



Market Announcement

05 May 2015, Vista Group International Ltd, Auckland, New Zealand

Vista Group International Ltd ("Vista Group") through its subsidiary Movio Ltd has entered a multi-year agreement with AMC Theatres ("AMC"), the second largest cinema chain in the United States, for use of its Movio Cinema product. Movio will implement its Movio Cinema analytics and marketing Software-as-a-Service solution across AMC's chain of 347 locations and 4,972 screens in the United States. The details of the transaction are commercially sensitive and subject to restrictions regarding their release.

The signing of the deal is significant for Movio and strategic in terms of the US market. It will increase Movio's market share (of its target market) to over 51% in North America. The revenue from this new customer relationship forms part of the existing Prospective Financial Information guidance provided in the Vista Group Prospectus dated 03 July, 2014.

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