



**Investor Day**  
18 November 2019



03/27/2  
Gross Box  
Office  
15,160.88  
3,715.00  
2,951.50  
2,490.00  
2,445.00

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# AGENDA



|       |  |
|-------|--|
| 10:00 | <b>WELCOME &amp; INTRO</b>             |
|       | Matt Cawte                             |
| 10:10 | <b>VISTA GROUP</b>                     |
|       | Kimbal Riley                           |
| 10:30 | <b>THE FILM INDUSTRY</b>               |
|       | Murray Holdaway                        |
| 11:00 | <b>VISTA CINEMA - SaaS ACCELERATED</b> |
|       | Mark Pattie, Grant Smith, Matt Cawte   |
| 11:45 | <b>BREAK</b>                           |
| 12:00 | <b>MOVIO UPDATE</b>                    |
|       | Will Palmer                            |
| 12:40 | <b>GROUP UPDATE</b>                    |
|       | Kimbal Riley                           |
| 12:45 | <b>Q&amp;A</b>                         |



**KIMBAL RILEY**  
GROUP CHIEF EXECUTIVE



**MURRAY HOLDAWAY**  
GROUP EXECUTIVE DIRECTOR



**MATT CAWTE**  
GROUP CFO



**WILL PALMER**  
CEO MOVIO



**GRANT SMITH**  
COO VISTA CINEMA



**MARK PATTIE**  
HEAD OF PRODUCT VISTA CINEMA





**VISTA**  
GROUP



# VISTA GROUP

- Fundamentals
- Innovation
- Themes



**KIMBAL RILEY**  
GROUP CHIEF EXECUTIVE

# VISTA GROUP

THE LEADING  
PROVIDER OF  
SOFTWARE AND DATA  
SOLUTIONS TO THE  
GLOBAL FILM  
INDUSTRY

ENHANCING  
THE  
MOVIEGOING  
EXPERIENCE



# STRONG FUNDAMENTALS



## As a Group we have very strong fundamentals

- We have a global market position – customers in 100+ countries – we are resilient against events in one country or region
- We are the dominant partner for enterprise cinema globally – with a market share of 50% excluding China
- Homologation creates barriers to entry – in 20% of the countries that Vista Cinema operates
- We are profitable and cash generating – we manage the operation of our businesses to ensure that this continues
- Core businesses are already at scale and widely respected and recognised across the film industry
- We are leaders in understanding moviegoers and moviegoer behavior.

# INNOVATION

We'll talk to SaaS for Vista Cinema shortly, but it's simply a continuation of our heritage....

We were first to market with reserved seating on the web & combined F&B and ticket transactions at POS – and we continue....



## RECENTLY RELEASED

Horizon – Full fidelity data warehouse

Serve – Handheld ‘waiter’ app

Integrated Film Manager / CI

Vista Digital

Mica – SaaS TDS from MACCS

Trailerred – Trailer destination site

## COMING IN 2020-2021

MDP – Moviegoer Data Platform

Vista Pricing Platform

MX Passes

Exec Analytics App – Cinema & Studio

Payments Ecosystem

# THEMES FOR 2020 AND BEYOND



## Simplify our operations

- Reseller relationships now limited to India and Pakistan
- Options to merge smaller businesses into larger (announcements coming)

## Create greater scale in the businesses we have

### Increase our Target Addressable Market in multiple ways

- Adjacent opportunities - as our customers expand their offerings, we expand with them – e.g F&B, entertainment centres
- Vista China
- New products – already announced and to be announced
- SaaS for Vista Cinema
- Geographies – expand in Japan, Brazil, Germany etc.
- Broaden our relationships in the ecosystem
  - Payment providers
  - Hardware



# THEMES FOR 2020 AND BEYOND

## Specific cross-Group teams focused on the top 10 global cinema circuits

- Global leadership for management of top 10 circuits supported by cross-business teams
- Integrated partnership agreements

## Recurring Revenue – constant drive to increase recurring revenue %

- New Vista Cinema products – Horizon, Serve, Movieteam – all subscription only
- Vista Digital – ‘supplementary services relationships’
- SaaS (obviously)
- Veezi in India – per ticket
- Vista Cinema moving to prefer subscription
- Mica and MACCSbox from MACCS – recurring revenue
- Relationships with payment providers deliver recurring revenue

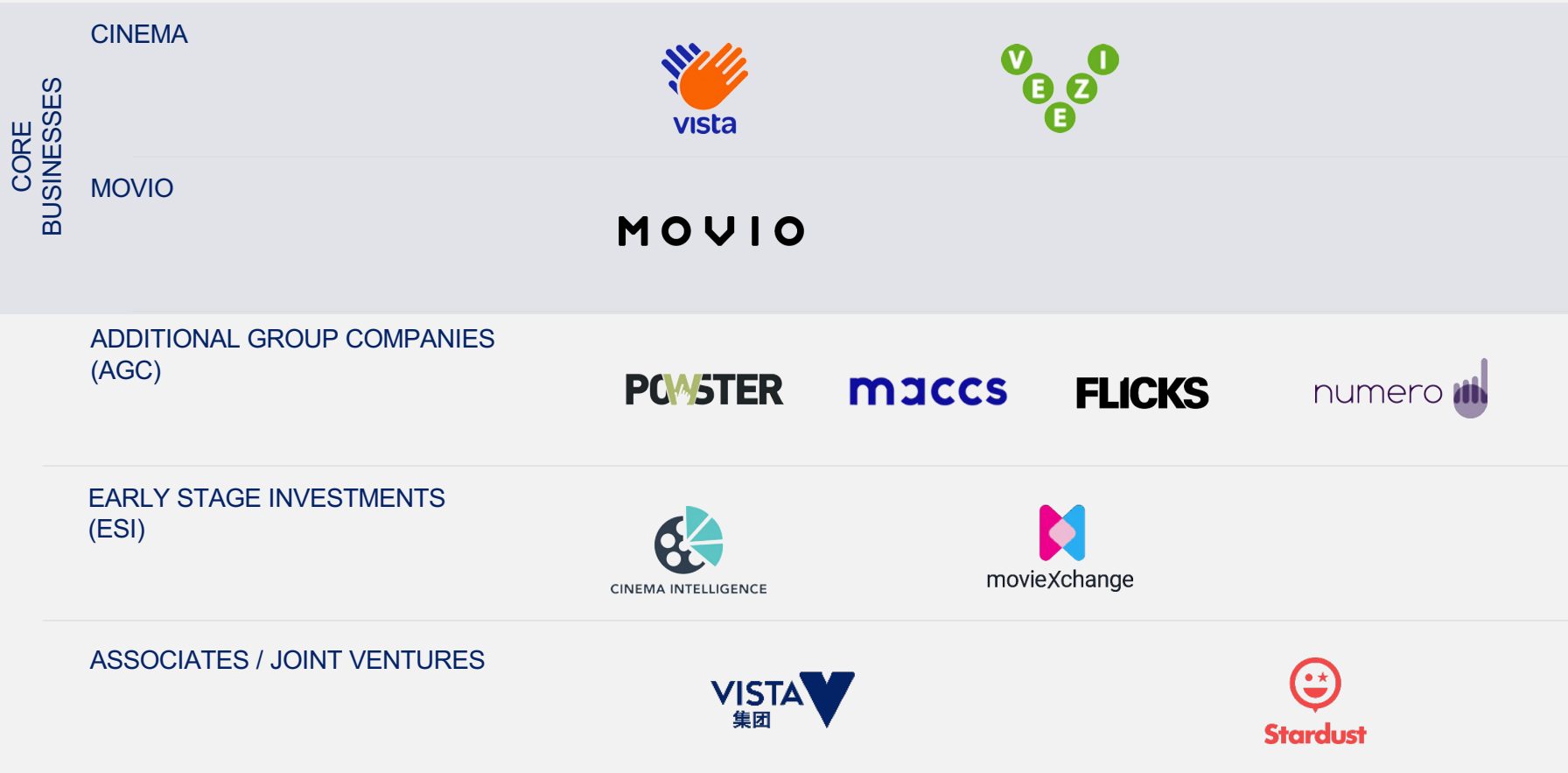
## Continue to grow our understanding of moviegoer behavior

- Movio Media
- Movio Research
- The Moviegoer Data Platform



# VISTA GROUP OPERATING SEGMENTS

## NOVEMBER 2019





**VISTA**  
GROUP



# THE FILM INDUSTRY

The state of Cinema and Film around the world

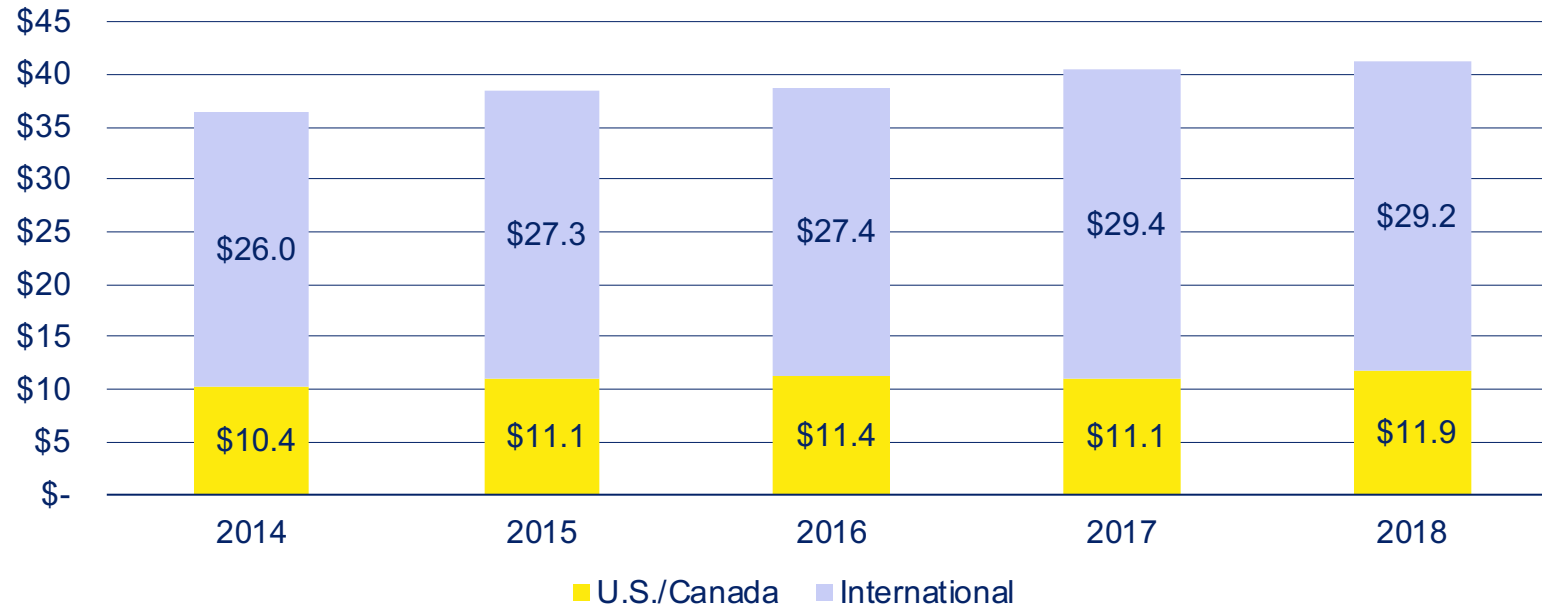


**MURRAY HOLDAWAY**  
GROUP EXECUTIVE DIRECTOR

# BOX OFFICE IS INCREASING



**Global Box Office – All Films (US\$ Billions)**



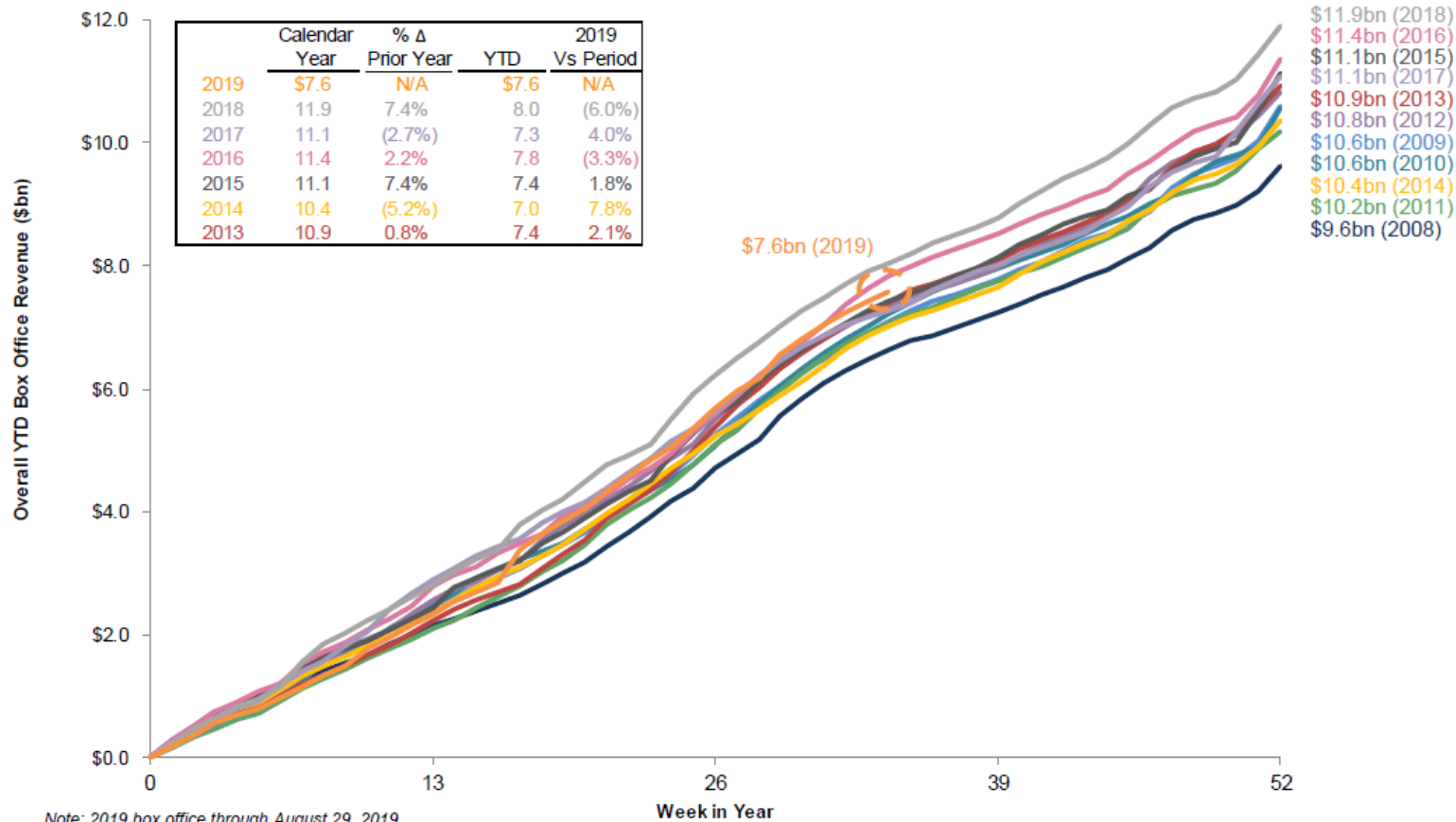
|               | 2014          | 2015          | 2016          | 2017          | 2018          | % change<br>18 vs. 17 | % Change<br>18 vs. 14 |
|---------------|---------------|---------------|---------------|---------------|---------------|-----------------------|-----------------------|
| U.S./Canada   | \$10.4        | \$11.1        | \$11.4        | \$11.1        | \$11.9        | 7%                    | 15%                   |
| International | \$26.0        | \$27.3        | \$27.4        | \$29.4        | \$29.2        | -1%                   | 12%                   |
| <b>Total</b>  | <b>\$36.4</b> | <b>\$38.4</b> | <b>\$38.8</b> | <b>\$40.5</b> | <b>\$41.1</b> | <b>1%</b>             | <b>13%</b>            |

Source: MPAA



## Reports of the Death of Movie-Going are Greatly Exaggerated PJ SOLOMON

- 2018 was a record year for the industry domestically, outpacing the previous record year (2016) by 4.5%
- Despite early weakness in first half of 2019 (compared to all-time highs in 2018), exhibitors are optimistic about expected full-year 2019 performance
  - Wide slate of tentpole franchises expected to drive box office results in second half of 2019



Note: 2019 box office through August 29, 2019.  
 Source: Box Office Mojo.

# IT'S NOT JUST PRICE

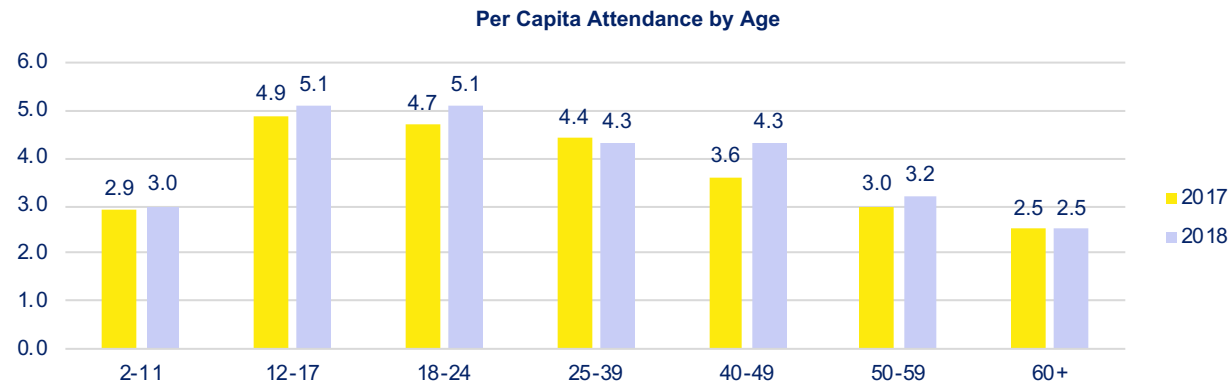


Global box office revenue will exceed US\$50bn during the forecast period (2019-2023), due to both rising admissions in all major regions and renewed interest and investment in cinema outside the major regions.

- PWC Global Entertainment and Media Outlook 2019

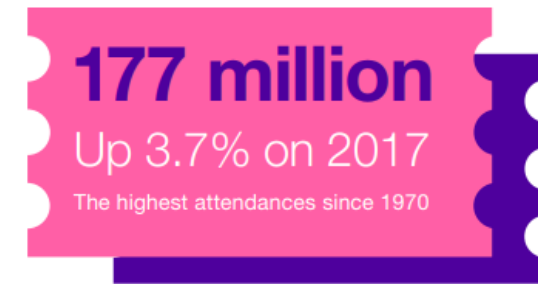
## AND YOUNG PEOPLE STILL GO

In 2018, the 12-17 and 18-24 age groups had the highest per capita attendance (5.1), followed by the 25-39 and 40-49 age groups (4.3). All age groups except 25-39 and 60+ increased their attendance in 2018 compared to 2017



- MPA A 2018 Theme report

### UK CINEMA ADMISSIONS IN 2018



...year-on-year admissions increased in the world's three largest theatrical markets:

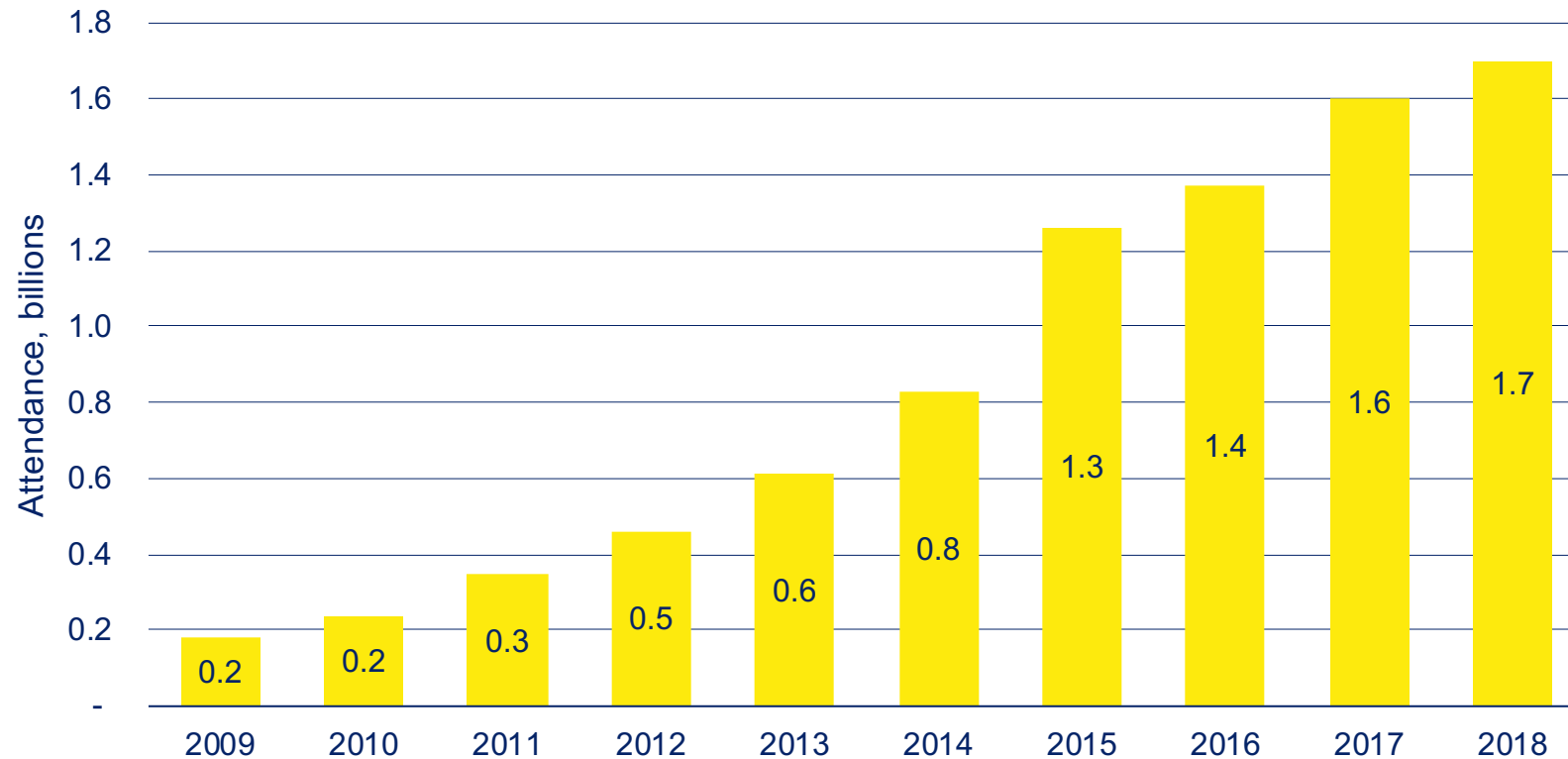
**China (6.0%), India (2.4%) and North America (4.8%).**

- BFI – Film at the Cinema 2019

# CHINA ALONE ADDS 100 MILLION ADMISSIONS A YEAR



## Total Cinema Attendance – 2009 to 2016



Source: Oxford Economics, National Bureau of Statistics of China

# AND IT'S GREAT VALUE

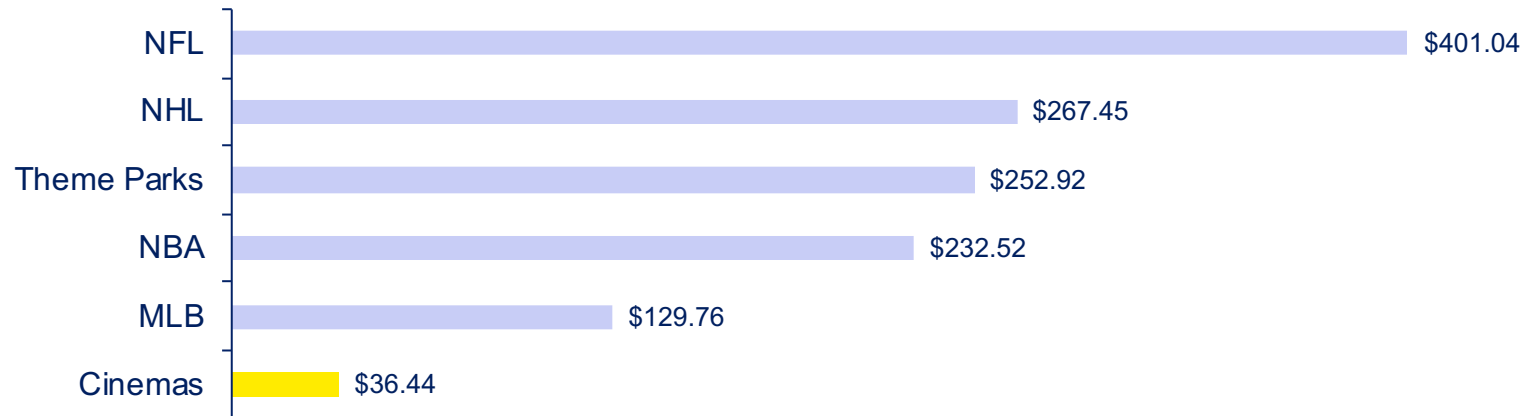


And before the pundits start attributing that strong box-office haul to rising ticket prices, it needs to be pointed out that **the average cost of going to the movies actually fell in Q3 2019.**

Jim AMOS for Forbes Magazine – source NATO and Deadline.com – October 2019

## 2019 Average Ticket Price for a Family of Four (US\$)<sup>14</sup>

Source: NATO, Team Marketing Report, International Theme Park Services



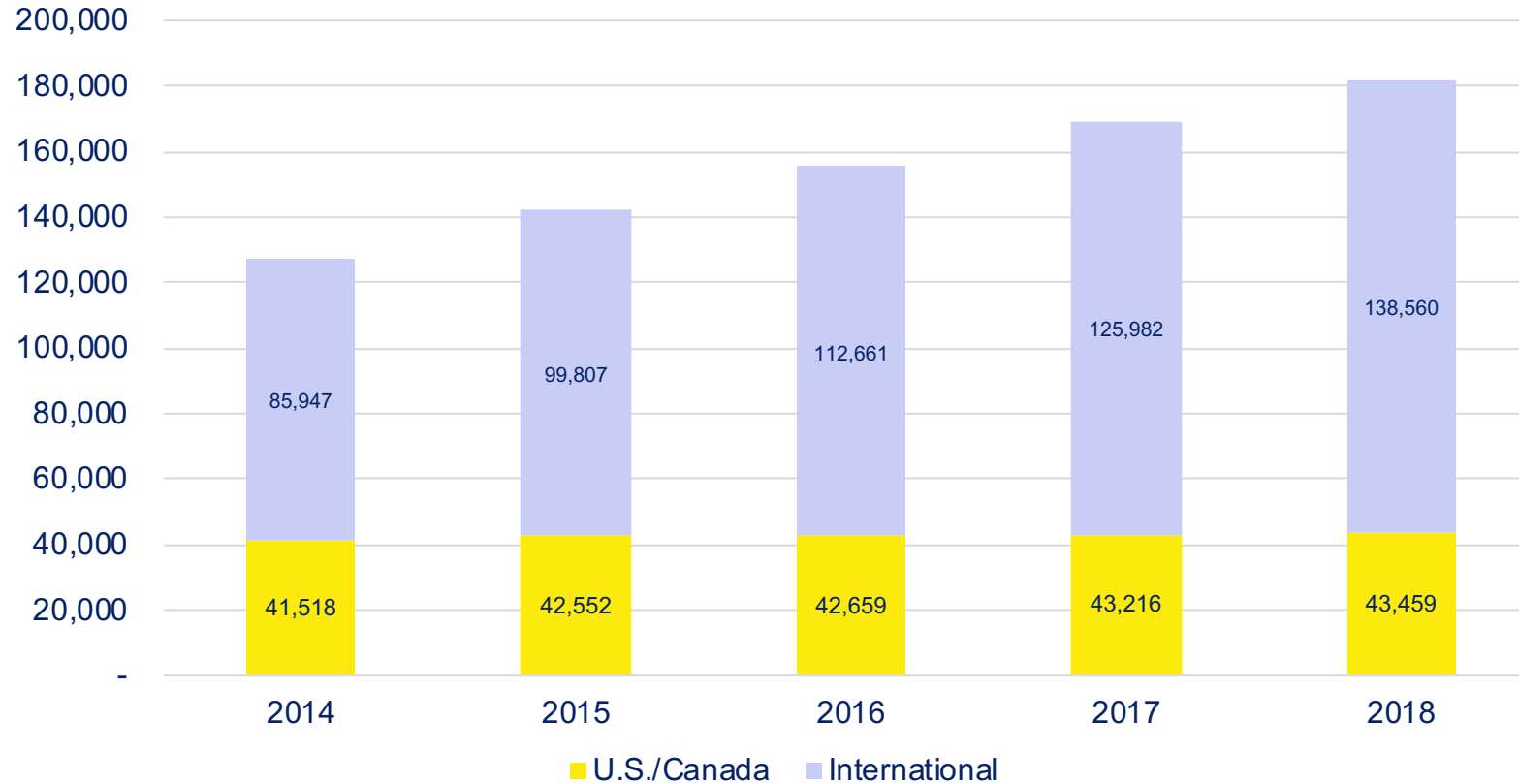
<sup>14</sup> Average sports ticket prices were calculated using the most recent year average ticket price available for each league, with an adjustment based on the CPI rate specific to admissions to sporting events.



# SCREENS ARE INCREASING



## Global Digital Screens



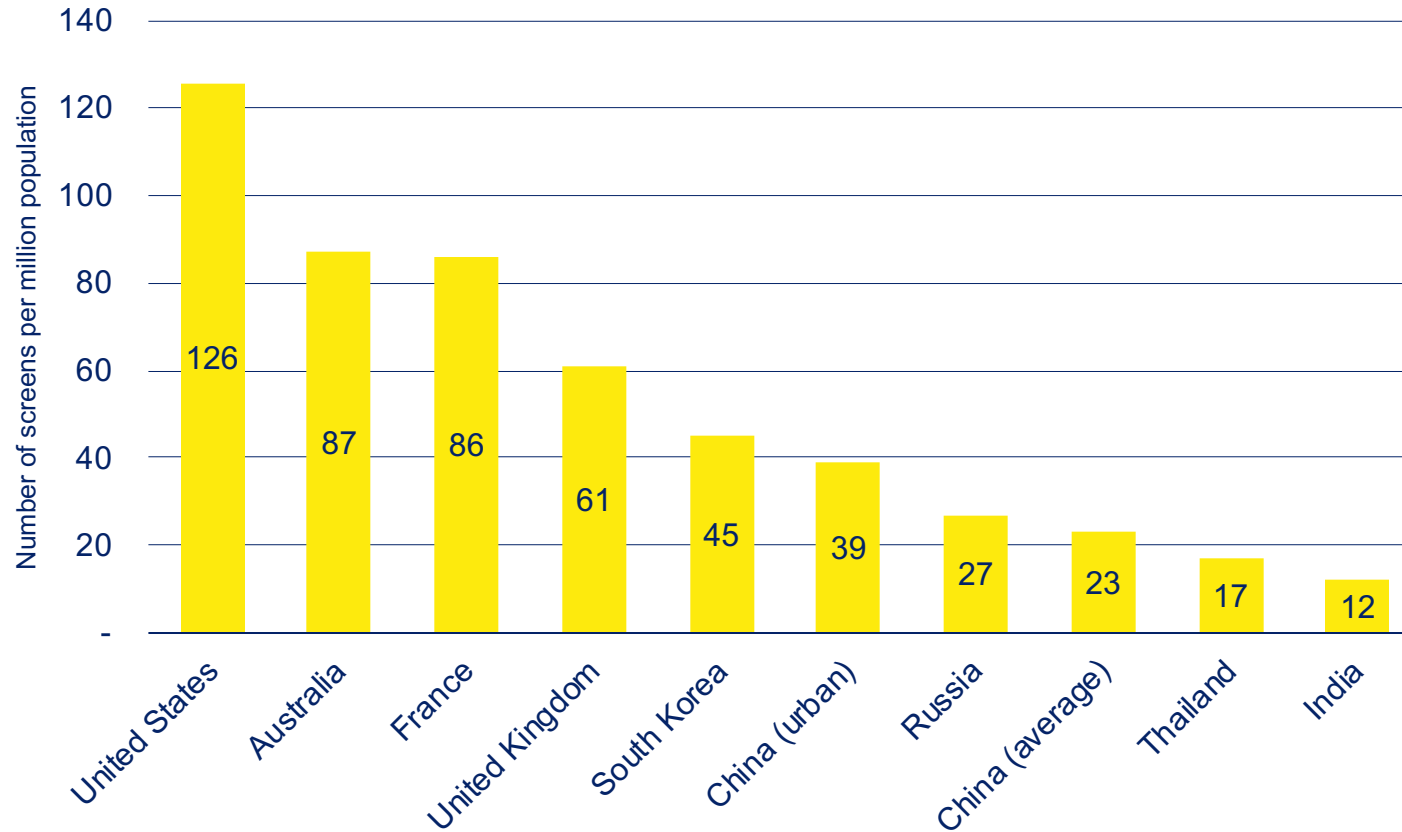
Source: IHS Markit

2018 total screen figures are estimates as of February 2019. Screen figures for previous years have been revised by source.

# AND THERE IS PLENTY OF HEADROOM



Number of cinema screens per million population in selected countries worldwide in 2015



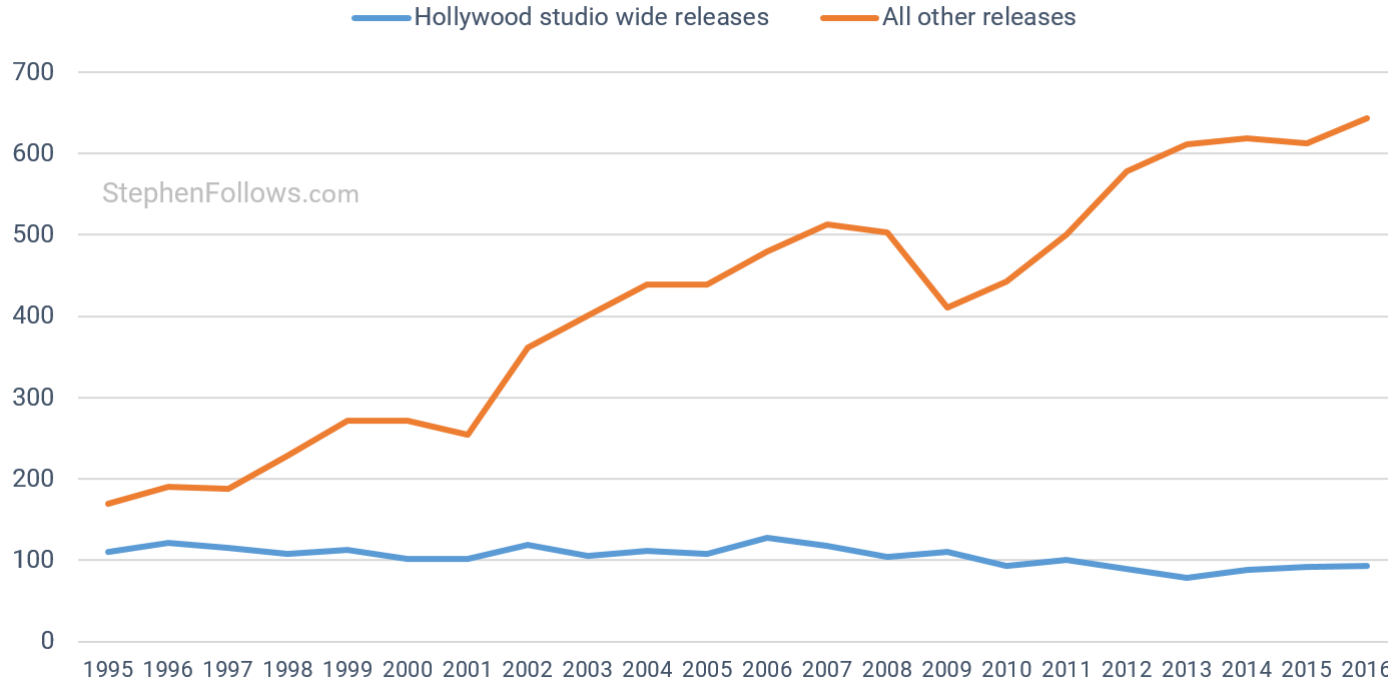
Details: Worldwide; SARFT (China); Macquarie

Source: Statista 2019

# MORE MOVIES



## Number of studio and non-studio films released in US cinemas



### Films Released

Source: Comscore – Box Office Essentials (Total), MPAA (Subtotals)

|                              | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 18 vs. 17 | 18 vs. 09 |
|------------------------------|------|------|------|------|------|------|------|------|------|------|-----------|-----------|
| Films released <sup>17</sup> | 557  | 563  | 609  | 678  | 658  | 706  | 707  | 732  | 785  | 758  | -3%       | 36%       |

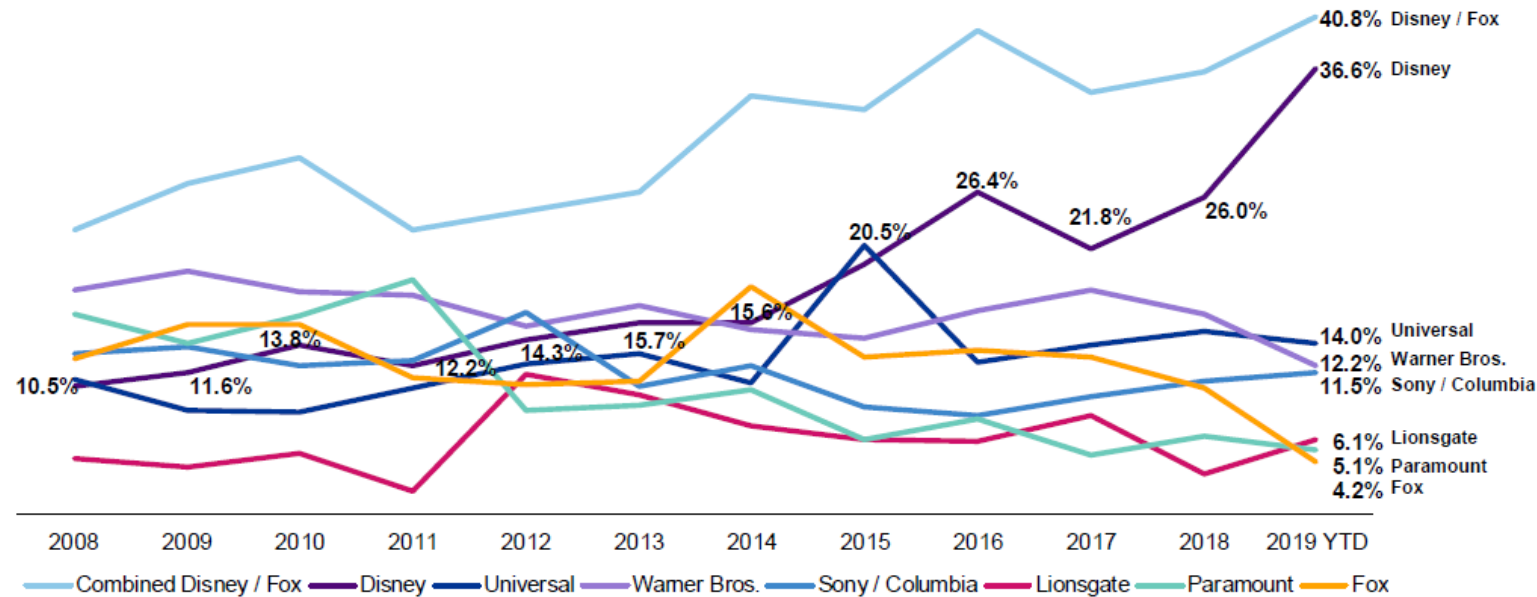
# Reign of the House of Mouse



## Disney maintains a commanding ~41% share of 2019 YTD box office

- Disney has steadily increased its share of the box office over the last decade, culminating in massive outperformance of competitors in 2018 and 2019 YTD, with a box office share more than double its nearest competitor, Universal
  - Tentpole franchises including Marvel, Star Wars, live-action remakes, Pixar and Pirates of the Caribbean have provided consistent box office revenue base
  - Disney's box office share is expected to continue and potentially increase in 2H 2019, with major tentpole releases including Star Wars: The Rise of Skywalker, Frozen 2 and Maleficent 2 projected to generate \$1+ billion in box office revenue
  - Fox has only provided a small uplift to Disney (~4.2%) in 2019 YTD market share, a steep drop from its peak of ~19% in 2014

Studio Share as % of Total Box Office



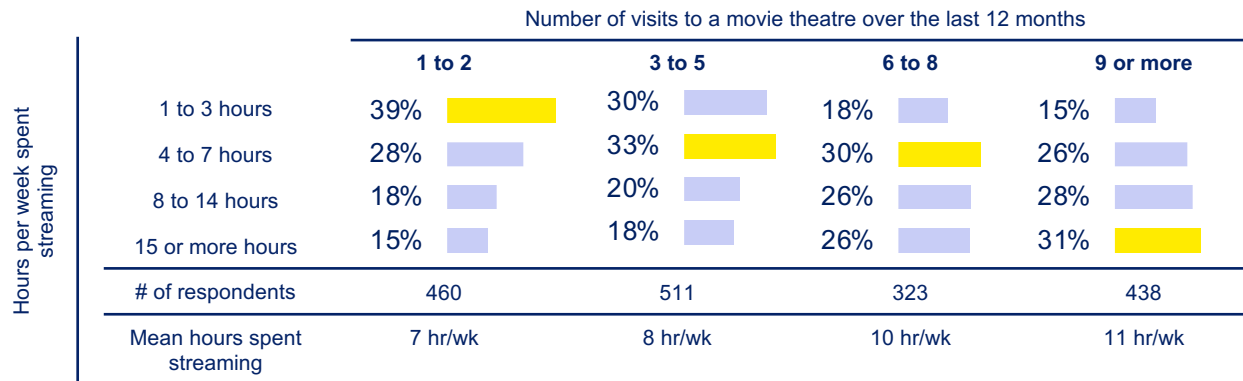
Note: Fox includes 20<sup>th</sup> Century Fox and Fox Searchlight.  
Source: Box Office Mojo as of August 29, 2019.



# MOVIEGOERS STREAM CONTENT (AND STREAMERS GO TO THE MOVIES)

“Our takeaway is that Netflix and the expansion of [streaming video on demand] platforms will have minimal impact on box office given the vast supply of content, plenty of which is ideal for theatrical release (and most talent fiercely and contractually objects to a straight-to-streaming release),” Michael Pachter, analyst at Wedbush, wrote in a research note Monday.

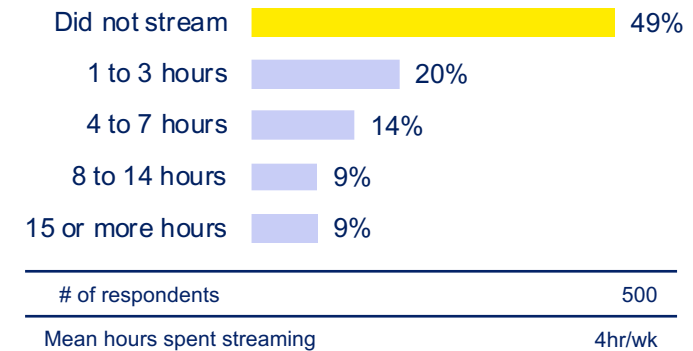
**Movie theater attendance and streaming consumption in the last 12 months**



Note: The EY survey included 2,500 respondents, 80% of whom saw at least one movie in theatres in the last 12 months. The survey results presented in this chart only include respondents who saw at least one movie in theatres and streamed at least one hour of online content per week in the last 12 months. All means are reported as 95% trimmed means.

Source: EY analysis.

**Streaming consumption of non-moviegoers in the last 12 months**

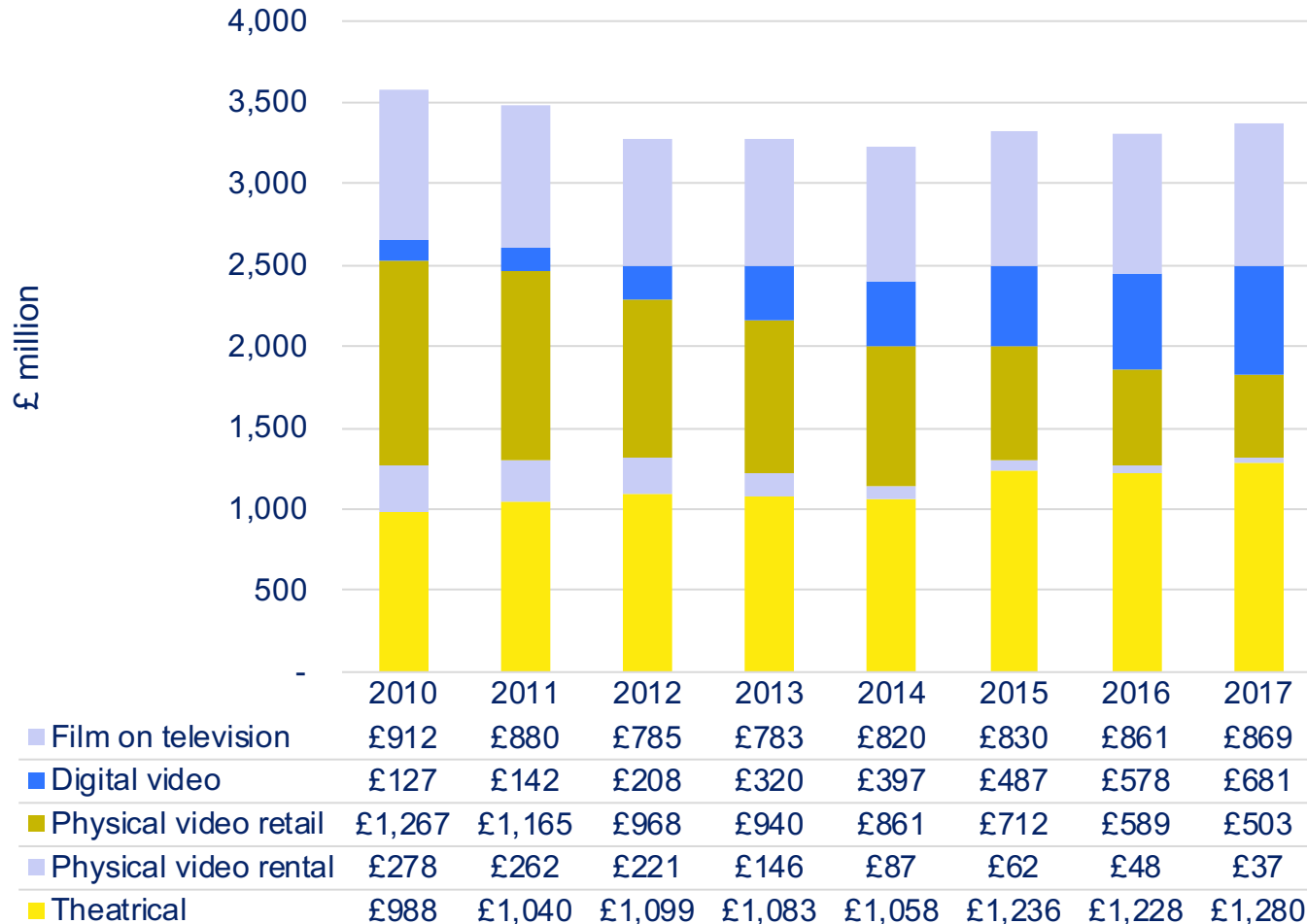


Note: All means are reported as 95% trimmed means.  
Source: EY analysis.

# EFFECT OF STREAMING ON MOVIE LIFETIME REVENUES



Gross film revenues – All platforms 2008-2017

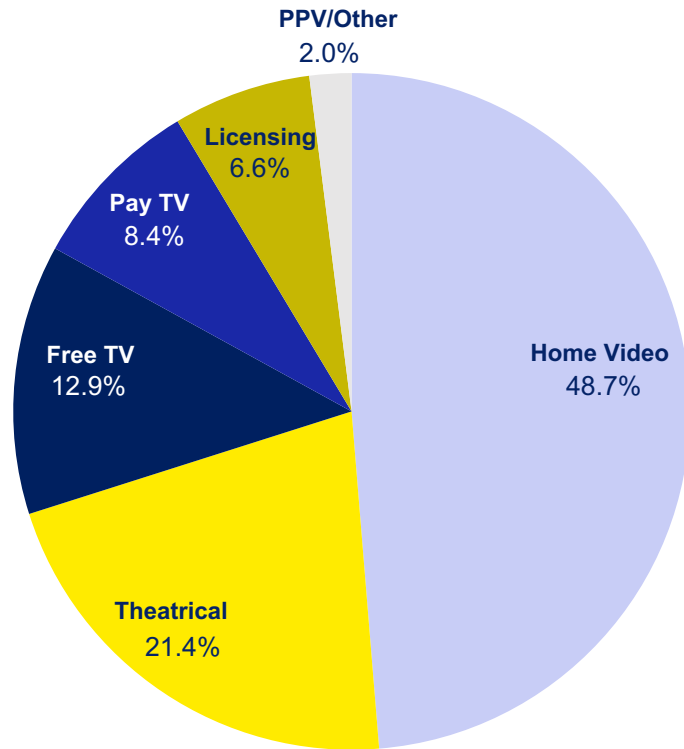


Growth in Digital Video (Streaming Services) are "eating" DVD rentals and sales while Theatrical continues to grow

# WHERE STUDIOS MAKE THEIR MONEY

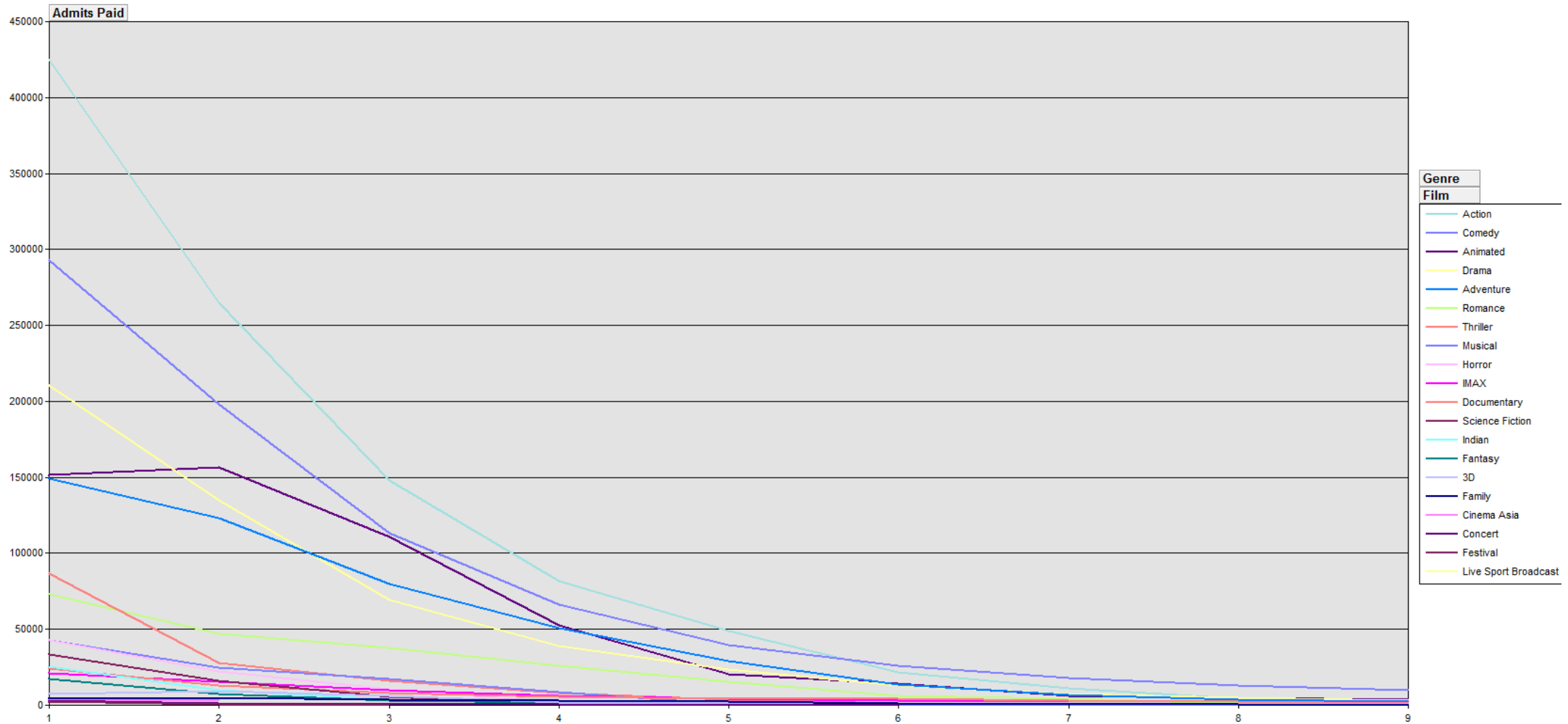


American studio revenue breakdown



Source: Seekingalpha.com

# THEATRICAL WINDOWS – WHERE TO?



Week of Play

1 year of data from 70 site Vista circuit



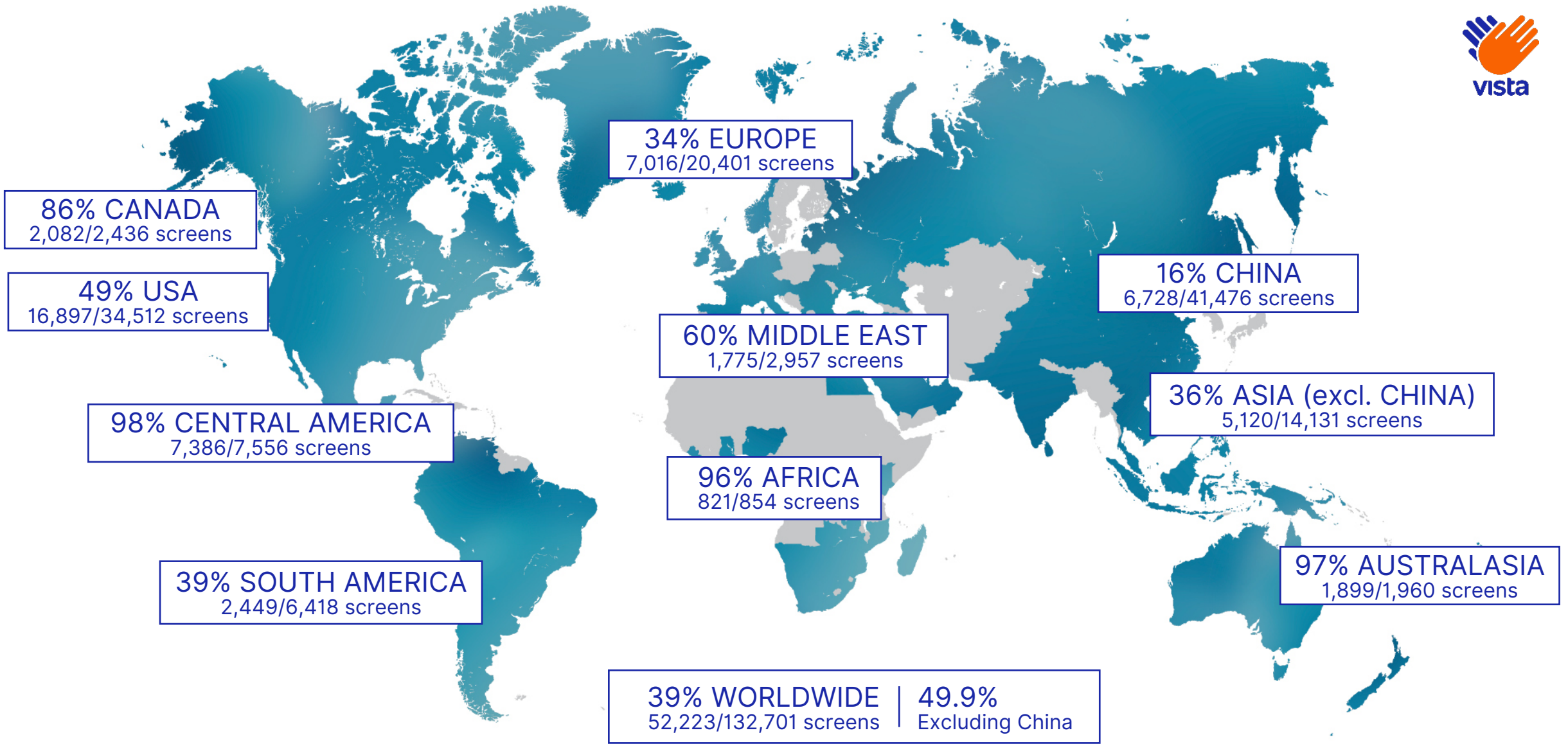


# Vista's Place In The Cinema World

- The Vista Ecosystem
- Latest from Vista Cinema



**MURRAY HOLDAWAY**  
GROUP EXECUTIVE DIRECTOR



# MARKET SHARE

CINEMA COMPANIES WITH 20+ SCREENS

- 90+ countries
- 700+ staff worldwide
- HQ's in Auckland, London, Amsterdam, LA, Mexico City, Cape Town, Beijing & Shanghai

# Where To From Here?



## Vista Digital

design · build · manage

Web

Vista Mobile

Kiosk

Digital Signage

## Experience

CXM (Customer Experience Manager)

Loyalty

Vouchers & Gift Cards

Call Centre

## Operations

Point of Sale

Cinema Manager

CashDesk

Food & Beverage

Serve

InTouch

UsherPoint

MovieTeam

## Enterprise

Head Office

Vista Horizon

Film Manager

Group Sales

## Services

# Configuration, Functionality, Experience



Providing the exhibitor with an unrivalled operating platform to continually develop their business and deliver better and better customer experiences.



WEB



MOBILE



KIOSK



CONFIGURATION



FUNCTIONALITY



EXPERIENCE

# Accelerating SaaS



Our goal is to deliver a multi-tenant SaaS  
product for cinema circuits of all sizes  
**in 2021**

# By Accelerating SaaS, our customers will...



- Be running the latest software
- Be able to access to the new functionality more easily
- Be able to reduce hardware investment by smoothing out peak hardware requirements
- Increase their physical and data security capabilities and reduce their compliance burdens
- Increasingly use data at the center of their decisions



# By Accelerating SaaS, Vista will be able to...



- Reduce lead-times to customers
  - Increasing access to existing and new modules
  - Deliver error corrections more quickly
- Expand our services offering
  - Replace customer hardware and network spend with software and service
  - Increase our share of customer IT spend
- Innovate and commercialise quicker
- Develop a wider network of 3rd party partners
- Explore Group synergies more easily



# Cloud – Is What We Do



## Vista Cinema

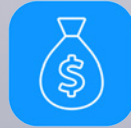
\* = Work In Progress



**Cinema Manager**  
Browser & Cloud \*



**POS**  
Cloud Ready \*



**Cash Desk**  
Browser & Cloud \*



**Serve**  
Cloud & SaaS



**Film Manager**  
Browser & Cloud



**Horizon**  
Browser & Cloud & SaaS\*



**Group Sales**  
Browser & Cloud



**Vista Web**  
Browser & Cloud \*



**Vouchers & Gift Cards**  
Partly in Browser & Cloud \*



**CXM**  
Browser & Cloud  
& SaaS\*



**Loyalty**  
Browser & Cloud



**Mobile**  
Cloud

## Already in the Cloud and/or SaaS



CINEMA INTELLIGENCE

**POWSTER**



numero



**Stardust**



movieXchange

**MOVIO**





# Accelerating SaaS

Why our customers will benefit



**MARK PATTIE**  
VP OF PRODUCT VISTA CINEMA

# Vista Cinema Product Set



## Vista Digital

design · build · manage

Web

Vista Mobile

Kiosk

Digital Signage

## Experience

CXM (Customer Experience Manager)

Loyalty

Vouchers & Gift Cards

Call Centre

## Operations

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MovieTeam

## Enterprise

Head Office

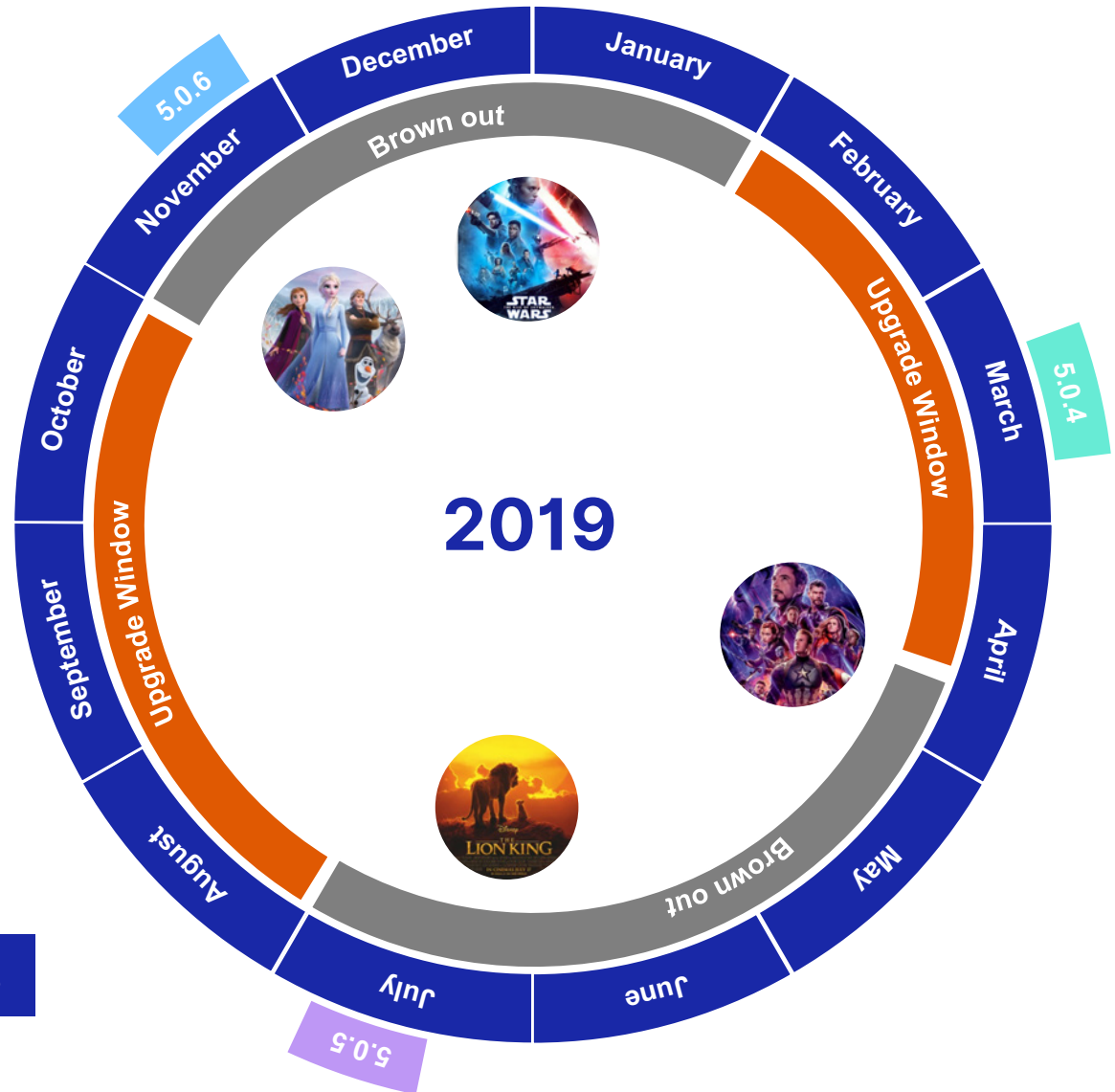
Vista Horizon

Film Manager

Group Sales

## Services

# Vista Release Cycle



3 MAJOR VISTA RELEASES PER YEAR

TWO BROWN OUT PERIODS

UPGRADE WINDOWS TO DEPLOY NEW SOFTWARE

REDUCED FLEXIBILITY TO RESPOND TO CUSTOMER REQUESTS



# serve

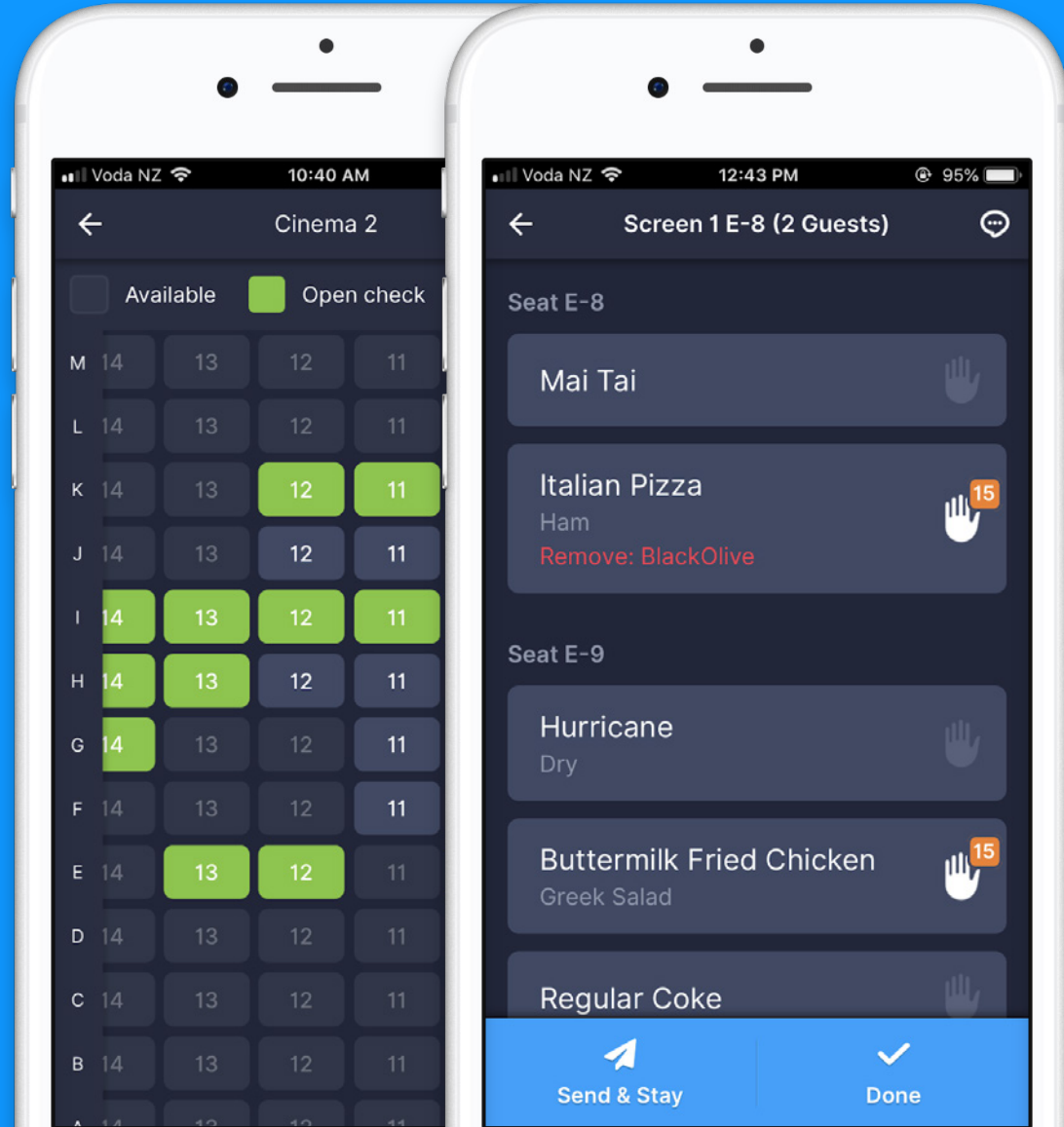
New Vista module for in theatre dining

Subscription license per device per month

Integrated with Vista F&B

Improves the guest service

Increases the Cinemas SPP (Spend per Patron)



# Managing Demand



# Software Evolution



- 94 customers have been with Vista for 10+ years
- Data is accumulating
- Vista is storing more granular data points with every release
- Storage and computing requirements for new versions of Vista are constantly increasing





# Vista Horizon



- Full-service SaaS data warehouse solution, with a real-time data feed
- All transactional cinema and loyalty data from across the cinema circuit
- Data available for reporting within seconds of a transaction
- Vista manages the timeliness, accuracy and performance of the warehouse

# Our Journey to SaaS



2014

2016

2017

2019

SaaS



Veezi  
**1030** customers  
**45** countries  
**33.6 Mil** tickets YTD)



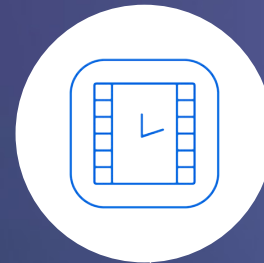
MovieTeam  
**44** customers  
**58,000** shifts  
per week



Cinema Manager  
**Desktop to browser**



movieXchange  
Over **5 million**  
tickets sold



Film Manager  
**Desktop to browser**



Horizon  
**8TB** of data,  
and counting...



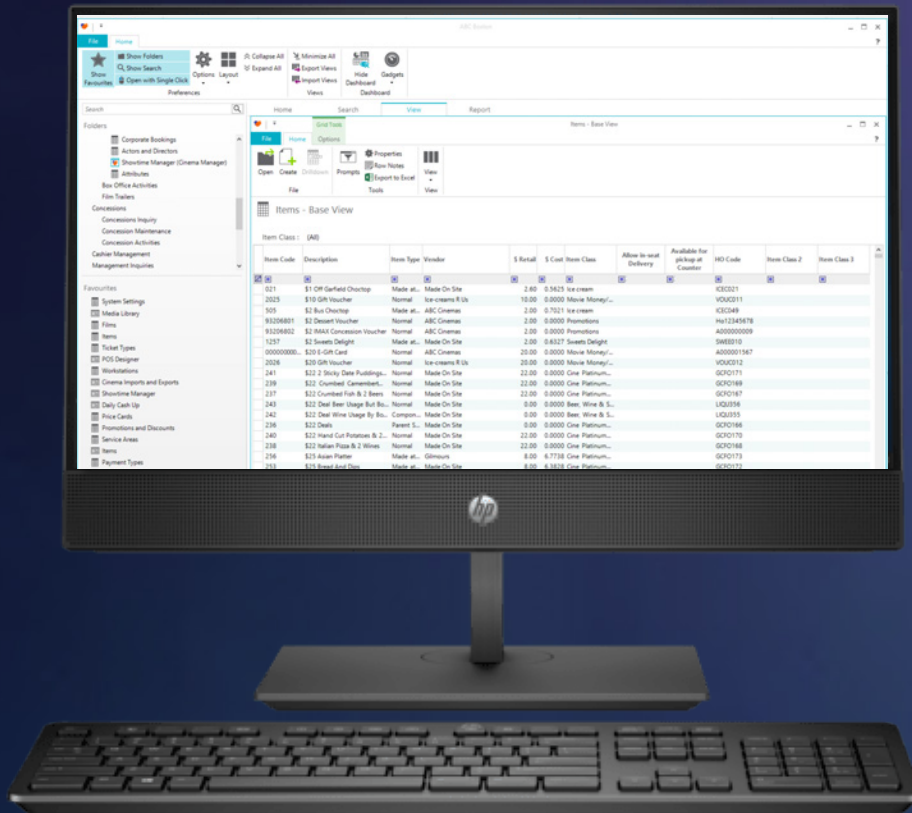
Customer  
Experience  
Manager (CXM)





# Back Office 1996 – 2016

# Cinema Manager 2016 –



# Film Programming to Film Manager



Explore Upcoming films

← Rogue One: A Star Wars Story  
Walt Disney Studios Motion Pictures (US) Last modified: 04.23.2017 Export Save

Film overview Insights Forecast Booking Chart

Powered by Cinema Intelligence

**Forecast overview**

|                       |       |                             |             |                            |    |      |    |
|-----------------------|-------|-----------------------------|-------------|----------------------------|----|------|----|
| Forecast Cume         | 88.6M | Box Office Forecast to Date | \$5,000,000 | 2D                         | 3D | IMAX |    |
| Forecast Market Share | 16%   | Actual Box Office to Date   | \$5,000,000 | Format split at cinema (%) | 20 | 40   | 40 |

[View similar title insights](#)

Select similar films

Search by Film Title, Director, Cast, Genre, Theater name Date From Date To Suggest Clear search Filter by Sort by

1st Week Box Office Decending

Rogue: One a Star Wars Story Sci-Fi

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
|   |   |   |   |   |   |   |
| <b>Cargo</b>  | <b>Geo Storm</b>  | <b>The War with Grandpa</b>                             | <b>My Little Pony: The Movie</b>                        | <b>Mother!</b>  | <b>Thor Ragnarok</b>                                    | <b>Flatliners</b>                                       |
| Admissions<br>Total: 99,999,999<br>1st Week: 99,000,000 | Admissions<br>Total: 99,999,999<br>1st Week: 99,000,000 | Admissions<br>Total: 99,999,999<br>1st Week: 99,000,000 | Admissions<br>Total: 99,999,999<br>1st Week: 99,000,000 | Admissions<br>Total: 99,999,999<br>1st Week: 99,000,000 | Admissions<br>Total: 99,999,999<br>1st Week: 99,000,000 | Admissions<br>Total: 99,999,999<br>1st Week: 99,000,000 |
| Select  | Select  | Select  | Select  | Select  | Select  | Select  |

Star Wars The Empire Strikes Back 55,000,000 Weekend 1 106,123,234 Cume

Star Wars A New Hope 55,000,000 Weekend 1 106,123,234 Cume

Star Wars Retun of the Jedi 55,000,000 Weekend 1 106,123,234 Cume



# Project Thunderbird



**GRANT SMITH**  
COO VISTA CINEMA

# Thunderbird Goals

Accelerate the transition to a best-in-class SaaS offering for Cinema

- Adopt a full SaaS platform architecture
  - Maximise cost-efficiency and manageability
  - Minimise operational overheads
- Remaining client-server software to the browser
  - Rationalise development spend across technologies
  - Reduce product complexity for users
  - Reduce code complexity for developers
- Migrate customers smoothly, but with pace
  - Ensure low barrier to entry for customers
- 'Keep the lights on'
  - Maintain excellent quality of service and delivery for all customers

# A Cost-Efficient Platform

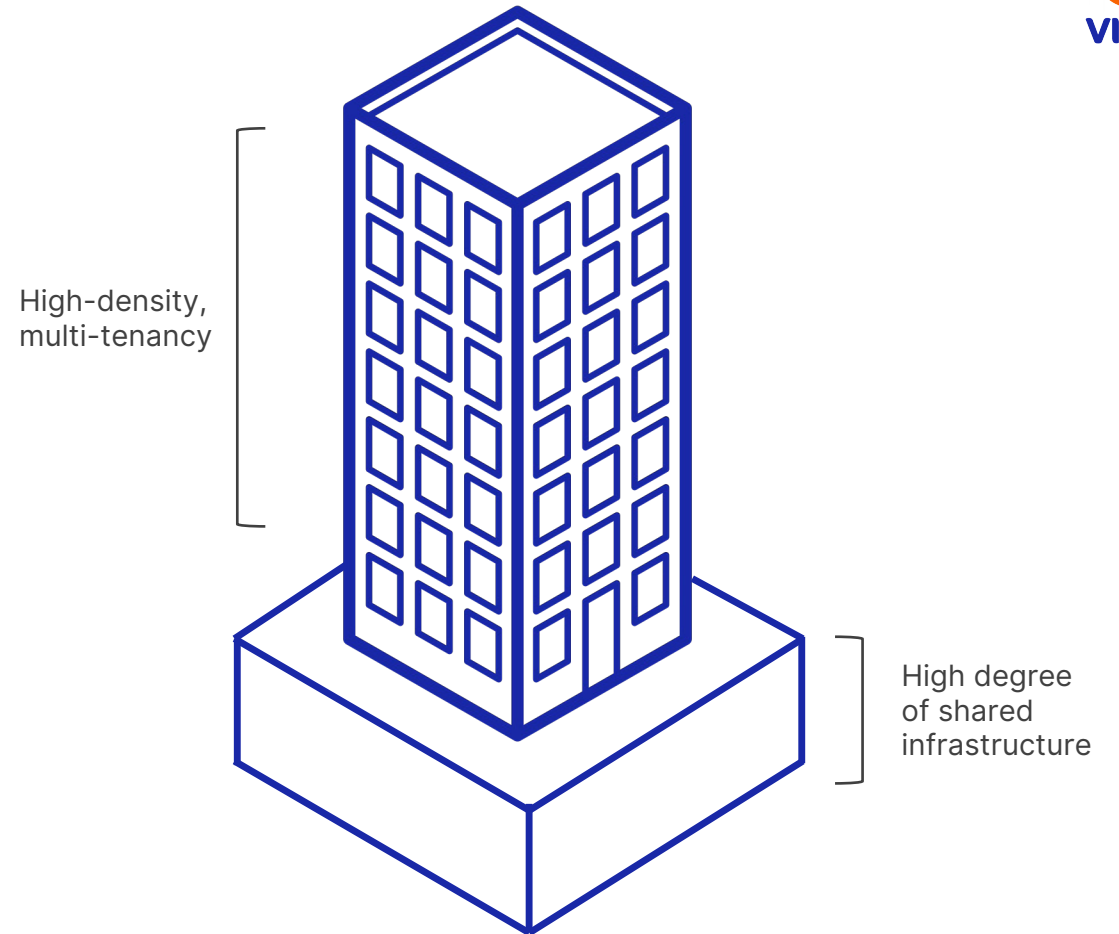


## Infrastructure Costs

- Docker images reduce overhead per instance
- Multi-tenancy yields 'sharing' across tenants and unlocks 'small circuit' market
- Rapid image deployment yields scale-out capability
- Scale-out enables scale-in, reducing spend

## Operational Costs

- Industry-standard building blocks yield immediate value and cloud-nerd happiness, out-of-the-box



**kubernetes**



# Initial Phases – Now > 2020



NOW

Early-Mid 2020

Late 2020



# Project Risks

- Resourcing
  - Leveraging development partners in NZ and offshore
  - Phasing projects to distribute load on Vista Product Experts
- ‘Keeping the lights on’
  - Business as usual for our existing loyal customers
  - Product Experts act in advisory roles to ensure continued focus on BAU



# Commercial outcomes for Vista Cinema



**MATT CAWTE**  
GROUP CFO

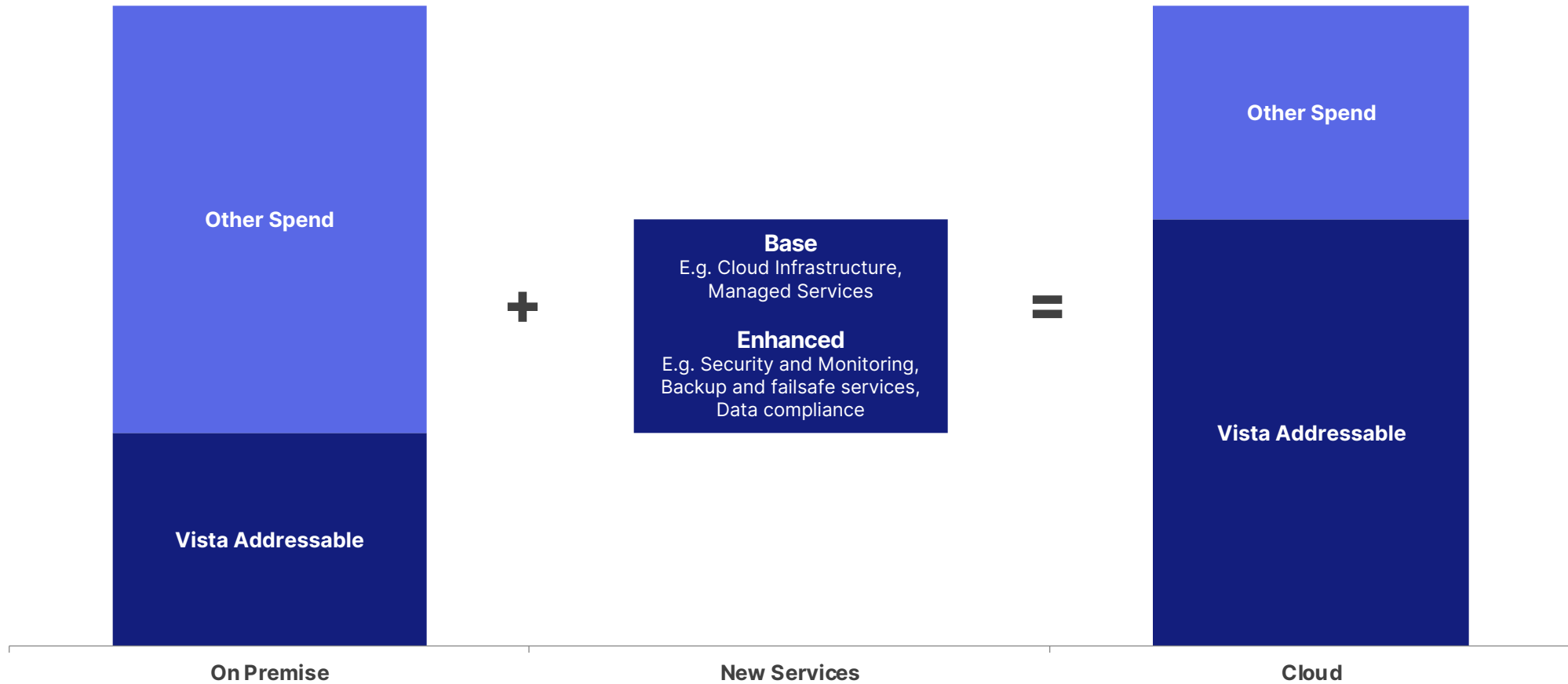


# SaaS Model

## Commercial outcomes for Vista Cinema

- Revenue
  - Access to larger addressable market from 2021, 1.5-2.5 X today by increasing share of IT spend, over time
  - Targeting recurring revenue of 80%+ in 2025
  - Slower revenue growth in 2021-2022 before higher growth in future years
- EBITDA
  - EBITDA % steady 2020-2022 with BAU and SaaS
  - Operational efficiency and TAM opportunities from 2021 onwards
  - EBITDA target upper-30s% in 2025
- \$18-22m capitalised costs, funded by expanded loan facility
- Low Churn and high customer LTV
- Estimate 35% of customers transitioned by 2025

# SaaS Model – Share of Wallet



# SaaS Model – Recurring Revenue



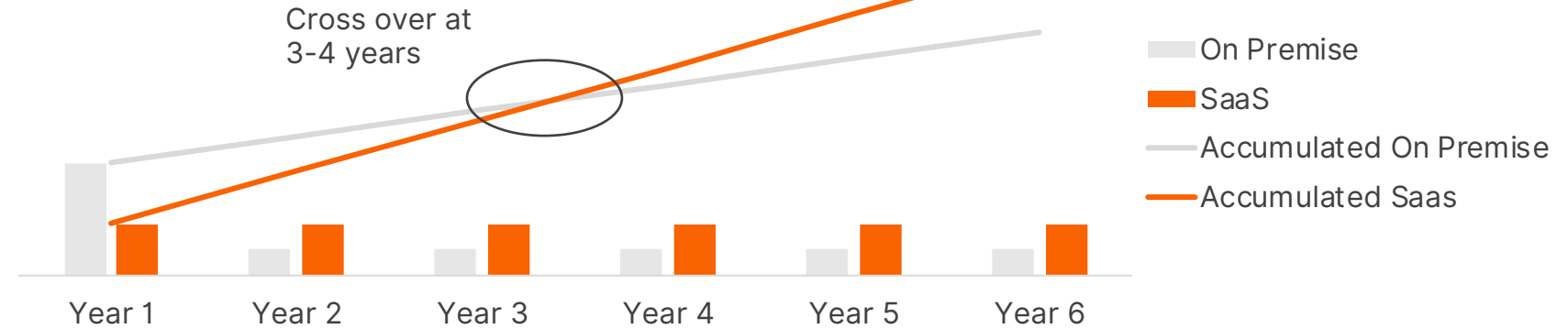
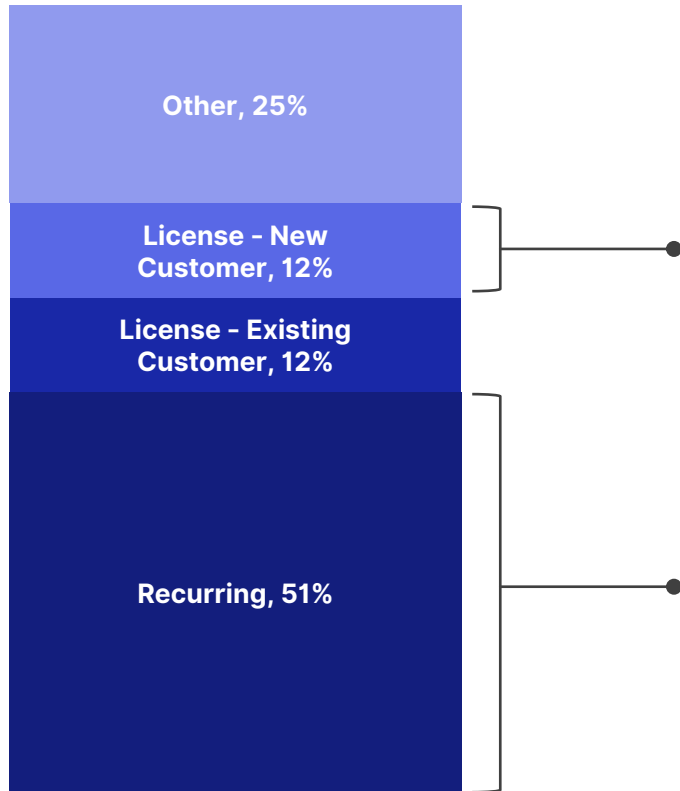
1. Recurring Revenue will grow from 51% in 2019 to 80% by 2025
2. Perpetual Licenses represent about a quarter of total revenue today, roughly equally split between existing customers (as they expand their circuits) and new customers
3. Other Revenue will remain roughly similar in \$ terms



# SaaS Model – Perpetual Licenses

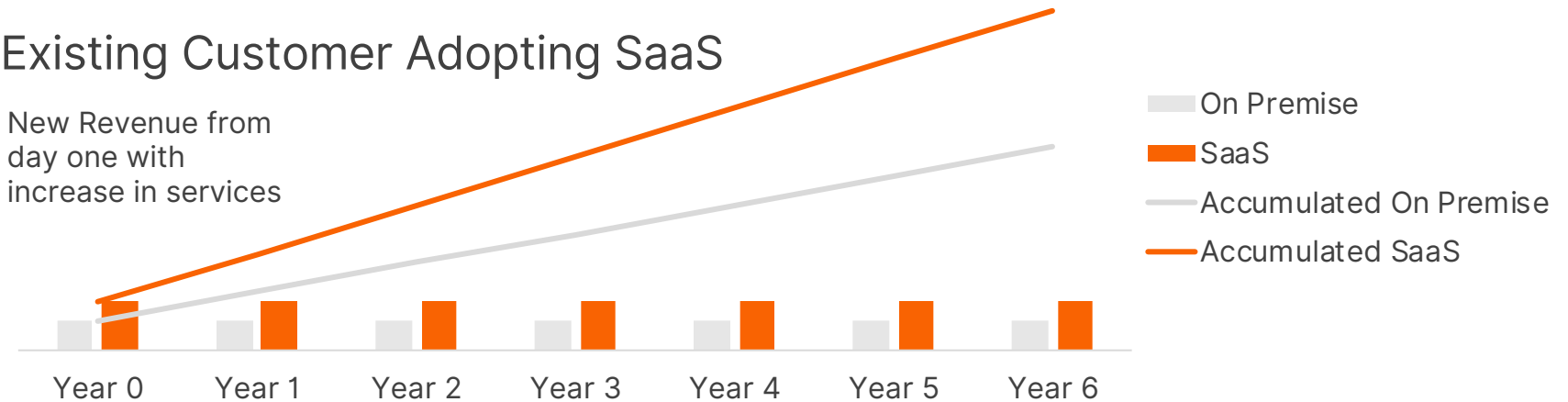


## New Customer On Premise v SaaS



## Existing Customer Adopting SaaS

New Revenue from day one with increase in services



# SaaS Model Summary

- Increased Share of Wallet
- Higher Quality of Revenue
- Lower Revenue Growth 2021-2022 then higher in future years
  - The high existing recurring revenue smooths the transition to SaaS revenue
- Strong earnings Platform

# Accelerating Saas



## Evolution for Customers

- Latest software with access to the latest functionality
- Be able to eliminate major hardware capex cycles and point-of-failure risks
- Increase their physical and data security capabilities
- Reduce their compliance burdens
- Increasingly use data at the center of their decisions

## Evolution for Vista

- Reduce lead-times to customers
- Expand our services offering
- Innovate and commercialise quicker
- Develop a wider, customer-centered partner network
- Explore Group synergies more easily

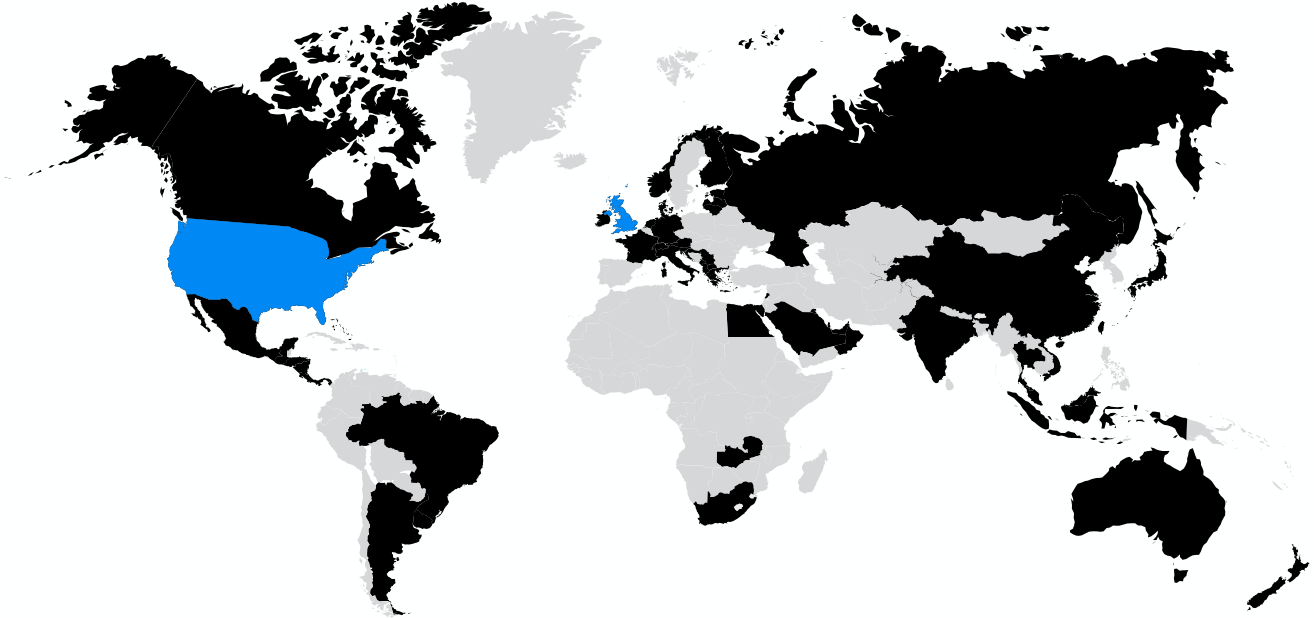
MOVIO

## OUR PURPOSE

Connect all moviegoers to their  
ideal movie so everyone can  
experience the magic of cinema



# MOVIO MARKET FOOTPRINT



**KEY KPI'S**

|  | <b>2019</b>     | <b>2018</b> |
|--|-----------------|-------------|
| Active Moviegoers Global                 | 51 – 53 M       | 43.2 M      |
| Connected Moviegoers US                  | 8.5 – 8.7 M     | 8.3 M       |
| Connected Moviegoers UK                  | 0.8 – 1.0 M     | —           |
| Revenue per Connected Moviegoer US (NZD) | \$2.00 – \$2.10 | \$2.08      |
| Revenue per Connected Moviegoer UK (NZD) | \$2.05 – \$2.15 | —           |

# 2019 HIGHLIGHTS

THE GLOBAL GOAL

100M

MOVIEGOERS

\$1B

EXTRA  
BOX OFFICE

PROVE IT

M  
O  
V  
I  
E  
O

BRAND REFRESH

“

Black Panther [is among] the highest grossing films of all time. As such, a 38% increase in the Black audience is huge in absolute terms; there are only so many potential Black moviegoers to attract to your film.

Total Black moviegoing population derived from total moviegoing audience size and ethnicity distribution in the 2018 MPAA Theme Report.

This total total Black audience derived from total box office from Black film titles, average ticket price and film release to general admission, and ethnicity distribution from MPAA to general admission.

DIVERSITY WHITE PAPER

BLACK U.S. AUDIENCE  
ATTENDANCE BY TITLE

|                             |         |       |
|-----------------------------|---------|-------|
| Total Black U.S. Moviegoers | 28.56 M |       |
| Black Panther               | 11.62 M | 40.7% |
| Avengers: Infinity War      | 8.0 M   | 28.0% |
| Us                          | 3.6 M   | 12.6% |
| A Quiet Place               | 2.1 M   | 7.3%  |

# MOVIO CINEMA

An elegantly simpler, yet powerfully intelligent platform that automates and optimizes the connection of moviegoers to their ideal movie



# Movio Cinema Overview

## Highlights

- EMEA growth:  
36% growth in revenue this year
- Odeon
- Vue

## Key Objectives

- Retention
- Increased moviegoer data
- Measurable ROI
- C-Level Engagement

## Strategic Focus

Super Movies  
Cannibalize Movio Cinema by thinking like a start-up and looking to win our biggest client

## Movio Cinema Performance

**\$14.4 – \$14.6 M**

Revenue Range 2019 (NZD)

**\$25 – \$30 M**

SOM (NZD)

**10 – 12%**

Expected Growth Rate Range  
(2020 vs 2019)

**3 Billion**

Connections  
(30% growth in 2019)

Prove It

**0.89**

Extra Visits  
Per Moviegoer

**1.96**

Extra Admissions  
Per Moviegoer

**\$16.61**

Extra Box Office  
Per Moviegoer (USD)

**\$12.1 M**

Extra Box Office  
Per Exhibitor\* (USD)

**\$227 M**

Extra Box Office  
Globally (USD)

**\$97 M**

Extra Concessions  
Revenue Globally (USD)

# MOVIO RESEARCH

Decipher audience behaviour  
and forecast the future of film  
with data-driven insights





# Movio Research Overview

## Highlights

- Disney
- UK launch with Warner Bros

## Key Objectives

- Build a self-serve BI tool
- Expand into NZ, AU and UK

## Strategic Focus

R+D channel to validate new areas of business which can be later productised

## Movio Research Performance

**\$5.2 – \$5.7 M**

Revenue Range 2019 (NZD)

**\$20 – \$25 M**

SOM (NZD)

**45 – 65%**

Expected Growth Rate Range

(2020 vs 2019)

SOM based on management estimate.

MOVIO MEDIA



# Challenges

## Cinemas

- Want to maintain full control of the exchange of data
- Want to know who's making profit
- Believe they can do it themselves

## Studios

- Lack of sophistication around using behavioural data to drive campaigns

## Channels

- Current workflows to activate are difficult

## Direct Performance

**\$2.1 – \$2.3 M**

Revenue Range 2019 (NZD)

**15 – 25%**

Expected Growth Rate Range

(2020 vs 2019)

# Direct Campaign Highlights

- Lionsgate
- Lionsgate / Pantelion
- Sony
- STX

1 JAN

- A Dog's Way Home
- The Upside
- Cold Pursuit
- No Manches Frida 2
- The Best of Enemies
- The Intruder
- UglyDolls
- John Wick: Chapter 3
- Men in Black: International
- Once Upon a Time... in Hollywood
- The Angry Birds Movie 2
- Overcomer
- Rambo: Last Blood
- Zombieland: Double Tap
- Black and Blue
- A Beautiful Day in the Neighborhood
- PLAYMOBIL
- Jumanji: The Next Level
- Little Women
- Escape Room
- Perfect Strangers
- Miss Bala
- Tyler Perry's A Madea Family Funeral
- Five Feet Apart
- Hellboy
- Long Shot
- Poms
- Brightburn
- Spider-Man: Far From Home
- Scary Stories to Tell in the Dark
- Angel Has Fallen
- Hustlers
- Jexi
- Countdown
- Charlie's Angels
- 21 Bridges
- Knives Out
- Bombshell

31 DEC

## Digital Performance

**\$2.7 – \$2.9 M**

Revenue Range 2019 (NZD)

**55 – 60%**

Non-Epsilon Revenue Growth  
(2019 vs 2018)

**\$110 M**

SOM (NZD)

SOM based on management estimate:  
Movio Media's current SOM is 12% of  
North American TAM

**30 – 80%**

Expected Growth Rate Range  
(2020 vs 2019)

# Digital Campaign Highlights

- 101 Studios
- A24
- Amazon
- Bleecker Street
- Fox
- Fox Searchlight
- Paramount
- Sawyer Studio
- Sony
- STX (US)
- STX (UK)
- Universal

1 JAN

- The Upside
- Alita: Battle Angel
- Wonder Park
- Us
- Breakthrough
- The Public Campaign
- Brightburn
- Tolkien
- A Dog's Journey
- The Secret Life of Pets 2
- Men in Black: International
- Midsommar
- Stuber
- The Farewell
- Ad Astra
- The Current War
- Gemini Man
- Ford v. Ferrari
- Waves
- Uncut Gems
- The Kid Who Would Be King
- Hotel Mumbai
- Gloria Bell
- Pet Sematary
- The Best of Enemies
- Little
- UglyDolls
- Poms
- The Last Black Man in San Francisco
- Late Night
- Dark Phoenix
- UglyDolls
- The Art of Racing in the Rain
- Brian Banks
- Hustlers
- The Lighthouse
- Countdown
- 21 Bridges
- Spies in Disguise
- PLAYMOBIL

31 DEC



INTRODUCING THE  
MOVIEGOER DATA PLATFORM



## STRATEGIC OBJECTIVE

The MDP is the film industry moviegoing audience exchange, connecting film studios and cinema exhibitors with the ideal moviegoers, everywhere.

**SELLERS**

- Studio advertising spent on targeting actual moviegoers
- Monetization of moviegoer data whilst maintaining ownership
- Control over the permitted use of data and price
- Fully managed payment reconciliation and reporting

Movio Media

Leading Exhibitors

Online Ticketing Platforms

Moviegoer Data Platform (MDP)

MDP Application

**BUYERS**

Amazon

A24

Disney

Universal

Lionsgate

Sony

Paramount

STX

Warner Bros

- Media planner suitable for in-house programmatic buyers
- Access behavioural moviegoing audiences
- Pinpoint targeting
- Omni-channel advertising
- Campaign performance reporting
- Ad spend optimisation

Email

Facebook

YouTube

DV360

TradeDesk

BeesWax

**CHANNELS**

- Incorporate channel into the studios media planning and application
- Seamless integration with moviegoer data segments
- Ad optimization for specified channels

APP DEMO

## LAUNCH APPROACH

- Provide limited free access to all buyers
- Direct integration into vital channels
- Attract new sellers
- License platform to buyers and clip the ticket on media
- AU pilot: February
- US soft launch: April

MOVIO



VISTA  
GROUP



# VISTA GROUP

- Guidance update
- Themes for 2020



**KIMBAL RILEY**  
GROUP CHIEF EXECUTIVE

# FY19 GUIDANCE UPDATE



Vista Group is tracking in the range of the revenue guidance provided at the half year announcement



# THEMES FOR 2020 AND BEYOND

- Simplify our operations
- Create greater scale in the businesses we have
- Increase our Target Addressable Market in multiple ways
- Specific cross-Group teams focused on the top 10 global cinema circuits
- Recurring Revenue – constant drive to increase recurring revenue %
- Continue to grow our understanding of moviegoer behavior
- Accelerating SaaS



**QUESTIONS**

**ENHANCING  
THE  
MOVIEGOING  
EXPERIENCE**





VISTA  
GROUP



THANK YOU