

VILLAGE CINEMAS SET TO UNVEIL CINEMA SITE IN MELBOURNE'S NEXT MINI-CITY

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Village Cinemas will welcome an all-new cinema site located in Melbourne's largest mixed-use precinct, **M-City Monash**.

Located in the suburb of Clayton in Melbourne's south east, M-City will become home to four apartment towers, an international hotel, commercial offices and a retail precinct.

Strategically developed within a population catchment of 155,000, neighbouring Monash University and Monash Medical Centre, Village Cinemas will capitalise on the demographic of the area and proximity to the university, while offering a point of difference to nearby locations.

Chris Stanley, Divisional CFO at Village Cinemas Australia said, "We are very excited about introducing this new offering to the market."

"We will be completely moving away from what is deemed a traditional cinema complex with the entire customer experience being transformed."

"As a company that has a strong track record of innovation in cinema from Gold Class to Vjunior, we endeavour to deliver a high quality dynamic experience to M-City's customers", he said.

Village Cinemas will be introducing a new cinema complex that features an array of cinema and entertainment offerings including an innovative food and beverage component.

The proposed cinemas occupy 2,800m² featuring 6 screens with capacity of over 1,000 seats. The venue will also feature a stylish bar and other entertainment concepts that shall be first to market.

The cinemas are set to open in late 2019.

All media enquiries:

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