

ASX Conference Update

13 September 2022



Vista Group
International
Limited

2022

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Vista Group's **purpose** is to bring more people together to **experience the magic** of movies and cinema by creating the platform that **connects the industry** and **powers the moviegoer experience**

Vista Group Strategy

01



**Support our
customers to rebuild
their business**

02



**Expand our core platform
that delivers value
to our customers and
connects moviegoers**

03



**Create and
invest in new
opportunities**

Vista Group – H1 2022

Back in the Picture

- Moviegoer sentiment has recovered – box office growth is following
- Interest in the Vista Cloud platform is well ahead of our projections
- Really positive feedback from customers on our cloud platform
- Blockbusters such as *Top Gun: Maverick* and *Jurassic Park Dominion* are driving box office in all territories
- Group revenue up 39% over H1 2021 – with recurring revenue up 43%, now 86% of total
- Resilient EBITDA¹ and operating cashflow results
- Cash reserves maintained – disciplined financial management

“Our conclusion is expensive direct-to-streaming movies.....is no comparison to what happens when you launch a film in the theaters... and so we’re making a strategic shift.”

CEO, Warner Discovery (Aug’22)

“We are delighted with the ease of use and capability of the Vista Cloud software, and we look forward to improving how we serve our guests on the new platform.”

CEO, NCG (Aug’22)

1. EBITDA is a non-GAAP measure and is defined as earnings before net finance costs, income tax, depreciation, amortisation, “other gains and losses” (see section 4.4 of the 2022 Interim Report) and share of equity accounted results from associates and joint ventures.

Financials

Total Revenue

\$62m +39%

Recurring Revenue¹

\$54m +43%

SaaS Revenue¹

\$18m +49%

EBITDA²

\$3m +11% (adj ECL³)

Operating Cashflow

\$5m +\$4m

1. For definitions of Recurring Revenue and SaaS Revenue, refer to section 2.1 of the 2022 Interim Report.

2. EBITDA is a non-GAAP measure and is defined as earnings before net finance costs, income tax, depreciation, amortisation, "other gains and losses" (see section 4.4 of the 2022 Interim Report) and share of equity accounted results from associates and joint ventures.

3. ECL is the non-cash Expected Credit Loss provision.

The Vista Cloud journey



What we've achieved to date

- First customers live
 - #1 transitioned from managed service
 - #2 new to Vista Group
- Customer experience has been positive
 - both implementation and operations
- #3 customer in implementation

Where we are now

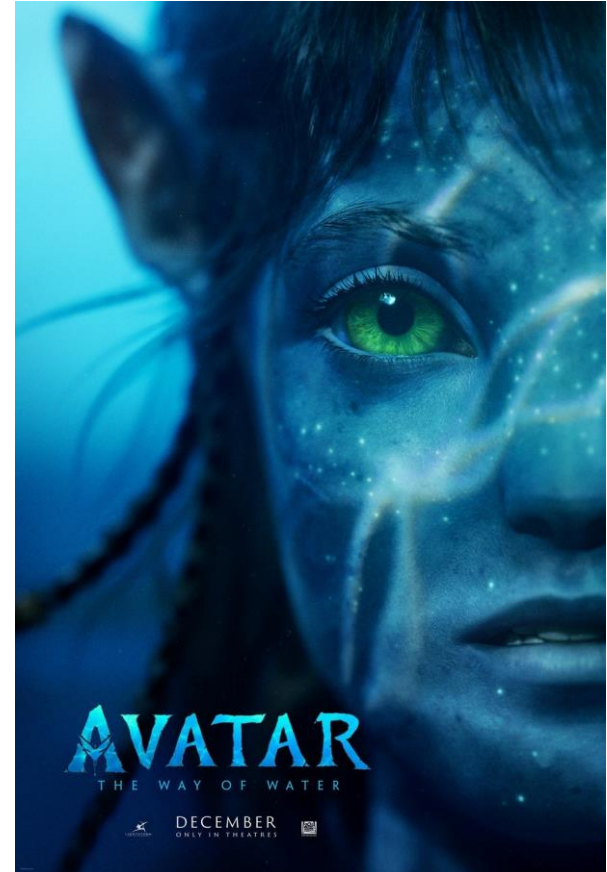
- Excellent pipeline with significant number of Vista Cinema customers actively engaged
- Commercial outcomes remain ahead of our expectations
- Feature parity on Vista Cloud
- Significant effort required to implement and manage operations
- Detailed roadmap of engineering laid out to automate / simplify / make easy

What's coming in 2023 and beyond

- Engineering to improve scalability and manageability and reduce cost to serve
- Roadmap for cloud only innovation (eg BI for Executives)
- Onboarding of additional customers

Industry outlook

- Universal recognition of the value of theatrical experience and an exclusive window across all major studios
- Very strong performance of blockbuster titles a highlight
- Pipeline of content growing in 2023 and beyond as production gears up again post-pandemic
- Average revenue per film equal to or higher in 2022 than in 2019
- Sub-major studios now releasing theatrically



Film Slate 2022 - 2023

Q4 '22			Q1 '23			Q2 '23			Q3 '23		
October	November	December	January	February	March	April	May	June	July	August	Best of Rest
											
											
											
											

**In its Global
Entertainment & Media
Outlook 2022-26, PwC
predicts “Cinema
revenues will rise to
record highs as
attendance rebounds.”**

CAGR	2019-25
Box Office	2.2%
Admissions	-0.4%
Average Ticket Price	2.6%

Source: PwC, Omdia

Global Cinema Revenue Forecast - PwC





Vista Group Outlook

- Customer interest in Vista Cloud, Digital and EQ platform is well ahead of our expectations
- The commercial outcomes we are achieving with the platform remain robust and ahead of our initial projections
- Upgraded full year revenue guidance for 2022 in the range of \$123m – \$128m
- Operating cash flow for 2022 to remain positive, with investment primarily in the platform



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