



VILLAGE ROADSHOW

MEDIA RELEASE

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VILLAGE ROADSHOW ANNOUNCES GROUP-WIDE PARTNERSHIP WITH LION PTY LIMITED

Village Roadshow Limited ("VRL") has signed a group-wide partnership with one of Australasia's largest beverage companies, Lion Private Limited ("Lion").

The group-wide partnership will provide major pourage rights for Lion beer to be stocked across all VRL properties, including Village Roadshow Theme Parks, SeaWorld Resort, Village Cinemas and the recently launched Topgolf on the Gold Coast.

The arrangement will see integrated beer offers, venue sponsorships, promotions and activations across each of VRL's properties, where Lion will bring its key brands to life including James Squire, Heineken and Furphy. Currently, Heineken is the presenting partner of Topgolf's Roof Terrace Bar and Iron Jack is a major partner with Australian Outback Spectacular. With this partnership Lion will also have key presence across Village Entertainment's Gold Class Cinemas.

"We are truly thrilled to be partnering with Lion. They have an outstanding portfolio of iconic Australian and international beers. Lion understand the strength and reach of VRL group along with the unique requirements of each of our businesses. They are committed to enhancing our guest experience by paying careful attention to each of our entertainment destinations, right from bespoke beverage lists through to amplifying key events and activations. By aligning all our relevant assets into group wide alliances, this partnership represents the OneCo vision set out as part of our strategic plan to maximise value for VRL and our strategic partners," Mr Mohit Bhargava, GM Marketing & Sales Village Entertainment said speaking on behalf of VRL.

"Village Roadshow is one of Australia's most iconic entertainment groups entertaining millions of Aussies across the country every year. Whilst we had previously worked with the Theme Parks, the opportunity to curate & align our beverage and brand marketing programs across all of Village Roadshow is truly a fantastic opportunity for our group. As we are always looking to partner with businesses that offer customers with rich experiences and are continually investing in their offerings, we are particularly excited by the growth potential of Topgolf being the latest addition to the Village's portfolio and look forward to working with the team" said Jason Pawley, National On Premise Manager at Lion.

For more information about Village Roadshow Limited or group properties, please visit: <http://villageroadshow.com.au>

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ABOUT VILLAGE ROADSHOW LIMITED

Village Roadshow Limited (ASX: VRL), www.villageroadshow.com.au is a leading entertainment company with well-recognised retail brands. Village Roadshow holds a diversified portfolio of assets including Theme Parks, Cinema Exhibition, Film Distribution, Marketing Solutions and Film Production, entertaining millions of people annually.

ABOUT LION:

Lion is one of Australasia's largest food and beverage companies, employing approx. 6,700 people across Australia and New Zealand.

With a proud history extending back to 1840, Lion markets premium brands in the dairy, juice, soy, beer, cider, fine wine, spirits, alcoholic ready-to-drinks and non-alcohol beverages categories.