

## Press Release

### CTS EVENTIM continues international expansion with EVENTIM LIVE ASIA

- Launch of EVENTIM LIVE ASIA, headquartered in Singapore
- Jason Miller to lead the new company
- CEO Klaus-Peter Schulenberg: “Another major step that will enable us to offer tours and ticketing around the world”

Munich/Singapore, July 21, 2021. CTS EVENTIM, one of the leading international providers of ticketing services and live entertainment, is continuing its global expansion despite the coronavirus crisis. Having formed a joint venture with North American promoter Michael Cohl in the past year, the promoter network EVENTIM LIVE is now launching EVENTIM LIVE ASIA. The new company is run by CEO Jason Miller, who previously led all touring activity for Live Nation Entertainment’s Asia and Middle East offices. Headquartered in Singapore, EVENTIM LIVE ASIA will focus on the rapidly growing live entertainment markets in China, Japan, South Korea, Singapore, Hong Kong, Taiwan, Indonesia, the Philippines, Thailand, Vietnam and Malaysia.

In addition to EVENTIM LIVE ASIA, CTS EVENTIM's promoter network includes 36 promoters in 15 countries. In its highly regarded promoter ranking, the US music magazine Pollstar named EVENTIM LIVE number two worldwide and even number one in Europe for 2020.

“Following on from our joint venture with Michael Cohl in the US market, the launch of EVENTIM LIVE ASIA marks another key milestone in achieving our strategic objective of offering tours and ticketing around the world,” stated Klaus-Peter Schulenberg, CEO of CTS EVENTIM. “This is a further sign that, as announced, CTS EVENTIM will emerge from the coronavirus crisis with renewed strength.”

During his career, Jason Miller has worked with the world’s biggest artists and most powerful brands. He produced 80 percent of the last decade’s highest-grossing Asian tours for western artists, including Bruno Mars, Coldplay, Madonna, Maroon 5, U2, and countless others. Prior to Live Nation, Miller worked at talent agency powerhouse Creative Artists Agency (CAA) and was integral in the career development of such high-profile clients as Beyoncé, Jimmy Fallon, Kanye West, Stevie Wonder, and many more.

Dr. Frithjof Pils, Managing Director of EVENTIM LIVE, said: “We’re delighted to welcome Jason Miller to the team. He has extensive experience in our industry in Asia at the highest level and has an excellent network of contacts. He will enable EVENTIM LIVE ASIA to bring amazing concerts by leading international artists to fans in this major world region. We also want to intensify our work with local artists going forward.”

Jason Miller added: “The pandemic has created unprecedented global demand for live music and shared experience. With Asia representing over half of the world’s population and its fastest-growing middle class, there is no better time or place to be launching an event promotion company. EVENTIM LIVE’s tremendous resources, vision, experience, and respect across the live event industry make it the perfect joint venture partner.”

### **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. Against a backdrop of forced closures, cancellations, and restrictions on events as a result of the coronavirus pandemic, the Group generated revenue totaling €256.8 million in 21 countries in 2020 compared with more than €1.4 billion in the year before.

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