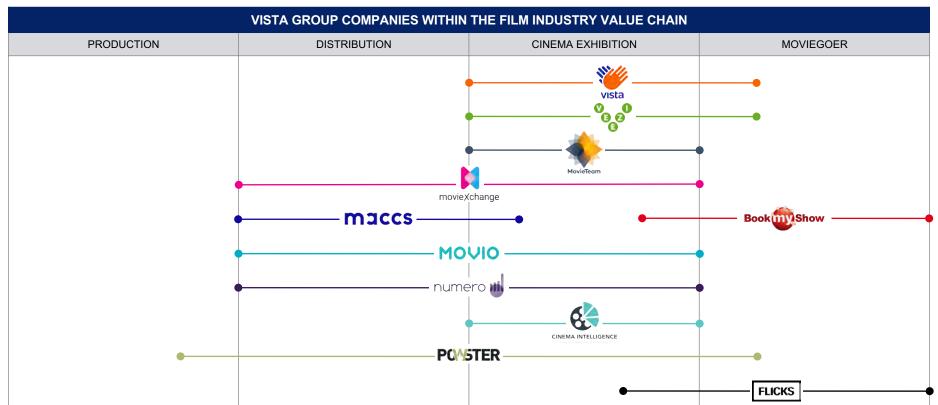




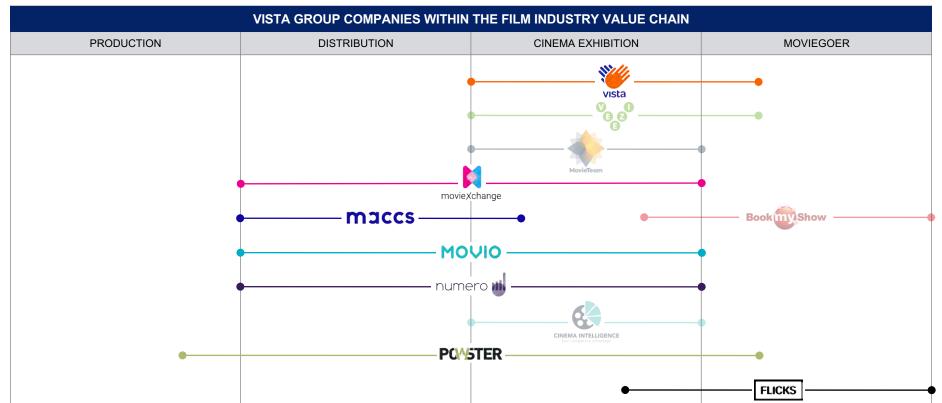
VISTA GROUP 2017 – INVESTOR DAY 27 July 2017













- Welcome
- Vista Cinema
- Movio
- Numero

10:35-10:50am

- Powster
- MACCS
- movieXchange
- Flicks
- Stardust
- Questions

12pm Lunch

12:30pm Golf first tee

Murray Holdaway

Kimbal Riley, Mark Pattie, Grant Smith

Will Palmer, Craig Jones

Murray Holdaway

Morning Tea Break

Ste Thompson

Murray Holdaway

Derek Forbes, Andy Miller

Paul Scantlebury

Derek Forbes

Brian Cadzow





## **VISTA**





'The Exhibitors Friend'





**Continuous Innovation** 

### **OVERVIEW**



#### **CINEMA MANAGEMENT SOLUTIONS FOR EXHIBITORS OF ALL SIZES**

FOUNDATION COMPANY OF GROUP

ENTERPRISE SALES

SELF SERVICE SALES

DIRECT +
BUSINESS
PARTNER

DEVELOPMENT FOCUS IS NZ

400

**PEOPLE** 

#### **LOCATIONS**

AUCKLAND, LOS ANGELES, LONDON, SHANGHAI, BEIJING & CAPE TOWN

**80+** 

**COUNTRIES** 

### **KEY FOCUS AREAS**



- Continuous innovation in products and offerings
- Geographic expansion into new territories
- Close relationships with acquisitive exhibitors
- Transition our technology to a Cloud based architecture
- Expand the ways we monetise our development
- Certification is a barrier for competitors

## PRODUCT MODEL



#### CINEMA

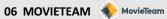
01 VISTA CINEMA

02 FOOD & BEVERAGE

03 DIGITAL SIGNAGE

04 CASH DESK

**05 INTOUCH/USHERPOINT** 



#### **ENTERPRISE**

**07 HEAD OFFICE** 

**08 VISTA ANALYTICS** 

09 LOYALTY

10 VOUCHERS & GIFT CARDS

11 FILM PROGRAMMING

12 TRAILER SCHEDULING

13 GROUP SALES

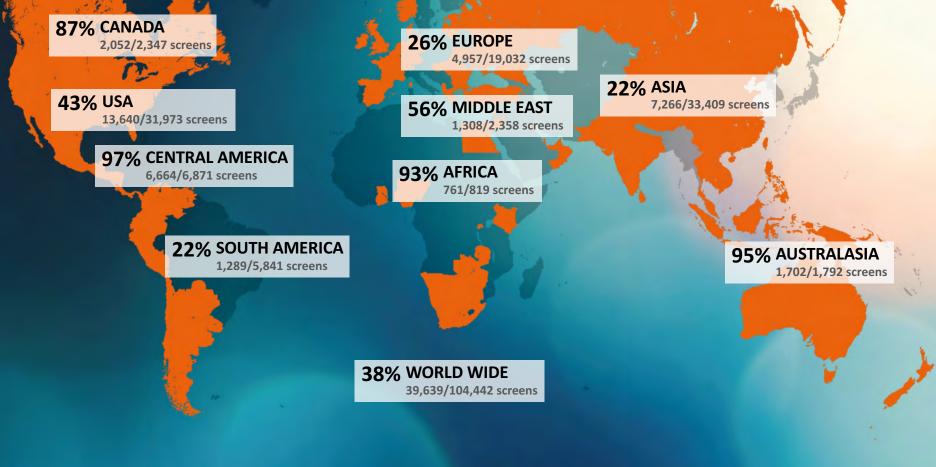
#### **SALES CHANNELS**

14 VISTA WEB

**15 VISTA MOBILE** 

16 KIOSK (SELF SERVICE)

17 CALL CENTRE



#### **WORLD REACH**

Percentage of the market – for Cinema Companies with 20+ screens



## **FOCUS ON KEY ACQUIRERS**



















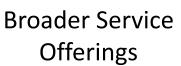


## EXPAND THE WAY WE MONETISE OUR OFFERINGS

















**CERTIFICATION IS A COMPETITIVE ADVANTAGE** 



## PRODUCT MODEL



#### CINEMA

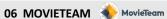
01 VISTA CINEMA

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#### **ENTERPRISE**

**07 HEAD OFFICE** 

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13 GROUP SALES

#### **SALES CHANNELS**

14 VISTA WEB

**15 VISTA MOBILE** 

16 KIOSK (SELF SERVICE)

17 CALL CENTRE

**BROWSER BASED** 

IN DEVELOPMENT

### VISTA CINEMA BACK OFFICE



- The management tool that runs the Cinema
- Used by all 5,500+ Vista Cinemas worldwide



Films
Showtime Scheduling
Corporate Bookings
Screen Swaps
Events



Items Stocktake Stock Adjustments Receipts Purchase Orders



Users
Deposits
Fund Management
Tab Management
Transaction Manager



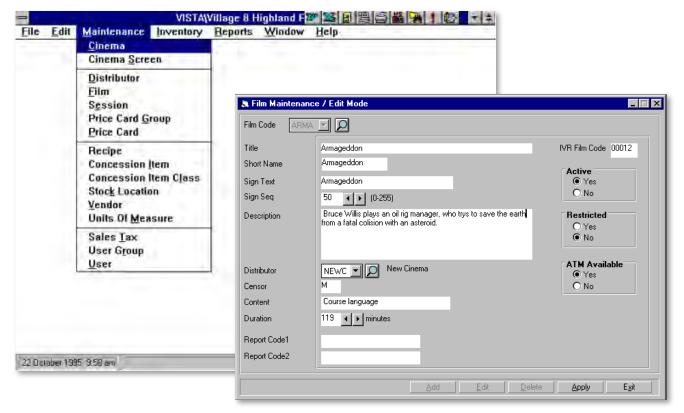
Dashboards Inquiries Reports



System Settings Workstations Locations Cinema Screens



#### 



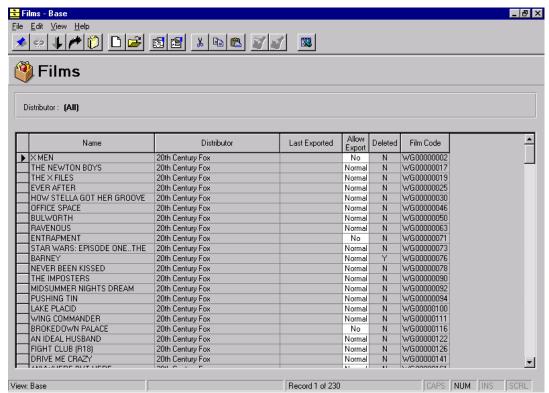






#### 2000

#### Vista

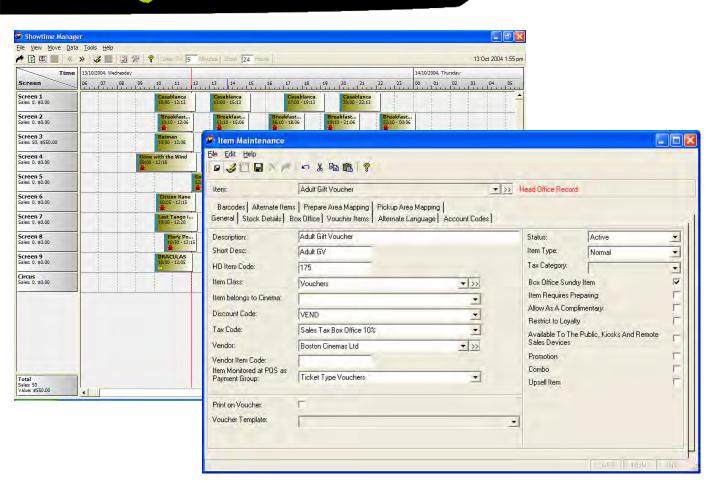






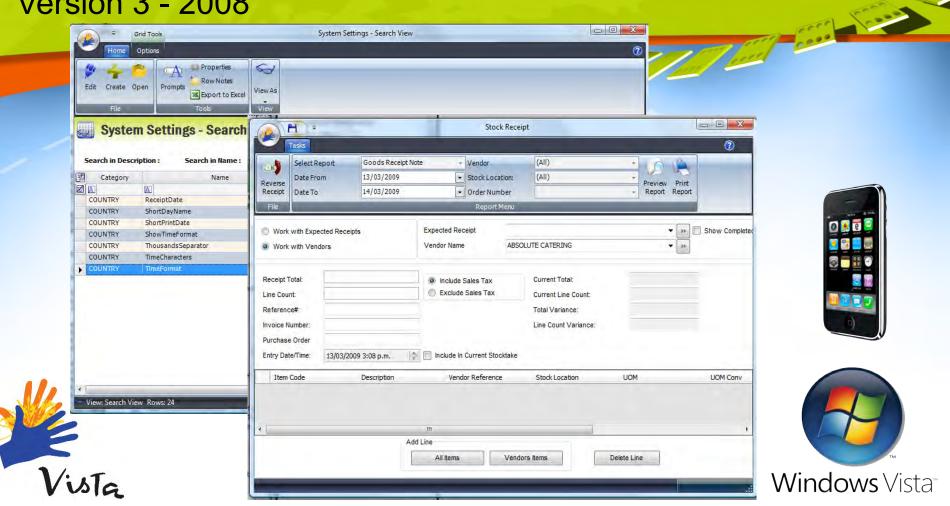
### VISTA CINEMA SOFTWARE

2004



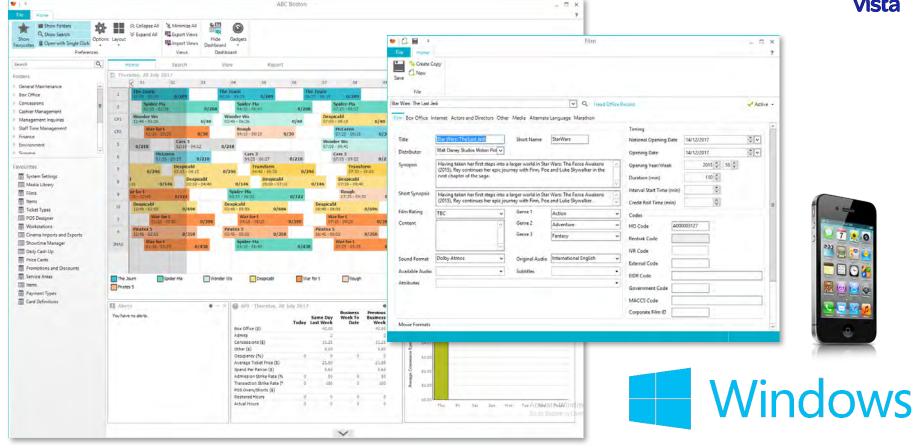


#### Version 3 - 2008



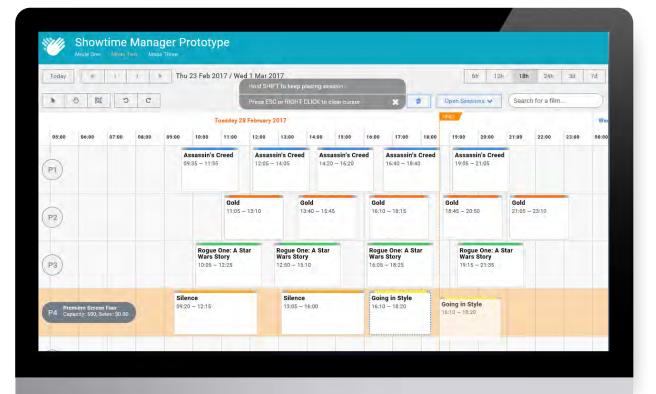
## **VERSION 4 - 2012**







# VERSION 5 CINEMA MANAGER





Make Items			Alaka Yama
there to Malie	Destinate	in Location	Reference
Please select item.	- Cine P	tatinum	
Description	Clies	HD Code	Ratio Print (Securi
Hoyts Hee Small Coke Quesadilla	FOOD	F000211 a	\$1.60
Chectop Component	icec	(CEC1313	
Ham Parini	FOOD	F000123	
Chicken Dentile	FOOD	E000123	
		elject an (Nem; to Malue	

### **KEY RESEARCH THEMES**



USERS RATE VISTA
Overwhelmingly participants enjoyed using Vista applications and felt that they made a positive impact to their working environment even if they felt that the

to their working environment even if they felt that the software was complex

NAVIGATION IS CHALLENGING

Customers rely on the Windows OS to support navigation and seldom used the MS Office styled ribbon within apps

FAVOURITES & GADGETS

All participants had customised their Favourites. Very few understood or were aware of the concept of Gadgets and the Dashboard

PROCESS ARE HEAVILY SYSTEMISED

All sites visited operated heavily systemised process many that circumvented Vista and diluted the Vista proposition

PAPER, PAPER & MORE PAPER

Concession management is dependent on paper processes which either supplement or substitute

6 PERFORMANCE TRACKING IS INEFFICIENT
Many managers are unaware of how to efficiently keep an eye on key metrics and often resort to running and viewing a performance report on a mobile device

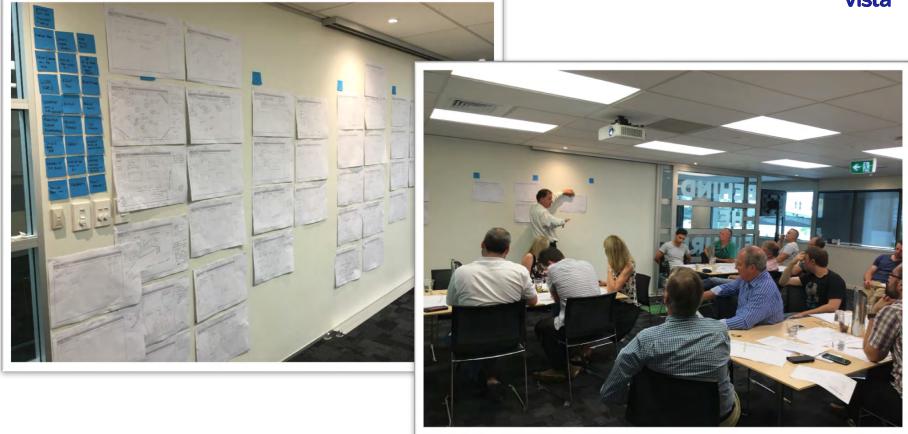
existing Vista features

7 Nost participants had a low level of product knowledge and were not aware of the platforms potential

B DISCONNECTED USERS
Generally participants felt disconnected from Vista as the relationship was often managed by Head Office which in some cases was offshore

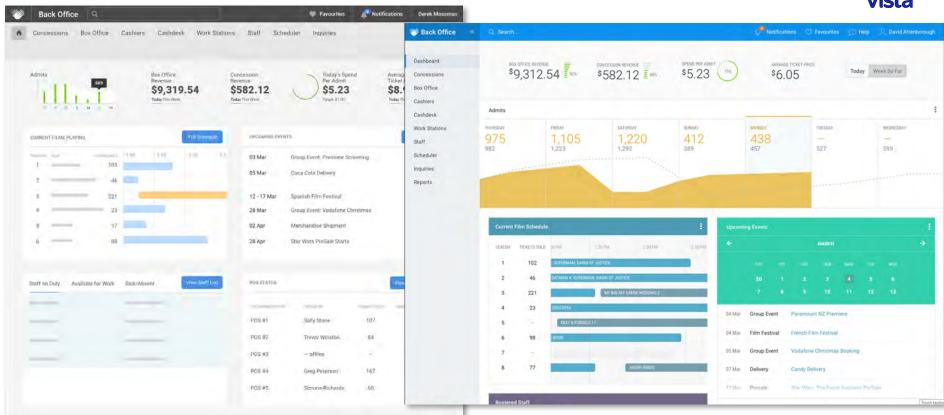
## **BRAINSTORMING SESSIONS**





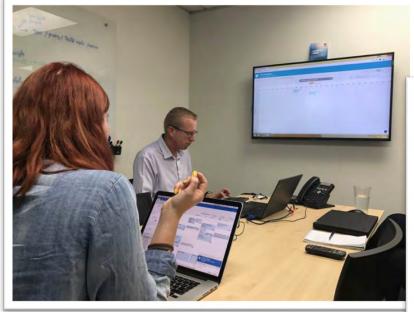
## **PROTOTYPES**

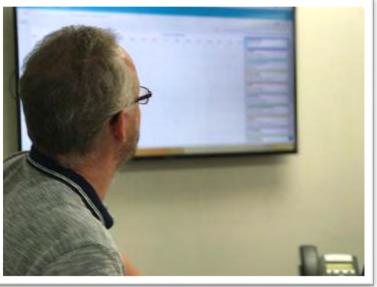




## **USER TESTING**







## **TIMELINE**

Q1 - 2017

#### R1 - Concessions

- Dashboards
- Stock Receipts
- Stocktake
- Feedback service









Q4 - 2017

Films

Events

**Break Seats** 

R4 - Box Office



#### R2 - CashDesk

- Cash Desk
- Purchase Orders
- Stock Adjustments
- Items Made

Q3 - 2017

#### R3 - Reporting/Scheduling

- Showtime Manager
- Reporting
- Dashboards





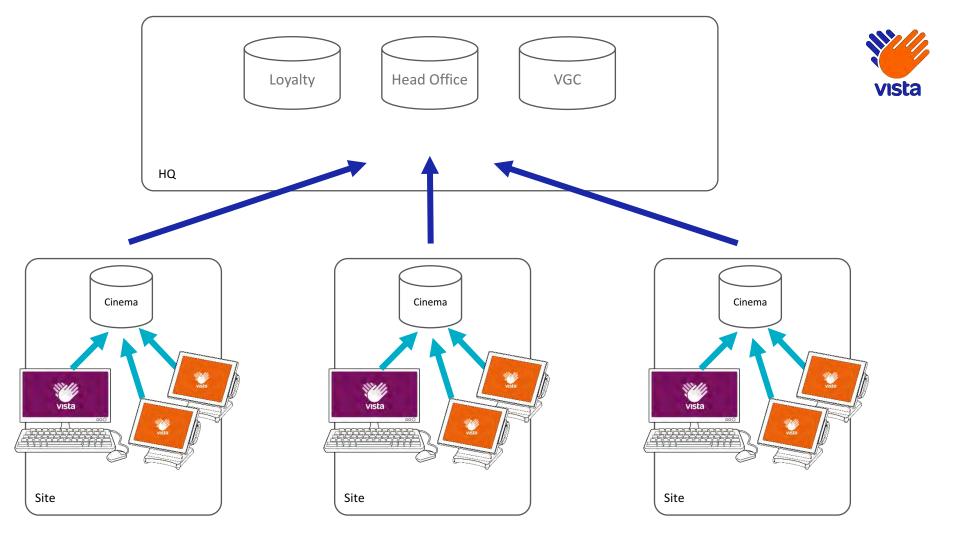
#### **Early 2018**

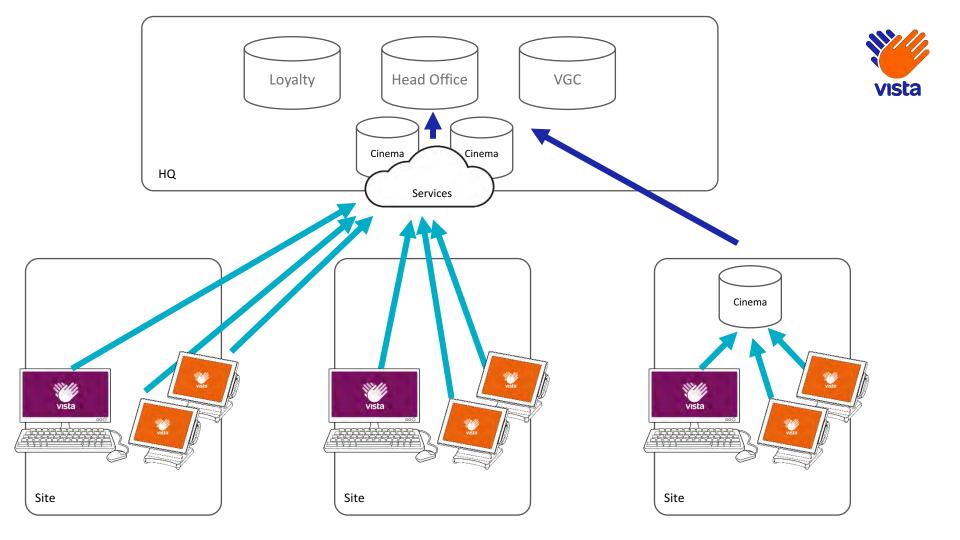
#### Vista 5.0

- Staff Management
- System management
- Corporate Bookings
- Tab Management

## **CLOUD CINEMA**





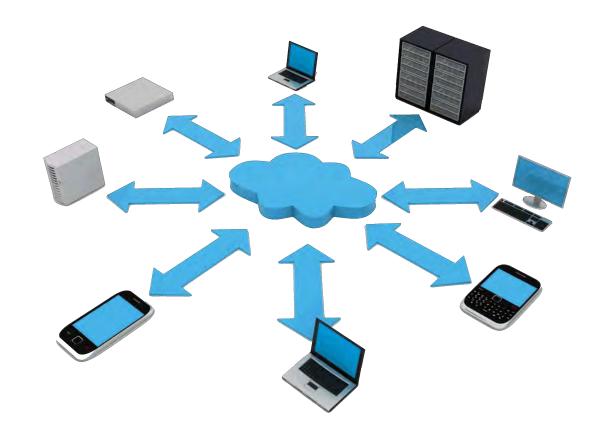


## **BENEFITS FOR VISTA**



## Reduced Servicing Costs

- Centralisation simplifies deployment and servicing
- Implementation and roll-out costs reduced
- Less service issues, easier to resolve





fcomplex Cinv( fcomplex z)

float s 1.0 / (z.rez.r . z.im.i } else

complex RCmul

- One presentation technology to develop
- Cross-platform user experiences
- Greater logic-sharing through API architecture

if ((z.r == 0.0) & (z.i = 0.0))



# **Automated Testing**

- APIs enable much greater test-ability
- Automation massively reduces man-hours required for regression testing
- Code can be re-worked more confidently





# BETTER SOFTWARE FASTER

# THANK YOU

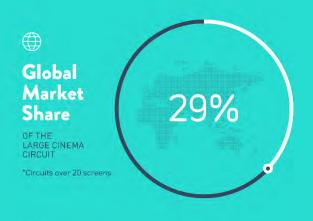


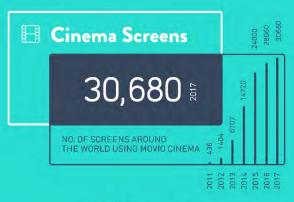
MOVIO

# INVESTOR DAY PRESENTATION

27<sup>th</sup> July 2017

"Connecting every movie with the ideal audience"







#### Active Moviegoers

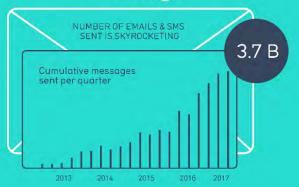
MOVIO PROFILES THE BEHAVIOUR & TRANSACTIONS IN REAL-TIME OF 39M+ ACTIVE MOVIEGOERS WORLDWIDE.

LIVE PROFILES

\*Moviegoers who have transacted within 12 months







### LEADERSHIP TEAM



Will Palmer Chief Executive



Peter Beguely CPO



Craig Jones CCO



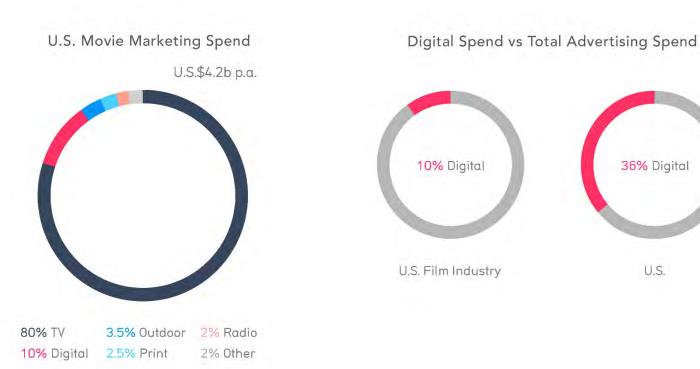
Sarah Lewthwaite MD & SVP, EMEA



Matthew Liebmann SVP, the Americas



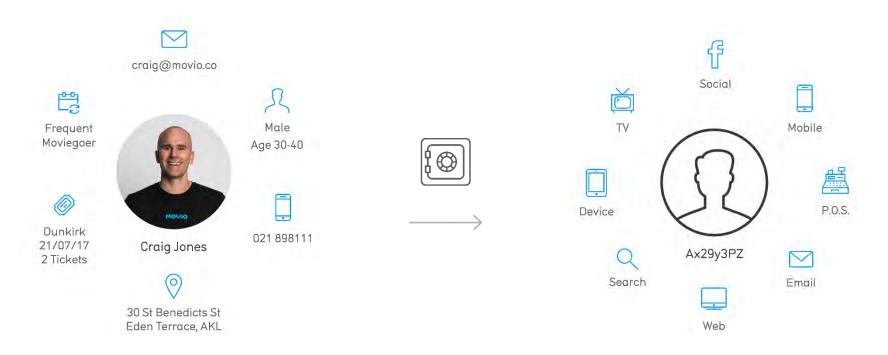
## **MOVIE MARKETING** IS GOING DIGITAL



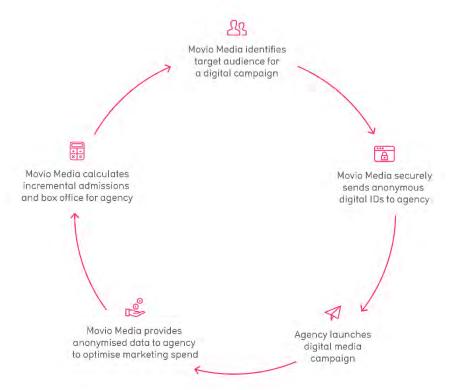
<sup>\*</sup> Source: Google, MarketShare-2015, eMarketer-2016

U.S.

# IDENTIFYING MOVIEGOERS IN A DIGITAL WORLD



# EPSILON: TARGETING MOVIEGOERS ONLINE





# FOX: UNDERSTANDING WHAT MAKES MOVIEGOERS TICK















Moviegoer Insights



Movie Audience Profiles



Movie Insights Benchmarking

## CUSTOMER LIFETIME VALUE IS INCREASING

Annual Contract Value

U.S.\$100-500k U.S.\$250k-2.0m

**Contract Term** 

Predominate Revenue Type

Non-Recurring ----

Recurring

## MARKET FOOTPRINT 2017



- Movio Cinema
- Movio Cinema & Movio Media

## MARKET FOOTPRINT VISION 2021



- Movio Cinema
- Movio Cinema & Movio Media

# MOVIO

# numero

## Business



 Delivering Superior Technology to the Box Office reporting world of Global Studios and Exhibitors

Current Market estimated at \$40M USD Annual Revenue

- Numero's Critical Service Enhancements include:
  - Speed of Delivery Enhanced User Experience
  - Efficiency of Reporting Saving Executive Time
  - Real Time Comparative Reports Real Time Insights

## **Future**



Expand Service to include other major markets from 2018 onwards

 Collaborate with VGL companies to deliver the most comprehensive Global Cinema Audience reporting tool through combining Box Office and Audience Demographics in one platform

☑ Cars 3

Walt Disney

6

Export > Filters +

Week

\$2.8k

-10%

\$248k

-16%

\$1.92M +

Loc. Av.

Box



View

All

# National Film Totals

Thu 20th Jul 2017 — Wed 26th Jul 2017

Rank	Film	q,	Week	Theatres	Jul 20 Thu	Jul 21 Fri	Jul 22 Sat	Jul 23 Sun	Wknd Total Box	Jul 24 Mon	Jul 25 Tue	Jul 26 Wed	Wee Tota Box
Ì	Dunkirk Warner Bros. 20 LLSF		1	104/107	\$252k -	\$329k	\$498k	\$381k	\$1.46M	\$133k			\$1.5

Current Week V Details Include Current Day Details Day Hidden

88 / 91

\$67k

-11%

\$78k

+1%

+22%

\$15k \$1.63M ☑ Despicable Me 3 108 / 113 \$224k \$224k \$169k \$103k \$720k \$7.7k \$727k \$6.6k \$4.94M Paramount/Universal -18% -15% -95% -29% +1% -30% -15% -28% Baby Driver 76 / 78 \$117k \$144k \$184k \$116k \$33k \$593k \$7.6k \$636k War for the Planet of the \$498k \$5.5k 91/92 \$125k \$150k \$101k \$27k \$1.93M -48% -43% -43% -54% -72% -47% Fox Spider-Man: 88 / 91 \$107k \$125k \$127k \$445k \$19k \$5.2k \$3.27M + \$86k \$464k Homecoming -32% -31% -37% -82% -42% -44%

\$40k

-10%

\$1.5k

-97%

\$246k

Missing Data |

# National Theatre Totals





Warner Bros. - 20 July 2017 - \$1.69M Cumulative Box Office

Thu 20th Jul 2017 — Wed 26th Jul 2017

Rank	Theatre	q.	Film Rank	Jul 20 Thu	Jul 21 Fri	Jul 22 Sat	Jul 23 Sun	Wknd Total Box	Jul 24 Mon	Jul 25 Tue	Jul 26 Wed	Week Total Box	Cume Box	+ View All
1	■ Queen Street Eyent		1	\$26k	\$35k	\$55k	\$50k	\$166k	\$21k			\$187k	\$194k	+
2	■ Albany Eyem		T	\$13k	\$18k	\$25k	\$18k	\$73k	\$5.3k			\$79k	\$80k	+
3	Sylvia Park Hoyts		1	\$8.5k	\$14k	\$25k	\$17k	\$65k	\$3.8k			\$68k	\$71k	+
4	☑ Riccarton Hoyts		į	\$11k	\$15k	\$16k	\$16k	\$58k	\$7.2k			\$65k	\$69k	+
5	St Lukes     Street     Street		1	\$8.4k	\$13k	\$20k	\$16k	\$57k	\$2.9k			\$60k	\$63k	+

#### Wonder Woman

Warner Bros. June 2017 Rating M

Compare to other Films

84

\$217k

Opening Day Total

Theatres at Opening

93 Theatres at Widest \$52k

\$4.86M

Theatre Box Office Average

Cumulative Box Office

\$16k

\$1.35M

Opening Weekend Total

\$1.95M Opening Week Total

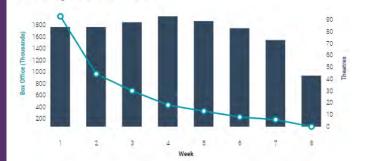
\$23k Opening Week Theatre Average

\$2.7k

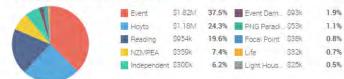
Opening Day Theatre Average

Opening Weekend Theatre Average

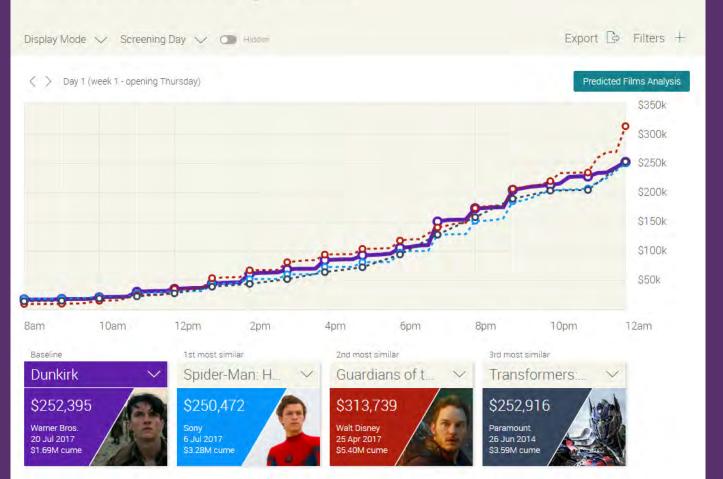
Weekly Box Office



#### Circuit Market Share



## Similar Performing Totals?







VISTA GROUP 2017 – INVESTOR DAY 27 July 2017





# **POWSTER UPDATE VIDEO**



- A video was played with Ste Thompson presenting updates on the key product developments for Powster
- > Due to the static nature of the releases that can be made to the NZX and ASX this video cannot be shown.



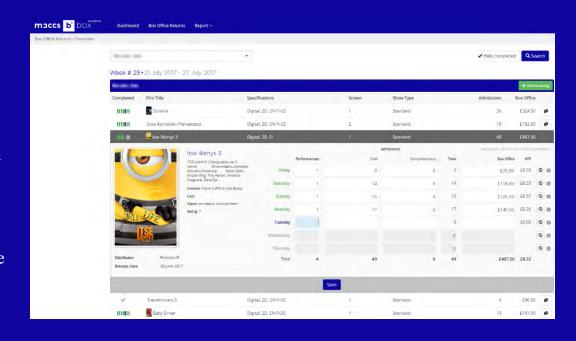
# maccs

Maccs' software is used by over 90 distributors to distribute films in over 50 territories around the world



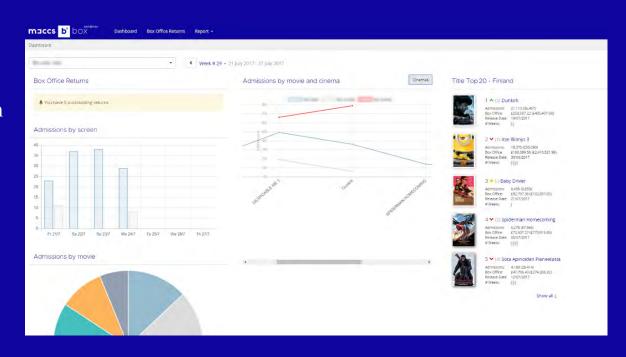
## Maccs – who are we?

- The global leader in film distribution software enabling film distributors to better manage their entire movie life cycle
- Over 22 years of experience in:
  - Multiple-module software for theatrical distribution, prints & advertising and rights & royalty management
  - Country Gross Box Office collection and distribution
  - DCP/KDM management software
  - Multi-territory market discovery mobile app



# Near term focus & strategy

- 'Light' cloud based product aimed at small distributors
- Increase territorial market coverage for GBO collection
- Additional revenue generators for distributors
- Continued reduction of administrative overheads across the distribution ecosystem



# Outlook - medium to long term

- Update technology stack and migrate products to the cloud
- Continued improvement to market share through client acquisition
  - focus on smaller distributors (SaaS model)
- 100% GBO figure collection in more territories
- Increased focus on VoD channels
- Introduction of a self-service analytics portal
- Continued focus on mobile





# What is movieXchange?











# Standardization and distribution of movie data and assets

#### SUPPORTED BY THE MAJOR STUDIOS













#### **MULITPLE MEDIA & DATA POINTS**

#### **Core Media**

Poster art Production stills Backdrop images Trailer videos

#### Core Data

Long & Short synopsis Release date Running time Rating Streaming trailer URL Cast & Crew

#### **Enhanced Media**

Motion poster Video clips Social media materials Web banners Print-ready materials Layered design files

#### **Enhanced Data**

Marketing & social links Movie format Subtitle attributes Language attributes Unique ID codes Restricted titles for signage



#### Reduce effort & cost for exhibitors

- Vista sales channels
  - Kiosk, mobile app, web sites
  - Digital signage, POS etc
- Group products
  - Movio, Numero, CI etc
- Non-Vista POS exhibitors
- Exhibitor social media
- Digital trailer delivery







### **Product Demo**



14 JUL

20th Century Fox



Sony

Universal

Walt Disney



Warner Bros.



0

Independents







































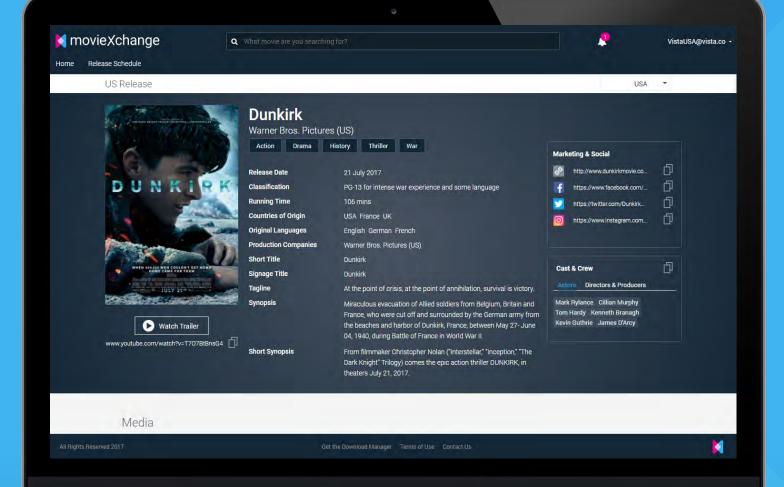


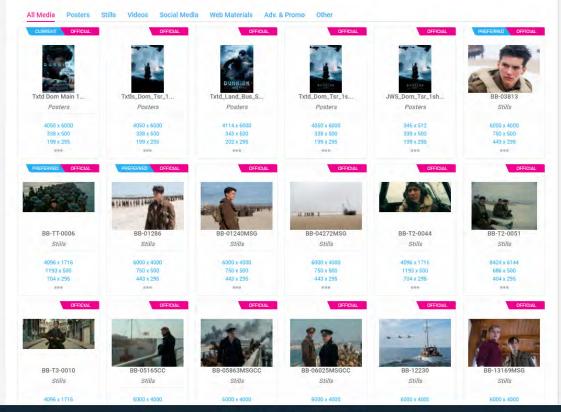












#### External Movie Code

EIDR

10.5240/B581-8D4F-95AE-92CA-4584-V

MACCSbox

3001c0033430

#### Versions

2D	
Aspect Ratio	Flat
Sound Formats	Atmos
Running Time	106 mins
Languages	English German
	French
Subtitles	English
Short Title	Dunkirk
Credit Roll Time	TBC
Resolution	TBC
Luminance	TBC
Frame Rate	TBC

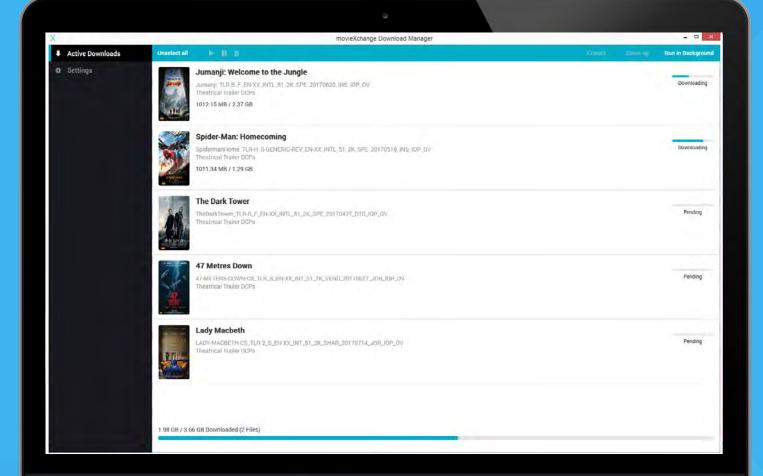
IMAX	
Aspect Ratio	Flat
Sound Formats	Atmos
Running Time	106 mins
Länguages	English German French
Subtitles	English
Short Title	Dunkirk
Credit Roll Time	твс
Resolution	TBC
Luminance	TBC
Frame Rate	TBC

35mm	
Aspect Ratio	Flat
Sound Formats	Atmos
Running Time	106 mins
Languages	English German
	French
Subtitles	English
Short Title	Dunkirk
Credit Roll Time	TBC
Resolution	TBC
Luminance	TBC
Frame Rate	TBC

#### 70mm

Aspect Ratio
Sound Formats
Running Time

Flat Atmos



#### MX Film - revenue model

• Licensed to cinemas for access and integration to the media database

 Monthly license fee per site, tiered based on number of sites



#### Where are we at?

- Beginning sales outreach to exhibitors
- Product being received very positively
- First paying customers have committed in July





# A centralized cloud platform connecting online ticketing vendors to exhibitors





#### **Current Vendor Partners**

**In Dev Queue** 

**Actively Integrating** 

Ready to ticket













MOVIETIMES





#### **MX** Tickets - revenue model

- No charge for exhibitors to be connected to the platform
- Vendors pay us a small fee per ticket processed through the platform
- Fee varies from vendor to vendor, depending on expected ticket volumes



### Next steps for MXT?

- Initial focus in USA
- Several exhibitors committed to platform has been received very positively overall
- Live ticketing commenced through the platform this week with first vendor & exhibitor
- Newly appointed President of movieXchange -Justin Silverman (formerly head of Veezi USA)





# Collecting and distributing showtime data

- A large global opportunity
- Requires significant showtime coverage in any given territory to be useful
- Initial focus on building up showtime collection, monetization of this will be longer term



# MX Showtimes - revenue model

- Data is licensed to publishers, search engines, social media platforms and other organizations that display movie showtimes
- A monthly or annual rate, per territory of licensed data



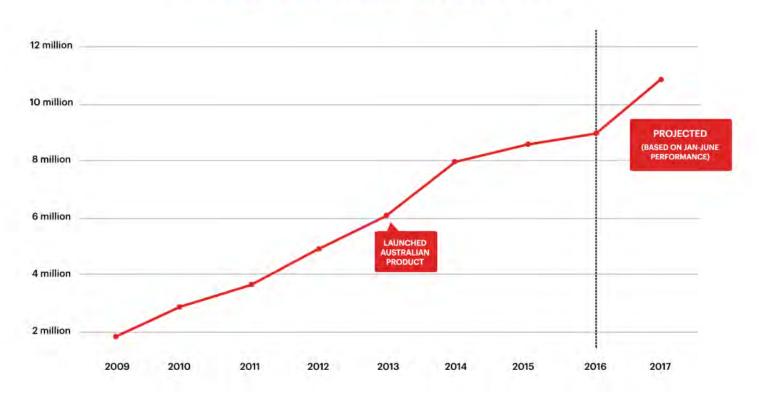








#### **YEARLY TOTAL WEBSITE/APP VISITORS**



#### - NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

#### YOUR CINEMA

Cinema websites by **FLICKS** 





#### - NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

- NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

- NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

- AUSTRALIA

- NEW PRODUCTS / REVENUE STREAMS

- NEW MARKETING STRATEGY & INVESTMENT

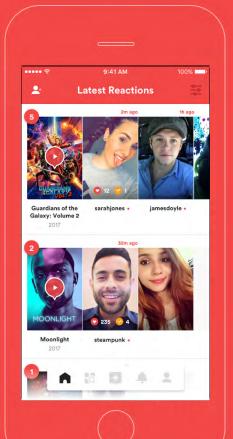
- AUSTRALIA



Video reactions to movies & shows

### A social network oriented around movies & TV shows

- Built with Millennials in mind, focused on short form video
- Record and share reactions and discussion with friends and fellow fans
- Distinct enough from existing platforms that there is demand and enthusiasm for the product

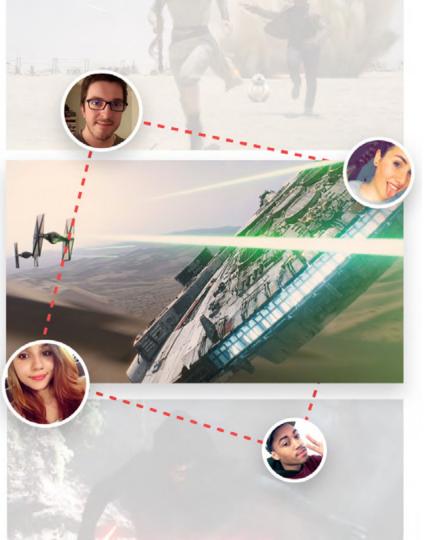




#### What's in it for users?

- Get feedback about current movies and shows from friends
- Determine which content to spend time & money on in a crowded landscape
- Video content is inherently engaging and entertaining
- Social connection and validation from people with shared entertainment interests





#### Why is this valuable?

- A direct connection to an audience that studios and exhibitors struggle to reach millennials
- Insights on content sentiment & engagement
   with deep demographic & social context
- Powerful capability to create and amplify discussion around movies, and generate audiences
- o Directly convert interest into ticket sales

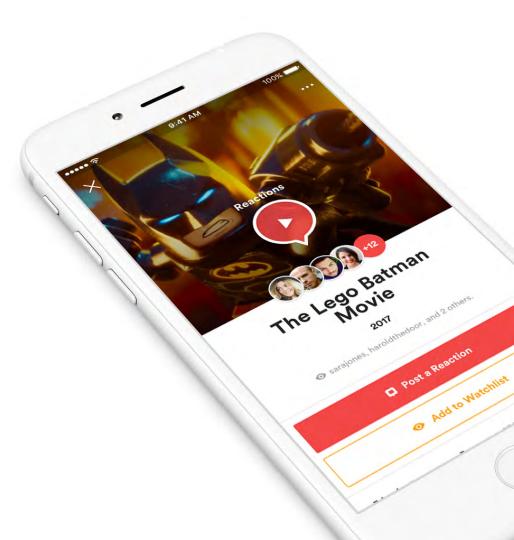
#### The process so far

Design & development Jun - Dec 2016

Alpha testing (20 users) Dec 2016 - Jan 2017

Beta (100 users) Feb - May 2017

App store launch Jun 2017



### User acquisition & marketing

Publisher partnerships

Exhibitor partnerships

Studio partnerships - integrate with movie marketing & PR

Influencers

User / viral marketing



#### Early feedback

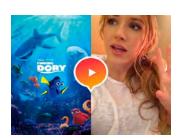
"I just wanted to say that I love how you guys are building Stardust, and I have always wanted to see an app based around rating and reacting to movies."

-Austin



"I love the app and have enjoyed watching everyone's reviews"

-Sam



"Thank you so much for helping build an awesome community for us movie fans"

-Rudy M







Here's our #Stardust for the first #ReadyPlayerOne trailer!!! Full reaction video is uploading now.

stardust.app.link/06E0aK1RZE @Stardust\_App



LateToTheParty's video reaction to Ready Player One Stardust: For true Movie & TV fans

tardust.app.link





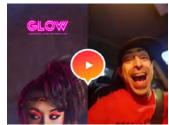
Loving this new @Stardust\_App make sure to check it out & my reaction to tonight's #GameOfThrones #StardustReaction

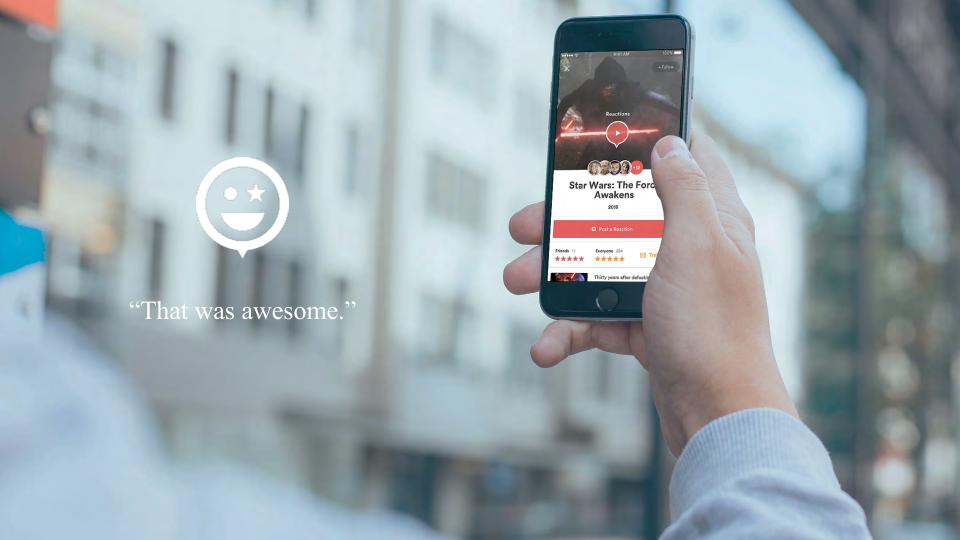


Stardust: For true Movie & TV fans stardust.app.link

"It's awesome seeing fans of film and television come together with their reactions every single day"

-John M







#### **WRAP UP**



- There is always more to Vista Group and the opportunity set in front of us than you think
- Thank you
  - To the presenters
  - To the investors that have participated today
- Next Steps
  - Lunch
  - Golf
    - 1st groups are off at 12:33
    - Groupings have been set and your lead Vista person will have cards for you
    - Be careful out there
  - Drinks and some light food after golf





VISTA GROUP 2017 – INVESTOR DAY 27 July 2017

