

*For immediate release*

## **Vista Group announces new agreements in North America**

**Auckland, New Zealand, 26 February 2024** – Vista Group is pleased to announce the signing of new agreements for its Vista Cloud solution offerings with two key exhibitors in North America.

Flix Brewhouse, the world's only first run cinema-eatery-microbrewery, has signed to Vista Cloud across their 69 screens, and is expected to be live by the end of July 2024.

Galaxy Theatres has signed to Vista Cloud's digital solutions across its 178 screens and is expected to be live by the end of September 2024. With Galaxy already live on Horizon, a cloud-based insights solution that gathers real-time data across a cinema circuit, the agreement also includes Vista Cloud's Digital Enablement and Data Empowerment capabilities, including Vista Oneview.

Galaxy Theatres is privately owned, and ranked by size in the top 10% of its industry.

Vista Group's Cloud approach is centered around supporting exhibitors with an AI-infused approach, to help in driving visitation and improving revenue and operational yield. Organised around key client priorities, Vista Cloud capabilities encompasses: Data Empowerment, Digital Enablement, Moviegoer Engagement, and Operational Excellence.

"These two new North American based clients represent continued momentum for Vista Group's Cloud adoption," says Vista Group CEO, Stuart Dickinson. "Our solutions are designed to enable cinema exhibitors to better serve the moviegoer, and we look forward to supporting both Flix Brewhouse and Galaxy Theatres in their mission to enhance and transform the cinema experience for their moviegoers."

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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.