



PRESS RELEASE

CTS EVENTIM launches new app for iPhone and Android

Hamburg, 07. February 2012. CTS EVENTIM AG, European market leader in ticketing, is launching a new mobile app for iPhone and Android. This simple to use app provides access to 150.000 events per year. By means of individually adjustable filters, users are able to search an enormous range of events and book tickets for their personal favorites. The new offer specially aims at the fast-growing community of smartphone owners.

Users are able to access information about oncoming shows of their favorite artists directly on their mobile phones, including the options to purchase tickets, rate concerts via the „fanreport“ feature, and post their own photographs. This means that pictures taken by fans can already be uploaded to the artist's gallery during the event. And photos posted by other concert-goers can be viewed just as easily. Furthermore, it is possible to enter into a dialogue with other fans to exchange impressions. Apart from that, the app provides news on culture, sports, musicals and comedy. The function "search music" helps identify specially recommended events on the basis of the user's music library. If activated, the popular „ticketalarm“ provides information on selected events via push message. Thus, fans run no risk of missing out on any of their personal top acts' appearances. On the whole, the special fan functions of the EVENTIM-Website have been notably enhanced and are now ready for mobile use.

Concerts are linked to audio samples and background information, and can be shared with friends via facebook. Users are also given the option to purchase mobile tickets that are stored in their smartphones – which then serve as electronic admission passes.

The Android and iPhone apps comprise the same functions and have specially adapted usability and design interfaces. Download and application are entirely free of charge. Following the initial launch of the iPhone app in December 2010, the 2.01 version was extensively re-engineered, under consideration of received user feedback.

Malte Blumenthal, Vice President New Media with CTS EVENTIM says: „Eventim.de can be found wherever tickets are bought. This means that there is an obvious trend toward mobile solu-



tions. Our attractive app offers customers a personalized way to access Eventim.de's wide range of services and events conveniently as well as easily. And the mobile fanreport and photo-upload open up new channels of communication between concert-goers“.

Key functions of the new app:

- Personalized event stream on homepage, featuring favorite events in preferred locations
- Event recommendations based on music stored in smartphone
- “Fanreport” function enables immediate rating of visited events
- Fan picture gallery allows immediate upload of photographs
- News function "ticketalarm" provides information on selected events
- Complete ticket purchase, including mobile ticket, available free of charge for iPhone and Android

About CTS EVENTIM

CTS EVENTIM AG, listed in the SDAX index (ISIN DE 0005470306), is Europe's market leader in the ticketing field and one of the leading providers of Live Entertainment. More than 100 million tickets for well over 140,000 events are sold annually using systems developed and marketed by the EVENTIM Group. In addition to more than 20,000 stationary outlets throughout Europe, sales via the Internet and especially via the www.eventim.de and www.getgo.de portals are gaining increasing importance.

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