

For immediate release

Vue International expands territories with Vista Group solutions

Auckland, New Zealand, 7th November 2023 – Vista Group – the global leader for software and technology solutions for the film industry – has reached a new multi-year agreement with major European cinema operator Vue International to extend Vista Group's software solutions to Vue's sites in Germany and Denmark.

Vue is one of the world's leading cinema operators, spanning nine countries and 1,990 screens across 226 cinema sites.

The new agreement includes Horizon, Vista Group's cloud-based technology, giving Vue access to circuit-wide real-time performance data to expedite decision making by management teams. As part of the SaaS platform, Horizon is their first step on the Vista Cloud journey. Vue International will also have access to Vista Oneview, Vista Group's newly launched mobile digital assistant that provides comprehensive, company-wide insights in real-time.

Claire Arksey, Vue International COO, says: "As we continue to invest in our digital toolset, we are delighted to expand Vista's solutions in more of our markets, to help increase efficiencies across the business and ensure we're continually improving our customers' experience. We have a long and successful relationship with Vista dating back to our very first site at Livingston, Scotland which opened in October 2000 and are looking forward to adopting these latest SaaS solutions across all our now 226 cinemas in all markets."

The deployment of the CinemaxX circuits in Germany and Denmark is planned to begin this year, and will join Vue UK & Ireland, The Space Cinemas in Italy and Multikino Poland and Lithuania which all currently use Vista Group software. Vue is planning to use Vista Cloud for its circuit in the Netherlands as part of its operating strategy, which is to deploy same solution software across all its territories. This helps to maximise operational efficiency, and make better informed decisions in a more timely basis in what is increasingly becoming a faster paced business environment.

"We deeply value our long-standing relationship with Vue International and our new agreement continues to support their mission to deliver a premium out of home entertainment experience," says Stuart Dickinson, Vista Group Chief Executive Officer. "As a leading European exhibitor, we are thrilled to expand our offering across new territories that support the excellent experience they offer their guests."

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About Vista Group International:

Vista Group International Ltd (Vista Group) is a public company, founded in New Zealand in 1996 and listed on both the New Zealand and Australian stock exchanges in 2014 (NZX & ASX: VGL). Vista Group is a global leader in providing tech solutions to the international film industry. With brands including Vista, Veezi,

Movio, Numero, Maccs, Flicks and Powster, Vista Group's expertise covers cinema management software; loyalty, moviegoer engagement and marketing; film distribution software; box office reporting; creative studio solutions; and the Flicks movie, cinema and streaming website and app.

About Vue International

Vue International is the largest privately owned cinema operator in Europe, spanning nine countries, 226 sites and 1,990 screens including: United Kingdom, Ireland, Germany, Denmark, Netherlands, Italy, Poland, Lithuania and Taiwan. From its inception in May 2003 Vue International has grown organically and through strategic acquisition to deliver a premium out-of-home entertainment experience by combining the best content, with the best technology in the best environment.