

Shaw and Partners TechRise Conference

5 May 2025



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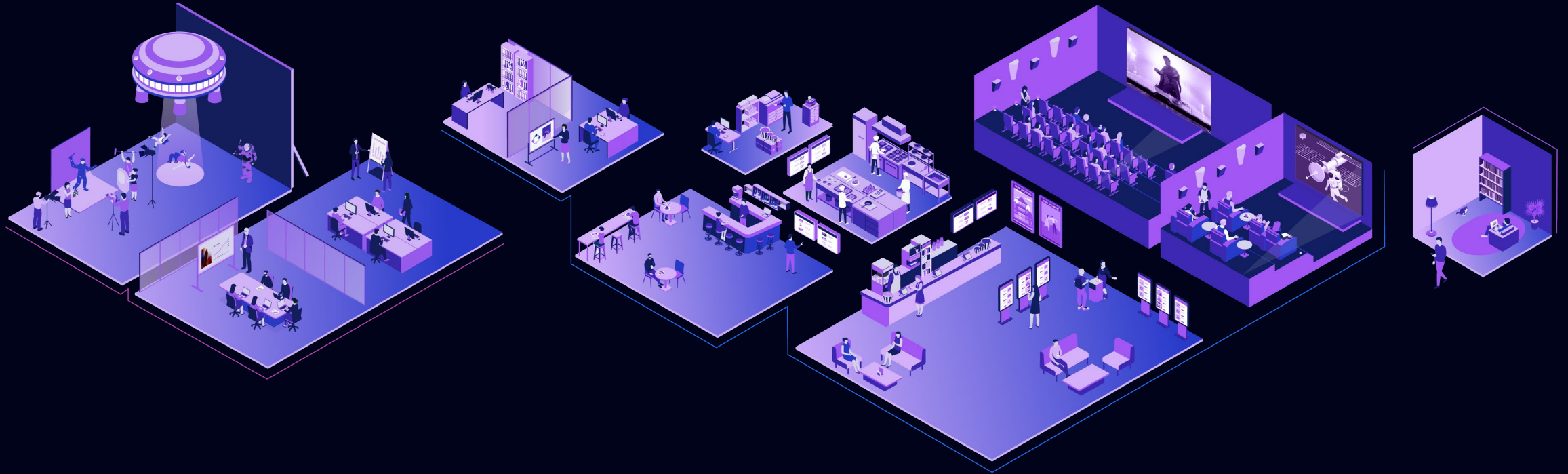
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The global leader in providing tech and data solutions to the film industry



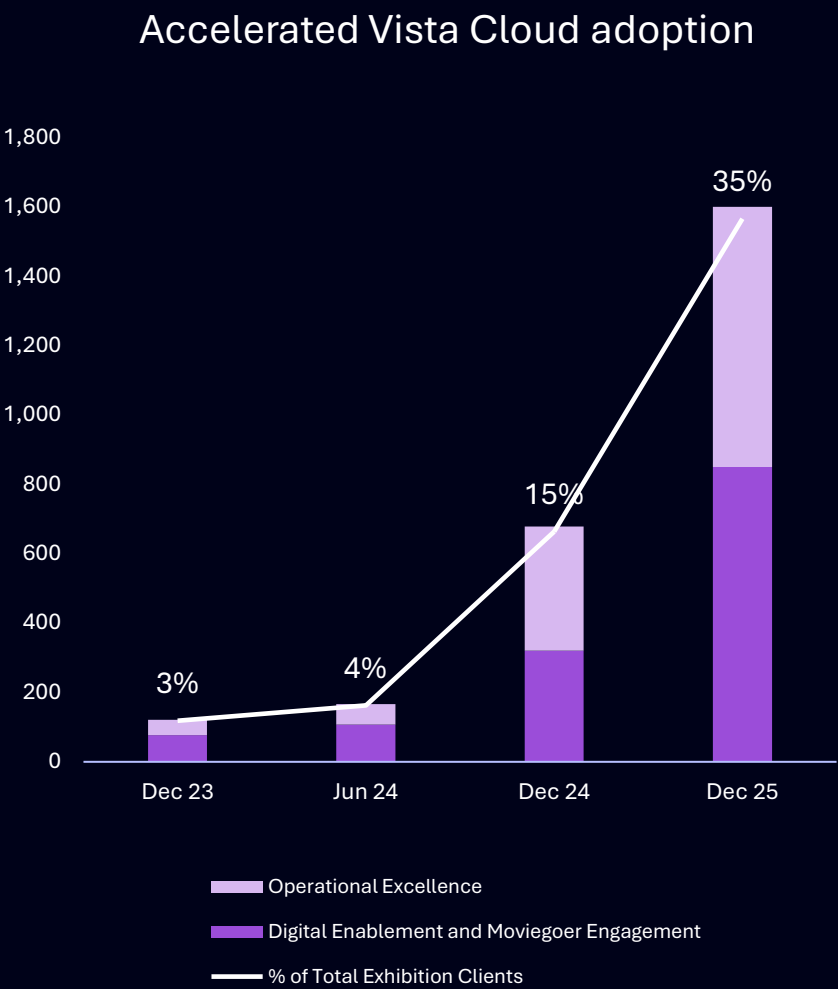
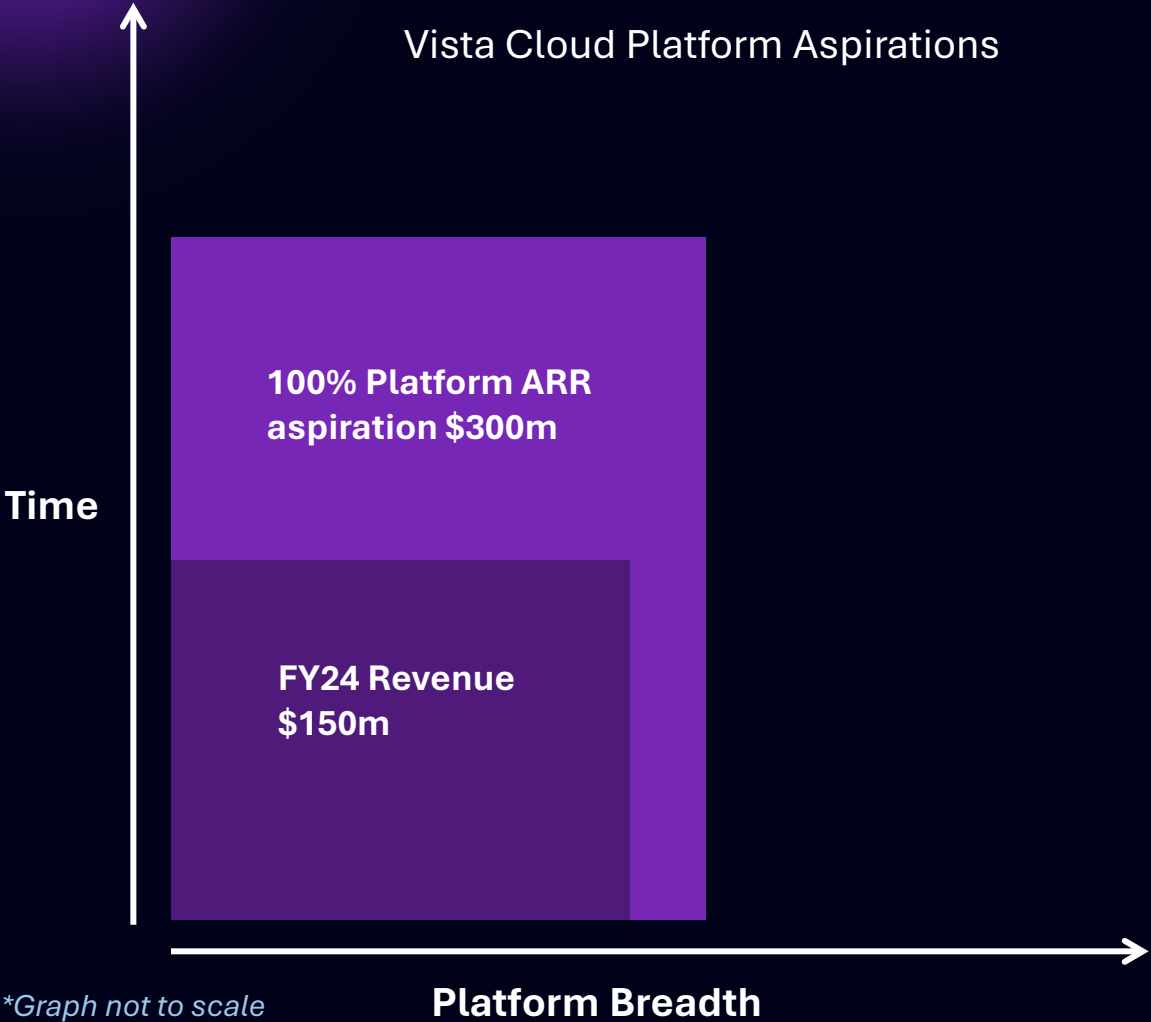
Film studio & distributor	Cinema – head office	Cinema – F+B	Cinema – back office	Cinema – front of house	Cinema – theatre	Moviegoer
Movie marketing Film booking & sales Reporting & analytics Invoicing & settlement Content management Release date planning	Reporting & analytics Film scheduling Marketing Digital movie media Circuit management	Kitchen operations Bar & restaurant Stock management	Cinema management Corporate bookings	Point of sale Ticket + F&B kiosk Queue busting & remote sales Ticket validation Digital signage	Scan-to-order In-seat dining service	Websites & apps Loyalty & subscriptions Personalised communication Guest services Cinema & streaming guide

Our Vista Cloud platform drives digital transformation, maximises the power of data, and enables our clients to focus on their success

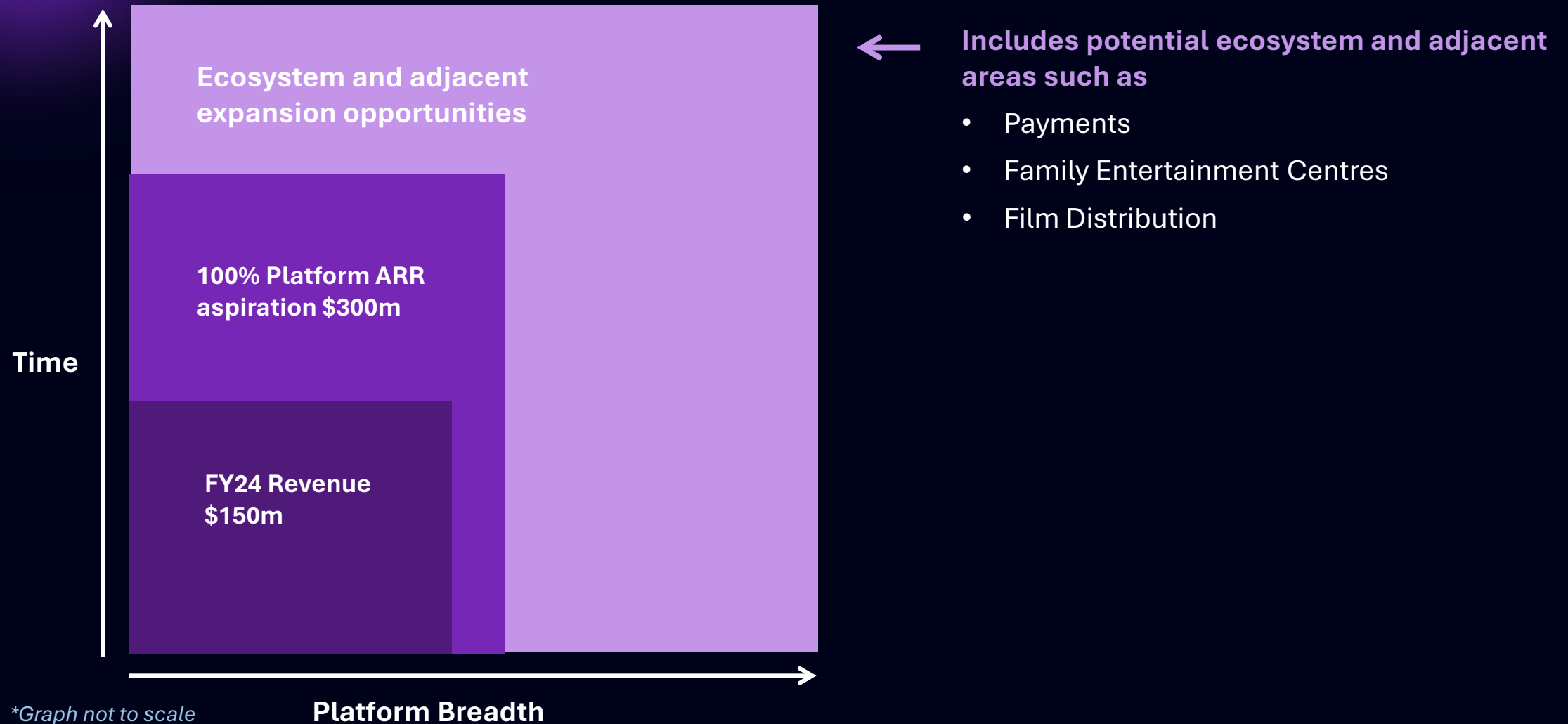
**Exhibition
Client Value
Drivers**

Increase in revenue and per admit spend	The movie and more	Create memorable experiences with broader entertainment offerings
	Loyalty and engagement	Build audience engagement, drive incremental returns, and boost moviegoer retention
	Premiumisation	Increase spend per head by developing premium experiences
Reduction in cost to serve and optimising revenue	Operational efficiency	Improve labour productivity
	Revenue & cost optimisation	Maximise attendance and revenue while reducing costs

Our aspirations remain unchanged, with 35% of clients expected to be on digital solutions in 2025, and \$300m ARR at 100% Platform



As our momentum accelerates, we turn our focus to
adjacencies that augment Vista Cloud's platform breadth



The investment proposition for Vista Group



Competitive advantage through **46% global market share** in the enterprise cinema market¹



Increasing total addressable market as cloud transition brings a greater share of client technology spend



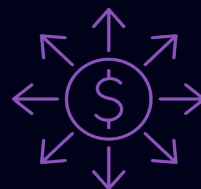
Strong ARR², forecast to grow by 15%+ per annum from 2025 as clients move to Vista Cloud



Increasing industry demand for technology solutions to drive growth and operating efficiency



Growing FCF³ and EBITDA⁴ as we aspire to deliver a 'Rule of 40'



Expansion opportunities within the film industry and adjacent entertainment industry

¹ Percentage of the world market for Cinema Exhibition Companies with 20+ screens, excluding China and India.

² ARR or Annualised Recurring Revenue is calculated as trailing 3 month Recurring Revenue multiplied by four.

³ FCF or Free Cash Flow is a non-GAAP measure calculated using the net movement in cash held, less cash applied to business acquisitions / earn-outs, movements in borrowings, and less cash used to settle exceptional items included within "other gains and losses" (see section 2.3 of the 2024 Annual Report).

⁴ EBITDA is a non-GAAP measure and is defined as earnings before net finance costs, income tax, depreciation, amortisation and "other gains and losses" (see section 2.3 of the 2024 Annual Report).

Thank You