

# VIVATICKET

ENDLESS EXPERIENCES

# OVERVIEW

Vivaticket's Mission is to be the strategic partner of every event organizer, providing both technological solutions and related services, in order to enhance performance and results.

## MARKETS

### LEISURE

Theme and Water parks, Zoos, Aquariums, Observatories, etc.

### CULTURE

Museums, Historical Palaces, Art Exhibition, etc.

### OPERA AND THEATRE

Lyric, Drama, Musicals, Operas, Ballet, etc.

### SPORT

F1, Soccer, Basketball, Tennis, Golf, Horse Racing, Resorts, etc.

### TRADESHOW

Expos, Exhibition Centers, B2B Events, Fairs, Congresses, etc.

### TRANSPORT

Marine, Railways, City cards, GPS based checkout, Barriers, etc.

### LIVE ENTERTAINMENT

Concerts, Live Events, Live Music, Festival, Circus, etc.

## BUSINESS AREAS

### TICKETING AND ACCESS CONTROL

The most advanced ticketing and access control technology on the market is fully developed in-house. Our solution handles ticketing, access control, assigned seating, events management, cashless wallet, chart of account, contactless experience through face recognition.

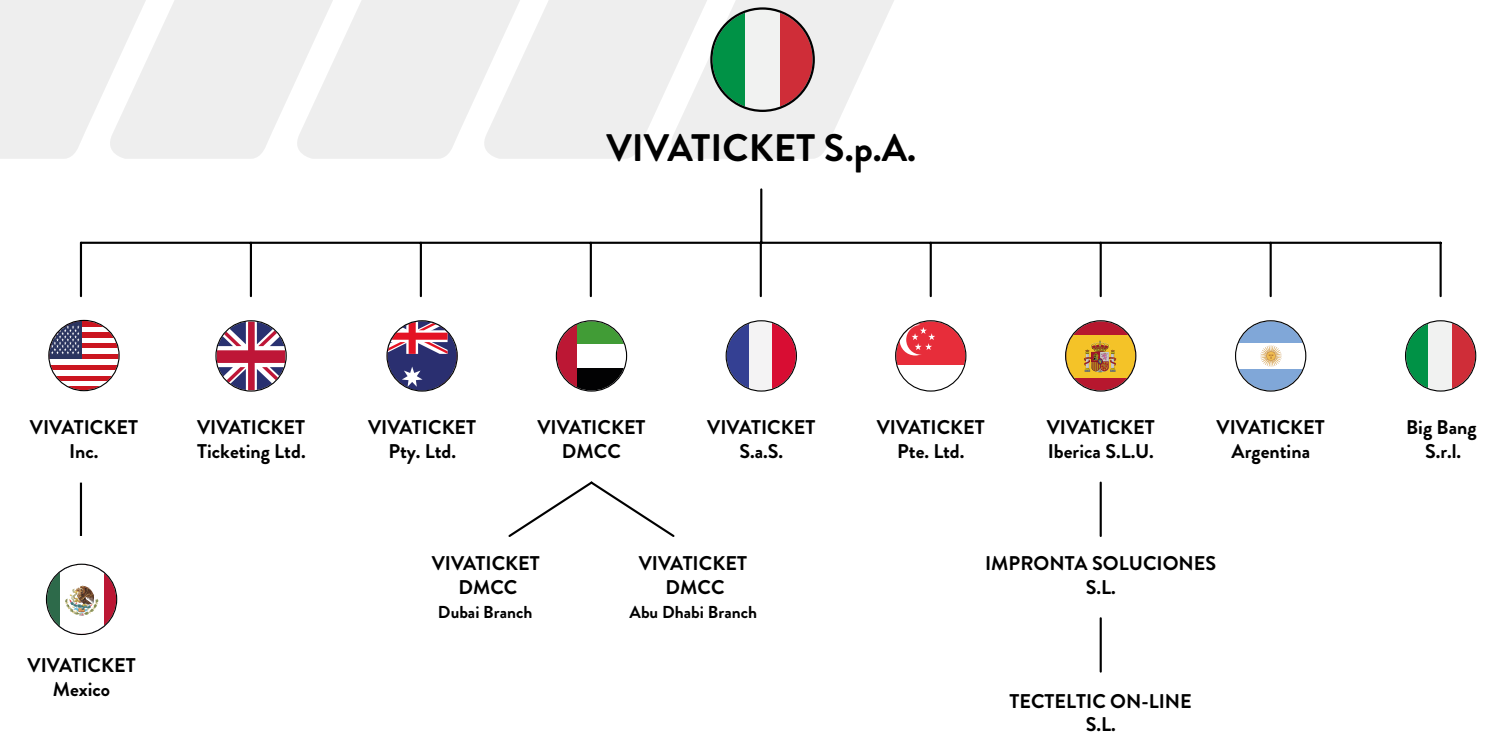
### VENUE MANAGEMENT

Our system handles the full customer experience, from the registration to the post-event survey: food and beverage, retail, resource management, parking, positioning systems, queue management, event management. All in one system.

### B2C SALES

Web sales, retail ticket distribution and marketing campaigns, leveraging our network of box offices, stores, web portals and OTA integrations

# STRUCTURE



# TRACK

# RECORDS

Best Union Company S.p.A. was created from the merger of a company specializing in event management and ticketing with a software house. It is September 23rd.

**1999**

Pavarotti International, owned by Maestro Luciano Pavarotti, acquires 20% of the shares; Giorgio Seragnoli's King S.p.A. acquires 15% of the share capital.

**2005**

OmniTicket Group, leading international company in access control and ticket distribution for the leisure, entertainment and culture markets, is fully acquired.

**2009**

Best Union acquires Teleart, a company specialized in visitor experience and art exhibitions. It also acquires Charta, event management leading company.

**2011**

Best Union acquires IREC, a company specialized in ticketing technologies and access control for the cultural and entertainment industries.

**2014**

Best Union acquires Bookingshow Ticketing, a company operating in the field of online ticketing and retail distribution.

**2017**

Investcorp and the Vivaticket top management bought 100% of the shares of Vivaticket with the aim to become one of the largest ticketing company in the world.

**2019**

Vivaticket acquires Impronta Soluciones SL, a Spanish ticketing supplier with a scalable ticketing solution for any kind of distribution channel and a powerful payment solution for any sector.

**2023**

**2000**

Jumpy, a Fininvest Group company, acquires 20% of Best Union through a capital increase operation.

**2008**

Best Union is the only company in its sector to list on the Italian Stock Exchange. During the same year acquires Team2015, company active in the management of reception services for exhibitors and visitors.

**2010**

Best Union acquires Ticketweb.it, active in the promotion, sales and booking of tickets. In the same year acquires Amit, a company operating in the ticketing and management of automated box offices.

**2013**

Best Union acquires Enta Ticketing Solution, a London-based company operating in the ticketing sector, with an important customer base in the theatre industry.

**2016**

Best Union acquires Enta Australasia, leading company in ticketing and CRM solutions. It also acquires the ticketing business unit of Zucchetti Regulus.

**2018**

In June 2018, Best Union Company S.p.A. is delisted from the Italian Stock Exchange and takes on a new challenge, launching an important rebranding operation involving all the group's companies: Best Union becomes Vivaticket.

**2021**

Venues reopen and live events restart. However, Vivaticket has never stopped: important investments in resources and technology have made the offer more and more in line with the new clients' needs.

**2024**

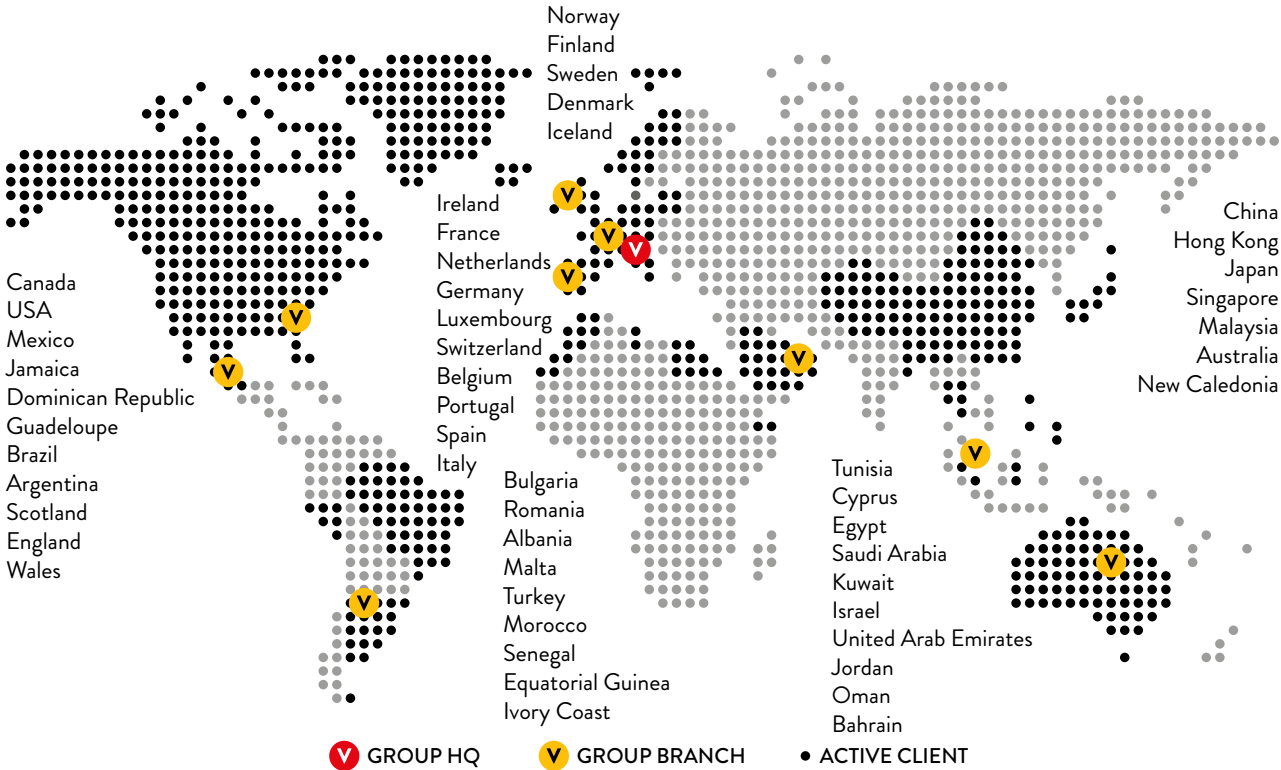
Vivaticket acquires Tecteltic On-line SL, a Spanish ticketing operator with an innovative cashless payment solution. Terms of the deal were not disclosed.

# WORLDWIDE

## 21 OFFICES

Headquarters in Bologna and bases in Abu Dhabi, Barcelona, Buenos Aires, Dubai, Foggia, London, Lugo, Madrid, Mexico City, Milan, Orlando, Paris, Poitiers, Rho, Rimini, Rome, Singapore, Sydney, Terni and Verona.

## INSTALLATIONS IN 52 COUNTRIES



# DEVELOPMENT

**850mln**  
TICKETS SOLD PER YEAR

**3.500**  
INSTALLATION

**97%**  
CLIENT RETENTION

**550**  
EMPLOYEES WORLDWIDE

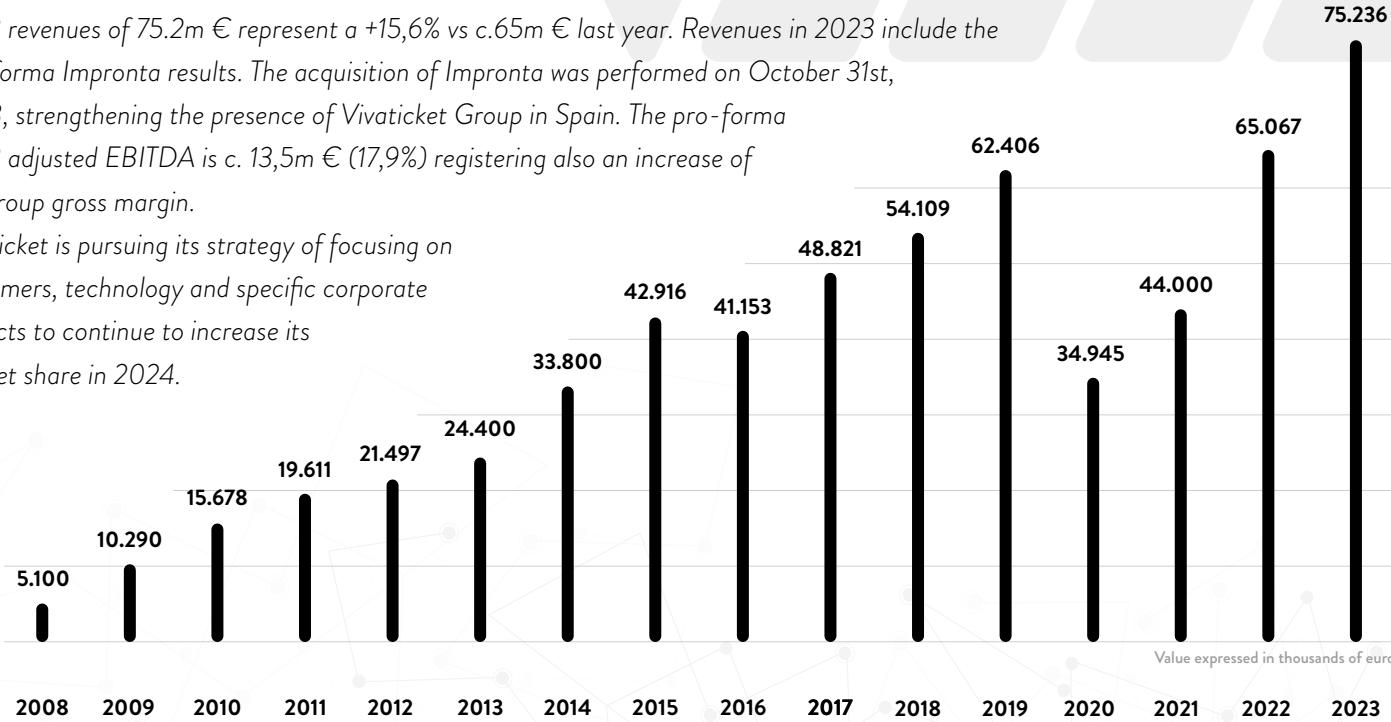
**205**  
OPERATIONS TEAM MEMBERS

**171**  
R&D - IT TEAM MEMBERS

# VIVATICKET GROUP FINANCIALS

FY23 revenues of 75.2m € represent a +15,6% vs c.65m € last year. Revenues in 2023 include the pro-forma Impronta results. The acquisition of Impronta was performed on October 31st, 2023, strengthening the presence of Vivaticket Group in Spain. The pro-forma FY23 adjusted EBITDA is c. 13,5m € (17,9%) registering also an increase of the group gross margin.

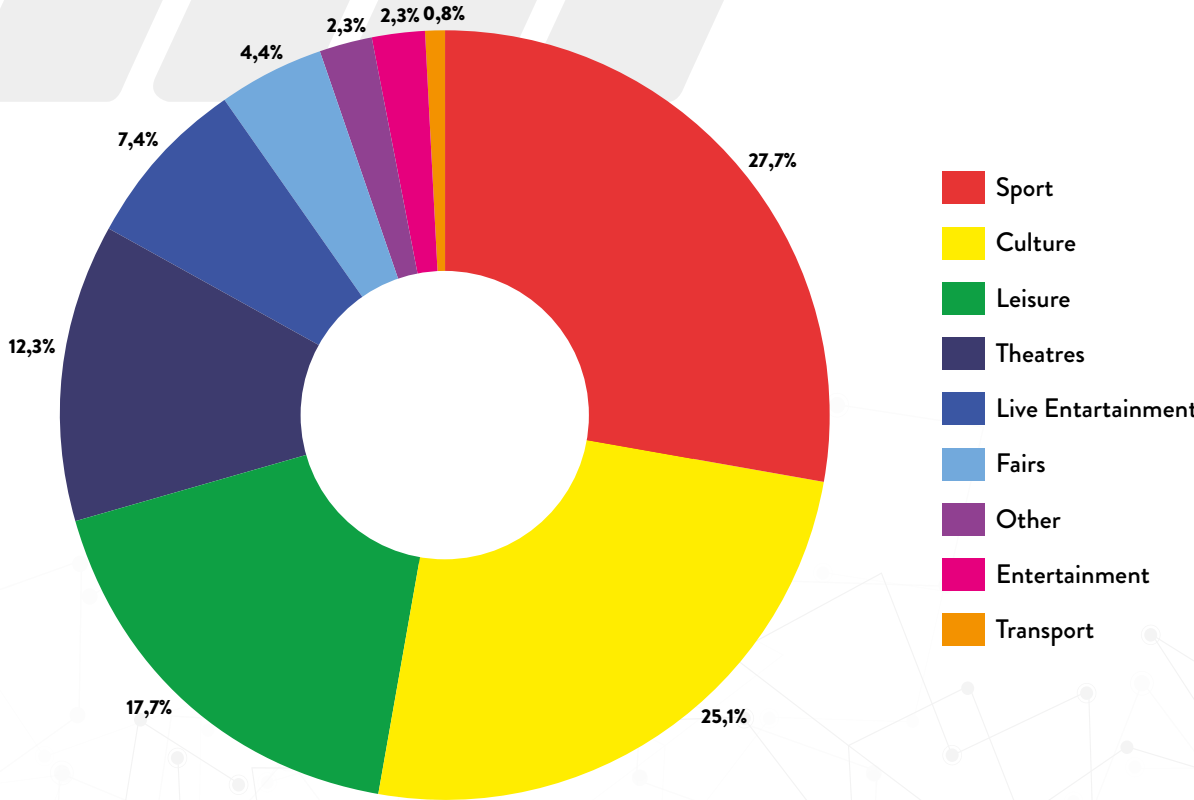
Vivaticket is pursuing its strategy of focusing on customers, technology and specific corporate projects to continue to increase its market share in 2024.



\* It includes the full year pro-forma Impronta Group Revenues

Source: Vivaticket Annual Report - March 2024

# VIVATICKET GROUP REVENUES BY MARKET



Source: Vivaticket Annual Report - March 2024

# REFERENCES

# LEISURE

## FAMOUS AND ICONIC THEME AND WATER PARKS IN OVER 30 COUNTRIES

- BAHA BAY AT BAHA MAR RESORT – Bahamas
- BIO PARC, VALENCIA, FUENGIROLA - Gijón
- CHATAUQUA INSTITUTION - New York
- COSTA EDUTAINEMENT (12 venues, among which Acquario di Genova - Genoa, Aquafan - Riccione, Bioparco - Rome)
- DUNN’S RIVER FALLS - Ocho Rios
- EURODISNEY - Paris
- GAMUDA LAND - Malaysia
- HERSCEND FAMILY (7 venues among which Dollywood – Pigeon Forge and Silver Dollar City – Branson)
- IMG - WORLDS of ADVENTURE - Dubai
- JEKYLL ISLAND STATE PARK – Georgia
- MAJID AL FUTTAIM GROUP (5 venues among which Ski Dubai, Snow Oman and Snow Abu Dhabi)
- MERLIN GROUP (Gardaland - Verona, Sealife – Jesolo)
- MIRAL GROUP (7 venues among which Ferrai world, Yas Water World, Warner Bros.World Abu Dhabi e Seaworld Abu Dhabi)
- OCEAN PARK - Hong Kong
- PALM SPRINGS TRAMWAY - Palm Springs
- PARC ASTERIX (Compagnie des Alpes) - Plailly
- PARQUES REUNIDOS (master agreement for 18 venues, including Mirabilandia - Ravenna, Marineland – Antibes and Slagharen - Netherland)
- PAULTONS PARK - Hampshire
- SARAYA AQABA WATER PARK - Al Aqaba
- SETAS DE SEVILLA - Sevilla
- SINDIBAD - Casablanca
- SKYDECK CHICAGO - Chicago
- SKYFLY SOAR AMERICA - Pigeon Forge
- TENNESSEE AQUARIUM - Chattanooga
- THE WAVE - Bristol
- TOP OF THE ROCK - New York
- URBNSURF - Melbourne
- WATERWORLD - Denver
- ZOOS VICTORIA - Melbourne





# CULTURE

SOME OUT OF THE MOST RECOGNIZABLE MUSEUMS AND HISTORICAL VENUES IN THE WORLD

- ARC DE TRIONPHE - Paris
- ARMANI SILOS – Milan
- AUSTRALIAN NATIONAL MARITIME MUSEUM - Sydney
- CHAUTAUQUA INSTITUTION - New York
- DA VINCI'S LAST SUPPER - Milan
- DUBAI MUSEUM - Dubai
- EIFFEL TOWER - Paris
- FERRARI MUSEUMS - Maranello
- LA BIENNALE - Venice
- LOUIS VUITTON FONDATION - Paris
- MERCEDES BENZ FOUNDATION – Stuttgart
- MUSÉE D'ORSAY - Paris
- MUSÉE DU LOUVRE - Paris
- MUSÉE DU QUAI BRANLY - Paris
- MUSEO NAZIONALE SCIENZA E TECNOLOGIA – Milan
- MUSEI CIVICI MILANO
- MUSEI CIVICI ROMA
- MUSEI CIVICI NAPOLI
- MUSEI CIVICI VENEZIA
- NOTRE DAME - Paris
- QASR AL WATAN - Abu Dhabi
- ROYAL ONTARIO MUSEUM - Ontario
- SCUDERIE DEL QUIRINALE - Rome
- SIENA CULTURAL DISTRICT - Siena
- VICTORIA MUSEUMS - Melbourne

# OPERA AND THEATRES

THE MAIN THEATRES THROUGHOUT THE WORLD

## THEATRES

- ADELAIDE FESTIVAL CENTRE - Adelaide
- CAPITAL EVENTS AND VENUES BENDIGO (Two theatres) - Bendigo
- MAGGIO MUSICALE FIORENTINO - Florence
- QUEENSLAND PERFORMING ARTS CENTRE - Brisbane
- THEATRE ROYAL HAYMARKET - London
- SYDNEY PHILHARMONIA CHOIRS - Sydney

## OPERA HOUSES

- ARENA - Verona
- ARGENTINA THEATRE - Roma
- BELLINI THEATRE - Catania
- BOLOGNA THEATRE – Bologna
- CAGLIARI OPERA HOUSE - Cagliari
- CARLO FELICE THEATRE - Genova
- DUSE THEATRE - Piacenza
- LA FENICE THEATRE - Venezia
- LA SCALA OPERA THEATRE - Milano
- LUCIANO PAVAROTTI THEATRE - Modena
- PETRUZZELLI THEATRE - Bari
- REGIO THEATRE - Torino
- SAN CARLO THEATRE - Napoli
- VERDI THEATRE – Trieste



# SPORT

## SOME OF THE MOST RECOGNIZABLE SPORTS TEAMS AND VENUES

- AC MILAN
- ACF FIORENTINA
- AS ROMA
- ATALANTA BC
- BOLOGNA FC
- CLUB ATLÉTICO DE MADRID
- DUBAI RACING CLUB
- FC BARCELONA
- FC INTER MILAN
- FIGC (Italian National football Federation)
- FIP (Italian Basketball Federation)
- GENOA CFC
- IMOCO VOLLEY
- LEGA SERIE A
- OLIMPIA MILANO BASKETBALL
- PERUGIA VOLLEY
- SS LAZIO
- US PALERMO
- VIRTUS BOLOGNA BASKETBALL

## ITALIAN LEAGUES HIGHLIGHTS

- 15 SERIE A FOOTBALL TEAMS
- 35 SERIE B E C FOOTBALL TEAMS
- +40 TEAMS IN MINORS CHAMPIONSHIPS, WOMEN FOOTBALL E FUTSAL
- 35 LEGA BASKET SERIE A & LNP TEAMS
- +20 VOLLEYBALL TEAMS SERIE A (M & F)

## WIDE EXPERIENCE IN SPORT EVENTS' MANAGEMENT

- ALPINE SKI WORLD CHAMPIONSHIP Cortina (2021)
- DUBAI WORLD CUP (HORSE RACING) Dubai (2022 and 2023)
- EUROPEAN ATHLETICS CHAMPIONSHIP - Roma (2024)
- FINA WORLD CHAMPIONSHIP Abu Dhabi (2021)
- FORMULA 1 ABU DHABI GRAND PRIX (2013 to 2016; 2020 to 2023)
- FORMULA 1 ITALIAN GRAND PRIX (2022) - Monza
- FORMULA 1 SINGAPORE GRAND PRIX (2008 to 2018)
- GOLF OPEN DE VIDANTA
- ROYAL ASCOT (2004 to 2023)
- RYDER CUP - Roma (2023)
- UEFA UNDER 21 CHAMPIONSHIP Italy and San Marino Republic (2019)
- WORLD DUCATI WEEK - Misano (2000 to 2023)

# LIVE ENTERTAINMENT AND TRANSPORT

## ARENAS, ART EXHIBITIONS, LIVE MUSIC AND EVENTS

- ABU DHABI ART - Abu Dhabi
- ADELAIDE FESTIVAL CENTRE - Adelaide
- ANDREA BOCELLI - Lajatico
- ETIHAD ARENA - Abu Dhabi
- GIRA DE ALEJADNRO SANZ - México
- GRAMMY LATINO 2023 - Sevilla
- GUNS & ROSES - México
- KISS – México
- LA BIENNALE - Venice
- PALACIO EUSKALDUNA - Bilbao
- PLAZA DE TOROS DE LAS VENTAS – Madrid
- VIAREGGIO CARNIVAL – Viareggio

## RIDES, PANORAMIC VIEWS, CRUISES AND MUCH MORE

- BATEAUX MOUCHES - Paris
- THE PALM MONORAIL - Dubai
- JEBEL ALI PORT – Dubai
- RTA MARINE - Dubai



# TRADESHOWS

## THE MOST IMPORTANT ITALIAN TRADE CENTERS (FULL VENUE MANAGEMENT)

- BARI
- BOLOGNA
- BOLZANO
- CARRARA
- FIRENZE
- FORLI
- GENOA
- MILAN
- MODENA
- PADOVA
- RIMINI
- ROME
- TURIN
- UDINE
- VERONA
- VICENZA

## SOME OF THE MOST IMPORTANT TRADESHOW EVENTS

- CHILDREN BOOK FAIR - Bologna
- COSMOPROF WORLDWIDE – Bologna
- ECOMONDO - Bologna
- FIERACAVALLI - Verona
- MARMOMACC - Verona
- RIMINI WELLNESS - Rimini
- SALONE DEL GUSTO - Turin
- SALONE DEL LIBRO - Turin
- SIGEP - Rimini
- VICENZAORO - Vicenza
- VINITALY - Verona

## PREVIOUS EXPOS



### EXPO MILAN 2015

- 22 million tickets sold
- 750.000 tickets sold on website in 3 consecutive days
- 300.000 tickets sold in a single day
- 42 private label websites
- 51 authorized resellers
- Over 5.000 B2B accounts
- 10 customized API integration
- 150 point of sale
- 272.000 accesses in one day
- 250 turnstiles



### FLORIADE VENLO 2012

- Ticketing platform
- 2,2 million tickets sold
- 25 Point of sale onsite
- B2B and third party website integration
- All server components provided
- Access control system
- 21 Access point



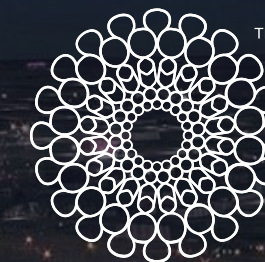
### EXPO HANNOVER 2000

- Ticketing platform
- 18 million tickets sold



### EXPO LISBONA 1998

- Ticketing platform
- 11 million tickets sold



إكسبو 2020  
دبي، الإمارات العربية المتحدة  
DUBAI, UNITED ARAB EMIRATES

## VIVATICKET SCOPE

- Ticketing system
- Access control with face recognition
- B2B web portal
- API engine to interface OTA and distributors
- API engine to support all the web application
- Queue management system (Smart queue)
- Ticketing operations

## PROJECT HIGHLIGHTS

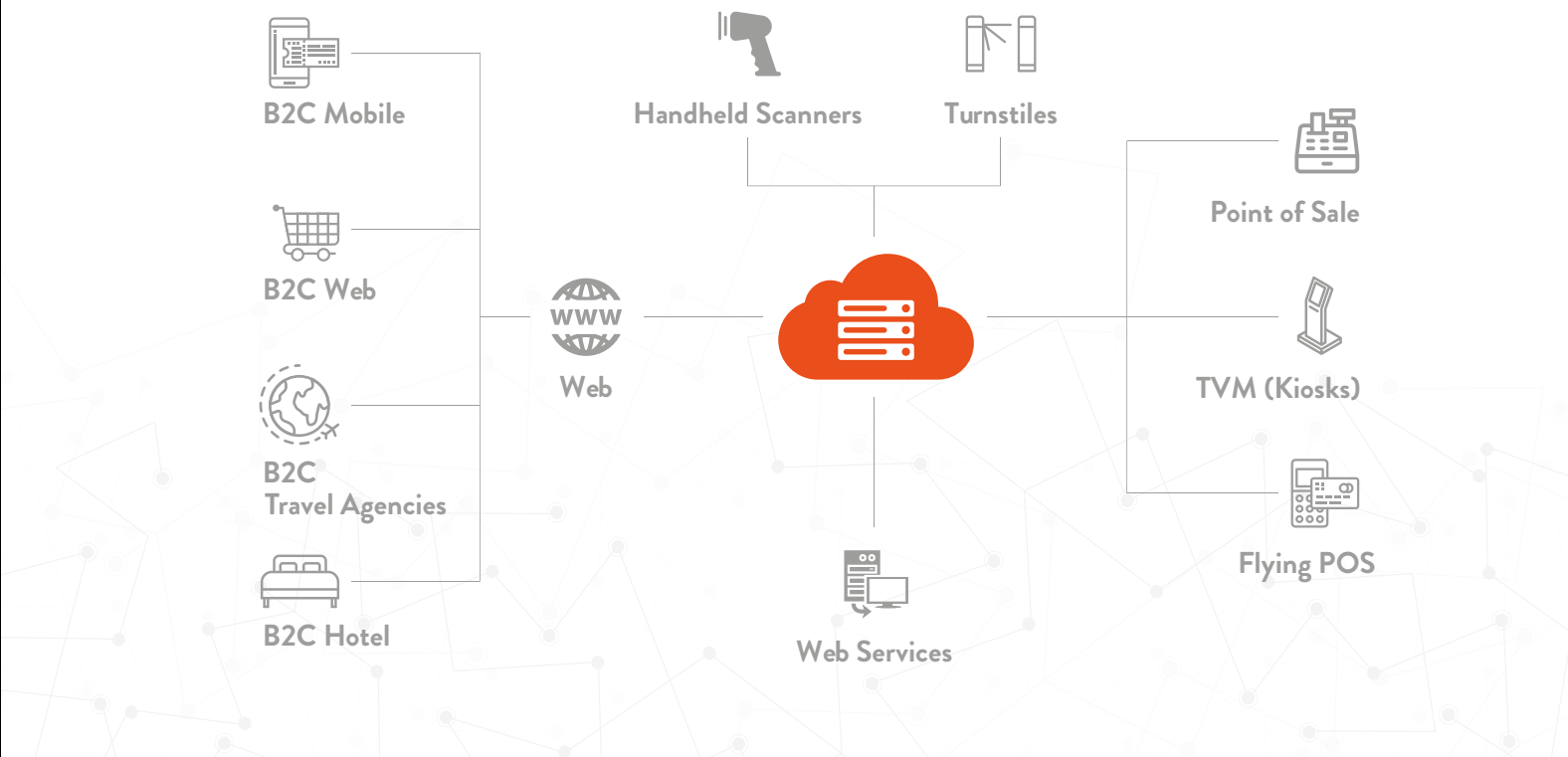
- 3 years and 5 months duration
- 900 man-days of SW development
- 12 customized API integration
- 24,1 million tickets sold
- 140 Point of Sale
- 400 Handhelds for access control and facial recognition
- 309.000 entries on peak day
- 54 country pavilions adopting the smart queue
- 1.200 Handhelds for smart queue

# TICKETING ACCESS CONTROL VENUE MANAGEMENT

# TICKETING SYSTEM

Vivaticket designs and produces all its systems entirely in-house, leveraging years of experience in the leisure, culture, sports and entertainment sectors. This experience, combined with an ongoing commitment to innovation and a desire to accept market challenges, has made its products a global benchmark for integrated ticketing and access control solutions. Vivaticket offers powerful and versatile products that can

perfectly adapt to the needs of the largest theme parks or trade centers, as well as meet the requirements of smaller venues or even individual attractions. The system can be installed on both local and cloud servers, and offers a complete offline mode, ensuring continuity on both the sales and access control sides in case of connectivity issues. Vivaticket offers client/server solutions or SaaS solutions, according to the client needs.



## WEB TOOLS

BtoC Website  
BtoB Website  
Private Label  
Widget  
Full Responsive

CMS  
3D Map View  
Customer Care  
Multi Language  
Gift Card and Coupon

## CORE FUNCTIONS

Point of Sales  
Access Control  
Food & Beverage  
Resource Management  
Inventory Management  
Queue Management  
Retail and Merchandising  
Accreditation  
Offline Mode  
Multi-Venue  
Multi-Currency  
Subscription Model

Dynamic Discount  
Assigned Seating  
Live Reporting  
Cashless Wallet  
Assisted Sales Process  
Fast Track  
Upsell & Cross- Sell  
Family Entertainment  
Surveys  
CRM  
Chart of Accounts



## INTEGRATION

CRM  
ERP  
Active Directory  
Single Sign-On  
Social Media  
BI  
Parking  
Lockers  
Data Analytics

Customer Satisfaction  
Bank Settlement  
Hotel Room Charge  
Photo System  
Cash Managers  
Courier  
Chat Bot  
NOL Card

## DEVICES

Ticket Printers  
Receipt Printers  
External Display  
Media Readers  
Credit Card  
Biometrics  
Face Recognition

Kiosk  
Flying POS  
Emirates ID Reader  
Passport Reader  
Fun Fair Reader  
Turnstiles  
Handheld Scanners

# TICKETING SYSTEM

## WEB SOLUTIONS

Vivaticket builds in-house B2C and B2B websites that are fully integrated with the base system, in real time. A proprietary CMS can be used to manage content and translations.

All web pages are fully customizable with the customer's look&feel and in terms of graphics and functionality, to ensure a smoother user experience.

All the websites are responsive, multi-language and multi-currency; it is possible to manage online any kind of subscription, season pass, open ticket or voucher, and also integrate the sale of merchandising, food and beverage and any kind of additional service.

General admission, limited capacity, assigned seats and memberships can be sold, taking advantage of all the options present in the base system, including rolling discounts, vouchers, packages, money cards and suggestive upsells.

In addition, the B2B interface will allow you to manage business accounts, distributors, travel agents, partners; it will be possible to enable specific price lists, promotions, payment methods for each user and also to customize reports, directly accessible via the web, manage credit and related settlements, define incentive programs.

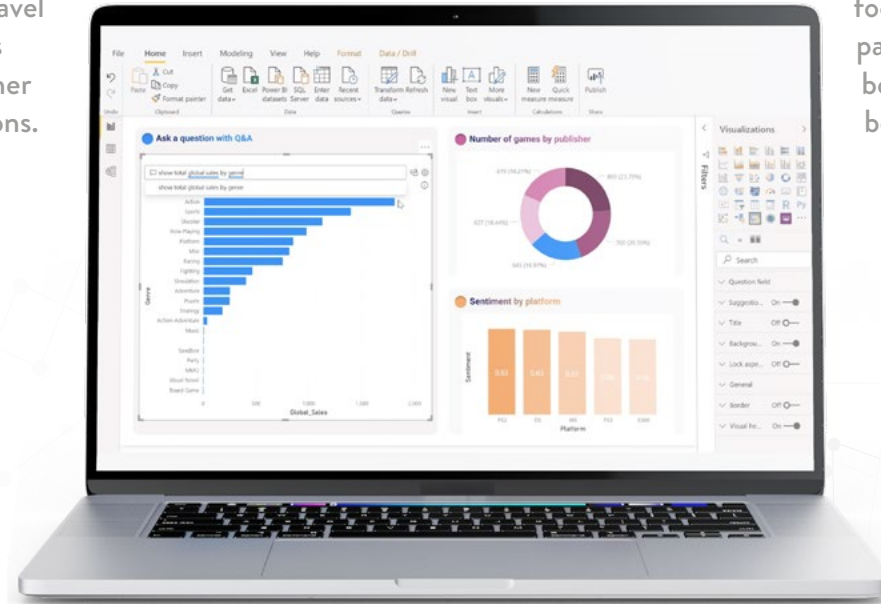


# TICKETING SYSTEM

## INTEGRATIONS

All Vivaticket systems are strongly “web service oriented”, optimized by design for integration with third party systems through one of the richest API libraries on the market.

The system is designed to allow for simplified integration with external business systems, offering the opportunity to expand sales networks through the interconnection of banks, supermarkets, travel agencies, tour operators and OTAs, as well as other external retail applications.



You can also integrate your own ecosystem of business management systems, from CRM to ERP, from BI software to IVR, from single sign-on systems to loyalty cards, from cash management systems to chat bots.

Finally, third parties can be integrated to guarantee a better user experience for your final customer: photo counters, lockers, dryers, stroller, towels, wheelchair, food & retail systems, parking systems, hotel booking systems, bookshops.

# ACCESS CONTROL

All systems are built to be integrated with the most common access control devices on the market:

- Full height or standard turnstiles
- Speed gates
- Handheld scanners
- Laser or image readers
- Android devices through the proprietary App Gatekeeper®

All types of media technology can be utilized: linear barcodes, QRcodes, magnetic stripes, contact or proximity RFID chips, UHF devices, NFC devices, biometric readers (fingerprint recognition, facial recognition).

The application offers a wide range of features:

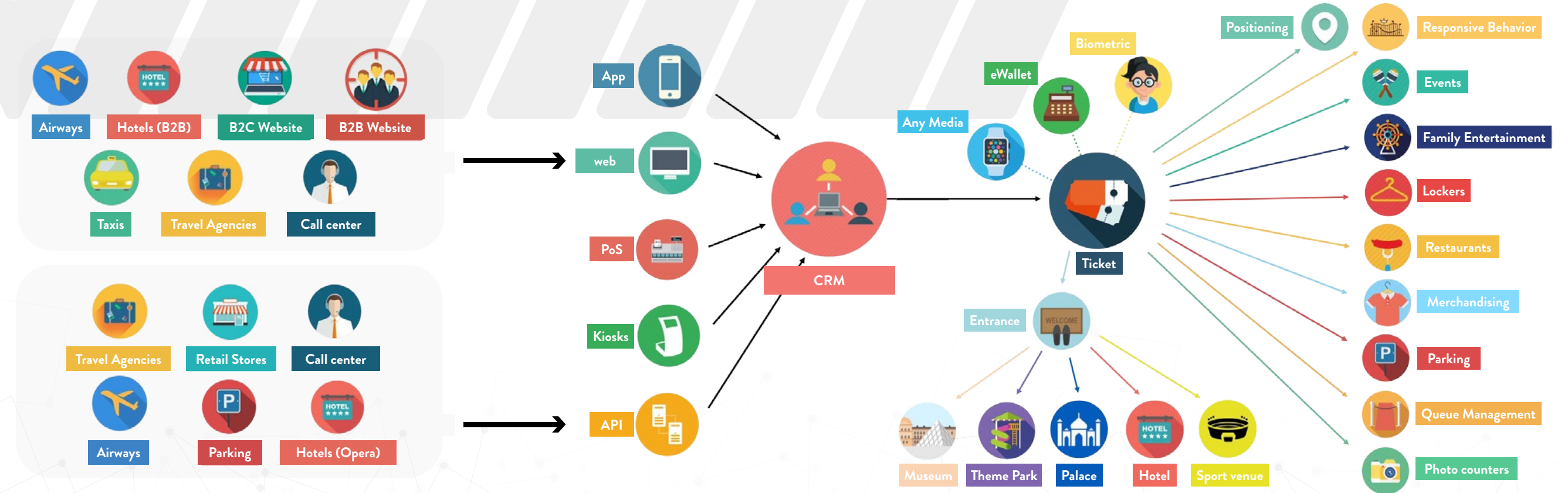
- Entries and re-entries
- Multi-venue and multi-zone clearance
- Point cards
- Check in / Check out
- Time-slots
- Anti-Pass back
- Photo or biometric recognition
- Light signals according to ticket type
- Group tickets
- Family tickets
- Dynamic access control validity
- Access control point of sale

# VENUE

From the creation of the first RFID wristband for cashless payments in 2012, to the first NFC ticket in 2015, improving the user experience has always been the focus of Vivaticket's technological evolution. This effort has led to the evolution of our ticketing systems into true venue management systems, capable of following the customer through his entire journey.

From the decision making and registration phase, including via distributors or OTAs, to conversion, and then managing the entire user experience: parking, access control, retail, restaurants, additional services, family entertainment, events.

All this using the ticket as the only medium to access the multiplicity of offers, in the form preferred by the customer: paper ticket, e-wallet, wristband, hotel key, or, why not, even a simple glance in the camera.



# MANAGEMENT



# CONTACTLESS

Deliver an amazing frictionless experience by leveraging facial recognition technology: multi-area access control, facial payments, dynamic promotions, accreditation, GDPR compliance, custom interfaces.

Vivaticket's Frictionless Engine® is the most advanced ticketing technology on the market to date and represents a huge step forward for the experience industry worldwide.

The contactless experience consists of 4 simple steps:

1. register your face on the app, at the POS or directly at the gate
2. associate your tickets to your theme parks, events, museums, venues
3. associate your credit card to the electronic wallet
4. enjoy the full experience, just by showing your face!



# EXPERIENCE

Vivaticket's contactless experience is not limited to gate access, but also includes retail, food and beverage and all other venue services. Additionally, the venue is not the limit: the customer can leverage the same account in different venues, not necessarily hosted in the same infrastructure, not necessarily belonging to the same tenant.

The main features of Vivaticket's Frictionless Engine® are:

- multi-tenant
- multi-site
- multi-area access control
- face payments
- dedicated promotions
- accreditation
- full GDPR compliance
- customized interface (venue by venue)

