



Market Announcement

Vista Group International to Acquire Stake in Share Dimension, the makers of 'Cinema Intelligence'

The partnership will bring advanced Business Intelligence Solutions to the global motion picture industry.

Auckland, New Zealand; Amsterdam, The Netherlands; 21 December 2015: Vista Group International Ltd ('Vista') announces that a strategic partnership transaction with Share Dimension, a Dutch software development company specializing in predictive analytics business intelligence solutions for cinema exhibitors is substantially complete. The transaction, which will complete on 4 January 2016, will see Vista owning 50% equity and will further fuel Share Dimension's strong ambitions for the coming years.

Share Dimension is an international leader in business intelligence and predictive analytics applications for the cinema industry. Their flagship product, Cinema Intelligence, offers a collection of modules aimed at optimizing the scheduling of films to increase the profitability of cinema exhibitors. Using an algorithm to predict the 'optimal' positioning, in scheduling terms, of a film, the Share Dimensions' offer combines advanced forecasting based on historical box office data with leading edge film scheduling technology.

"I have known Claudiu Tanasescu, founder of Share Dimension, for a number of years and have always been impressed and excited by the technology that he and his team have made available to the industry", said Murray Holdaway, Chief Executive of Vista Group. "We look forward to welcoming Share Dimension to Vista Group and to making our people, our infrastructure, our credibility and our reputation available to support the growth of an already remarkable business. Our endorsement of the offer is clear and we're delighted at the increased economic opportunity for cinema exhibitors that this partnership will create."

"Combining 'Cinema Intelligence' and Vista is all about giving customers powerful tools to enhance their business," said Claudiu Tanasescu, CEO of Share Dimension. "The partnership significantly expands and strengthens Share Dimension's product, geographic reach and channels to market. Together, among other things, we can bring to our customers our unique expertise in business intelligence and advanced predictive analytics, to power their business decisions around the buying and scheduling of films."

This investment continues Vista's strategy of investing in high quality and high growth global film industry software solutions since listing on the New Zealand and Australian stock exchanges in August 2014. "We will leverage the existing scale and reach of the Group to facilitate and accelerate Share Dimension's growth opportunities," said Kirk Senior, Chairman of Vista Group. "We are delighted by the transaction and with our new partner."

About Share Dimension Cinema Intelligence

Share Dimension is a software development company based in the Netherlands specializing in state of the art business intelligence and predictive analytics applications for the cinema industry. Share Dimension is the creator of 'Cinema Intelligence', the first collection of business intelligence solutions aimed at cinema exhibitors designed to optimize forecasting, planning and scheduling of movies, alternative content and corporate events and increase profitability. The sophisticated algorithm developed by Share Dimension combines advanced forecasting based on historical box office information with cutting edge scheduling technology. Founded in 2005, Share Dimension has offices in the Netherlands and Romania and sales partners in Germany and the USA.

Website: www.cinemaintelligence.com

Twitter: @Cinema_Intel

LinkedIn: www.linkedin.com/company/share-dimension-b-v-

About Vista Group International

Vista Group International (Vista Group) is a public company, listed on both the New Zealand and Australian stock exchanges (NZX & ASX: VGL). Vista Group provides cinema management, film distribution and customer analytics software to companies across the global film industry. Cinema management software is provided by Vista Entertainment Solutions, the core business of the Group. Movio (data analytics), Veezi (cloud-based SaaS software for the Independent Circuit Market), MACCS International (film distribution software), and Numero (box office reporting software for film distributors and cinemas) provide products that leverage the success of this platform into other parts of the film industry; from production and distribution, to cinema exhibition through to the moviegoer experience. Vista Group has over 300 staff across six offices in New Zealand (Auckland headquarters), Australia, the USA, the UK, the Netherlands, and China.

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