

## Press release

### **European Volleyball Confederation establishes strategic partnership with CTS EVENTIM for ticketing and customer relationship management**

- CEV centralises ticketing for its Top Events
- Focus on digitalisation and future fan relationship management
- CTS EVENTIM selected following Europe-wide tender

Luxembourg/Munich 7 April, 2022. The European Volleyball Confederation CEV and CTS EVENTIM, one of the leading international providers of ticketing services and live entertainment, have entered into a strategic partnership that sees CTS EVENTIM as the official ticketing partner for the CEV Top Events.

The agreement covers the future editions of major volleyball events, namely the CEV EuroVolley and the CEV Champions League Volley Super Finals. The partnership guarantees the delivery of customer-friendly ticketing services for all volleyball fans, thus meeting the standards expected and required for such premium sports events. CTS EVENTIM was selected as a partner following a Europe-wide tendering process.

The partnership is aimed at achieving capacity crowds and providing the technical means for the CEV and the respective local organising committees (LOCs) to achieve the budgeted ticketing revenue for each CEV Top Event. The agreement also envisages the development of an international customer database for the CEV, which will involve implementing EVENTIM's Tixx-CRM product – a modern, sports-specific customer relationship management solution.

“Our new partnership with EVENTIM is of strategic importance for the CEV and is a key part of our digitalisation process and future fan relationship management,” commented Aleksandar Boričić, CEV President. “The CEV aims to increase the fan database and to reach its potential audience through the implementation of targeted marketing campaigns. This will improve ticket sales and raise the ticketing income for the local organising committees. Throughout the tender process, EVENTIM demonstrated a deep understanding of our needs and a real passion for delivering a brilliant level of service to the LOCs and to all volleyball fans.”

Alexander Ruoff, Chief Operating Officer of CTS EVENTIM, commented: “We are absolutely delighted to support CEV in centralising its ticketing and CRM activities. This

new partnership confirms once more the unique combination of EVENTIM's established and acknowledged strengths in technology and marketing with our expertise in international sporting majors and our in-depth knowledge of local markets."

The upcoming CEV Champions League Volley Super Finals 2022 will take place in Ljubljana (Slovenia) on 22 May. Ticket sales via EVENTIM's platform will start on 8 April 2022.

The next CEV Top Event for which tickets will be available is the CEV EuroVolley 2023 Men and Women. Four host countries will be staging the separate tournaments for men and women. The announcement of the co-organisers and further details regarding the start of ticket sales will follow in due course.

### **About the CEV**

The Confédération Européenne de Volleyball (CEV) is the sole representative of the Fédération Internationale de Volleyball (FIVB) throughout its 56 affiliated National Federations in Europe. The CEV is the sole organiser of all European competitions for all forms of Volleyball, inter alia the CEV EuroVolley (previously known as the European Volleyball Championships) and the CEV Champions League Volley Super Finals.

### **About CTS EVENTIM**

CTS EVENTIM is one of the leading international providers of ticketing services and live entertainment. Before the outbreak of the coronavirus pandemic, around 250 million tickets per annum were marketed using the Company's systems – be it through physical 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, CTS EVENTIM operates some of Europe's most renowned venues, for example the LANXESS Arena in Cologne, the K.B. Hallen in Copenhagen, 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 2021, against a backdrop of forced closures, cancellations, and restrictions on events as a result of the coronavirus pandemic, the Group generated revenue totalling €407.8 million in more



than 20 countries. In 2019, the year before the outbreak of the pandemic, revenue was in excess of €1.4 billion.

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