



**VISTA**  
**GROUP**

**CRAIGS INVESTOR DAY**  
**23 May 2019**



# WHAT DOES VISTA GROUP DO?



**THE GLOBAL LEADER IN  
SOFTWARE AND DATA  
SOLUTIONS FOR THE FILM  
INDUSTRY.**



MOVIO



POSTER

maacs



FLICKS

# AGENDA

- Key Industry Drivers and Trends
- Vista Group
- Vista Cinema
- Movio
- Growth Markets / Opportunities





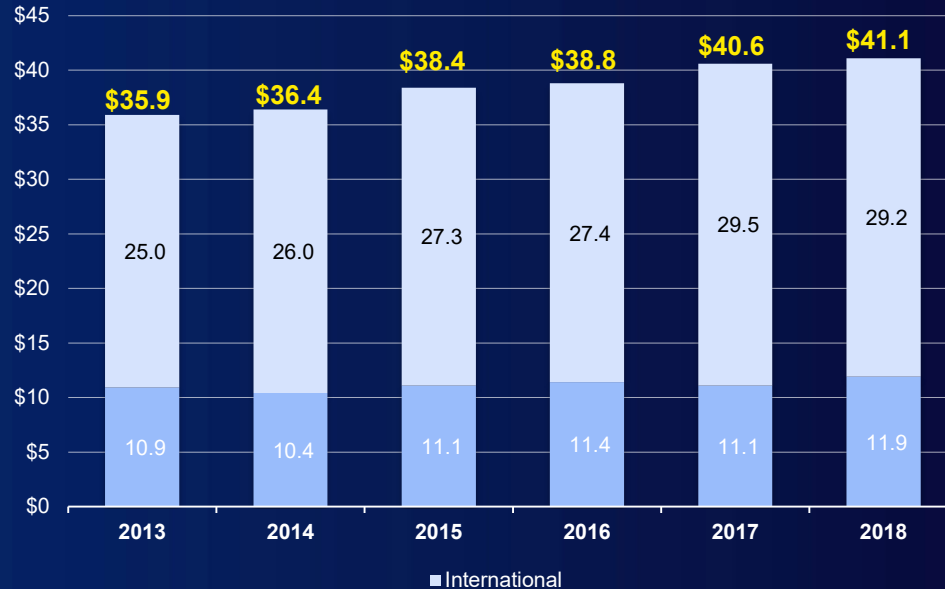
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# KEY INDUSTRY TRENDS

# GLOBAL BOX OFFICE

## All Films (US Billions)



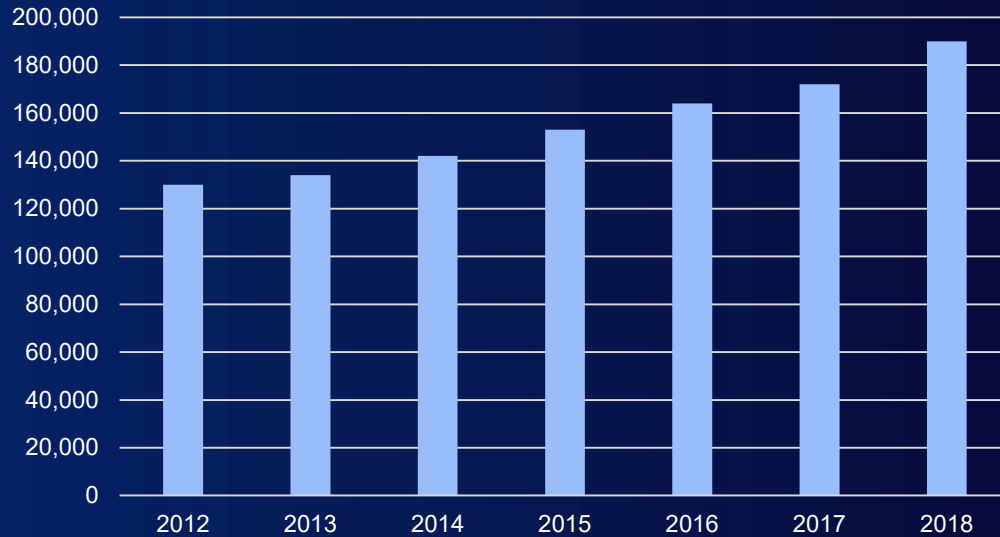
	2013	2014	2015	2016	2017	2018	% Change 18 vs. 17	% Change 18 vs. 14
U.S./Canada	\$10.9	\$10.4	\$11.1	\$11.4	\$11.1	\$11.9	7%	15%
International	\$25.0	\$26.0	\$27.3	\$27.4	\$29.5	\$29.2	-1%	12%
<b>Total</b>	<b>\$35.9</b>	<b>\$36.4</b>	<b>\$38.4</b>	<b>\$38.8</b>	<b>\$40.6</b>	<b>\$41.1</b>	<b>1%</b>	<b>13%</b>

COURTESY OF THE MOTION PICTURES  
ASSOCIATION OF AMERICA



# CINEMA SCREEN GROWTH

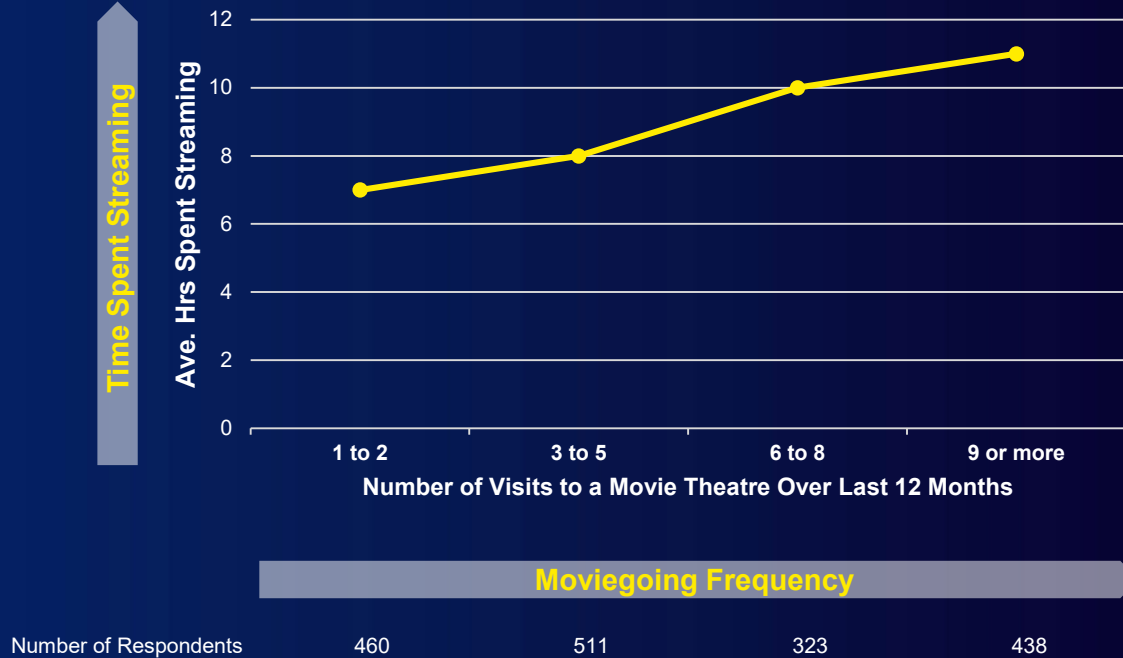
Cinema Screen Growth



COURTESY OF THE MOTION PICTURES  
ASSOCIATION OF AMERICA

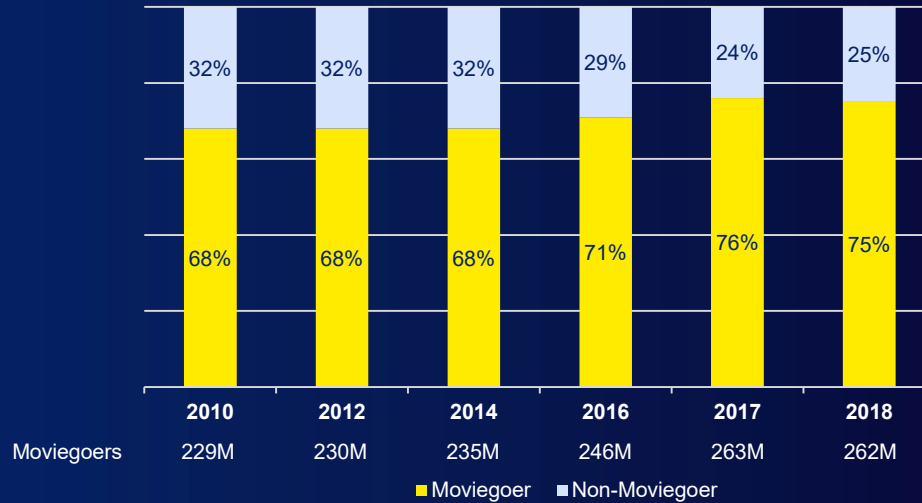


# AVID STREAMERS ARE ALSO AVID MOVIE GOERS



# MORE (US) CONSUMERS GO TO THE MOVIES TODAY THAN IN 2010

**Moviegoers<sup>(1)</sup> as Percent  
of Domestic Population<sup>(2)</sup>**



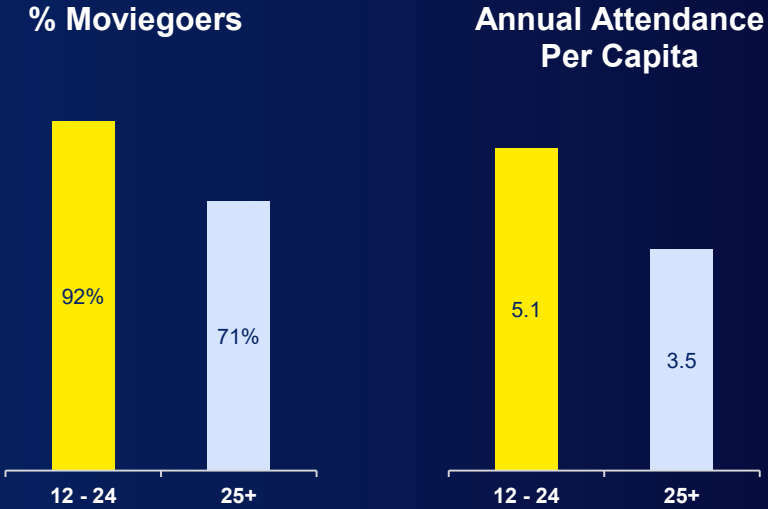
Source: MPAA

(1) Moviegoer defined as watching a movie in theatres at least once a year.

(2) MPAA adjusted survey methodology in 2017 from telephonic survey to online survey.



# YOUNG PEOPLE DO GO TO THE MOVIES



# VISTA GROUP



## VISTA GROUP

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Technology company – software and data.

**29%**

CAGR since listing.

**840**

People (50% in New Zealand).

**26%**

Increase in EPS in 2018.

**Offices**

Auckland  
Los Angeles  
London  
Mexico  
Shanghai  
Beijing  
Cape Town.

**\$130m**

Revenue (NZD).

**61%**

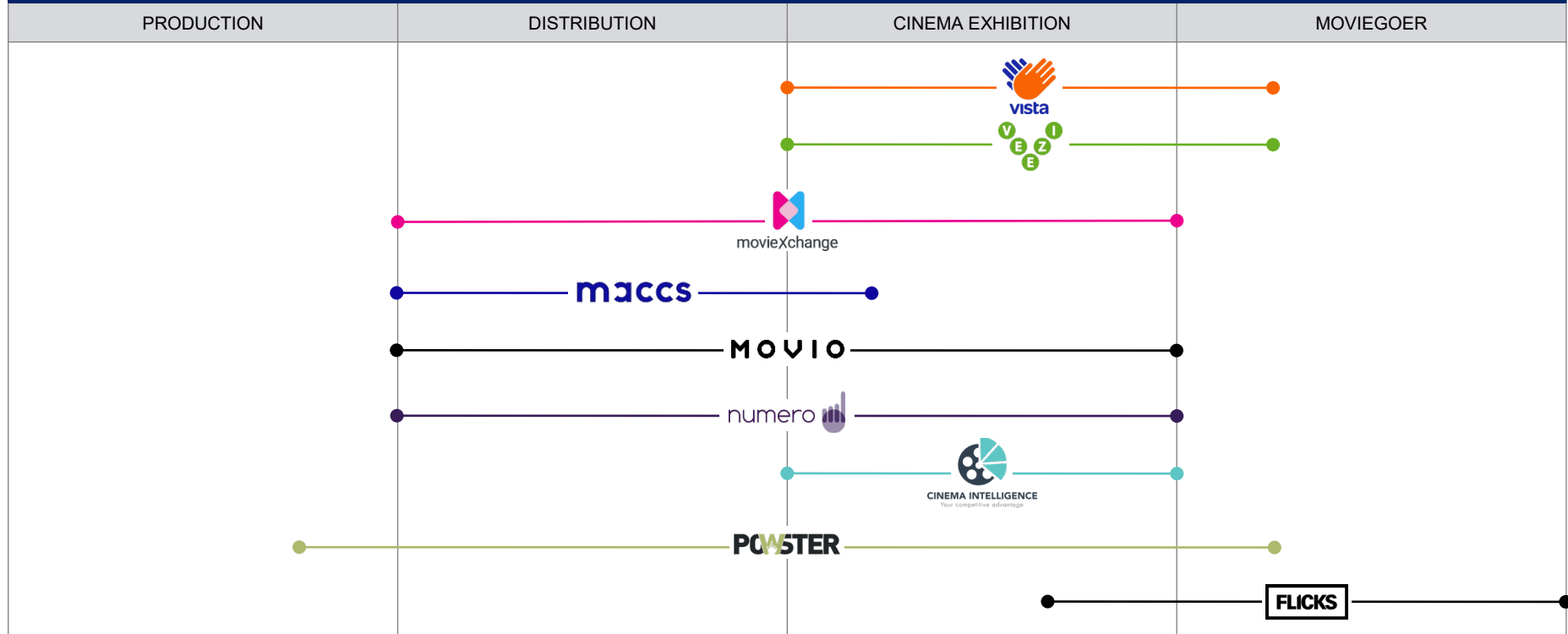
Of revenue is recurring.

**22%**

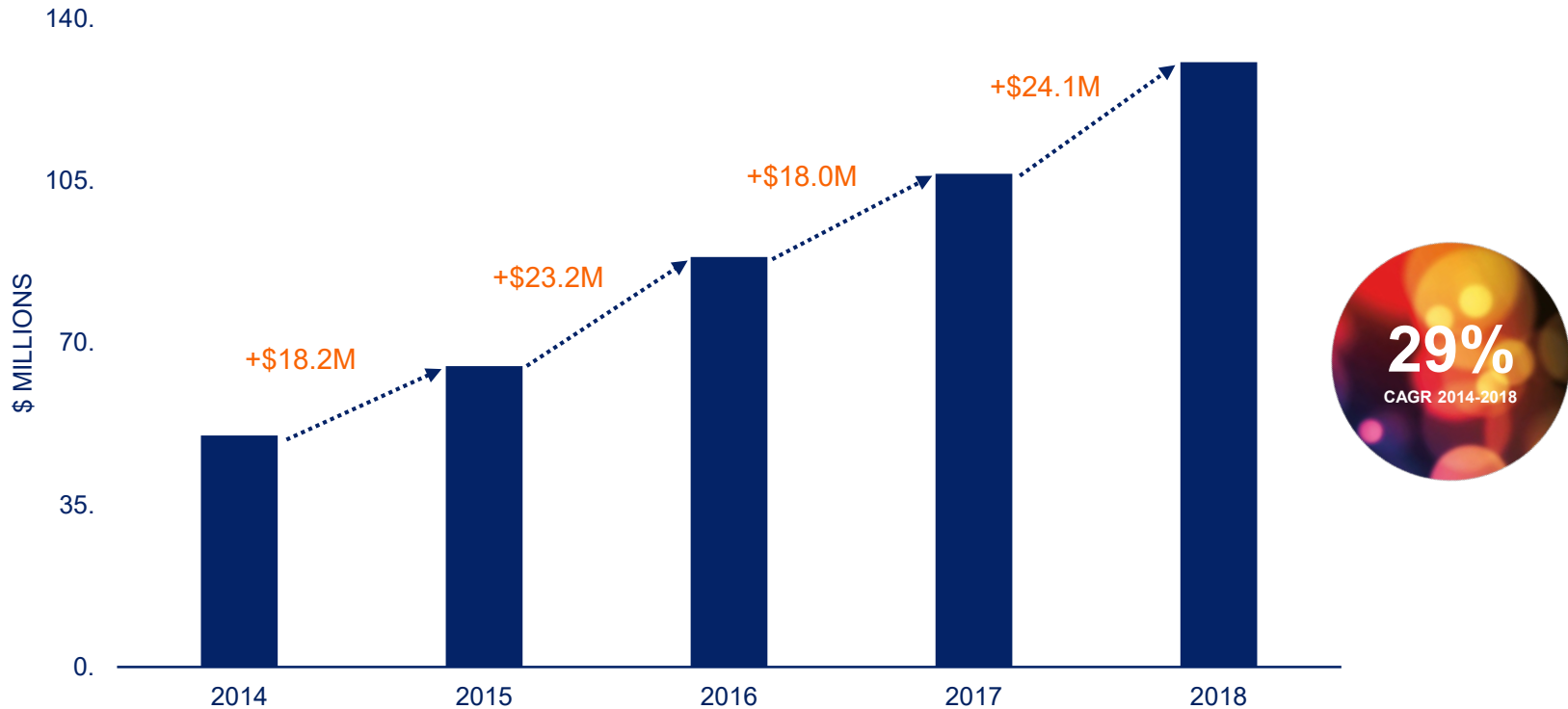
EBITDA in 2018 (up 17%).



## VISTA GROUP COMPANIES WITHIN THE FILM INDUSTRY VALUE CHAIN



## VISTA GROUP – 5 YEAR REVENUE



# OPERATING SEGMENTS



2018						
NZ\$M	Cinema	Movio	Additional Group Companies	Early Stage Investments	Corporate	Total
Revenue	82.4	22.8	15.0	4.5	5.9	130.7
EBITDA <sup>1</sup>	25.6	6.2	1.4	0.4	(4.5)	29.2
EBITDA % of revenue	31%	27%	9%	10%	(76%)	22%

2017						
NZ\$M	Cinema	Movio	Additional Group Companies	Early Stage Investments	Corporate	Total
Revenue	67.6	15.5	12.3	1.2	10.0	106.6
EBITDA <sup>1</sup>	19.8	3.6	0.6	(1.8)	2.7	25.0
EBITDA % of revenue	29%	23%	5%	(150%)	27%	23%

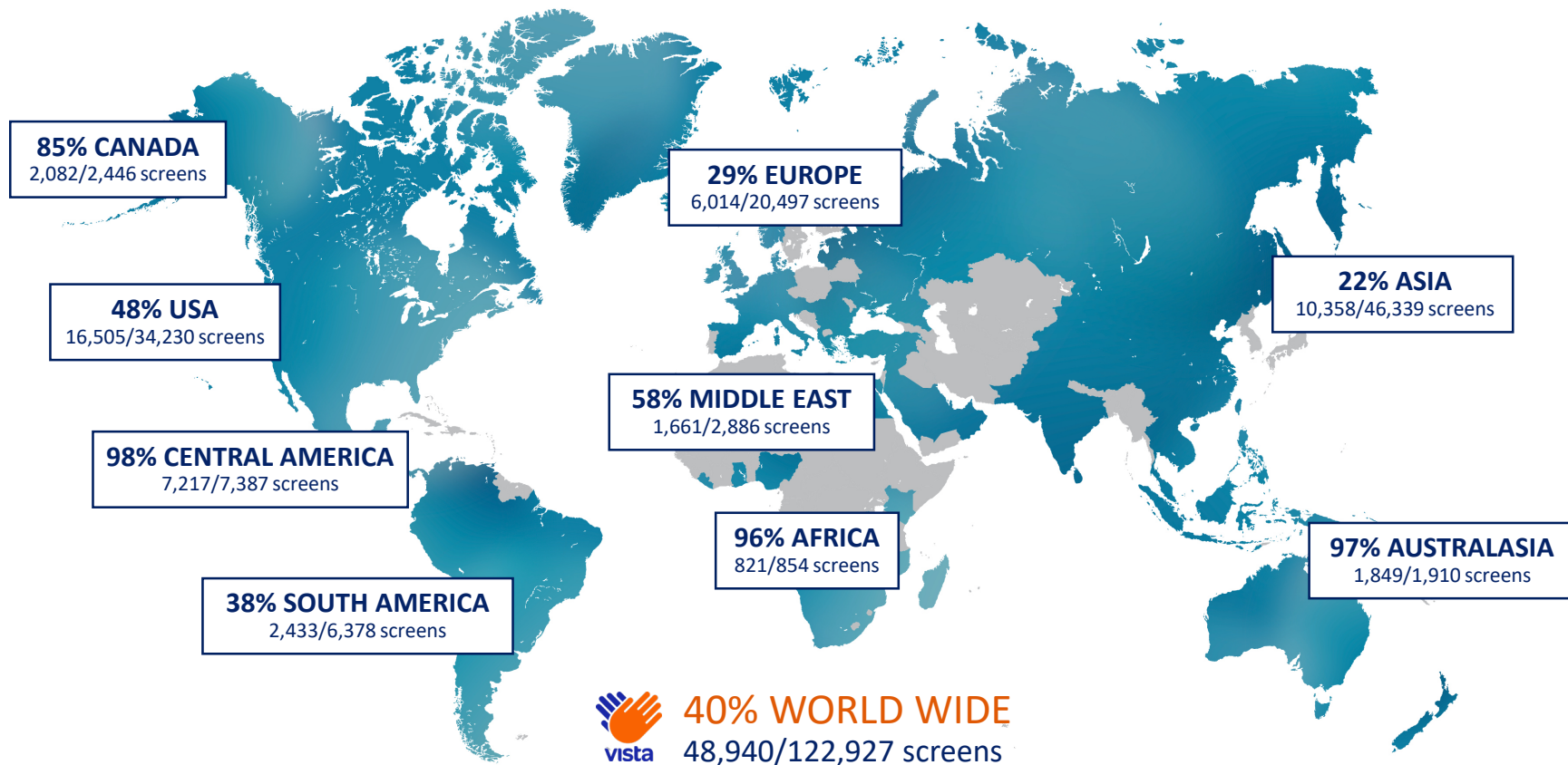
*Note: EBITDA<sup>1</sup> is a Non-GAAP measure and is defined as earnings before net finance expense, income tax, depreciation, amortisation, acquisition costs and equity-accounted results from associate companies. Expenses related to the VCL deferred consideration is also excluded. This is consistent with the measure used in the Prospectus dated 3 July 2014. Depreciation and amortisation in 2018 \$4.2m (2017: \$3.6m).*

# VISTA CINEMA



# Vista World Share

Vista Cinema percentage of the world market – for cinema exhibition companies with 20+ screens





## VISTA CINEMA METRICS



Cinema management software for the world's largest cinema exhibitors.

94

Total countries with Vista Cinema  
now installed.

7,200

Cinemas globally  
using Vista software.

2B

Number of tickets  
processed per year is in  
excess of 2 billion.

40%

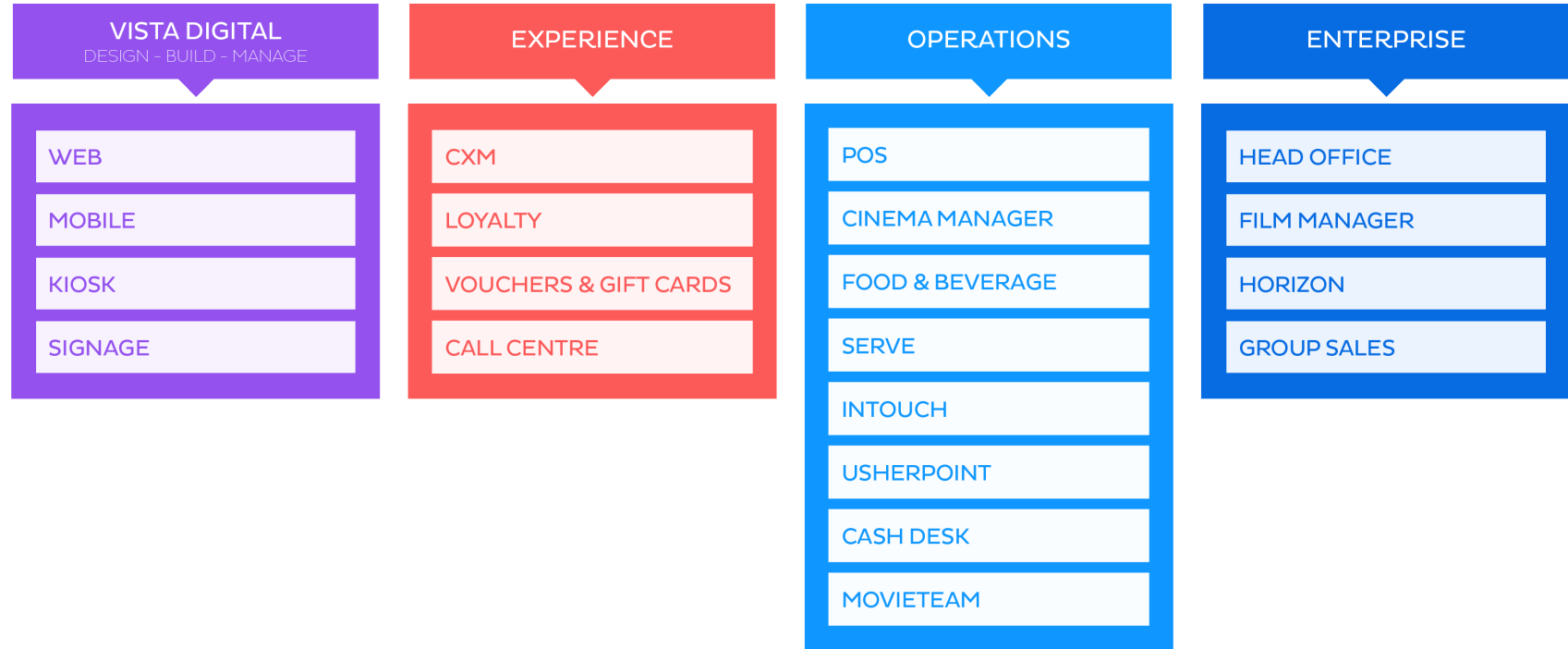
Global market share of 20+ screen  
segment (48% excluding China).

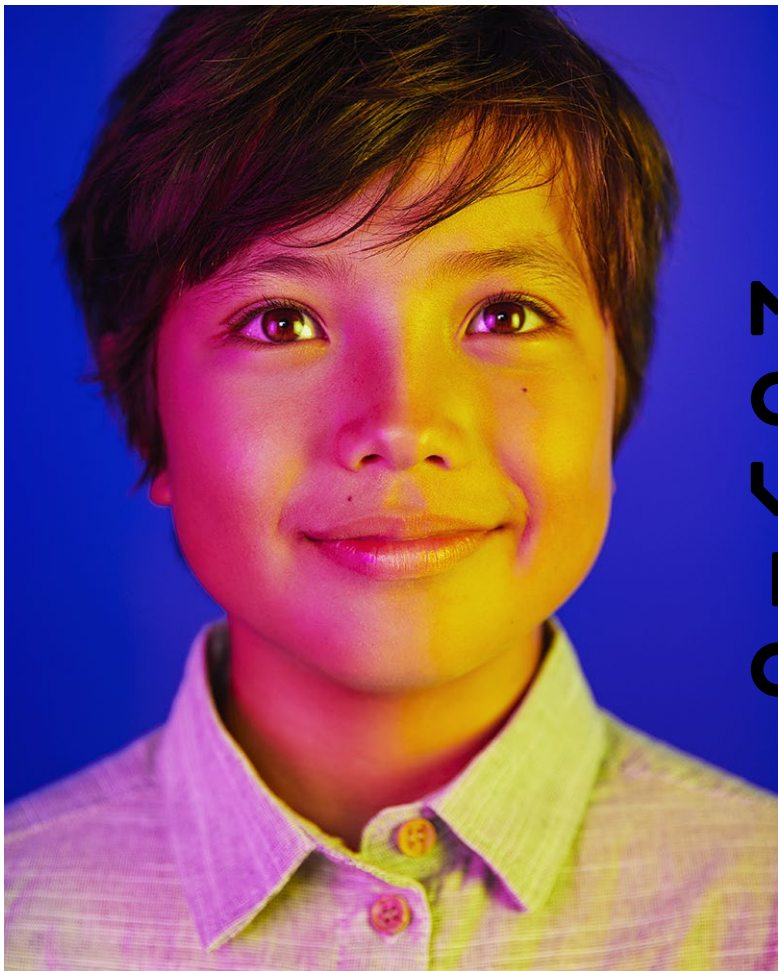
8/10

Of the largest cinema exhibitors use  
Vista Cinema within their circuits.

for the  of cinema

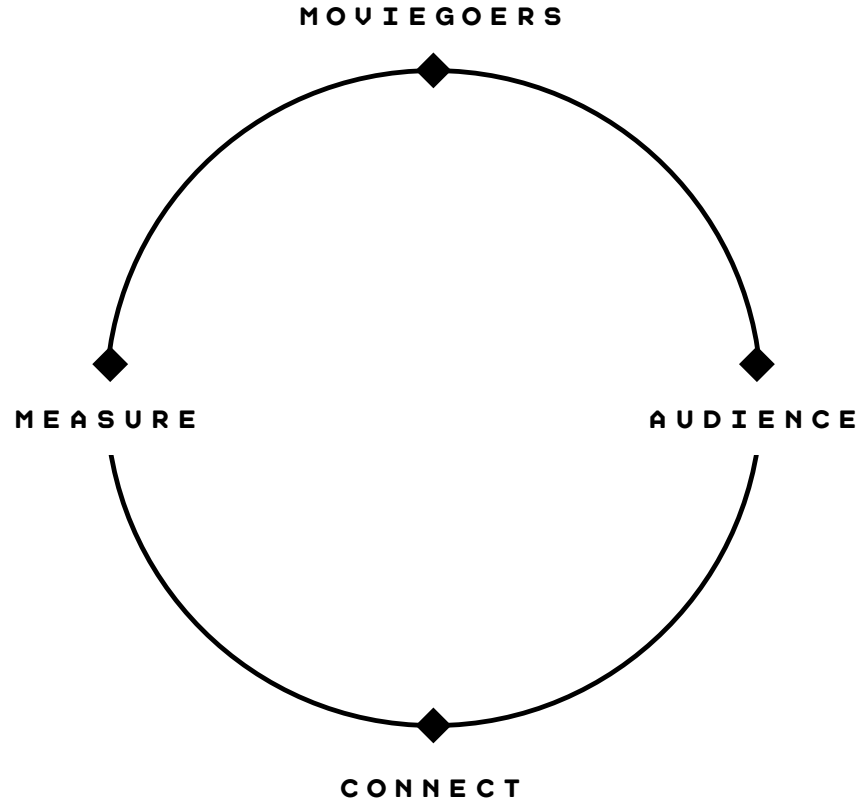
# VISTA CINEMA – PRODUCT MODEL





MOVIO

MOVIO EMPOWERS  
EXHIBITORS AND STUDIOS  
TO CONNECT ALL MOVIEGOERS  
TO THEIR IDEAL MOVIE, SO  
EVERYONE CAN EXPERIENCE  
THE MAGIC OF CINEMA



## **MOVIEGOERS**

### **SUPPORTING THE WORLD'S MOST COMPREHENSIVE MOVIEGOER DATABASE**

Leverage data from leading POS vendors,  
marketing campaigns, websites, social platforms,  
mobile solutions, and other external sources within Movio.

## AUDIENCE

### ACTIONABLE MOVIEGOER INSIGHTS

Instantly identify the perfect target audience using Movio's proprietary artificial intelligence applications, coupled with cinema-centric filters.

## CONNECT

### EFFORTLESS CAMPAIGN EXECUTION

Go from concept to multi-channel execution in minutes using Movio's complete editing suite. Allowing Cinemas and Studios to interact with moviegoers across email, SMS, push, social or most recently, any digital channel.

## **MEASURE**

### **MEASURABLE MARKETING SUCCESS**

Confidently determine which campaigns drive the greatest incremental value with Movio's post-campaign transactional and delivery reporting.





# GROWTH MARKETS / OPPORTUNITIES

# GROWTH



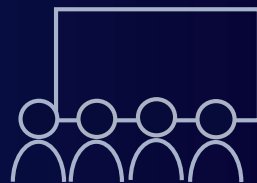
## CUSTOMERS

- New geographies
- Exhibitor consolidation
- Competitive wins



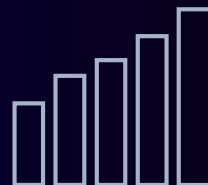
## ENGAGING MOVIEGOERS

- Consumer facing offers
- Aggregated platforms
- Enhanced moviegoer understanding



## BOX OFFICE

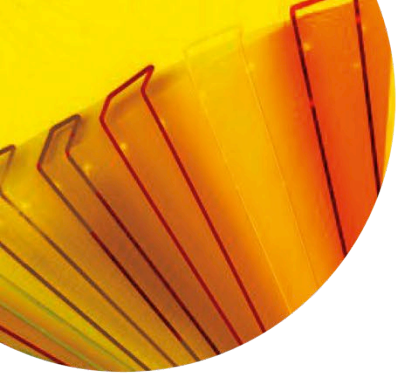
- Targeted digital advertising
- Digital sales channels
- Grow the box office



## INTEGRATE THE INDUSTRY

- Digitize industry data
- Create operating efficiency
- Analytics and Big Data





**VISTA**  
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