



PRESS RELEASE

CTS EVENTIM and SONY MUSIC ENTERTAINMENT join forces for ticketing in Latin America

Joint Venture will launch in Brazil in Q2 2016 with a unique combination of assets to provide a nationwide ticketing platform for artists and fans

Munich and Miami, 12.04.2016. CTS EVENTIM, the leading European ticketing services provider, and SONY MUSIC ENTERTAINMENT, the leading music label in Latin America, have entered into a Joint Venture to provide ticketing services in Latin America.

The JV will operate locally under the EVENTIM brand and will provide ticketing systems and related services to concert promoters and venues. Consumers will be able to purchase tickets through various channels, including via online and mobile apps. The JV will leverage both EVENTIM's state-of-the-art technology platform and SONY MUSIC's broad range of Latin American relationships, music assets, and marketing reach.

Currently, CTS EVENTIM is handling the ticketing for the Rio de Janeiro 2016 Summer Olympic Games, which will take place in August this year and are expected to become the largest ticketed event in Brazil's history. The Brazilian Eventim entity handling the Rio 2016 ticketing will later become part of the new JV.

Sony Music Latin America is the market leader throughout the region, with a roster of Latin superstars including Shakira, Enrique Iglesias, Ricky Martin and Roberto Carlos amongst many others. Sony Music Brazil is one of 12 operating companies in Latin America, and has been home to the biggest artists in that country for over six decades.

The JV will begin its Latin American operations in Brazil, during the second quarter of 2016, and will then expand to other countries in the region. The Brazil operations will have headquarters in Sao Paulo, with an additional office in Salvador to service the North/Northeast region. The Brazil launch has been led jointly by Dr. Frithjof Pils, Director New Business at EVENTIM, and Fernando Cabral de Mello, Sony Music Latin America's vice president of strategy. Mr. Cabral de Mello will lead the JV as CEO.

With its 600 million-plus population and vibrant local talent, Latin America has grown into a concert stronghold for both local and international artists, hosting many of the world's biggest concerts, tours and festivals. Brazil - the largest country in the region with a population of over 200 million people - experienced tremendous growth in the concert market over the past decade, driven by a wide array of local talent and a growing young demographic eager to consume music. The Eventim/Sony Music partnership seeks to further expand the live music market in Brazil by provid-

ing promoters and fans with a „best in class“ ticketing experience, driven by state-of-the-art technology and service.

“By combining the assets of two of the world’s leading players in their respective fields, we create a nationwide platform for artists, promoters and venues to reach out to their audiences, and a new standard for music and event fans to purchase their tickets with maximum transparency, comfort and safety. We see huge potential in Latin America, and look very much forward to exploring it together with our partners at SONY” comments EVENTIM’s CEO Klaus-Peter Schulenberg.

Edgar Berger, Chairman and CEO, International of Sony Music Entertainment added: “We are delighted to be partnering with EVENTIM to build what we believe will become the premier ticketing company in Latin America. Through this partnership, we are expanding into new business areas whilst maintaining our core mission focus to continually provide artists with the best services and support for their career development.”

Afo Verde, Chairman and CEO, Sony Music Latin Region, Spain and Portugal, comments: “The combination of EVENTIM’s expertise in the ticketing business and Sony Music’s experience in music will allow us to create a truly innovative ticketing experience to benefit artists and their fans. Brazil is a vast and culturally diverse country, and I look forward to this new company reaching every corner of this wonderful country and engaging with every local musical genre.”

About 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 26 countries, and one of the leading providers of live entertainment. More than 120 million tickets for over 200,000 events are sold annually using systems developed and marketed by EVENTIM Group.

About Sony Music Entertainment

Sony Music Entertainment is a global recorded music company with a current roster that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre, including Arista Nashville, Bazmark Records, Beach Street Records, Black Butter Records, BPG Music, Bystorm Entertainment, Columbia Nashville, Columbia Records, Day 1, Descendant Records, Epic Records, Essential Records, Essential Worship, Flying Buddha, Fo Yo Soul Recordings, Freesolo Entertainment, Kemosabe Records, Latium Entertainment, Legacy Recordings, Louder Than Life, Masterworks, Masterworks Broadway, O’Keh, Polo Ground Music, Portrait, RCA Inspiration, RCA Nashville, RCA Records, Relentless Records, Reunion Records, Sony Classical, Sony Music Latin, Star Time International, Syco Music, Vested in Culture and Volcano. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.

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