

COMPANY PRESENTATION

T4F TIME
FOR
FUN

São Paulo
2022

AGENDA

Company Overview

History and Track-Record

Growth and Value Creation Plan

LEADING LIVE ENTERTAINMENT COMPANY IN SOUTH AMERICA, WITH AN EXTENSIVE TRACK-RECORD OF SUCCESS

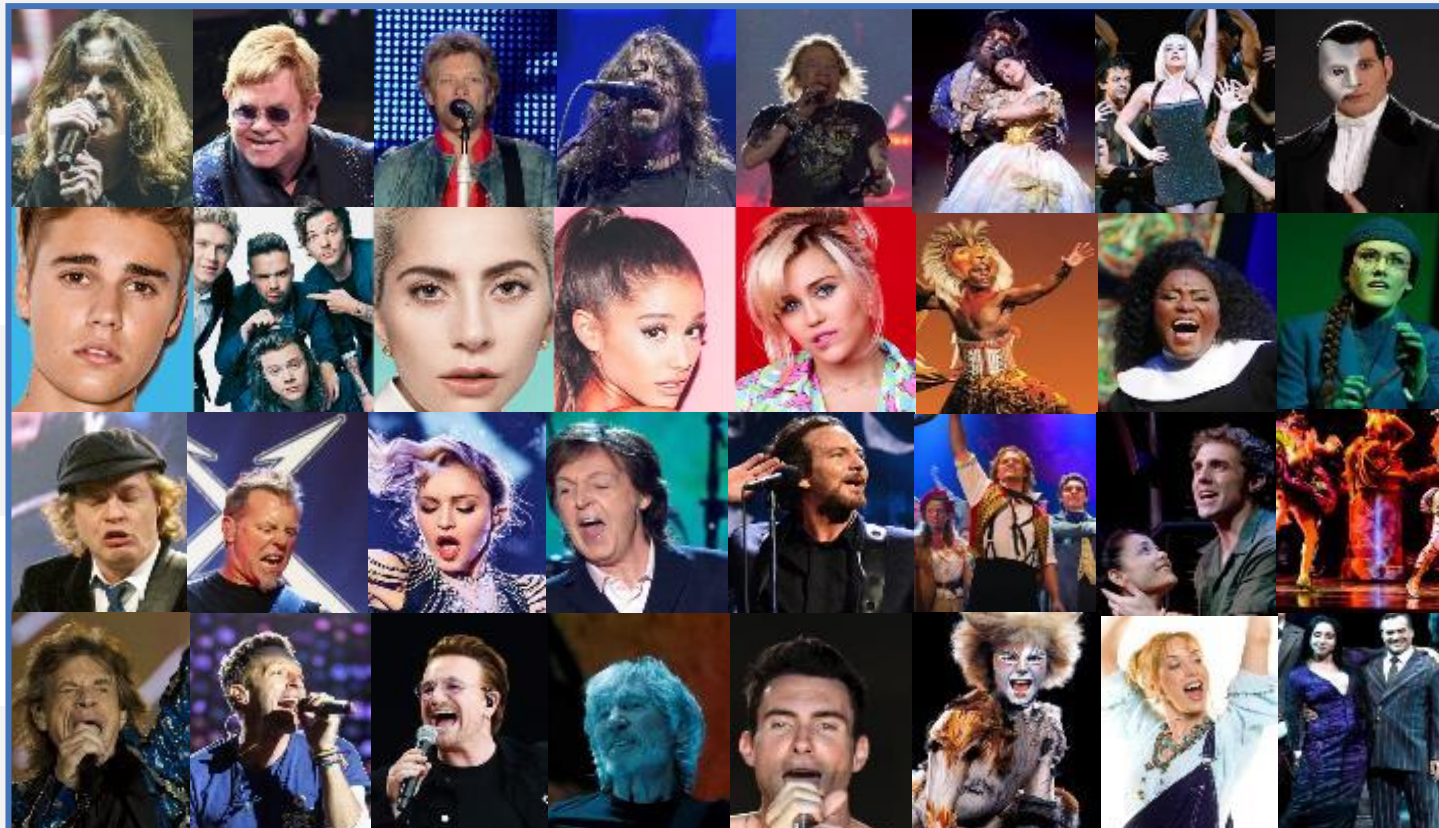
+40 YEARS OF EXPERIENCE

10M TICKETS FROM OWN EVENTS IN THE LAST 5 YEARS*

3K EVENTS PROMOTED IN THE LAST 5 YEARS*

464M SPONSORSHIP SOLD IN LAST 5 YEARS* (USD)
Meaning 16% of Total Revenue

4M TICKETS SOLD IN SOUTH AMERICA IN 2019



* Last 5 years comprehend the timespan from 2015 to 2019, before the COVID-19 pandemics

UNIQUE EXPERTISE AND DIFFERENTIALS IN THE SECTOR



LEADER IN SOUTH AMERICA

- 7th Largest producer in the world (Billboard 2019)
- 5x Best International Billboard Promoter
- Operations in Brazil, Chile and Argentina

- Content providers and relevant IP owners
- Credibility with key sponsors
- 8 million customers database



CLOSE RELATIONSHIP WITH KEY PLAYERS



PIONEERING IN THE SECTOR

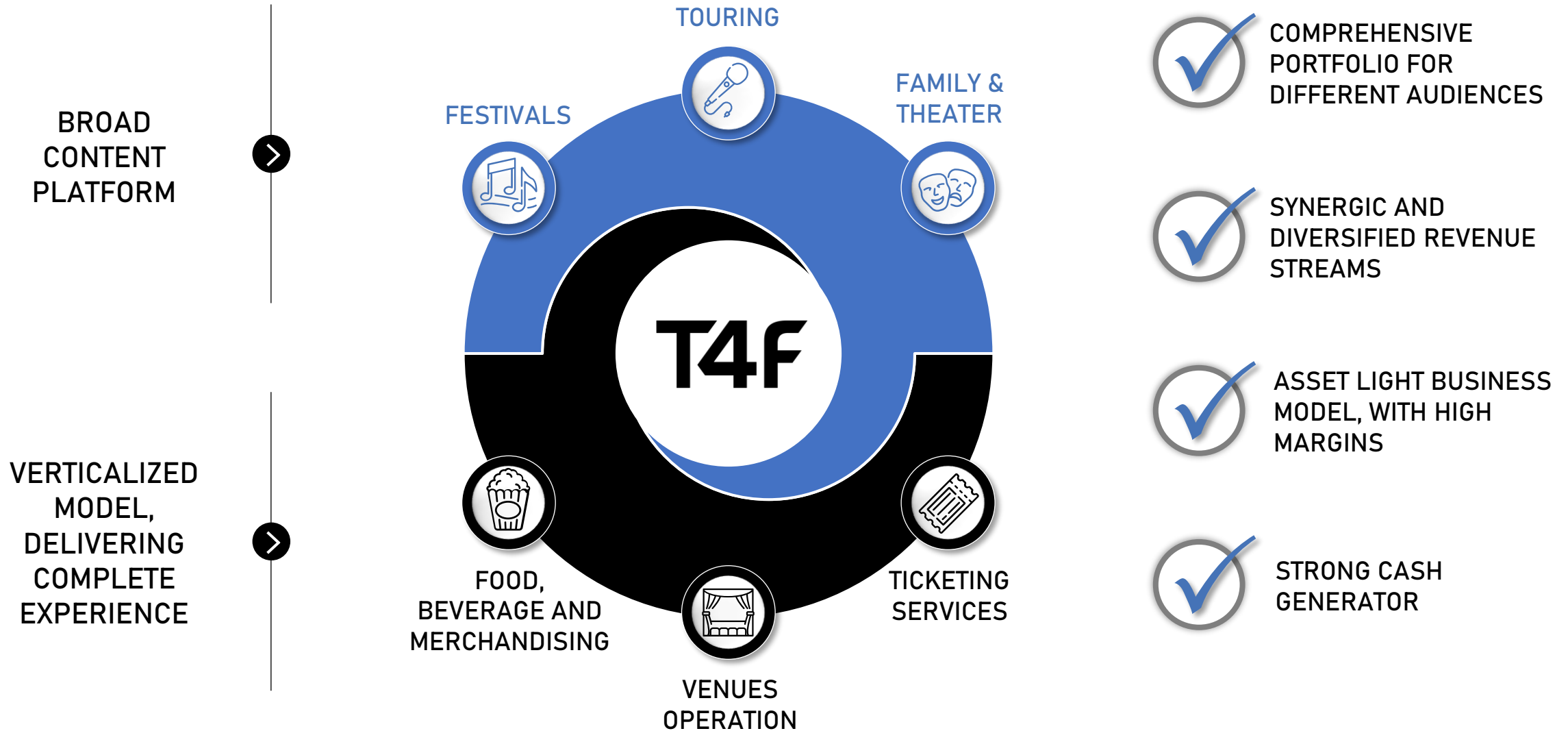
- The only Broadway producer in the region since 1999
- Pioneer in online ticket sales since 2000
- First company to explore Naming Rights in Brazil

- Value capture throughout the industry chain
- Operation in music, family events and theater



VERTICALIZED AND DIVERSIFIED MODEL

INTEGRATED AND VERTICALIZED ENTERTAINMENT PLATFORM, WITH DIVERSIFIED REVENUE PROFILE



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A JOURNEY OF HITS | HEADLINER TOURS



AC/DC

2009

1st & 2nd biggest shows of "Black Ice Tour"



ROGER WATERS

2012 and 2018

480k tickets sold for 14 shows in Brazil and Argentina



MADONNA

2008 and 2012

780k tickets sold for 15 concerts in Brazil, Argentina and Chile



PAUL MCCARTNEY

2017 and 2019

360k tickets sold for 8 shows in Brazil and Argentina



PEARL JAM

2011, 2015 and 2018

Responsible for the last 3 tours in South America

A JOURNEY OF HITS | HEADLINER TOURS



ROLLING STONES

2016

380k tickets sold for 7 shows
in Brazil and Argentina



BLACK SABBATH

2013 and 2016

360k tickets sold in Brazil,
Argentina and Chile



**ELTON JOHN E
JAMES TAYLOR**

2017

Responsible for the
tour in Brazil



FOO FIGHTERS

2015

150k tickets sold



U2

2011

Box Office record 270k tickets
sold in 3 hrs

A JOURNEY OF HITS | HEADLINER TOURS



JUSTIN BIEBER

2013 and 2017
Responsible for both
Brazilian tours



LADY GAGA

2012
Responsible for all South
American tour



ARIANA GRANDE

2015
Responsible for all South
American tour



MILEY CYRUS

2014
Responsible for all South
American tour



MAROON 5

2016
9 shows in Brazil,
Argentina and Chile

A JOURNEY OF HITS | BROADWAY SHOWS



Les Miserables

2001 and 2017
+429k tickets sold



A Bela e a Fera

2002-03 and 2009-10
+536k tickets sold in Brazil
and Argentina



The Lion King

2013-14
+623k tickets sold



O Fantasma da Ópera

2005-7 and 2018-19
+1.2MM tickets sold



The Addams Family

2012 e 2022
+544k tickets sold

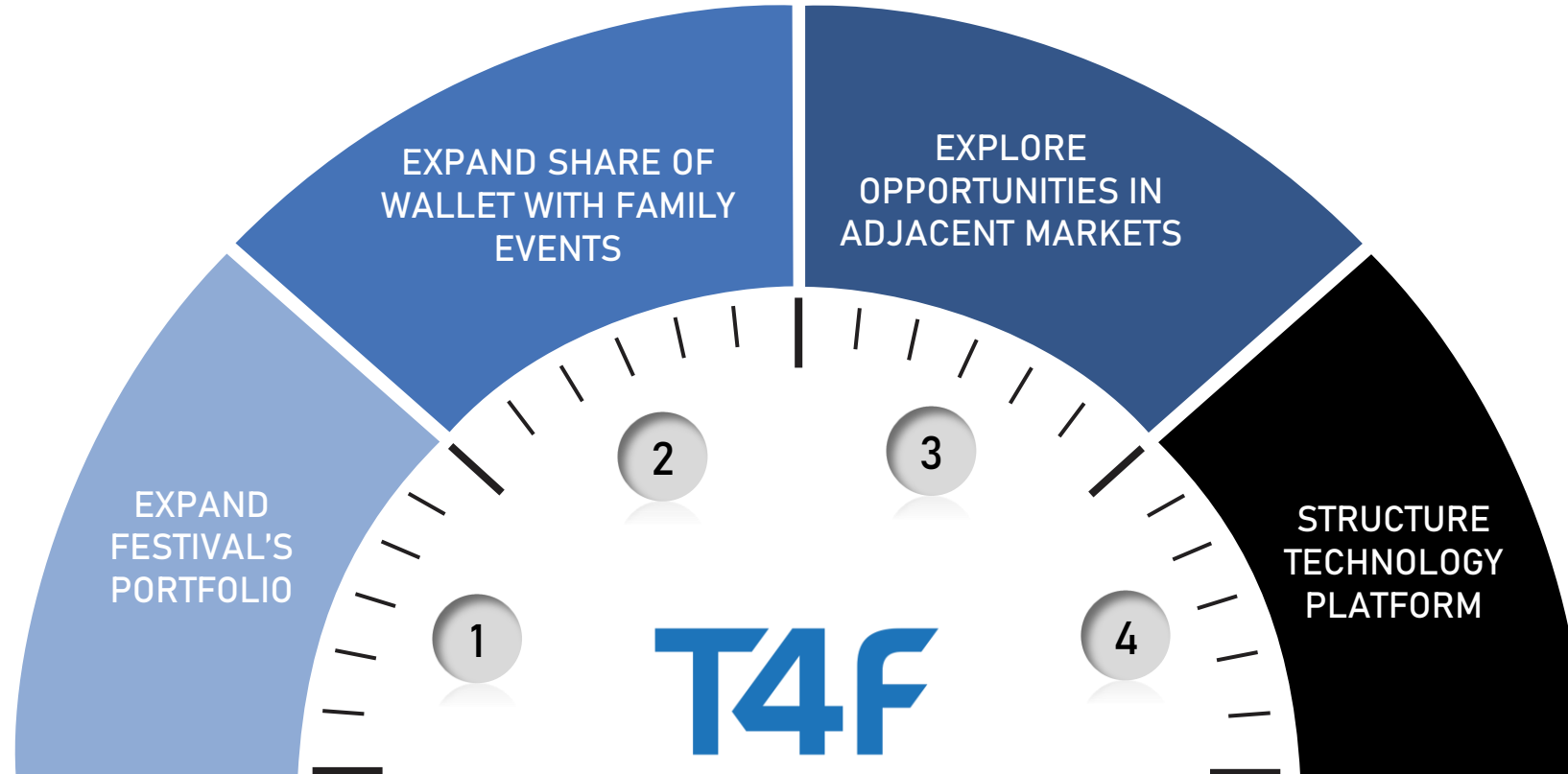
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GROWTH PLAN INVOLVES STRENGTHENING THE CORE BUSINESS, DEVELOPING NEW REVENUE STREAMS AND STRATEGIC MOVEMENTS



STRENGTHENING POSITION AS THE LEADING LIVE ENTERTAINMENT COMPANY IN SOUTH AMERICA, LEVERAGING RECURRING RESULTS

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