

Press release

CTS EVENTIM founds EDGE, a paid media agency for the entertainment market

- New agency EDGE creates digital campaigns in the entertainment sector
- Expertise, media and technology from a single source
- Offering aimed at promoters, artists, managers, brands
- Frederik Landwehr appointed COO of EDGE

Munich, 19 April 2023. CTS EVENTIM, one of the leading international providers of ticketing services and live entertainment, has founded EDGE (Entertainment Digital GmbH) – a paid media agency that specialises in the entertainment market.

EDGE's ability to place targeted content on relevant portals outside of CTS EVENTIM's own platforms enhances CTS EVENTIM's portfolio of services and complements its marketing offering. The services provided by EDGE comprise advice and strategies for digital campaigns as well as their practical delivery, management and optimisation.

EDGE helps promoters, artists and managers to create the most effective paid media campaigns on high-reach platforms such as Facebook, Instagram, Google, YouTube and TikTok. Besides its focus on marketing and ticket sales for live events, EDGE also establishes brands in a relevant entertainment setting.

Thanks to exclusive data and technological resources, as well as CTS EVENTIM's expertise and industry know-how, EDGE delivers a measurable, successful performance from marketing spend.

Frederik Landwehr has been appointed COO of EDGE. Landwehr joins EDGE from Universal Music Group, where he was Head of Digital Advertising. In that role, he was responsible for the implementation of all digital paid media campaigns and for media strategy consultancy for artists, labels and brands.

Frederik Landwehr on his new remit: "Our unique offering in the paid media market gives advertisers access to new customers in an appealing environment and creates real added value. And because all the latest media trends and developments are an everyday part of our business, we always have our finger on the pulse."

Dr. Frithjof Pils, Managing Director of EDGE, adds: "Ultimately, we want to be measured by our performance. And the first 100 campaigns show that we can deliver a substantial return on ad spend."

EDGE plans to break into more markets, such as cinema marketing, in the near future.

About CTS EVENTIM

CTS EVENTIM is a leading international provider of ticketing services and live entertainment. About 250 million tickets per year are marketed using the Company's systems – through physical box offices and mobile/online portals. These portals operate under brands such as



eventim.de, oeticket.com, ticketcorner.ch, ticketone.it and entradas.com. The CTS EVENTIM Group also includes a number of companies promoting concerts, tours, and festivals such as Rock am Ring, Rock im Park, Hurricane, Southside, and Lucca Summer. According to Pollstar's global rankings for 2022, the EVENTIM Group is the third-biggest promoter in the world. 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 a member of the MDAX segment. In 2022, the Group generated revenue of EUR 1.9 billion across more than 20 countries.

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