



Market Announcement

28 August 2017, Vista Group International Limited, Auckland, New Zealand

MOVIO SIGNS STX ENTERTAINMENT TO MOVIO MEDIA

Movio Limited, a Vista Group International company (NZX & ASX: VGL), and STX Entertainment ("STX") have entered into an agreement for STX to utilise the Movio Media data analytics platform and marketing campaign solutions. The terms of the agreement are confidential.

Movio Media will provide STX with a better understanding of movie-going audiences, as well as enable the studio to execute targeted marketing campaigns and accurately measure return on investment for advertising spend.

Founded in 2014, STX Entertainment is a global next-generation media company whose mission is to unlock the value of the direct connection that movie stars have with their fans through the development, financing, production, marketing and distribution of film, television, VR, digital video, music and live entertainment content. STX is the industry leader in transformation beyond traditional platform-driven content to creating talent-driven enterprises. The company's 2016 release of *Bad Moms* earned US\$180 million worldwide at the box office and was the most profitable film of the year (by net profit).

This transaction is strategically important to Movio as it continues to emphasise the importance and value of Movio Media to American film studios and other industry participants. It follows recent market announcements of other Movio agreements with US-based clients (reference 11 July 2017, 08 May 2017 and 08 March 2017).

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