

## MARKET ANNOUNCEMENT

25 August 2025, Vista Group International Ltd, Auckland, New Zealand

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### Leading cinema circuit, Kinopolis Group, signs to Vista Cloud

Vista Group International Limited (NZX & ASX:VGL) is delighted to announce that leading European and North American exhibitor, Kinopolis Group, has become the latest existing Vista Group client to agree to move to Vista Group's market leading Vista Cloud solutions, Digital Enablement and Operational Excellence.

Kinopolis Group is publicly listed on the Euronext Brussels exchange and has 109 sites (1,100+ screens) across Europe and North America. In Europe it operates 64 sites across Belgium, Luxembourg, France, the Netherlands, Spain and Switzerland, under the 'Kinopolis' and 'Klub' brands, and in North America it operates 36 cinemas across Canada under the Landmark Cinemas brand and 10 cinemas in the USA under the MJR Theatres brand.

Under the 5-year agreement, Kinopolis is expected to adopt Vista's Digital Enablement solution including Vista's Lumos+ web and mobile digital channel solutions across all territories by the end 2026, followed by all of the capabilities in Vista's Operational Excellence solution across all territories by the end of 2027.

Kinopolis Group's Chief Information Officer, Wim Willems, said: "Kinopolis is committed to ensuring that its visitors enjoy a great movie experience every time they visit our cinemas. Kinopolis has used Vista's solutions for many years, and we are excited to take the next step on that journey by leveraging the Vista Cloud solutions to ensure that we continue to optimally engage with our visitors through the digital channels that they prefer, and provide seamless and efficient service as they come to enjoy great movies at our cinemas."

Vista Group CEO, Stuart Dickinson, noted: "Kinopolis is a known leader in the markets that it operates, and we look forward to continuing to develop on the strong partnership that we have built together as they adopt more of our technology and innovation."

"We couldn't be more excited to be supporting Kinopolis Group with the transition of all of their sites across Europe and North America to Digital Enablement, including our Lumos+ digital channels, and following that our market leading Operational Excellence solutions."

Kinopolis joins a growing list of Vista Group clients committing to Vista Group's market leading Cloud solutions.

For further information please contact:

Stuart Dickinson  
Chief Executive Officer  
Vista Group International Limited  
Contact: +64 9 984 4570

Matt Thompson  
Chief Financial Officer  
Vista Group International Limited  
Contact: +64 9 984 4570

### **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.

### **About Kinopolis Group**

Kinopolis Group was formed in 1997 as a result of the merger of two family-run cinema groups and was first listed in 1998.

Kinopolis wants to offer the 'ultimate movie experience' to its film and culture lovers. To this end, Kinopolis has developed an innovative cinema concept which serves as a pioneering model within the industry. In addition to its cinema business, Kinopolis Group is also active in film distribution, event organization, screen advertising and property management.

In total, Kinopolis Group currently operates 109 cinemas worldwide with a total of 1,140+ screens and more than 200,000 seats. Kinopolis employs more than 4,000 people, all committed to giving millions of visitors an unforgettable movie experience.