



# VILLAGE ROADSHOW

## SALE OF EDGE

**29 August 2019:** Village Roadshow Limited (ASX: VRL) announces that it has signed an agreement to sell its wholly owned promotional solutions agency, Edge Loyalty Systems Pty Ltd, for an enterprise value of A\$32.3 million to Blackhawk Network (Australia) Pty Ltd. Net proceeds from the sale will be used to reduce VRL group debt. The transaction is subject to approval from Australia's Foreign Investment Review Board and other customary conditions, and is expected to complete by November 2019.