



VISTA GROUP – INVESTOR ROADSHOW MOVIO DATA ADDENDUM

4 March 2019



03/27/20
Gross Box
Office
15,160.88
3,715.00
2,951.50
2,490.00
2,445.00

Performance

	2018 v 2017
Total Revenue Growth	47%
Growth in Connections	22%
Growth in Active moviegoers	0%
Growth in Revenue per Active Moviegoer	46%
Growth in Movio Media revenue	122%
Growth in Connected Moviegoers	75%
EBITDA Margin	27%
Growth in EBITDA	74%

Financial Performance

Movio Media	2017	2018	Percent
Total Revenue (NZ\$)	\$4.37 m	\$9.67 m	+ 121%
Research	\$2.7 m	\$4.7 m	+ 74%
Direct Campaigns	\$892 k	\$2.3 m	+ 156%
Digital Campaigns	\$766 k	\$2.7 m	+ 249%
Movio Cinema	2017	2018	Growth
Total Revenue (NZ\$)	\$10.6 m	\$12.4 m	+17%

Active Moviegoers

Increase Volume Active Moviegoers

- Movio brand refresh focused on demonstrable uplift exhibitors experience using Movio, with a view to engaging with the C-level of the remaining top 15 global exhibitors not currently licensing Movio's software and services.
- Deploy non-member solution allowing exhibitors to build moviegoer profiles based on online ticket purchases of non loyalty members

Active Moviegoers (millions)			
	Closing 2017	Closing 2018	Growth
USA	24	20	-15%
Rest of World	21	25	16%
Global	45	45	0%

Connected Moviegoers US Only

4.7m 2017 vs 8.3m 2018 = Annual growth of 75%

Drivers for growth:

- Signing of Data Sharing Agreements with existing clients
- New sales – remaining top 10 exhibitors
- Deployment of the Movio Cinema Non-Member Solution

Movio Cinema Global Coverage



Movio Market Share (20+
Screens) **26%**

● Movio Market Footprint

Direct Campaign Customers

amazonstudios

AVIRON
PICTURES

BLCKER
STREET

IMAX

Paramount
A VIACOM COMPANY

ENTERTAINMENT STUDIOS
GLOBAL MEDIA, CONTENT & TECHNOLOGY

GLOBAL ROAD
ENTERTAINMENT
A TRIP COMPANY

SONY
PICTURES

LIONSGATE

FOX
SEARCHLIGHT
PICTURES

20th
CENTURY
FOX

STX
ENTERTAINMENT

Digital Campaign Customers

VIACOM

STX
ENTERTAINMENT

Media
Storm

FOX
SEARCHLIGHT
PICTURES

CONVERSANT 

20th
CENTURY
FOX
i

Serviceable Obtainable Market (SOM) for Movio Media Digital

	2019	2021	2023
Average marketing spend per release in North America ¹	\$28.5m	\$29.7m	\$30.8m
Wide release films estimate – 12 per month	144	144	144
Portion of film marketing budgets spent on digital marketing, increasing 15% annually ¹ ,	14.0%	18.5%	24.5%
Estimate of North American film industry digital marketing spend	\$575m	\$790m	\$1,087m
Estimate of Global film industry digital marketing spend	\$2,015m	\$2,771m	\$3,812m
Movio Media's serviceable obtainable market ³	\$69 - 86m	\$133 -167m	\$234 – 293m

Quoted in USD

¹ Neustar December 2018 White Paper: Do Movie Marketing Budgets Need a Digital Reboot? Adjusted for inflation.

² Management estimate: Rest of World marketing spend scales in line with BO revenue, 251% of NA spend

³ Management estimate: Movio Media's current SOM is 12 - 15% of TAM

Movio Media Research Customers

New Customers



Existing Customers



MOVIO