



Media Release
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Australia's Village Roadshow brings digital promotions to Asian market

Village Roadshow's incentive technology business, Edge, is bringing its ground-breaking promotions to the world's biggest consumer market, opening a new South-East Asian office, in its first overseas venture.

Edge has established a name for itself in Australia over the past decade, running innovative sales promotions for a wide range of large clients, including Samsung, Kellogg's, Fujitsu, Bupa and many more well-known brands.

Located in Singapore, Edge's new Asian branch will serve as a central hub from which it will service the wider region, via its cloud-based promotional platforms and global network of reward partners.

While still early days, Edge's new Asian operation has already begun local campaigns with some big-name brands, such as Intel, Microsoft, Prudential Insurance, and Treasury Wine.

Edge Asia's Managing Director, John Jess, said "the business has been pleased with how quickly local brands had seen the power and potential of Edge's digital platform. Edge has been operating within Australia for more than 10 years, and during that time we have managed 3,000 promotions for some of the country's biggest and most successful brands."

"With the launch of Edge Asia, we are excited to bring our expertise, and the valuable data and insights we've gathered over our brand's history, to the South-East Asian market, to help regional businesses grow and retain their customer base and get the best value for money."

"South-East Asia's rapidly expanding middle class means there is a substantial and growing consumer with more money to spend on products, however there is also more choice and competition amongst brands. In this climate, finding ways to drive customer engagement and retention is more important than ever – and that's where our expertise and technology can add real value."

"No other promotional agency in the region offers a true, end-to-end, start-to-finish solution. Edge helps brands come up with the promotional concept and then facilitate and manage all the technology that powers the promotion. Edge also source engaging rewards, insures the promotion and ensure compliance with local laws."

Another big benefit of Edge's promotions is the wealth of data on consumer habits that is collected over the course of a promotion. Traditionally, brands aren't given access to bulk of this data. However, Edge makes available, highly valuable data analytics reports to its clients, allowing them to understand their customers better and make smarter, more analytically informed business decisions.

Having already established a growing client base since opening in late-2017, Edge Asia is now looking to expand its regional presence, growing its client and reward-partner list. Edge is also

committed to investing in local staff and digital infrastructure and exploring other cities in the region for potential new offices.

About Edge

Edge is a leading incentive technology business with a proven track record of increasing sales, encouraging product trial and driving customer acquisition through engaging reward mechanics.

Using its unique digital platforms, Edge offers customisable solutions to brands looking to engage with both their existing, and potential, customers in creative and effective ways. Edge runs around 300 promotions annually. As part of these promotions, it issues more than 1 million rewards, valued at over \$100 million.

Founded in 2006 and acquired by Village Roadshow in 2012, Edges under the Group's marketing solutions division, with over 80 staff in offices across Melbourne, Sydney and Singapore.