



NATIONAL CINEMEDIA (NCM) SIGNS CINEMA AUDIENCE DATA LICENSING AGREEMENT WITH MOVIO

NCM to Use Movio's Cinema Exhibitor Marketing Data Analytics Platform to Provide Robust Moviegoer Insights to National Brands

Auckland, NZ; August 20th, 2015 – National CineMedia (NCM), America's Movie Network™ has signed a long term data licensing agreement with Movio, the global leader in marketing data, analysis, insights, and campaign creation and management for theatrical exhibitors, studios and film distributors. NCM is the first licensed user for Movio's "Movio Media" market research platform, which provides unique insights into U.S. moviegoers' behaviour.

Movio Media aggregates real-time transactional and behavioural movie-going data to provide the film industry with comprehensive market data, crucial audience insights and innovative campaign solutions. Based on over 19 million avid moviegoers represented within *Movio Media*, the Movio data sciences team profiled the largest sample of a typical U.S. movie-going audience according to standard industry demographic profiles to create the most powerful and accurate real-time film market research platform in the United States. The newly released iteration of the *Movio Media* platform will allow for enhanced audience analysis across NCM's national theatre audience that views *FirstLook* pre-show. NCM's network is the largest in-theatre network in the U.S. with approximately 20,150 movie screens in approximately 1,600 theatres — enabling NCM to work more closely with its clients to better target cinema audiences and provide more analytics about advertising campaigns.

"As the media industry becomes increasingly data-driven, NCM is changing the dynamics of reaching cinema audiences through better data," said Cliff Marks, President of Sales and Marketing with NCM. "With this new relationship with Movio and their *Movio Media* data platform, we can now fuse consumer, lifestyle and brand usage data to help our advertising clients be even smarter about the way they use cinema to reach their marketing goals. It allows NCM to begin to provide media buyers with even more information about who is watching NCM's *FirstLook*."

"This agreement is a crucial milestone in Movio's leadership role in data analytics for the film industry and recognises our expertise in, and value to, the North American film market," says Will Palmer, Movio's Chief Executive and co-founder. "As 'America's Movie Network,' NCM's endorsement of *Movio Media* is a game changer for us and validates our core belief that data analytics are no longer a 'luxury' add-on to a marketing campaign but rather the *indispensable* direct link to the moviegoer. This agreement validates the necessity for vital and robust behavioural and transactional data for the film industry."

“More than 700 million moviegoers are watching NCM’s *FirstLook* pre-shows in North American theatres,” Palmer adds. “To be in business with such like-minded industry leaders as the talented group at NCM is a tremendous privilege.”

About National CineMedia (NCM)

National CineMedia (NCM) is America’s Movie Network. As the #1 weekend network in the U.S., NCM helps brands get in front of the movies that shape the national conversation. More than 700 million moviegoers annually attend theatres that are currently under contract to present NCM’s *FirstLook* pre-show in over 40 leading national and regional theatre circuits including AMC Entertainment Inc. (NYSE:AMC), Cinemark Holdings, Inc. (NYSE:CNK) and Regal Entertainment Group (NYSE: RGC). NCM’s cinema advertising network offers broad reach and unparalleled audience engagement with approximately 20,150 screens in approximately 1,600 theatres in 187 Designated Market Areas® (49 of the top 50). NCM Digital goes beyond the big screen, extending in-theatre campaigns into online and mobile marketing programs to reach entertainment audiences. National CineMedia, Inc. (NASDAQ:NCMI) owns a 45.2% interest in, and is the managing member of National CineMedia, LLC. For more information, visit www.ncm.com.

About Movio

Movio is the global leader in marketing data analytics and campaign management software for cinema exhibitors, film distributors and studios. A company of Vista Group International Ltd (NZX:VGL, ASX:VGI), Movio’s mission is to revolutionise the way the film industry interacts with moviegoers. The company’s flagship product, Movio Cinema holds comprehensive marketing data covering 21 percent of cinema screens worldwide (15,970 screens). Movio maintains real-time, authoritative data on the loyalty activity and transactions for many of the world’s biggest cinema chains and captures the behaviour of 30 million moviegoers worldwide. As moviegoers are faced with a growing number of choices for how, where and when they watch films, Movio's mission is to help the film industry better understand consumer behaviour and deliver practical, personalised offers to moviegoers through their preferred communication channels. Movio's data analysis-driven software solutions make it faster and less expensive to analyse and use that data to increase customer satisfaction and enhance the digital cinema experience. Movio operates in North America, Latin America, Europe, Middle East, Australia, New Zealand, China, and South East Asia.

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