



PRESS RELEASE

CTS EVENTIM and O₂ ink extensive multi-year partnership deal in live entertainment sector

Munich, 16 January 2020: CTS EVENTIM, one of the leading international providers of ticketing services and live entertainment, and O₂, the core brand of Telefónica Deutschland, today announce their partnership in the live entertainment sector. O₂ customers will benefit all year round from exclusive pre-sales, free streaming and an exclusive brand experience at EVENTIM events. As part of the deal, O₂ will utilise the online coverage and media channels provided by EVENTIM Brand Connect, such as social media, newsletters, display ads, banner advertising, as well as marketing and targeting tools aimed specifically at special target groups, to broadcast O₂'s brand messages. The extensive partnership is designed to run for several years.

'We have gained a strong partner in CTS EVENTIM, one who pursues the same philosophy as ourselves, namely to do our best for the best. For O₂, these are the customers, for CTS EVENTIM the concert-goers, and our aim is to draw their attention to our brand by offering fantastic moments', says Wolfgang Metze, Chief Consumer Officer at Telefónica Deutschland.

Klaus-Peter Schulenberg, CEO of CTS EVENTIM, comments that 'By forging this new partnership between CTS EVENTIM and O₂, we are entering into a long-term strategic partnership. It is a prime example of how we can create great products and unique value for our partners and customers with our combination of many years' experience in the live events business and our ticketing operations.'

Dr Frithjof Pils, Vice President Live Entertainment & International Growth and Managing Director of EVENTIM Brand Connect, adds that 'This collaboration is probably the biggest branding partnership in the German live entertainment industry. It will generate trailblazing B2B and B2C product innovations, while also highlighting the value that EVENTIM's assets can create for major brands.'

Sabine Kloos, Director Brand & Marketing Communications, adds that 'By cooperating in this way, we enable our customers to enjoy major brand experiences that reflect our O₂ brand promise in no uncertain terms – namely the freedom to be entertained always and everywhere. This means that "More O in your life" will be something that customers can really experience, over and beyond our current promotion campaign.'

About CTS EVENTIM

CTS EVENTIM is one of the leading international providers of ticketing services and live entertainment. In 2018, around 250 million tickets were marketed using the company's systems – be it through stationary box offices, online or from mobile terminals. Its online portals operate under brands such as eventim.de, oeticket.com, ticketcorner.ch, ticketone.it and entradas.com. The EVENTIM Group also includes many concert, tour and festival promoter companies for events like 'Rock am Ring', 'Rock im Park', 'Hurricane', 'Southside' and 'Lucca Summer'. In addition, some of Europe's most renowned venues are operated by CTS EVENTIM, for example the LANXESS Arena in Cologne, the Waldbühne in Berlin and the EVENTIM Apollo in London. CTS EVENTIM AG & Co. KGaA (ISIN DE 0005470306) has been listed on the stock exchange since 2000 and is currently a member of the MDAX segment. In 2018, its 3,141-strong workforce generated more than 1.2 billion Euro in sales revenue in 21 countries.

About O₂

O₂ Telefónica Deutschland's multi-award-winning core brand, stands for freedom. Since 2002, the company has provided post- and pre-paid mobile communication products, innovative mobile data services and high-speed Internet products for mobile and fixed-line networks under the O₂ brand. O₂ serves both private and business customers. In 2016, Telefónica Deutschland unleashed the market potential of mobile communications with its O₂ Free product. By offering extra-large data plans at fair prices, O₂ Free is setting new standards. Fixed-network customers can surf the Internet at home at speeds of up to 250 Mbit/s, thanks to O₂ DSL. The package also includes a flat rate for calls to all the German mobile networks and to the German fixed network.

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