

## Media Release

Vista Group International Ltd, Auckland, New Zealand and  
MACCS International, Ubbena, The Netherlands

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# Warner Bros. Entertainment Inc. Selects MACCS International to Manage Domestic Theatrical Distribution

Studio will Release All Titles Worldwide Using MACCS Theatrical Distribution Software

**Los Angeles, Calif., USA, 08 July 2015:** MACCS International, the largest developer of theatrical distribution software for the global motion picture industry with over 100 distributors in 38 territories among its clientele and a subsidiary of Vista Group International, today announced that Warner Bros. Entertainment Inc. has licensed MACCS Theatrical Distribution Software to run its domestic theatrical distribution. Warner Bros. Pictures domestic distribution operates in the United States and Canada and joins Warner Bros. Pictures International, which, for over a decade, has used the MACCS technology to distribute films across its international territories. This marks the first time the Studio has centralised its theatrical distribution operations under one technology platform.

“Warner Bros. has always been at the forefront of providing innovative solutions to drive our businesses forward. MACCS has been a long-time partner of Warner Bros. International and I am glad to be able to expand the MACCS technology to domestic distribution,” said Tom Roach, Senior Vice President and Co-General Manager, Warner Bros. Technology Solutions. “As the leading provider of motion pictures to cinemas around the world, Warner Bros. puts confidence in technology providers like MACCS International who can quickly adapt to a changing and dynamic global business environment.”

MACCS Theatrical Distribution Software manages all aspects of a motion picture theatrical release including sales planning, booking contracts, terms management, holdovers, digital print inventory, box office data, invoicing, and cash receivables. It interfaces with multiple general ledger systems and, through its MaccsBox API services, provides a single point of contact to third-party systems including those of exhibitors, post-production houses and shipping depots. Its design around automation provides efficiencies and improved business intelligence and is available in multiple languages and currencies.

“Over the past decade, we have developed a close relationship with Warner Bros. as we expanded our software across 38 territories,” said Jesse Chow, MACCS Senior Vice President and General Manager North America. “I’m delighted that Warner Bros. has trusted us to bring MACCS’ leading technology to domestic distribution and leverage benefits across Warner Bros.’ entire worldwide operation.”

### About Vista Group International Ltd (‘Vista Group’)

Vista Group is a global leader in film industry software solutions comprising six businesses. Building on the leading position of Vista Entertainment Solutions, (the core business within the Group that operates in the cinema exhibition industry), Vista Group is expanding to offer solutions across the wider film industry. It has over 300 staff across six offices in New Zealand (headquarters), the USA, the UK, the Netherlands, Australia and China. In addition, Vista Entertainment Solutions has a business partner network for global distribution across all continents, which other Group businesses can utilise to support their growth.

Vista Group listed on the New Zealand Stock Exchange and the Australian Securities Exchange in August 2014. It extended its investment in MACCS International B.V. ('MACCS') to 50.1% in September 2014.

### **About MACCS International B.V. ('MACCS')**

MACCS International is the largest developer of theatrical distribution software for the global motion picture industry. MACCS International's leading technology is used by over 100 distributors to distribute films in 38 territories around the world. This includes smaller independent distributors as well as major studios. The MACCS software portfolio includes an integrated resource planning system; MaccsBox that automates content ordering, delivery reporting and invoicing; Rights and Royalties and Prints and Advertising. A company of Vista Group International (NZX: VGL, ASX: VGI), MACCS operations include Los Angeles, The Netherlands, Germany, and Australia.

[www.maccs.com](http://www.maccs.com)

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

[http://www.vistagroup.co.nz/downloads/01October2014\\_MACCS\\_Option\\_Exercised.pdf](http://www.vistagroup.co.nz/downloads/01October2014_MACCS_Option_Exercised.pdf)

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