



WEEZEVENT OPENS FIRST UK OFFICE IN MANCHESTER AS IT LAUNCHES IN UK AND IRELAND

FRENCH COMPANIES POPULAR CASHLESS SOLUTION HAS BEEN HUGELY SUCCESSFUL AT SHOWS SUCH AS DOWNLOAD PARIS, LOLLAPALOOZA, PITCHFORK FESTIVAL AND SPORTING INSTITUTIONS SUCH AS EURO 2016

After many years of success in France and Canada, **Weezevent** will now open the doors of its first UK office in Manchester emboldened by the ambition to offer UK event organisers' options to improve their events, such as the incredibly popular Weezevent cashless solution.

Pierre Henri-Deballon and **Sebastien Tonglet**, two former events organisers who wanted to overcome the challenges they faced on their events, founded Weezevent in 2008 with the ambition to create solutions for problems they faced by developing innovative event specific technologies.

An innovative and customizable system developed with help from over 100 events organisers and feedback from customers, Weezevent's cashless solution revolutionizes the point of sale process, considerably reducing queues and increasing payment security for fans.

The solution allows festivalgoers to credit a dedicated event account, before or during the event, both offline or online allowing attendees to pay at the bars, restaurants and merchandising stalls using only their wristband. If the attendee loses the wristband, they can block it themselves and have it replaced quickly without losing any money. Weezevent have also developed a line of unique features for the attendees to make the event even more enjoyable and stand them out from the competition.

Pierre-Henri Deballon, CEO and co-founder of Weezevent comments:

"The UK is an incredible market and we've decided to invest in an outstanding team to offer our great services to events here. We believe that our world-class technology, combined with local experts will help us offer the best technologies to our UK clients"

Having already worked with large French festivals including all of Live Nation's France events, notably Download Paris and Lollapalooza Paris, as well as 60 top



100 attended French festivals (accumulating to a total of 80% of the market share) Weezevent also works with professional French football teams and holiday resorts throughout the world. They were also present at UEFA Euro 2016, which saw more than 20 fanzone events featuring over a million attendees. What's more, most of Weezevent clients have been referred to them, proving that organisers like to recommend a technologically driven approach.

Arthur Puyou CTO of Weezevent has said:

"90% of French festivals are now cashless and 80% of these festivals are using Weezevent technology. We've just seen record ticket sales in France in 2016 and our clients' market research shows 85% of customers prefer this solution to the old conventional cash method. Another impressive fact is, practically 100% of clients made greater profits using cashless. It's great to see that the cashless solution is evolving the festival experience for everyone in an extremely positive way"

Weezevent has demonstrated time after time how robust and easy their cashless technology is, performing successfully in a variety of difficult locations throughout France, from Ski slopes with points of sale spread over millions of square meters to remote events in a field with 100,000+ fans. In 2016 over £32 million worth of transactions were successfully managed for around 3.5 million unique attendees. For many organizers, the cashless solution is perfectly integrated with the ticketing process and access control and it also offers many opportunities for brand activation too. To secure and prevent any technical issues, the Weezevent team has developed an asynchronous solution, which improves the global experience of organisers as well as attendees and merchants. This means it doesn't require Internet or servers to operate; the system remains 100% operational in offline mode whilst staff are supplied with military mobile devices to take all purchases, which offers unrivalled speed and flexibility.

Benjamin Garner UK Sales Director says:

"For organisers it's a profitable solution that delivers remarkable benefits, and its actually less work and less cost to deploy compared with a cash festival. What's more important is it improves the experiences of the fans, it's safer and it reduces queues by making 100% of transactions contactless through the wristband with no upper limit on spend and no reliability on Internet or server connections. There's also an easy option to split your payments with friends, if you're buying something like a pitcher of beer or a bottle of wine'.

Some key figures from Weezevent's cashless festivals:

* The average purchase at festivals has grown from £12 to £18 between 2015 and 2016.

* 20% more attendees load money with a cashless wristband vs. a cashless card.



* 50% of cashless top-ups are made online on average, reducing the transaction fees that events would normally pay.

* The amount of money topped-up is 25% higher online than on site at the event, following Weezevents best practice communication tips to be delivered to fans.

Notes To Editors:

Videos:

- Weezevent at Rock en Seine 2016 (the main Parisian festival) ▶ wzvt.co/res16-cashless-uk
- Tutorial for Main Square festival-goers' (the main festival in northern France) ▶ wzvt.co/msf16-cashless-uk

About Weezevent:

Weezevent helps more than 90,000 events organizers and venues with a full white-label self-service ticketing solution in SaaS and the most innovative cashless technology. From 2008, Weezevent has sold more than 35 million of tickets for all types of events: festivals, conferences, parties, concerts, fairs and huge sports events. Attendances range from a few to a million, such as for Le Mondial de l'Automobile. Weezevent also offers dedicated point of sale and a complete access-control solution. By equipping 60 festivals (80% of the French top 100 festivals), professional French football teams, Avoriaz ski station and global events such as the UEFA European Championship 2016, Weezevent has proven how robust and high performing its cashless technology is. Weezevent has solution managed £32m worth of transactions in 2016 alone. Based in Paris (France) and Montréal (Canada), Weezevent employs 70 people and has opened new offices in Madrid (Spain) and Manchester (England) in 2017 whilst also offering an Italian-localized version of its software. In 2015, Weezevent won the FAST500 EMEA award in London (fastest-growing technology companies in Europe, the Middle East, and Africa during the past four years), which was previously won by Criteo. Weezevent's investors include Vente-Privee Group. Learn more at: <https://www.weezevent.com/en/medias/>