

## Press release

### Jan Voss appointed as the new managing director at EVENTIM Brand Connect

- Strengthening of the brand partnerships and sponsoring business
- Jan Voss brings broad expertise in the establishment and expansion of large-scale partnerships and in the development of new business models
- EVENTIM LIVE managing director Dr Frithjof Pils: “The appointment of a new managing director marks the start of a massive expansion of EVENTIM Brand Connect”

Munich 6 April 2022. CTS EVENTIM, a leading international ticketing and live entertainment provider, is strengthening its brand partnerships and sponsoring business with the addition of Jan Voss as the new managing director at EVENTIM Brand Connect. Voss joins the company from Universal Music Group (UMG) Germany, where he was responsible for partnerships and licensing as Vice President of UMG FOR BRANDS. Previous roles include Director of Marketing and Head of New Business at the same company.

Jan Voss brings a wealth of expertise in the establishment and expansion of large-scale partnerships with major international brands, with a focus on working with partners to develop new business opportunities. At UMG, he played a key role in establishing the product endorsement business and digital media marketing, and in taking UMG FOR BRANDS into new areas of business such as the food sector.

He will take up his new role on 1 May 2022 and will report to the managing director of EVENTIM LIVE, Dr Frithjof Pils, who was formerly also managing director of EVENTIM Brand Connect.

Dr Frithjof Pils said: “Jan Voss brings the ideal mix of industry expertise and broad experience in the area of brand partnerships. We are looking forward to embarking upon a massive expansion of EVENTIM Brand Connect with him on board as managing director.”

Jan Voss added: “Live entertainment offers brands one of the most powerfully emotive ways to interact with people. There are numerous new opportunities here for brands, particularly as the live events sector starts to open up again. Taking EVENTIM Brand Connect forward in such an exciting environment with the power of Europe’s biggest live entertainment platforms and an excellent team will be a fantastic challenge.”



EVENTIM Brand Connect enables companies to associate themselves with live events such as major festivals as part of their marketing strategy, allowing them to engage with specific target groups on an emotional level. The service offering includes comprehensive data analysis and the use of CTS EVENTIM's high-impact channels for marketing activities. Customers include numerous big-name brands from sectors such as consumer goods, telecommunications and automotive/mobility.

### **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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