

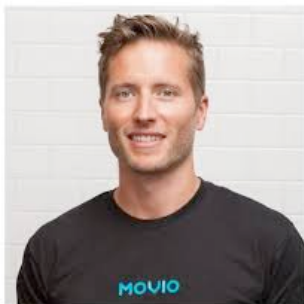
News Release



Movio Is Finalist In Annual New Zealand International Business Awards

Company Recognised For Global Leadership in Marketing Data Analysis for Cinema Exhibitors, Studios and Distributors.

CEO Will Palmer Nominated for "Excellence in Leadership" Award.



Auckland, NZ - January 20th, 2015 – Movio, the global leader in customer intelligence and targeted marketing software for the film industry, is a finalist in the New Zealand International Business Awards.

The awards recognise companies that impact the international business community through leadership, innovation, vision and tenacity. They are presented by NZTE, New Zealand's international business development agency, with support from strategic partner ANZ, one of New Zealand's leading banking and financial services groups.

Movio is nominated in the "ANZ Best Business Operating Internationally" category. Company CEO and Co-Founder, Will Palmer, is nominated in the "Excellence in Leadership" category. Winners will be announced at the prestigious black tie awards ceremony on March 25, 2015 at Sky City Convention Centre in Auckland.

Under Mr. Palmer's direction, Movio is recognised as the global leader in marketing data, analysis, insights, and campaign creation and management for theatrical exhibitors, studios and distributors. The underlying premise driving Movio's growth is the increasing realisation by the film industry that the (big) data generated about moviegoers at point-of-sale are invaluable assets.

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Movio's software solutions make it faster and cost-efficient for exhibitors to analyse and use that data and execute personalised campaigns to their customers. Movio's latest development aggregates data across a region to provide film distributors and studios comprehensive market data, providing crucial audience insights.

"Our vision is to revolutionise the way the film industry interacts with viewers, increase box office revenue and improve the quality of content produced," said Mr Palmer. "We are thrilled and honoured that our data-driven approach has been recognised as worthy of consideration from the New Zealand International Business Awards."

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About New Zealand International Business Awards

The New Zealand International Business Awards attract a wide range of entries from a variety of industries. Past winners have included SMEs and large multinational organisations - from technology, health and design businesses, to those in the primary sector. There are few higher accolades for New Zealand companies than the New Zealand International Business Awards. The Awards celebrate the success of New Zealand businesses on the world stage, recognising professional excellence, innovative practice and leadership through vision, commitment and success. These companies help grow and transform the New Zealand economy with exceptional export success in international markets. The Awards are organised by New Zealand Trade & Enterprise, with the support of strategic partner ANZ, one of New Zealand's leading banking and financial services groups.

About Movio

Movio is the global leader in marketing data analysis and campaign management for cinema exhibitors, studios and distributors. A company of Vista Group International Ltd (NZX: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 of over 30 million customers. Movio operates in North America, Mexico, Australia, New Zealand, Turkey, China, Vietnam and Malaysia, and is currently targeting Europe as well as emerging markets in Latin America and Asia Pacific.

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