



## MARKET ANNOUNCEMENT

11 July 2017, Vista Group International Limited, Auckland, New Zealand

---

### **MOVIO SIGNS TWENTIETH CENTURY FOX FILM CORPORATION TO MOVIO MEDIA**

Movio Limited, a Vista Group International company (NZX & ASX: VGL), has signed a 5 year agreement with Twentieth Century Fox Film Corporation ("Fox") to license anonymous Movio Media data.

Fox will utilise Movio Media transactional data (e.g. number of tickets purchased, day of movie session, gross box office revenue) for the purpose of research and analysis of moviegoers and movie audiences.

Fox, a subsidiary of Twenty-First Century Fox, Inc., is one of the six major American film studios and one of the world's largest producers and distributors of motion pictures, grossing more than US\$4.4b in global box office revenues in 2016.

This strategically-important, and financially significant transaction, illustrates both the importance and value of the data available within the Movio Media platform to American film studios and other industry participants.

Brian Cadzow, Director Commercial and Legal  
Vista Group International Ltd  
Contact: +64 9 984 4570