



EDGE LOYALTY SYSTEMS TO BE ACQUIRED BY BLACKHAWK NETWORK (AUSTRALIA)

29 August 2019: Australian listed entertainment company, Village Roadshow Limited (ASX: VRL) today announced that it has signed an agreement to sell its wholly owned promotional solutions agency, Edge Loyalty Systems (“Edge”), for an enterprise value of A\$32.3 million to Blackhawk Network (Australia) Pty Ltd (“Blackhawk”). The transaction is subject to approval from Australia’s Foreign Investment Review Board and customary conditions precedents, and is expected to complete by November 2019.

Edge is a leading Australian sales promotions and loyalty based incentive technology business. Fergus Koochew, who has been with Edge for over 8 years, will continue to lead the business post acquisition.

Blackhawk Network (Australia) is a wholly owned subsidiary of global financial technology company Blackhawk Network Holdings. Blackhawk Network develops new ways to give, receive and use gift cards, digital incentives and loyalty points around the world. By creating rewarding experiences, Blackhawk helps clients build engagement, loyalty, productivity and sales.

“We are delighted to be joining the Blackhawk team and believe the collaboration will deliver meaningful value and enhanced offerings for our respective clients,” said Fergus Koochew, CEO of Edge. “Blackhawk will bring a global reach, expansive network and complementary solutions. This will create an accelerated pathway for our growth and broader expansion of our rapidly evolving incentive technology and services into Australia and South East Asia.”

“We are excited to be driving Blackhawk’s continued growth and investment in the Australia and Asia Pacific regions,” said Talbott Roche, CEO and president, Blackhawk Network. “There is significant growing demand for incentives solutions by our clients. This collaboration greatly enhances our loyalty, promotions and unique content offerings. We are pleased to be welcoming Edge and its team to extend our combined solutions to our customers.”

About Edge Loyalty Solutions

Edge Loyalty Systems is a leading Australian sales promotions and loyalty based incentive technology business. Edge delivers market-leading, data-driven sales promotions businesses through Edge, Edge Consumer, and Lifestyle Rewards. Focussing on digital platforms and rewards, Edge provides an unparalleled end-to-end service, capable of creating powerful customer incentives to solve complex reward solutions for our clients. For more information, visit edgepri.com.

About Blackhawk Network

Blackhawk Network delivers branded payment programs to meet our partners’ business objectives. We collaborate with our partners to innovate, translating market trends in branded payments to increase reach, loyalty and revenue. With a presence in over 26 countries, we reliably execute branded payment programs in over 100 countries worldwide. Join us as we shape the future of global branded payments.

Blackhawk is headquartered in Pleasanton, California. For more information, please visit blackhawknetwork.com.