MARKET ANNOUNCEMENT

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

---

Movio Signs Deal with Sony Pictures Entertainment (SPE) for Movio Media Cinema Marketing Solutions

Movio, a company of Vista Group International, and Sony Pictures Entertainment (SPE) have entered into an agreement for SPE to utilise the *Movio Media* cinema marketing solutions – *Movio Research* to find similar audiences and *Movio Engage* for pre- and post-film releases campaigns and analysis. The agreement is for any five of SPE's releases between now and 31 July 2016 and comprises:

1. Access to the *Movio Media Research* platform, which captures the behaviour of millions of moviegoers aged 14 and over, from the commencement of the first campaign until the conclusion of the fifth campaign.

2. A fixed number of targeted campaigns to generate pre-release awareness amongst audiences more likely to see a particular film, which can be allocated across five releases as SPE sees fit.

3. Five surveys that can be applied to tracking, A/B testing, pulse, exit surveys or audience evolution reports, including all activities and costs associated with campaign and survey set-up and execution, exhibitor remuneration and rewards for qualifying members and analysis and reporting.

The signing of the deal is significant for Movio and strategic in terms of the US market. SPE is the first of the big six Hollywood studios to enter into a "Slate" deal to cover Movio's range of products on a number of films over a period. The value of the six-month contract is commercially sensitive, but represents a breakthrough for Movio in the major studio market. Although the list of films covered by this agreement will not be disclosed, SPE will release nine films within the first half of 2016; The 5th Wave, Pride and Prejudice and Zombies, Risen, The Brothers Grimsby, Miracles from Heaven, Money Monster, Angry Birds, The Shallows, and Ghostbusters.

SPE is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass: motion picture production; acquisition and distribution; television production; acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities and development of new entertainment products, services and technologies. SPE has been at the forefront of the motion picture industry since its inception and continues to be a leading creative force in the industry.

Brian Cadzow, Director Commercial and Legal
Vista Group International Ltd
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/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
LinkedIn: 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
Twitter: @MovioHQ
LinkedIn: www.linkedin.com/company/movio