

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 AND ACCESS CONTROL

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

B2C SALES

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

EVENT MANAGEMENT

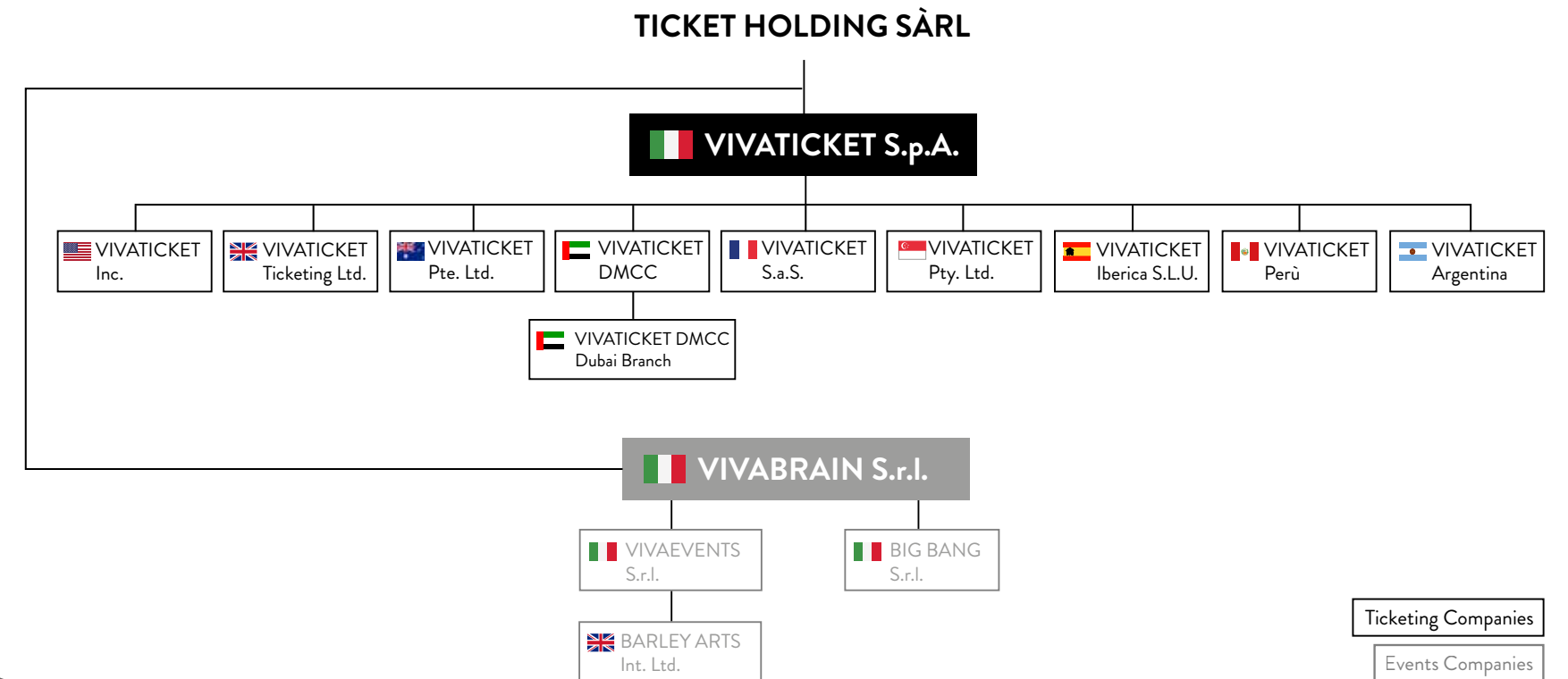
Complete support to the organizer in all phases of the event creation and roll out.

STAFFING SERVICES

Steward, hostess, cashiers, security, interpreters, etc.

CORPORATE EVENT PRODUCTION

Concept, planning, design, promotion and all services for shows and events



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.	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.	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.	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.	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.	Best Union acquires 100% of Enta Australasia, a leading company in ticketing and CRM solutions, and the ticketing business unit of Zucchetti Regulus.	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.
1999	2005	2009	2011	2014	2016	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.	

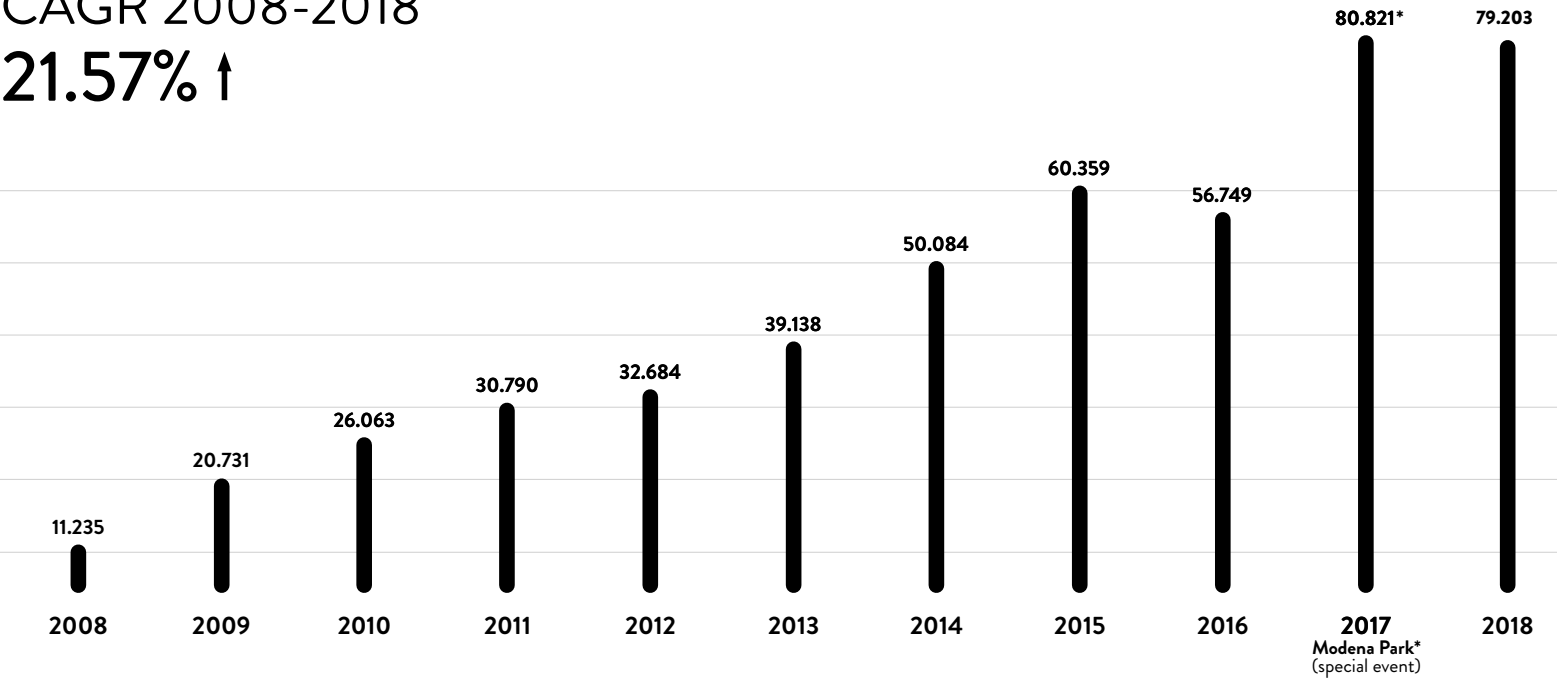
WORLDWIDE DEVELOPMENT

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.

FINANCIALS



CAGR 2008-2018
21.57% ↑



*Modena Park organization had a significant impact on the revenues

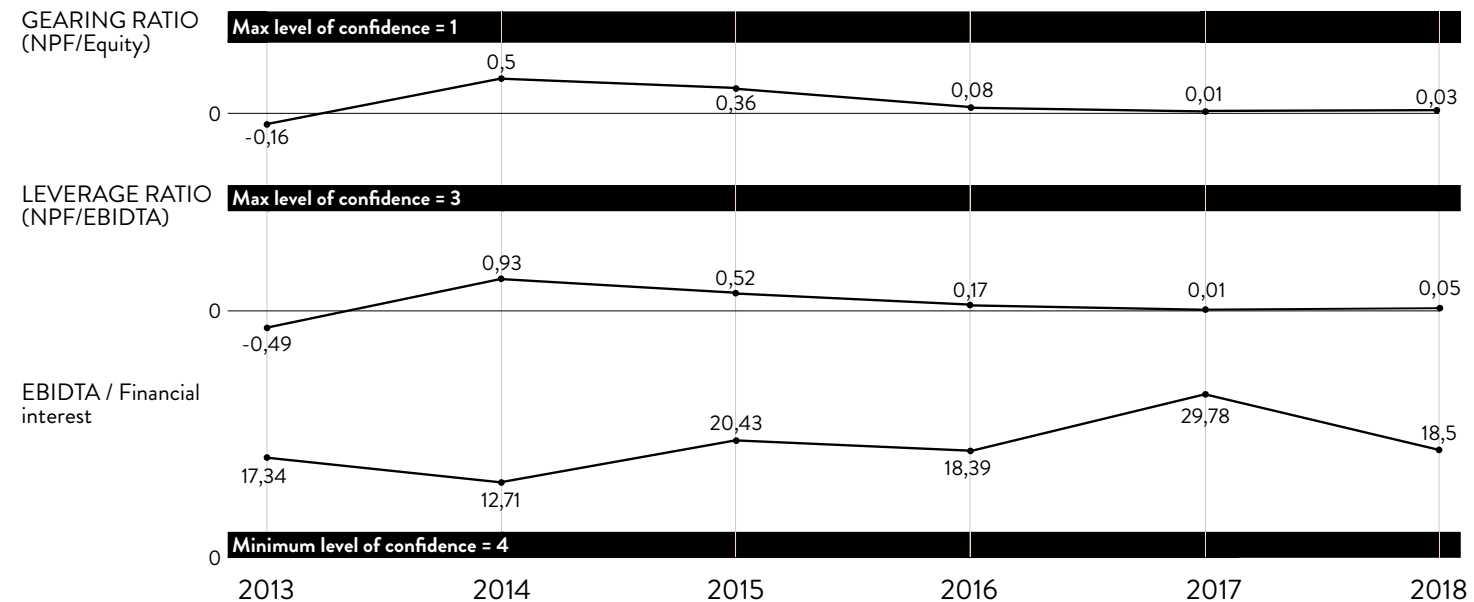


FINANCIALS

In the last fiscal year, 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.

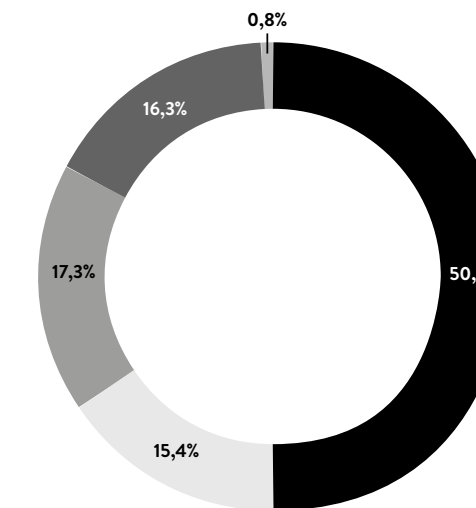
The Group confirms the willingness to achieve steady growth of B2C-related activities, which continue to be one of the key drivers of the Group's growth strategy, starting from countries with a consolidated structure and presence.

MAIN ECONOMICAL AND FINANCIAL KPIs 2013 - 2018

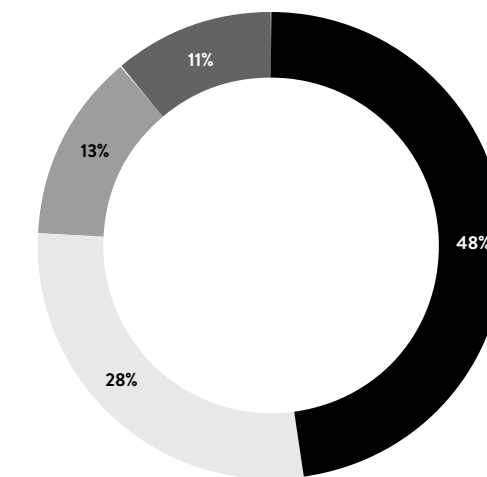


Source: internal processing - 2018 revenues

- Ticketing access control
- B2C Sales
- Staffing services
- Event Management
- Other



- Leisure & Entertainment
- Cultural Venues
- Sports
- Tradeshows



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.

F.C. INTERNAZIONALE

F.C. BARCELONA

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 TRIOMPHE - Paris

ARMANI SILOS - *Milan*

AUDUBON NATURE INSTITUTE - *New Orleans*

DA VINCI'S LAST SUPPER – Milan

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

MUSÉE 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

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 - *Copenhagen*

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*

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

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

WORLD RECORD

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



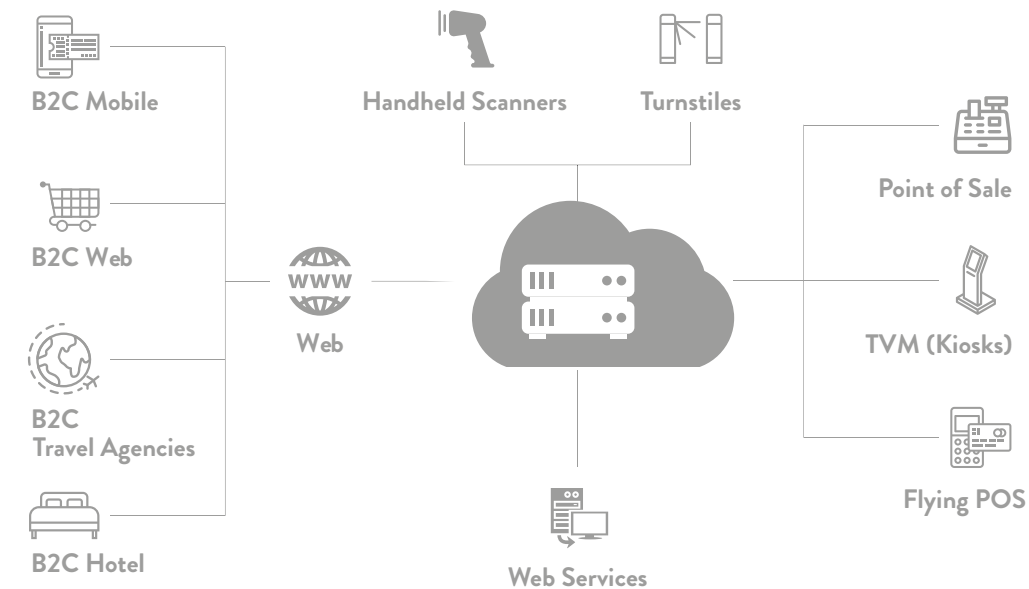
WINNER

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

ACCESS CONTROL

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

All types of media and technology can be utilized: linear barcodes, two-dimensional, magnetic stripes, contact or proximity RFID chips, NFC devices, biometric readers.

In addition to the devices on the Market, Vivaticket developed a mobile App to turn your smartphone into an access control point.

MARKETING TOOLS

The systems offer also a wide range of features aimed especially at marketing, with the purpose of stimulating impulse purchases on all sales channels (on site POS, TVM, Web sales):

ASSISTED SALE PROCESS

UPSELL

CROSS-SELL

SUGGESTIVE SELL

QUANTITATIVE PROMOTIONS

PROMOTIONS BASED ON USER PROFILE

DYNAMIC PACKAGES

ROLLING & DYNAMIC DISCOUNTS

COUPONS & VOUCHERS

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.

TICKETING SYSTEM

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.

B2C SALES

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 1150 shop and box office

CALL CENTER & GROUPS

Managed entirely in house, with Vivaticket staff

EVENT MANAGEMENT

The group, through its subsidiaries, can offer a wide range of services connected to the events management

Concept, design and creation of shows and advertising campaigns

Concerts and live events

Production and promotion

Event planning

Marketing strategy consultancy

Integrated communication

Unconventional & guerrilla Marketing

Branding & positioning

Technical equipment and sets

STAFFING SERVICE

Widespread presence
throughout the Italian country with 15 operating offices.

Over 20,000 general employees
throughout Italy, with a high level of education, 80% speak at least one foreign language

More than 500 professional coordinators
Reliability and expertise respecting both clients and workers

Over twenty years of experience
managing large international events

Fast response times

UNI 10891 certifications
for providing stewarding services, in sport facilities with a capacity of more than 7,500 seats, for professional soccer matches

Quality certification ISO 9001:2008
for the “Personnel Management for reception services and access control as part of events in the live events, sports and entertainment industry”

THANK YOU

VIVATICKET

CONTACT US

vivaticket.com