



## MARKET ANNOUNCEMENT

08 July 2015, Vista Group International Ltd, Auckland, New Zealand

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### MACCS International Signs Warner Bros. in the USA and Canada.

MACCS International, a company of Vista Group International, and Warner Bros. Entertainment Inc. have entered into an agreement for Warner Bros. to license the MACCS theatrical distribution software in the United States of America (USA) and Canada. Well established globally with over 100 customers in 38 countries, MACCS International marks the deal as an important milestone as it is the company's first in the USA. MACCS International established an office in Los Angeles, USA in 2014 and has since leveraged its existing customer relationships (including Warner Bros. Pictures International which has previously licensed the MACCS film distribution software for all international territories) and the capability of Vista Group to win the contract.

The deal will provide a new and very significant platform for MACCS International's continued growth. Los Angeles, California is the global hub of film distribution and securing a major American-based customer as important as Warner Bros. for the North America region within 12 months of market entry is testimony to the quality of MACCS International's software and to its global reputation.

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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: VGL; ASX: VGI). Vista Group provides cinema management, film distribution, and customer analytics software to companies across the global film industry. Cinema management software provided by Vista Entertainment Solutions is the core business of the Group. Veezi, MACCS, Movio, and Numero products leverage the success of this platform into other parts of the film industry; from production and distribution, to cinema exhibition and through to the movie-goer experience. It is estimated that in excess of a billion cinema tickets are processed every year through Vista products. Vista Group has over 300 staff across six offices in New Zealand (Auckland headquarters), Australia, the USA, the UK, the Netherlands, and China.

#### **About MACCS International B.V. ('MACCS')**



**VISTA**  
GROUP

MACCS International is the largest independent developer of theatrical distribution software for the global film industry. Providing software solutions to over 100 customers in 38 territories, MACCS film distribution software manages core financial, logistical, administrative and decision-making processes. Its customers include major studios as well as independent distributors. MACCS International has offices in Los Angeles, The Netherlands, Germany, and Australia.

**Ref.**

[www.maccs.com](http://www.maccs.com)

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

## Media Release

Vista Group International Ltd, Auckland, New Zealand and  
MACCS International, Ubbena, The Netherlands

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# Warner Bros. Entertainment Inc. Selects MACCS International to Manage Domestic Theatrical Distribution

Studio will Release All Titles Worldwide Using MACCS Theatrical Distribution Software

**Los Angeles, Calif., USA, 08 July 2015:** MACCS International, the largest developer of theatrical distribution software for the global motion picture industry with over 100 distributors in 38 territories among its clientele and a subsidiary of Vista Group International, today announced that Warner Bros. Entertainment Inc. has licensed MACCS Theatrical Distribution Software to run its domestic theatrical distribution. Warner Bros. Pictures domestic distribution operates in the United States and Canada and joins Warner Bros. Pictures International, which, for over a decade, has used the MACCS technology to distribute films across its international territories. This marks the first time the Studio has centralised its theatrical distribution operations under one technology platform.

“Warner Bros. has always been at the forefront of providing innovative solutions to drive our businesses forward. MACCS has been a long-time partner of Warner Bros. International and I am glad to be able to expand the MACCS technology to domestic distribution,” said Tom Roach, Senior Vice President and Co-General Manager, Warner Bros. Technology Solutions. “As the leading provider of motion pictures to cinemas around the world, Warner Bros. puts confidence in technology providers like MACCS International who can quickly adapt to a changing and dynamic global business environment.”

MACCS Theatrical Distribution Software manages all aspects of a motion picture theatrical release including sales planning, booking contracts, terms management, holdovers, digital print inventory, box office data, invoicing, and cash receivables. It interfaces with multiple general ledger systems and, through its MaccsBox API services, provides a single point of contact to third-party systems including those of exhibitors, post-production houses and shipping depots. Its design around automation provides efficiencies and improved business intelligence and is available in multiple languages and currencies.

“Over the past decade, we have developed a close relationship with Warner Bros. as we expanded our software across 38 territories,” said Jesse Chow, MACCS Senior Vice President and General Manager North America. “I’m delighted that Warner Bros. has trusted us to bring MACCS’ leading technology to domestic distribution and leverage benefits across Warner Bros.’ entire worldwide operation.”

### About Vista Group International Ltd (‘Vista Group’)

Vista Group is a global leader in film industry software solutions comprising six businesses. Building on the leading position of Vista Entertainment Solutions, (the core business within the Group that operates in the cinema exhibition industry), Vista Group is expanding to offer solutions across the wider film industry. It has over 250 staff across six offices in New Zealand (headquarters), the USA, the UK, the Netherlands, Australia and China. In addition, Vista Entertainment Solutions has a business partner network for global distribution across all continents, which other Group businesses can utilise to support their growth.

Vista Group listed on the New Zealand Stock Exchange and the Australian Securities Exchange in August 2014. It extended its investment in MACCS International B.V. ('MACCS') to 50.1% in September 2014.

### **About MACCS International B.V. ('MACCS')**

MACCS International is the largest developer of theatrical distribution software for the global motion picture industry. MACCS International's leading technology is used by over 100 distributors to distribute films in 38 territories around the world. This includes smaller independent distributors as well as major studios. The MACCS software portfolio includes an integrated resource planning system; MaccsBox that automates content ordering, delivery reporting and invoicing; Rights and Royalties and Prints and Advertising. A company of Vista Group International (NZX: VGL, ASX: VGI), MACCS operations include Los Angeles, The Netherlands, Germany, and Australia.

[www.maccs.com](http://www.maccs.com)

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

[http://www.vistagroup.co.nz/downloads/01October2014\\_MACCS\\_Option\\_Exercised.pdf](http://www.vistagroup.co.nz/downloads/01October2014_MACCS_Option_Exercised.pdf)

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