

MEDIA RELEASE

For Immediate Release

GOLDEN VILLAGE LAUNCHES ANNUAL PASS FOR MOVIE FANS

Pass holders will get 16 regular movie tickets that are valid for all days, enjoying savings of up to 50% off regular rates along with discounts on premium movie tickets & concessions



The poster features a large 'GV' logo in blue and white, with 'ANNUAL PASS' written below it. A gold pass card with a QR code is shown next to the logo. A yellow banner reads 'WATCH, SAVE, AND WIN BIG'. Below this, the text says 'EXPERIENCE THE THRILL OF NON-STOP ENTERTAINMENT: Unlock a year's worth of movies at up to 50% off'. Two cards are shown: one for a 'LUCKY DRAW' with cash and prizes, and another for 'EXCLUSIVE BENEFITS FROM GV AND PARTNERS' including 'GOLD CLASS' and a burger. Pricing is listed as 'Up to 16 Movies a Year' with '\$120 Public' and '\$112 GVMC'. A QR code and the text 'GRAB YOUR PASS NOW AND UNLOCK A YEAR OF MOVIE MAGIC! LIMITED QUANTITY ONLY!' are at the bottom. Social media icons for Facebook, Instagram, and Twitter are on the left, and the Golden Village logo is on the right.

Singapore, 15 Jan 2024 - Movie fans who can't get enough of the cinema experience can look forward to savings of up to 50% off regular movie tickets with the launch of the Golden Village (GV) Annual Pass on 15 January 2023.

Priced at \$120, it will entitle the pass holder to redeem 16 regular movie tickets over a period of 12 months from the date of purchase. The tickets can be used for 2D and ATMOS movies at regular halls, and are valid for all days of the week.



Ms Clara Cheo, chief executive of GV, said that the new Annual Pass is GV's way of rewarding movie fans who enjoy the cinema experience.

"There is nothing quite like watching a movie in the cinema, where the size of the screen, the power of the sound system and the energy of fellow movie fans come together for a thoroughly immersive movie-watching experience. The Golden Village Annual Pass will allow movie goers who live for this experience to enjoy it more regularly, thanks to the savings they will enjoy," she said.

She added that GV feels strongly about the need for affordable avenues of entertainment, and she hopes that the card will encourage more people to head for the cinemas when they need to take a break.

Holders of the Annual Pass will enjoy discounts on premium tickets for selected movie sessions offered in Gold Class, Gold Class Express, Gemini, Duo Deluxe and Deluxe Plus. Additionally, discounts on concession combos as well as on purchases with participating partners will also be available to pass holders.

Discounts offered are as follows:

- \$3.00 off Gold Class movie tickets purchased over the counter (Valid from Mondays to Thursdays only)
- \$2.00 off Gold Class Express movie tickets purchased over the counter (Valid from Mondays to Thursdays only)
- \$1.00 off Gemini, Duo Deluxe, Deluxe Plus movie tickets purchased over the counter (Valid for all days)

- Concession Benefits (Mondays to Wednesdays):
 - Regular Popcorn Combo @ \$7.00 (U.P \$11.70)
 - Nachos Combo @ \$7.00 (U.P \$9.50)
 - Hotdog Combo @ \$7.00 (U.P \$9.00)
 - Cheesy Chicken Meatballs Combo @\$7.00 (U.P \$9.00)

- Discounts from GV partners
 - My Greatest Child: 5% off all items
 - Gumazing: 20% off all items
 - More are listed on <https://www.gv.com.sg/GVPromotions#/category/Promotion-%3EAP>



The Annual Pass can be purchased at GV cinema counters, online at GV's website or the iGV app at \$120 for the public and a special discounted rate of \$112 for existing GV Movie Club members. All pass holders will get a chance to win in a lucky draw that includes cash and other attractive prizes.

For more information about the GV Annual Pass, please refer to the Fact Sheet on page 4.

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About Golden Village Multiplex

Golden Village Multiplex Pte Ltd, a wholly-owned subsidiary of Orange Sky Golden Harvest Entertainment (Holdings), is Singapore's leading cinema exhibitor with 15 multiplexes and 120 screens. GV is the first local cinema company to personalise the movie-going experience through its Movie Club program – which has a reach of over one million movie buffs.

GV offers the widest choice of movies, state-of-the-art design, convenience and unparalleled comfort. Our brand promise is to deliver MORE THAN JUST A MOVIE, and our approach has always been to make innovation a core part of the GV DNA – whether it is to constantly deliver -the ultimate in luxury movie experience or to offer the first integrated entertainment and lifestyle hub at GV Katong. Our new multiplex at GV Bugis+ offers state-of-the-art Barco cinema laser projection amidst eight halls of comfortable, spacious and luxurious seating.

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FACT SHEET FOR GOLDEN VILLAGE ANNUAL PASS

Price:	\$120 for general public \$112 for GV Movie Club members
What you get:	Sixteen movie tickets that are valid for 2D and ATMOS films in traditional halls, which are transferable and valid for all week
What is not included:	<p>Not applicable for Premium Halls (Gold Class, Gold Class Express, Gemini, Duo Deluxe and Deluxe Plus), Premium Priced Films (Tamil/Hindi films, 3D, Concerts, special themed events), Premium Priced Seats (D-Box), Film Marathons, Group Bookings, Film Festivals, and Premieres.</p> <p>The Pass cannot be used to purchase tickets for Christmas Day, New Year’s Day and 1st Day of Lunar New Year. In addition, the Pass may be subjected to blackout of certain movie titles and/or blackout periods for certain movie titles.</p>
Other benefits:	<ul style="list-style-type: none"> ● \$3.00 off Gold Class movie tickets purchased over the counter (Valid from Mondays to Thursdays only) ● \$2.00 off Gold Class Express movie tickets purchased over the counter (Valid from Mondays to Thursdays only) ● \$1.00 off Gemini, Duo Deluxe, Deluxe Plus movie tickets purchased over the counter (Valid for all days) ● Concession Benefits (Mondays to Wednesdays): <ul style="list-style-type: none"> ○ Regular Popcorn Combo @ \$7.00 (U.P \$11.70) ○ Nachos Combo @ \$7.00 (U.P \$9.50) ○ Hotdog Combo @ \$7.00 (U.P \$9.00) ○ Cheesy Chicken Meatballs Combo @\$7.00 (U.P \$9.00) ● Entry into lucky draw ● Discounts from our partners <ul style="list-style-type: none"> ○ Famous Amos: 10% off 200g Cookies in Bag ○ My Greatest Child: 5% off all items ○ Sealy Posturepedic: Additional 5% off promotional prices ○ And more listed on gv.com.sg



Validity:	Valid for 12 months from date of purchase
Where to buy:	GV website, GV cinemas