



PRESS RELEASE

Simon Lewis joins CTS EVENTIM to lead new marketing partnerships and sponsorship division

European leader in ticketing and live entertainment takes strategic move to further exploit its wide array of assets / Focus on new revenue streams

Munich, 17 January 2017. CTS EVENTIM, Europe's market leader in the ticketing field and one of the world's leading providers of live entertainment, concerts and festivals has signed Simon Lewis, former President of Live Nation Europe, to launch the newly created marketing partnerships and sponsorship division. The new unit to be headed by Lewis will serve the whole EVENTIM group across Europe and build partnerships around CTS EVENTIM's substantial network of major European festivals, concerts, venues and traffic-rich ticketing websites and related digital assets.

CTS EVENTIM operates more than 20 music festivals across Europe, including Rock am Ring, Rock im Park, Hurricane, Southside and Deichbrand in Germany, Greenfield in Switzerland, and Bravalla in Sweden. The group promotes a multitude of tours and shows in Germany, Switzerland and Austria and is rapidly expanding its international promoting footprint. EVENTIM's portfolio also includes market-leading ticketing brands in 25 countries with comprehensive fan reach like eventim.de, ticketone.it and ticketcorner.ch, and major European venues like the legendary Waldbuehne in Berlin, Lanxess Arena in Cologne and the Eventim Apollo in London.

The new division will develop large scale marketing partnerships centered on these assets and partner with renowned global, Pan-European and national brands from a wide range of commercial sectors. "With this move we underscore our reinforced focus on direct and indirect income streams and benefits of brand partnerships and sponsoring, while at the same time leveraging our assets on a European scale", says Klaus-Peter Schulenberg, CEO of CTS EVENTIM.

“The new unit will put particular emphasis on a data-driven approach, and has the unique ability to combine both ticketing and promoting to develop products according to our current and future partners’ needs” says Dr. Frithjof Pils, Director New Business of CTS EVENTIM and Managing Director of Medusa Music Group.

Simon Lewis, designated head of EVENTIM’s marketing partnerships unit: “Eventim’s substantial estate of European businesses is profoundly impressive and is set for further growth in key areas of the live entertainment market. I will greatly enjoy the motivation of representing EVENTIM as we build on the marketing partnerships sector in Europe’s key territories.”

In a career spanning almost 3 decades, Lewis has worked for Thames TV, MTV Networks Europe and Live Nation. He has led launches of MTV and VH1 channels in a range of European markets and developed strong and credible marketing partnership initiatives with some of the World’s leading brands such as O2, American Express, Nokia, Vodafone, Carlsberg, Pepsi and many others.

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 25 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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