



VISTA
GROUP

US OFFICE PRESENTATION
15 September 2016





INTRODUCTION

- BRIAN CADZOW





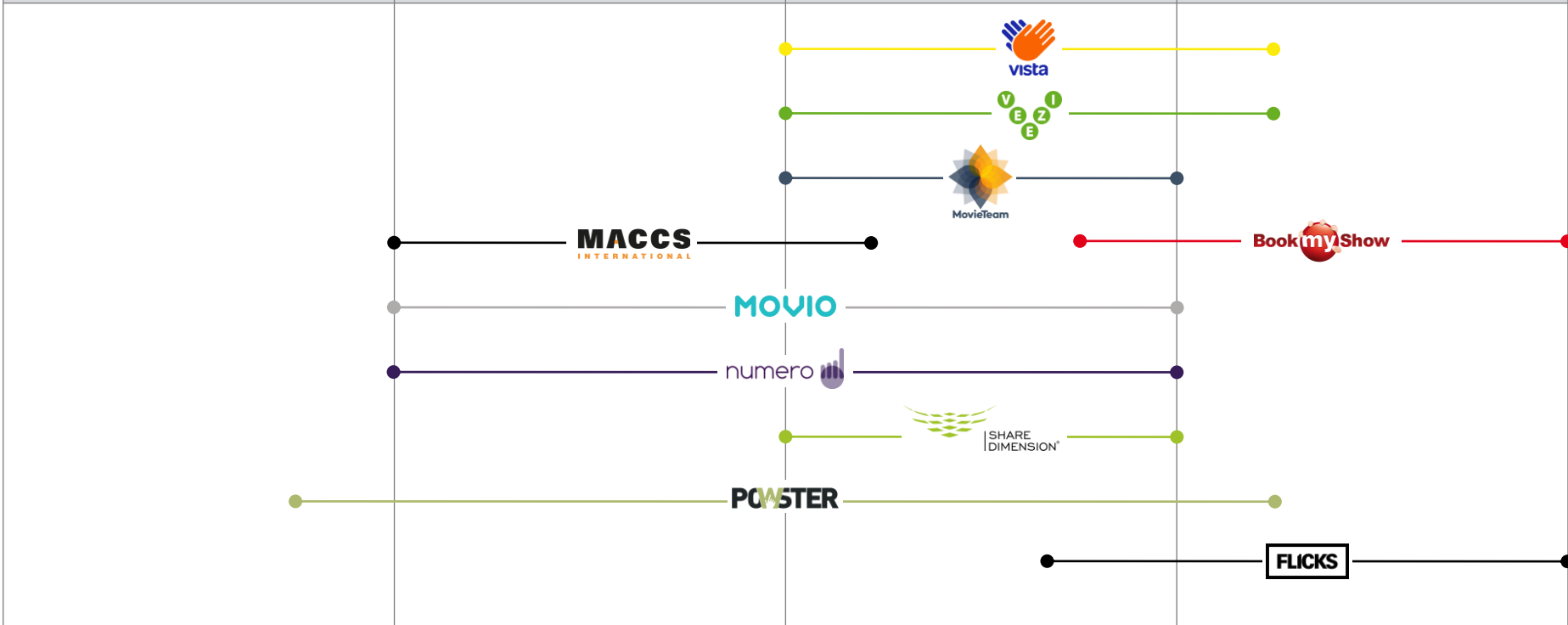
VISTA GROUP COMPANIES WITHIN THE FILM INDUSTRY VALUE CHAIN

PRODUCTION

DISTRIBUTION

CINEMA EXHIBITION

MOVIEGOER



A world map where the regions highlighted in yellow correspond to the data callouts. The callouts are placed over their respective regions: Canada, USA, Central America, South America, Europe, Middle East, Africa, Asia, Australasia, and World Wide.

87% CANADA
2,042/2,337 screens

41% USA
12,784/31,293 screens

97% CENTRAL AMERICA
5,865/6,072 screens

22% SOUTH AMERICA
1,210/5,605 screens

22% EUROPE
4,172/18,600 screens

49% MIDDLE EAST
1,055/2,155 screens

88% AFRICA
761/864 screens

24% ASIA
5,620/23,926 screens

95% AUSTRALASIA
1,604/1,636 screens

38% WORLD WIDE
35,113/92,556 screens



WORLD SHARE

Vista Entertainment Solutions percentage of the world market –
for Cinema Exhibition Companies with 20+ screens

AGENDA

- > Derek Forbes – VGL Chief Operating Officer
 - > Vista Group
 - > Vista Cinema
 - > Veezi
- > Albert Schapink – President Maccs USA
 - > MACCS
- > Mathew Liebmann – Senior Vice President Movio US
 - > Movio
- > Ste Thompson – CEO & Creative Director Powster
 - > Powster
- > Questions





VISTA
GROUP



BACKGROUND

- Derek Forbes, Chief Operating Officer, Vista Group
- Leon Newnham, President, Vista USA

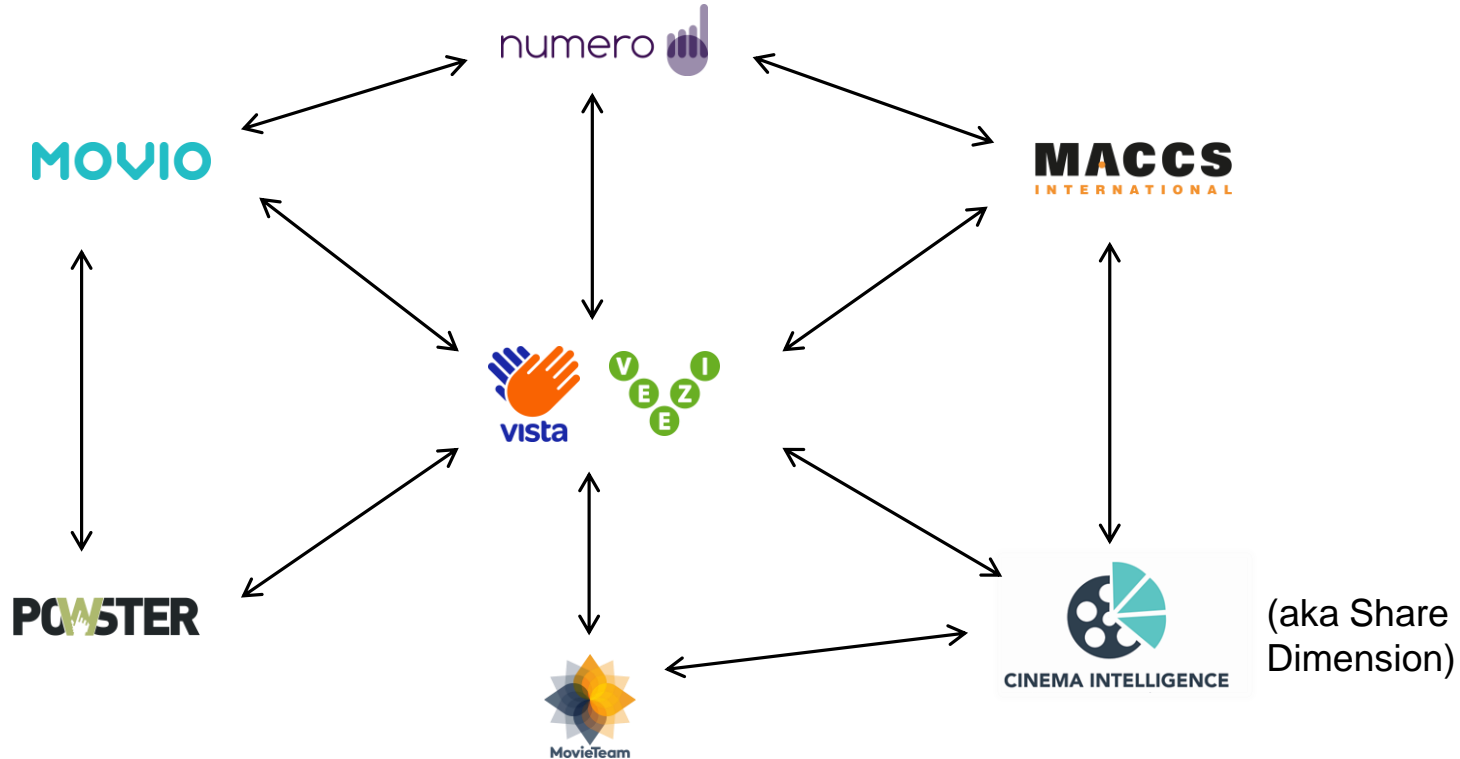


GROUP STRATEGY

- To be the leading provider of technology to the film & cinema industries
- An ecosystem of inter-connected software systems, spanning film distribution, cinema, and consumer
- Leverage strengths and synergies between the group companies and products to help each one dominate its niche
- COO role



CONNECTIONS & SYNERGIES

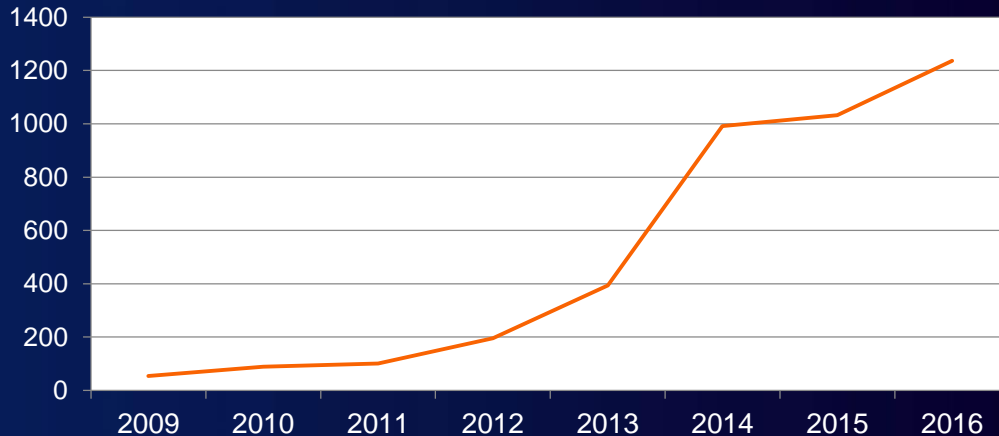


VISTA USA

- Established late 2009
- Now 50 customers / 1,237 sites / 41% market share
- Regal deployment 2013 - 2015
- Market becoming more sophisticated – F&B, reserved seating etc



Sites



VISTA USA - TICKETSOFT

- Dallas-based competitor – 5 staff
- Agreement reached to acquire in March 2015
- 22 cinema customers – 254 sites
 - 19 customers / 185 sites confirmed to Vista on standard or better recurring maintenance revenue
- Implementation projects have been a major focus of Vista USA during 2015 and 2016. Last deployments scheduled to be completed in Q1 2017.



VISTA USA - PEOPLE

- LA office – 65 people (group)
 - Vista USA, Veezi, MovieTeam, Movio, MACCS, Cinema Intelligence
- Dallas office – 5 people
- Vista culture

- Leon Newnham – President / Vista USA
- Catherine DeCosta – Director, HR
- Dee Lamberton – Director, Operations
- Justin Silverman – Director, Veezi USA
- Swade Geiger – Director, MovieTeam



VISTA USA – OPPORTUNITIES

- Sales targets
 - Still many circuits in USA that are targets
 - Additional products
 - MovieTeam
 - Group sales
 - Mobile apps
- Introduction of other VGL companies to customer base
 - Cinema Intelligence
 - Movio
 - Numero, MACCS
- Leveraging 3rd party commercial partnerships



VISTA USA - COMPETITORS

- NCR
- RTS
- Retriever
- Sensible Cinema
- Other
 - Cinemark

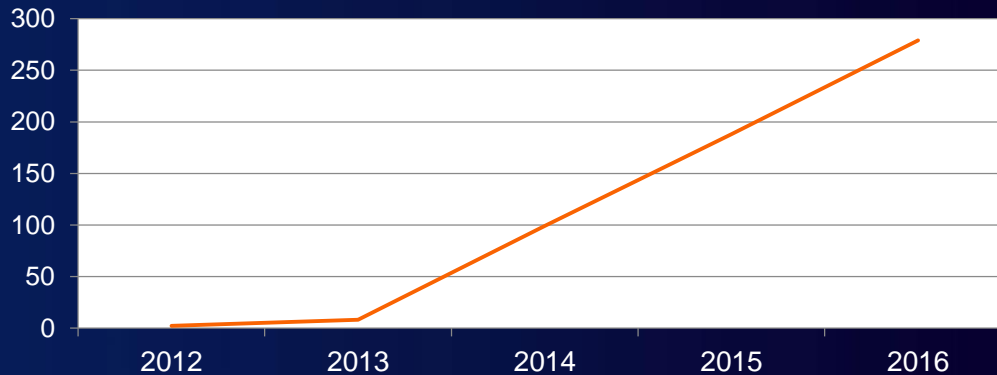


VEEZI

- Beta sites 2012, Market entry 2013
- Completely overhauled marketing & sales approach
- Partnership strategy – Fandango, Vantiv, MovieTickets.com etc
- Total US sites 279, total churn 12 (9 closed)
- Average monthly revenue higher than anticipated (>US\$300 / month / site)



US Site Count





VISTA
GROUP

THANK
YOU



Company overview and outlook

Los Angeles 9/15/2016

The **World's Leading**
Film Distribution Software

MACCS – Who We Are

Market leader in ERP systems for the film distribution industry

- 100 clients in 45 territories
- Warner Bros. and Paramount - all international territories
- Warner Bros. – US domestic go live V9, Q4 2016
- 50 employees
- 35% of international box office processed through MACCS

MACCS – Solutions

MACCS Modules

- Theatrical distribution
- Rights & Royalties
- Prints & Advertising

MaccsBox⁺ - Global electronic data exchange

- Collection and processing of eBor
- KDM and DCP logistics management
- Reporting module
- Electronic Invoicing

MACCS – Latest version V9

Latest version – single code base

- Fully compliant with US domestic requirements
- Global solution – Upgrade for all existing customers
- Warner Bros – US domestic go live scheduled early Q4 2016
- Paramount requirements also integrated to V9 – domestic initial discussions have commenced
- International roll-out Warner Bros and Paramount all territories

MACCS – Outlook

MaccsBox+ - rollout

- Working closely with Vista/Veezi for exhibitor integration

MACCS Online –solution for small distributors

- Distributor portal – small to medium sized clients
- Exhibitor portal – online ordering of specialized content

MACCS US

- New legal entity - GM/sales Albert Schapink
- Business development/sales - Albert Budnitskiy
- Strategic Involvement – Bert Huls (founder & CEO)
- Adding a growing staff as revenue grows

MOVIO

INVESTOR PRESENTATION

Shaping the future of movie marketing



MOVIO CINEMA



MOVIO MEDIA



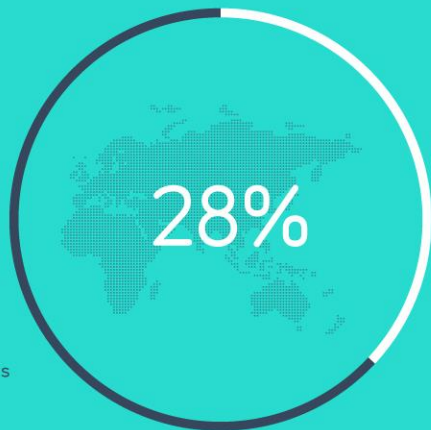
MOVIO EXPERTS



Global Market Share

OF THE
LARGE CINEMA
CIRCUIT

*Cinemas over 20 screens



Active Members

MOVIO PROFILES THE
BEHAVIOR & TRANSACTIONS
IN REAL-TIME OF
36M+ ACTIVE CINEMA LOYALTY
MEMBERS WORLDWIDE.

LIVE PROFILES

*Members who have transacted
within 12 months



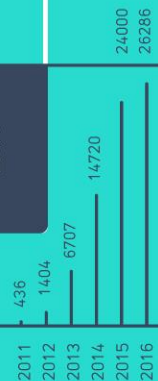
36+m million



Cinema Screens

26,286 2016

NO. OF SCREENS AROUND
THE WORLD USING MOVIO CINEMA



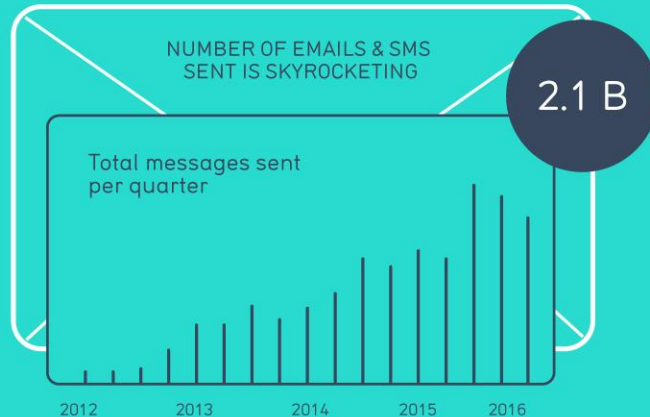
Messages

NUMBER OF EMAILS & SMS
SENT IS SKYROCKETING

2.1 B

Total messages sent
per quarter

2012 2013 2014 2015 2016



NORTH AMERICA

Alamo
AMC
Arclight
B&B
Celebration
Cineplex
Cinépolis
Emagine
Galaxy
Goodrich
Harkins
iPic
Marcus
NAI
Regal
Santikos
Starlight
Studio Movie Grill

Movio Media

20th Century Fox
A24
Clarius
Disney
Fathom Events
Lionsgate

NCM
Paramount
Sony
Universal
Warner Bros

EMEA

Everyman
Mars
Nordisk
Nu Metro

Pathé
Picturehouse
Showcase
Showroom

Ster Kinekor
VOX
Vue

ASIA

CGV (Megastar)
Cinemaxx
Galaxy
Lumiere
Major
MBO
TGV

LATAM

Cine Hoyts
Cinépolis

AUSTRALASIA

Ace
Berkeley
Event
Hoyts
Limelight
Palace
Rialto
Village





53%

North American
Market Share

OF THE LARGE CINEMA CIRCUIT,
CINEMAS OVER 20 SCREENS



MOVIO CINEMA

Alamo, AMC, Arclight, B&B,
Celebration, Cineplex, Cinopolis,
Emagine, Galaxy, Goodrich, Harkins,
iPic, Marcus, NAI, Regal, Santikos,
Starlight, Studio Movie Grill



MOVIO MEDIA

Platform

NCM, Sony, Warner Bros.

Campaigns

20th Century Fox, A24, Clarius,
Disney, Fathom Events, Lionsgate,
Paramount, Sony, Universal,
Warner Bros., Warner Bros. Home
Entertainment

MOVIO MEDIA US COVERAGE

At present, there are participating Movio Media exhibitors in all but 5 US states.



15m

ACTIVE U.S.
MOVIEGOERS¹



29%

FREQUENT U.S.
MOVIEGOERS²



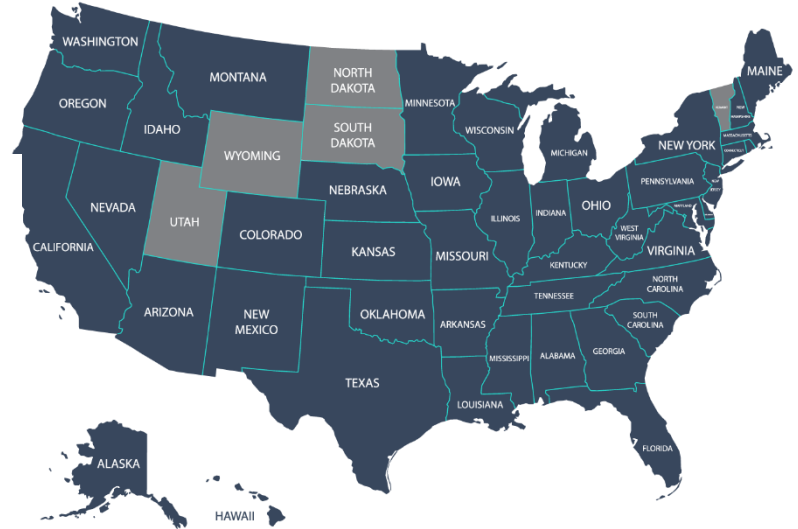
33%

OF U.S. CINEMA
EXHIBITORS³

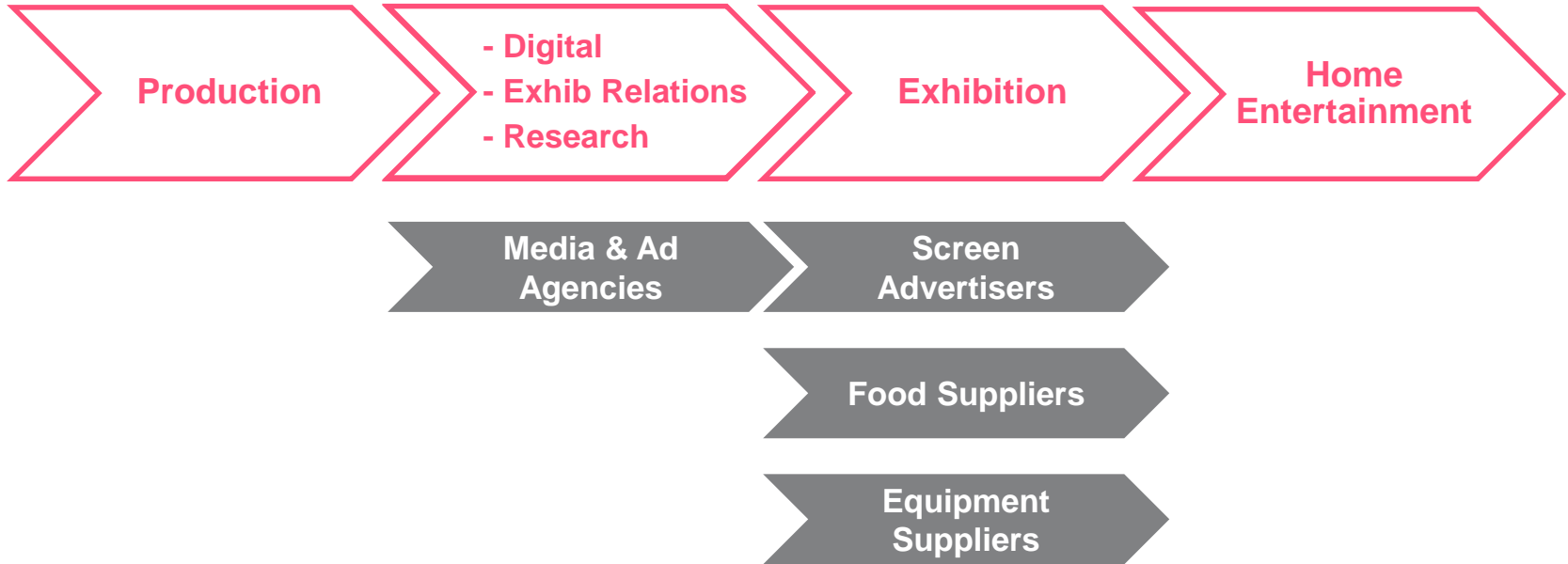
1. who have transacted within the last 12 months.

2. who transact at least once a month.

3. of the Large Cinema Circuit (20+ screens).



FILMED ENTERTAINMENT VALUE CHAIN



MOVIO

POWSTER

The logo for POWSTER, featuring the word in a bold, black, sans-serif font. The letter 'O' is replaced by a green graphic of a hand with fingers pointing upwards, suggesting a power or control theme.

POWSTER

Introduction

POWSTER

OFFICES
LOS ANGELES
LONDON

Creative Studio

World's largest theatrical marketing platform

Award winning creative studio (over 20 awards)

Direct relationship with exhibition

The global trusted partner to the movie industry

The logo for POWSTER features the word in a bold, black, sans-serif font. The letter 'O' is replaced by a green graphic of a hand with fingers pointing upwards, as if holding a remote control. The background of the entire image is a repeating pattern of white, three-dimensional diamond shapes that create a textured, metallic appearance.

POWSTER

Movie Platform



POWSTER Movie Platform

Marketing technology product for movie distributors. Used by all 6 majors. Official website for some of the world's largest blockbusters. The team creates and builds movie destinations bespoke title by title using our in-house software providing scale. One team (powster) is behind all the ticketing sites.

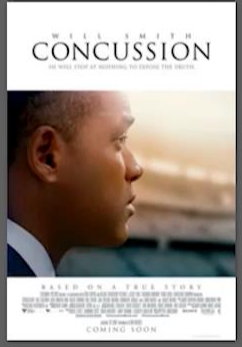
Powerful analytics and data capture for movie studios. Providing a call to action & seeding destination during ticketing and letting the movie studios capture the data for analysing the success of their marketing efforts.

Enabling distributors to drive
their audiences to cinema



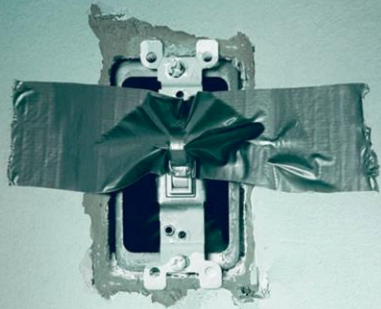
IMAGINE COMEY > JAMES MADDEN

In Cinemas ▾



Lists every cinema
playing the film and every
option to get the ticket

FROM PRODUCER JAMES WAN DIRECTOR OF THE CONJURING



lights out

JULY 22

#LightsOut

SCREENPLAY BY ERIC HEISSERER DIRECTED BY DAVID F. SANDBERG

NEW LINE CINEMA

PG-13

WARNER BROS. PICTURES

Q SEARCH - NORTH HOLLYWOOD

ENTER YOUR LOCATION ABOVE OR SELECT YOUR THEATER BELOW

ALL DAYS

ALL TIMES



CENTURY 8

12827 VICTORY BOULEVARD, NORTH HOLLYWOOD

0.8MI

Mon
AUG
08

Tue
AUG
09

Wed
AUG
10

SELECT A TIME TO GET TICKETS



LIGHTS OUT

10:20PM



REGENCY PLANT 16

7876 VAN NUYS BOULEVARD, VAN NUYS

3.3MI



AMC UNIVERSAL CITYWALK 19 (LOS ANGELES)

100 UNIVERSAL CITY PLAZA, UNIVERSAL CITY

4.3MI



AMC BURBANK 16

125 E. PALM AVE., BURBANK

4.9MI



TCL CHINESE 6 THEATRES

680 HOLLYWOOD BOULEVARD, HOLLYWOOD

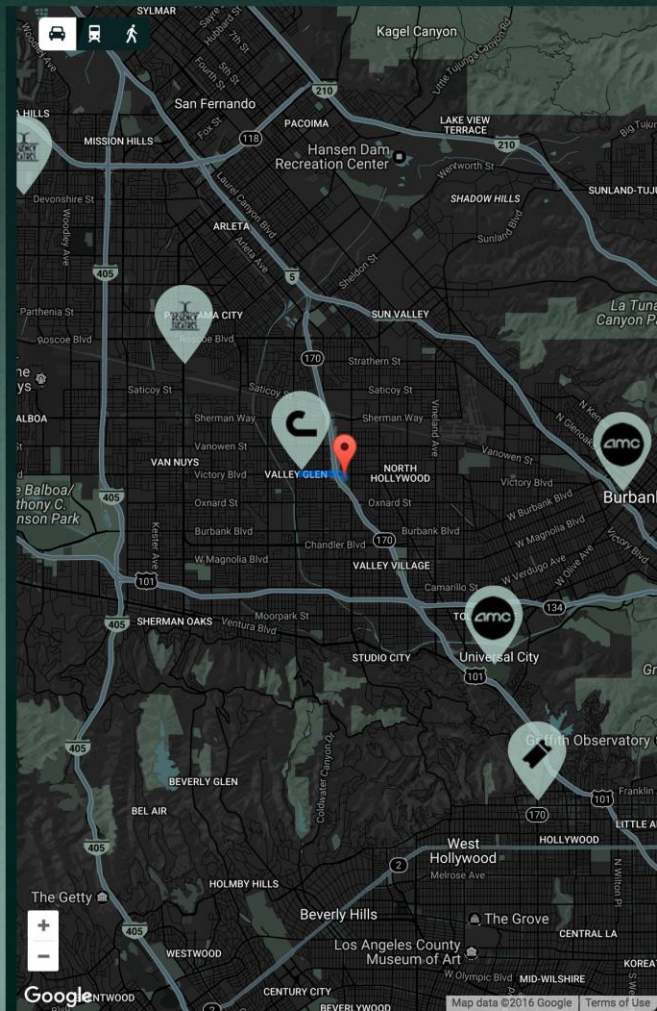
6.7MI



REGENCY GRANADA HILLS 9

16820 DEVONSHIRE ST. GR

7.6MI





POWSTER

movie platform

official website
cinema showtimes
ticketing links

Trusted by over 50 movie distributors



6,500,000 to 36,000,000
views a month



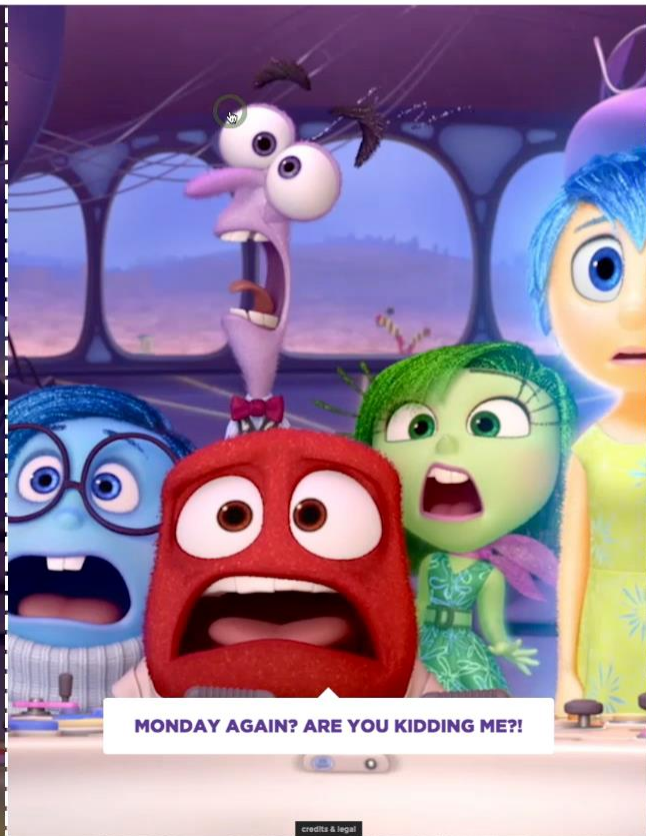
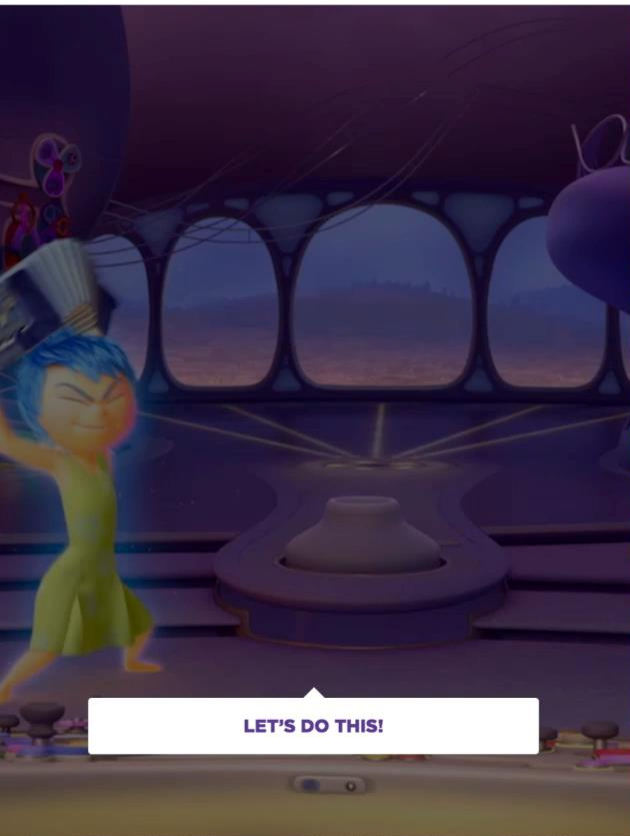
POWSTER

Creative

High end creative
convincing fence sitters



MONDAY MORNING - I WOKE UP LIKE THIS...



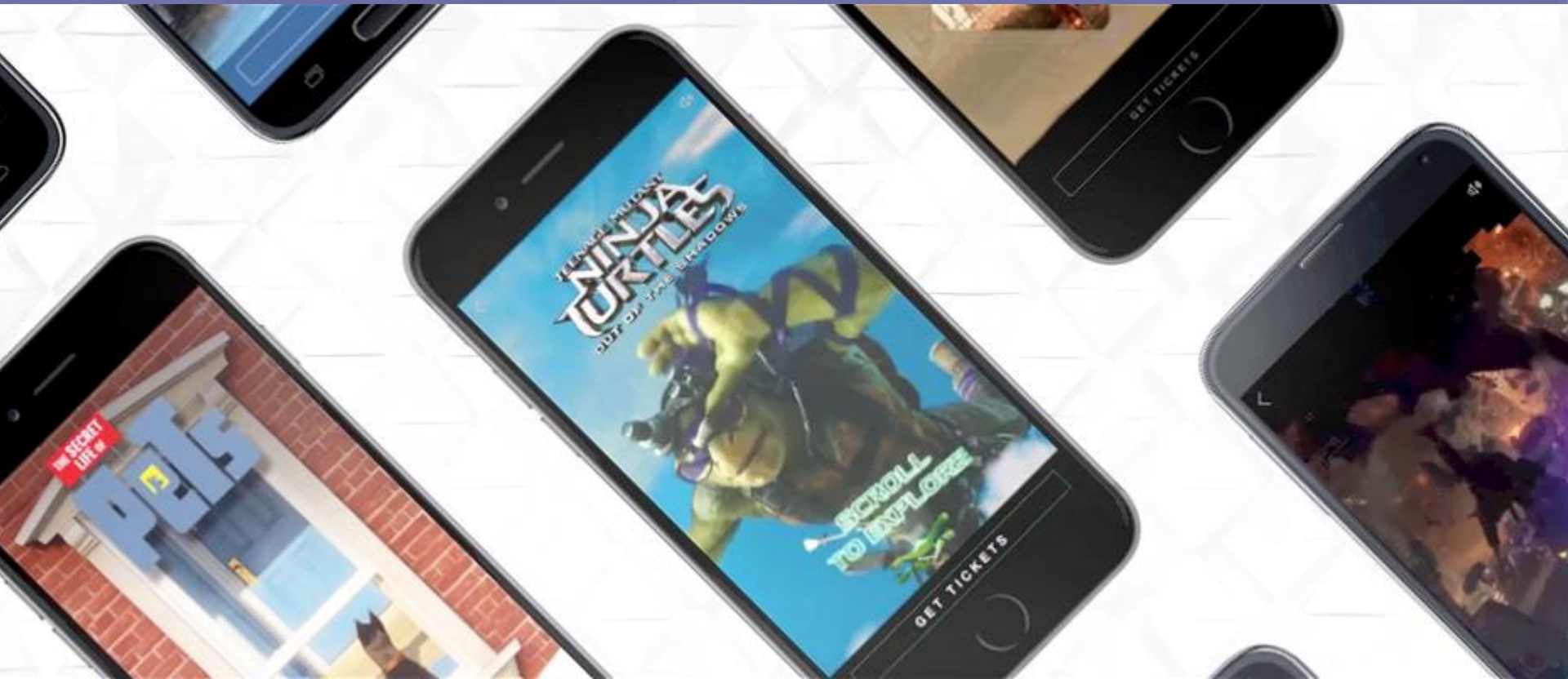
The logo for POWSTER, featuring the word in a bold, black, sans-serif font. The letter 'O' is replaced by a green graphic element consisting of a vertical bar and a series of horizontal lines that resemble a staircase or a digital signal.

POWSTER

Vertical Stories

**The best way to sell your
movie on mobile**

VERTICAL STORIES



VERTICAL STORIES

WARCRAFT
THE BEGINNING
IN CINEMAS MAY 30

SCROLL TO EXPLORE

GET TICKETS

This vertical story for 'Warcraft: The Beginning' features a dark, atmospheric background with a cityscape. The title is at the top in a metallic font. A central image shows a city with a large tower. At the bottom, there is a call to action 'SCROLL TO EXPLORE' and a 'GET TICKETS' button.

TEENAGE MUTANT
**NINJA
TURTLES**
OUT OF THE SHADOWS

SCROLL TO EXPLORE

GET TICKETS

This vertical story for 'Teenage Mutant Ninja Turtles: Out of the Shadows' has a blue and purple color scheme. It features a close-up of a turtle's hand holding a sword. The title is at the top. A green drone is visible at the bottom. The text 'SCROLL TO EXPLORE' and 'GET TICKETS' are at the bottom.

Disney · PIXAR
**FINDING
DORY**

In Cinemas July 29

Dive in!

GET TICKETS

This vertical story for 'Finding Dory' has a bright blue background. It shows Dory and other characters in the water. The title is at the top. Below the title, it says 'In Cinemas July 29' and 'Dive in!'. At the bottom, there is a 'GET TICKETS' button.

WE HAD TWENTY
YEARS TO PREPARE
SO DID THEY

INDEPENDENCE DAY
RESURGENCE

IN CINEMAS NOW
IMAX, 3D & 2D

SCROLL TO EXPLORE

BOOK TICKETS

This vertical story for 'Independence Day: Resurgences' features a dark, futuristic background with a bright light source. The title is in the center. Above the title, it says 'WE HAD TWENTY YEARS TO PREPARE SO DID THEY'. Below the title, it says 'IN CINEMAS NOW IMAX, 3D & 2D'. At the bottom, there is a 'BOOK TICKETS' button.

09:41

**GODS
OF
EGYPT**

IN CINEMAS AND IMAX 3D
JUNE 17

SCROLL DOWN
TO EXPERIENCE THE ACTION

GET TICKETS

This vertical story for 'Gods of Egypt' has a fiery, golden background. It features characters in Egyptian attire. The title is in the center. Below the title, it says 'IN CINEMAS AND IMAX 3D JUNE 17'. At the bottom, there is a 'GET TICKETS' button.

VERTICAL STORIES

MAY 30
IN CINEMAS,
REALD 3D AND IMAX 3D

FIND YOUR NEAREST
CINEMA & BOOK NOW

WATCH THE TRAILER FULL SCREEN

LEGENDARY **BILZARD** UNIVERSAL
A UNIVERSAL RELEASE © 2015 UNIVERSAL STUDIOS

GET TICKETS

MOVIE NIGHT !!
WHOS IN ??

FIND A CINEMA
NEAR YOU !

Find Here !!

FIND YOUR NEAREST
SCREENING AND BOOK NOW

GET TICKETS

JOIN DORY
AT YOUR NEAREST CINEMA

Get Tickets Now!

GET TICKETS

WE ALWAYS KNEW THEY'D BE BACK

INDEPENDENCE DAY
RESURGENCE

IN CINEMAS NOW
IMAX, 3D & 2D

FIND A CINEMA NEAR
YOU AND BOOK NOW

BOOK TICKETS

GODS OF EGYPT.

GODS OF EGYPT
IN CINEMAS AND IMAX 3D
JUNE 17

FIND YOUR NEAREST
SCREENING & BOOK NOW

WATCH TRAILER

GET TICKETS

POWSTER

VR Showtimes



**VISIT THE 360° WEBSITE
AND LEAP INTO THE JUNGLE**

THE LEGEND OF
TARZAN

POWSTER

Messenger CRM

M I C H A E L F A S S B E N D E R

ASSASSIN'S CREED

IN THEATERS
DECEMBER

1
PRESS
MESSAGE ME



MESSAGE ME

2

CONFIRMED
ON MESSENGER

3

GET
REMINDED



THE ULTIMATE CRM



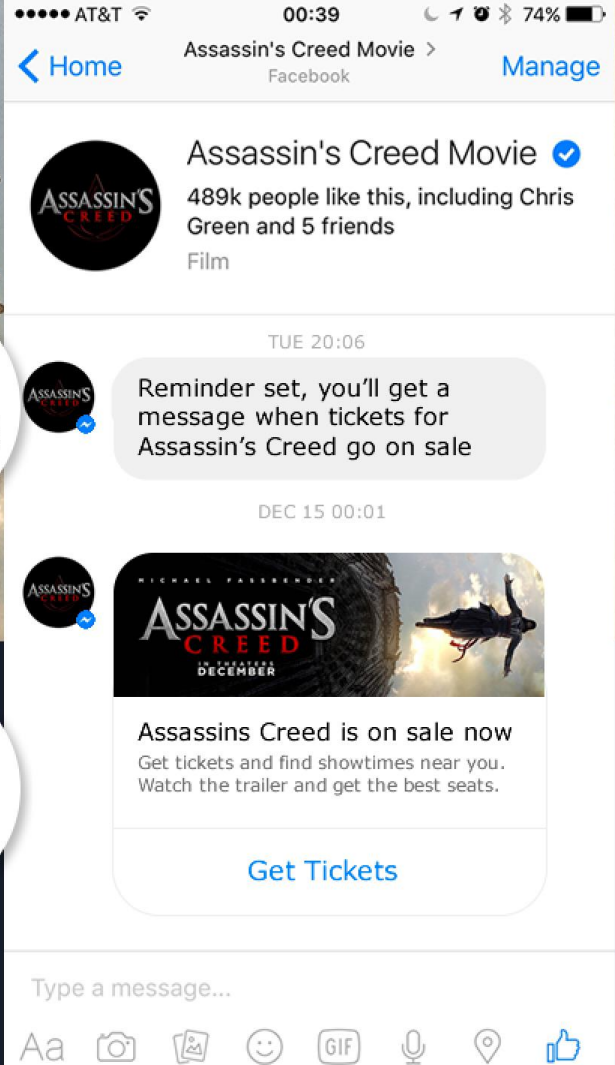
DEMOGRAPHIC INFORMATION



MESSAGE AT ANY TIME



PUT AT THE END OF TRAILERS



The logo for POWSTER, featuring the word in a bold, black, sans-serif font. The letter 'O' is replaced by a green graphic of a hand cursor pointing upwards, with a small white arrowhead. The background of the entire slide is a repeating pattern of white, three-dimensional, diamond-shaped geometric shapes that create a textured, metallic appearance.

POWSTER

Group Booking

**BOOK YOUR
SQUAD NIGHT OUT:**

SUICIDESQUADTICKETS.CO.UK

**SUICIDE
SQUAD**

POWSTER

OFFICES
LOS ANGELES
LONDON

Creative Studio

The industry standard platform

Wider group objectives and industry initiative

Distributor marketing product focused

Constant innovation included in costs



POSTER

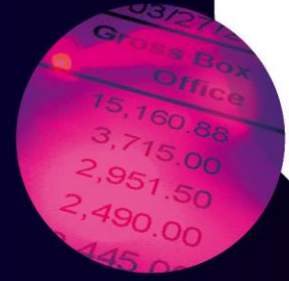


QUESTIONS





VISTA
GROUP



THANK YOU