



## Media Release

---

### Vista Entertainment Solutions, a Vista Group International Company, Signs Software Distribution Agreement with Ymagis Group/dcinex for Russia and CIS

Auckland, New Zealand; Paris, France, and Moscow, Russian Federation; 10 November 2015: Vista Entertainment Solutions (VES), a company of Vista Group International (NZX & ASX: VGL) has signed a new agreement with Ymagis Group/dcinex (ISIN: FR0011471291, TICKER: MAGIS), the European specialist in digital technologies for the motion picture industry, for the sale and distribution of VES cinema management software in Russia and CIS. With this new partnership, Ymagis Group/dcinex expands the range of products and services offered by the company's Moscow team. For VES, this distribution agreement enables new and extended opportunities to secure cinema exhibition customers in Russia, continuing the VES march toward predominant market share in the European cinema exhibition industry.

The VES cinema management software portfolio comprises 20+ modules across Cinema Sites, Head Office and Customer Sales Channels; celebrating 20 years in 2015 of designing software for cinema exhibitors, VES leads the world developing innovative solutions that often literally anticipate the increasing demands of today's moviegoers – keeping VES exhibitor customers well positioned to offer the best in movie-going experiences.

Box Office, Concession Sales and Food & Beverage products make up *Vista Cinema*, the foundation and primary software package for Cinema Sites; initially these will be a key focus for Ymagis/Group dcinex.

"The 'business partner' model that VES deploys worldwide is a tried-and-true business acquisition solution for VES," says Mischa Kay, Managing Director EMEA (London) for VES. "In-market knowledge and support has proven a recipe for success to assist and grow our business over its lifetime, and we're delighted to welcome Ymagis Group/dcinex to the Vista family. Their local knowledge, presence, expertise and support that we have already experienced from them at this early stage is fantastic. We couldn't be more excited about working with them and about adding the value of VES cinema management software to more theatres in Russia."

"VES is the leading cinema management software system and a natural choice for us," said Kirill Kuzmenko, General Manager of Ymagis Group/dcinex in Russia. "Most importantly, the interconnected and total enterprise solution that is the VES software portfolio is a new and exciting opportunity for cinema exhibitors in Russia and CIS. We look forward to showing exhibitors the added value VES will bring to their operations, as has been consistently proven worldwide."

The deal is a key outcome of the Kino Expo trade exhibition held recently in Saint Petersburg, Russian Federation, that saw a large and very busy 'side-by-side' exhibitor effort on the part of each of the two companies and extensive discussions with prospective customers. The agreement takes immediate effect.

VES is the core business of Vista Group and the leading global supplier of software to the cinema industry's Large Circuit Market (cinema exhibitors operating more than 20 screens) with software installed at more than 4,000 sites in over 60 countries, and selling an estimated 1 billion tickets every year. VES is the global leader in its field: it has 37% market share in North America; 8% in China (a territory entered relatively recently); 90%+ in Canada, India, Mexico and Australia and 53% in the United Kingdom.

[ENDS]

#### **About Ymagis Group**

Founded in 2007 and managed by professionals from both the cinema and high-tech industries, Ymagis Group is a leading company in Europe in the area of advanced digital technology services for the cinema industry. The Group provides innovative solutions to cinema exhibitors, distributors of films, producers, and cinema ad agencies. Following the integration of dcinex in 2014 and Eclair in 2015 (postproduction, versioning and localization, content delivery, restoration, storage and asset management), the Group has significantly grown its portfolio of activities and further developed its geographic footprint in Europe with permanent offices in 20 countries. The company's core business is structured around three main axis: services to exhibitors, services to producers, distributors and TV broadcasters, and finance solutions. As of June 30, 2015, 7,172 screens in Europe are under exhibitor services contracts with the company (maintenance and NOC), and 6,401 screens have been installed under VPF contracts. Ymagis Group is the only company capable of providing a content delivery service (satellite, DSL, fiber) across Europe thanks to its network of 3,300 connected cinemas. A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France) and Liege (Belgium). For more information, please connect to <http://www.Ymagis.com> and <http://www.dcinex.com> or contact [info@Ymagis.com](mailto:info@Ymagis.com)

#### **About Vista Entertainment Solutions**

Vista Entertainment Solutions Ltd (VES) is the world-leader in cinema management software solutions with installations in over 60 countries across all continents and an estimated 38% global market share in the Large Cinema Circuit market. The Vista software product line is suited to cinema exhibitor's operating 20+ screens and up to 100's of cinemas; it comprises a fully inter-connected suite of software modules required to deliver optimal box office return, total cinema management, and internal and external analysis and reporting. VES is head-quartered in Auckland, New Zealand and has subsidiaries incorporated in Los Angeles, London, and Shanghai.

Website: [www.vista.co](http://www.vista.co)

Twitter: [@VistaCinema](https://twitter.com/VistaCinema)

LinkedIn: [www.linkedin.com/company/vista-entertainment-solutions](http://www.linkedin.com/company/vista-entertainment-solutions)

#### **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 International (film distribution software), and Numero (box office reporting software for film distributors and cinemas) provide products that 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. Vista Group has over 300 staff across six offices in New Zealand (Auckland headquarters), Australia, the USA, the UK, the Netherlands, and China.

Website: [www.vistagroup.co](http://www.vistagroup.co)

LinkedIn: [www.linkedin.com/company/vista-group-limited](http://www.linkedin.com/company/vista-group-limited)

**Source: Vista Group International Ltd, Auckland, NZ**

**Vista Group/London, United Kingdom**

Sharon Bowen-Davies

[sharon.bowen-davies@vista.co](mailto:sharon.bowen-davies@vista.co); +44 (20) 8563 4490

**Vista Group/USA**

Maggie Begley/MBC

[maggie@mbcprinc.com](mailto:maggie@mbcprinc.com); +1 (310) 390 0101

**Vista Group International/Auckland, New Zealand**

Christine Fenby

[christine.fenby@vista.co](mailto:christine.fenby@vista.co); +64 (21) 727 006

**Ymagis Group/dcinex (Head Office)**

Julien Bollee

[julien.bollee@ymagis.com](mailto:julien.bollee@ymagis.com); +33 (0)6 64 45 00 20