



MARKET ANNOUNCEMENT

24 March 2017, Vista Group International Ltd, Auckland, New Zealand

MOVIO APPOINTS CRAIG JONES AS CHIEF COMMERCIAL OFFICER

Movio Limited (“Movio”), a 100% owned subsidiary of Vista Group International Limited and the global leader in marketing data analytics for the film industry, has appointed Craig Jones as Chief Commercial Officer. The role will report to the Movio Chief Executive, Will Palmer.

Craig, who joins Movio after a decade at Vodafone, will divide his time between the company’s Auckland headquarters and Los Angeles office. He will be responsible for continuing the successful execution of Movio’s global business strategy for Movio Media. Opening new avenues for Movio to generate incremental profit for Movio and Movio’s cinema exhibition partners from their moviegoer data, is among his highest priorities.

Movio is revolutionising the way the film industry interacts with moviegoers. Building upon the success of Movio Cinema, the company’s flagship product for cinema exhibitors, Movio Media has been changing the way film studios and distributors can obtain comprehensive market data on the demographics, ethnicity and behaviour of domestic moviegoers, crucial audience insights and then create innovative campaign solutions. The global rollout of Movio Media will begin this year and will drive the company’s ambitious growth targets over the next five years.

Craig spent 10 years at Vodafone, one of the world’s largest telecommunications companies, with operations in 26 countries and over 470m mobile customers. He held a series of senior national and global sales, and executive leadership roles in New Zealand and India. While based in India, he led global sales for one of Vodafone’s largest international clients, significantly increasing market share in India, UK and Europe, while opening up new market opportunities in Africa and Asia Pacific. Most recently, Craig led a multi-million dollar, multi-year business transformation program for Vodafone New Zealand – the country’s largest mobile telecommunications company with revenues in excess of USD1.5 billion.

“Movio Media is now well established in the US and poised for global expansion,” said Will Palmer. “Craig’s experience leading commercial strategies for technology companies and large international corporations makes him perfectly suited to head the growth of our game-changing film industry solution.”

“Movio is one of the most impressive companies in the global film sector today... I’m excited about leading what is a significant market opportunity for Movio” said Mr Jones.

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