



## **PRESS RELEASE**

### **CTS EVENTIM invests in kinoheld – inroads now also made into cinema ticketing in Germany**

Bremen, 01. September 2015. CTS EVENTIM AG & Co. KGaA, listed in the MDAX segment and Europe's leading ticketing enterprise, has acquired a strategic 51% stake in Munich-based kinoheld GmbH. In addition to the actual share purchase, the transaction also includes financing for further growth of the company.

kinoheld was established in 2013 by Constantin Schwaab and Bernhard Kalhammer to provide cinema companies with state-of-the-art online ticketing, including electronic tickets and access control, based on their own box office systems. In less than two years, kinoheld became the German market leader in this segment, with more than 250 cinemas under contract, and it is continuing to expand.

The deal means that CTS EVENTIM is now entering the cinema ticketing market in Germany, after Italy and Spain, thus enlarging its portfolio of products and services still further. This investment is embedded in the strategic context of CTS's continuous extension of its customer reach. In order to tap the enormous development potential for online ticketing in the cinema segment, CTS EVENTIM believes it has found in kinoheld the ideal partner in this growth market.

'In a very short time, the creators of kinoheld have developed a fantastic ticketing product for cinemas to which further innovations are continuously being added. CTS EVENTIM will support kinoheld in its further growth and above all will activate its own customer reach to maximise ticket sales', comments Dr Frithjof Pils, Director New Business at CTS EVENTIM.

'We are proud that our work has resulted in our now partnering with CTS EVENTIM, the driving force in the ticketing market. In future, we will jointly speed up the development of further innovations to give cinema enterprises and visitors the perfect ticketing experience. As a kinoheld manager and shareholder, I am particularly delighted that we can now access new groups of cinema-goers for our present and future clientèle and gener-

ate a maximum amount of attention for cinema in general', says Constantin Schwaab, Managing Director of kinoheld GmbH.

#### About CTS EVENTIM:

CTS EVENTIM AG & Co. KGaA, which is listed in the MDAX segment, is Europe's market leader in the ticketing field, with operations in 24 countries, and one of the leading providers of live entertainment. More than 100 million tickets for over 200,000 events are sold annually using systems developed and marketed by the EVENTIM Group.

#### About kinoheld

The kinoheld ticket purchasing technology is a proprietary product of kinoheld GmbH. The company was founded in August 2013 by a team of experienced IT and marketing specialists. kinoheld enables cinema operators to address their customers in the digital & mobile world in a targeted way, thus providing an innovative sales channel for cinema tickets, concession articles and vouchers. Offering marketing, sales, technical implementation, design and customer support, kinoheld sees itself as a full-service provider in the field of online ticketing. In addition to such services, kinoheld also equips its business partners with innovative hardware for visualising access control on site. A visit to the cinema is made much easier for final customers, so new target groups can then be addressed.

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