

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.

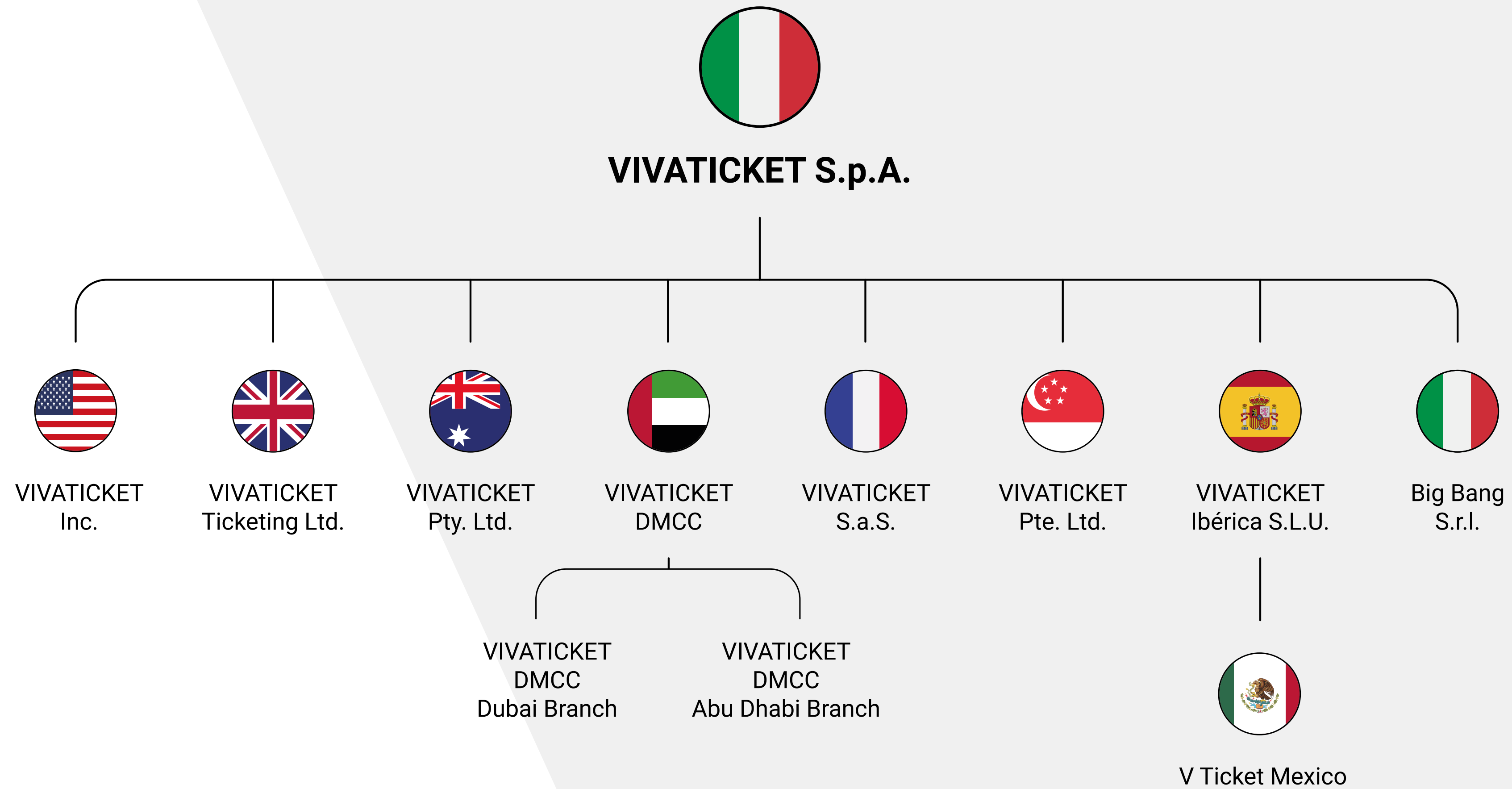
B2C SALES

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

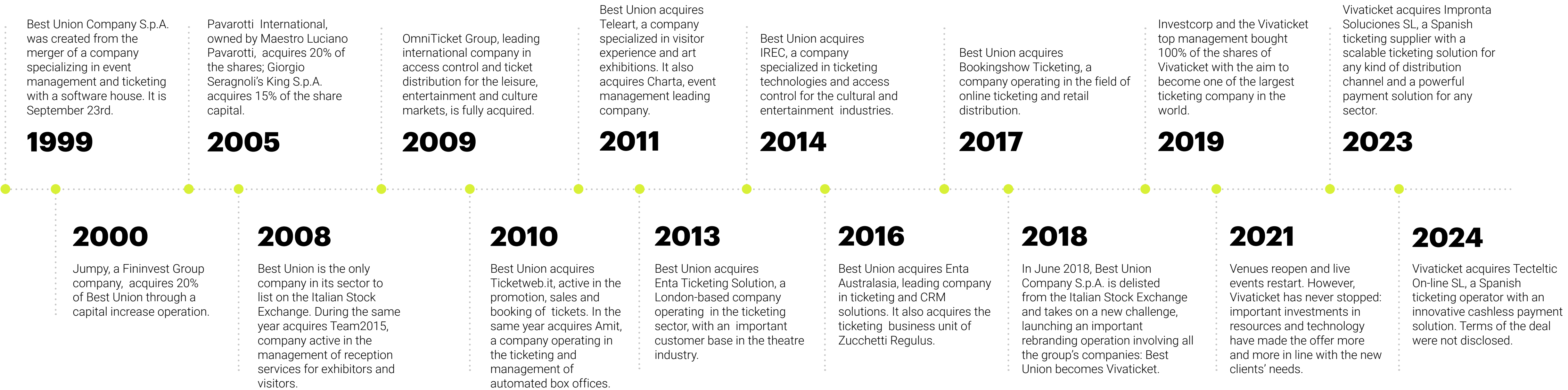
PAYMENT SYSTEMS

With our payment systems you have complete control of your money at the event at all times, meaning an improved experience for both users and promoters.

Structure



Track records



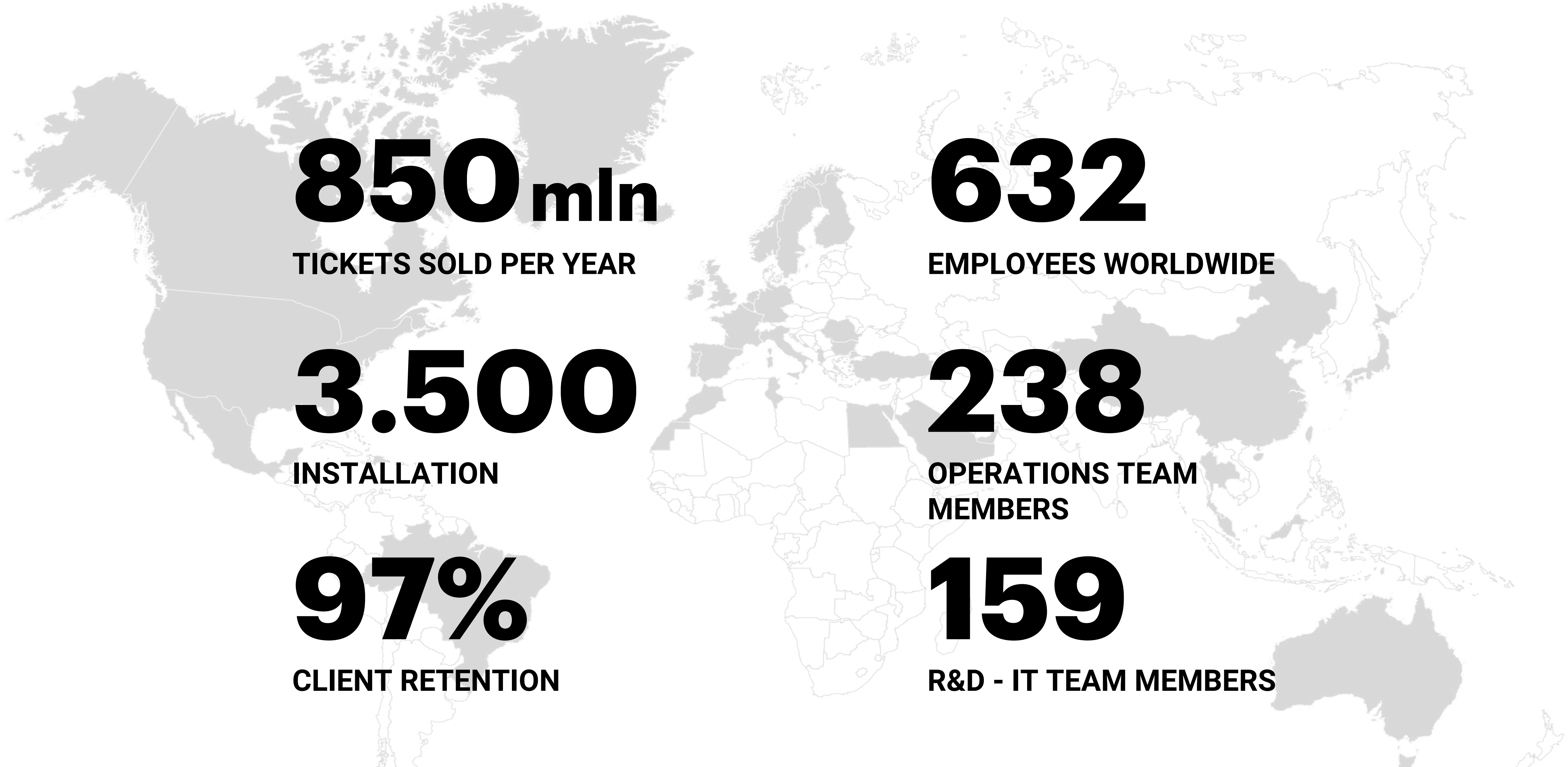
Worldwide development

24 Offices

Headquarters in Bologna and offices in Abu Dhabi, Barcelona, Dubai, Foggia, London, Lugo, Mexico City, Madrid, Milan, Orlando, Paris, Poitiers, Rho, Rimini, Rome, Singapore, Sydney, Terni, Verona, Alcoy, Valencia and Granada.

Installations in 52 countries





850mln

TICKETS SOLD PER YEAR

3.500

INSTALLATION

97%

CLIENT RETENTION

632

EMPLOYEES WORLDWIDE

238

OPERATIONS TEAM
MEMBERS

159

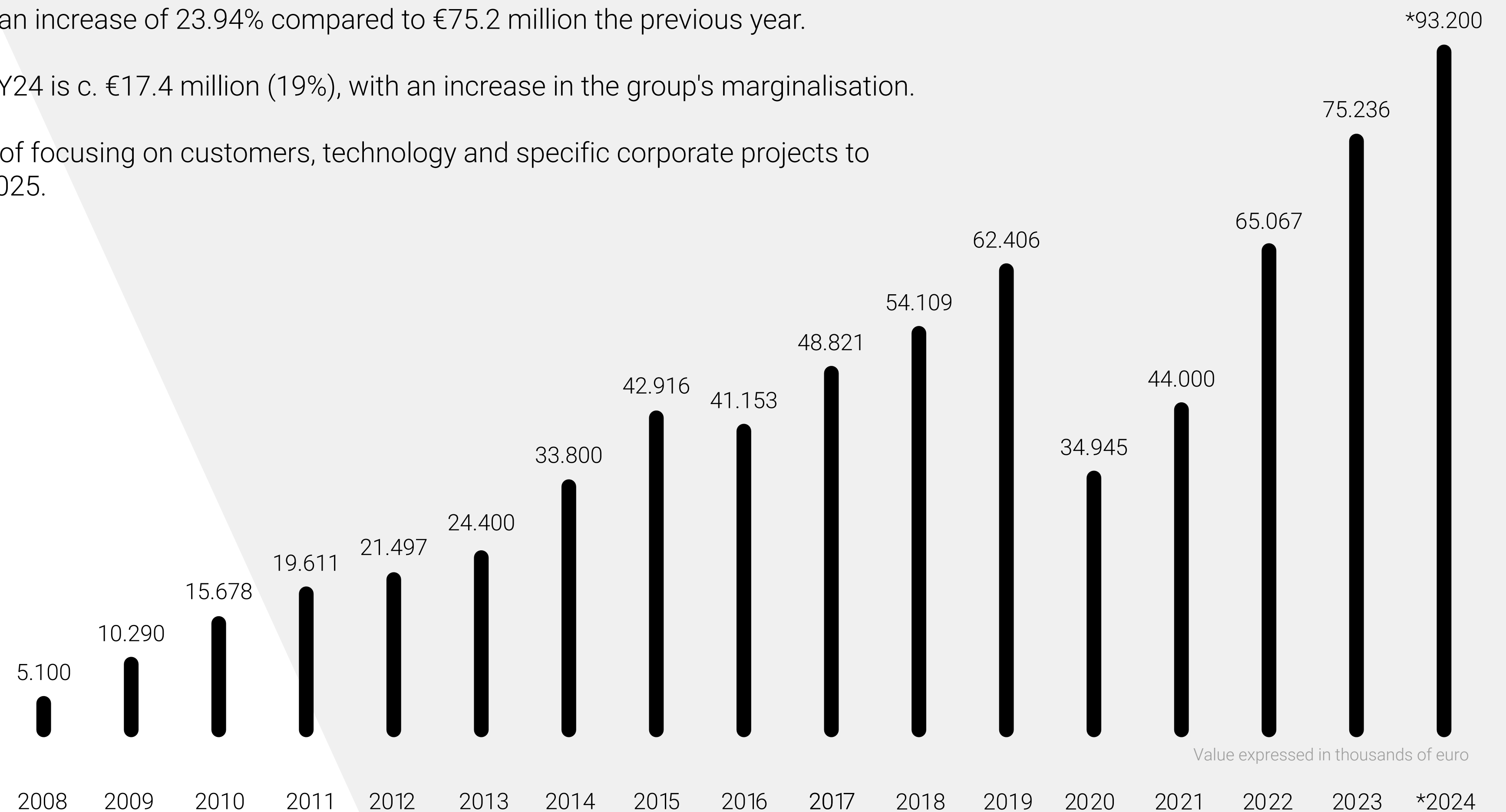
R&D - IT TEAM MEMBERS

Group financials

Revenue for FY24 of c. €93.2 million, an increase of 23.94% compared to €75.2 million the previous year.

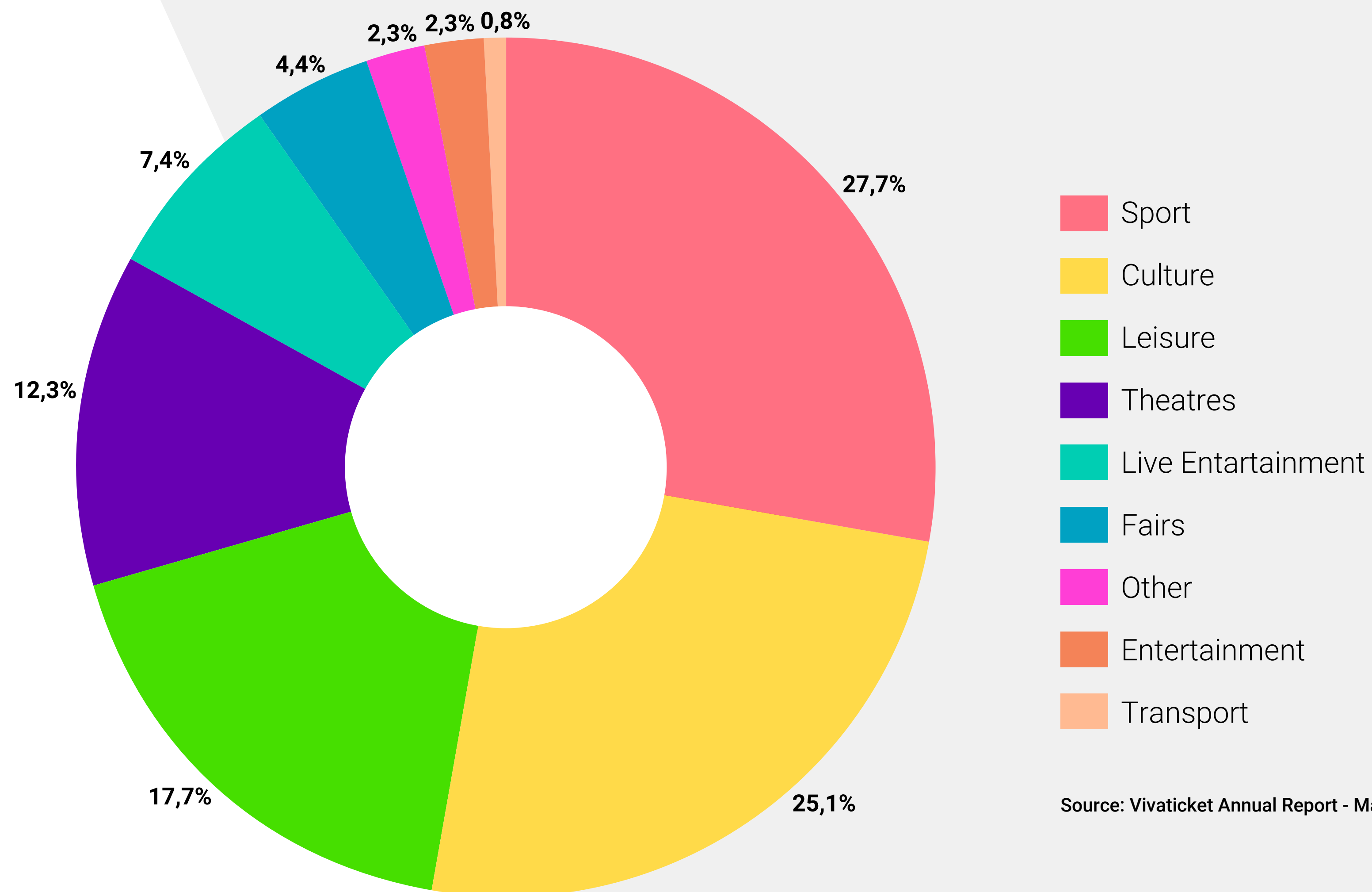
The pro forma adjusted EBITDA for FY24 is c. €17.4 million (19%), with an increase in the group's marginalisation.

Vivaticket continues with its strategy of focusing on customers, technology and specific corporate projects to further increase its market share in 2025.



* It includes the full year proforma Impronta Group and Tecteltic revenues

Groups revenues by market



Source: Vivaticket Annual Report - March 2024

VIVATICKET

References.



Leisure

Famous and iconic theme and water parks in over 30 countries.

- **BAHA BAY AT BAHA MAR RESORT** - Bahamas
- **BIOPARC** - Valencia, Fuengirola y 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
- **HERSCHEND 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 Ferrari 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** (Mirabilandia - Ravenna, Slagharen)
- **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 TRIOMPHE** - Paris
- **ARENA DI VERONA** - Italy
- **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.

- **CANBERRA SYMPHONY ORCHESTRA** - Canberra
- **CAPITAL EVENTS AND VENUES BENDIGO (Two theatres)** - Bendigo
- **ENSEMBLE THEATRE** - Sydney
- **GEELONG ARTS CENTRE** - Geelong
- **GRAN TEATRO DE CÓRDOBA** - Córdoba
- **GRAN TEATRO DE ALICANTE** - Alicante
- **MAGGIO MUSICALE FIORENTINO** - Florence
- **OPERA THEATRE** - La Scala - Milano, La Fenice - Venice, Arena - Verona
- **SYDNEY FESTIVAL** - Sydney
- **TEATRO CALDERÓN** - Madrid
- **TEATRO CALDERÓN DE VALLADOLID** - Valladolid
- **TEATRO CERVANTES DE MÁLAGA** - Málaga
- **TEATRO PRINCIPAL ZARAGOZA** - Zaragoza
- **TEATRO RIALTO** - Madrid
- **TEATROS DEL CANAL** - Madrid



Sport

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 to 2026)
- **EUROPEAN ATHLETICS CHAMPIONSHIP** - Roma (2024)
- **FINA WORLD CHAMPIONSHIP** - Abu Dhabi (2021)
- **FORMULA 1 ABU DHABI GRAND PRIX** (2013 to 2016, 2020 to 2024)
- **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)

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**
- **PARMA CALCIO**
- **PERUGIA VOLLEY**
- **REAL BETIS BALOMPIÉ**
- **SS LAZIO**
- **US PALERMO**
- **VIRTUS BOLOGNA BASKETBALL**

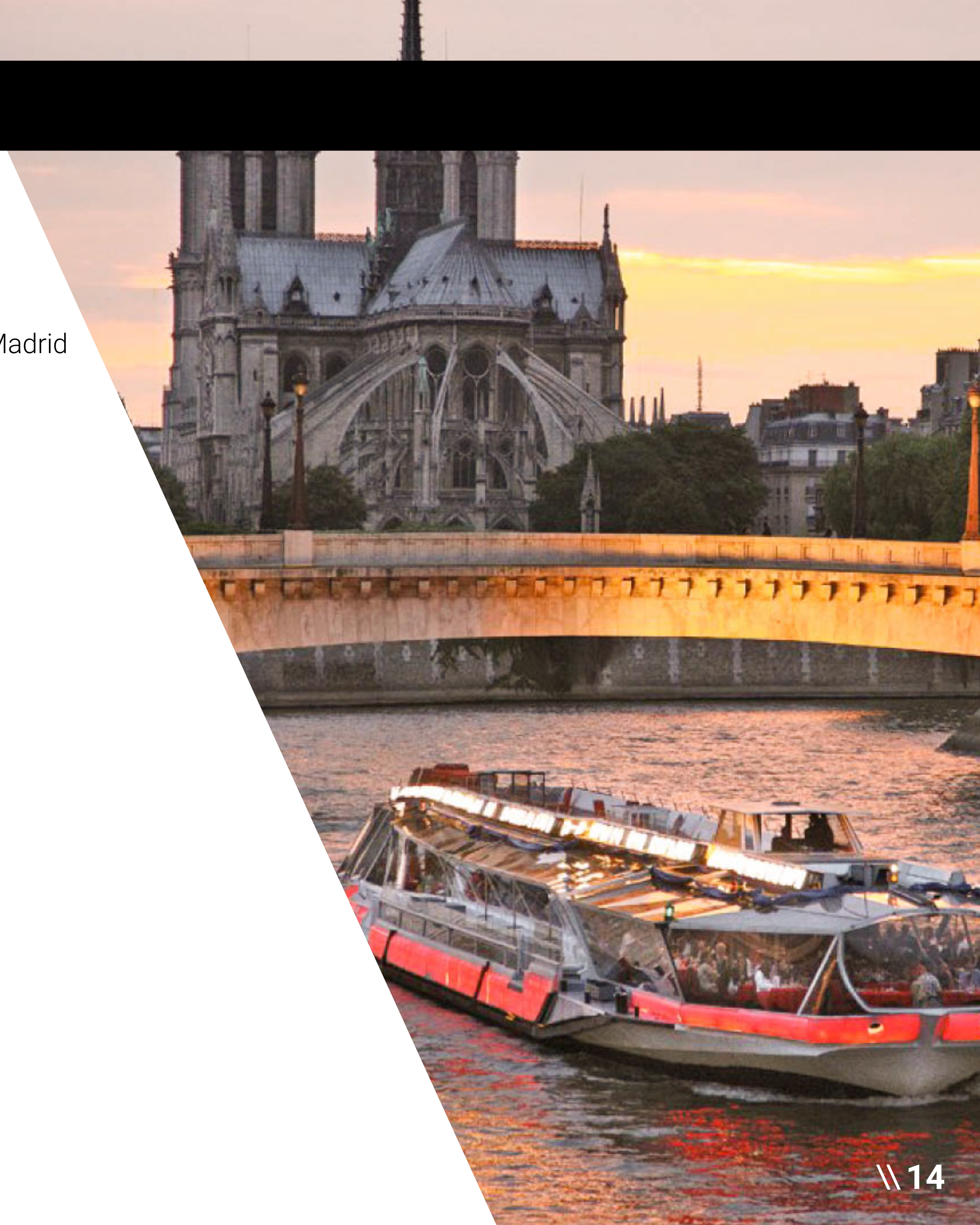
Live entertainment and transport

Arenas, art exhibitions, live music and events:

- **ABU DHABI ART** - Abu Dhabi
- **ADELAIDE FESTIVAL CENTRE** - Adelaide
- **ANDREA BOCELLI** - Lajatico
- **CHAYANNE TOUR** - Spain
- **COOK FESTIVAL** - Spain
- **ETIHAD ARENA** - Abu Dhabi
- **GIRA DE ALEJANDRO SANZ** - México
- **GRAMMY LATINO 2023** - Sevilla
- **GUNS & ROSES** - México
- **ICÓNICA** - Spain
- **KISS** - México
- **LA BIENNALE** - Venice
- **LA ROCK** - Spain
- **MC2** - Italy
- **PALACIO EUSKALDUNA** - Bilbao
- **PLAZA DE TOROS DE LAS VENTAS** - Madrid
- **POMPEYA** - Italy
- **VIAREGGIO CARNIVAL** - Viareggio
- **MUSEI CIVICI MILANO**

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):

- **AREZZO**
- **BARI**
- **BOLOGNA**
- **FIRENZE**
- **MILAN**
- **MODENA**
- **PARCO ESPOSIZIONI SEGRATE**
- **PORDENONE**
- **RIMINI**
- **ROME**
- **TORINO**
- **UDINE**
- **VERONA**
- **VICENZA**

Some of the most important tradeshow events:

- **AUTO E MOTO D'EPOCA** - Bologna
- **BOAT SHOW (INFORMA)** - Miami
- **CHILDREN BOOK FAIR** - Bologna
- **COSMOPROF WORLDWIDE** - Bologna
- **EICMA** - Milano
- **ECOMONDO** - Rimini
- **FIERACAVALLI** - Verona
- **MARMOMACC** - Verona
- **RX FRANCE SAS** - MAPIC
- **RIMINI WELLNESS** - Rimini
- **SALONE DEL GUSTO** - Turin
- **SALONE DEL LIBRO** - Turin
- **SALONE DEL MOBILE** - Milano
- **SIGEP** - Rimini
- **VICENZAORO** - Vicenza
- **VINITALY** - Verona

Previous expos



Expo Lisboa 1998

- Ticketing platform
- 11 million tickets sold



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 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





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



Record event: Vasco Modena Park 2017

WORLD RECORD for the highest number of tickets sold for a single-day concert: 225,000 tickets sold.

WINNER OF CAMPAIGN OF THE YEAR 2018 for the most effective marketing campaign and ticket sales, with an emphasis on innovative use of technology and digital channels.

1 artist

1 day

3,5 hours of entertainment

225.000 tickets sold

400.000 m² of park

150 metres of LED screens

320 tonnes of cabling

4 mega-screens

29 sound towers

2.100 light points

140 lasers

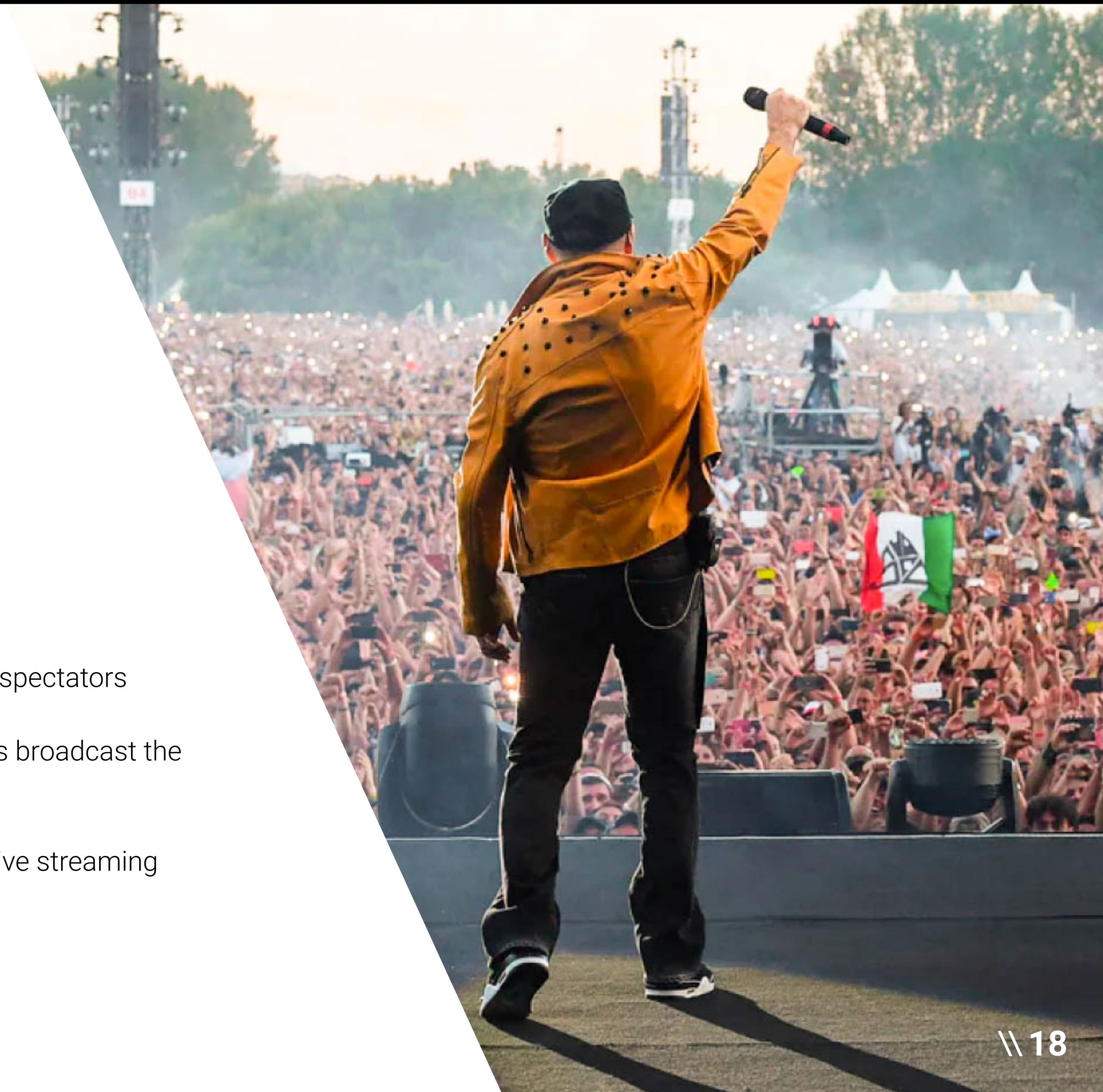
3,5 km of fencing

136 trucks

295 cinemas for **54.000** spectators

12 squares and **2** sports stadiums broadcast the concert on giant screens

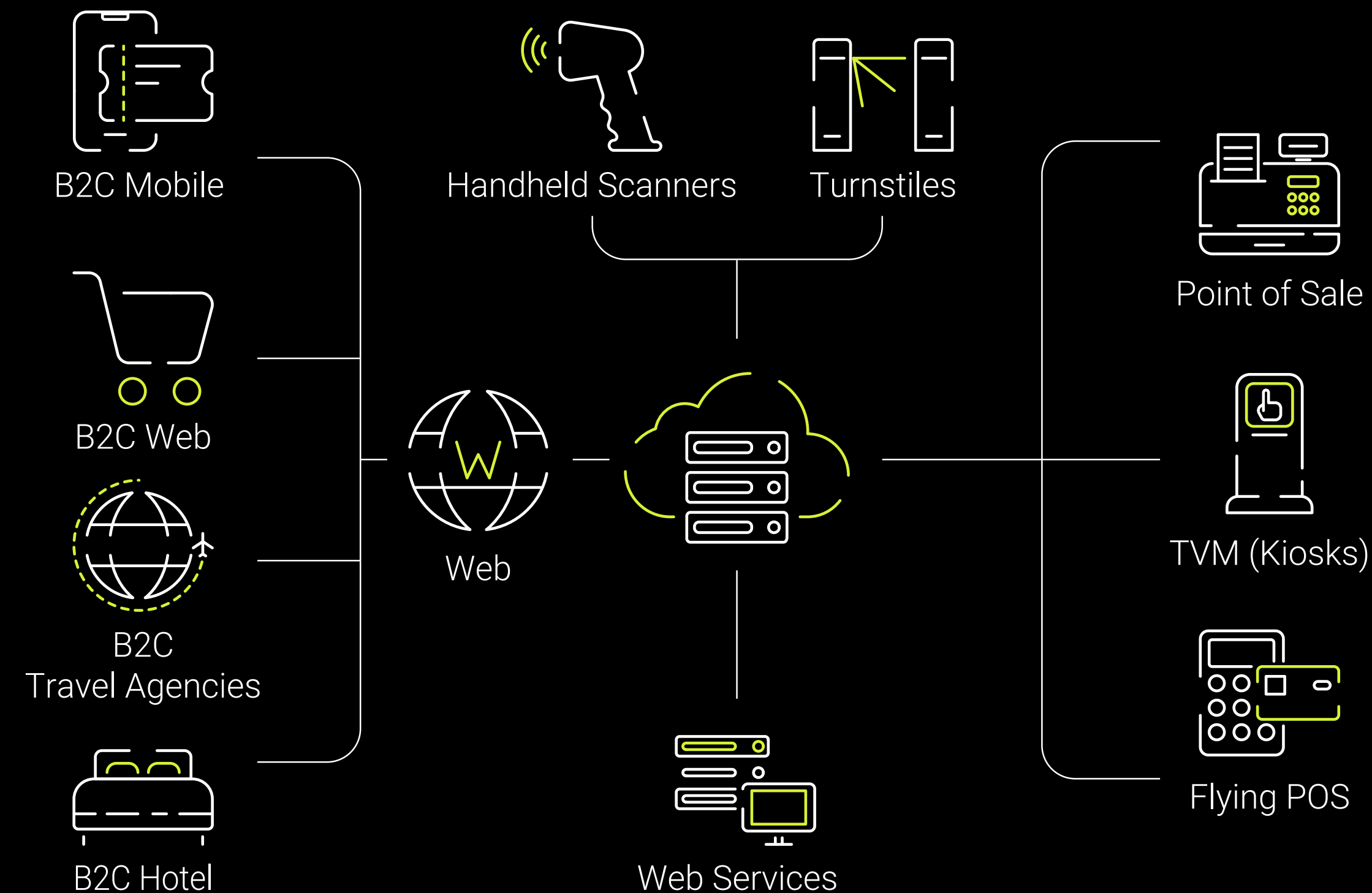
5,6 million viewers via European live streaming



VIVATICKET **Services.**

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	CMS
BtoB Website	3D Map View
Private Label	Customer Care
Widget	Multi Language
Full Responsive	Gift Card and Coupon

Integration

CRM	Customer Satisfaction
ERP	Bank Settlement
Active Directory	Hotel Room Charge
Single Sign-On	Photo System
Social Media	Cash Managers
BI	Courier
Parking	Chat Bot
Lockers	NOL Card
Data Analytics	



Core functions

Point of Sales	Dynamic Discount
Access Control	Assigned Seating
Food & Beverage	Live Reporting
Resource Management	Cashless Wallet
Inventory Management	Assisted Sales Process
Queue Management	Fast Track
Retail and Merchandising	Upsell & Cross- Sell
Accreditation	Family Entertainment
Offline Mode	Surveys
Multi-Venue	CRM
Multi-Currency	Chart of Accounts
Subscription Model	

Devices

Ticket Printers	Kiosk
Receipt Printers	Flying POS
External Display	Emirates ID Reader
Media Readers	Passport Reader
Credit Card	Fun Fair Reader
Biometrics	Turnstiles
Face Recognition	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.

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

Integrations

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®

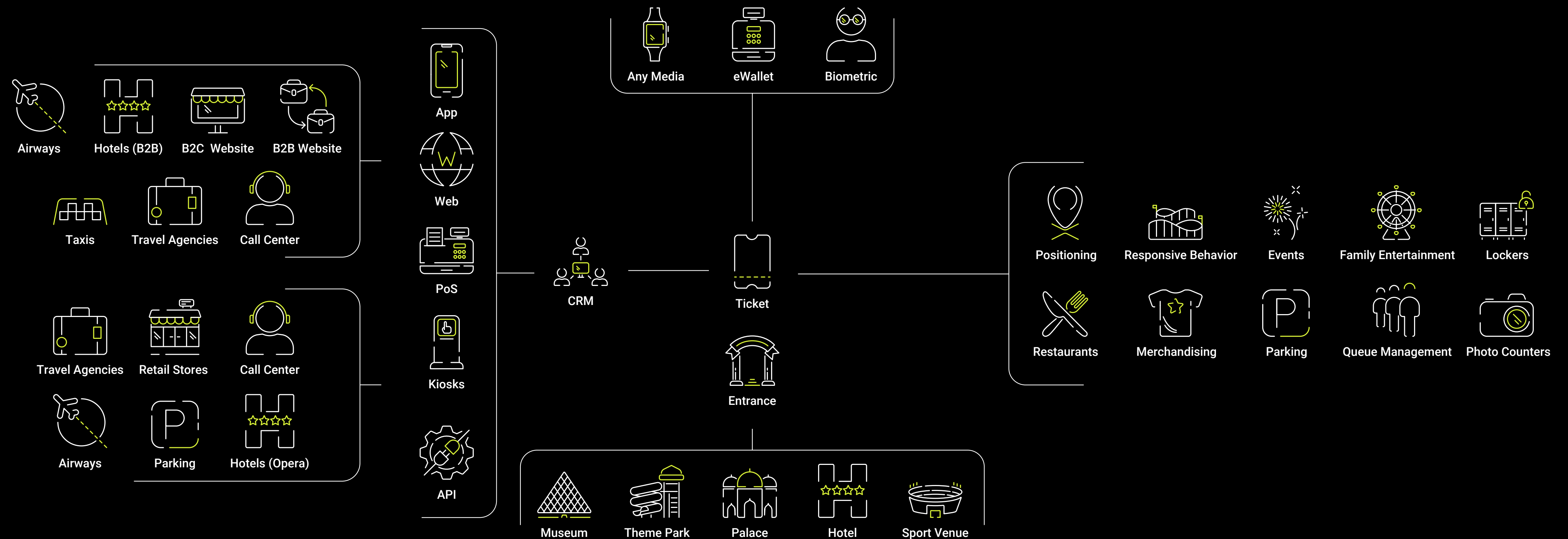
All types of media technology can be utilized: linear barcodes, QRcodes, magnetic stripes, contact or proximity RFID chips, UHF devices, NFC devices, biometric readers (fingerprint recognition, facial recognition).

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 management

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.



Contactless experience

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.

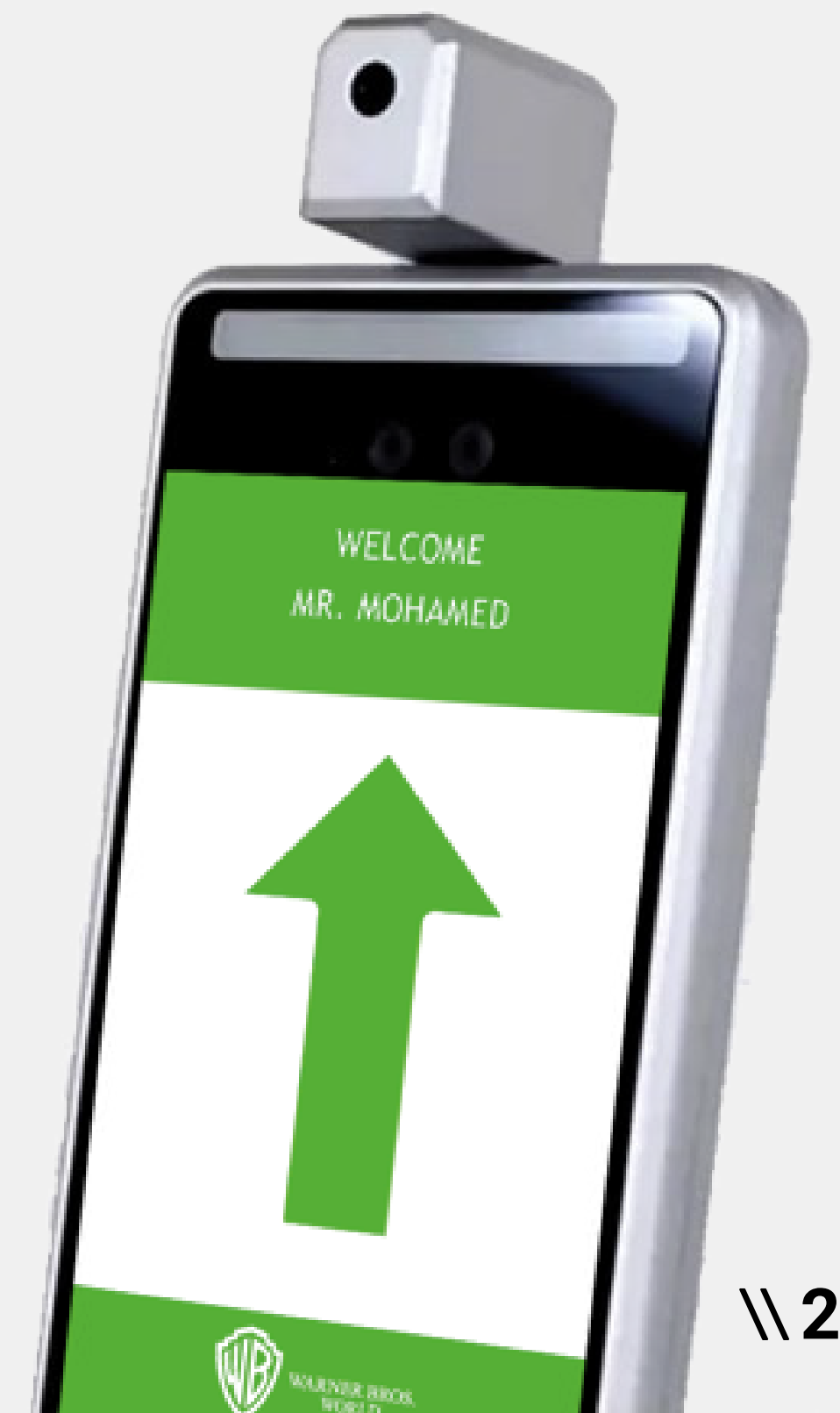
The contactless experience consists of 4 simple steps:

- 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!**

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)



B2C

The Vivaticket network offers tickets for a wide range of events, nationally and internationally, in numerous markets and through multiple channels.

VIVATICKET.COM

More than 9 million tickets sold every year.

MOBILE

Through responsive portals and mobile apps.

VIVATICKET RETAIL

We have physical points of sale in some of the countries.

CALL CENTER AND GROUPS

Managed entirely in-house by Vivaticket staff.

Vivaticket has always set itself apart from its competitors by providing clients with a more personalised service, considering them not just as service providers but as a true partners. This way, Vivaticket offers clients an opportunity to invest in communication, with the aim of maximising visibility and increasing sales.

Several channels are available to create the perfect promotional campaign:

- vivaticket.com through its banners and advertising space.
- DEMs and newsletters sent to the Vivaticket community.
- Payment receipts and print@home tickets with spaces that can be customised with your own message.
- Paid organic social media marketing (Facebook, Instagram, LinkedIn)
- Google Ads and retargeting through the creation of dedicated campaigns



