



## **See Tickets acquires Starticket and strengthens its position as key player in the ticketing business**

Paris/Zürich, January 9, 2020 – See Tickets, a leader in the global ticketing market, today announces that it acquired Starticket, a major player in Switzerland with over 5 million tickets sold annually, from TX Group, a network of digital platforms in the country. As a result, See Tickets now sells close to 30 million tickets annually, serves some 10,000 show and event promoters with an active presence in 9 European countries and in the United States.

In an increasingly competitive environment in Switzerland, Starticket and its partners will strongly benefit from joining See Tickets and will be better armed to meet the challenges of rapid technological changes. See Tickets will expand into another major European market, further developing its already very large footprint and its French and German operations.

Rob Wilmshurst, Global CEO of See Tickets, said: "I am delighted to welcome Starticket and its experienced management team into our group. We have long admired Starticket as a stand out independent ticketing company in Switzerland and I know that together we will be able to further develop the quality and range of services to our clients and customers in the country."

Samuel Hügli, Head of Technology & Ventures TX Group, said: "With this acquisition by See Tickets, Starticket will become part of a leading international ticketing service provider that uses cutting-edge technology and has a huge network with numerous partnerships. This will strengthen Starticket in international competition and allow See Tickets to benefit from Starticket's many years of experience in the Swiss market."

### **About See Tickets**

See Tickets, a Vivendi Village company, is one of the leaders in the global ticketing market, offering a comprehensive suite of ticketing, marketing and support solutions (CRM, access control). It serves some 10,000 promoters, festivals, performance venues, sporting events and monuments including Glastonbury Festival, the Château de Versailles, L'Olympia in Paris, Garorock and Tomorrowland.

See Tickets is present in 9 European countries (Belgium, Denmark, France, Germany, Portugal, Spain, Switzerland, The Netherlands, United Kingdom) and in the United States, with offices in multiple locations in these countries and a total staff of 500 people, including the team joining from Starticket.

See Tickets once again showed its know-how and expertise recently when it managed to handle 2.4 million people connecting seamlessly and in only 34 minutes to try and buy the 135,000 tickets available for Glastonbury 2020 on October 6, 2019. [www.seetickets.com](http://www.seetickets.com)

### **About Starticket**

Starticket, established in 2003, a former TX Group company, is one of the leading ticket sales companies in Switzerland. It cooperates with over 750 event promoters in many different fields. Over 5 million tickets are sold annually for concerts, festivals, parties, musicals, classical music concerts and sporting events through

starticket.ch, the Starticket mobile app, 500 pre-hiring booths and a call centre directly managed by the company. In addition, Starticket AG offers its event partners a range of services including access control systems, digital marketing campaigns and white-label ticketing.

### **About TX Group**

The TX Group is a network of digital platforms in Switzerland offering information, orientation, entertainment and services to its users every day. The TX Group consists of four independent companies: "TX Markets" comprises the classifieds and marketplaces; "Goldbach" stands for advertising marketing in Switzerland, Germany and Austria; "20 Minuten" combines the commuter media in Switzerland and abroad; "Tamedia" leads the paid daily and weekly newspapers and magazines into the future.

For further information please contact:

Nelly Floriach – [nelly.floriach@seetickets.fr](mailto:nelly.floriach@seetickets.fr)