



Press release

REWE Markt launches new ticket range for events with partners epay and CTS EVENTIM

REWE strengthens its one-stop shopping strategy by enabling its customers to buy event tickets directly in the supermarket. The launch will be celebrated with an exclusive ticket promotion for “The Kelly Family—The Christmas Party of the Year!” tour.

Hamburg, Cologne, Munich (Martinsried)- October 20, 2022: REWE, one of the leading German grocery retailers; CTS EVENTIM, Europe's largest ticketing company; and epay, Europe's leading prepaid and payment provider, announce the launch of a new ticketing solution. The new ticket purchase offer for events, concerts and sporting events from partner CTS EVENTIM is now available in participating stores in Germany and online at rewe-tickets.de.

Full-service payment provider epay is providing the technical solution for this. It is now expanding its payment infrastructure and technical connection to REWE for gift card activation to handle the ticketing solution as well.

REWE is increasing its attractiveness to both existing and new customers as an all-round supplier by expanding its range to include tickets for popular cultural and musical events. The food retailer is responding to the ongoing behavior of consumers with this important step, recognizing that they prefer to visit only one store for all their shopping. Customers are now able to purchase event tickets at the REWE store they know and trust while doing their weekly food shopping, saving them an extra trip to the ticket booth.

The COVID-19 pandemic has drastically reduced the number of ticket outlets. The event industry, which has been severely impacted by the pandemic, now has additional valuable interaction and sales points opened up to them to connect with customers by selling tickets at REWE, which has a network of 3,700 stores across Germany. With the ticketing solution having already been introduced at the sister group PENNY and now at REWE itself, the partners can jointly generate sustainable growth and sales momentum.

This is how ticket sales at the REWE supermarket checkout work

Consumers select the event and seat they want directly at the service point in the REWE store, reserve the ticket and receive a reservation document. They then present this receipt at the checkout together with the rest of their purchases and pay for everything together using their preferred payment method. The event ticket will be sent by email after successful payment.

Online REWE customers can also book and pay for the new ticket service in the REWE ticket world in the webshop.

REWE is celebrating the launch of the new ticket range, which will continue to be supplemented and updated, with a special offer for its customers. Starting on October 24, the first 10,000 tickets for the Kelly Family's coveted Christmas tour will be discounted by €10!



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"We are delighted to be able to add another attraction to our comprehensive range of services in our stores. With the ticket offer both stationary and online, we offer our customers real added value in that they can book and buy tickets for their favorite band's next concert in a relaxed manner in the store while grocery shopping, all without the additional trip to the ticket store," says Stefan Weiß, REWE Sales Management.

"After the successful start with PENNY, we are very pleased to now expand this new sales channel to REWE stores and reach our customers even more easily," said Karsten Elbrecht, Vice President Sales at CTS EVENTIM. "This will also put us in an even better position to tap into new target groups for a select range of tickets."

"The technical connection provided by the partners enables straightforward ticket purchasing in food retailing, responding both to daily lifestyles and changing customer needs. We see this as a very contemporary and innovative solution, which we are delighted to support as partners," says Alexandra Müller-Osel, Director Marketing at Semmel Concerts.

"We are enthusiastic to continue the success story of our innovative ticketing solution for REWE stores, following the initial launch for the Group's sister company PENNY in August. This encourages us to win over more brick-and-mortar and online merchants with this new attractive value-added solution," says Maik Süssmilch, Director Branded & Mobile Payments, Store Services DACH at epay.

Details at: <https://epay.de/en/ticketing/>

About REWE Group

The cooperatively organized REWE Group is one of the leading trade and tourism groups in Germany and Europe. In 2021, the company generated a total external turnover of around 76,5 billion euros. Founded in 1927, REWE Group operates with 380,000 employees in 21 European countries.

Its sales lines include supermarkets and hypermarkets under the brands REWE, REWE CENTER as well as BILLA, BILLA PLUS and ADEG, the discounter PENNY, IKI, the drugstores BIPA and the DIY stores of toom. The company also operates convenience stores REWE To Go and the e-commerce activities REWE Lieferservice and Zooroyal. The Lekkerland Group comprises the Group's wholesale activities in the area of on-the-go consumption. Under the umbrella of DER Touristik Group, the tour operators include DERTOUR, Jahn Reisen, ITS, Meiers Weltreisen, Travelix, Kuoni, Helvetic Tours, ITS Coop Travel, Billa Reisen, Koning Aap, Apollo, Exim Tours and Fischer, over 2.300 travel agencies (including DERTOUR, DERPART, Kuoni, Exim, Fischer, as well as franchise and cooperation partners), the hotel brands Sentido, Aldiana, Calimera and Cooeo, and the online travel portal Prijsvrij Vakanties.

About CTS EVENTIM:

CTS EVENTIM is one of the leading international ticketing and live entertainment providers. Before the outbreak of the Corona pandemic, around 250 million tickets per year were marketed via the company's systems - stationary, online and mobile. The online portals include brands such as eventim.de, oeticket.com, ticketcorner.ch, ticketone.it and entradas.com. The EVENTIM Group also includes numerous organizers of concerts, tours and festivals such as "Rock am Ring", "Rock im Park", "Hurricane", "Southside" or "Lucca Summer". In addition, CTS EVENTIM operates some of Europe's most renowned event venues, such as the LANXESS arena in Cologne, the K.B. Hallen in Copenhagen, the Waldbühne in Berlin and the EVENTIM Apollo in London. CTS Eventim AG & Co. KGaA (ISIN DE 0005470306) has been listed on the stock exchange since 2000 and is currently a member of the MDAX. Against a backdrop of bans and restrictions on events due



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to the Corona pandemic, the group generated sales of 407.8 million euros in more than 20 countries in 2021. In 2019, the year before the pandemic broke out, sales amounted to more than 1.4 billion euros.

About SEMMEL Concerts:

Semmel Concerts Entertainment GmbH is one of the leading promoters in Europe and has featured among the top 10 promoters worldwide in the official POLLSTAR ranking for years. In addition to the Semmel Concerts division, Semmel Exhibitions and Semmel Artists & Events complete the corporate structure. Over 1,500 events are held each year with over 5 million visitors, covering a national and international range of topics, as well as many in-house productions. Semmel Concerts employs approximately 150 people across the company network in eight offices in Germany. The company also holds an interest in Promoters Group Munich and Arena Berlin Betriebs GmbH, and has been the sole shareholder of Show Factory Entertainment GmbH in Vienna since 2020.

About epay:

epay, a segment of Euronet Worldwide, Inc. (NASDAQ:EEFT), is a leading global provider of payment processing and prepaid solutions that processed 3.12 billion transactions in 2021. The company has built an extensive network of retailer touchpoints with 762,000 point-of-sale terminals in 63 countries that connects brands with consumers all over the world. The company offers a diverse ecosystem of services, products and solutions supporting the distribution of Payment and Branded Payments for more than 1,000 brand partners via Commerce, eCommerce and mCommerce solutions. For more information visit www.epayworldwide.com.

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