

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.

MARKETS

LEISURE

Theme and Water parks, Zoos, Aquariums, Observatories, etc.

CULTURE

Museums, Historical Palaces, Art Exhibition, etc.

OPERA AND THEATRE

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

SPORT

F1, Soccer, Basketball, Tennis, Golf, Horse Racing, Resorts, etc.

TRADESHOW

Expos, Exhibition Centers, B2B Events, Fairs, Congresses, etc.

TRANSPORT

Marine, Railways, City cards, GPS based checkout, Barriers, etc.

LIVE ENTERTAINMENT

Concerts, Live Events, Live Music, Festival, etc.

BUSINESS AREAS

TICKETING AND ACCESS CONTROL

The most advanced ticketing and access control technology on the market is fully developed in-house. Our solution handles ticketing, access control, assigned seating, events management, cashless wallet, chart of account, contactless experience through face recognition.

VENUE MANAGEMENT

Our system handles the full customer experience, from the registration to the post-event survey: food and beverage, retail, resource management, parking, positioning systems, queue management, event management. All in one system.

B2C SALES

Web sales, retail ticket distribution and marketing campaigns, leveraging our network of box offices, stores, web portals and OTA integrations

STRUCTURE



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
Argentina



VIVATICKET
Mexico

TRACK



Best Union Company S.p.A. was created from the merger of a company specializing in event management and ticketing with a software house. It is September 23rd.

1999

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

OmniTicket Group, leading international company in access control and ticket distribution for the leisure, entertainment and culture markets, is fully acquired.

2009

Best Union acquires Teleart, a company specialized in visitor experience and art exhibitions. It also acquires Charta, event management leading company.

2011

2000

Jumpy, a Fininvest Group company, acquires 20% of Best Union through a capital increase operation.

2008

Best Union is the only company in its sector to list on the Italian Stock Exchange. During the same year acquires Team2015, company active in the management of reception services for exhibitors and visitors.

2010

Best Union acquires Ticketweb.it, active in the promotion, sales and booking of tickets. In the same year acquires Amit, a company operating in the ticketing and management of automated box offices.

RECORDS

Best Union acquires IREC, a company specialized in ticketing technologies and access control for the cultural and entertainment industries.

2014

Best Union acquires Bookingshow Ticketing, a company operating in the field of online ticketing and retail distribution.

2017

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

2019

2013

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

2016

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

2018

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

WORLDWIDE

20 OFFICES

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

INSTALLATIONS IN 51 COUNTRIES



DEVELOPMENT

35.000+

EVENTS PER YEAR

440

EMPLOYEES WORLDWIDE

2.672

INSTALLATION

128

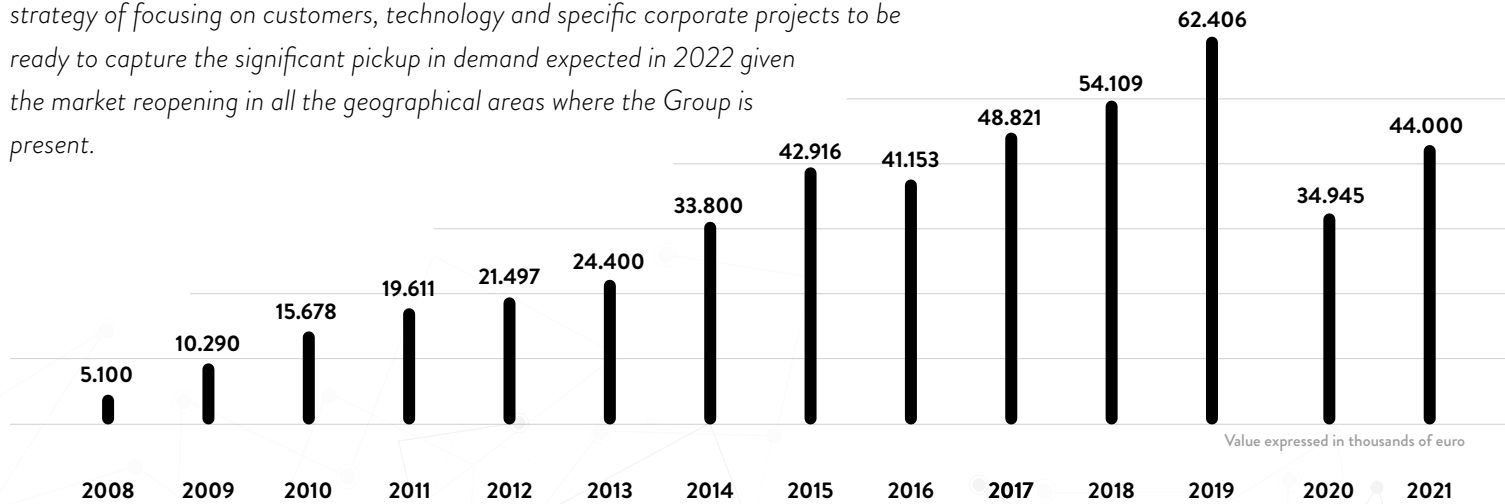
OPERATIONS TEAM MEMBERS

97%

CLIENT RETENTION

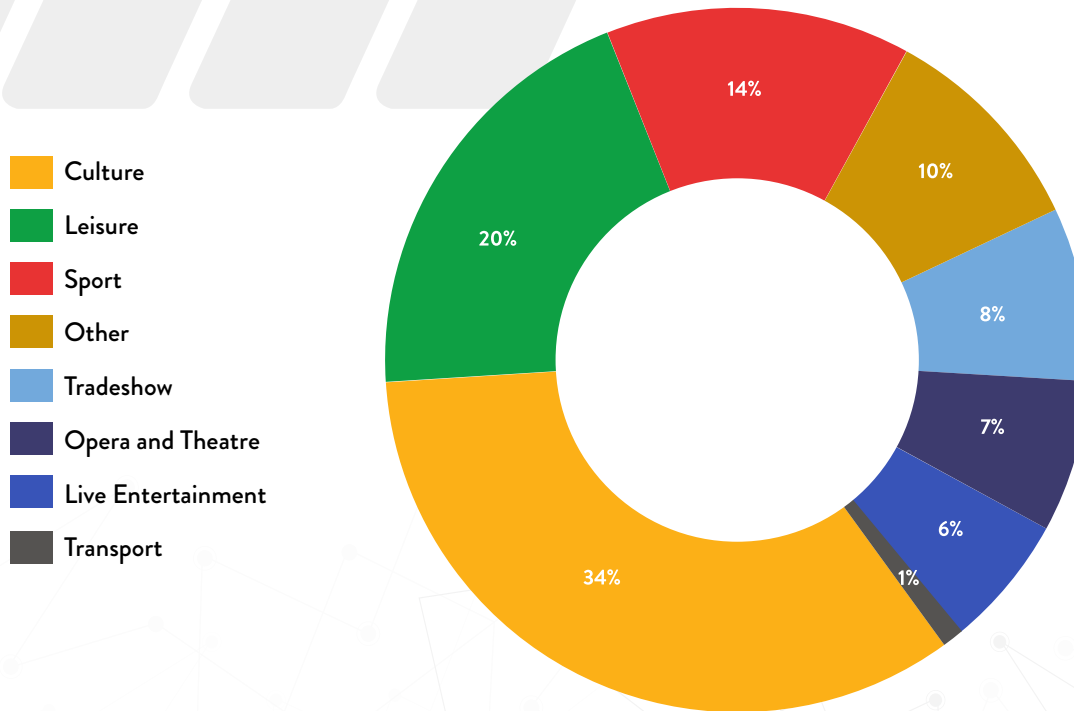
FINANCIALS

FY21 revenue of €44m represents a +26% vs. €35m last year. Although the impact of COVID the Group closed the 2021 with positive EBITDA margin (as in FY20). Vivaticket is pursuing its strategy of focusing on customers, technology and specific corporate projects to be ready to capture the significant pickup in demand expected in 2022 given the market reopening in all the geographical areas where the Group is present.



source: internal processing March 2022

REVENUES BY MARKET



source: internal processing March 2022

REFERENCES

LEISURE

FAMOUS AND ICONIC THEME AND WATER PARKS IN OVER 30 COUNTRIES

BAHA BAY AT BAHA MAR RESORT - Bahamas

BATEAUX MOUCHES - Paris

DOLLYWOOD (Herschend Family) - Pigeon Forge

DUNN'S RIVER FALLS - Ocho Rios

EURODISNEY - Paris

FERRARI WORLD - Abu Dhabi

GARDALAND (Merlin Group) - Verona

IMG - WORLDS of ADVENTURE - Dubai

MARINELAND - Antibes

MIRABILANDIA (Parques Reunidos) - Ravenna

OCEAN PARK - Hong Kong

ONE FABER GROUP - Singapore

PALM SPRINGS TRAMWAY - Palm Springs

PARC ASTERIX (Compagnie des Alpes) - Plailly

PUTERI HARBOUR - Malaysia

PUY DU FOU - Les Epesses

SINDIBAD - Casablanca

SKI DUBAI - Dubai

360 CHICAGO - Chicago

SKYFLY SOAR AMERICA - Pigeon Forge

SARAYA AQABA WATER PARK - Al Aqaba

TENNESSEE AQUARIUM - Chattanooga

TOP OF THE ROCK - New York

WARNER BROS WORLD - Abu Dhabi

YAS WATER WORLD - Abu Dhabi

ZOOS VICTORIA - Melbourne



CULTURE

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

DUBAI MUSEUM - Dubai

EIFFEL TOWER - Paris

FERRARI MUSEUMS - Maranello

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

MUSEO NAZIONALE SCIENZA E TECNOLOGIA - Milan

NOTRE DAME - Paris

PALAZZO REALE - Monza

PEGGY GUGGENHEIM - Venice

ROYAL ONTARIO MUSEUM - Ontario

SCUDERIE DEL QUIRINALE - Rome

SIENA CULTURAL DISTRICT - Siena

TATE MODERN - London

VICTORIA MUSEUMS - Melbourne

VILLA D'ESTE - Rome



OPERA AND THEATRES

THE MAIN THEATRES THROUGHOUT THE WORLD

THEATRES

ADELAIDE FESTIVAL CENTRE - Adelaide

CAPITAL EVENTS AND VENUES BENDIGO
(Two theatres) - Bendigo

DELFONT MACKINTOSH THEATRES
(Eight theatres) - London

FESTIVAL THEATRE - Edinburgh

GREEK THEATRE - Siracuse

MAGGIO MUSICALE FIORENTINO - Florence

PICCOLO TEATRO - Milan

QUEENSLAND PERFORMING ARTS CENTRE -
Brisbane

ROYAL DANISH THEATRE - Copenhagen

ROYAL HAYMARKET THEATRE - London

STOCKHOLM CONCERT HALL - Stockholm

SYDNEY PHILHARMONIA CHOIRS - Sydney

CAGLIARI OPERA HOUSE - Cagliari

OPERA HOUSES

DUSE THEATRE - Piacenza

ARENA - Verona

PHILHARMONIC ORCHESTRA OF LA SCALA OPERA
THEATRE - Milano

PETRUZZELLI THEATRE - Bari

VERDI THEATRE - Trieste

CARLO FELICE THEATRE - Genova

LA FENICE THEATRE - Venezia

SAN CARLO THEATRE - Napoli

REGIO THEATRE - Torino

BELLINI THEATRE - Catania

LUCIANO PAVAROTTI THEATRE - Modena

BOLOGNA THEATRE - Bologna

ARGENTINA THEATRE - Roma



SPORT

SOME OF THE MOST RECOGNIZABLE SPORTS TEAMS AND VENUES

A.C. MILAN

A.S. MONACO FOOTBALL CLUB

AS. ROMA

ASCOT RACECOURSE

ATALANTA BERGAMASCA CALCIO

BOLOGNA F.C.

CLUB ATLÉTICO DE MADRID

CLUB ATLÉTICO RIVER PLATE

DUBAI RACING CLUB

F.C. INTER MILAN

F.C. BARCELONA

FIGC Italian National football Federation

KING ABDULLAH SPORT CITY
(Stadium and Arena) - Jeddah

OLIMPIA MILANO BASKETBALL

U.S. PALERMO

WIDE EXPERIENCE IN SPORT EVENTS' MANAGEMENT

ROYAL ASCOT
(2004 to 2022)

ALPINE SKI WORLD CHAMPIONSHIP
Cortina (2021)

FORMULA 1 SINGAPORE GRAND PRIX
(2008 to 2018)

FORMULA 1 ABU DHABI GRAND PRIX
(2013 to 2016; 2020)

RYDER CUP
Roma (2023)

FINA WORLD CHAMPIONSHIP
Abu Dhabi (2021)

WORLD DUCATI WEEK
Misano (2000 to 2018)

UEFA UNDER 21 CHAMPIONSHIP
Italy and San Marino Republic (2019)

DUBAI HORSE RACING WORLD CUP
Dubai (2022)



LIVE ENTERTAINMENT AND TRANSPORT

ARENAS, ART EXHIBITIONS, LIVE MUSIC AND EVENTS

ETIHAD ARENA - Abu Dhabi

VIAREGGIO CARNIVAL - Viareggio

AL DANA AMPHITHEATRE - Manama

ADELAIDE FESTIVAL CENTRE - Adelaide

LA BIENNALE - Venice

ABU DHABI ART - Abu Dhabi

BUENOS AIRES MOVISTAR ARENA - Buenos Aires

ANDREA BOCELLI - Lajatico

RIDES, PANORAMIC VIEWS, CRUISES AND MUCH MORE

RTA MARINE - Dubai

BATEAUX MOUCHES - Paris

THE PALM MONORAIL - Dubai

JEBEL ALI PORT - Dubai



VIVATICKET

TRADESHOWS

THE MOST IMPORTANT ITALIAN TRADE CENTERS (FULL VENUE MANAGEMENT)

BARI

BOLOGNA

BOLZANO

CARRARA

FIRENZE

FORLI

GENOA

MILAN

MODENA

PADOVA

RIMINI

ROME

TURIN

UDINE

VERONA

VICENZA

SOME OF THE MOST IMPORTANT TRADESHOW EVENTS

BOAT SHOW (INFORMA) - Miami

CHILDREN BOOK FAIR - Bologna

COSMOPROF WORLDWIDE – Bologna

ECOMONDO - Bologna

FIERACAVALLI - Verona

LUCCA COMICS AND GAMES - Lucca

MARMOMACC - Verona

RIMINI WELLNESS - Rimini

SALONE DEL GUSTO - Turin

SALONE DEL LIBRO - Turin

SALONE DEL MOBILE - Milan

SIGEP - Rimini

VICENZAORO - Vicenza

VINITALY - Verona



PREVIOUS EXPOS



EXPO MILAN 2015

22 million tickets sold
750.000 tickets sold on Website in 3 consecutive days
300.000 tickets sold in a single day
42 private label websites
51 resellers integrated via standard API
10 resellers with enhanced integration
Over 5.000 B2B accounts
272.000 accesses in one day
150 points of sale onsite
250 turnstiles working simultaneously



FLORIADE VENLO 2012

Ticketing platform
2.2 million tickets sold 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



إكسبو 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

THE WORLD'S GREATEST SHOW 24.1M VISITS FROM 178 COUNTRIES

EXPO 2020 DUBAI HOSTED THE WORLD FOR 173 DAYS, EACH ONE BRIMMING WITH NEW EXPERIENCES. IT WAS A TIME TO CREATE, COLLABORATE AND INNOVATE. 6 MONTHS, 7 DAYS A WEEK, MORE THAN 15 HOURS OF ENTERTAINMENT DAILY, 192 COUNTRY PAVILIONS, MORE THAN 200 RESTAURANTS AND 60 LIVE SHOWS DAILY. AN IMMERSIVE EXPERIENCE FOR THE FIRST WORLD EXPO EVER HELD IN THE REGION. TO GUARANTEE THE BEST USER EXPERIENCE DUBAI 2020 HAS CHOSEN THE VIVATICKET TICKETING AND ACCESS CONTROL SYSTEM:

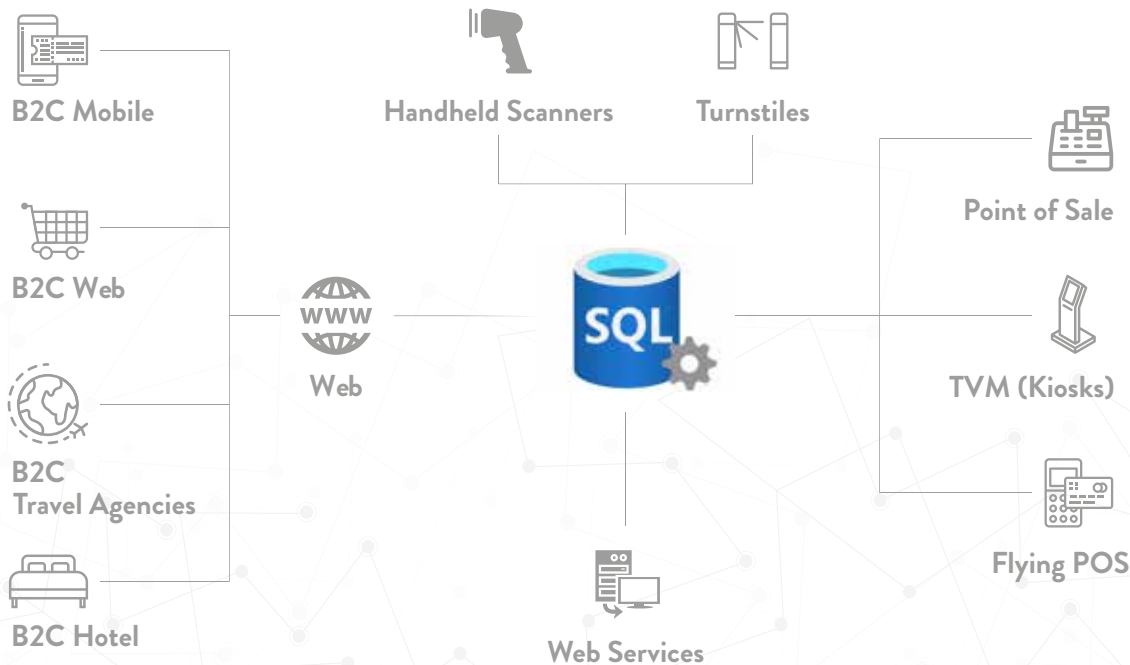
- Ticketing system
- B2B web portal
- API engine to interface OTA and distributors
- API engine to support all the web application
- Access control with face recognition
- Queue management system for pavilions and internal events

**TICKETING
ACCESS CONTROL
VENUE MANAGEMENT**

TICKETING SYSTEM

Vivaticket designs and produces all its systems entirely in-house, leveraging years of experience in the leisure, culture, sports and entertainment sectors. This experience, combined with an ongoing commitment to innovation and a desire to accept market challenges, has made its products a global benchmark for integrated ticketing and access control solutions. Vivaticket offers powerful and versatile products that can

perfectly adapt to the needs of the largest theme parks or trade centers, as well as meet the requirements of smaller venues or even individual attractions. The system can be installed on both local and cloud servers, and offers a complete offline mode, ensuring continuity on both the sales and access control sides in case of connectivity issues. Vivaticket offers client/server solutions or SaaS solutions, according to the client needs.



WEB TOOLS

BtoC Website
BtoB Website
Private Label
Widget
Full Responsive

CMS
3D Map View
Customer Care
Multi Language
Gift Card and Coupon

CORE FUNCTIONS

Point of Sales
Access Control
Food & Beverage
Resource Management
Inventory Management
Queue Management
Retail and Merchandising
Accreditation
Offline Mode
Multi-Venue
Multi-Currency
Subscription Model

Dynamic Discount
Assigned Seating
Live Reporting
Cashless Wallet
Assisted Sales Process
Fast Track
Upsell & Cross- Sell
Family Entertainment
Surveys
CRM
Chart of Accounts



INTEGRATION

CRM
ERP
Active Directory
Single Sign-On
Social Media
BI
Parking
Lockers
Data Analytics

Customer Satisfaction
Bank Settlement
Hotel Room Charge
Photo System
Cash Managers
Courier
Chat Bot
NOL Card

DEVICES

Ticket Printers
Receipt Printers
External Display
Media Readers
Credit Card
Biometrics
Face Recognition

Kiosk
Flying POS
Emirates ID Reader
Passport Reader
Fun Fair Reader
Turnstiles
Handheld Scanners

TICKETING SYSTEM

WEB SOLUTIONS

Vivaticket builds in-house B2C and B2B websites that are fully integrated with the base system, in real time. A proprietary CMS can be used to manage content and translations.

All web pages are fully customizable with the customer's look&feel and in terms of graphics and functionality, to ensure a smoother user experience.

All the websites are responsive, multi-language and multi-currency; it is possible to manage online any kind of subscription, season pass, open ticket or voucher, and also integrate the sale of merchandising, food and beverage and any kind of additional service.

General admission, limited capacity, assigned seats and memberships can be sold, taking advantage of all the options present in the base system, including rolling discounts, vouchers, packages, money cards and suggestive upsells.

In addition, the B2B interface will allow you to manage business accounts, distributors, travel agents, partners; it will be possible to enable specific price lists, promotions, payment methods for each user and also to customize reports, directly accessible via the web, manage credit and related settlements, define incentive programs.

TICKETING SYSTEM

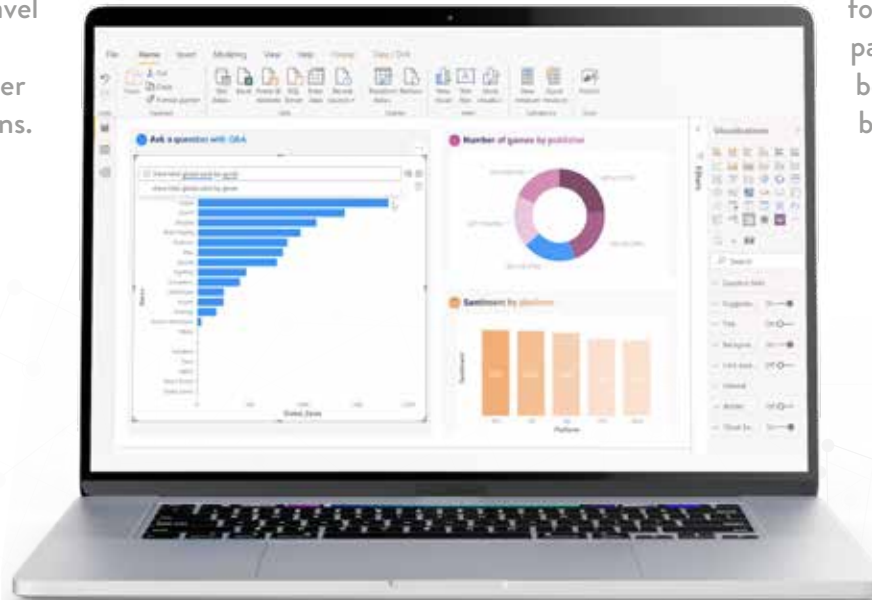
INTEGRATIONS

All Vivaticket systems are strongly “web service oriented”, optimized by design for integration with third party systems through one of the richest API libraries on the market.

The system is designed to allow for simplified integration with external business systems, offering the opportunity to expand sales networks through the interconnection of banks, supermarkets, travel agencies, tour operators and OTAs, as well as other external retail applications.

You can also integrate your own ecosystem of business management systems, from CRM to ERP, from BI software to IVR, from single sign-on systems to loyalty cards, from cash management systems to chat bots.

Finally, third parties can be integrated to guarantee a better user experience for your final customer: photo counters, lockers, dryers, stroller, towels, wheelchair, food & retail systems, parking systems, hotel booking systems, bookshops.



ACCESS CONTROL

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

- Full height or standard turnstiles
- Speed gates
- Handheld scanners
- Laser or image readers
- Android devices through the proprietary App Gatekeeper®

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

The application offers a wide range of features:

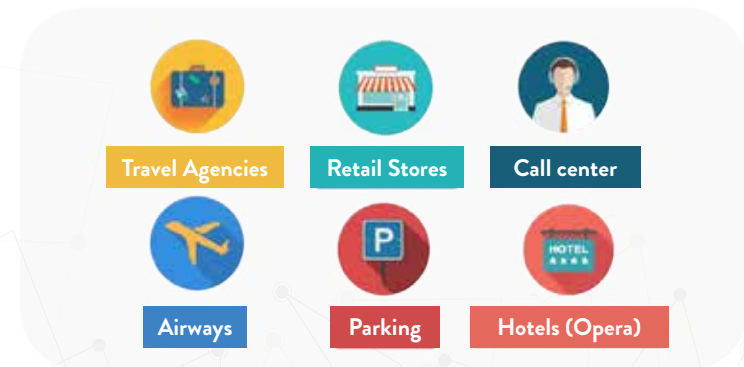
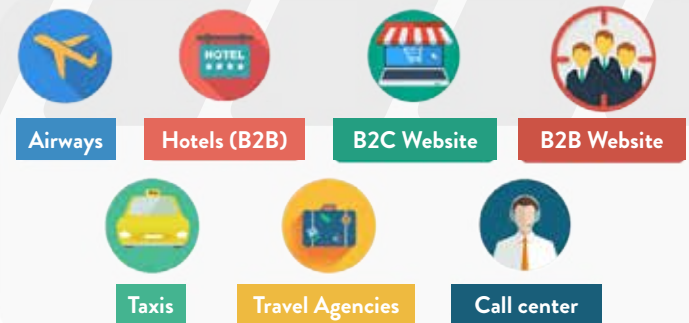
- Entries and re-entries
- Multi-venue and multi-zone clearance
- Point cards
- Check in / Check out
- Time-slots
- Anti-Pass back
- Photo or biometric recognition
- Light signals according to ticket type
- Group tickets
- Family tickets
- Dynamic access control validity
- Access control point of sale

VENUE

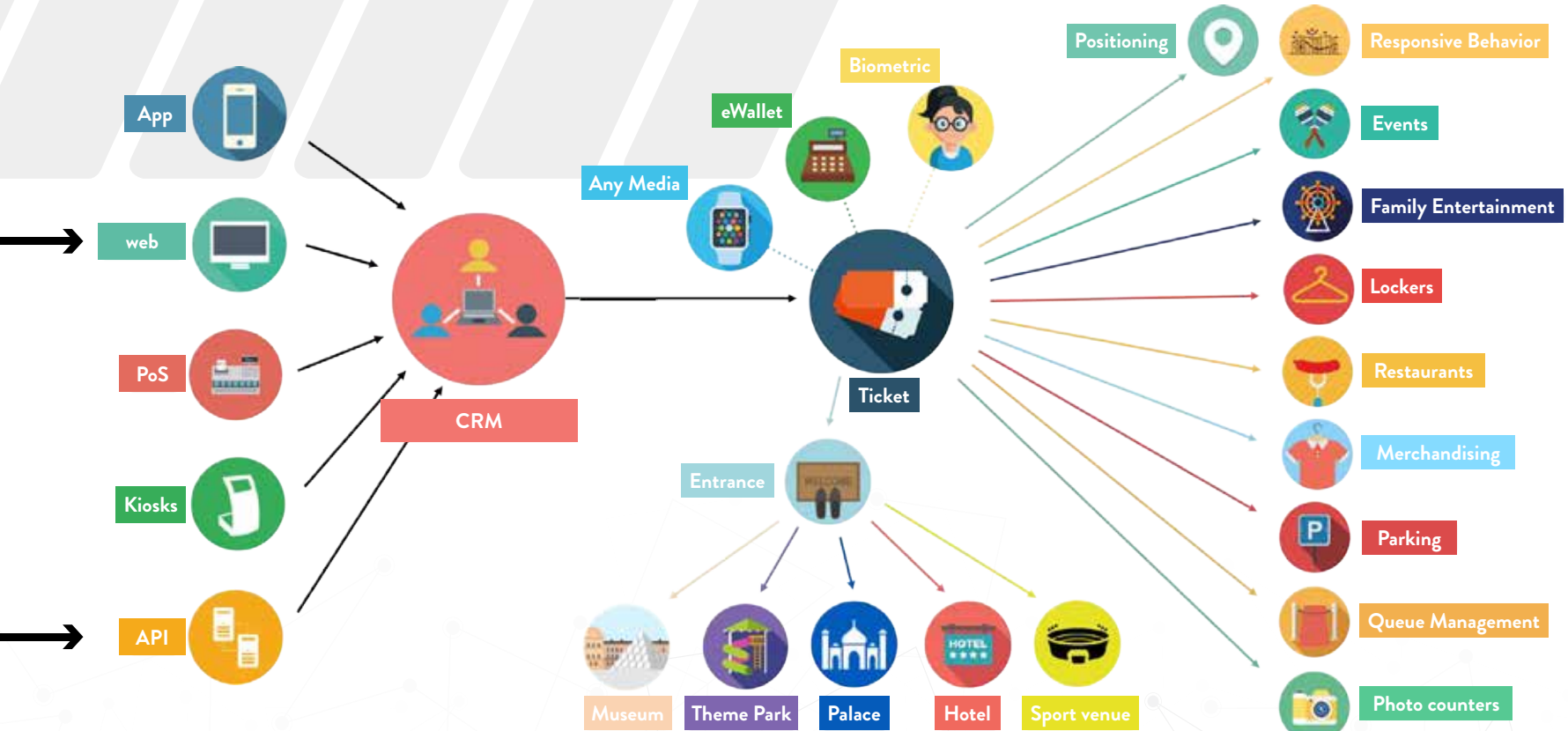
From the creation of the first RFID wristband for cashless payments in 2012, to the first NFC ticket in 2015, improving the user experience has always been the focus of Vivaticket's technological evolution. This effort has led to the evolution of our ticketing systems into true venue management systems, capable of following the customer through his entire journey.

From the decision making and registration phase, including via distributors or OTAs, to conversion, and then managing the entire user experience: parking, access control, retail, restaurants, additional services, family entertainment, events.

All this using the ticket as the only medium to access the multiplicity of offers, in the form preferred by the customer: paper ticket, e-wallet, wristband, hotel key, or, why not, even a simple glance in the camera.



MANAGEMENT



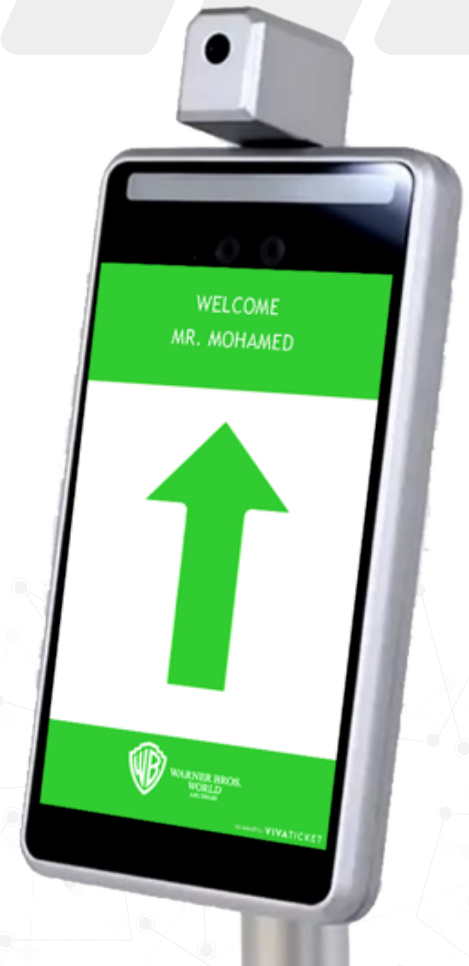
CONTACTLESS

Deliver an amazing frictionless experience by leveraging facial recognition technology: multi-area access control, facial payments, dynamic promotions, accreditation, GDPR compliance, custom interfaces.

Vivaticket's Frictionless Engine® is the most advanced ticketing technology on the market to date and represents a huge step forward for the experience industry worldwide.

The contactless experience consists of 4 simple steps:

1. register your face on the app, at the POS or directly at the gate
2. associate your tickets to your theme parks, events, museums, venues
3. associate your credit card to the electronic wallet
4. enjoy the full experience, just by showing your face!

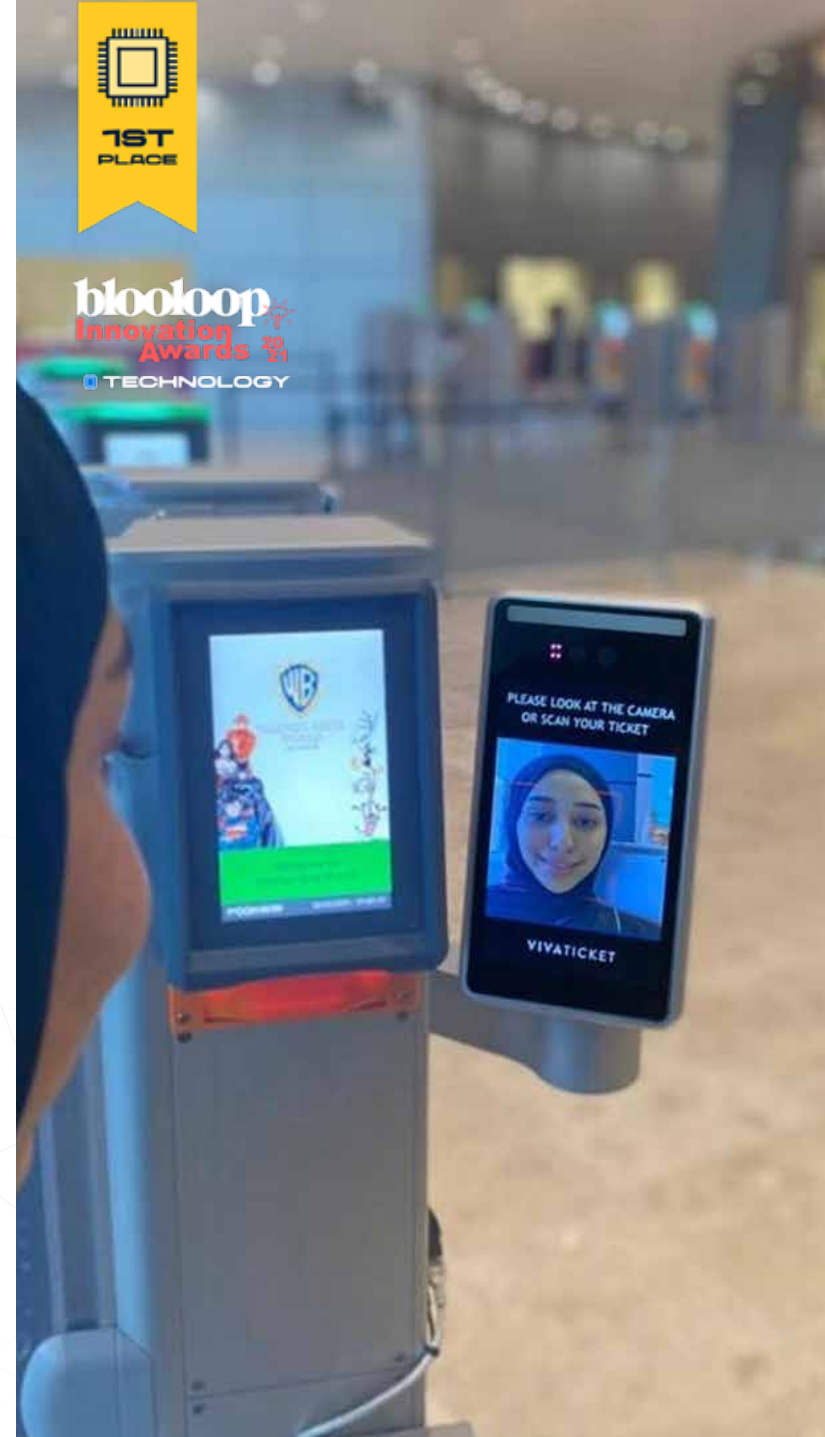


EXPERIENCE

Vivaticket's contactless experience is not limited to gate access, but also includes retail, food and beverage and all other venue services. Additionally, the venue is not the limit: the customer can leverage the same account in different venues, not necessarily hosted in the same infrastructure, not necessarily belonging to the same tenant.

The main features of Vivaticket's Frictionless Engine® are:

- multi-tenant
- multi-site
- multi-area access control
- face payments
- dedicated promotions
- accreditation
- full GDPR compliance
- customized interface (venue by venue)





corporate.vivaticket.com