VIVATICKET

ENDLESS EXPERIENCES

OVERVIEW

Vivaticket's Mission is to be the strategic partner of every event organizer, providing both technological solutions and related services, in order to enhance performance and results.

STRUCTURE

MARKETS

SPORT
Soccer, Basketball, Tennis, Swimming, Volleyball, etc.

CULTURAL VENUES
Museums, Historical Palaces, Art Exhibition, etc.

THEATRES
Lyric, Drama, Musicals, Operas, Ballet, etc.

LEISURE
Theme and Water parks, Zoos, Aquariums, Towers, etc.

TRADESHOWS
Expos, Exhibition centers, Exhibition Events, Fairs, etc.

LIVE ENTERTAINMENT
Concerts, Ballet, Live Events, Live Music, Festival, etc.

BUSINESS AREAS

TICKETING
In house development of onsite and web solutions, including software and hardware, professional services, maintenance

ACCESS CONTROL
An access-control solution that provides not just access to visitors but a wide range of features and business opportunities.

B2C
Retail ticket sales and marketing campaigns, through our network of box offices, shops and web portals

B2B2C
To reach new markets and customers by partnering with 3rd parties (e.g. travel agencies, tour operators) thanks to API sales integrations and distribution agreements.

VIVATICKET S.p.A.

- VIVATICKET Inc.
- VIVATICKET Ticketing Ltd.
- VIVATICKET Pty. Ltd.
- VIVATICKET DMCC
- VIVATICKET S.a.S.
- VIVATICKET Pte. Ltd.
- VIVATICKET Iberica S.L.U.
- VIVATICKET Perù
- VIVATICKET Argentina

VIVATICKET

TRACK RECORDS

On September 23rd, Best Union Company SpA was established in Bologna. EBC, a company specialised in event management and ticketing activities, and a software house, are 50/50 shareholders. The founders are Luca Montebugnoli and Luana Sabattini, EBC's partners.

1999

In 2005, new investors entered the share capital: Pavarotti International, owned by Maestro Luciano Pavarotti, acquires 20% of the shares, Giorgio Seragnoli's King S.p.A. acquires 15% of the share capital.

2005

In April, Best Union Company S.p.A acquires OmniTicket Group, a leading international company in access control and ticket distribution for the leisure, entertainment and culture markets.

2009

In April, Best Union acquires 55% of Teleart, a company specialised in the visiting experience and the collaboration with exhibition events. In April, it also acquired 100% of Charta, a leading company in event management.

2011

In May, Best Union acquires 100% of IREC shares, a company based in Poitiers and Paris, specialised in ticketing technologies and access control in the culture and entertainment industries.

2014

Best Union acquires 100% of Enta Australasia, a leading company in ticketing and CRM solutions, and the ticketing business unit of Zucchetti Regulus.

2016

In June 2018, Best Union Company S.p.A. is delisted from the Italian Stock Exchange and takes on a new challenge focusing more and more on the B2C market, launching an important rebranding operation involving all the group's companies: Best Union becomes Vivaticket.

2018

2000

In July, the company Jumpy, belonging to Fininvest Group, acquires 20% of the company through a capital increase operation.

2008

In May, Best Union Company S.p.A., the only company in the sector, is listed on the Italian Stock Exchange. In the same year, 65% of Team 2015, active in the management of reception services for exhibitors and visitors, is acquired.

2010

Best Union acquires 100% of Ticketweb.it, active in the promotion, sales and booking of tickets, as well as 100% of Amit's shares, a company operating in the ticketing and management of automated box offices.

2013

In July, Best Union acquires 100% of Enta Ticketing Solution Ltd, a London-based company operating in the ticketing sector with an important customer base in the theatre industry.

2015

Best Union becomes Ticketing and Access Control Partner for EXPO 2015 in Milan.

2017

In July, Best Union acquires 100% of Bookingshow Ticketing shares, a company based in Foggia, Italy, operating on the Italian market in the field of online and retail ticketing.

2019

Investcorp and the top management bought 100% of the shares of Vivaticket with the aim to become one of the largest ticketing company in the world.
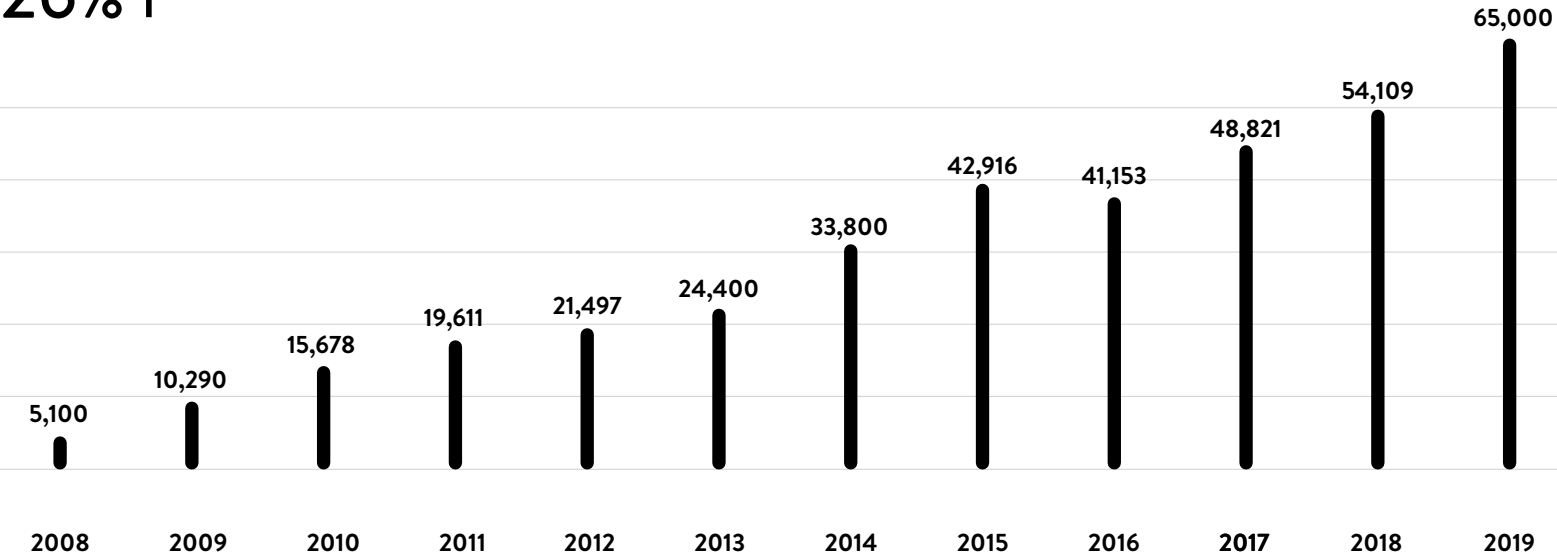
VIVATICKET

WORLDWIDE DEVELOPMENT

Vivaticket has 21 operational sites and it is active with its installations in 50 countries.

Headquarters in Bologna, bases in Barcelona, Brisbane, Buenos Aires, Cuzco, Dubai - JLT, Dubai - Deira, Foggia, London, Lugo, Milan, Orlando, Paris, Palermo, Poitiers, Rho, Rimini, Rome, Singapore, Sydney and Venice.

Iceland
Scotland
England
Wales
Ireland
France
Germany
Luxembourg
Switzerland

Norway
Sweden
Finland
Denmark
Netherlands
Belgium

China
Hong Kong
Japan
Singapore
Malaysia
Australia
New Caledonia

Canada
United States of America
Mexico
Jamaica
Dominican Republic
Guadeloupe
Brazil
Argentina
Perù

Portugal
Spain
Italy
Malta
Morocco
Tunisia
Senegal
Equatorial Guinea
Ivory Coast
Israel

Romania
Bulgaria
Albania
Turkey
Cyprus
Egypt
Saudi Arabia
United Arab Emirates
Kuwait

FINANCIALS

CAGR 2008-2019
26% ↑

Year	Value
2008	5,100
2009	10,290
2010	15,678
2011	19,611
2012	21,497
2013	24,400
2014	33,800
2015	42,916
2016	41,153
2017	48,821
2018	54,109
2019	65,000

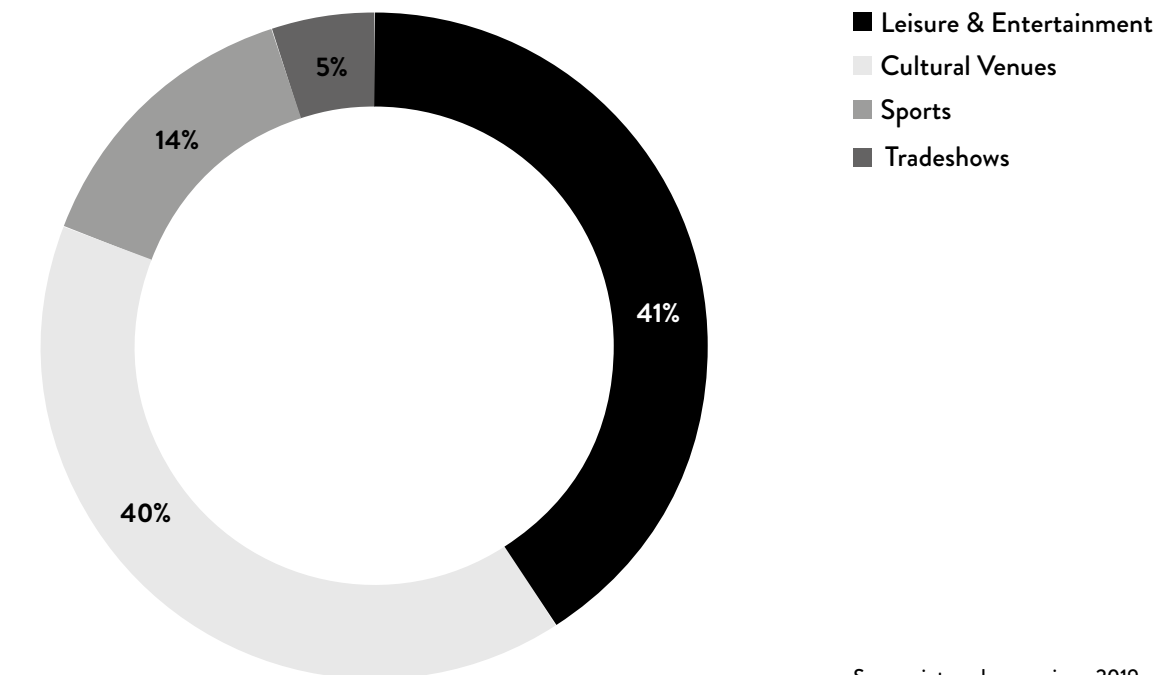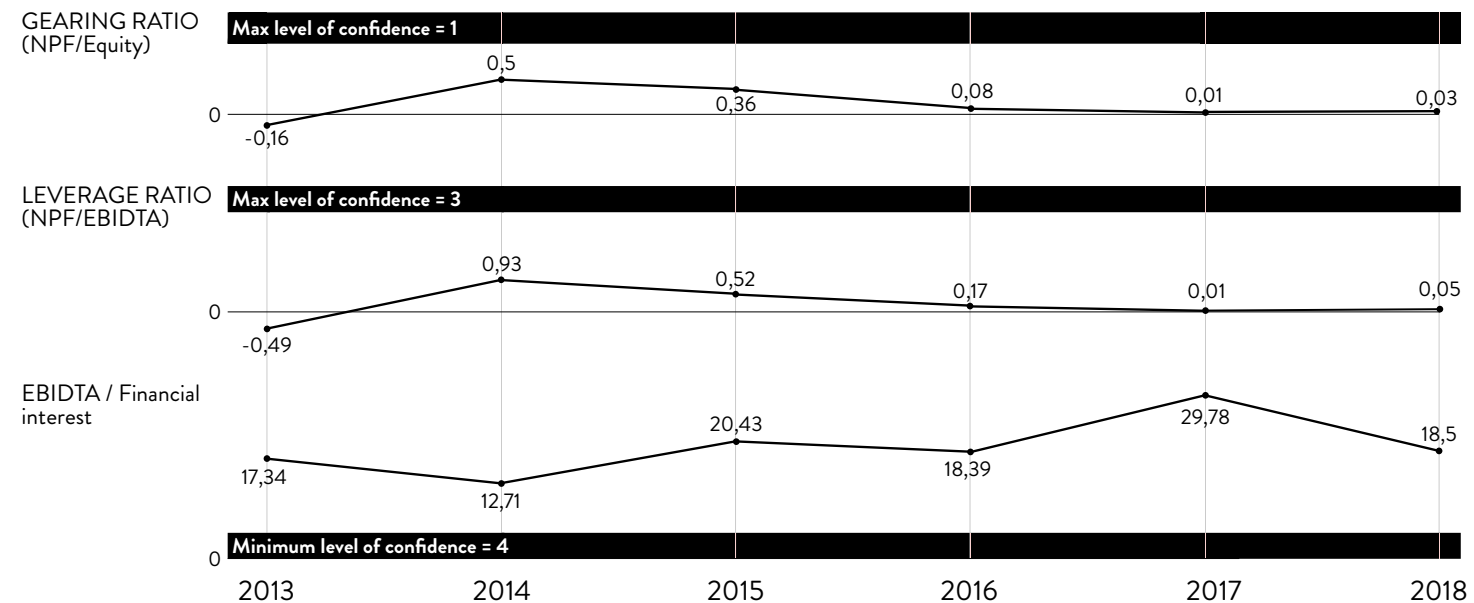source: internal processing November 19

FINANCIALS

The Group has focused mainly on the development of B2C activities, with particular emphasis on Live Entertainment and Sport segments in Italy, and carried on the consolidation process of Leisure and Cultural sectors, both in domestic and foreign markets.

The Group confirms the willingness to achieve steady growth of B2C-related activities, which continue to be one of the key drivers of the Group's growth strategy, starting from countries with a consolidated structure and presence.

MAIN ECONOMICAL AND FINANCIAL KPIs 2013 - 2018

GEARING RATIO (NPF/Equity)

Max level of confidence = 1

	2013	2014	2015	2016	2017	2018
	-0,16	0,5	0,36	0,08	0,01	0,03

LEVERAGE RATIO (NPF/EBIDTA)

Max level of confidence = 3

	2013	2014	2015	2016	2017	2018
	-0,49	0,93	0,52	0,17	0,01	0,05

EBIDTA / Financial interest

	2013	2014	2015	2016	2017	2018
	17,34	12,71	20,43	18,39	29,78	18,5

Minimum level of confidence = 4

- Leisure & Entertainment — 41%
- Cultural Venues — 40%
- Sports — 14%
- Tradeshows — 5%

Source: internal processing - 2019 revenues

REFERENCES

SPORT

SOME OF THE MOST RECOGNIZABLE SPORTS TEAMS AND VENUES

A.C. MILAN
A.S. ROMA
ASCOT RACECOURSE
ATALANTA BERGAMASCA CALCIO
BOLOGNA F.C.
CLUB ATLÉTICO RIVER PLATE
F.C. INTERNAZIONALE
F.C. BARCELONA
FIGC
KING ABDULLAH SPORT CITY
(stadium and arena) *– Jeddah*
PALLACANESTRO OLIMPIA MILANO
PALLACANESTRO VARESE
STADIO SAN SIRO *- Milan*
U.S. PALERMO
U.S. SASSUOLO
VIRTUS BOLOGNA

**WIDE EXPERIENCE
IN SPORT EVENTS' MANAGEMENT**

FINAL FOUR EUROCHALLENGE
Bologna 2014
FORMULA 1 ITALIAN GRAND PRIX
Monza (2015 – 2017)
FORMULA 1 SINGAPORE GRAND PRIX
(2008 – 2018)
FORMULA 1 ABU DHABI GRAND PRIX
(2013 – 2016)
SUPERBIKE ITALIAN GP
Imola 2016
UEFA CHAMPIONS LEAGUE Final
Rome 2009
WORLD AQUATIC CHAMPIONSHIP
Rome 2009
WORLD BOXE CHAMPIONSHIP
Milan 2009
WORLD DUCATI WEEK
Misano (2000 – 2018)
UEFA UNDER 21 CHAMPIONSHIP
Italy and San Marino Republic 2019

CULTURAL VENUES

**SOME OUT OF THE MOST RECOGNIZABLE
MUSEUMS AND HISTORICAL VENUES
IN THE WORLD**

ARC DE TRIONPHE - *Paris*

ARMANI SILOS - *Milan*

DA VINCI'S LAST SUPPER – *Milan*

EIFFEL TOWER - *Paris*

HISTORIC ROYAL PALACES - *London*

LA BIENNALE - *Venice*

LOUIS VUITTON FONDATION - *Paris*

MAXXI - *Rome*

MERCEDES BENZ FOUNDATION – *Stuttgart*

MUSÉE D'ORSAY - *Paris*

MUSÉE DU LOUVRE – *Paris*

MUSÈE DU QUAI BRANLY - *Paris*

MUSEI FERRARI – *Maranello*

MUSEO NAZIONALE SCIENZA E TECNOLOGIA - *Milan*

NOTRE DAME - *Paris*

PEGGY GUGGENHEIM – *Venice*

PINACOTECA DI BRERA - *Milan*

ROYAL ONTARIO MUSEUM - *Ontario*

SCUDERIE DEL QUIRINALE - *Rome*

TATE MODERN – *London*

VILLA D'ESTE - *Rome*

PALAZZO REALE – *Monza*

THEATRES

**THE MAIN THEATRES
THROUGHOUT THE WORLD**

ADELAIDE FESTIVAL CENTRE – *Adelaide*

APOLLO VICTORIA THEATRE (ATG) - *London*

**CAPITAL EVENTS AND VENUES BENDIGO
(2 theatres)** - *Bendigo*

**DELFONT MACKINTOSH THEATRES
(8 theatres)** – *London*

FESTIVAL THEATRE - *Edinburgh*

LYCEUM THEATRE (ATG) - *London*

NIMAX THEATRES (6 theatres) - *London*

**QUEENSLAND PERFORMING
ARTS CENTRE** - *Brisbane*

ROYAL DANISH THEATRE - *Copenaghen*

ROYAL EDINBURGH MILITARY TATTOO - *Edinburgh*

SHAFTESBURY THEATRE - *London*

STOCKHOLM CONCERT HALL - *Stockholm*

TEATRO AMBRA JOVINELLI - *Roma*

TEATRO CARLO FELICE - *Genoa*

TEATRO GRECO – *Syracuse*

TEATRO LA FENICE – *Venice*

TEATRO PICCOLO - *Milan*

TEATRO MASSIMO – *Palermo*

TEATRO SAN CARLO - *Naples*

THEATRE ROYAL HAYMARKET – *London*

VIVATICKET

LEISURE

FAMOUS AND ICONIC THEME
AND WATER PARKS
IN OVER 30 COUNTRIES

BATEAUX MOUCHES - *Paris*

DISNEY WORLD - *Orlando*

DOLLYWOOD - *Pigeon Forge*

DUNN'S RIVER FALLS - *Ocho Rios*

EURODISNEY - *Paris*

FERRARI WORLD - *Abu Dhabi*

GARDALAND - *Verona*

IMG - WORLDS of ADVENTURE - *Dubai*

MARINELAND - *Antibes*

MIRABILANDIA - *Ravenna*

OCEAN PARK - *Hong Kong*

ONE FABER GROUP - *Singapore*

PALM SPRINGS TRAMWAY - *Palm Springs*

PARC ASTERIX - *Plailly*

PUTERI HARBOUR - *Malaysia*

PUY DU FOU (2 venues) – *Les Epesses, Toledo*

SINDIBAD - *Casablanca*

SINGAPORE SCIENCE CENTER - *Singapore*

SKI DUBAI - *Dubai*

TENNESSEE AQUARIUM - *Chattanooga*

UNIVERSAL STUDIOS - *Hollywood*

WET'N WILD - *Sydney*

WARNER BROS WORLD - *Abu Dhabi*

VIDANTA - *Mexico*

YAS WATER WORLD - *Abu Dhabi*

ZOOS VICTORIA - *Melbourne*

TRADESHOWS

THE MOST IMPORTANT
TRADESHOW AREAS IN ITALY
(FULL VENUE MANAGEMENT)

BARI
BOLOGNA
BOLZANO
CARRARA
FORLÌ
GENOVA
LARIO
MILAN
MODENA
PADOVA
PORDENONE
PROMOBERG
RIMINI
ROME
TURIN
UDINE
VERONA
VICENZA

SOME OF THE MOST IMPORTANT
TRADESHOW EVENTS

CHILDREN BOOK FAIR – *Bologna*

COSMOPROF WORLDWIDE – *Bologna*

ECOMONDO – *Rimini*

FIERACAVALLI – *Verona*

LUCCA COMICS AND GAMES – *Lucca*

MARMOMAC – *Verona*

RIMINI WELLNESS – *Rimini*

SALONE DEL GUSTO – *Turin*

SALONE DEL LIBRO – *Turin*

SALONE DEL MOBILE – *Milan*

SIGEP – *Rimini*

VICENZAORO – *Dubai*

VICENZAORO – *Vicenza*

VINITALY – *Verona*

VIVATICKET

A SUCCESSFULL CASE:
EXPO MILANO 2015

VIVATICKET WAS TICKETING AND ACCESS CONTROL PARTNER FOR EXPO MILANO 2015, PROVIDING TICKETING AND ACCESS CONTROL SYSTEM, OFFICIAL B2C AND B2B WEB PAGES, API FOR RESELLER INTEGRATIONS, FAST QUEUE MANAGEMENT FOR PAVILIONS, TICKETING AND FISCAL ADVISORY.

WEB ACTIVITIES
22.000.000 tickets sold
750.000 Tickets sold on Website in three consecutive days
300.000 tickets sold in a single day
42 private label web sites
51 Authorized Resellers
Over 5.000 B2B accounts
10 resellers integrated

ON SITE
272.000 accesses in one day
150 point of sales on site
250 Turnstiles working simultaneously
80 handheld readers

PREVIOUS EXPOS

FLORIADE VENLO 2012
Ticketing platform
2.2 million tickets sold between online and on-site
25 Points of sale on-site
B2B and third party website integration
All server components provided
Access control system
21 Access point

EXPO HANNOVER 2000
Ticketing platform
18 million tickets sold

EXPO LISBONA 1998
Ticketing platform
11 million tickets sold

RECORD BREAKING EVENT:
VASCO
MODENA PARK 2017

WORLD RECORD
FOR MOST TICKETS SOLD
FOR A SINGLE DAY CONCERT
225.000 TICKET SOLD

1 Performer
1 Day
3,5 Hours of show
225.000 Tickets sold
400.000 Square meters park
150 Meters wide screen
320 Tons of iron tubes
4 Mega screens
29 Sound dealy towers
2.100 Light points

140 Lasers
3,6 Km of excavation for powerline
3,5 Km of stage barriers
136 Trucks
295 Cinemas for 54.000 Tickets sold
12 Town squares
2 Arenas broadcasting the show
5,6 Million viewers for the european live streaming

TICKETING BUSINESS AWARDS

WINNER
CAMPAIGN OF THE YEAR 2018
For the most effective ticket sales and marketing campaign - with emphasis on the innovative use of technology and digital channels.

BUSINESS AREA

TICKETING SYSTEM
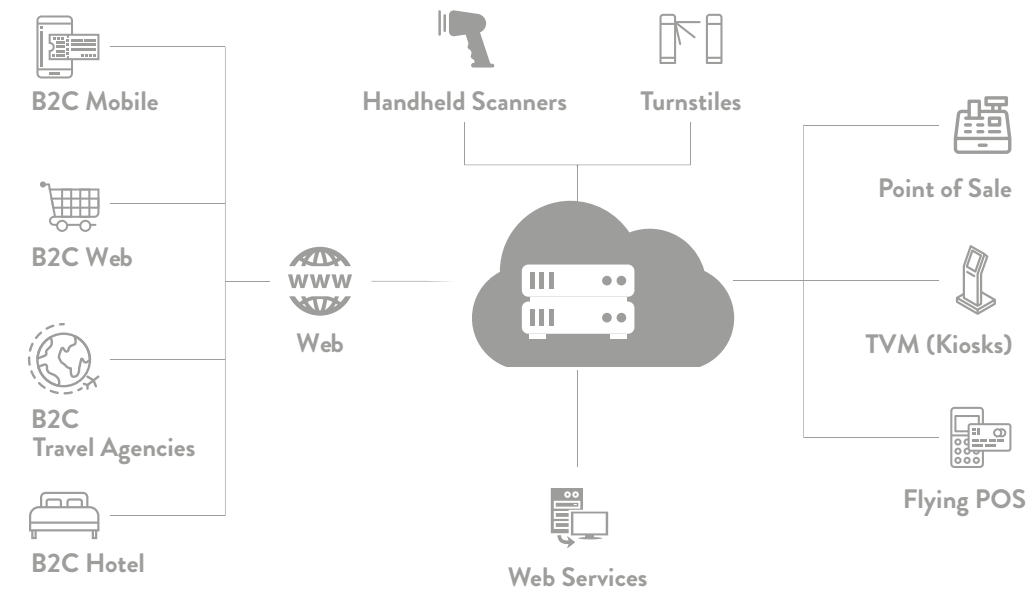
Vivaticket designs and produces all systems entirely in-house, collecting years of experience in the leisure, culture, sports, and entertainment sector, making its products a global benchmark for integrated ticketing and access control solutions.
The systems, can be installed on local servers as well as on the cloud.

They are constantly being updated and improved based on market needs; the results are powerful and versatile products that can adapt perfectly to the needs of the largest theme parks or fairgrounds, as well as meeting the needs of smaller venues or even single attractions.

CORE FUNCTIONALITIES

Multi language | Multi-venue | Multi-currency | Different levels of clearance | Accreditation system | Seat Assignment | Fan Cards | Live Reporting | Kiosks | Flying POS

TICKETING SYSTEM

MARKETING TOOLS

The system offers a wide range of features specifically aimed at marketing, with the purpose of stimulating impulse purchases on all sales channels (on site POS, TVM, Web Sales):

Upsell - proposing the customer a higher valued item to replace/integrate something currently in the shopping cart (e.g. Upgrade from a day ticket to a two-days ticket)
Suggestive sell - proposing the customer a product to add to the cart to access a particular discount (e.g. After the selection of a sandwich, proposing a drink to complete the menu)
Cross-sell - proposing the customer a product to be added to existing shopping cart (eg. Proposing an integration with audio-guide, merchandising, parking, etc.)

In order to offer a flexible marketing tool, the system ensures maximum freedom in creating promotional and discount policies:

• **Quantitative promotions** (price cut, 3x2, discount percentages applied) or based on user profile (discounts based on loyalty or VIP cards, age)
• **Dynamic creation of packages,** through an automatic recognition of shopping cart products, and the consequent application of the best promotion
• **Dynamic Discounts,** the possibility of implementing discounts varying based on:
- Day or event times (peak days, the most crowded times) Residual time to the beginning of the event
- Availability in the area, in the slot or for the selected event

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COUPONS

The system allows the customer to manage a wide variety of coupon codes, an essential tool not only for promotion but also for the management of commercial agreements, sponsorships and partnerships.

It is possible to set up coupon codes:

• **Valid for a single purchase, composed of one or more tickets (the maximum number is configurable).**
• **Usable for a set number of sale sessions (eg. the first 100 customers).**

• **To be used countless times.**

• **Usable until reaching a maximum number of tickets purchased (calculated by adding all the purchasing sessions activated with that code - i.e. a partner has the right to grant 100 discounted tickets to its employees).**

• **Usable until reaching a set economic capacity (calculated by adding up the values of purchasing sessions activated with that code - i.e. a partner can download up to €1.000 of tickets).**

VIVATICKET

TICKETING SYSTEM

WEB AND INTEGRATION

To compliment all on-site activities our solutions offer both B2C and B2B sites fully integrated with the on-site system in real-time.
General admission, limited capacity, assigned seating and membership can be sold offering many of the same features as the base system, rolling discounts, vouchers, packages, money card and upsell / suggestive sell. All web pages are fully customizable with the customer's look and feel in terms of graphics and functionalities, to ensure a more fluid user experience.All sales sites are responsive, multi-language and multi-currency; you will be able to manage online every type of pass, season pass, open ticket or voucher, and also integrate the sale of merchandising, food and beverage and all kinds of additional services.

In addition, the B2B interface will help you manage the accounts and the relevant credit; enable specific pricelist, promotion, payment method for each user and also customize the reports, directly accessible via the web.

All Vivaticket's systems are strongly "web service oriented", meaning that are optimized for integration with third-party systems (CRM, ERP, F&B, et.) through one of the most feature rich API libraries on the market. The system is designed to allow simplified integration with external business systems offering the opportunity to **expand sales networks** through the interconnection of **banks**, **supermarkets**, **travel agencies**, **tour operators** and other external applications for retail sales.

ADDITIONAL MODULES

Food & retail
Managing with a single system not only the admission to the park, but also food and merchandising items, will enable you to sell the single products, combos, menus and packages, favouring upsell and optimizing the efforts.

Money card
The ticket becomes a payment method, easy to top up and always with your client. Stored value can be used to buy other tickets, upgrades, products, services and food. This feature enables the possibility to implement the "pay-per-ride" concept.

Resource management
With this module you can handle any kind of "resource": areas with limited capacity (rooms or shuttles), staff (tour guides,interpreters), individual tools (chairs, projectors, audio guides), etc.

Cms and after sales
This module allows a complete management of web portal graphics and text. You can also intuitively and centrally access all the information on the ticketing system, thus managing all its after-sales and help desk activities.

VIVATICKET

ACCESS CONTROL

B2C

All systems are built to be integrated with the most common access control devices on the market.

- Full heighy ot standard turnstiles
- Handled, lase or image readers
- Android or iOS devices through the in- house App Gatekeeper ®

All types of technology can be utilized: linear barcodes, two-dimensional, magnetic stripes, contact or proximity RFID chips, NFC devices, biometric readers (fingerprint recognition, facial recognition).

The application offers a wide range of features:

• Entrance management, re-admissions, point cards
• Check in / Check out
• Entrance management with time-slots
• 'Anti-Passback' checks, through the introduction of a time delay, but also with photo or biometric recognition
• Management of light signals according to ticket type
• Business groups or families, which enables the correct number of rotations of the turnstile with a single reading of the ticket

Vivaticket network offers tickets for a wide range of events, nationally and internationally, in different markets and through multiple channels.

VIVATICKET.COM
With more than 3.9 million ticket sold per year

MOBILE
 Through responsive portals and mobile apps

VIVATICKET RETAIL
 With more than 1400 shops and box office

CALL CENTER & GROUPS
 Managed entirely in house, with Vivaticket staff

VIVATICKET

THANK YOU

VIVATICKET

CONTACT US
vivaticket.com