



MARKET ANNOUNCEMENT

04 April 2016, Vista Group International Ltd, Auckland, New Zealand

VISTA GROUP INTERNATIONAL ACQUIRES STAKE IN POWSTER LIMITED – A LEADING CREATIVE STUDIO.

Vista Group International Limited (“Vista”) has acquired a 50% stake in London-based Powster Limited (“Powster”) and will support the growth of the company via its extensive portfolio of film industry software and wide-ranging customer relationships. The terms of the acquisition will enable Powster to report as a subsidiary of Vista.

This new strategic partnership continues Vista’s strategy of creating a synergistic suite of technology solutions for the global film industry. A key driver is the ability of Vista to enhance the value and diversity of services to the global sector and in doing so achieve new efficiencies and increased income for customers.

Powster focuses on the entertainment industry by providing bespoke marketing concepts and creative builds, including marketing campaign capability, music videos, social media strategies and interactive content. For the film industry, Powster bridges a gap between distributors (studios) and exhibitors (cinemas) via its comprehensive range of movie-specific marketing tools and its movie ticketing platform where cinema and screening time for a particular film is listed by territory. The “Powster Movie Platform” is an integral part of movie marketing for over 40 movie studios in the USA and internationally. Powster has won an extensive number of awards since being founded in 2009.

The Powster agreement is effective on 31st March 2016; while the exact terms of the agreement are confidential it is based on an initial payment on settlement, with earn-out payments aligned with actual performance in the 2016 and 2017 financial years. Payments are calculated based on multiples of EBITDA for the business. Powster is a high growth, profitable company, and should be accretive to Vista’s revenue and earnings in 2016 and beyond.

With the creative, film-focused, talents of Powster joining Vista, the capability to deliver innovative digital marketing and operational solutions for distributors and exhibitors globally is significantly enhanced. “To have the opportunity to work with Powster to realise these and other opportunities that ultimately enable Vista to offer new and improved technology solutions to our customers, is a development we’re delighted to announce”, said Murray Holdaway, Group Chief Executive of Vista. “Powster’s expertise in the management and manipulation of content directly benefitting our sector is proven and we love to partner with companies like Powster who share our passion for the movies and can enable us to add yet more value.”

“We’re excited by the opportunities Vista brings to Powster and our customers, said Ste Thompson, CEO Powster. This partnership reinforces Powster’s goal of being the world’s leading and most powerful tool for driving audiences to purchase cinema tickets”.

About Powster

Powster (Powster Ltd), founded in 2009, is a company based in the United Kingdom. Powster provides film marketing products, music videos and creative content globally. Their platform is a global solution for movie distributors to direct audiences to purchase tickets at cinemas. Powster is a high growth company and currently has 14 staff all based in the UK.

Website: www.powster.com

Twitter: www.twitter.com/powster

LinkedIn: www.linkedin.com/company/powster

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), Numero (box office reporting software for film distributors and cinemas), and Cinema Intelligence by Share Dimension (business intelligence solutions), 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 400 staff across eight offices in New Zealand (Auckland headquarters), Australia, the USA (2), the UK, the Netherlands, Romania and China.

Website: www.vistagroup.co

Twitter: www.twitter.com/VistaCinema

LinkedIn: www.linkedin.com/company/vista-group-limited

Brian Cadzow, Director Commercial and Legal
Vista Group International Ltd
Contact: +64 9 984 4570