



**SMS  
CONNECT**

The SMS Connect extension module gives you the ability to deliver highly targeted SMS messages in minutes, using Movio's SMS provider.



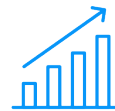
#### INSTANT COMMUNICATION

Improve immediate reach as your loyalty members receive your SMS message instantly



#### INSTANT ENGAGEMENT

With an average open rate of 98%<sup>1</sup>, your audience can quickly respond to a call-to-action



#### RETURN ON INVESTMENT

Measure how SMS interactions convert into POS transactions

## ENABLE SMS COMMUNICATION

Use Movio Cinema to easily create a target audience, instantly design and execute your SMS message, and track redemption and performance for every campaign.

Compliant with the most rigorous legislation requirements, the SMS Connect Opt-in Manager allows you to preserve the preference and choice of your members wishing to receive SMS communications, with a double opt-in process.

<sup>1</sup>. as described in the Business 2 Community article

**CAPTAIN AMERICA: CIVIL WAR**  
Gain access to advanced ticket sales and you'll also receive a limited edition Captain America badge.

Just click the link for details:  
<http://movio.co/captainamerica>

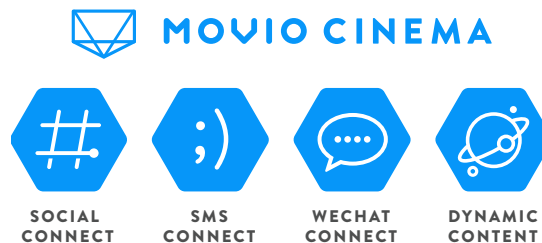
Reply unsub to stop



**MOVIO CINEMA**

## EXTENSION MODULES

Add functionality to Movio Cinema with Extension Modules.  
These specialist add-on's leverage the capabilities of the existing product and take your data, analytics and personalised campaigns to the next level.



Dynamic Content - consolidate your data and deliver tailored optimised experiences  
WeChat Connect - extend your messaging capabilities  
Social Connect - track social media interactions and expand your insights  
SMS Connect - deliver highly targeted SMS messages in minutes

## MOVIO

Movio is the global leader in marketing data analysis and campaign management for cinema exhibitors and distributors. A company of Vista Group International Ltd (NZX/ASX:VGL), Movio's mission is to revolutionise the way the film industry interacts with moviegoers. Movio maintains real-time, authoritative data on the loyalty activity and transactions of over 32 million customers.

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