

MARKET ANNOUNCEMENT

11 March 2025, Vista Group International Ltd, Auckland, New Zealand

Odeon Cinemas Group signs for Vista Cloud

Vista Group International Limited (NZX & ASX:VGL) is delighted to announce the signing of a new agreement with existing client, Odeon Cinemas Group, to transition their UK and European circuits to Operational Excellence, the full Vista Cloud offering.

Odeon Cinemas Group is a subsidiary of AMC Cinemas, the largest cinema operator in the world. Odeon Cinemas Group currently uses Vista Group's Managed Services offering in the UK, Ireland, Portugal, and Spain. This new agreement covers more than 2,448 screens across Odeon Cinemas Group's 309 sites, and includes all their owned, and a majority of their managed, sites outside of the USA.

The agreement is a five-year term, with the intention of rolling out the territories over this time. The first territory will be Finland (the Finnkino circuit), with 17 sites expected to go live during H2 2025. The UK and Ireland, Odeon's largest territory with 114 sites, is then expected to follow during 2026.

Ian Chapple, Group Chief Technology Officer, Odeon Cinemas Group, said: "Our decision to move to Vista Cloud was driven by our commitment to provide every guest with an inspiring entertainment experience. Our purpose is to make movies better: more immersive, more memorable, more delicious, and more seamless, and we believe that leveraging Vista Group's market leading technology will be a vital part of delivering on that purpose."

Stuart Dickinson, Vista Group CEO, said: "This significant move underscores Odeon Cinemas Group's confidence in our technology and strategic direction. Odeon Cinemas Group is a real force in the industry and this transition is a testament to the robust capabilities and future-proof nature of our solutions. It is the latest example of how we are effectively executing our strategy to provide remarkable solutions that meet our clients' evolving needs."

For further information please contact:

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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.