

MARKET ANNOUNCEMENT

20 May 2026, Vista Group International Ltd, Auckland, New Zealand

Cinépolis Mexico signs Vista Cloud Agreement

Vista Group International Limited (NZX & ASX:VGL) is pleased to announce that Cinépolis has signed an agreement to transition its Mexican circuit, its largest cinema circuit globally, to Vista Cloud Operational Excellence. This follows the successful transition of Cine Yelmo, Cinépolis' Spanish circuit, to Vista Cloud's Digital Enablement and Operational Excellence capabilities over the course of 2024 and 2025.

Cinépolis is the largest cinema exhibitor in Mexico with 504 sites (4,100+ screens), and globally in terms of ticket sales and attendance per auditorium.

As part of the six-year agreement, which includes all Vista Cloud capabilities, Cinépolis' Mexican circuit is expected to transition to Operational Excellence over the course of 2026, with the commercials commencing from 1 January 2026.

"We couldn't be prouder to have signed this agreement with Cinépolis – a giant in the cinema market globally. This demonstrates the market fit of our Operational Excellence capability for the largest and most innovative exhibitors globally," said Vista Group CEO, Stuart Dickinson. "In 2023, we announced that Cinépolis had begun its cloud journey with its 51 site Spanish circuit, Cine Yelmo, signing to our Digital Enablement capability. The success of that migration and Cine Yelmo's subsequent pilot of our Operational Excellence capability, demonstrated our execution and earned us the opportunity to take this significant next step with Cinépolis Mexico. Cinépolis continues to be an innovator and a strong partner for Vista Group globally, and we look forward to continuing to build on the strength of that partnership with this exciting project over the course of 2026."

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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

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About Cinépolis

Cinépolis is a Mexican company founded in Morelia, Michoacán, more than 50 years ago, which operates in 18 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 6,837 screens in total, Cinépolis employs more than 31 thousand collaborators. Cinépolis has introduced innovative concepts to the exhibition industry, such as the first multiplexes (Multicinemas®), the first concept of a luxury cinema (Cinépolis VIP®), the partnership with IMAX® turned into Cinépolis IMAX®, Macro XE® screens, 4DX® screens, and Sala Junior® 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.

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