



PRESS RELEASE

CTS EVENTIM to handle ticketing for La Scala Milan

Three-year contract signed / La Scala Milan to use the EVENTIM Inhouse web shop and sales channels of TICKETONE S.p.A. / Italy a key market for CTS EVENTIM

Munich, 24. March 2014. CTS EVENTIM AG (ISIN DE0005470306), Europe's leading ticketing company, has scored another major coup in Italy. TICKETONE S.p.A., a member of the EVENTIM Group, is to handle the ticketing for the world-famous Teatro alla Scala (La Scala Milan); the contract is to run for a three-year term. Around 220,000 tickets for La Scala Milan are sold annually, in future using EVENTIM's Inhouse system for box offices and the La Scala web shop, as well as the sales channels operated by TICKETONE.

The choice of TICKETONE by La Scala Milan means further extension of the EVENTIM Group's leading position in the Italian market. The company is pursuing a long-term growth strategy in that country, and recently advanced to become the leading provider of cinema ticketing software in Italy by acquiring a 60% interest in CREA Informatica (CREA), the market leader for cinema ticketing.

Rainer Appel, Senior Vice-President Legal & Business Development at CTS EVENTIM: "We see Italy as a market with excellent growth prospects that we will continue to tap in the years ahead. We are proud to have acquired a spectacular new customer in the form of La Scala Milan. Our software solutions will help make the ticketing for La Scala Milan more efficient than ever and enable its many national and international visitors to buy tickets as simply as possible."

Cristina Paciello, Marketing & Fund Raising Director, Teatro alla Scala: "Reliability and innovative sales channels are priority concerns for us, because, as a world-class opera house, we want to offer world-class service. That is why we decided to work with TICKETONE, and we now look forward immensely to the partnership."



Inaugurated in 1778, the Teatro alla Scala is one of the world's most renowned opera houses and hosted the premières of many famous works, including Giuseppe Verdi's "Nabucco" and "Falstaff" and Giacomo Puccini's "Madame Butterfly" and "Turandot". An ever-increasing number of European venues now use the specialised services of CTS EVENTIM. They include the Zurich Opera, the Berlin State Opera, the Deutsche Oper Berlin, the Munich State Opera, as well as many smaller opera houses. CTS EVENTIM aims to supply every customer with a properly tailored solution. The INHOUSE software was specially designed to meet the needs of opera houses, concert halls and theatres.

About CTS EVENTIM

CTS EVENTIM AG, listed in the SDAX index (ISIN DE 0005470306), is Europe's market leader in ticketing and one of the leading providers of Live Entertainment. More than 100 million tickets for well over 180,000 events are sold annually using systems developed and marketed by the EVENTIM Group. In addition to more than 20,000 stationary outlets throughout Europe, sales via the Internet and especially via the www.eventim.de and www.getgo.de portals are gaining increasing importance.

For further information contact:
Engel & Zimmermann AG, Business Communication AG
Dr. Alexander Baer Tel. +49 89 8935 633
info@engel-zimmermann.de