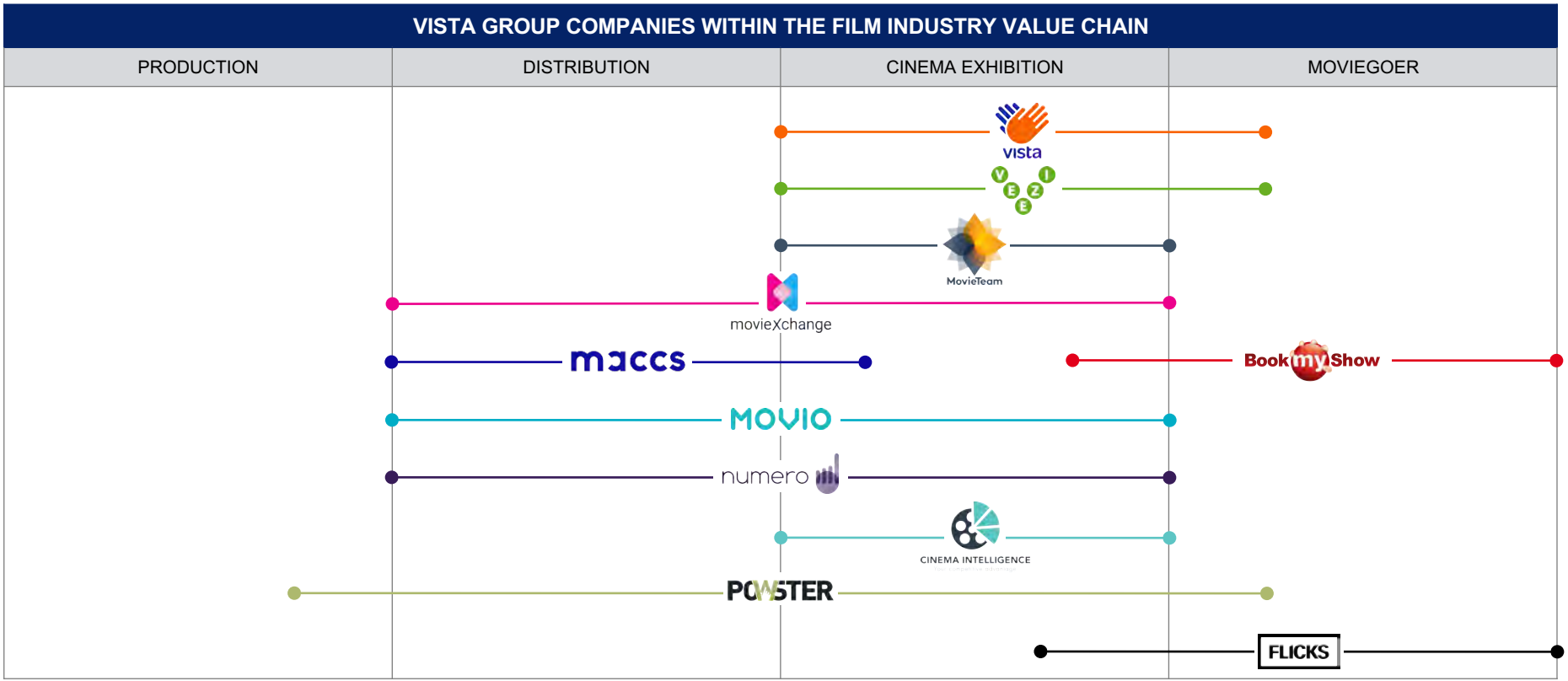
VISTA GROUP

VISTA GROUP 2017 – INVESTOR DAY

27 July 2017

VISTA GROUP

VISTA GROUP COMPANIES WITHIN THE FILM INDUSTRY VALUE CHAIN



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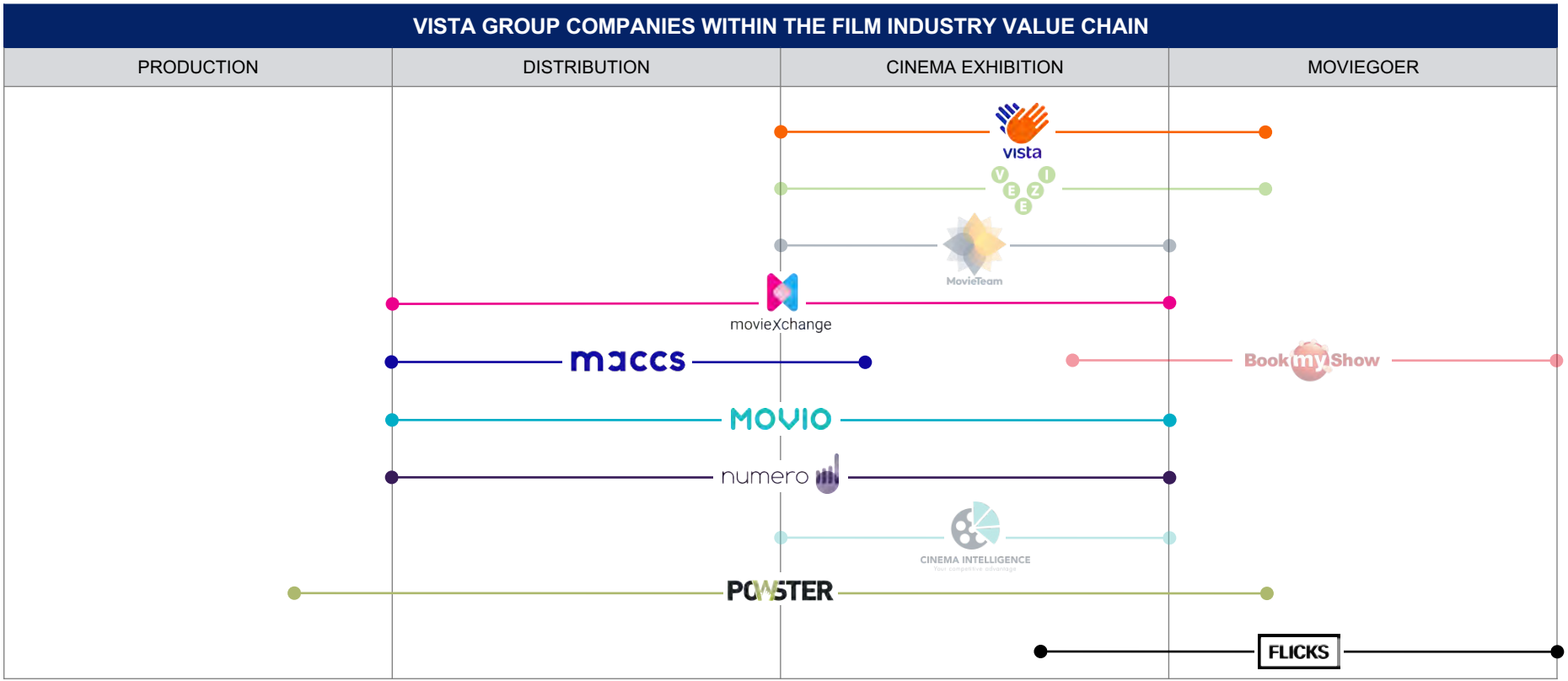


AGENDA

- Welcome — Murray Holdaway
- Vista Cinema — Kimbal Riley, Mark Pattie, Grant Smith
- Movio — Will Palmer, Craig Jones
- Numero — Murray Holdaway

10:35-10:50am Morning Tea Break

- Powster — Ste Thompson
- MACCS — Murray Holdaway
- movieXchange — Derek Forbes, Andy Miller
- Flicks — Paul Scantlebury
- Stardust — Derek Forbes
- Questions — Brian Cadzow

12pm Lunch

12:30pm Golf first tee

vista

VISTA

‘The Exhibitors Friend’

Profitable Growth

Continuous Innovation

OVERVIEW

CINEMA MANAGEMENT SOLUTIONS FOR EXHIBITORS OF ALL SIZES

FOUNDATION COMPANY OF GROUP

ENTERPRISE SALES

SELF SERVICE SALES

DIRECT + BUSINESS PARTNER

DEVELOPMENT FOCUS IS NZ

400

PEOPLE

LOCATIONS

AUCKLAND, LOS ANGELES, LONDON, SHANGHAI, BEIJING & CAPE TOWN

80+

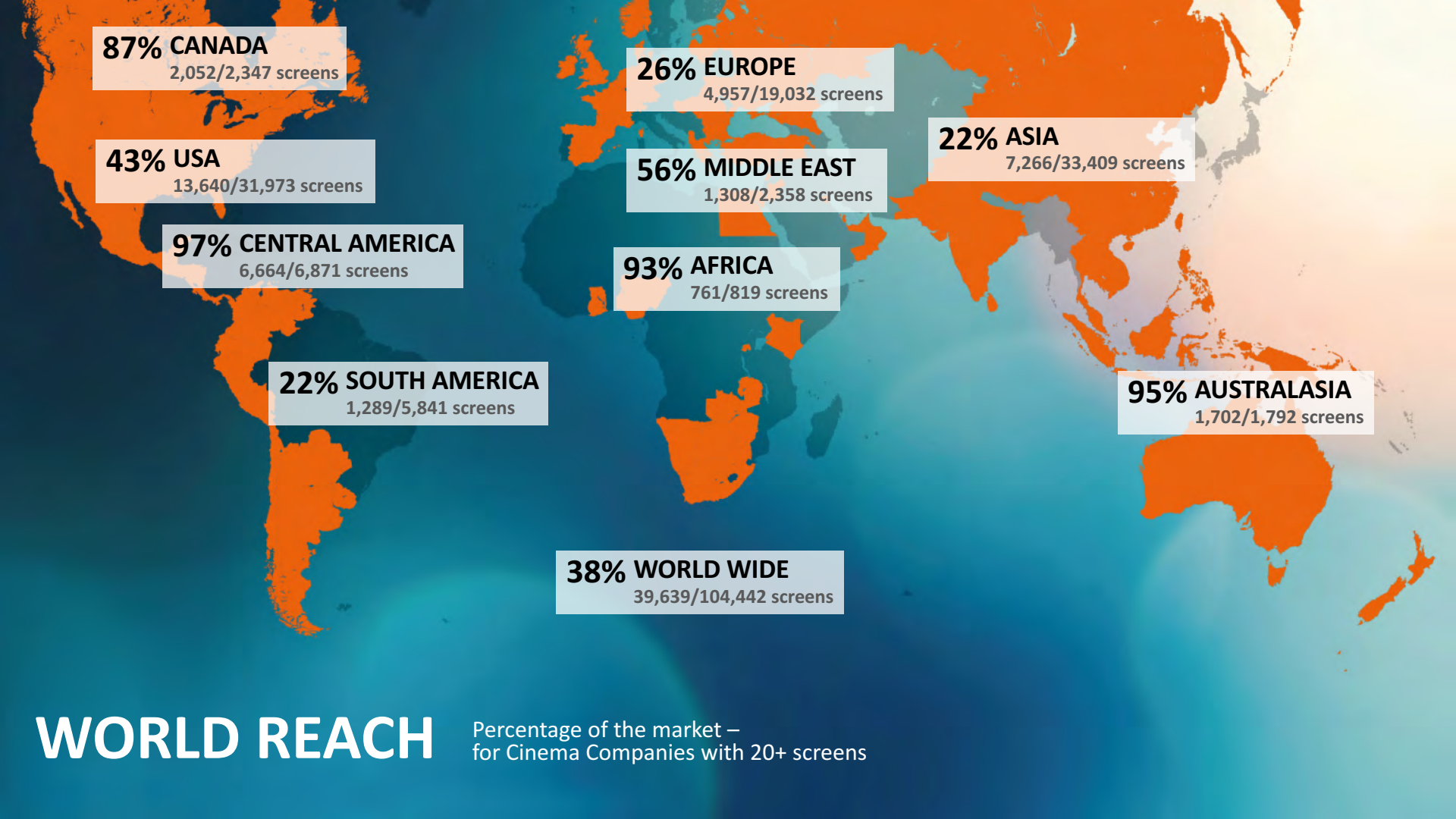
COUNTRIES

KEY FOCUS AREAS

- Continuous innovation in products and offerings
- Geographic expansion into new territories
- Close relationships with acquisitive exhibitors
- Transition our technology to a Cloud based architecture
- Expand the ways we monetise our development
- Certification is a barrier for competitors

PRODUCT MODEL

CINEMA	ENTERPRISE	SALES CHANNELS
01 VISTA CINEMA	07 HEAD OFFICE	14 VISTA WEB
02 FOOD & BEVERAGE	08 VISTA ANALYTICS	15 VISTA MOBILE
03 DIGITAL SIGNAGE	09 LOYALTY	16 KIOSK (SELF SERVICE)
04 CASH DESK	10 VOUCHERS & GIFT CARDS	17 CALL CENTRE
05 INTOUCH/USHERPOINT	11 FILM PROGRAMMING	
06 MOVIETEAM MovieTeam	12 TRAILER SCHEDULING	
	13 GROUP SALES	



WORLD REACH

Percentage of the market –
for Cinema Companies with 20+ screens

GEOGRAPHIC EXPANSION

FOCUS ON KEY ACQUIRERS

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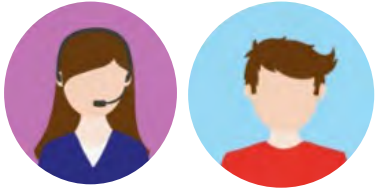
EXPAND THE WAY WE MONETISE OUR OFFERINGS



Curating Customer Experience

Broader Service Offerings

Transaction fees

Revenue share

Data Monetisation

CERTIFICATION IS A COMPETITIVE ADVANTAGE

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PRODUCT MODEL

CINEMA	ENTERPRISE	SALES CHANNELS
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	13 GROUP SALES	

BROWSER BASED

IN DEVELOPMENT

VISTA CINEMA BACK OFFICE

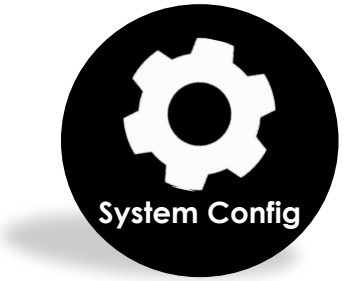
- The management tool that runs the Cinema
- Used by all 5,500+ Vista Cinemas worldwide

Films
Showtime Scheduling
Corporate Bookings
Screen Swaps
Events

Items
Stocktake
Stock Adjustments
Receipts
Purchase Orders

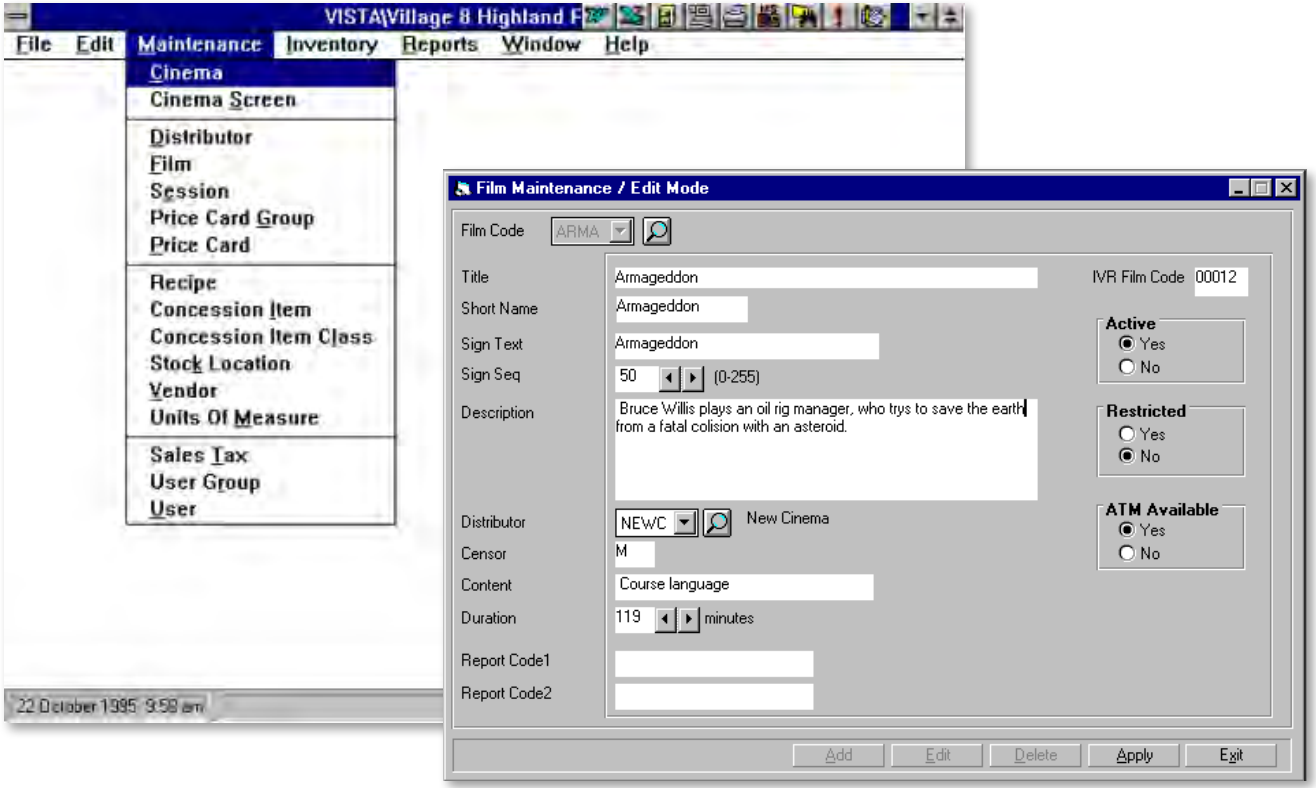
Users
Deposits
Fund Management
Tab Management
Transaction Manager

Dashboards
Inquiries
Reports



System Settings
Workstations
Locations
Cinema Screens

1995



MICROSOFT WINDOWS

2000

Vista

Films - Base

File Edit View Help

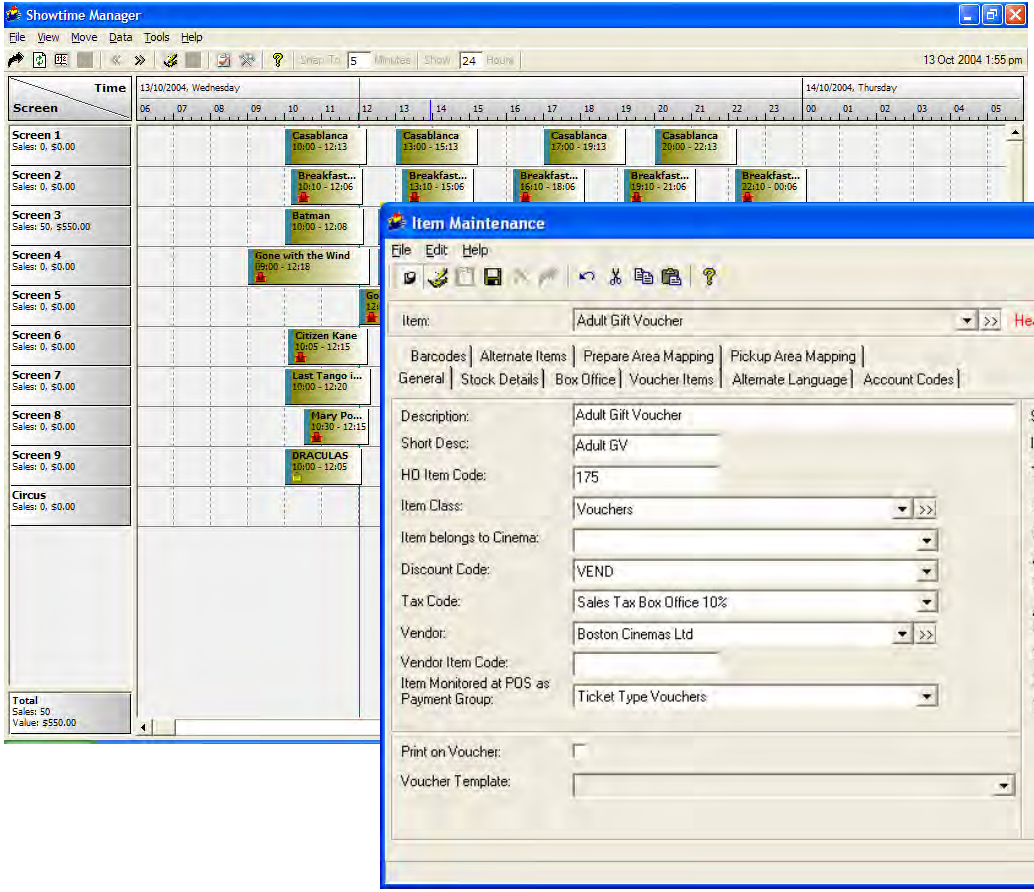
Films

Distributor : **(All)**

	Name	Distributor	Last Exported	Allow Export	Deleted	Film Code
▶	X MEN	20th Century Fox		No	N	WG00000002
	THE NEWTON BOYS	20th Century Fox		Normal	N	WG00000017
	THE X FILES	20th Century Fox		Normal	N	WG00000019
	EVER AFTER	20th Century Fox		Normal	N	WG00000025
	HOW STELLA GOT HER GROOVE	20th Century Fox		Normal	N	WG00000030
	OFFICE SPACE	20th Century Fox		Normal	N	WG00000046
	BULWORTH	20th Century Fox		Normal	N	WG00000050
	RAVENOUS	20th Century Fox		Normal	N	WG00000063
	ENTRAPMENT	20th Century Fox		No	N	WG00000071
	STAR WARS: EPISODE ONE..THE	20th Century Fox		Normal	N	WG00000073
	BARNEY	20th Century Fox		Normal	Y	WG00000076
	NEVER BEEN KISSED	20th Century Fox		Normal	N	WG00000078
	THE IMPOSTERS	20th Century Fox		Normal	N	WG00000090
	MIDSUMMER NIGHTS DREAM	20th Century Fox		Normal	N	WG00000092
	PUSHING TIN	20th Century Fox		Normal	N	WG00000094
	LAKE PLACID	20th Century Fox		Normal	N	WG00000100
	WING COMMANDER	20th Century Fox		Normal	N	WG00000111
	BROKEDOWN PALACE	20th Century Fox		No	N	WG00000116
	AN IDEAL HUSBAND	20th Century Fox		Normal	N	WG00000122
	FIGHT CLUB (R18)	20th Century Fox		Normal	N	WG00000126
	DRIVE ME CRAZY	20th Century Fox		Normal	N	WG00000141

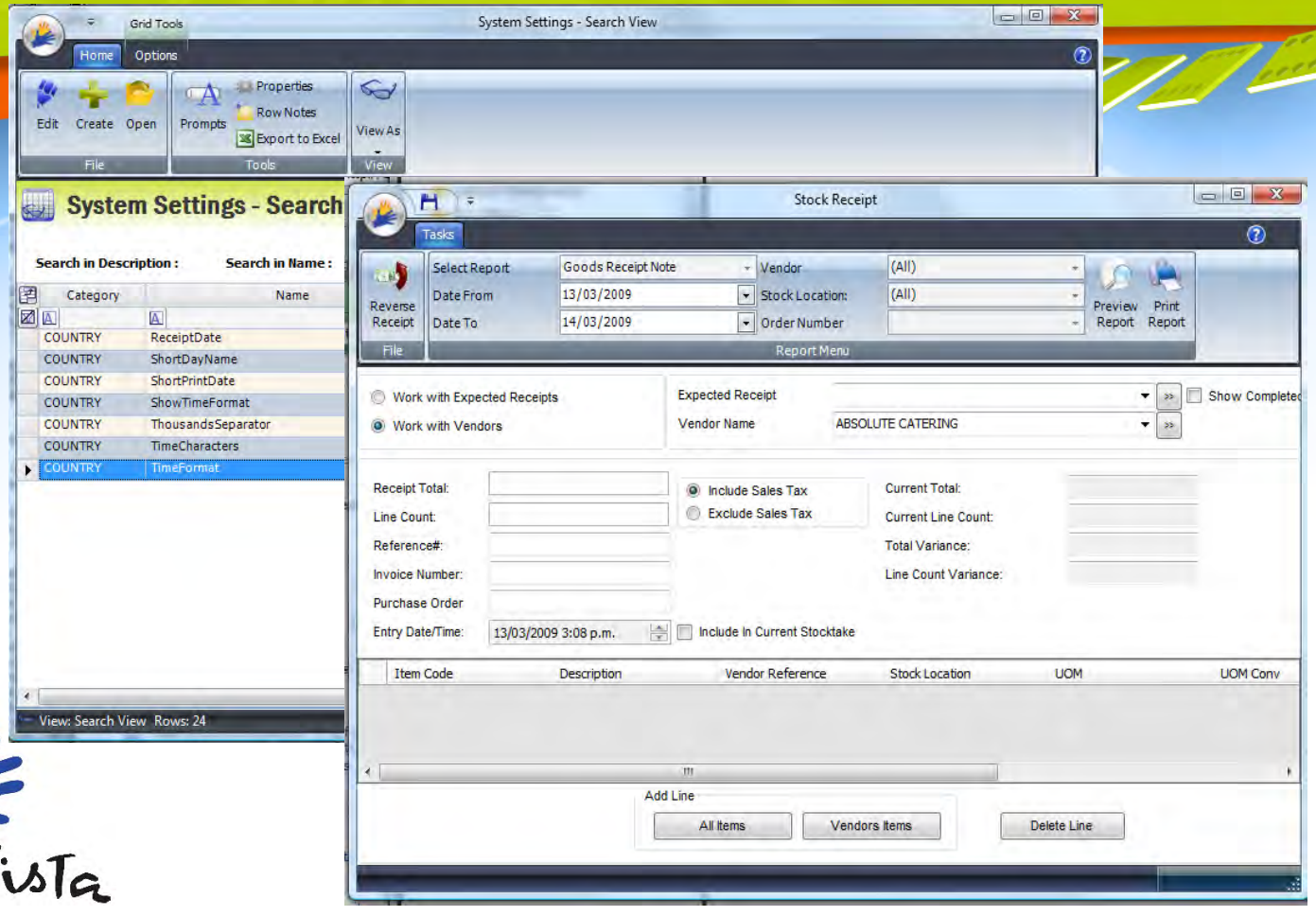
View: Base | Record 1 of 230 | CAPS | NUM | INS | SCRL

Vista CINEMA SOFTWARE 2004



Microsoft® Windows® xp

Version 3 - 2008

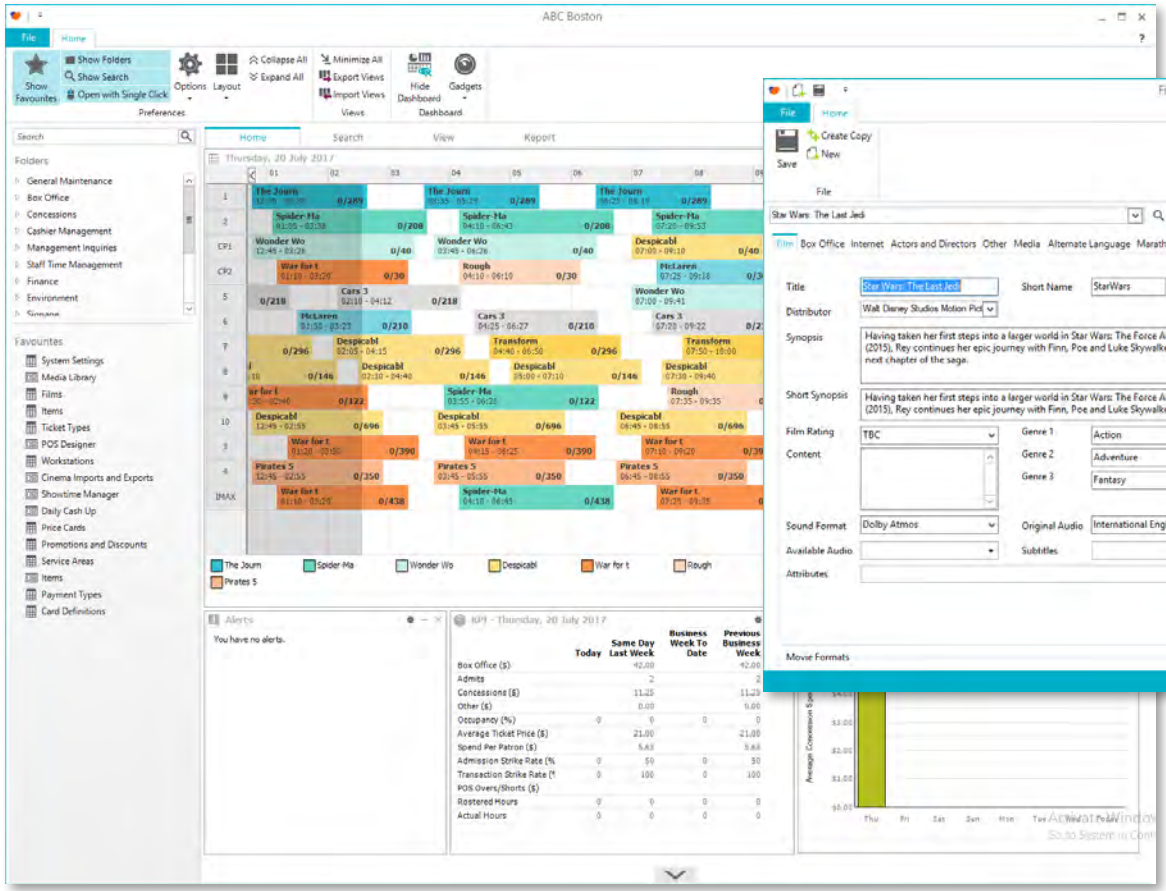


Vista

Windows Vista™

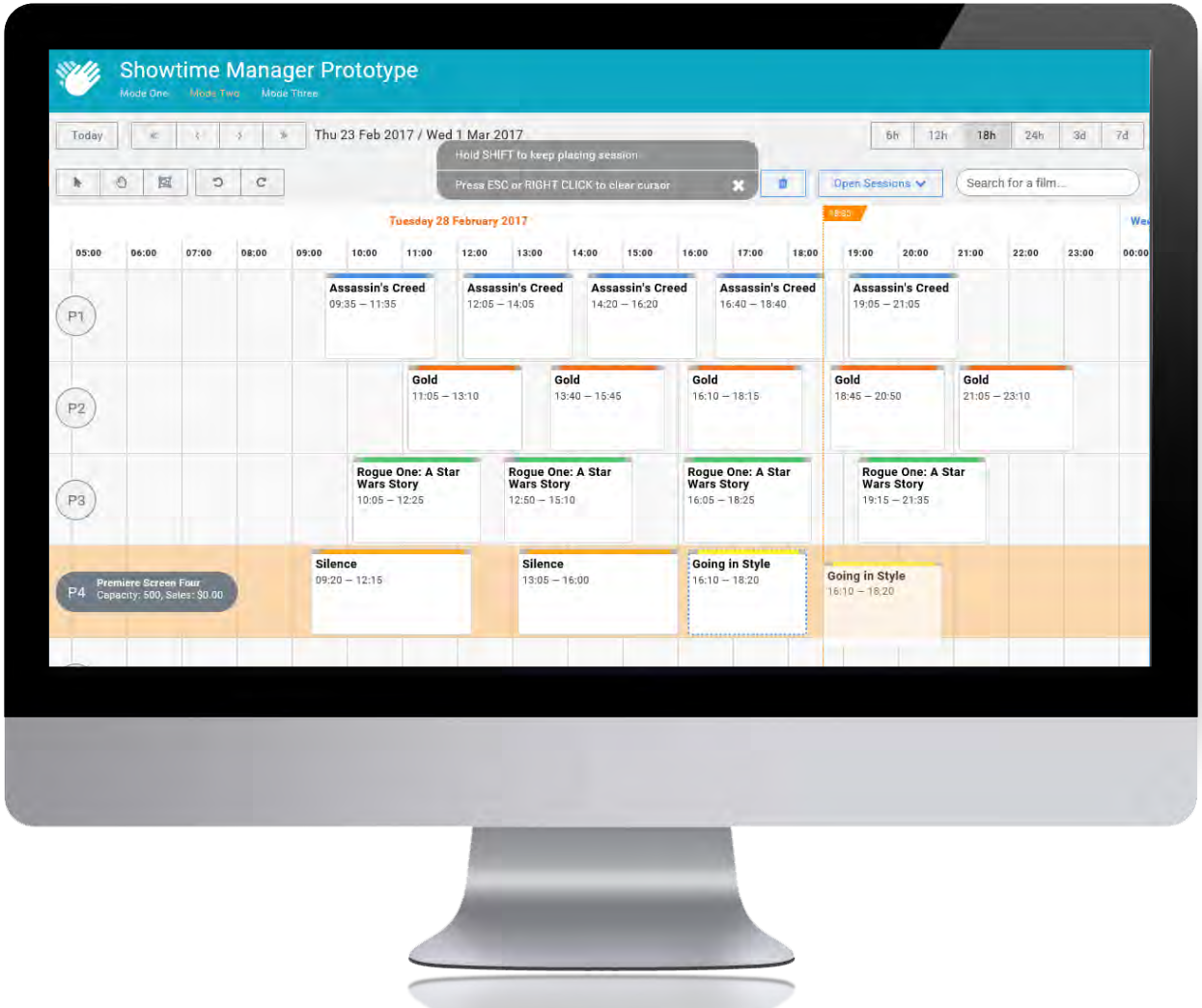
VERSION 4 - 2012

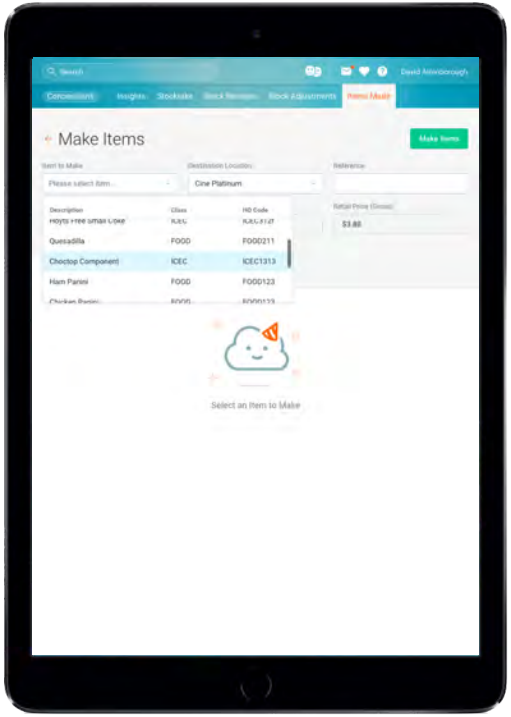
vista



VERSION 5

CINEMA MANAGER


Showtime Manager Prototype
Mode One
Mode Two
Mode Three
Today
Thu 23 Feb 2017 / Wed 1 Mar 2017
6h
12h
18h
24h
3d
7d
Hold SHIFT to keep placing session
Press ESC or RIGHT CLICK to clear cursor
Open Sessions
Search for a film...
Tuesday 28 February 2017
05:00
06:00
07:00
08:00
09:00
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
18:00
19:00
20:00
21:00
22:00
23:00
00:00
P1
Assassin's Creed
09:35 – 11:35
Assassin's Creed
12:05 – 14:05
Assassin's Creed
14:20 – 16:20
Assassin's Creed
16:40 – 18:40
Assassin's Creed
19:05 – 21:05
P2
Gold
11:05 – 13:10
Gold
13:40 – 15:45
Gold
16:10 – 18:15
Gold
18:45 – 20:50
Gold
21:05 – 23:10
P3
Rogue One: A Star Wars Story
10:05 – 12:25
Rogue One: A Star Wars Story
12:50 – 15:10
Rogue One: A Star Wars Story
16:05 – 18:25
Rogue One: A Star Wars Story
19:15 – 21:35
P4
Premiere Screen Four
Capacity: 500, Sales: $0.00
Silence
09:20 – 12:15
Silence
13:05 – 16:00
Going in Style
16:10 – 18:20
Going in Style
16:10 – 18:20


Make Items

KEY RESEARCH THEMES

1

USERS RATE VISTA
Overwhelmingly participants enjoyed using Vista applications and felt that they made a positive impact to their working environment even if they felt that the software was complex

2

NAVIGATION IS CHALLENGING
Customers rely on the Windows OS to support navigation and seldom used the MS Office styled ribbon within apps

3

FAVOURITES & GADGETS
All participants had customised their Favourites. Very few understood or were aware of the concept of Gadgets and the Dashboard

4

PROCESS ARE HEAVILY SYSTEMISED
All sites visited operated heavily systemised process many that circumvented Vista and diluted the Vista proposition

5

PAPER, PAPER & MORE PAPER
Concession management is dependent on paper processes which either supplement or substitute existing Vista features

6

PERFORMANCE TRACKING IS INEFFICIENT
Many managers are unaware of how to efficiently keep an eye on key metrics and often resort to running and viewing a performance report on a mobile device

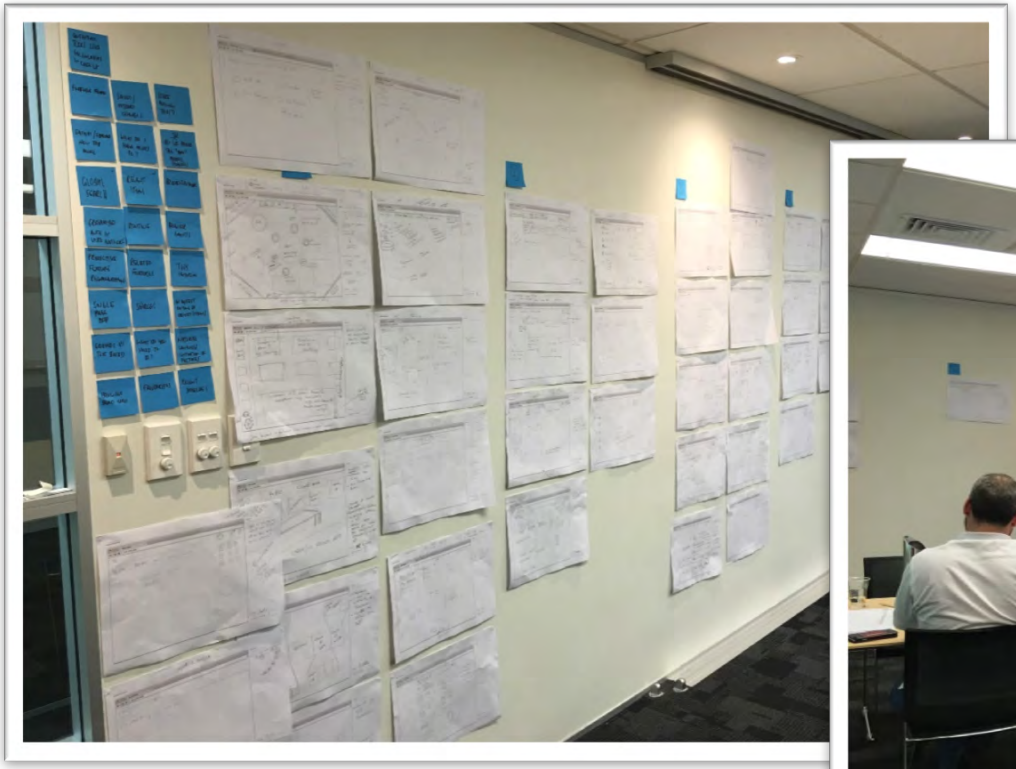
7

LOW LEVELS OF PRODUCT KNOWLEDGE
Most participants had a low level of product knowledge and were not aware of the platforms potential

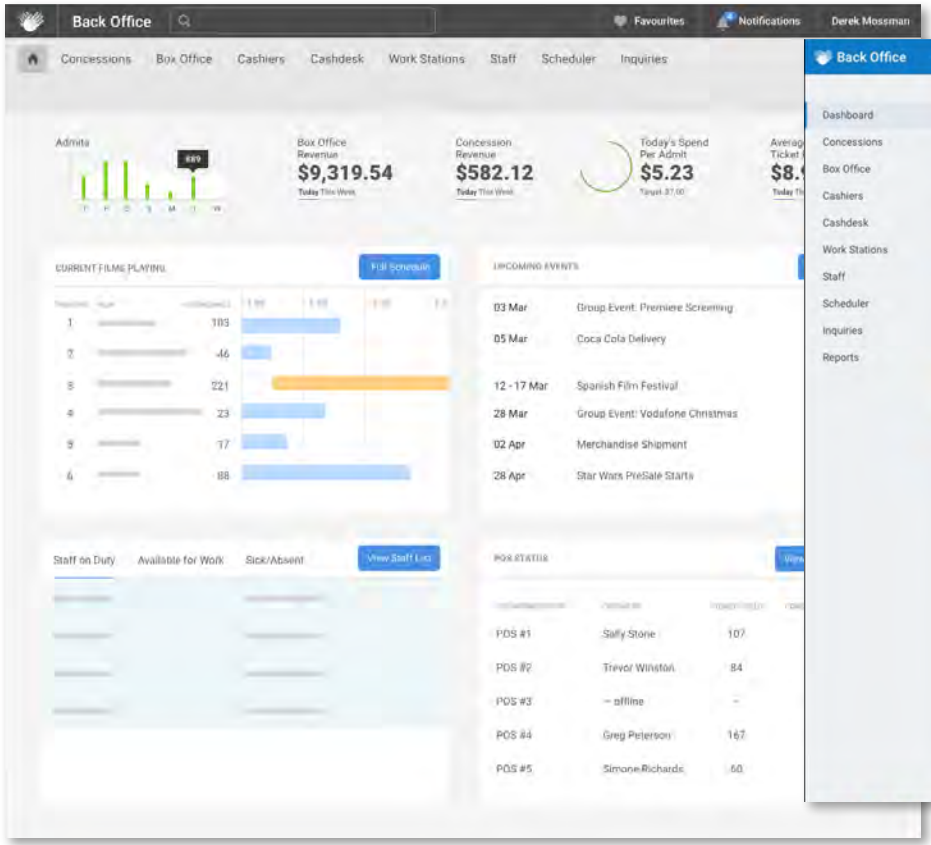
8

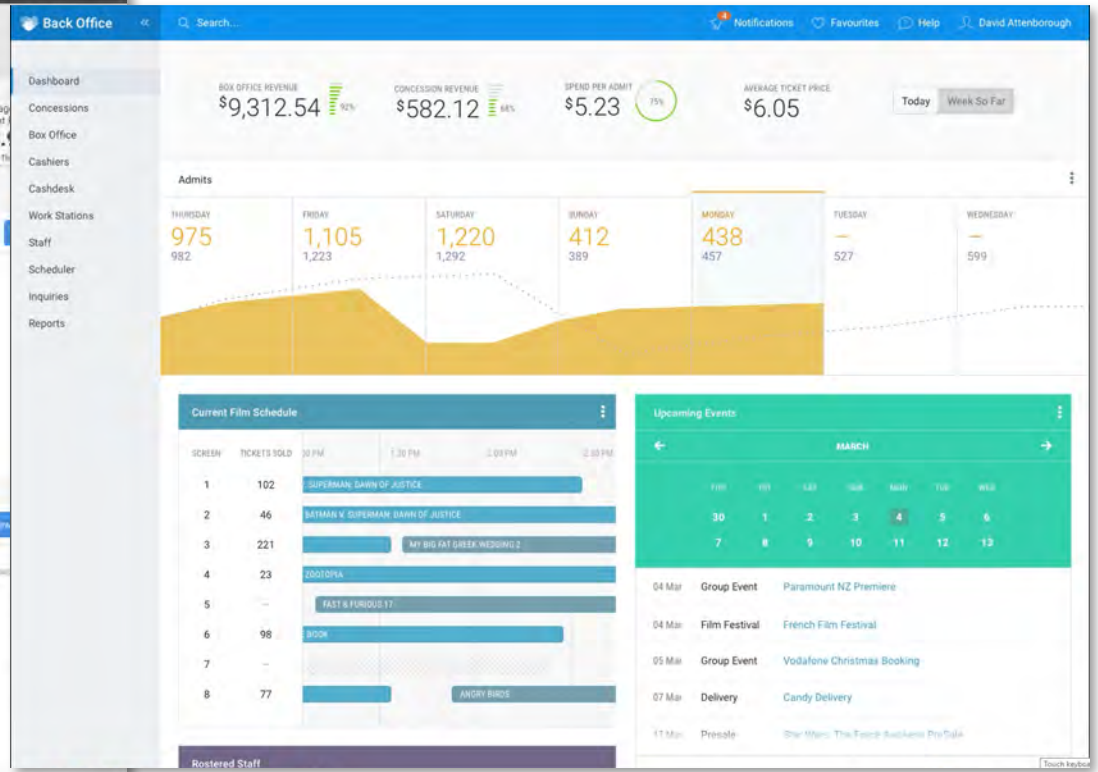
DISCONNECTED USERS
Generally participants felt disconnected from Vista as the relationship was often managed by Head Office which in some cases was offshore

BRAINSTORMING SESSIONS

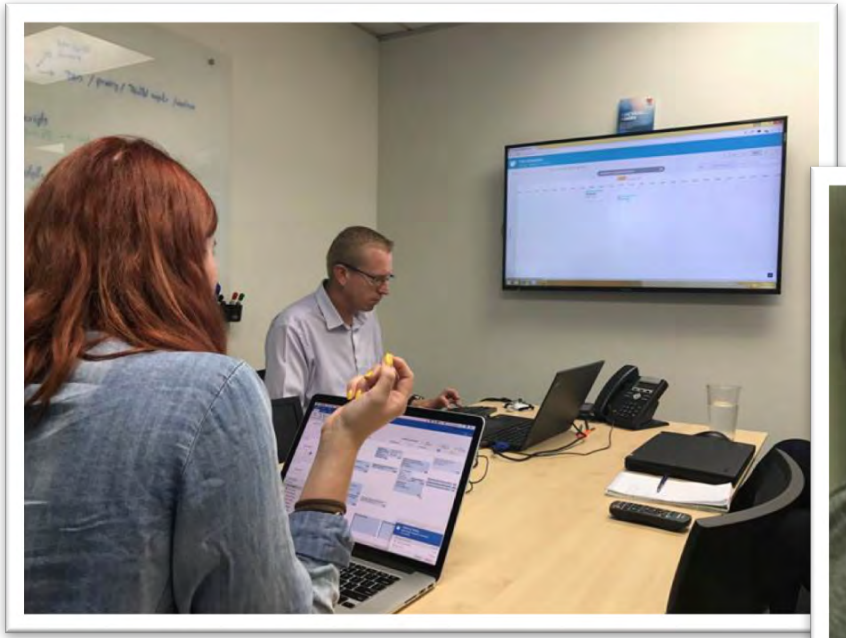


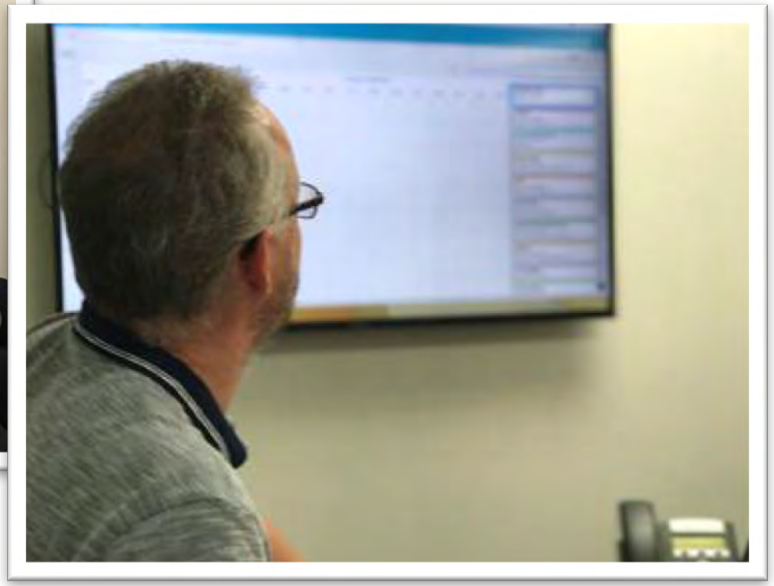
PROTOTYPES


Back Office
Favourites
Notifications
Derek Mossman
Concessions
Box Office
Cashiers
Cashdesk
Work Stations
Staff
Scheduler
Inquiries
Admits
Box Office Revenue
$9,319.54
Concession Revenue
$582.12
Today's Spend Per Admit
$5.23
CURRENT FILMS PLAYING
Full Schedule
UPCOMING EVENTS
03 Mar Group Event: Premiere Screening
05 Mar Coca Cola Delivery
12 - 17 Mar Spanish Film Festival
28 Mar Group Event: Vodafone Christmas
02 Apr Merchandise Shipment
28 Apr Star Wars PreSale Starts
Staff on Duty
Available for Work
Sick/Absent
View Staff List
POS STATUS
POS #1 Sally Stone 107
POS #2 Trevor Winston 84
POS #3 – offline –
POS #4 Greg Peterson 167
POS #5 Simone Richards 60


Back Office
Search...
Notifications
Favourites
Help
David Attenborough
Dashboard
Concessions
Box Office
Cashiers
Cashdesk
Work Stations
Staff
Scheduler
Inquiries
Reports
BOX OFFICE REVENUE
$9,312.54
CONCESSION REVENUE
$582.12
SPEND PER ADMIT
$5.23
AVERAGE TICKET PRICE
$6.05
Today
Week So Far
Admits
THURSDAY 975 982
FRIDAY 1,105 1,223
SATURDAY 1,220 1,292
SUNDAY 412 389
MONDAY 438 457
TUESDAY — 527
WEDNESDAY — 599
Current Film Schedule
SCREEN
TICKETS SOLD
1 102 SUPERMAN: DAWN OF JUSTICE
2 46 BATMAN V. SUPERMAN: DAWN OF JUSTICE
3 221 MY BIG FAT GREEK WEDDING 2
4 23 ZOOTOPIA
5 – FAST & FURIOUS 17
6 98 BOOK
7 –
8 77 ANGRY BIRDS
Upcoming Events
MARCH
04 Mar Group Event Paramount NZ Premiere
04 Mar Film Festival French Film Festival
05 Mar Group Event Vodafone Christmas Booking
07 Mar Delivery Candy Delivery
Rostered Staff

USER TESTING





TIMELINE

Q1 - 2017

R1 – Concessions

- Dashboards
- Stock Receipts
- Stocktake
- Feedback service

First Release

CashDesk

Q2 - 2017

R2 – CashDesk

- Cash Desk
- Purchase Orders
- Stock Adjustments
- Items Made

Q3 - 2017

R3 – Reporting/Scheduling

- Showtime Manager
- Reporting
- Dashboards

Reporting

Q4 - 2017

R4 – Box Office

- Films
- Events
- Break Seats

Box Office

Gold Release

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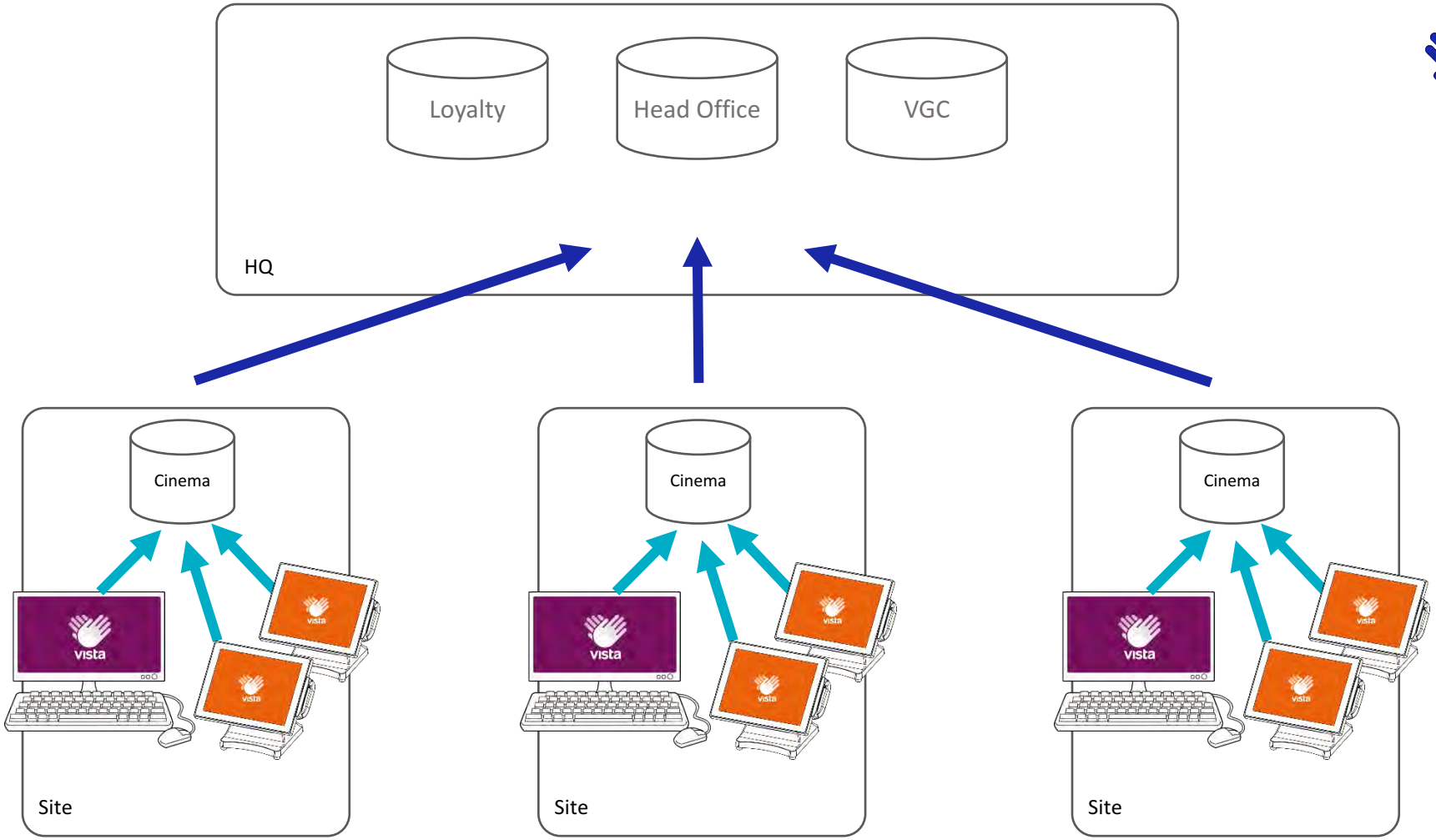
Early 2018

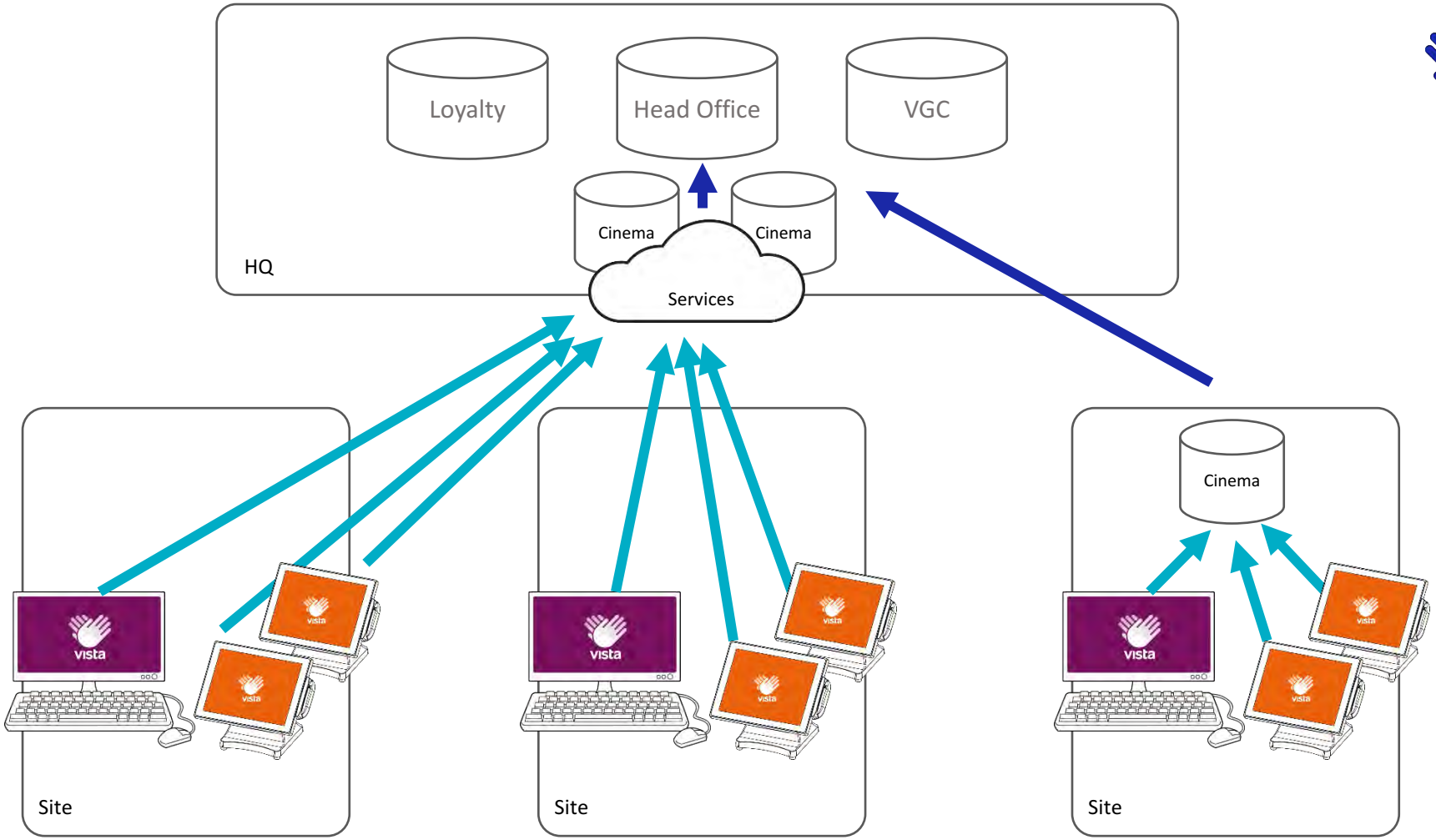
Vista 5.0

- Staff Management
- System management
- Corporate Bookings
- Tab Management

CLOUD CINEMA

vista


Loyalty
Head Office
VGC
HQ
Cinema
Site
Cinema
Site
Cinema
Site


Loyalty
Head Office
VGC
Cinema
Cinema
HQ
Services
Cinema
Site
Site
Site

BENEFITS FOR VISTA

Reduced Servicing Costs

- Centralisation simplifies deployment and servicing
- Implementation and roll-out costs reduced
- Less service issues, easier to resolve

Less Code

- One presentation technology to develop
- Cross-platform user experiences
- Greater logic-sharing through API architecture

More Talent

- Great tech attracts great engineers
- One less platform to recruit for
- Skills and expertise reused across products

Automated Testing

- APIs enable much greater test-ability
- Automation massively reduces man-hours required for regression testing
- Code can be re-worked more confidently

BETTER SOFTWARE FASTER

THANK YOU

vista

MOVIO
INVESTOR DAY
PRESENTATION
27th July 2017

“Connecting every movie with the ideal audience”

Global Market Share

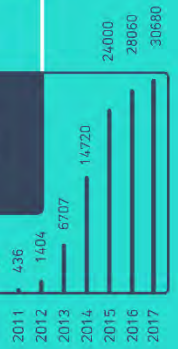
OF THE LARGE CINEMA CIRCUIT

*Circuits over 20 screens

Cinema Screens

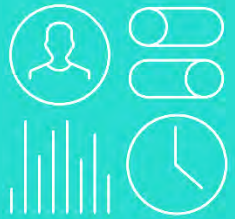
30,680 2017

NO. OF SCREENS AROUND THE WORLD USING MOVIO CINEMA



Active Moviegoers

MOVIO PROFILES THE BEHAVIOUR & TRANSACTIONS IN REAL-TIME OF 39M+ ACTIVE MOVIEGOERS WORLDWIDE.



LIVE PROFILES

*Moviegoers who have transacted within 12 months

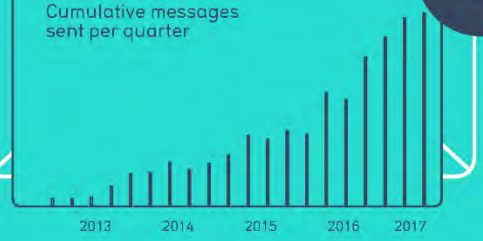
39+ million

Messages

NUMBER OF EMAILS & SMS SENT IS SKYROCKETING

3.7 B

Cumulative messages sent per quarter



30 JUNE 2017

LEADERSHIP TEAM

Will Palmer
Chief Executive

Peter Beguely
CPO

Craig Jones
CCO

Sarah Lewthwaite
MD & SVP, EMEA

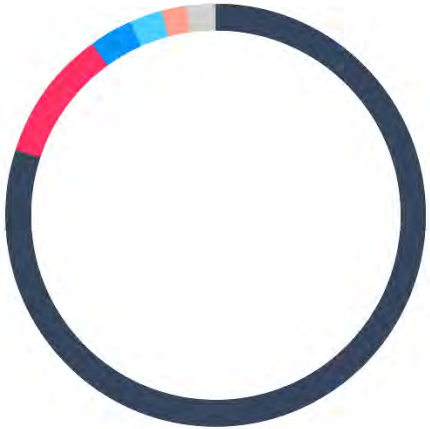
Matthew Liebmann
SVP, the Americas

MOVIO MEDIA
Powering Movie Marketing

MOVIE MARKETING IS GOING DIGITAL

U.S. Movie Marketing Spend

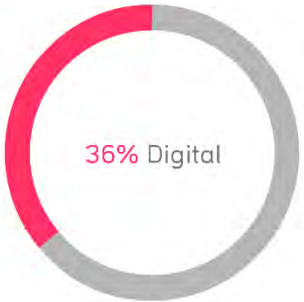
U.S.$4.2b p.a.



80% TV
10% Digital
3.5% Outdoor
2.5% Print
2% Radio
2% Other

Digital Spend vs Total Advertising Spend

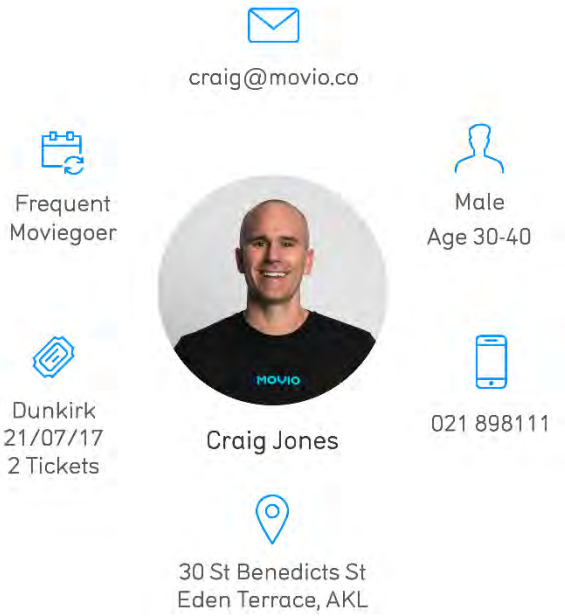
U.S. Film Industry

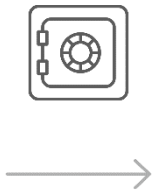


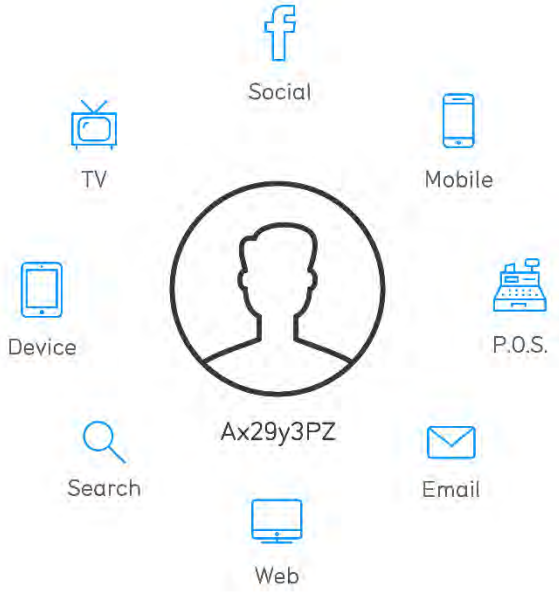
U.S.

* Source: Google, MarketShare-2015, eMarketer-2016

IDENTIFYING MOVIEGOERS IN A DIGITAL WORLD



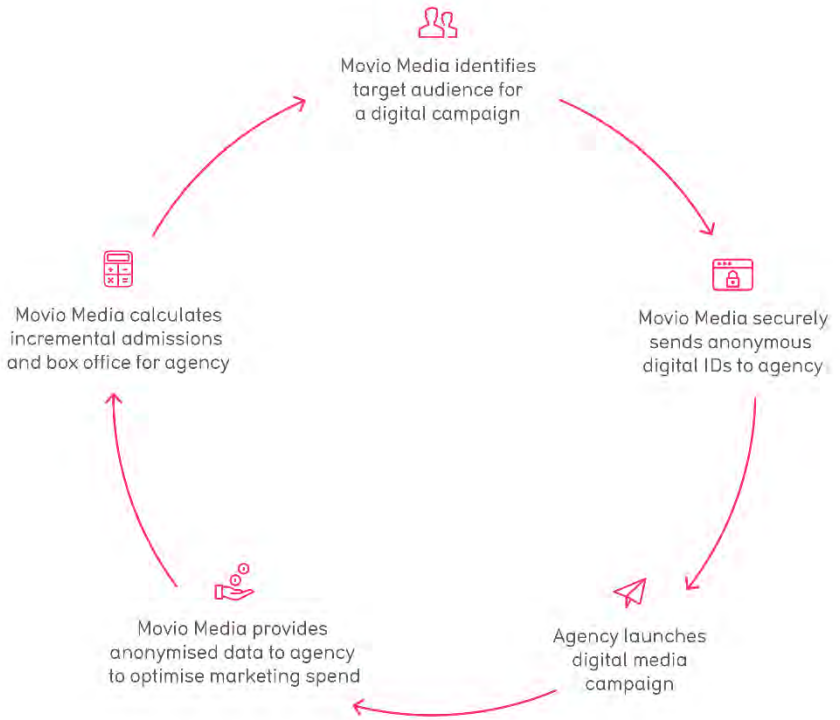




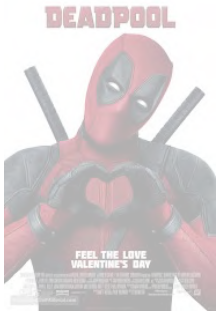
Moviegoer in real world

Moviegoer in digital world

EPSILON: TARGETING MOVIEGOERS ONLINE

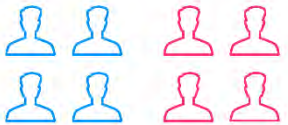


FOX: UNDERSTANDING WHAT MAKES MOVIEGOERS TICK



Moviegoer Insights

Movie Audience Profiles

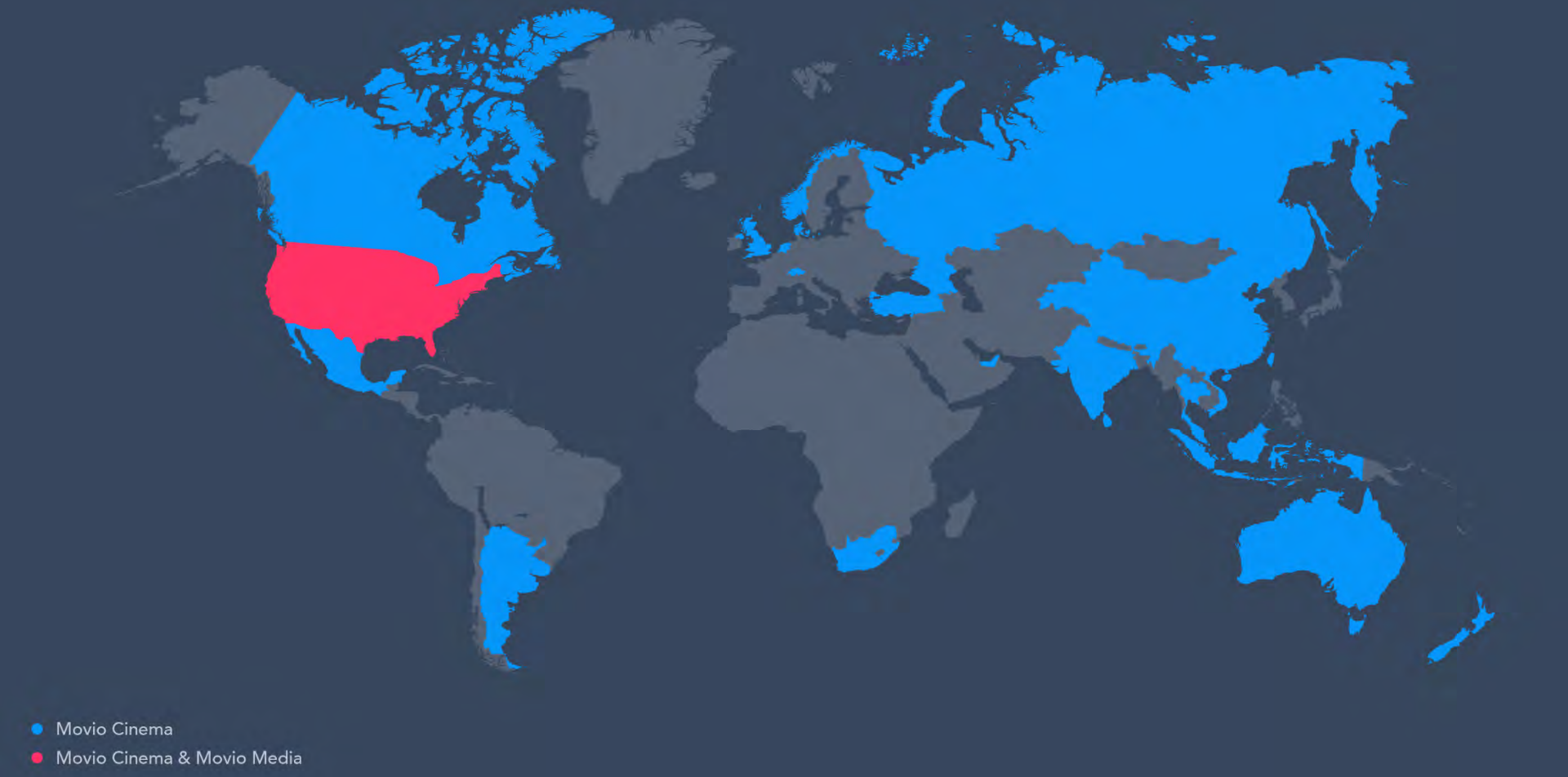


Movie Insights Benchmarking

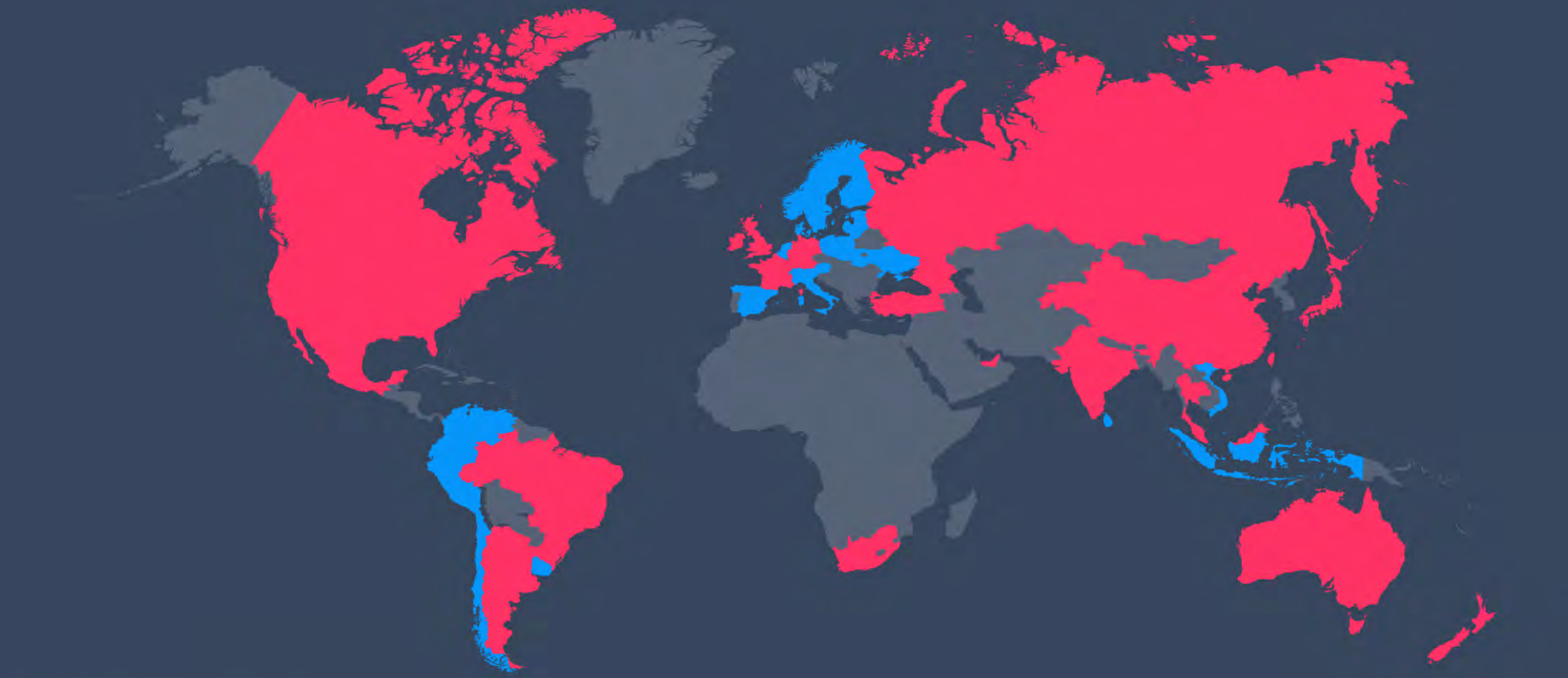
CUSTOMER LIFETIME VALUE IS INCREASING

Annual Contract Value	U.S.$100-500k	→	U.S.$250k-2.0m
Contract Term	1-1.5 years	→	2-5 years
Predominate Revenue Type	Non-Recurring	→	Recurring

MARKET FOOTPRINT 2017



MARKET FOOTPRINT VISION 2021



- Movio Cinema
- Movio Cinema & Movio Media

MOVIO

numero

Business

- Delivering Superior Technology to the Box Office reporting world of Global Studios and Exhibitors

- Current Market estimated at $40M USD Annual Revenue

- Numero's Critical Service Enhancements include:
  - Speed of Delivery - Enhanced User Experience
  - Efficiency of Reporting – Saving Executive Time
  - Real Time Comparative Reports – Real Time Insights

Future

numero

- Expand Service to include other major markets from 2018 onwards

- Collaborate with VGL companies to deliver the most comprehensive Global Cinema Audience reporting tool through combining Box Office and Audience Demographics in one platform

National Film Totals

Current Week | Show Details | Include Current Day | Estimates | Hidden | Export | Filters

Thu 20th Jul 2017 – Wed 26th Jul 2017

Rank	Film	Week	Theatres	Jul 20 Thu	Jul 21 Fri	Jul 22 Sat	Jul 23 Sun	Wknd Total Box	Jul 24 Mon	Jul 25 Tue	Jul 26 Wed	Week Total Box	Week Loc. Av.	Cume Box	View All
1	Dunkirk Warner Bros. 2D | LSF	1	104 / 107	$252k –	$329k –	$498k –	$381k –	$1.46M –	$133k –			$1.59M –	$15k –	$1.63M	+
2	Despicable Me 3 Paramount/Universal 2D | 3D	4	108 / 113	$224k -18%	$224k -15%	$169k +1%	$103k -30%	$720k -15%	$7.7k -95%			$727k -28%	$6.6k -29%	$4.94M	+
3	Baby Driver Sony 2D	1	76 / 78	$117k –	$144k –	$184k –	$116k –	$560k –	$33k –			$593k –	$7.6k –	$636k	+
4	War for the Planet of the Apes Fox 2D | 3D	2	91 / 92	$96k -48%	$125k -43%	$150k -43%	$101k -54%	$471k -47%	$27k -72%			$498k -49%	$5.5k -47%	$1.93M	+
5	Spider-Man: Homecoming Sony 2D | 3D	3	88 / 91	$107k -32%	$125k -31%	$127k -37%	$86k -46%	$445k -36%	$19k -82%			$464k -42%	$5.2k -44%	$3.27M	+
6	Cars 3 Walt Disney 2D | 3D	5	88 / 91	$67k -11%	$78k +1%	$60k +22%	$40k -10%	$246k 0%	$1.5k -97%			$248k -16%	$2.8k -10%	$1.92M	+

National Theatre Totals

Current Week | Show Details | Group by Circuit | Include Current Day | Estimates | Export | Filters

Films: Dunkirk × Clear Reset

Thu 20th Jul 2017 – Wed 26th Jul 2017

0 6 16 Missing Data

Dunkirk

Warner Bros. – 20 July 2017 – $1.69M Cumulative Box Office

Rank	Theatre	Film Rank	Jul 20 Thu	Jul 21 Fri	Jul 22 Sat	Jul 23 Sun	Wknd Total Box	Jul 24 Mon	Jul 25 Tue	Jul 26 Wed	Week Total Box	Cume Box	View All
1	Queen Street Event	1	$26k	$35k	$55k	$50k	$166k	$21k			$187k	$194k	+
2	Albany Event	1	$13k	$18k	$25k	$18k	$73k	$5.3k			$79k	$80k	+
3	Sylvia Park Hoyts	1	$8.5k	$14k	$25k	$17k	$65k	$3.8k			$68k	$71k	+
4	Riccarton Hoyts	1	$11k	$15k	$16k	$16k	$58k	$7.2k			$65k	$69k	+
5	St Lukes Event	1	$8.4k	$13k	$20k	$16k	$57k	$2.9k			$60k	$63k	+

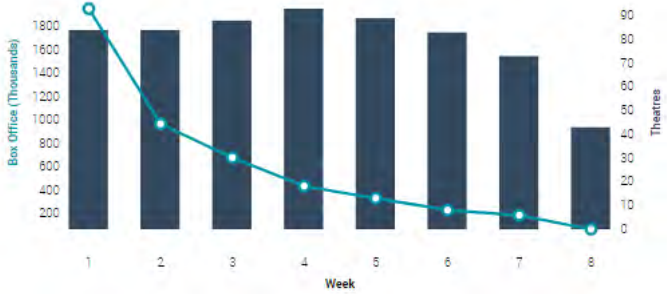
Wonder Woman

Compare to other Films

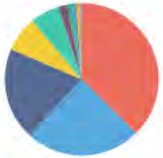
Warner Bros.
1 June 2017
Rating M

84 Theatres at Opening	**93** Theatres at Widest	**$52k** Theatre Box Office Average	**$4.86M** Cumulative Box Office
$217k Opening Day Total	**$2.7k** Opening Day Theatre Average	**$1.35M** Opening Weekend Total	**$16k** Opening Weekend Theatre Average
$1.95M Opening Week Total	**$23k** Opening Week Theatre Average		

Weekly Box Office



Circuit Market Share

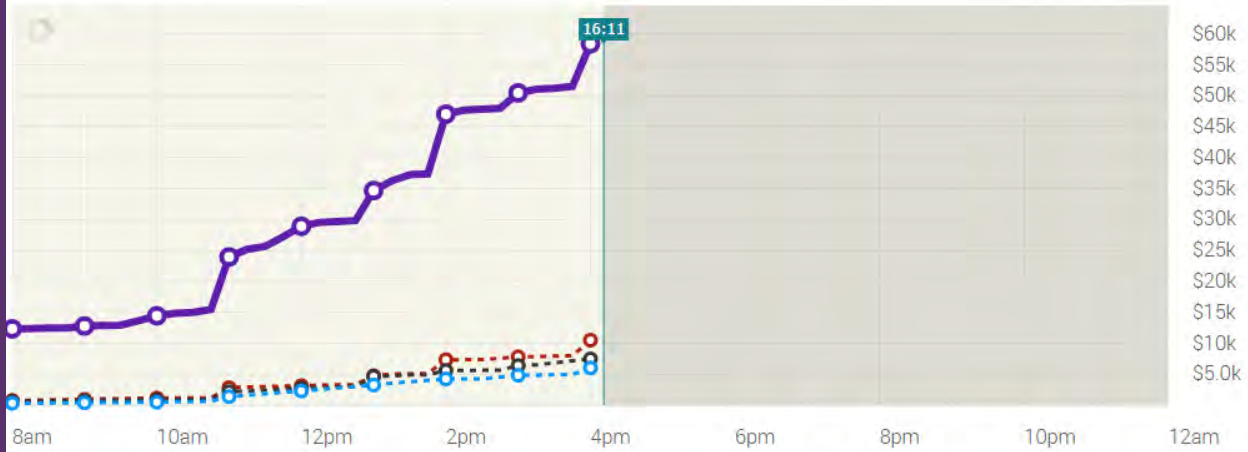


Event	$1.82M	37.5%	Event Dam...	$93k	1.9%
Hoyts	$1.18M	24.3%	PNG Paradi...	$53k	1.1%
Reading	$954k	19.6%	Focal Point	$38k	0.8%
NZMPEA	$359k	7.4%	Life	$32k	0.7%
Independent	$300k	6.2%	Light Hous...	$25k	0.5%

Live Film Totals

Display Mode | Calendar Date | Hidden | Export | Filters

Tue 25th Jul 2017



1st of day
Dunkirk
$58,625
Warner Bros.
20 Jul 2017
$1.69M cume

2nd of day
Baby Driver
$10,549
Sony
20 Jul 2017
$647k cume

3rd of day
War for the Pl...
$7,498
Fox
12 Jul 2017
$1.93M cume

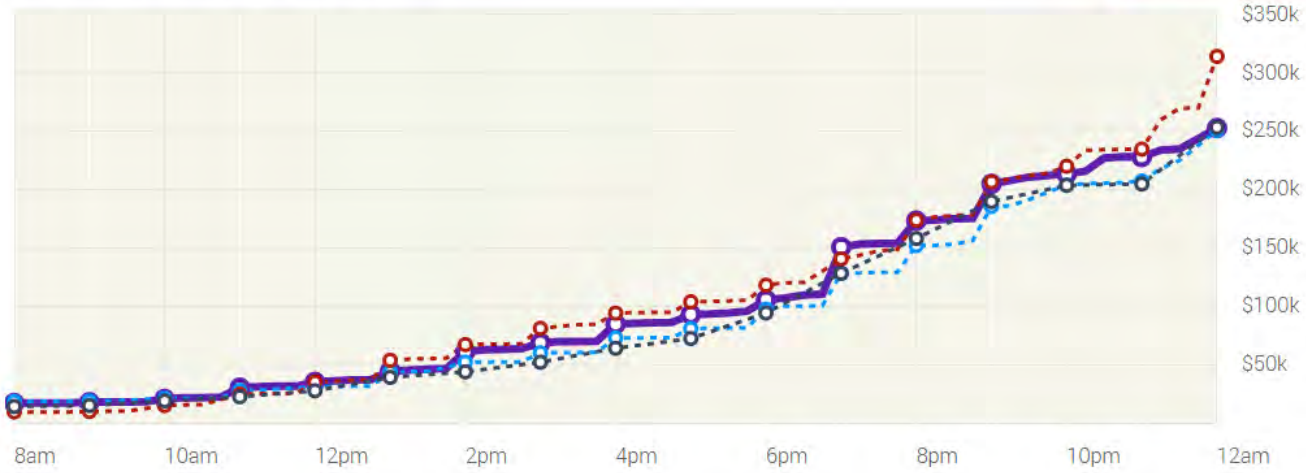
4th of day
Spider-Man: H...
$6,146
Sony
6 Jul 2017
$3.28M cume

Similar Performing Totals ?

Display Mode | Screening Day | Hidden | Export | Filters +

Day 1 (week 1 - opening Thursday)

Predicted Films Analysis



Baseline

Dunkirk

$252,395

Warner Bros.
20 Jul 2017
$1.69M cume

1st most similar

Spider-Man: H...

$250,472

Sony
6 Jul 2017
$3.28M cume

2nd most similar

Guardians of t...

$313,739

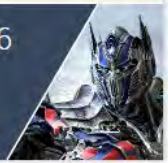
Walt Disney
25 Apr 2017
$5.40M cume

3rd most similar

Transformers:...

$252,916

Paramount
26 Jun 2014
$3.59M cume



VISTA GROUP

VISTA GROUP 2017 – INVESTOR DAY

27 July 2017

POWSTER

POWSTER UPDATE VIDEO

- A video was played with Ste Thompson presenting updates on the key product developments for Powster
- Due to the static nature of the releases that can be made to the NZX and ASX this video cannot be shown.

redefining
movie
distribution
maccs

maccs

Maccs' software is used by over **90 distributors** to distribute films in over **50 territories** around the world

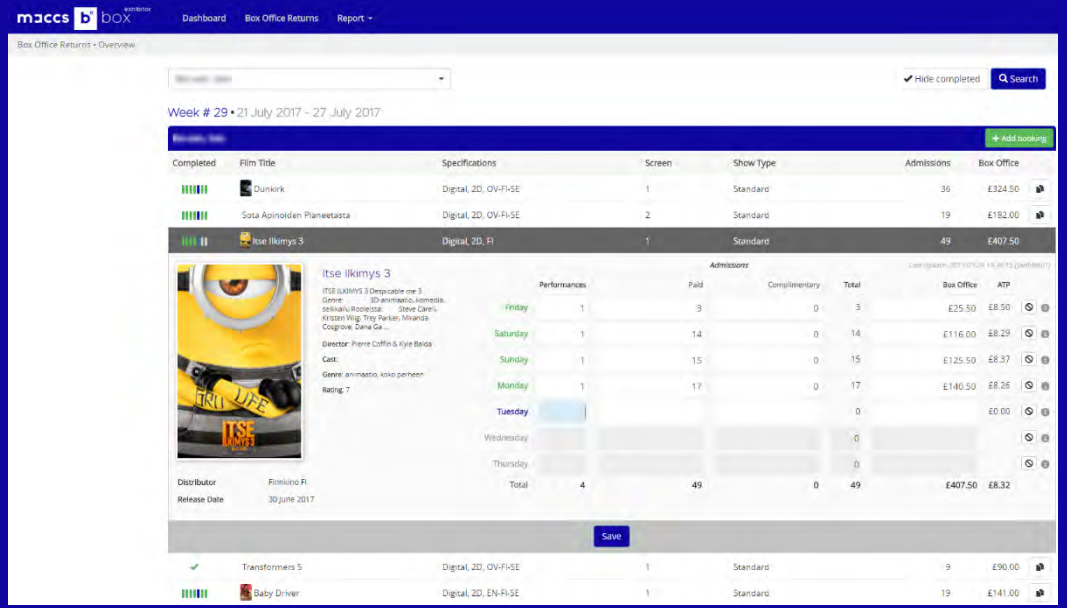
some of our clients

Warner Bros. · Universal · Paramount · Nordisk Film · Pathé · Village Roadshow Pictures · Belga Films · Central Film · Cine Colombia · SK Studios · VVS Films · eOne · Telefilms

Maccs – who are we?

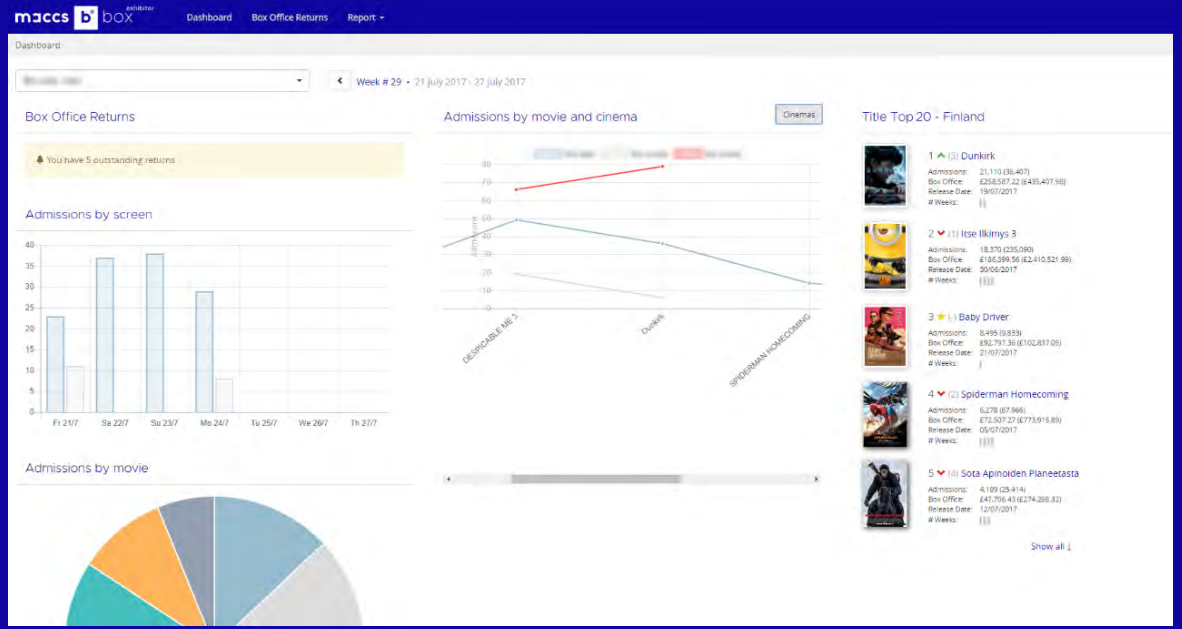
- The global leader in film distribution software enabling film distributors to better manage their entire movie life cycle

- Over 22 years of experience in:
  - Multiple-module software for theatrical distribution, prints & advertising and rights & royalty management
  - Country Gross Box Office collection and distribution
  - DCP/KDM management software
  - Multi-territory market discovery mobile app



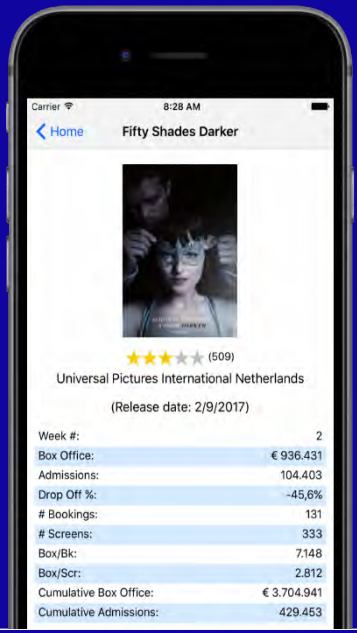
Near term focus & strategy

- ‘Light’ cloud based product aimed at small distributors
- Increase territorial market coverage for GBO collection
- Additional revenue generators for distributors
- Continued reduction of administrative overheads across the distribution eco-system



Outlook - medium to long term

- Update technology stack and migrate products to the cloud
- Continued improvement to market share through client acquisition
  - focus on smaller distributors (SaaS model)
- 100% GBO figure collection in more territories
- Increased focus on VoD channels
- Introduction of a self-service analytics portal
- Continued focus on mobile



movieXchange

What is movieXchange?

mx FILM

mx TICKETS

mx SHOWTIMES

movieXchange

mx
FILM

Standardization and distribution of movie data and assets

SUPPORTED BY THE MAJOR STUDIOS

MULITPLE MEDIA & DATA POINTS

Core Media
Poster art
Production stills
Backdrop images
Trailer videos

Enhanced Media
Motion poster
Video clips
Social media materials
Web banners
Print-ready materials
Layered design files

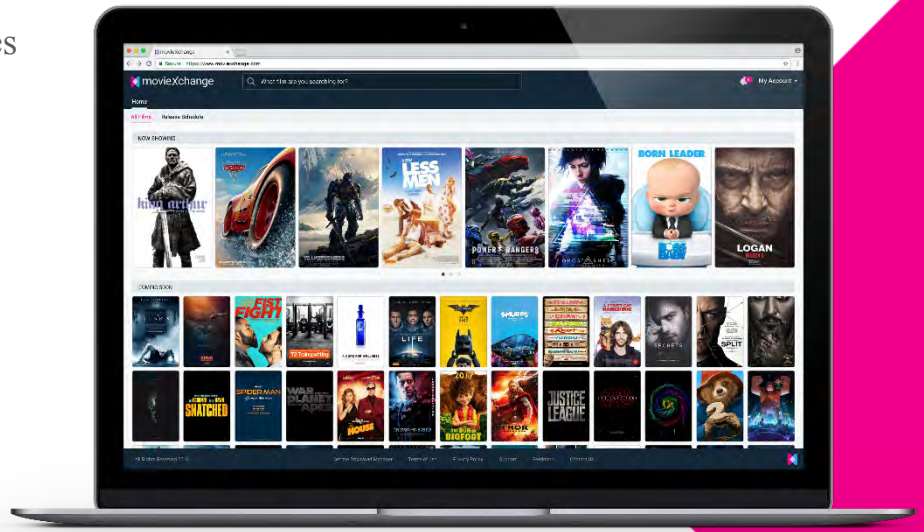
Core Data
Long & Short synopsis
Release date
Running time
Rating
Streaming trailer URL
Cast & Crew

Enhanced Data
Marketing & social links
Movie format
Subtitle attributes
Language attributes
Unique ID codes
Restricted titles for signage

mx
FILM

Reduce effort & cost for exhibitors

- Vista sales channels
  - Kiosk, mobile app, web sites
  - Digital signage, POS etc
- Group products
  - Movio, Numero, CI etc
- Non-Vista POS exhibitors
- Exhibitor social media
- Digital trailer delivery



mx FILM

mx
FILM

Product Demo

movieXchange

14
JUL

20th Century Fox

Paramount

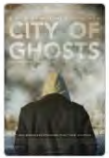
Sony

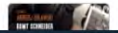
Universal

Walt Disney

Warner Bros.

Independents





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movieXchange

What movie are you searching for?

VistaUSA@vista.co

Home | Release Schedule

US Release

USA

Watch Trailer

www.youtube.com/watch?v=T7O7BtBnsG4

Dunkirk

Warner Bros. Pictures (US)

Action | Drama | History | Thriller | War

Release Date	21 July 2017
Classification	PG-13 for intense war experience and some language
Running Time	106 mins
Countries of Origin	USA France UK
Original Languages	English German French
Production Companies	Warner Bros. Pictures (US)
Short Title	Dunkirk
Signage Title	Dunkirk
Tagline	At the point of crisis, at the point of annihilation, survival is victory.
Synopsis	Miraculous evacuation of Allied soldiers from Belgium, Britain and France, who were cut off and surrounded by the German army from the beaches and harbor of Dunkirk, France, between May 27- June 04, 1940, during Battle of France in World War II.
Short Synopsis	From filmmaker Christopher Nolan ("Interstellar," "Inception," "The Dark Knight" Trilogy) comes the epic action thriller DUNKIRK, in theaters July 21, 2017.

Marketing & Social

http://www.dunkirkmovie.co...

https://www.facebook.com/...

https://twitter.com/Dunkirk...

https://www.instagram.com...

Cast & Crew

Actors | Directors & Producers

Mark Rylance, Cillian Murphy, Tom Hardy, Kenneth Branagh, Kevin Guthrie, James D'Arcy

Media

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All Media | Posters | Stills | Videos | Social Media | Web Materials | Adv. & Promo | Other

CURRENT OFFICIAL

Txtd Dom Main 1...

Posters

4050 x 6000
338 x 500
199 x 295

OFFICIAL

Txtls_Dom_Tsr_1...

Posters

4050 x 6000
338 x 500
199 x 295

OFFICIAL

Txtd_Land_Bus_S...

Posters

4114 x 6000
343 x 500
202 x 295

OFFICIAL

Txtd_Dom_Tsr_1s...

Posters

4050 x 6000
338 x 500
199 x 295

OFFICIAL

JWS_Dom_Tsr_1sh...

Posters

346 x 512
338 x 500
199 x 295

PREFERRED OFFICIAL

BB-03813

Stills

6000 x 4000
750 x 500
443 x 295

PREFERRED OFFICIAL

BB-TT-0006

Stills

4096 x 1716
1193 x 500
704 x 295

PREFERRED OFFICIAL

BB-01286

Stills

6000 x 4000
750 x 500
443 x 295

OFFICIAL

BB-01240MSG

Stills

6000 x 4000
750 x 500
443 x 295

OFFICIAL

BB-04272MSG

Stills

6000 x 4000
750 x 500
443 x 295

OFFICIAL

BB-T2-0044

Stills

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OFFICIAL

BB-T2-0051

Stills

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686 x 500
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OFFICIAL

BB-T3-0010

Stills

4096 x 1716

OFFICIAL

BB-05165CC

Stills

6000 x 4000

OFFICIAL

BB-05863MSGCC

Stills

6000 x 4000

OFFICIAL

BB-06025MSGCC

Stills

6000 x 4000

OFFICIAL

BB-12230

Stills

6000 x 4000

OFFICIAL

BB-13169MSG

Stills

6000 x 4000

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External Movie Code

EIDR	10.5240/B581-8D4F-95AE-92CA-4584-V
MACCSbox	3001c0033430

Versions

2D

Aspect Ratio	Flat
Sound Formats	Atmos
Running Time	106 mins
Languages	English German French
Subtitles	English
Short Title	Dunkirk
Credit Roll Time	TBC
Resolution	TBC
Luminance	TBC
Frame Rate	TBC

IMAX

Aspect Ratio	Flat
Sound Formats	Atmos
Running Time	106 mins
Languages	English German French
Subtitles	English
Short Title	Dunkirk
Credit Roll Time	TBC
Resolution	TBC
Luminance	TBC
Frame Rate	TBC

35mm

Aspect Ratio	Flat
Sound Formats	Atmos
Running Time	106 mins
Languages	English German French
Subtitles	English
Short Title	Dunkirk
Credit Roll Time	TBC
Resolution	TBC
Luminance	TBC
Frame Rate	TBC

70mm

Aspect Ratio	Flat
Sound Formats	Atmos
Running Time	106 mins

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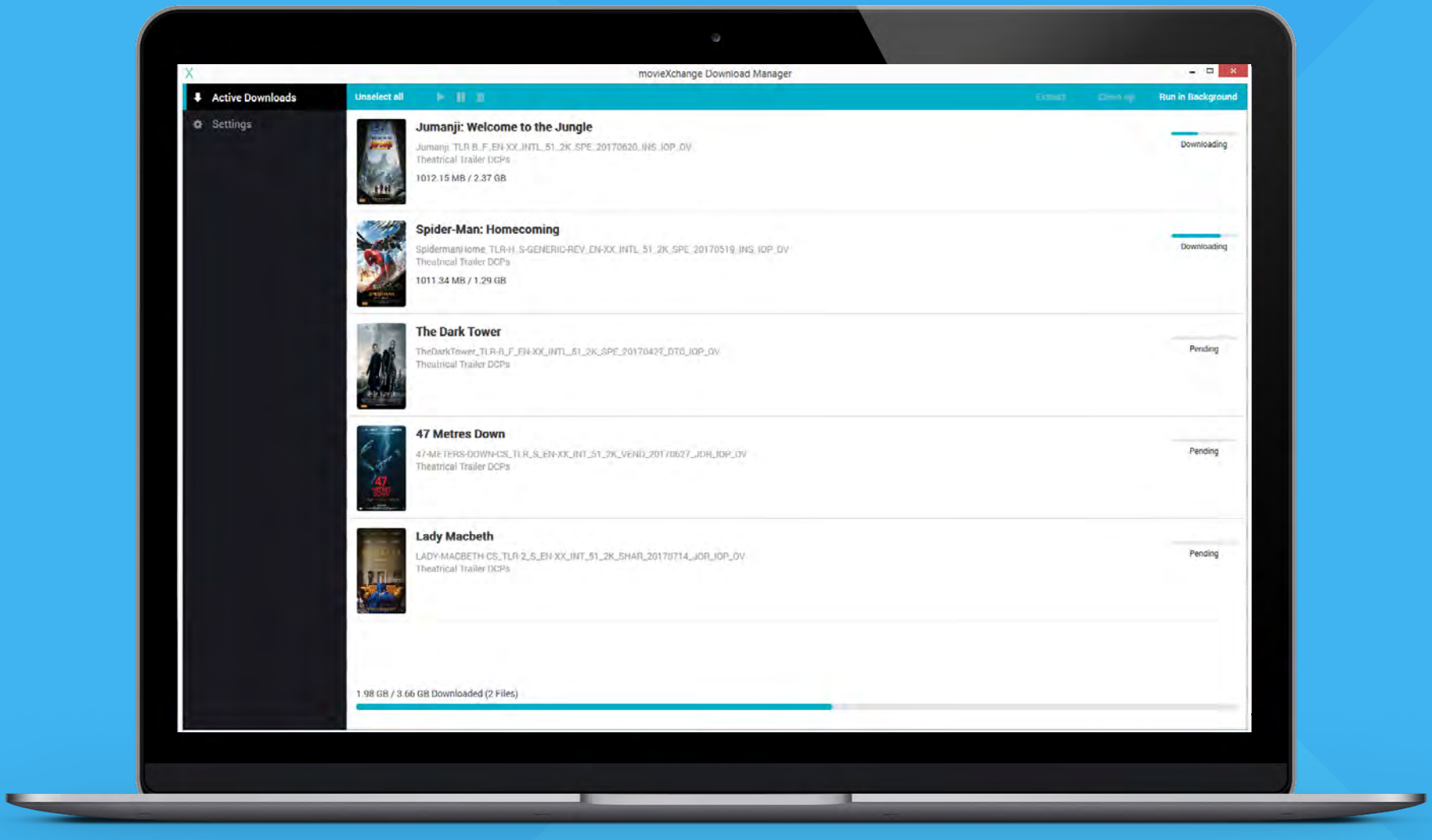

movieXchange Download Manager
Active Downloads
Settings
Unselect all
Run in Background
Jumanji: Welcome to the Jungle
Jumanji_TLR-B_F_EN-XX_INTL_51_2K_SPE_20170620_INS_IOP_OV
Theatrical Trailer DCPs
1012.15 MB / 2.37 GB
Downloading
Spider-Man: Homecoming
Spidermanhome_TLR-H_S-GENERIC-REV_EN-XX_INTL_51_2K_SPE_20170519_INS_IOP_OV
Theatrical Trailer DCPs
1011.34 MB / 1.29 GB
Downloading
The Dark Tower
TheDarkTower_TLR-B_F_EN-XX_INTL_51_2K_SPE_20170427_DTC_IOP_OV
Theatrical Trailer DCPs
Pending
47 Metres Down
47-METERS-DOWN-CS_TLR-S_EN-XX_INT_51_2K_VEND_20170627_JOR_IOP_OV
Theatrical Trailer DCPs
Pending
Lady Macbeth
LADY-MACBETH-CS_TLR-2_S_EN-XX_INT_51_2K_SHAR_20170714_JOR_IOP_OV
Theatrical Trailer DCPs
Pending
1.98 GB / 3.66 GB Downloaded (2 Files)

MX Film - revenue model

- Licensed to cinemas for access and integration to the media database
- Monthly license fee per site, tiered based on number of sites

Where are we at?

- Beginning sales outreach to exhibitors
- Product being received very positively
- First paying customers have committed in July

mx FILM

mx
TICKETS

A centralized cloud platform connecting online ticketing vendors to exhibitors

mx TICKETS

Current Vendor Partners

In Dev Queue

DEMAND FILM

Actively Integrating

atom

MOVIEWEB

Ready to ticket

POWSTER

movie fone

moviepass

MOVIETIMES

dealflicks

mx TICKETS

MX Tickets - revenue model

- No charge for exhibitors to be connected to the platform
- Vendors pay us a small fee per ticket processed through the platform
- Fee varies from vendor to vendor, depending on expected ticket volumes

mx TICKETS

Next steps for MXT?

- Initial focus in USA
- Several exhibitors committed to platform - has been received very positively overall
- Live ticketing commenced through the platform this week with first vendor & exhibitor
- Newly appointed President of movieXchange - Justin Silverman (formerly head of Veezi USA)

mx TICKETS

mx
SHOWTIMES

Collecting and distributing showtime data

- A large global opportunity
- Requires significant showtime coverage in any given territory to be useful
- Initial focus on building up showtime collection, monetization of this will be longer term

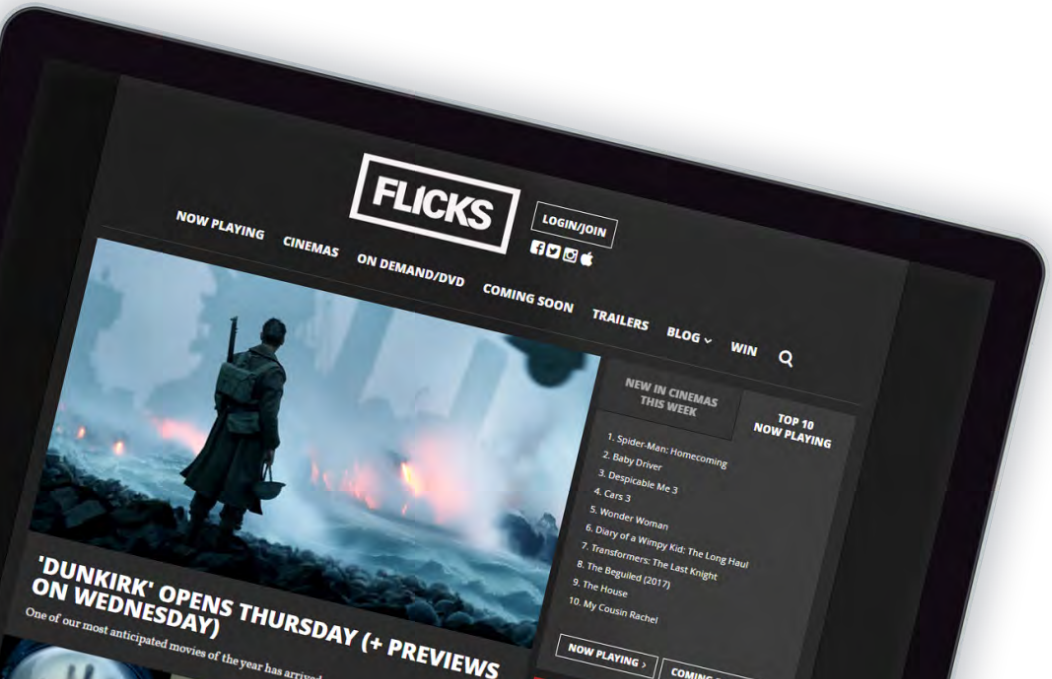
movieXchange

MX Showtimes - revenue model

- Data is licensed to publishers, search engines, social media platforms and other organizations that display movie showtimes
- A monthly or annual rate, per territory of licensed data

movieXchange

FLICKS

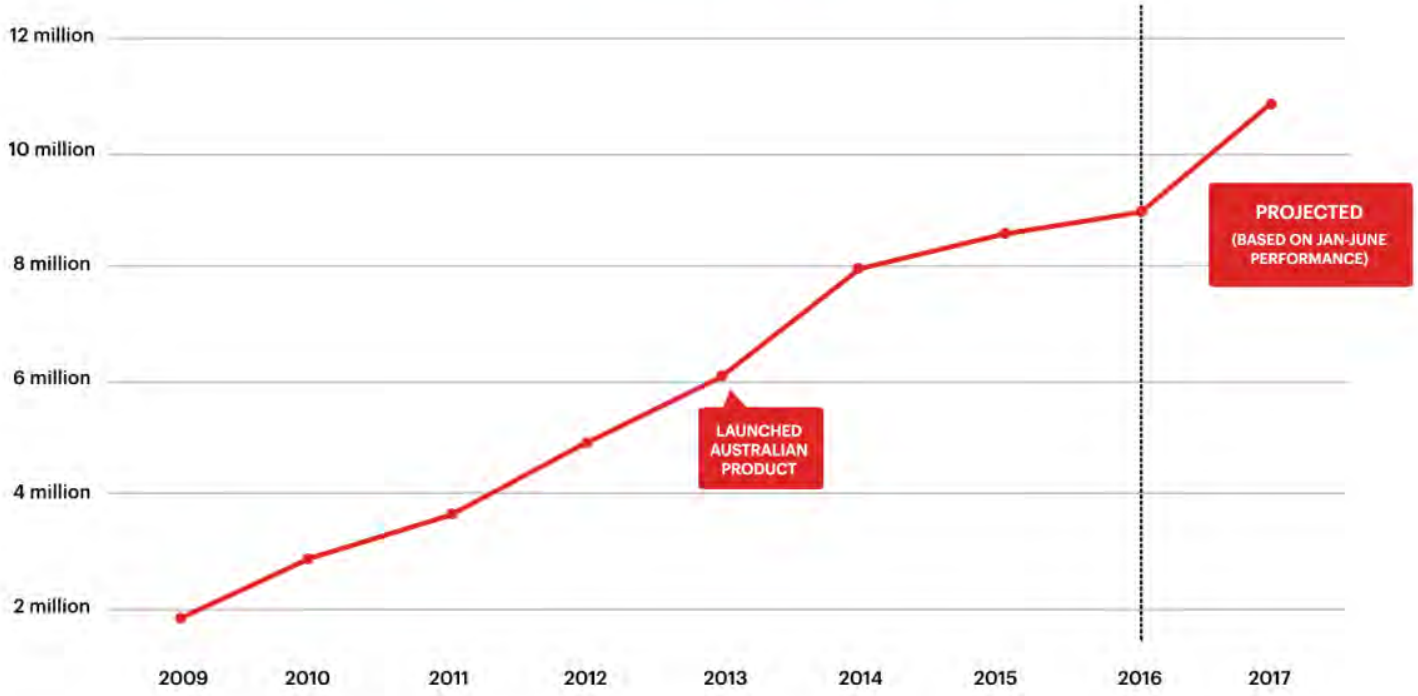

FLICKS
LOGIN/JOIN
NOW PLAYING
CINEMAS
ON DEMAND/DVD
COMING SOON
TRAILERS
BLOG
WIN
'DUNKIRK' OPENS THURSDAY (+ PREVIEWS ON WEDNESDAY)
One of our most anticipated movies of the year has arrived
NEW IN CINEMAS THIS WEEK
TOP 10 NOW PLAYING
1. Spider-Man: Homecoming
2. Baby Driver
3. Despicable Me 3
4. Cars 3
5. Wonder Woman
6. Diary of a Wimpy Kid: The Long Haul
7. Transformers: The Last Knight
8. The Beguiled (2017)
9. The House
10. My Cousin Rachel
NOW PLAYING
COMING

FLICKS
SPIDER-MAN: HOMECOMING
AUCKLAND
Berkeley Mission Bay
Event Albany

Voda NZ
3:42 PM
MOVIES
CINEMAS
NOW PLAYING
COMING SOON
TOP 10
1. War for the Planet of the Apes
2. Spider-Man: Homecoming
3. The Journey
5. Despicable Me 3
6. Cars 3

FLICKS

YEARLY TOTAL WEBSITE/APP VISITORS



FLICKS

- NEW PRODUCTS / REVENUE STREAMS

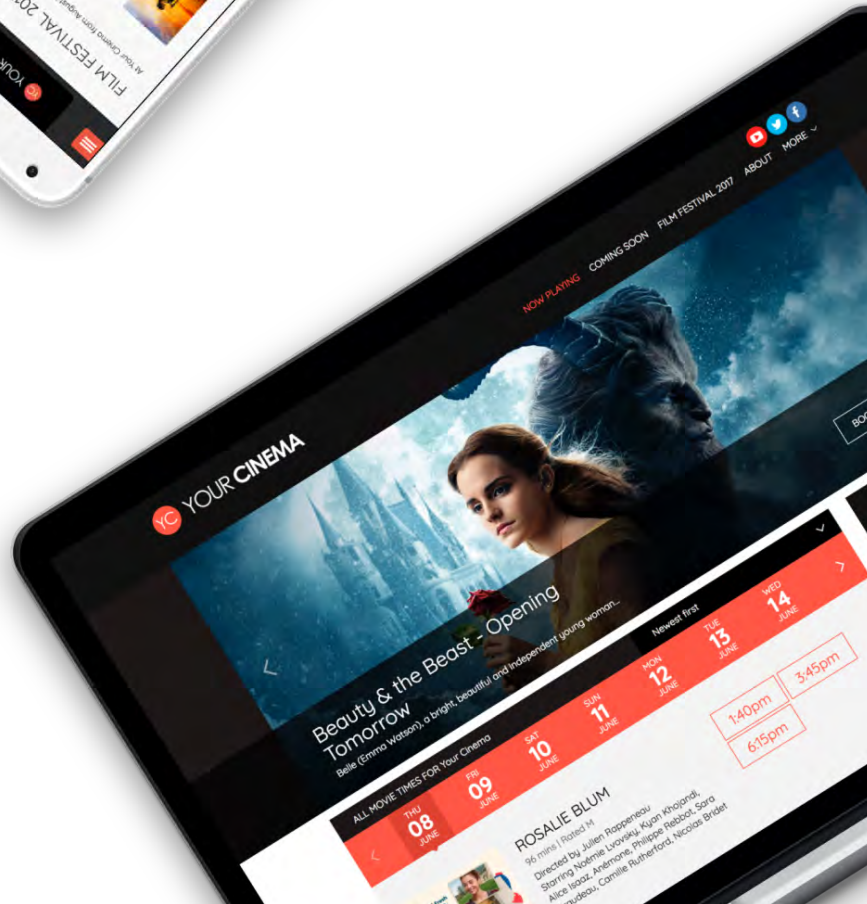
- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

- NEW TERRITORIES

YOUR **CINEMA**

Cinema websites by **FLICKS**



FLICKS

- NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

- NEW TERRITORIES

FLICKS

- NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

- NEW TERRITORIES

FLICKS

- NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

- NEW TERRITORIES

FLICKS

- NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

- NEW TERRITORIES

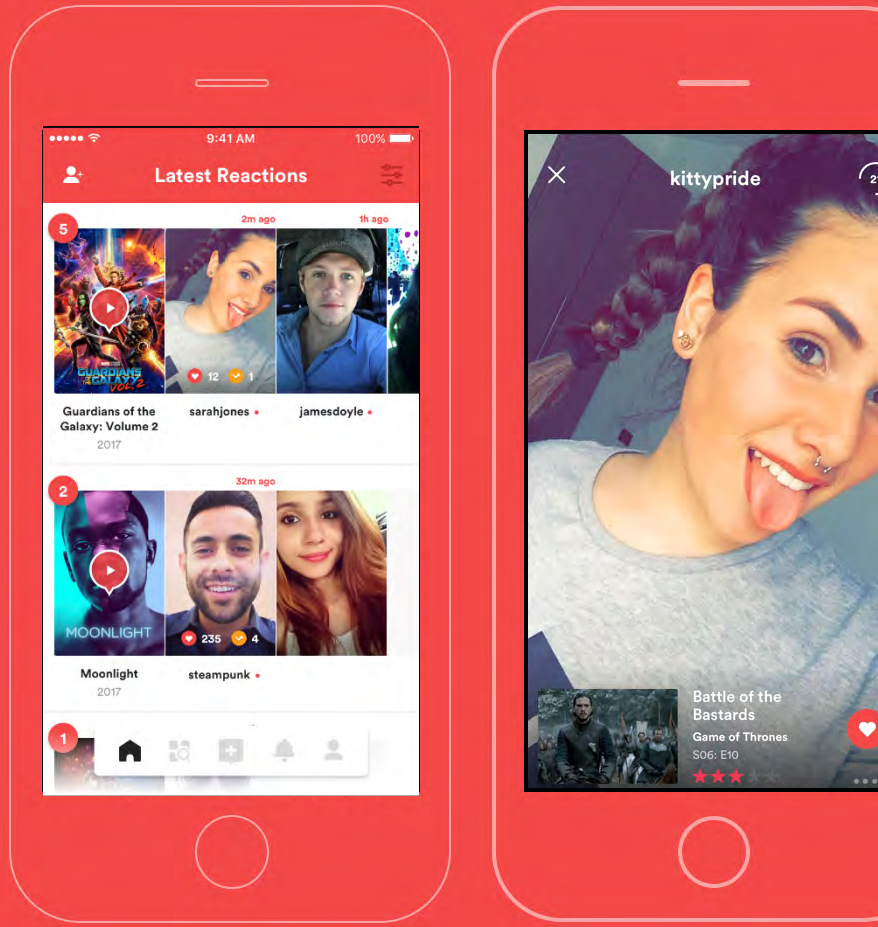
FLICKS

Stardust

Video reactions to movies & shows

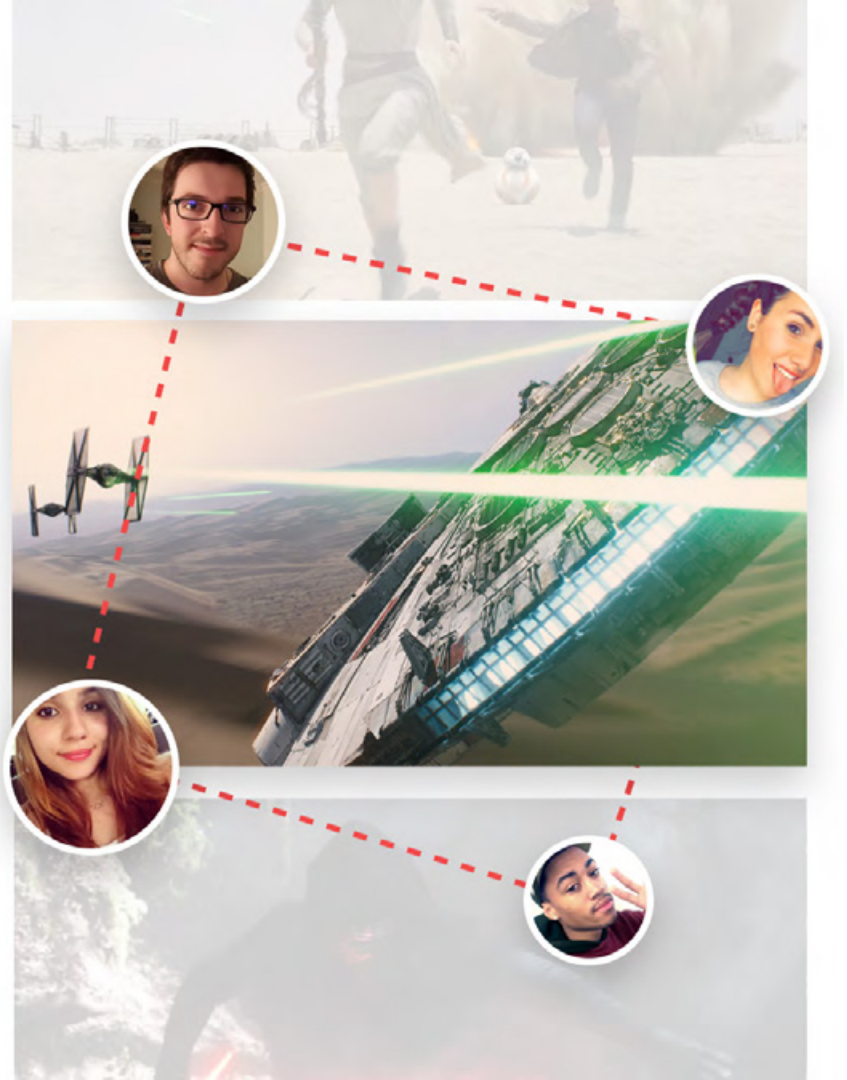
A social network oriented around movies & TV shows

- Built with Millennials in mind, focused on short form video
- Record and share reactions and discussion with friends and fellow fans
- Distinct enough from existing platforms that there is demand and enthusiasm for the product



What’s in it for users?

- Get feedback about current movies and shows from friends
- Determine which content to spend time & money on in a crowded landscape
- Video content is inherently engaging and entertaining
- Social connection and validation from people with shared entertainment interests

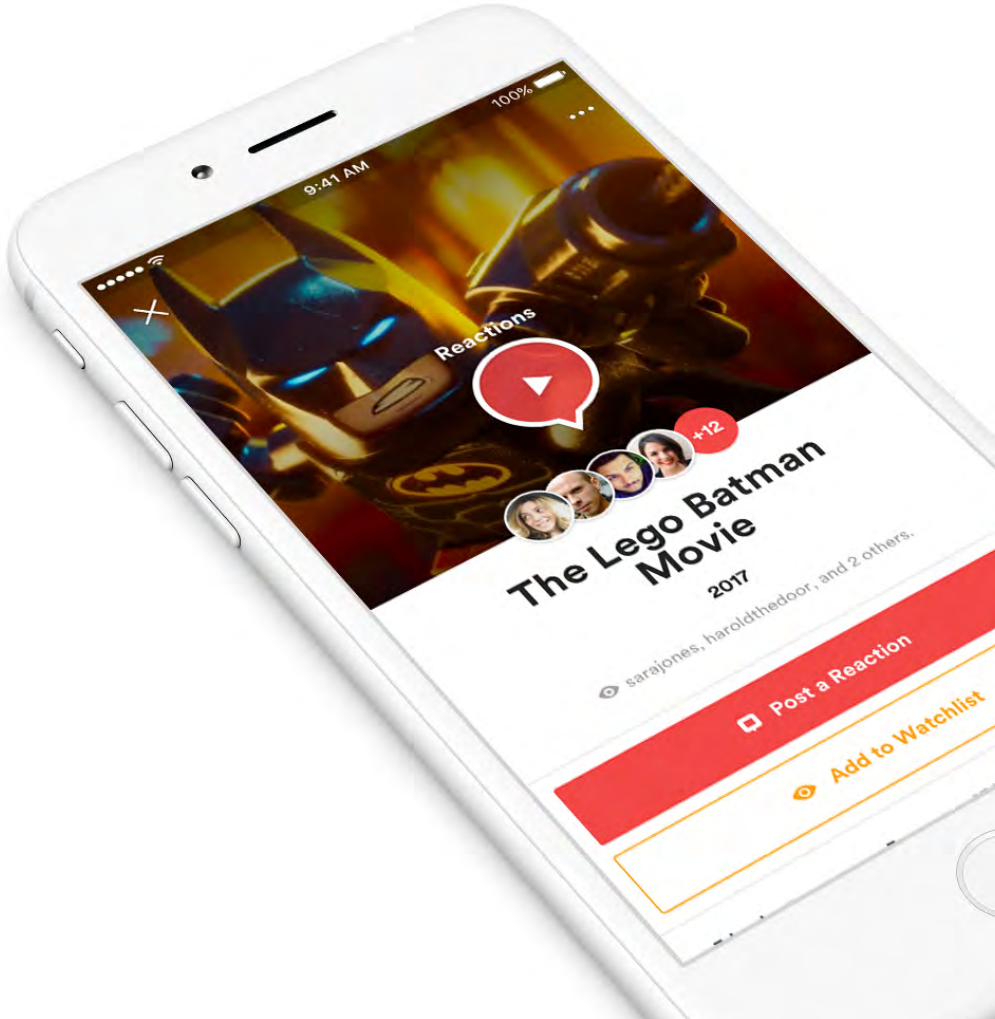


Why is this valuable?

- A direct connection to an audience that studios and exhibitors struggle to reach - millennials
- Insights on content sentiment & engagement with deep demographic & social context
- Powerful capability to create and amplify discussion around movies, and generate audiences
- Directly convert interest into ticket sales

The process so far

Design & development	Jun - Dec 2016
Alpha testing (20 users)	Dec 2016 - Jan 2017
Beta (100 users)	Feb - May 2017
App store launch	Jun 2017



User acquisition & marketing

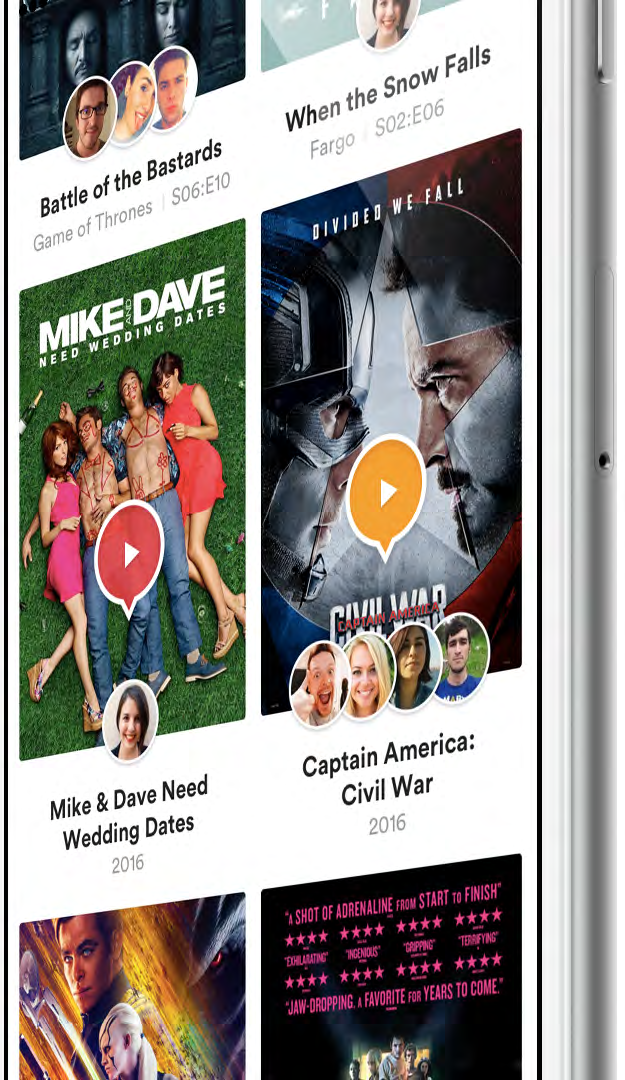
Publisher partnerships

Exhibitor partnerships

Studio partnerships - integrate with movie marketing & PR

Influencers

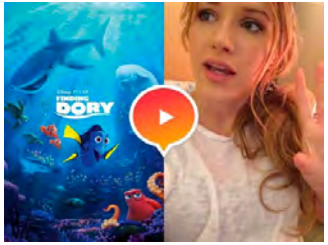
User / viral marketing



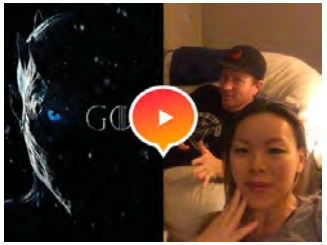
Early feedback

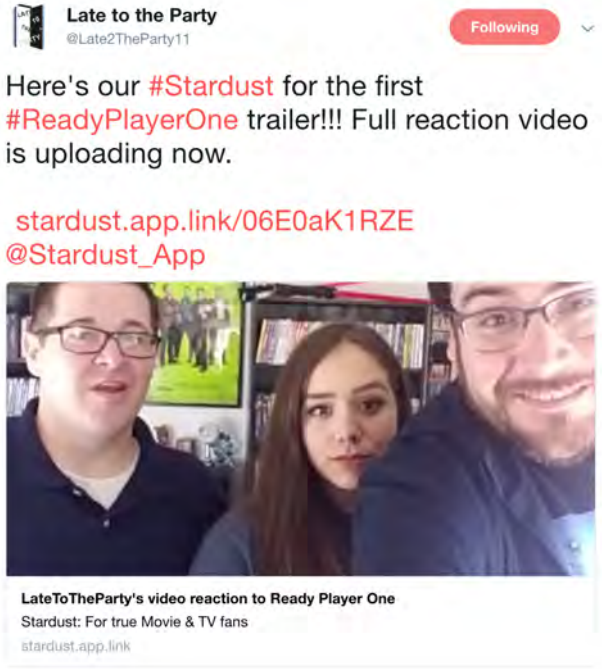
"I just wanted to say that I love how you guys are building Stardust, and I have always wanted to see an app based around rating and reacting to movies."
-Austin

"I love the app and have enjoyed watching everyone's reviews"
-Sam

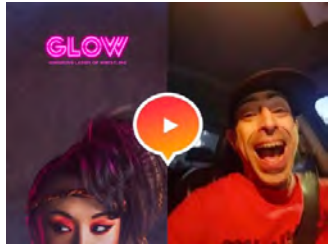


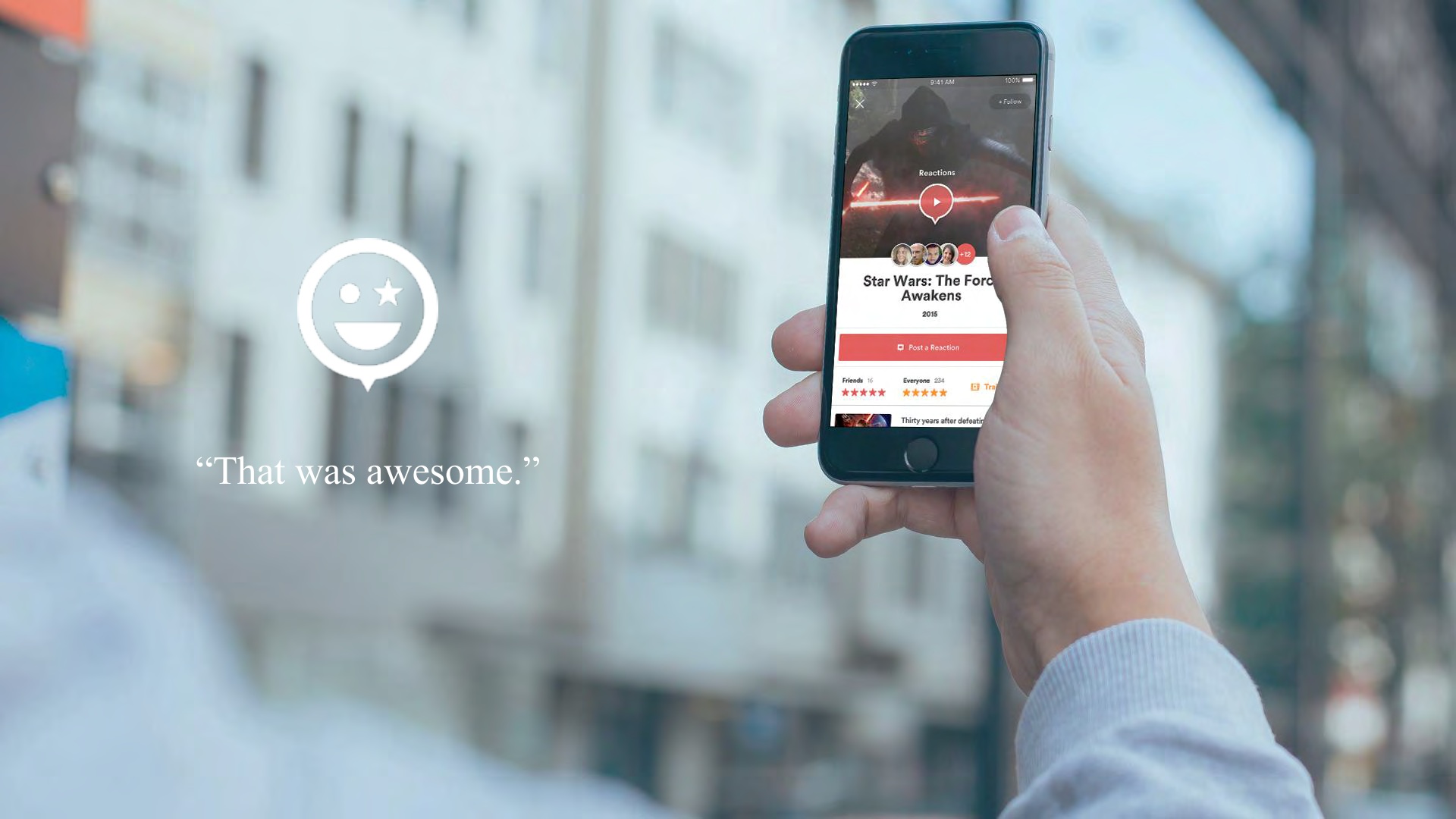
"Thank you so much for helping build an awesome community for us movie fans"
-Rudy M





"It's awesome seeing fans of film and television come together with their reactions every single day"
-John M




“That was awesome.”
9:41 AM
100%
Follow
Reactions
+12
Star Wars: The Force Awakens
2015
Post a Reaction
Friends 16
Everyone 234

QUESTIONS

WRAP UP

- There is always more to Vista Group and the opportunity set in front of us than you think
- Thank you
  - To the presenters
  - To the investors that have participated today
- Next Steps
  - Lunch
  - Golf
    - 1st groups are off at 12:33
    - Groupings have been set and your lead Vista person will have cards for you
    - Be careful out there
  - Drinks and some light food after golf

VISTA GROUP

VISTA GROUP 2017 – INVESTOR DAY

27 July 2017