

## Press Release

### **CTS EVENTIM and European Handball Federation enter strategic partnership for EHF EUROs 2022 and 2024**

- EHF centralises ticketing
- CTS EVENTIM selected after Europe-wide tender
- Technology, marketing strengths, expertise the decisive factors

Munich/Vienna, 5 October 2020. CTS EVENTIM, one of the leading international providers of ticketing services and live entertainment, and the European Handball Federation (EHF) have entered a strategic partnership that sees CTS EVENTIM becoming the official ticketing partner for the EHF EUROs in 2022 and 2024.

The agreement guarantees the delivery of customer-friendly ticketing services for all handball fans in line with the expectations and needs for a premium sports event such as the EHF EUROs. CTS EVENTIM was selected as partner in a Europe-wide tendering process.

The partnership is aimed at achieving capacity crowds and providing the technical means for the EHF and the respective local organising committees to achieve the budgeted financial ticketing result for each European Handball Championship. The agreement also includes the development of an international customer data base for the EHF.

Martin Hausleitner, EHF Secretary General, said: “Together with CTS EVENTIM as a strong and experienced partner at its side, the EHF centralises the ticketing for the EHF EUROs in 2022 and 2024. This is an investment into the future of our flagship national team event and milestone in our overall all digital strategy for the next decade. Through this partnership we are expecting an internationalization of ticket sales while offering the highest-possible quality and service standards for all handball fans.”

Alexander Ruoff, Chief Operating Officer of CTS EVENTIM, commented: “We very much appreciate EHF’s landmark decision to take ticketing into their own hands. We are pleased to provide EHF and the LOCs not only with our established and acknowledged strengths in technology and marketing, but also with the unique combination of our expertise in international sporting majors and our in-depth knowledge of local markets. The EHF can count, of course, on the reliability of CTS

EVENTIM in the midst of the coronavirus crisis. We look very much forward to this partnership and to taking EHF's ticketing to the next level."

The first tickets for the Men's EHF EURO 2022 are expected to go on sale in November 2020.

The Men's EHF EURO 2022 (13 to 30 January 2022) will be held in Hungary and Slovakia; the Women's EHF EURO 2022 has been awarded to Slovenia, North Macedonia and Montenegro (4 to 20 November 2022).

The Men's EHF EURO 2024 (12 to 28 January 2024) will be played in Germany, while the Women's EHF EURO 2024 will be organised by Hungary, Austria and Switzerland (28 November to 15 December 2024).

### **About CTS EVENTIM**

CTS EVENTIM is one of the leading international providers of ticketing services and live entertainment. In 2019, around 250 million tickets were marketed using the company's systems – be it through stationary box offices, online or from mobile terminals. Its online portals operate under brands such as eventim.de, oeticket.com, ticketcorner.ch, ticketone.it and entradas.com. The EVENTIM Group also includes many concert, tour and festival promoter companies for events like 'Rock am Ring', 'Rock im Park', 'Hurricane', 'Southside' and 'Lucca Summer'. In addition, some of Europe's most renowned venues are operated by CTS EVENTIM, for example the LANXESS Arena in Cologne, the K.B. Hallen in Copenhagen, the Waldbühne in Berlin and the EVENTIM Apollo in London. CTS Eventim AG & Co. KGaA (ISIN DE 0005470306) has been listed on the stock exchange since 2000 and is currently a member of the MDAX segment. In 2019, its 3,202-strong workforce generated more than 1.4 billion Euro in sales revenue in 21 countries.

### **About the EHF**

The EHF is the umbrella organisation for handball in Europe and has 50 member federations. It is responsible for organising and managing high-profile handball competitions such as the Men's and Women's EHF Champions League, the DELO EHF Champions League and the EHF EURO events. The Federation's diverse responsibilities also include player transfer management, development and education programmes, as well as the promotion of additional forms of the game including beach handball and wheelchair handball.



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