

Press Release

CTS EVENTIM and Björn Ulvaeus join forces for show and dinner event Mamma Mia! The Party

Munich/London, 16 July 2020. CTS EVENTIM, one of the leading international providers of ticketing services and live entertainment, and ABBA co-founder Björn Ulvaeus are joining forces for the show and dinner event Mamma Mia! The Party, which has been successful for years. CTS EVENTIM has now acquired 49 percent of the production from the previous minority shareholders, while Ulvaeus remains the majority shareholder with 51 percent.

The event combines musical, fine dining and the classic songs of ABBA to create an unforgettable experience. Inspired by the successful musical comedy Mamma Mia! and the two block buster movies that resulted from it, Mamma Mia! The Party welcomes its visitors in style in Nikos Tavern, the main setting of the turbulent story about a single-mother on a Greek island. There, in addition to a Mediterranean four-course dinner, they are treated to live performances of the greatest hits by the four legendary Swedish pop icons, and finally an ABBA disco to dance and party.

Mamma Mia! The Party was launched in Stockholm in 2016 where it has sold-out four years running. In September 2019 the show opened at the O2 in London and ran successfully for six months, until it had to pause due to the Covid-19 lockdown restrictions. CTS EVENTIM is the exclusive ticketing partner for the London show.

Björn Ulvaeus, executive producer of Mamma Mia! The Party, said: "We are delighted to bring CTS EVENTIM further into the Mamma Mia! The Party family, following a successful collaboration during our first year in London. Despite the challenges of Covid-19 and the real hardships and uncertainties we and the wider industry face due to the pandemic, this is a vote of confidence both in Mamma Mia! The Party and in the recovery of live events generally."

The CEO of CTS EVENTIM, Klaus-Peter Schulenberg, said: "Björn Ulvaeus is the creative mastermind behind Mamma Mia! The Party. Together with him and CTS EVENTIM's extensive live entertainment know-how and marketing expertise, we will take this exciting production to a new international level as soon as the restrictions of Covid-19 are relaxed. Even if the Corona crisis is a major setback for the entire event industry, we firmly believe in this project, which has already proven its potential."



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.

For further information, please contact:

Corporate Communications:

Frank Brandmaier

Head of Corporate Communications

Tel.: +49.40.380788.7299

frank.brandmaier@eventim.de