



Market Announcement

20th August 2015, Vista Group International Ltd, Auckland, New Zealand

MOVIO Signs Deal with National CineMedia (NCM) “America’s Movie Network™” For Movio Media Platform

Movio, a Vista Group International company, and National CineMedia Inc. (NASDAQ:NCMI) have entered into a multi-year agreement for NCM to become the first licensed user of the Movio Media platform. The signing of the deal is significant for Movio and strategic in terms of the North American market. NCM “America’s Movie Network™” develops, produces, sells and distributes a branded, pre-feature entertainment and advertising program called “FirstLook”. FirstLook is seen by more than 700 million moviegoers a year in North America. Movio Media aggregates real-time transactional and behavioural movie-going data to provide film distributors and studios comprehensive market data, crucial audience insights and innovative campaign solutions. Over 19 million avid moviegoers are profiled in this data from 31% of North American screens (of the Large Cinema Circuit).

This agreement marks the beginning of the second phase of Movio’s development to commercialise the Movio Media platform, using aggregated anonymised data from its Movio Cinema product, to the wider media market. This is consistent with the strategy articulated since Vista Group’s listing in August 2014. Whilst initially targeted at film distributors, the interest of NCM and other potential media companies in the Movio Media platform is encouraging.

Brian Cadzow
Director - Commercial and Legal
Vista Group International Ltd
Email: brian.cadzow@vista.co
Contact: +64 9 984 4570

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 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), products 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 250 staff across six offices in New Zealand (Auckland headquarters), Australia, the USA, the UK, the Netherlands, and China. Website: www.vistagroup.co

**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:VGL, ASX:VGI), Movio's mission is to revolutionise the way the film industry interacts with moviegoers. Our flagship product, Movio Cinema holds comprehensive marketing data covering 21 percent of cinema screens worldwide (15,970 screens). 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 30 million moviegoers. Movio operates in North America, Latin America, Europe, Middle East, Australia, New Zealand, China, and South East Asia.

Website: www.movio.co Twitter: @MovioHQ LinkedIn: www.linkedin.com/company/movio