



## MARKET ANNOUNCEMENT

22 February 2016, Vista Group International Ltd, Auckland, New Zealand

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### **MOVIO, a Vista Group International Company, Signs Deal with Vue Entertainment, the Largest Cinema Exhibition Group in Europe, for Movio Cinema Platform**

Movio, a company of Vista Group International, and Vue Entertainment, part of Vue International, have entered into a multi-year agreement for Movio's flagship product Movio Cinema for deployment in 84 theatres throughout the UK and Ireland.

The signing of the deal is significant for Movio and strategic in terms of the European market. Vue Entertainment is a leader in the premium entertainment "big screen" experience. Its parent company, Vue International, is one of the largest cinema groups outside the United States, and has led the way in consolidation in the cinema market as one of the fastest growing cinema groups in Europe. Since 2012, Vue has acquired Apollo Cinemas (United Kingdom), CinemaxX (Germany), Multikino (Poland), Space Cinemas (Italy) and JT Bisocopen (Netherlands), spanning ten countries with 209 sites and 1,859 screens.

Movio Cinema makes it faster and more cost-efficient for cinema exhibitors to analyse their data and execute personalised campaigns to their customers. The seamless integration with Vista's industry-leading cinema management system - Vista Cinema, already operational in Vue Entertainment locations, resulted in the acquisition of the Vista Loyalty module to complement this implementation.

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#### **About Vista Group International:**

Vista Group International (Vista Group) is a public company, listed on both the New Zealand and Australian stock exchanges (NZX/ASX: VGL). Vista Group provides cinema management, film distribution and customer analytics software to companies across the global film industry. Cinema Management software is provided by Vista Entertainment Solutions, the core business of the Group. Movio (data analytics), Veezi (cloud-based SaaS software for the Independent Circuit Market), MACCS (film distribution software) and Numero (box office reporting software for film distributors and cinemas) and Cinema Intelligence (Forecasting, Scheduling, Planning of movies) leverage the success of this platform into other parts of the film industry, from production and distribution, to cinema exhibition through to the moviegoer experience. It is estimated that in excess of a billion cinema tickets are processed every year through Vista products. Vista Group has over 350 staff across six offices in New Zealand (Auckland headquarters), Australia, the USA, the UK, the Netherlands, and China.

Website: [www.vistagroup.co](http://www.vistagroup.co)

LinkedIn: [www.linkedin.com/company/vista-group-limited](http://www.linkedin.com/company/vista-group-limited)



**About Movio:**

Movio is the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios. A company of Vista Group International Ltd (NZX/ASX: VGL), Movio's mission is to revolutionise the way the film industry interacts with moviegoers. Movio maintains real-time, authoritative data on the loyalty activity and transactions for many of the world's biggest cinema chains and captures the behaviour of over 32 million active cinema loyalty members worldwide. Movio Cinema, our flagship product, holds comprehensive marketing data covering 52 percent of cinema screens of the Large Cinema Circuit in North America (17,000 screens) and 25 percent globally (24,700 screens). Movio Media aggregates data across North America to provide film distributors and studios comprehensive market data on the behaviour of typical moviegoers, crucial audience insights and innovative campaign solutions. The Movio Media technology offers the most powerful and most accurate real-time film market research platform in the United States. Movio operates in North America, Latin America, Europe, Middle East, Australia, New Zealand, China, and South East Asia.

Website: [www.movio.co](http://www.movio.co)

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