



## **PRESS RELEASE**

# **Egmont and CTS EVENTIM create joint Scandinavian ticketing operator**

**Egmont-owned Nordisk Film takes its ticketing company Venuepoint to the next level by joining forces with European market leader CTS EVENTIM.**

Munich/Copenhagen, 16.03.2016: Nordisk Film, owned by Danish media company Egmont, and CTS EVENTIM of Germany, the second largest ticketing services provider in the world and market leader in Europe, have entered into a cooperation to create a leading Scandinavian ticketing operator.

Nordisk Film will merge its ticketing company Venuepoint, which among others runs Billetlugen in Denmark, with CTS EVENTIM's Swedish operation. The new joint venture will be owned on a 50/50 basis by the two parties, with CTS EVENTIM consolidating revenues and earnings. It will be operating in Denmark, Sweden and Norway with regional headquarters in Copenhagen.

"Four years ago, we bought Venuepoint and have seen a revenue growth of more than 70% since then. But we have all the time aspired for an even stronger position. Creating a Joint Venture with CTS EVENTIM will take the ticketing operation to the next level securing further Scandinavian growth and market innovation", says Christian Folden Lund, Digital Director of Nordisk Film.

"At Venuepoint, we have a deep understanding of our local markets and a loyal and ever growing client base. Partnering with CTS EVENTIM means that we will be able to provide a new range of state-of-the art technical solutions, products and services to our customers", says Christoffer Feilberg, CEO of Venuepoint.

“In Egmont, with their broad portfolio of publishing, TV and cinema business and large existing customer data base, we have found the perfect partner in Scandinavia. Venuepoint is a well-established player with a proven business model and big growth potential. We look forward to introducing our market leading technology to the Danish and Norwegian markets with Venuepoint and expanding our market position in Sweden together”, says Alexander Ruoff, COO of CTS EVENTIM.

***About Egmont and Venuepoint***

*Venuepoint is owned by Nordisk Film, which is a part of Egmont, Denmark’s largest media company. Venuepoint owns ticket portals in Denmark, Sweden and Norway and develops the ticketing system Venuepoint. The company has approximately 55 employees and its headquarter is based in Copenhagen.*

***About CTS EVENTIM***

*MDAX listed CTS EVENTIM AG & Co. KGaA (ISIN DE 0005470306) is Europe’s market leader in the ticketing field with activities in 24 countries. More than 120 million tickets for more than 200,000 events are marketed annually via Eventim group systems. In addition to more than 20,000 stationary outlets in Europe, Eventim distributes tickets via online platforms and call centres. Among others, EVENTIM group operates the online portals [eventim.de](http://eventim.de), [oeticket.com](http://oeticket.com), [ticketcorner.ch](http://ticketcorner.ch), [ticketone.it](http://ticketone.it), [lippu.fi](http://lippu.fi) and [entradas.com](http://entradas.com).*

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