



Weezevent strengthens European leadership with acquisition of Kaboodle and Weeztix

Weezevent is accelerating its expansion by welcoming Kaboodle (UK) and Weeztix (formerly Eventix, Netherlands) into its group. This strategic union reinforces Weezevent's position as Europe's leading independent event technology provider, delivering a powerful, comprehensive suite of solutions supported by dedicated local teams.

Having served over 500,000 event organisers and processed more than 150 million tickets across 30 countries, Weezevent has established itself as a trusted partner for events of all sizes and types. Integrating Kaboodle and Weeztix enhances the group's capabilities in self-service and customised ticketing, cashless payments, access control, accreditation and staff management.

With 260 team members across Europe and Canada, including 65 in the UK and 40 in the Netherlands, Weezevent deepens its market-specific expertise, providing event organisers with personalised, hands-on support. Already deployed at over 350 festivals, Weezevent's cashless solution now expands into new markets, offering organisers a powerful way to streamline operations, increase on-site revenue and improve the attendee experience.

Kaboodle and Weeztix will retain operational autonomy, ensuring seamless continuity for their clients while benefiting from expanded resources and innovative technologies.

Pierre-Henri Deballon, CEO of Weezevent, stated: "We've built a model where event promoters fully own their business, data, and fan experiences. Our mission is to provide the best tools and solutions to achieve this, and welcoming Kaboodle and Weeztix marks a turning point in that journey".

Gareth Cooper, Founder and Chairman of Kaboodle, commented: "We're delighted to partner with Weezevent for Kaboodle's next chapter. After growing from a startup to a business transacting millions of tickets, we can now offer clients a much broader service, from cashless to access control, to help them increase their sales and revenue per attendee".

Joost Aanen, CEO of Weeztix, added: "Teaming up with the Weezevent group allows us to create a strong partnership that expands our services and unlocks new opportunities throughout Europe. Together, we're ready to transform the event industry by combining cutting-edge technology with local expertise, delivering seamless experiences for event organisers and unforgettable moments for attendees".

About Weezevent

Founded in 2008, Weezevent is a European event technology pioneer, working with events of all types and sizes, from a handful of attendees to more than a million spectators. With offices in London, Manchester, Paris, Amsterdam, Antwerp, Berlin, Lausanne, Madrid and Montréal, the company employs 260 people and supports events in over 30 countries. Its clients include 350+ festivals (Tomorrowland, Lollapalooza, Hellfest), major sports clubs (PSG, Stade Français, Royal Antwerp FC), and international events (Formula 1 Grand Prix, World Ski Championships, Red Bull Air Race).

For more information, visit weezevent.com.

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