



VISTA
GROUP

**Devon Funds Management
Roadshow Presentation**

November 2016





VISTA ENTERTAINMENT SOLUTIONS



VGL BUSINESSES

- **VES** estab. NZ1996; **VGL** NZX & ASX listing Aug-14
- Revenue 65M, EBITDA 15M (2015)
- **VES** - Cinema Management Software:
 - 5000+ installed sites, 70+ countries
- 450+ staff. Offices Auckland, Los Angeles, Sydney, London, Holland, Shanghai
- **MACCS** - film distribution industry software
- **Movio** & **Numero** - SaaS solutions – Big Data analytics (moviegoer data / Box Office reporting)
- **Cinema Intelligence**; intelligent film exhibition forecasting & scheduling
- **Powster** - full service film marketing creative studio
- **Flicks** - Australasia online movie & cinema guide.



— VISTA ENTERTAINMENT SOLUTIONS —

MOVIO

MACCS
INTERNATIONAL

numero



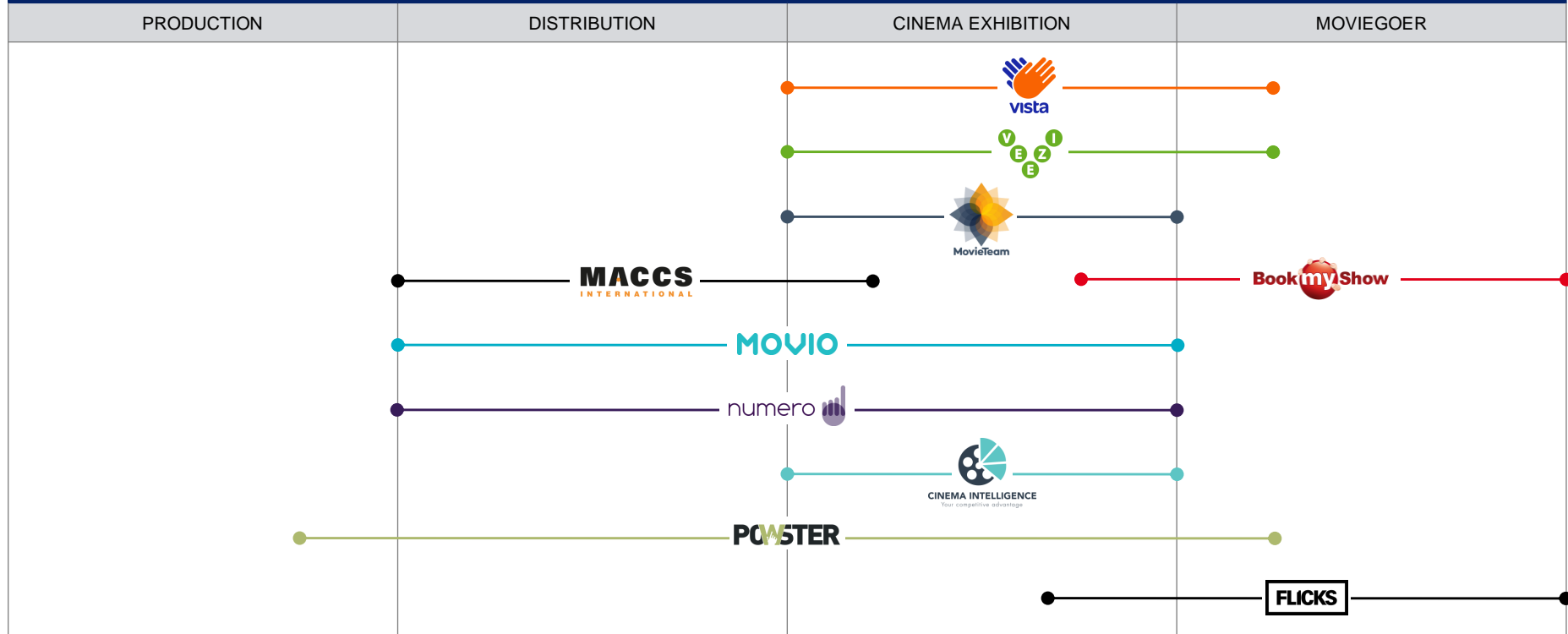
CINEMA INTELLIGENCE
Your competitive advantage

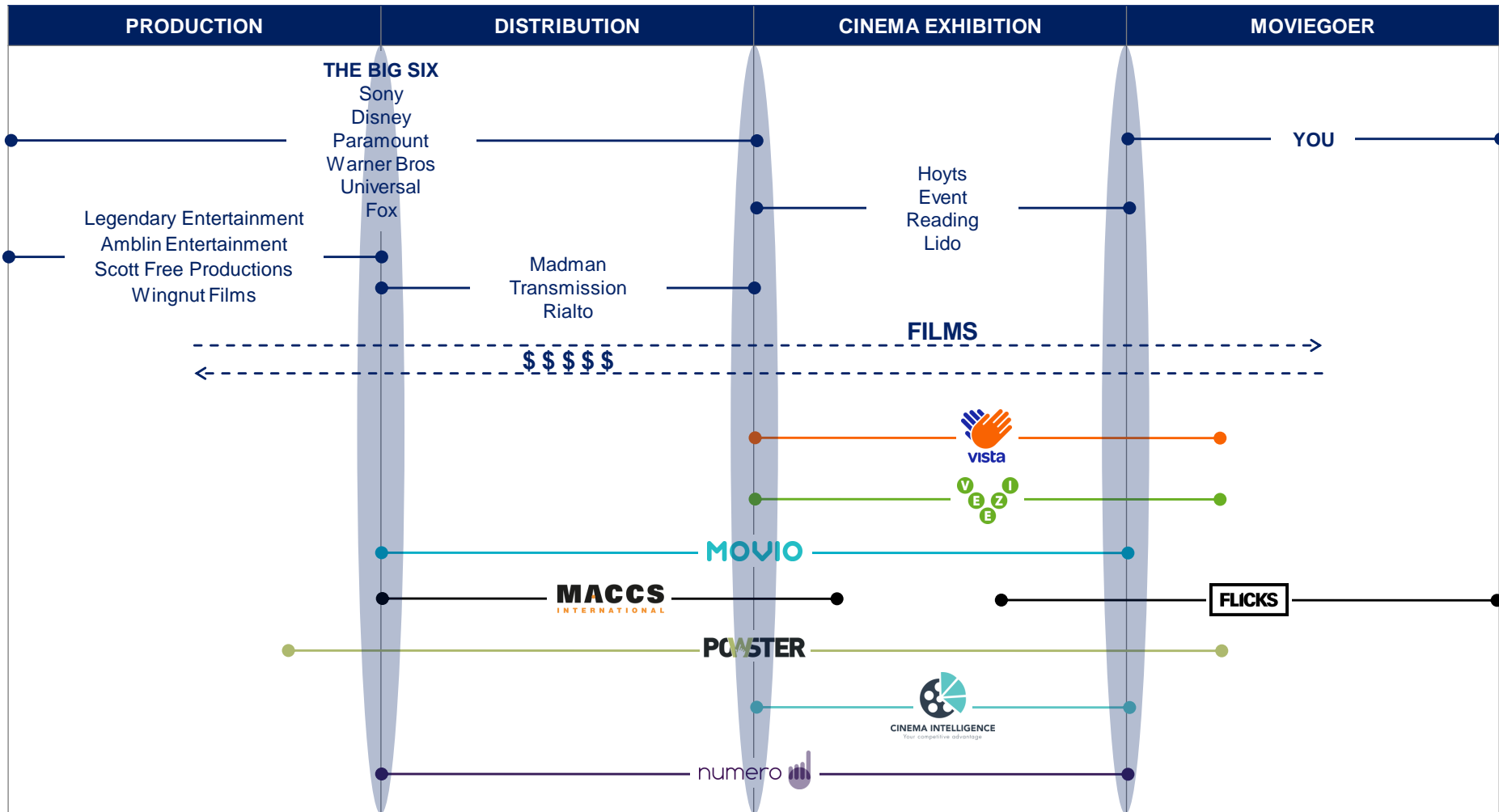
POWSTER

FLICKS



VISTA GROUP COMPANIES WITHIN THE FILM INDUSTRY VALUE CHAIN





VISTA ENTERTAINMENT SOLUTIONS (VES)

- World's largest cinema management software system
- Estimate 38% of large circuit market (global)
- 22 software modules operating across:
 - cinema sites
 - head office (or corporate HQ)
 - moviegoer (customer facing) sales channels
- VES Loyalty – primary data collection source for Movio.





87% CANADA
2,042/2,337 screens

41% USA
12,784/31,293 screens

97% CENTRAL AMERICA
5,865/6,072 screens

22% SOUTH AMERICA
1,210/5,605 screens

22% EUROPE
4,172/18,600 screens

49% MIDDLE EAST
1,055/2,155 screens

88% AFRICA
761/864 screens

24% ASIA
5,620/23,926 screens

95% AUSTRALASIA
1,604/1,694 screens

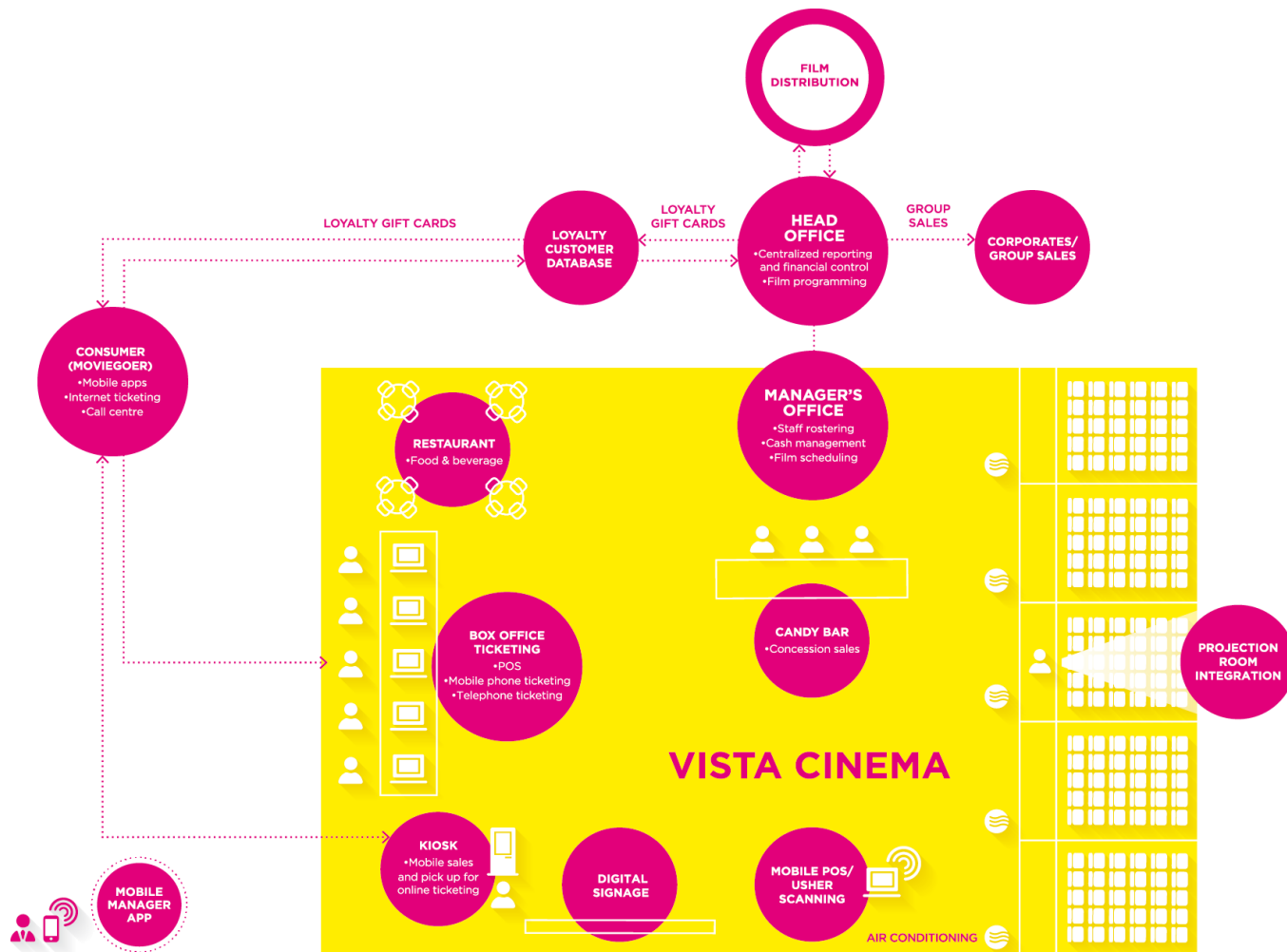
38% WORLD WIDE
35,113/92,556 screens



WORLD SHARE

Vista Entertainment Solutions percentage of the world market –
for Cinema Exhibition Companies with 20+ screens

VISTA CINEMA





VEEZI

ENGINEERED BY VISTA

- Small Circuit cinema management
- SaaS Cloud solution
- Addressable market size approx. 25,000 Cinemas
- Q4 2016 = 500 sites / 17 countries
 - Achieved in 21 months
 - ARR approx. 5400 NZD per cinema
- China, France & India market entry late 2016 & 2017



MOVIO

- Movio: global leader in marketing data analysis & campaign management for the film industry
- Big Data analytics SaaS model
- Only film Customer Intelligence & Campaign Management solution on the market
- Mission: revolutionize the way film distributors & cinema exhibitors interact with moviegoers.

Movio Cinema

- Fully integrated campaign creation, management & reporting measuring ROI
- Highly successful including Regal Ent. & AMC.

Movio Media

- Fully integrated campaign creation, management & reporting measuring ROI
- Market research & analytics – film studios/distributors/media.

MOVIO CONT.



Global Market Share

OF THE
LARGE CINEMA
CIRCUIT

*Cinemas over 20 screens



Active Members

MOVIO PROFILES THE
BEHAVIOR & TRANSACTIONS
IN REAL-TIME OF
37M+ ACTIVE CINEMA LOYALTY
MEMBERS WORLDWIDE.

LIVE PROFILES

*Members who have transacted
within 12 months



37+ million

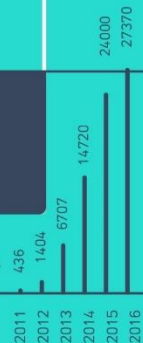


Cinema Screens

27,370

2016

NO. OF SCREENS AROUND
THE WORLD USING MOVIO CINEMA



Messages

NUMBER OF EMAILS & SMS
SENT IS SKYROCKETING

Cumulative messages
sent per quarter

2.5 B

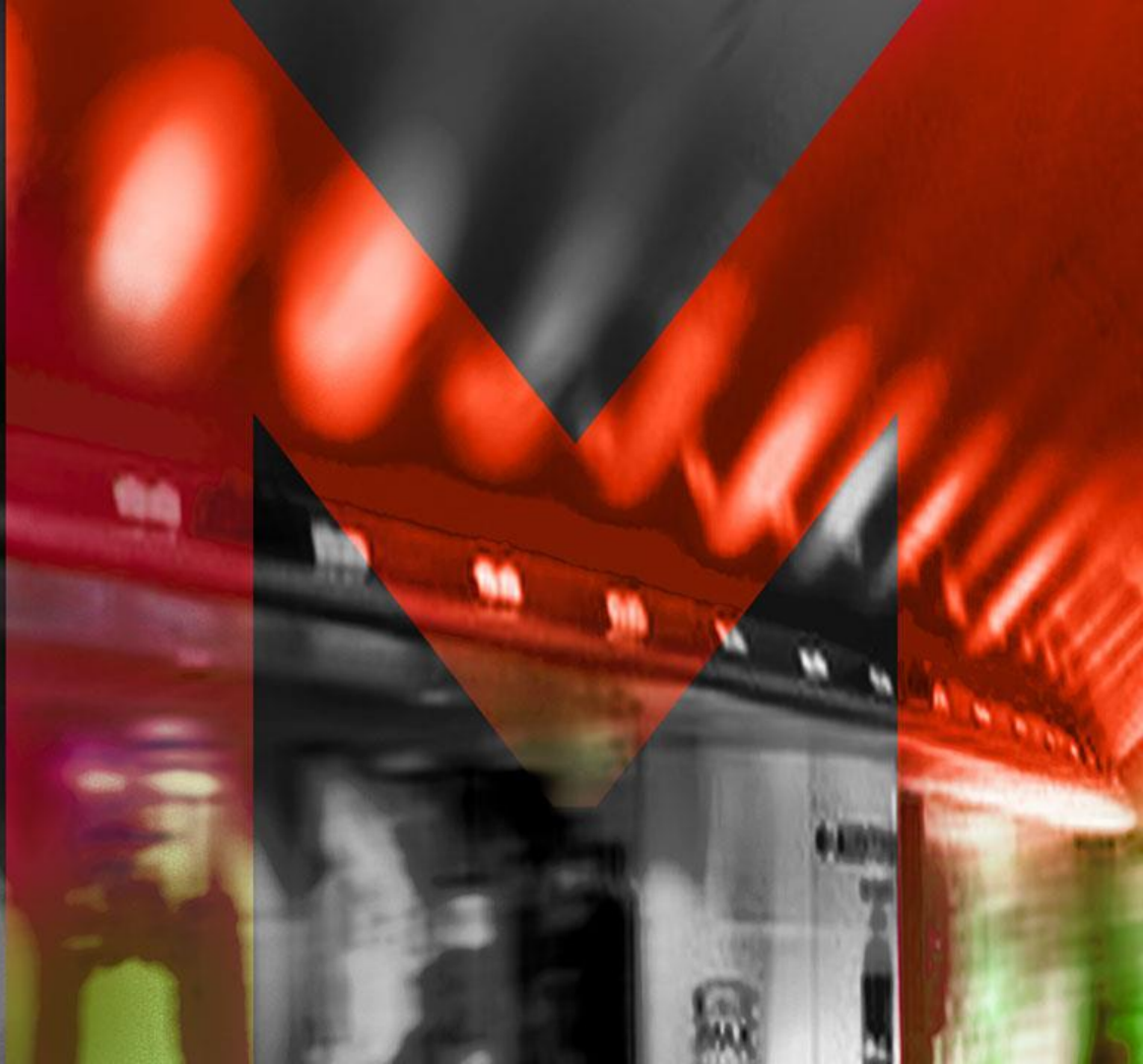
2013 2014 2015 2016

NUMERO

- Box Office Reporting – competitive Cloud solution
- Tracks daily results at cinema level & reports to Film Studios, Distributors & Exhibitors
- Multiple reporting options available (web, mobile, email, data feed); collects 99% Box Office results for ANZ market
- Faster, Cleaner, Cheaper, Simpler than existing services
- Reporting Types:
 - National Film / National Theatre Totals
 - Film Summaries, Analysis & Comparisons
 - Market Share; Circuit & Distributor
 - Upcoming Competitive Release Schedules & Studio Reported Grosses.

MACCS

- **MACCS – Movie ACCounting System**
 - theatrical distribution software
 - financial & logistics solution
- Installed in 45 countries
 - Warner Bros International & USA
 - Paramount International
 - Studio Canal, E-One & many others.
- **MaccsBox – Theatrical Value Chain**
 - Collects eBors centrally & provides them to distributors
 - Processes bookings BO returns & invoicing
 - USA launch 2016, industry standard in Europe.



CINEMA INTELLIGENCE

BY SHARE DIMENSION

- Business Intelligence for Exhibitors – Big Data analysis & Forecasting models
- Optimise film performance in a cinema environment
 - Extract historical information from BO systems
 - Build forecasting models for film performance at a site level based on a mix of films to be shown, weather, other events/criteria
 - Produce an optimised schedule that maximises revenue & admissions.

POWSTER

- Provides world-leading film marketing products including interactive content to promote films
- POWSTER Movie Platform:
 - Marketing platform for movie studios, powering the world's biggest blockbusters
 - One destination per film with all cinemas & show-times listed
 - Official platform for over 40 movie studios globally incl. USA
 - 2.2m visitors/week discovering cinema locations
 - Targets individual & hard-to-reach moviegoers to go to the cinema.



FLICKS

- Authoritative Australasia movie & cinema guide
- Moviegoer access nationally for every movie playing; + cinemas, session times, booking links, videos & trailers, reviews (user & critical) + editorial from Australasia's best industry contributors
- NZ's #1 film buff port-of-call – film website, mobile site, iPhone & Android apps
- 1 million monthly visitors across NZ & Australia
- Leading supplier of movie/cinema show times for portals, marketers & distributors.

25 April

Animated Kiwi film based on the diaries of ANZACs.

IN CINEMA

IN 3D REALD



FLICKS.CO.NZ

Eddie the Eagle

Max!el

25 April

The Jungle Book (2016)

Whiskey Tango Footrot

Mavis!

Music on the

Wilderpeople

Takes plenty of creative
the way to

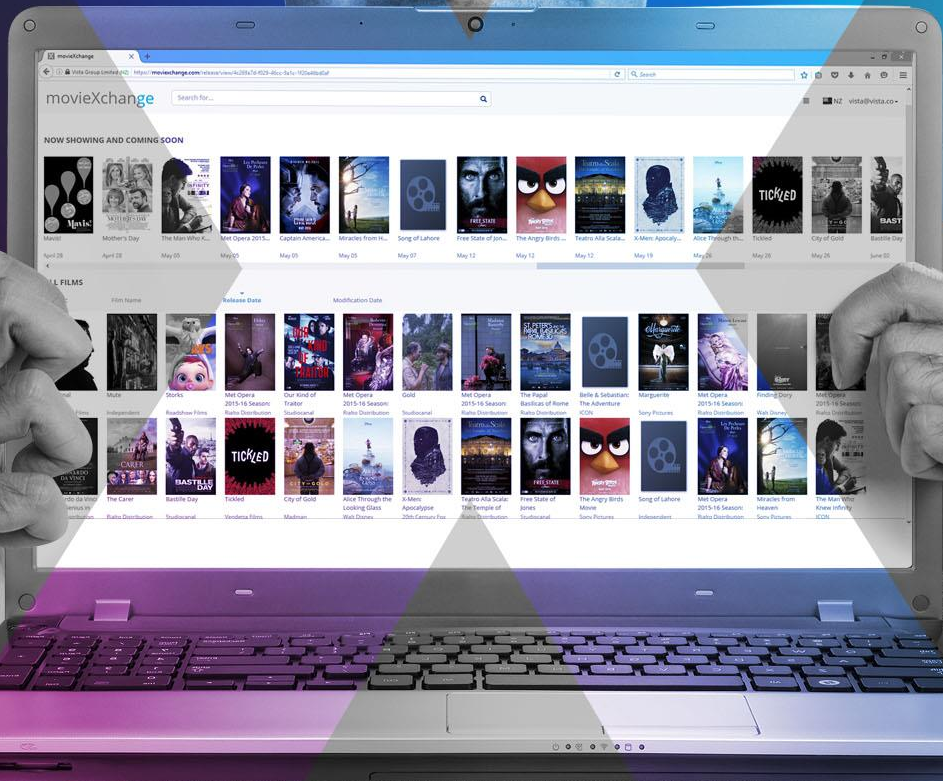
MOVIETEAM

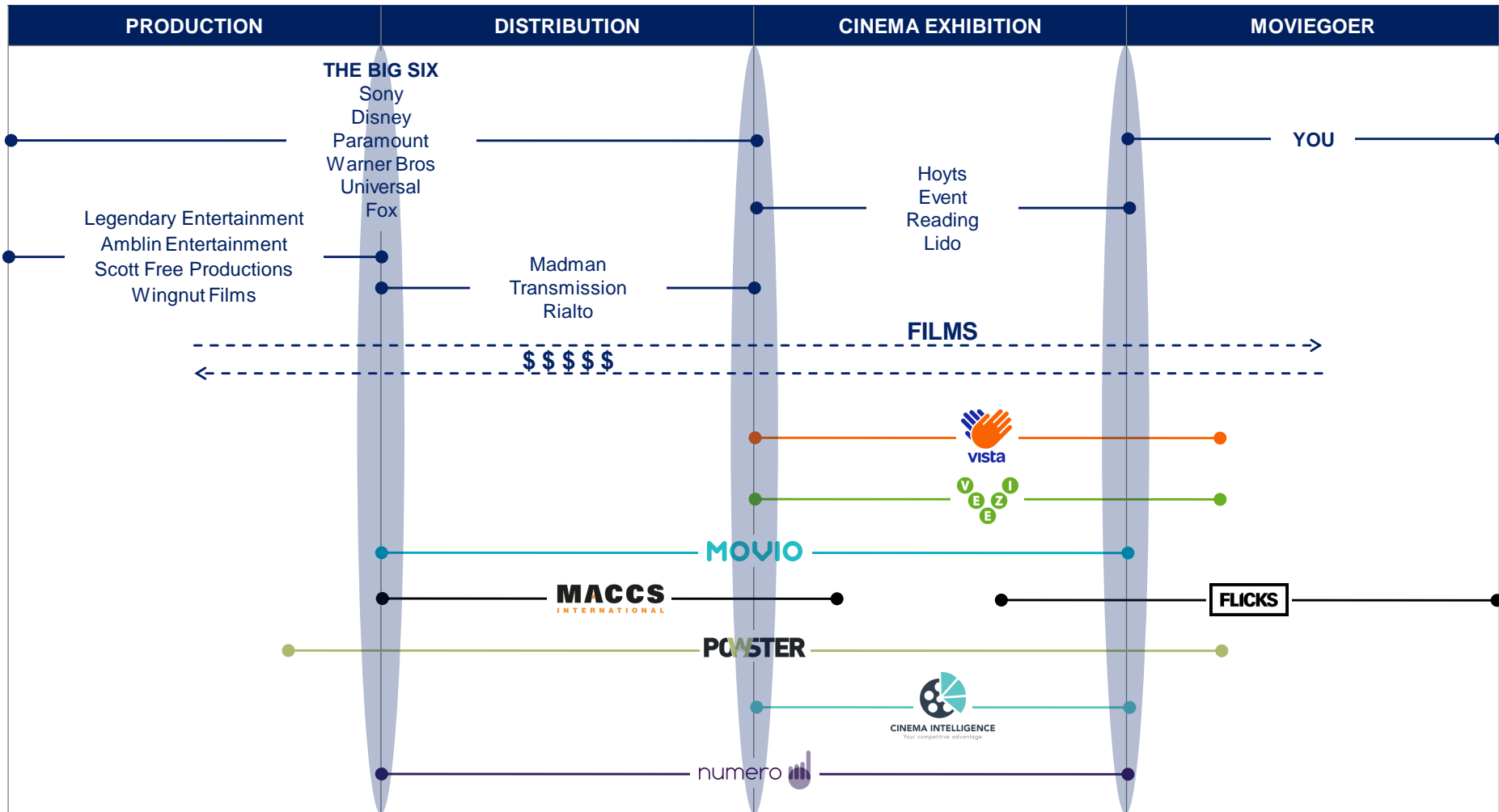
- Cloud-based mobile-ready solution designed to manage cinema staff across exhibitor sites
- Development advisory 'partnership' with Harkins Theatres, USA (No. 5 in US)
- Seamlessly integrates needs of corporate HQ, cinema management, & cinema staff
 - Compliance & Policy management
 - Reduced time spent on scheduling
 - Staff 'availability' at manager's fingertips
 - Integrated systems: desktop & mobile access
 - Connects cinema to staff & manager via smartphones.



MOVIEXCHANGE

- A one-stop online resource providing studio certified, territory specific movie media & information to exhibitors
- Populate exhibitor sales channels with your digital movie assets
- Download large files such as video clips & trailer DCP's via movieXchange's easy-to-use Download Manager
- Integration to Vista, Veezi & Movio
- Media & data available for use in Vista, Movio & 3rd party apps.





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