



**VISTA**  
**GROUP**

**MACQUARIE CONFERENCE**

Wednesday 2 May, 2018



# AGENDA

- 2017 Financial Highlights
- Global Cinema Screens
- Introducing Kimbal Riley
- Vista Group - Growth
- Movio – Will Palmer
- Questions





# OPERATING SEGMENTS

CINEMA



MOVIO



ADDITIONAL GROUP  
COMPANIES



EARLY STAGE  
INVESTMENTS



ASSOCIATES



VISTA CHINA

# VISTA GROUP FY17 SUMMARY

- Another great year of growth advancing global leadership for Vista Group
  - **20%** increase in Revenue – the 4<sup>th</sup> consecutive year of 20+% growth
  - **57%** increase in Operating Profit
  - **104%** increase in Operating Cash Flow
  - **20%** increase in recurring revenue to \$64m – **60%** of total revenue
  - **31%** CAGR for Revenue and **38%** CAGR for EBITDA since IPO
- Maintained strong balance sheet, low debt and strong cash position
- Advanced our strategy of moving to controlling positions in our investments through transactions in China and Latin America
- Appointment and transition of new CEO
- Outlook remains strong.



# FINANCIAL HIGHLIGHTS



TOTAL REVENUE

**\$106.6m**

(up 20%)

RECURRING REVENUE

**\$64.3m**

(up 20%)

OPERATING PROFIT

**\$20.4m**

(up 57%)

EBITDA<sup>1</sup>

**\$25.0m**

(up 42%)

OPERATING CASHFLOW

**\$11.0m**

(up 104%)

2017 DIVIDEND

**2.78**

CENTS P/SHARE

EBITDA 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 2017 \$3.6m (2016: \$3.3m).



# INTRODUCING – KIMBAL RILEY

- As announced on 24 January, Kimbal moved into the the role of VGL Chief Executive on 3 April 2018.
- Kimbal has led Vista Entertainment for the last 4 years, a period of significant growth and development for the business which has seen that business unit as a high growth driver for VGL as a whole.
- Prior to his role within VGL Kimbal has had an extensive career in senior executive roles in the IT and services industries in New Zealand and overseas.

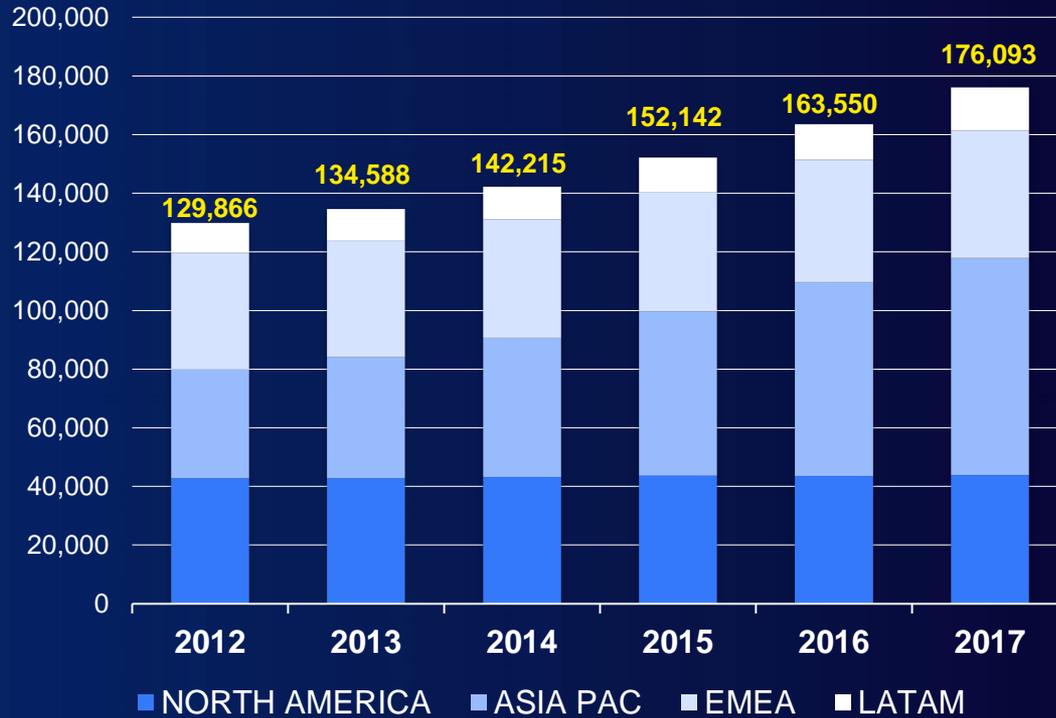


# WHAT ARE WE ABOUT?

# THE GLOBAL LEADER CREATING VALUE IN SOFTWARE AND DATA FOR THE FILM INDUSTRY



# GLOBAL CINEMA SCREENS



COURTESY OF 20<sup>th</sup> CENTURY FOX

# FOCUS ON SUPER-CIRCUITS



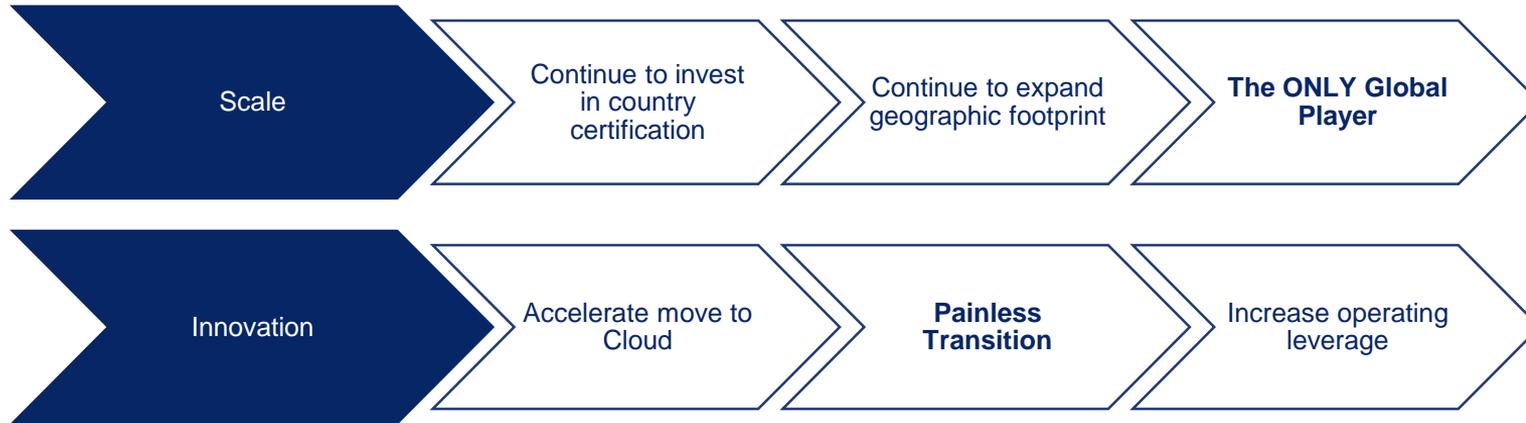
 Shows % of potential remaining for Vista Group products. Based on management assessment.

# 2018 MARKET GROWTH



REGION	EXISTING MARKETS	NEW MARKETS
North America	<b>USA</b> Competitive wins	
Latin America	<b>Mexico</b> Cinepolis, Cinemex	<b>Brazil</b> International customers
EMEA	<b>France, Germany, Spain</b> Direct in France	<b>Italy, Poland, Saudi Arabia</b> Saudi goldrush...
Asia Pacific	<b>Indonesia, Vietnam</b> Under-screened	<b>Japan</b> Large circuits
China	<b>China</b>	

# SUSTAIN COMPETITIVE POSITION

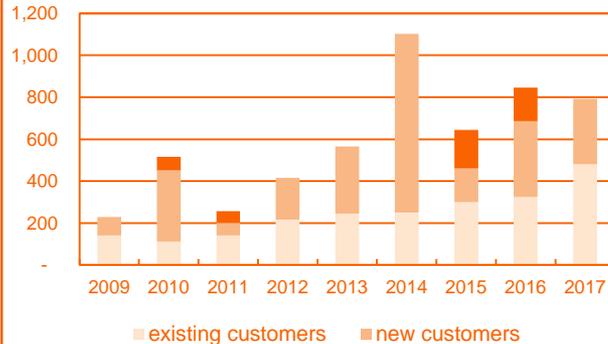




## Vista Cinema provides cinema management software to the world's largest cinema exhibitors

- 793 new sites in 2017 bringing total to 6350
- New markets — Brazil and Italy
- 93 installed countries - increase of 11
- Acquisition of Latin American business partner in September 2017
- 8 out of the 10 largest cinema exhibitors use Vista Cinema within their circuits.
- New CEO appointed for Vista Cinema

### NEW SITES ADDED



### TOTAL SITE COUNT



# 14%

growth in total sites to 6,350

# 10%

increase in average site license to \$30k

### **POWSTER**

#### **World leading film marketing products**

- Strong growth in revenue and EBITDA
- Created 46% more movie destination sites (1,300) in 2017
- 87 of the top 100 grossing movies used the Powster Movie platform with total site visits up 290% to 422m
- Opened LA studio and completed successful entry to the USA.

### **MACCS**

#### **Provides world leading theatrical distribution software**

- Tough year for MACCS which impacted on this segments overall result
- Heavily focused on completion of Warner Bros. USA implementation — large and complex
- New CEO to be appointed to lead next phase
- 5,500+ cinema sites delivering weekly audited box office results to MaccsBox.

### **FLICKS**

#### **Movie and cinema review and showtime guide**

- Site visits up 34% to 6.6m and page visits up 42% to 17.9m in Australia
- Now the largest independent movie site in Australasia.



CINEMA INTELLIGENCE

## Software to optimise film forecasting and scheduling

- Strong 2nd half performance with high percentage of recurring revenue
- Increased pipeline and closure of 2 significant contracts for 2018 implementation
- Market opportunity large as penetration of Vista Cinema customers still low
- Many opportunities for new products to complement the Vista Cinema product suite
- Targeted to have positive EBITDA in 2018.



movieXchange

## A new platform to share film digital assets & enable new cinema ticketing sales channels to access cinema exhibitors

- MX Film now producing revenue with 10 customers in USA and Australia
- MX Film has very wide potential customer set
- MX Tickets had transaction volumes and revenue ahead of internal targets in FY17
- Currently only deployed in USA but a global opportunity.



Stardust

## Social app to share video reaction to movies and tv shows

- Active user numbers growing well since launch now at 24,000 and on target to reach key milestone of 50,000
- Activity rates (videos posted and reactions) increasing month on month. 20K reaction videos posted in December 2017.

# CHINA



2006

**VISTA CHINA  
Established**  
• Traditional licensing model



2015

281  
sites

**VISTA CHINA  
100% Vista Group**  
• Strong but small player  
• Foreign  
• Commercial model changing



2016

580  
sites

**VISTA CHINA  
JV with WePiao**  
• JV with Tencent Affiliate  
• Adjusting to commercial model



2017

759  
sites

**VISTA CHINA**  
• Business grows strongly  
• JV partner transfers ticketing business to another Tencent Affiliate



2018

**VISTA CHINA  
Change in structure**  
• Vista Group acquires more shares  
• Financial consolidation of Vista China can be achieved  
**Introduction of additional products**  
• Veezi

# CHINA – A POTENTIAL GROWTH ENGINE

- Revenue of NZ\$17m, an increase of 71% over FY16
- Vista Cinema 12% of large competitive market
- Veezi gained first sites in China in 2017
- \$21m NZD cash repatriated to New Zealand to date.

## GROWTH

- Third Party revenue (Vista share of online ticket sales) – already significant with huge upside
- Mobile and Web opportunities for cinemas
- Site market share – huge opportunity to grow from present market share as China cinema matures
- Movio – huge data opportunity with assistance from JV partner; localisation now complete
- Veezi – almost ‘unlimited’ upside with opportunities to gain sites in large ‘batches’
- Wider sales for Numero China data.





We understand  
moviegoers

MOVIO

# Target Customers



## Exhibitors

Existing



Target



## Film Studio Advertisers & Media Agencies

Existing



Target



Full Suite



## Publishers & Media Owners

Existing



Target



Connecting everyone  
with their ideal movie



**MOVIO**



## The world's most comprehensive moviegoer database



100M+  
Moviegoers



750M+  
Transactional  
Records



5000+  
Movies



39  
Countries



Leader in  
offline data



Universal  
APIs



Existing

Web Tracker

New

Custom API  
Integrations

Identifiable moviegoers

KPI: No. of Active Moviegoers



Connected Moviegoers

- Experian
- Liveramp

KPI: No. of Connected Moviegoers

MOVIO



## Actionable moviegoer insights



Machine  
Learning



Audience  
Similarity



Propensity



Audience  
Segments



Project  
Insights



Existing

Movie Insights



New

Audience Insights

Segments as views

Propensity

Segments as views

MOVIO



## Effortless campaign execution



Digital campaign workflow



Movio style automation potential



### Existing

#### Connect modules

- SMS Connect
- Mobile Connect
- Social Connect
- WeChat Connect

KPI: No. of connections



### New

#### Campaign Automation

#### Campaign Overhaul

#### Ad-tech integration

#### Addressable TV

KPI: No. of campaigns

**MOVIO**



## Measurable marketing success



Case Studies



Benchmarks



Prove it



Post-campaign reporting

Data out



Advertising effectiveness

Measurement tool

**MOVIO**

# 2017 Performance Metrics

## Revenue Growth



**37%** Total to \$15.6M



**150%** Movio Media



**44%** USA Total 45c per AM

Per Active  
Moviegoer  
(AM)

**15%** Global Total 35c per AM



Growth in connection  
messages sent to 1.8B

# Growth Strategy



Increase active moviegoers  
held by Movio



Increase revenue  
per active moviegoer

	Active Moviegoers (Millions)		Revenue Per Active Moviegoer	
	2017	2018	2017	2018
APAC	7.4	7.8 - 8.6	\$0.23	\$0.22 - 0.25
EMEA	7.8	7.6 - 8.4	\$0.23	\$0.32 - 0.37
US/Canada	23.8	23.9 - 26.4	\$0.45	\$0.64 - 0.69
LATAM	5.7	6.7 - 7.4	\$0.11	\$0.09 - 0.12
GLOBAL	44.7	45.9 - 50.7	\$0.35	\$0.38 - 0.46

MOVIO

# OUTLOOK

- Outlook for Global Film Industry is robust – particularly solid growth in 'International' markets
- Revenue growth of the existing businesses is expected to be in the region of 20%
- Movio – executing on the promise of the full model.
- Strong pipeline for 2018 in Vista Entertainment, with new territories opening up.
- MACCS – a year of consolidation and re-establishment.
- Powster – Los Angeles studio firing on all cylinders
- Flicks – major expansion in Australia and other markets
- Other Group companies segment offers exciting possibilities...
- Vista Group able to directly benefit from Vista China performance



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