reduce cost while improving overall moviegoer experiences," said Stuart Dickinson.

"We look forward to continuing this momentum as we welcome more clients to Vista Cloud in 2024."

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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.