



PRESS RELEASE

CTS EVENTIM and Electronic Dance Music producer ALDA enter into joint venture in Germany

Focus on promoting Electronic Dance Music events in Germany / Joint Venture will launch shortly with a unique combination of assets to promote events in a growing genre

Munich, 25. October 2016. CTS EVENTIM, Europe's market leader in the ticketing field and one of the leading providers of live entertainment and ALDA, globally active producer and electronic music experience company have entered into a joint venture that will focus on promoting electronic music and DJ concepts in the German market, where ALDA has so far had no presence. EVENTIM's Medusa Music Group GmbH (Bremen, 51%) and ALDA Events B.V. (Amsterdam, 49%) will hold the shares in the new company, which will have its headquarters in Hamburg and operate under the ALDA brand.

"With this new joint venture we further strengthen our position in European Live Entertainment. Together with our partner ALDA and their extensive knowledge and international experience in the genre we will drive forward the growing genre of Electronic Dance Music in Germany", says Klaus-Peter Schulenberg, CEO of CTS EVENTIM.

Allan Hardenberg, CEO and founder of ALDA, who will also lead German operations: "We are really thrilled to start this new venture in Germany with a world leading entertainment company like CTS EVENTIM. The German market is growing and full of opportunities in the field of Electronic Dance Music. We're planning some exciting new innovative events with CTS EVENTIM that are going to bring electronic dance music in Germany to a whole new level."

ALDA is a global producer, concept developer and promoter of electronic music and DJ concepts based in Amsterdam. Founded in 2007 by David Lewis and Allan Hardenberg, ALDA's portfolio includes world tours for the top of the international DJ-scene including Hardwell and Armin van Buuren. ALDA also organizes popular events like "A Day at the Park", "Electronic Family", "A State of Trance", "The Flying Dutch" and AMF, the largest festival of Amsterdam Dance Event.

"Combining CTS EVENTIM's experience and network in the German market with ALDA's unrivalled approach of storytelling will allow us to connect DJs with their German fans in an unprecedented manner", says Dr. Frithjof Pils, Director New Business of CTS EVENTIM and Managing Director of Medusa Music Group.

About ALDA

ALDA is a global producer, concept developer and promoter of electronic music and DJ concepts. ALDA works from an 'integrated concept perspective' using its broad experience and knowledge in the field of stage design, storytelling, technical production, video, special effects, decor design and entertainment for every production. The company collaborates with world famous DJs such as Armin Van Buuren and Hardwell and events like Armin Only, I AM Hardwell, A State of Trance, Electronic Family, AMF and The Flying Dutch. www.aldaevents.com.

About CTS EVENTIM

MDAX listed CTS EVENTIM AG & Co. KGaA (ISIN DE 0005470306) 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 140 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, oeticket.com, ticketcorner.ch, ticketone.it, lippu.fi and entradas.com.

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