

## MARKET ANNOUNCEMENT

18 December 2023, Vista Group International Ltd, Auckland, New Zealand

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### **Cinépolis signs Vista Digital Agreement to transition Spanish circuit**

Vista Group International Limited (NZX & ASX:VGL) is pleased to announce the signing of a new agreement with Cinépolis, the largest cinema exhibitor in the world in terms of ticket sales and attendance per auditorium, to transition Cinépolis' Cine Yelmo circuit in Spain to Vista Digital during H1 2024.

Cine Yelmo is a leading company in the exhibition sector in Spain. With more than 40 years in operation, the company has a mission of offering unforgettable experiences through its 50 cinema sites (over 530 screens) across 24 provinces in Spain - equipped with 2K, 4K and laser projectors highlighting its investment in innovation. This commitment has recently been recognised by the World Branding Awards with Cine Yelmo being awarded 'Brand of the Year' in the entertainment sector in Spain.

The agreement includes all of Vista Digital's digital enablement and data empowerment capabilities, including Vista Group's Horizon and Vista Oneview offerings.

"Vista Group's digital solutions are designed to help our clients provide best-in-class digital experiences to moviegoers – seamless, innovative, and consistent across all sales channels – even under peak traffic." said Vista Group CEO, Stuart Dickinson. "Cinépolis is an innovator and a strong partner for Vista Group, and we look forward to taking this first step on Cinépolis' cloud journey with its Spanish circuit Cine Yelmo. We look forward to assisting Cine Yelmo to increase its digital engagement with its moviegoers in Spain."

"We are excited about going to the cloud with VDP, and testing its benefits and capabilities", said Gabriel Morales, Cinépolis' Global IT Director. "This change is an unprecedented leap for Vista Group in the modernization of its platform. Which could mean the reinvention of a well-established player in the cinema industry."

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### **About Vista Group**

Vista Group International Limited is a global leader in providing technology 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.

For more information visit: [www.vistagroup.co.nz](http://www.vistagroup.co.nz)

## **About Cinépolis**

Cinépolis is a Mexican company founded in Morelia, Michoacán, more than 50 years ago, which operates in 19 countries throughout America, Asia, and Europe. Cinépolis is the global industry leader in terms of ticket sales and attendance per auditorium, as well as the world's 3rd largest cinema circuit and the most significant outside the United States. Cinépolis is the world's largest luxury cinema exhibitor and one of the cinema chains with the most laser projectors in the entire industry.

With 889 cinemas and 6,821 screens in total, Cinépolis employs more than 33 thousand collaborators. Cinépolis has introduced innovative concepts to the exhibition industry, such as the first multiplexes (Multicinas<sup>®</sup>), the first concept of a luxury cinema (Cinépolis VIP<sup>®</sup>), the partnership with IMAX<sup>®</sup> turned into Cinépolis IMAX<sup>®</sup>, Macro XE<sup>®</sup> screens, 4DX<sup>®</sup> screens, and Sala Junior<sup>®</sup> screen.

Cinépolis remains at the forefront and has connected with different audiences through its brands Cinépolis +QUE CINE, Cinépolis Distribución, and Sala de Arte Cinépolis. It has also contributed to Mexican society through the Cinépolis Foundation with its programs "Del Amor Nace la Vista", "Ruta Cinépolis" and "Vamos Todos a Cinépolis".

For more information visit: [www.cinepolis.com](http://www.cinepolis.com).

## **About Cine Yelmo**

Cine Yelmo, a leading company in the exhibition sector in Spain, is part of Cinépolis, the second largest cinema chain in the world with presence in Mexico, United States, Guatemala, Honduras, El Salvador, Costa Rica, Panama, Peru, Colombia, Chile, Brazil, India, Spain, Argentina, Saudi Arabia, United Arab Emirates and Indonesia. Cine Yelmo has the most advanced projection and sound systems, its cinema rooms offer a spectacular experience and the best possible leisure and cinema experience.

With more than 530 screens, all of them 100% digital, and 50 cinema sites in Madrid, Barcelona, Tarragona, Las Palmas, Tenerife, Asturias, Álava, A Coruña, Badajoz, Cádiz, Pontevedra, Lugo, Albacete, Alicante, Almería, Málaga, Sevilla, Valencia, Asturias, La Rioja, Vizcaya, Valladolid, Santander, and Navarra, Cine Yelmo continues to innovate with new concepts of comfort and quality in its cinemas, such as: Digital E-Motion, Junior, Premium or Luxury cinemas, as well as live satellite broadcasts.

For more information visit: [www.yelmocines.es](http://www.yelmocines.es)