



## Media Release

---

### Vista Group's Vista Entertainment Solutions Signs Kuwait National Cinema Company

[Auckland, New Zealand, July 15th 2016]: Vista Group company [Vista Entertainment Solutions](#) (VES) has announced the signing of an agreement with the Kuwait National Cinema Company (KNCC), to install their world leading cinema management software in KNCC theaters. KNCC is the largest cinema operator in Kuwait currently operating 11 cinemas totalling 54 screens and with plans to open additional sites over the coming year.

Following the roll-out of VES software into KNCC's cinemas, planned during 2016, VES will have secured 100% of the Kuwait exhibition market due to existing customer partnerships with Grand and Sky Cinemas.

Further, the KNCC agreement means that VES software will be powering all of the major cinema chains within the Persian Gulf.

Continuing the growth of VES throughout the EMEA region, an increasing number of Large Circuit Market chains around the world are moving to using VES software, with Jinyi in China and Ster-Kinekor, South Africa, also announced as new VES customers in the past two months. KNCC will utilize the core VES products from VES's fully interconnected suite spanning Vista Cinema, Head Office, and Customer Sales Channels, enabling a single and total cinema management solution.

"We are excited about rolling out Vista, a state-of-the-art system that can handle all of our business requirements and support us in delivering memorable experiences to Cinemagoers," says Ahmad Al-Osaimi, CEO of KNCC.

"We are delighted to be able to partner with the Kuwait National Cinema Company," says Mischa Kay, Vista's Managing Director, EMEA. "We are already planning the support and assistance to KNCC that we provide to ensure that they can take full advantage of our world leading product and we look forward to working with them as their business expands."

[ENDS]

### **About Vista Entertainment Solutions**

Vista Entertainment Solutions Ltd (VES) is the world-leader in cinema management software solutions with installations in over 70 countries across all continents and an estimated 38% global market share in the Large Cinema Circuit market (cinema exhibitors operating more than 20 screens). The Vista software product line is suited to cinema exhibitor's operating 20+ screens and up to 100's of cinemas; it comprises a fully inter-connected suite of software modules required to deliver optimal box office return, total cinema management, and internal and external analysis and reporting. VES is head-quartered in Auckland, New Zealand and has subsidiaries incorporated in Los Angeles, London, and Shanghai.

Website: [www.vista.co](http://www.vista.co)

Twitter: [@VistaCinema](https://twitter.com/VistaCinema)

LinkedIn: [www.linkedin.com/company/vista-entertainment-solutions](http://www.linkedin.com/company/vista-entertainment-solutions)

### **About Vista Group International:**

Vista Group International (Vista Group) is a public company, listed on both the New Zealand and Australian stock exchanges (NZX & ASX: VGL). Vista Group provides cinema management, film distribution and customer analytics software to companies across the global film industry. Cinema management software is provided by Vista Entertainment Solutions, the core business of the Group. Movio (data analytics), Veezi (cloud-based SaaS software for the Independent Circuit Market), MACCS International (film distribution software), Numero (box office reporting software for film distributors and cinemas), Cinema Intelligence by Share Dimension (business intelligence solutions), Powster (creative studio and marketing platform for movie studios) and Flicks (moviegoer 'go to' portal for movie information), provide products that leverage the success of this platform into other parts of the film industry; from production and distribution, to cinema exhibition through to the moviegoer experience. Vista Group has over 400 staff across nine offices in New Zealand (Auckland headquarters), Sydney, Los Angeles, Dallas, London, the Netherlands, Romania and Shanghai.

Website: [www.vistagroup.co](http://www.vistagroup.co)

LinkedIn: [www.linkedin.com/company/vista-group-limited](http://www.linkedin.com/company/vista-group-limited)

**Source: Vista Group International Ltd, Auckland, NZ**

### **About Kuwait National Cinema Company:**

Established in 1954, Kuwait National Cinema Company is a pioneering Kuwaiti cinema company and the first in the entire region. Operating under the Cinescape brand, it is renowned for high-quality ambience and customer comfort, and is a recognized leader in technological innovation including 4DX, 3D, IMAX and Dolby Atmos. Operating 54 screens in 11 different locations throughout Kuwait, Cinescape will soon have more than 70 state of the art screens with over 11,000 seats across the country.

### **Press Contacts:**

#### **For Vista Entertainment Solutions/London, EMEA**

Sharon Bowen-Davies

[sharon.bowen-davies@vista.co](mailto:sharon.bowen-davies@vista.co); +44 20 8563 4490

#### **Vista Group International/Auckland, NZ**

Christine Fenby

[christine.fenby@vista.co](mailto:christine.fenby@vista.co); +64 21 727 006