



VILLAGE ROADSHOW

MEDIA RELEASE

DATE FRIDAY 8 JUNE

VILLAGE ROADSHOW ANNOUNCES GROUP-WIDE PARTNERSHIP WITH MASTERCARD

Village Roadshow has today announced a group-wide partnership with one of the world's most recognised payments technology companies, Mastercard.

The agreement spans multiple divisions within the group including Cinemas, Theme Parks and its latest venture Topgolf Australia. The partnership will see dedicated Mastercard campaigns rollout across the group's entertainment portfolio with a view to reward Mastercard cardholders with unique offers when they transact within the entertainment portfolio. The highly anticipated Topgolf, which will launch on Friday June 15 on the Gold Coast, will also have a dedicated Mastercard level within the complex, providing special offers to Mastercard cardholders.

As the Official Partner, Mastercard will launch integrated offers, promotions and activations across the entertainment portfolio, rewarding and celebrating Mastercard cardholders.

Surin Fernando, Vice President Head of Business Development at Mastercard, says "Village Roadshow is renowned for delivering world class entertainment across their portfolio of Theme Parks, Cinemas and Film Distribution, with Topgolf set to revolutionise entertainment on the Gold Coast.

"Mastercard is continually exploring new opportunities to celebrate the cardholder so we are incredibly excited about the Priceless experiences this partnership will offer."

The Mastercard partnership has been celebrated as one of the first group-wide business agreements for Village Roadshow, with more to be announced throughout the year. Mr Mohit Bhargava of Village Entertainment explains it's a direct result of the group evolving the business approach around commercial partnerships and sponsorship.

"This partnership represents the OneCo vision set out as part of our strategic plan to maximise value for our group and our strategic partners by aligning all our relevant assets into group wide alliances. Village Roadshow holds a truly unique suite of assets nationally, entertaining millions of Australians every year. We are truly thrilled to be partnering with Mastercard, who is committed to offering Priceless experiences to cardholders which only amplifies the experience our guests have with us," Mr Mohit Bhargava, GM Marketing & Sales Village Entertainment said speaking on behalf of the group.

The partnership will be effective from Friday June 15.

- ends -

AMPR

For media enquiries, please contact:

Nicole D'Amico | AMPR | Nicole@ampr.com.au | +61 431 169 669

Melissa Circosta | Eleven PR | Melissa.Circosta@elevenpr.com.au | +61 478 023 815

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 MASTERCARD

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardAU](https://twitter.com/MastercardAU), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).