

For immediate release

Vista Group announces Vista Cloud agreement with leading European cinema circuit, Pathé Cinemas

Auckland, New Zealand, 22 November 2023 – Pathé Cinemas, the largest cinema network in continental Europe, has become the latest existing Vista Group client to commit to transition to Vista Cloud.

The 5-year agreement will see Vista Cloud deployed to all of Pathé's 129 sites, 1,300+ screens, across multiple countries, including France, the Netherlands, Belgium, Switzerland, Senegal, Tunisia, Morocco, and Ivory Coast. The project is expected to be completed by the end of 2024, with the Vista Cloud commercials effective from 1 January 2024.

Vista Group, the global leader in technology solutions for the film industry, launched Vista Cloud in early 2022. The next generation cinema management solution, Vista Cloud leverages decades of industry experience and the benefits of SaaS to offer clients innovative tools, insights, security, and the ability to transform the moviegoing experience.

Pathé Cinemas is set to take advantage of the entire Vista Cloud enterprise offering, including all its advanced capabilities. The agreement replaces the existing on-premises and managed customer environment agreements with Pathé across the territories, and builds on an existing partnership between the parties for the resale of Pathé developed self-checkout and e-gate solutions that integrate with Vista Group's platform.

Pathé's Chief Information Officer, Jean-Christophe Désire, anticipates mutual success through the agreement with Vista Group.

"Innovation is at the core of Pathé DNA since the beginning, back in 1896. Tomorrow, Vista Cloud will enable us to push the boundaries of customer journey excellence and best-in-class digital experiences. Our partnership in off-the-shelf advanced operational solutions will also benefit the industry and ultimately moviegoers."

Vista Group CEO, Stuart Dickinson, expressed his enthusiasm in supporting a key client like Pathé on their journey to Cloud. "Our goal is to support Pathé Cinemas via Vista Cloud's best-in-class solution capabilities so they can focus on their own customers, the moviegoers."

"We are confident that this new partnership will empower them to do just that, by enabling greater operational efficiency and providing timely innovation that will keep them ahead in their markets. As a leading cinema exhibitor with widespread presence across Europe, we look forward to seeing Pathé's continued success in the industry."

Pathé joins an ever-growing list of Vista Group clients committing to Vista Group's market leading SaaS solutions.

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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 Pathé Cinemas

Pathé is the leading cinema company in continental Europe.

Pathé operates 1,306 screens in 129 film theaters in France, the Netherlands, Switzerland, Belgium, Tunisia, and Senegal - some of which are at the forefront of technological innovation: 26 IMAX, 54 4DX, 14 DOLBY CINEMA, 4 SCREENX, and 2 ONYX LED CINEMA screens.

Pathé produces films and TV series in France, as well as TV series in the United Kingdom. Pathé also acts as a distributor in France, Switzerland, and French-speaking Africa.

Pathé's mission is to offer a diverse range of ambitious films that appeal to a wide audience. Pathé produces and distributes popular comedies, family films, and arthouse films, some of which were rewarded by awards at international festivals.