

# 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

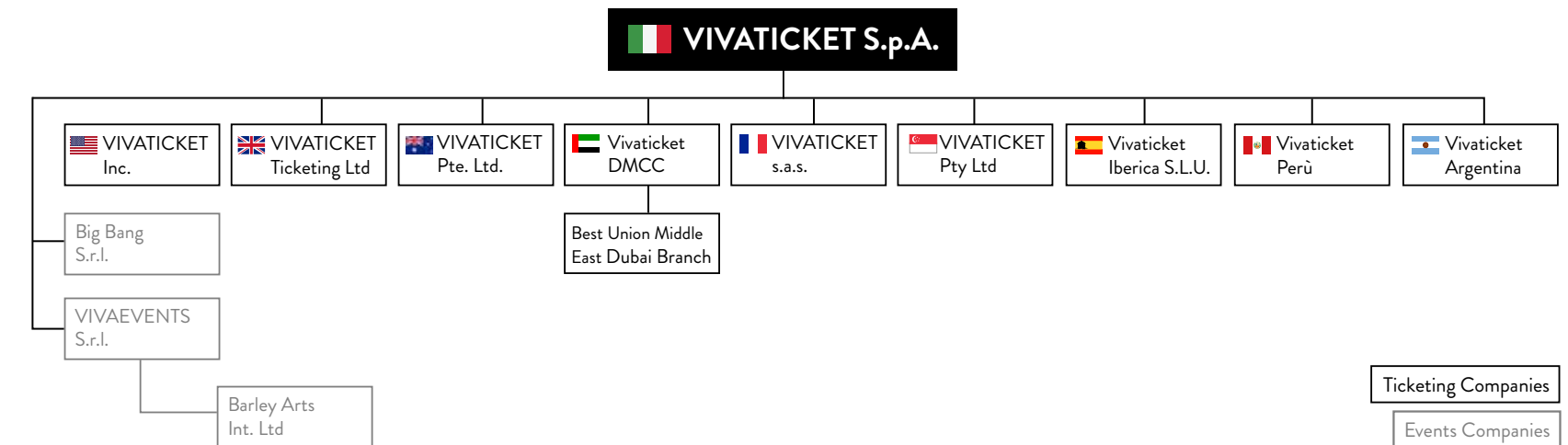
Complete support to the organizer in all phases of the event creation and roll out.

### STAFFING SERVICES

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

### CORPORATE EVENT PRODUCTION

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



# TRACK RECORDS

<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>Best Union acquires 100% of Enta Australasia, a leading company in ticketing and CRM solutions, and the ticketing business unit of Zucchetti Regulus.</p>	<p>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.</p>
<p><b>1999</b></p>	<p><b>2005</b></p>	<p><b>2009</b></p>	<p><b>2011</b></p>	<p><b>2014</b></p>	<p><b>2016</b></p>	<p><b>2018</b></p>
<p><b>2000</b></p> <p>In July, the company Jumpy, belonging to Fininvest Group, acquires 20% of the company through a capital increase operation.</p>	<p><b>2008</b></p> <p>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.</p>	<p><b>2010</b></p> <p>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.</p>	<p><b>2013</b></p> <p>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.</p>	<p><b>2015</b></p> <p>Best Union becomes Ticketing and Access Control Partner for EXPO 2015 in Milan.</p>	<p><b>2017</b></p> <p>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.</p>	

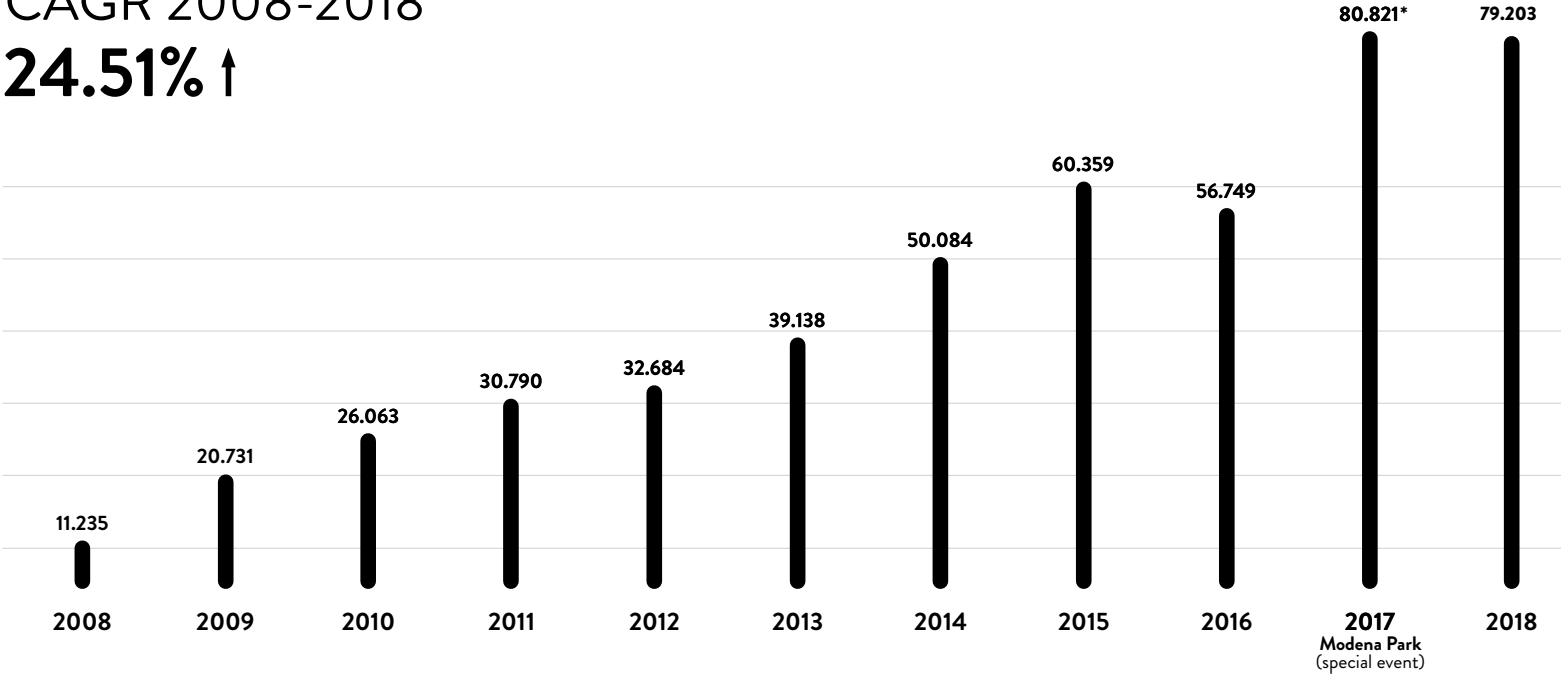
# WORLDWIDE DEVELOPMENT

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  
**24.51% ↑**



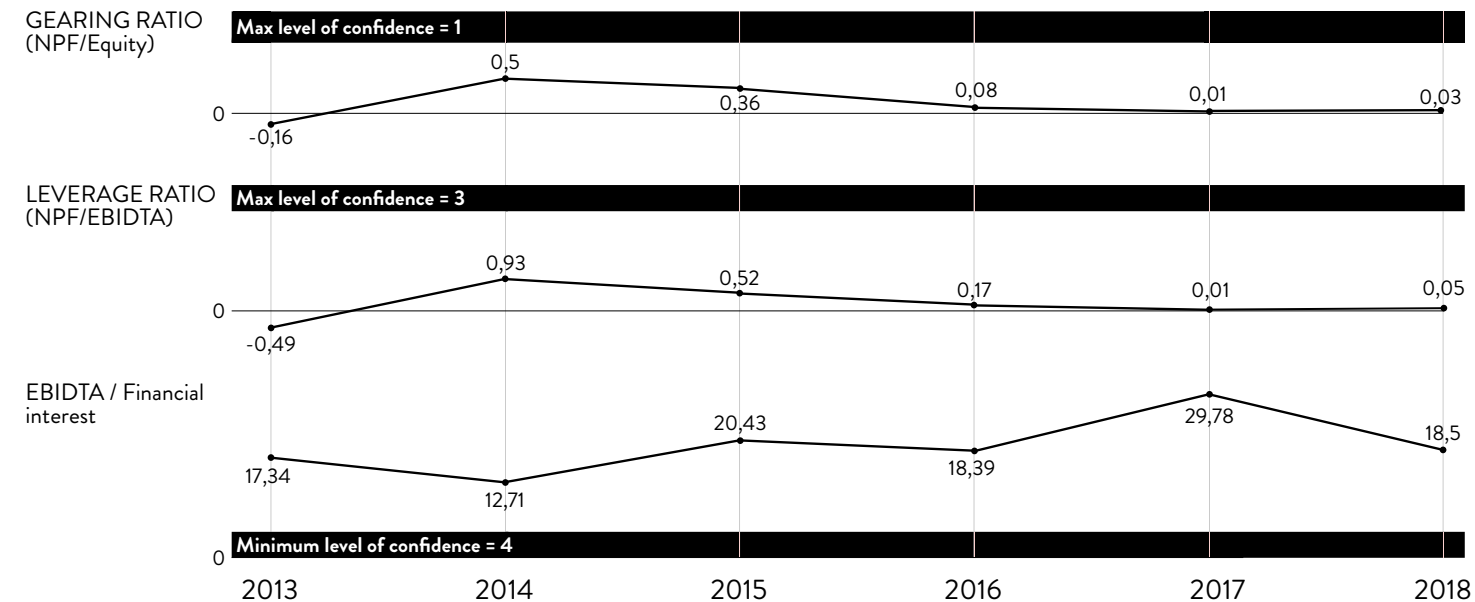


# FINANCIALS

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.

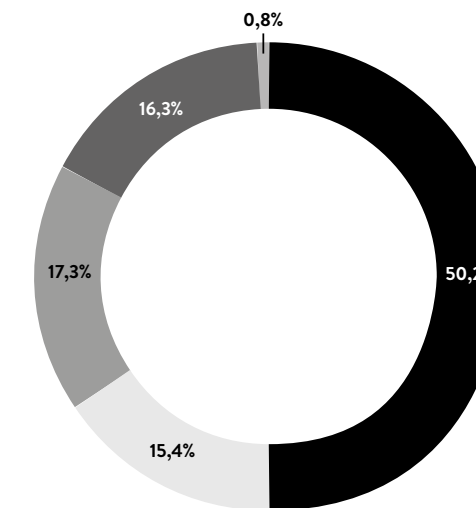
The Group confirms the willingness to achieve steady growth of B2C-related activities, which continue to be one of the key drivers of the Group's growth strategy, starting from countries with a consolidated structure and presence.

MAIN ECONOMICAL AND FINANCIAL KPIs 2013 - 2018

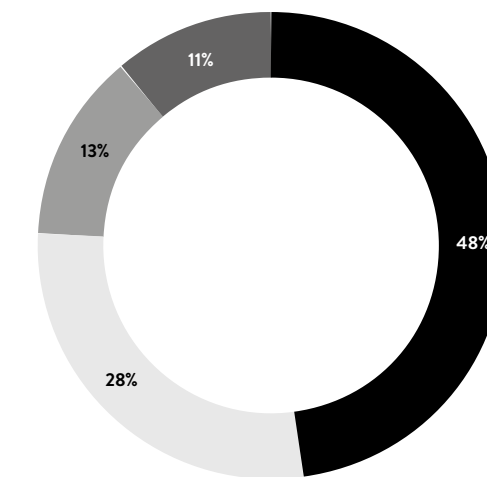


Source: internal processing - 2018 revenues

- 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 - Milano

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



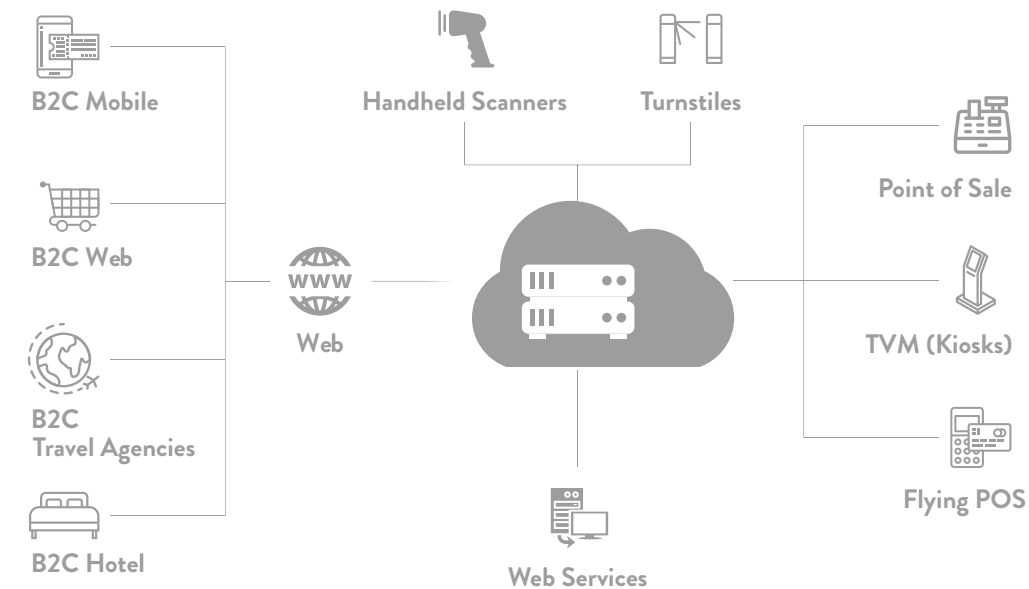
## WINNER

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](http://vivaticket.com)