

MARKET ANNOUNCEMENT

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

Cinemex signs agreement with Vista Group

Vista Group International Limited (NZX & ASX:VGL) is pleased to announce that Cinemex has signed an agreement to transition its Mexican circuit back to Vista Group. This follows the successful transition of Cinemex's US circuit to Vista Group during 2025.

Cinemex is the second largest exhibitor in Mexico, with 289 sites (2,800+ screens) across more than 100 cities, plus 23 sites (300+ screens) in the United States.

The five-year agreement involves Cinemex's Mexican circuit initially going live on Vista Group's on-premises solution and Vista Cloud's Data Empowerment capability over the course of 2026, with the parties reviewing the circuit's transition to full Operational Excellence regularly over that term.

Vista Group CEO, Stuart Dickinson, said: "We are delighted to welcome Cinemex back to Vista Group and to empower their team with our market leading solutions, including Vista Cloud's Digital Empowerment capability. Following the successful roll out across their US circuit, we're excited to be working again with Cinemex's great team over the coming months to help deliver their vision of creating moments that generate memories and experiences."

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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