

Grow your exhibition business

A self-serve platform with all the ticketing and promotion features you need to grow your exhibition business.

billettero.

WONDERFUL
COPENHAGEN 



BILLETTO APS | 2020 | DENMARK

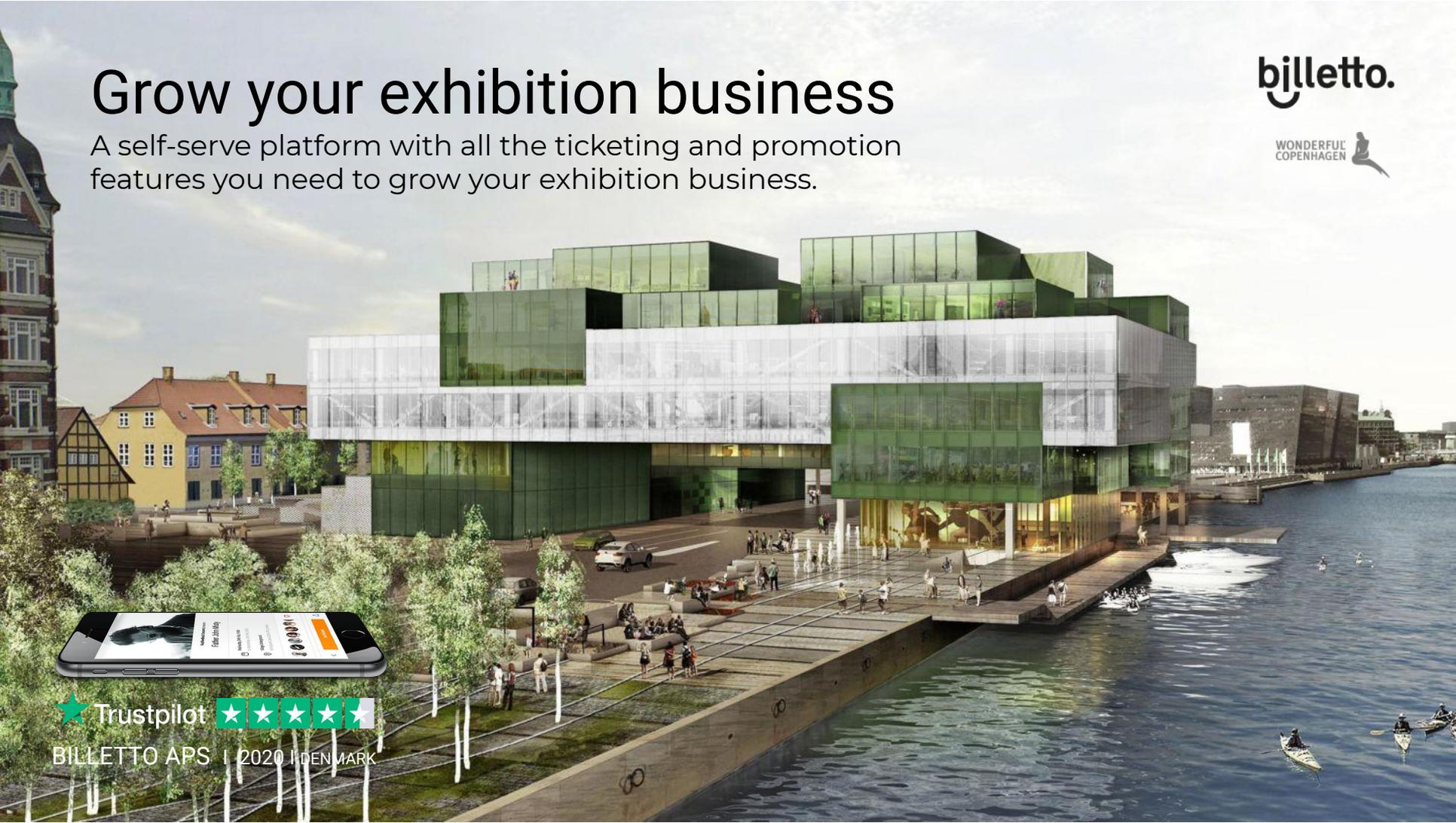
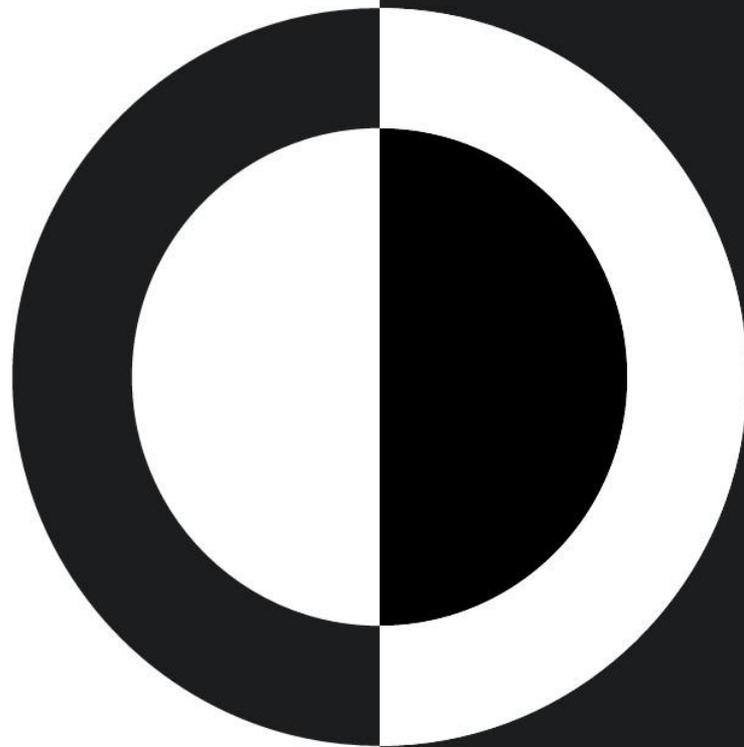


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Business overview



Introduction To Billetto

Billetto is the leading self-serve experience, promotion and ticketing platform in the Nordics



Self-serve platform

Billetto has redefined what it means to be a ticketing platform, shifting power away from the ticket agent and back to the organiser so that they can take full control of every aspect of experience promotion



D68

Billetto has historically secured funding from several leading European investors



The Local Nordic Indie Expert

Billetto provides thousands of event organisers an automated way to promote, sell and manage their events and experiences. The platform includes CRM, event management, ticket sales, access-control, and accounting reconciliation that's easy to use for big and small promoters



3.5m+ registered users

3.5m+ users across Europe have bought tickets through Billetto



2m+ bookings/year

With an average basket size of paid bookings of €40



750k unique visitors/month

Billetto's community has been continuously growing over the years



Selling in 14 countries

Billetto is currently present in 14 European markets and is ready for further commercial scale



30,000+ organisers

Strong, loyal and well diversified base of over 30,000 customers



20 employees

Highly capital efficient business with a tight knit team of 20 employees

Highly Experienced And Entrepreneurial Management Team

Billeto is led by a motivated and dynamic team that is ready to take the business to the next level

Management Team



Patrick Borre – CEO / CTO

Serial entrepreneur with 10+ years experience engineering digital products & platforms and building multiple successful software e-commerce marketplaces such as Downtown, Takeoffer and -DK's biggest blog network - Bloggers Delight

Responsible for directing Billeto's international expansion with a key focus on product innovation, partnership opportunities and fundraising



Martin Sørensen – COO / CFO

Previous roles in management consulting and financial positions, most recently being a Senior Consultant at Wunderman Nordic. Utilises background as a physicist, engineer and consultant to accelerate the output and visualisation of Billeto's data to enable event organisers to better find ticket buyer insights

Responsible for back office functions including finance, HR, legal, data, reporting and analysis

Board of Directors



Joe Cohen – Chairman

VP Europe Ticketmaster | Advisor EQT Partners | Former Founder and CEO at Seatwave (Ticketmaster)



Jacob Bratting Pedersen

Partner at VF Venture | Former Partner Northcap Venture and COO in Secunia



Per Mikael Jensen

Former CEO Altinget | Former CEO Metro Express Global | CEO TV2 Denmark



Peer Bentzen

Executive Vice President at Deutsche Post AG | Formerly at Microsoft and AOL

The Billetto Platform

Self-serve experience platform with all e-commerce / point of sale features organisers need to run and grow their business



Save Time

Set up event in 5 minutes | No coding needed
Accept payments out-of-the-box



Save Money

Pay nothing upfront | Low per-ticket
booking fee | No fees on free events



Sell More

Get more sales with best-in-class checkout
and powerful event marketing suite



References

Highly Valuable Customer Base Of Over 30,000 Organisers

Billetto's organisers come from a wide range of industries, offering experiences for exploring, enjoying, and learning more

Cheer More **Listen More** **Taste More** **Learn More** **Move More**

Cheer More: 1964, PUMPEHUSET, SÖNDERJYSKE SÖNDERJYSKEILTESTORT, STORSJÖ TEATERN, DBBF (Danmarks Basketball Forbund), OCEANEN, /StudioLive

Listen More: CASINO COSMOPOL, soundociety, HJÖTBARA BARN, Malmö Pride, DG, aqua, HIGH VOLTAGE

Taste More: droskan.se, illustration THE LONDON FAB, Osipat, STICKS N SUSHI, THE OLD SMOKEHOUSE EST. 2015, SOHO HOUSE, Sweden Gin Fest, ALICE, MOVEMBER

Learn More: CPH:DOX, DAC, asmodee, NATURAL HISTORY MUSEUM OF DENMARK, UNIVERSITY OF COPENHAGEN, ABF STOCKHOLM, Affordable Art Fair, SMK (Statens Museum for Kunst National Gallery of Denmark), STOCKHOLM WRITERS FESTIVAL

Move More: SLAKT HUSET, Löringelund, Aller, BODYSLAM FRO-WRESTLING, MMA FNL, twisters, COPENHAGEN BIKE SHOW, The Jungle Run (Et forhindringsløb for hele familien), GWR (Great Western Railway), COPENHAGEN CITY ROLLERS MALMÖ

From football to seminars and stand-up comedy to salsa dancing, whether events are annual or weekly, large or small, organisers create experiences covering various activities that inspire site visitors to go out more



biletto.



Case Study: Brøndby IF – A Leading Danish Football Club

Brøndby IF is Billetto's biggest self-serve client and one of Denmark's largest football clubs



Brøndby IF is one of Denmark's largest football clubs with a **28,000 seater** stadium. The club participate both in **national and international games** and has over **250,000 attendees yearly**.

Brøndby decided to use Billetto as its exclusive ticketing provider in 2016 and has seen an increase in both season pass sales and ticket sales with a growing community of **70,000+ followers** on Billetto.

Brøndby take advantage of the detailed customer data and build tailor-made campaigns for different segments.

Source: Company Information

* Brøndby IF vs FC Copenhagen - Spring 2018

100% Self-Serve Organiser

- Event creation
- Campaigns setup
- Partner hospitality
- Season pass renewal
- Match day setup



61%
increase in
conversion rate
on the
ticketing page

34%
increase in
season ticket
holders

61%
increase in
mobile
purchases

Peak Performance Handling

Online sales

- Queue-it to throttle traffic
- Payment redundancy - Automatic switch
- Quickly increasing server capacity

QUEUE-IT

stripe

amazon
web services™

Matchday

Access control: 30+ turnstiles, iPhone's & handheld scanners

Peak scans:

Per minute: 332 scans* per hour: 14,920 scans*

FXESS

CPH:DOX UPLIFTED FESTIVAL ATTENDANCE BY PARTNERING WITH BILLETTO TICKETING



CPH:DOX

* COPENHAGEN
INTERNATIONAL
DOCUMENTARY
FILM FESTIVAL

6-
NO
20







SMK - Statens Museum for Kunst

Kontakt

Events Netværk Om

| marts 2020 | | | | | | | | |
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| | 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| | 16 | 17 | 18 | 19 | 20 | 21 | 22 | |
| | 23 | 24 | 25 | 26 | 27 | 28 | 29 | |



jan 12 - apr 26

Søndagscroquis på SMK



feb 12 - apr 22

Workshop: Bobler og pasteller



feb 20 - mar 26

SMK Akademi: Dansk kunst mellem t...



Statens Naturhistoriske Museum

Kontakt

Events Netværk Om

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| | 16 | 17 | 18 | 19 | 20 | 21 | 22 | |
| | 23 | 24 | 25 | 26 | 27 | 28 | 29 | |



jan 11 - maj 9

Familierundvisning på Zoologisk Mus...



jan 15 - jun 28

Rundvisning i Botanisk Have



jan 23 - maj 23

Rundvisning på Zoologisk Museum ef...



Ny Carlsberg Glyptotek

Kontakt

Events Netværk Om

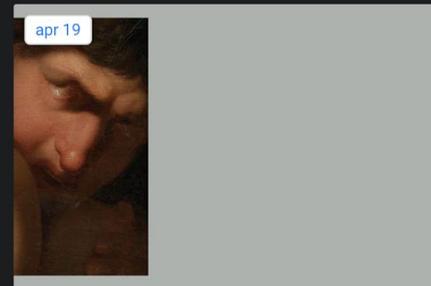
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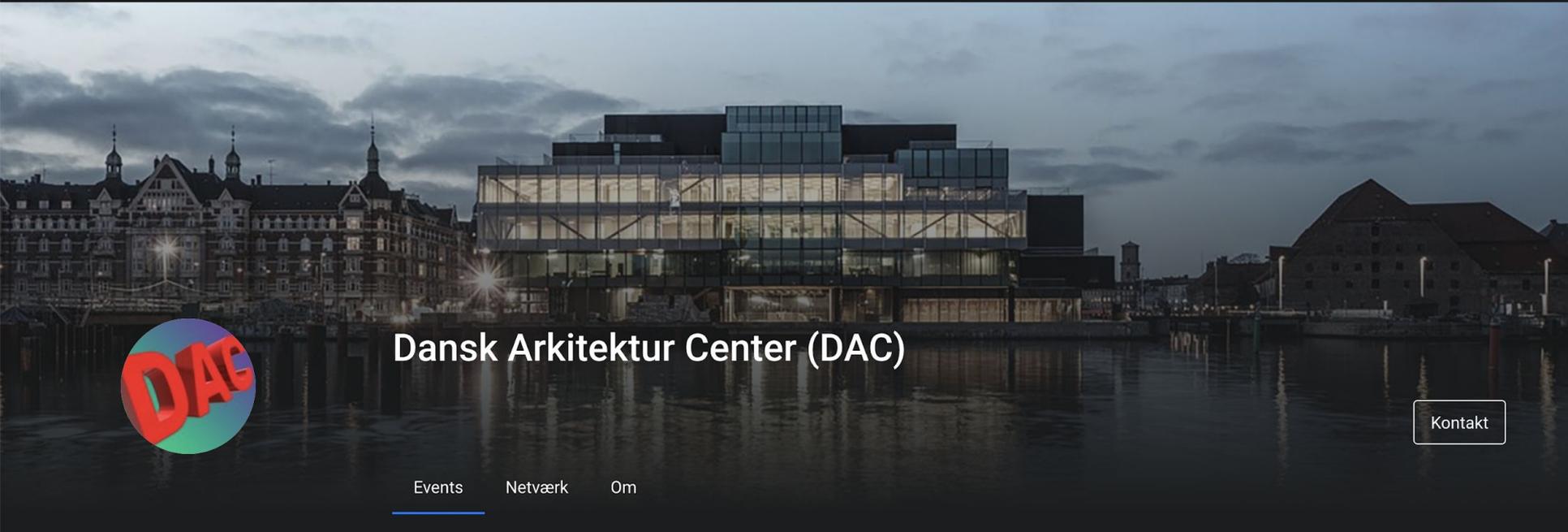
Græske klassikere på Glyptoteket: ...



Amduat. En samtale om den ægypti...



Græske klassikere på Glyptoteket: ...



Dansk Arkitektur Center (DAC)

Kontakt

Events Netværk Om

< marts 2020 >

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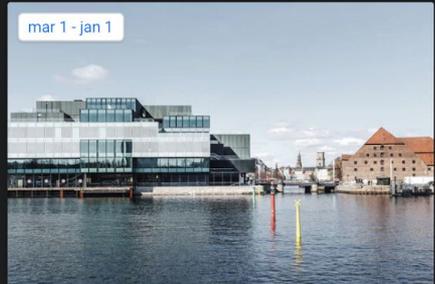
okt 12 - maj 10

Udstilling i Dansk Arkitektur Center



dec 17 - dec 31

Klubkort til Dansk Arkitektur Center



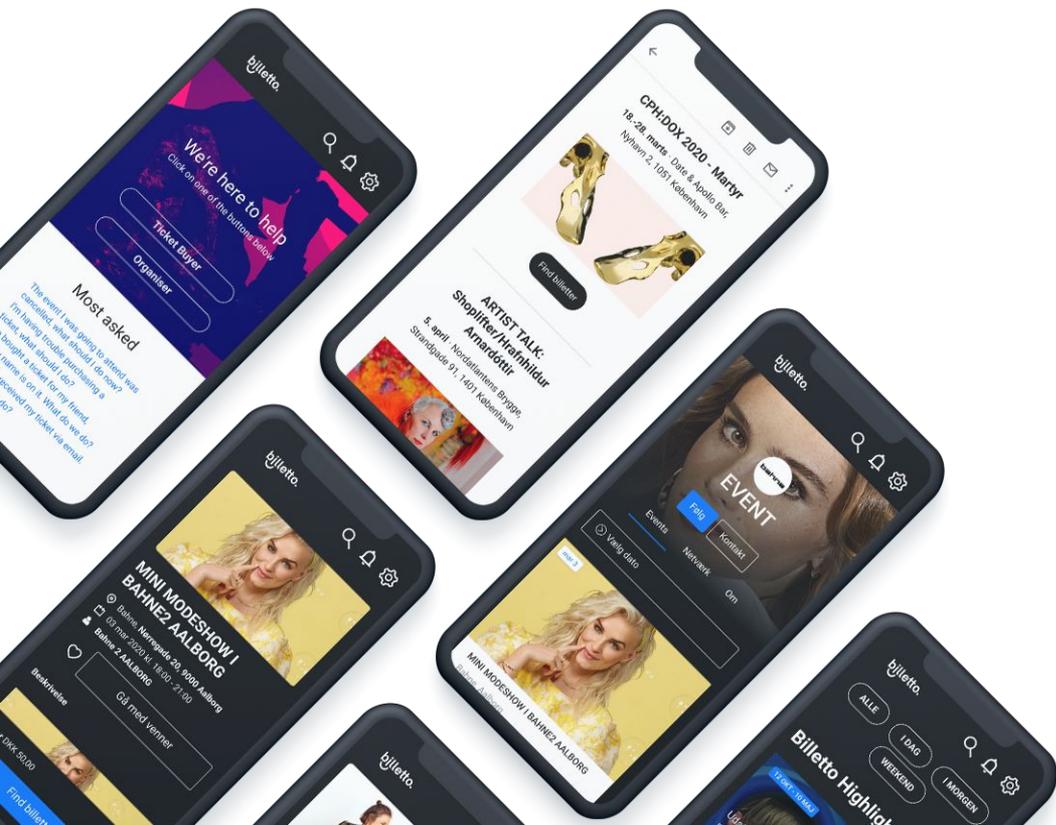
mar 1 - jan 1

Medlemskab til DAC Klub Sprout

Product

A generation 3 ticketing platform





GO OUT MORE

Ticket buyers stay on top of what's happening in their city and can instantly buy tickets with Billeto and check-in to attend from their mobile.



Discover

Find new events to attend on Billeto



Experience

Multiple payment methods & paperless tickets



Stay in the loop

Get tailored event recommendations



Never miss a thing

Follow your favourite organisers



Engage

Get support, every step of the way

Fully Integrated Self-Service Platform For All Ticketing Needs

The Billetto platform helps organisers save time, save money and sell more experiences

One platform that lets organisers sell tickets to customers on web, mobile, box office, remote venue or offline

One platform to find and promote to the right buyers, wherever they are



Save Time, Save Money
And Sell More

Billetto offers a full suite of customer, event and financial management tools for organisers to successfully run their businesses



One Platform For Organisers To Sell Tickets Everywhere

Wide range of sales features allows experience organisers to sell their tickets everywhere, both offline and online

Sell
One platform that lets organisers sell tickets to customers on web, mobile, box office, remote venue or offline

Online Event Pages
Mobile UI/UX optimised for optimal conversions



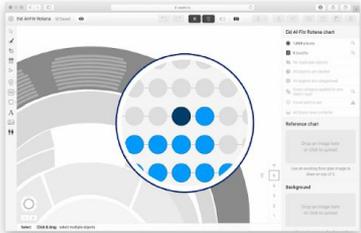
Intelligent Check-Out
Local and mobile optimised checkout with 1-click ordering



Customisation & Widgets
Design ticket banners, buttons & widgets

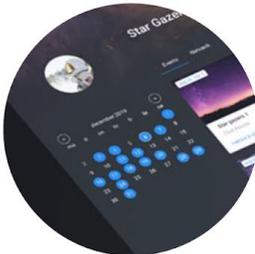


Floor Plan Designer
Design beautiful venue charts



Source: Company Information

Booking & Reservations
Schedule recurring experiences



POS - Point Of Sale
Sell on-site and unify with the Billetto iPad iOS

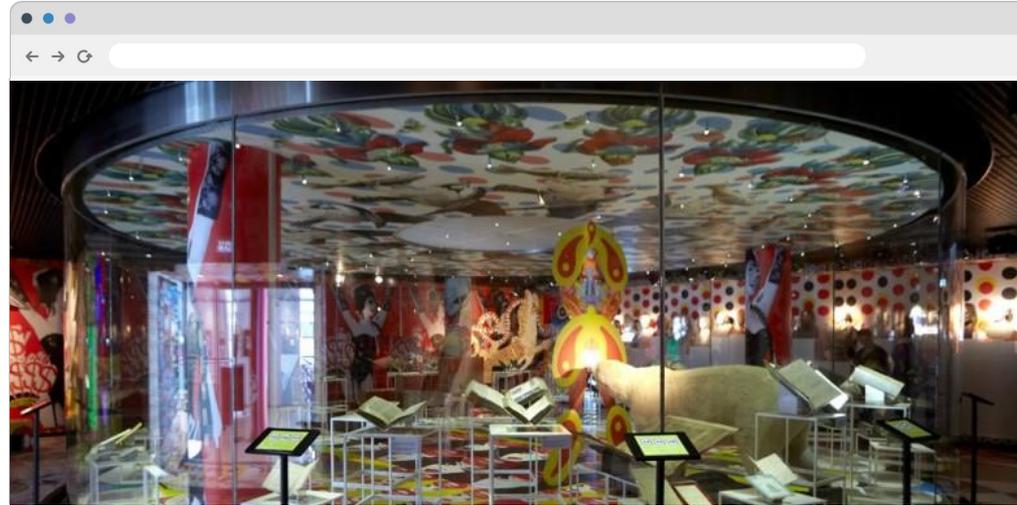


Facebook Event Sync
Instant event sync with Facebook



Online event pages

Sell online and mobile with a Billetto event page. Beautiful event pages designed around social high repeat transaction objectives. 1-click ordering enable pre-sale ticket booking optimization, frictionless service repurchases, social sharing and event communication.



Loyalty

Combining target groups and campaigns



Year Card holders

Year card holders are the gold. Many of the most powerful activation initiatives they take (such as the yearly card renewal process) is an interplay between the ticketing solution and the loyalty campaign engine.



Ticket buyers

- Create offers to turn high-frequent tickets buyers into season pass holders
- Barcode from previous game give %-discount on next match
- Automated early bird or last minute campaigns to secure unsold inventory.
- Unlimited campaign automation possibilities for retention and activation.

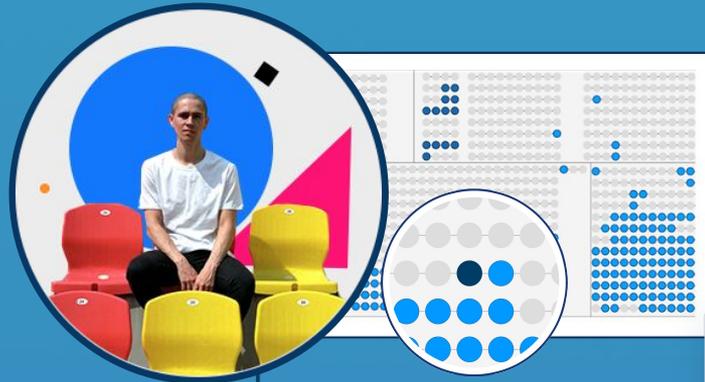


Partners & Hospitality

Hospitality is about service. Service is about fast and easy ticket retrieval, ticket transfers and interface guidance and communication. Billeto have ensured a digital frictionless, easy and VIP hospitality experience for partners.

Seating ticketing

Sell seated tickets online and via mobile. Billeto seating maps bridge your ticket types with real world seating maps and admin functionalities so you can optimise ticket inventory effectively.



| Seat | Ticket type | Category | Price | Fee | Total |
|--|--|--|------------|----------|------------|
| <input checked="" type="checkbox"/> LOKAM Nedre B2-6-66 | <input type="text" value="Lokam med Syd - Voksen-"/> | <input type="text" value="LOKAM Syd (D)- 82"/> | DKK 150.00 | DKK 5.00 | DKK 155.00 |
| | | | | | DKK 155.00 |

By clicking "Next" you agree to our [Purchase Policy](#)

[Next](#)

Anthony Cass
New York, NY
Squarespace
@accass

Jackie Xu
San Francisco, CA
lpsfb.com
@jpsfb

Jill Ross
San Francisco, CA
opendoor.com
@jross

KPCB
TYPE: Private
INDUSTRY: Capital Markets
EMPLOYEES: 175

pendoor
Private
EMPLOYEES: 225

Edit holder

Resend PDF

Download PDF

Print

Payment details

Change barcode

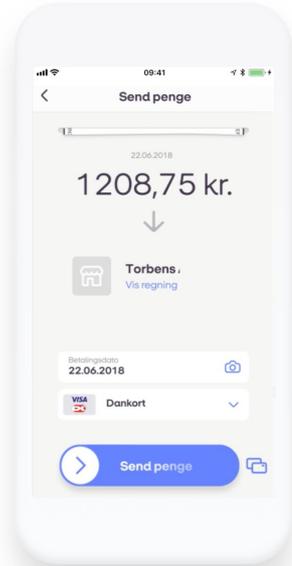
Swap seat

Transfer

Cancel ticket

Industry leading check-out funnel

Convert the your visitors into buying customers with Billetto's frictionless check-out



Check-out UI/UX design

- Basket steps minimisation
- Floating call to action button
- Weekly A/B optimisations
- Mobile optimised



Multiple Payments methods

- Local payments
- Mobile payments
- 1-click ordering

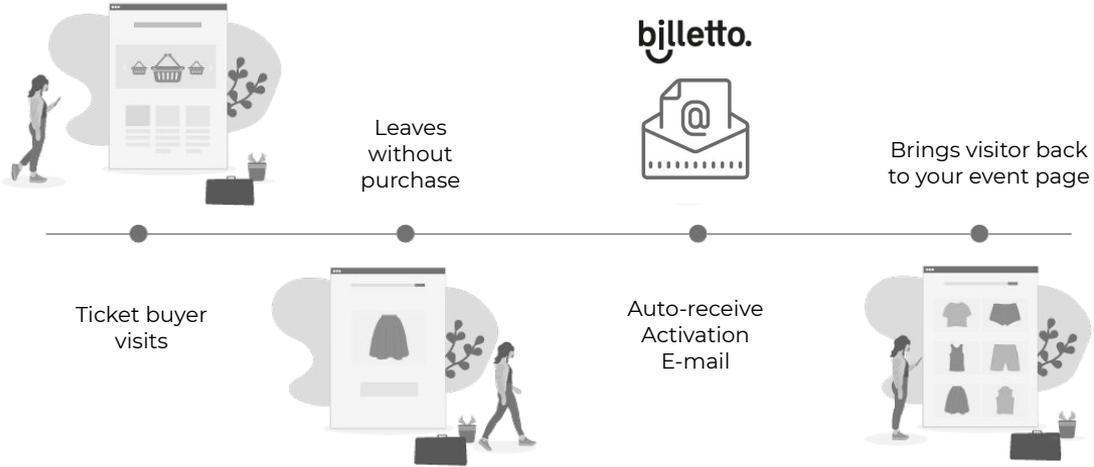


Integrated communication

- Drop basket email activation
- Buyer to friends
- Ticket assistance
- Automated payment error guides
- Multiple payment gateway relays

Dropped basket activation email

Automated re-activation of lost purchase flow buyers



Covid-19 time slot controls

Automated capacity management of attendees

1. Setup venue



Set the max capacity for your venue eg. 50 people at the same time.

2. Set dwell time



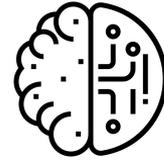
Conservatively set the time it take an average attendee to pass through the exhibition.

3. Connect events to venue



Choose which exhibitions or events should be counted in and set time slots for the events.

DONE!



Let the billetto software automatically manage open time slots and not allow more people to buy when maximum has been reached.



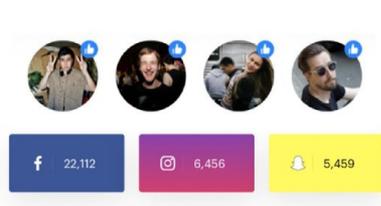
Embedded Promotion Tools Drive Traffic And Maximise Sales

Integrated promotion tools drive traffic and ensure maximum ticket sales for experience organisers

Promote
One platform to find and promote to the right buyers, wherever they are

Co-Promoters & Partners

Use roles to activate an event team of co-promoters



Visitor Social & Messaging

Increase event page visitor sharing & messaging



Promotions & Offers

Automate discounts & coupons for loyalty and dynamic pricing

- Early Bird**
Drum up interest for your event with discounted Early Bird tickets
- Group Discount**
Set a quantity of tickets that will unlock a discount when purchased together
- Family Discount**
Set a combination of "Adult" & "Child" tickets that will unlock a discount when purchased together
- Promo Code**
Create a special code that people can use to unlock discounts
- Unlock**
Create a rule that will unlock hidden tickets
- 2 for 1**
Choose ticket types that will sell as 2-for-1 when purchased together

Billeto Push Notifications

Auto engage a Billeto community following



Billeto Search & Page SEO

Describe and meta tag events for SEO optimisation



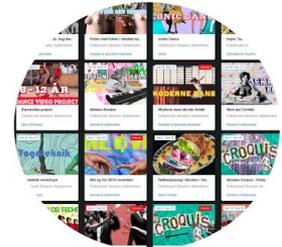
Profile Calendars & City Guides

Create overview of multiple events and build followers



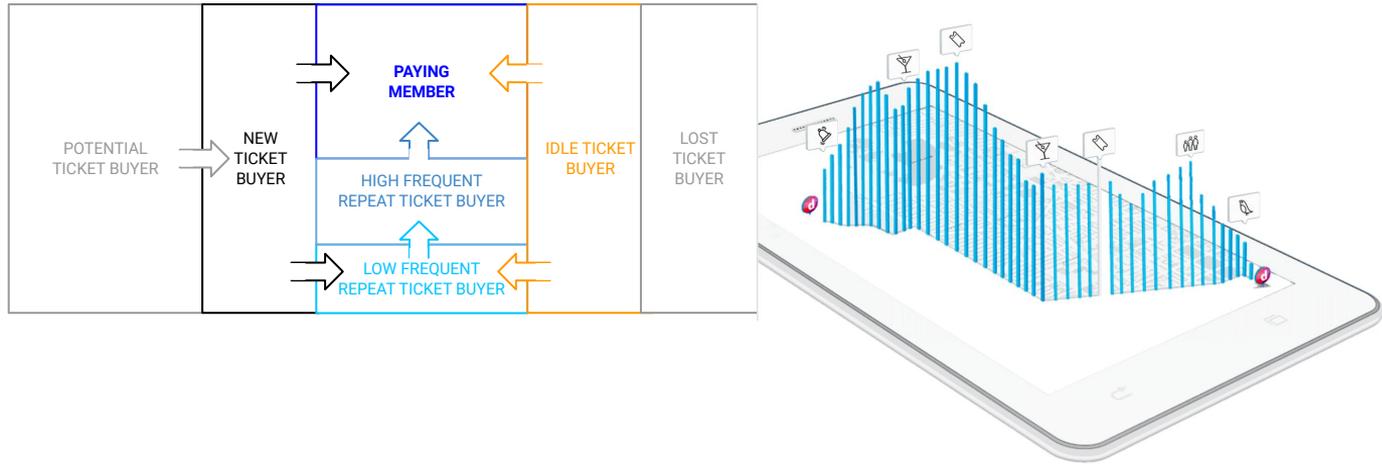
Billeto Media Service

Be featured via the Billeto frontpage, newsletter and ads



Campaigns & automated activation

Sell more tickets and sell out faster. Create granular campaigns to incentivise selected audiences to share and invite their friends. Billetto's campaign platform enable you to exceed the power of a traditional ticketing solution.





Save time

Manage events

Advanced Mission Control Centre For First-Hand Event Management

Advanced data analytics and integrations facilitate smooth management of experiences regardless of size

Manage

Billetto offers a full suite of customer, event and financial management tools for organisers to successfully run their businesses

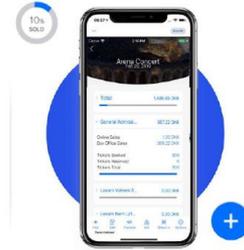
Traffic Analytics & Insights

Collect, organise and export



Real Time Sales Reports

As dashboards or daily, weekly or monthly emails



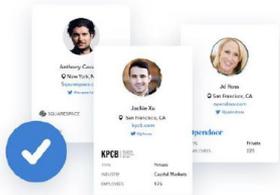
Integrations

Facebook pixel, Google pixel, and MailChimp



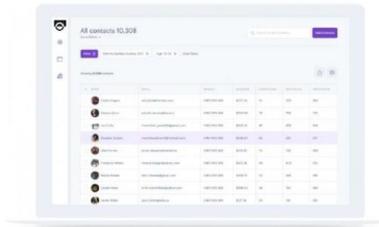
Data Collection

Collect booking questions pre, during or post purchase



Attendees & Memberships

Manage tickets, orders & billing



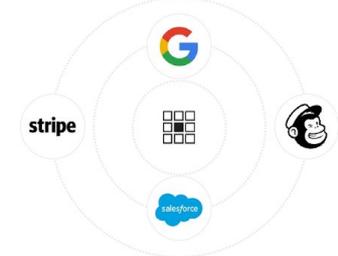
Scanning & Guests Lists

Unify scanning & offline sales



API's And Documentation

Developer friendly webhooks and end points with clear docs



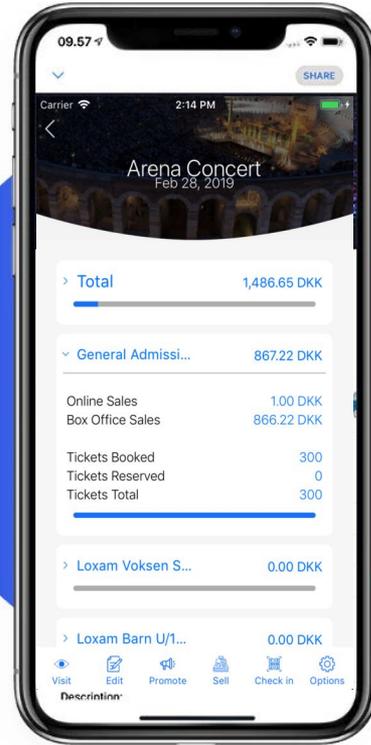
FOR EVENT ORGANISERS

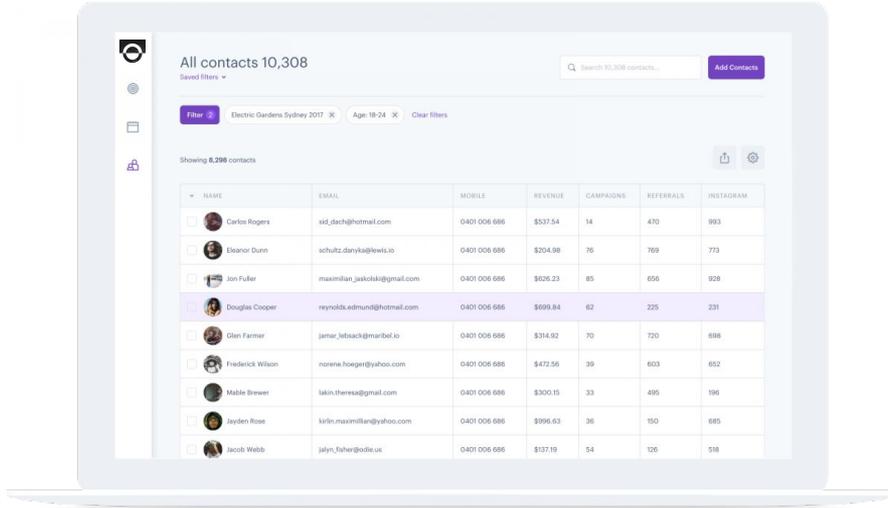
Live updates across all devices

When your event is live, you can follow the stats on all of the devices connected to your organiser profile: people scanned in / out of the venue and online / door sales.



| | | |
|------------------|--------|-----|
| Facebook | 69.56% | 361 |
| jadadafestiv... | 9.63% | 50 |
| Email: DK Bil... | 8.48% | 44 |
| cofoco-resta... | 2.12% | 11 |
| Email: expire... | 1.54% | 8 |
| https://www... | 1.35% | 7 |
| Other | 7.32% | 38 |





Audience manager

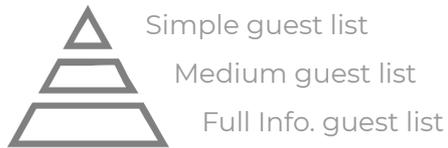
Unlock powerful insights about your audience. Import data from multiple sources, including real-time sales data from ticketing, your email subscribers and data from Billeto Campaigns.

Real time reports

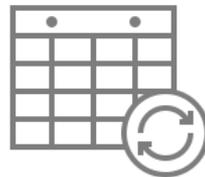
Download and export instantly updated sales reports for your email inbox. Transform your comprehensive data to simple output formats for quick export.



Simplified reporting



Schedule automated emails



Multiple data formats



Services

Save time

Free up time via automation & support

Enterprise helpdesk & support

World class ticket buyer support. Enterprise platform onboarding, support & media planning. 99,96% uptime.

Integrate easily

Open platform that integrates with +200 apps. Billetto partner services provide data integration pre, during and after an event.



Self-serve platform

Release human resources by design. Minimize administration and workflows by intuitive, simple and easy to use backoffice interfaces.

billetto.



Free up time via automation, service & support



**DK
Commercial Lead**

Commercial uplift

Responsible for the **commercial collaboration**.

Engage through 1-1 meetings and ad-hoc.



**DK
Customer
Success
Managers**

Service

Organiser get a **one point contact** in the form of a customer success manager who **lead the relationship, manage onboarding and execute weekly & monthly calls when needed**.



**DK
Supporter**

Support

Organiser are always able to call and write to our **support team**. As all organisers are on the same platform, all support employees can handle the same requests.



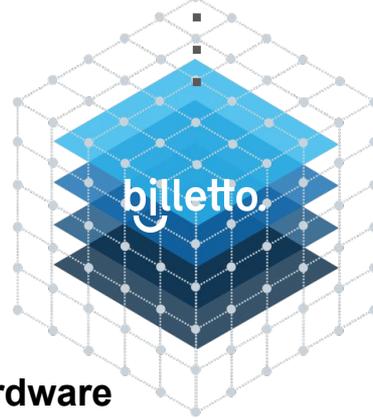
Custom fit package



Service & support



Data systems



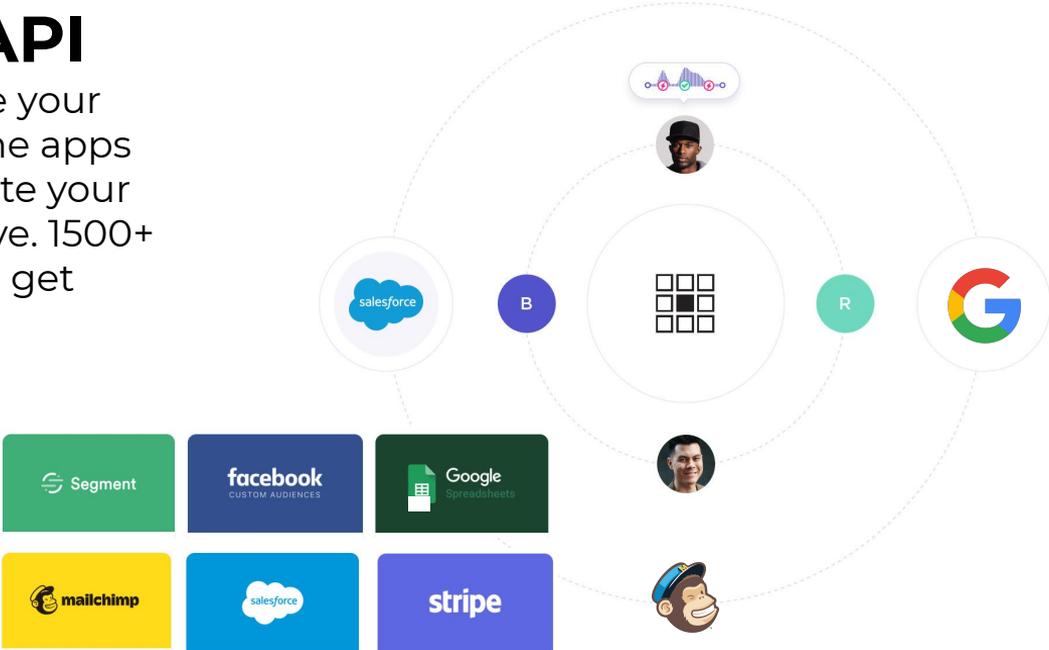
Hardware
Setup

Software requirements

- Online self service creation and refunds
- Fast and easy sales overview
- Collect buyer information in one place
- Online and mobile guest lists
- Scandinavian minimalist design

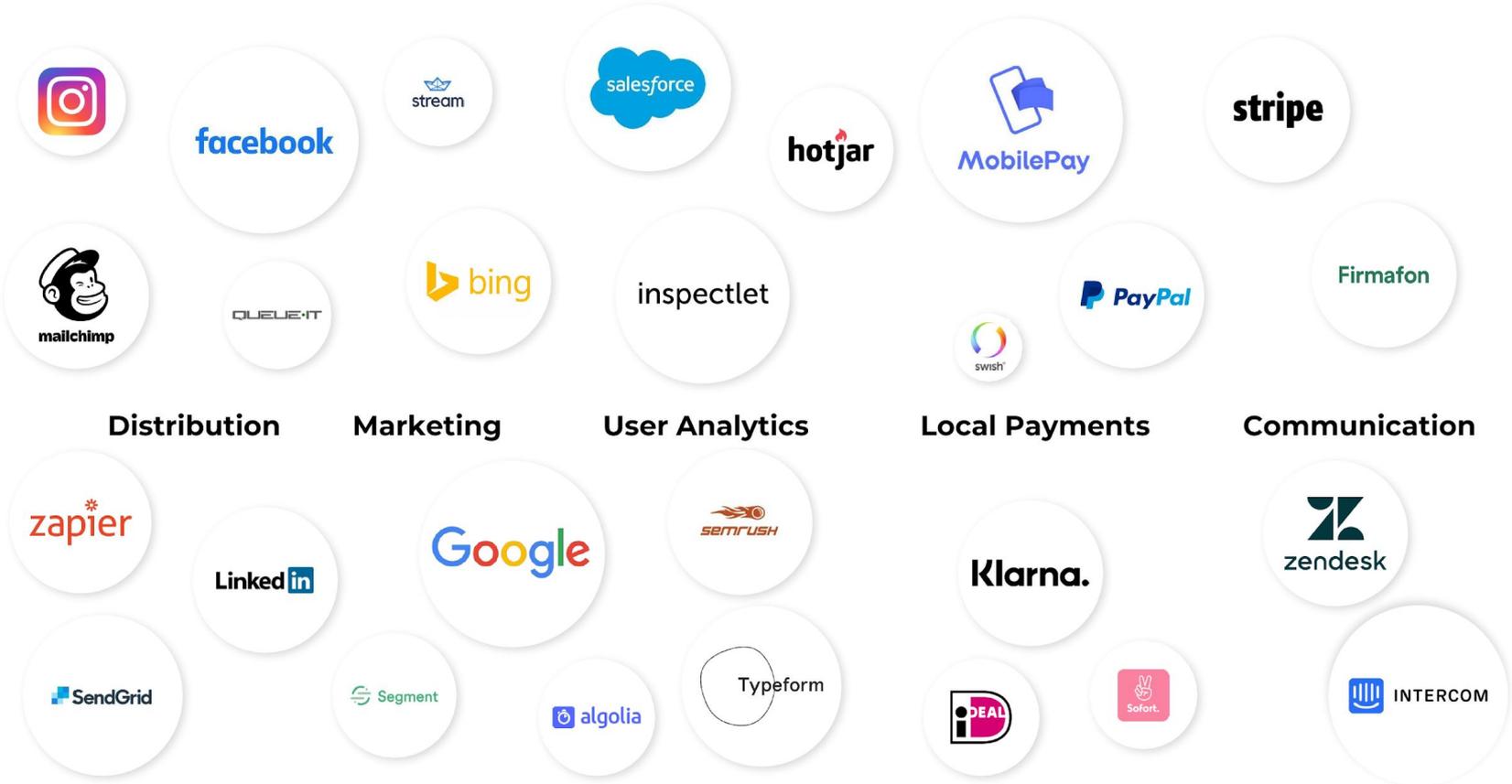
Integrations & API

Easily connect and integrate your marketing stack. Connect the apps you use everyday to automate your work and be more productive. 1500+ apps and easy integrations - get started in minutes.



Billetto Connects Into Numerous Third-Party Applications

The Billetto platform offers integrations with world-class partners and local technologies for maximum usability



1 week onboarding

1. Data migration

I - Year card & Ticket buyer lists

II - Hospitality & Partner lists

III - Quality assurance

2. Integration & Development

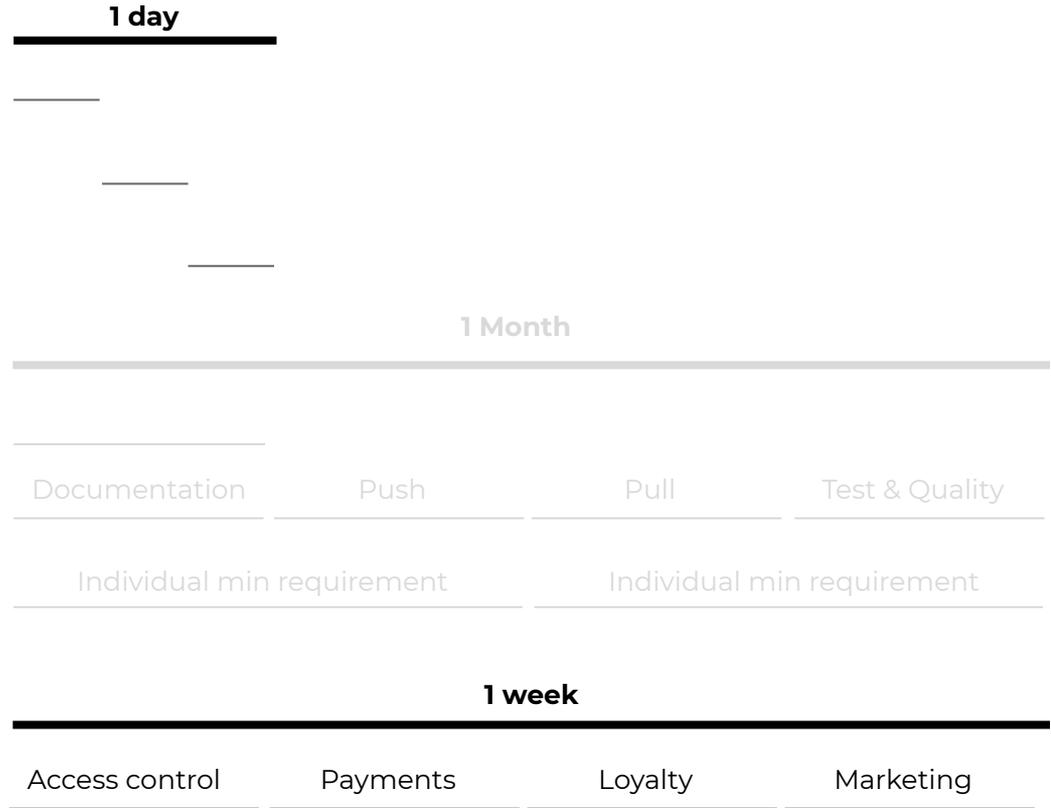
Venue & Seating mapping

ERP integration existing / new

Innovation projects

3. Service & support

Solution onboarding workshops



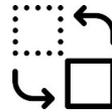
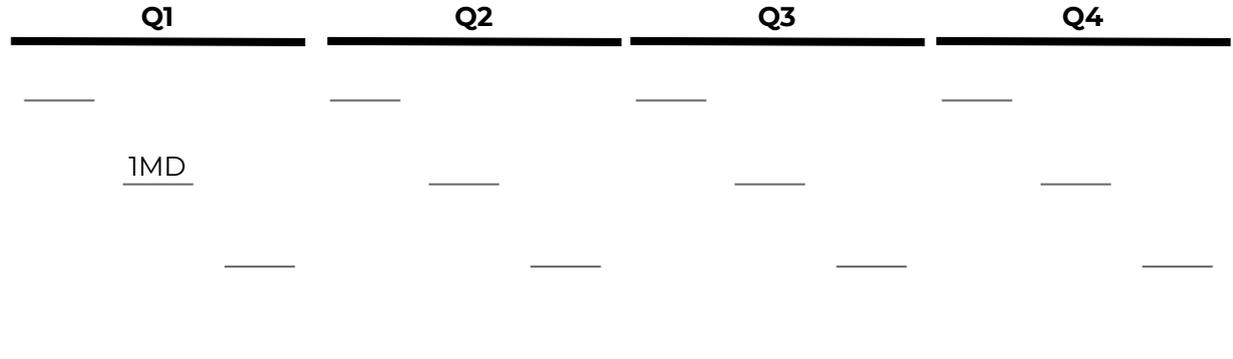
Monthly commercial check-in

4. Commercial growth

Segment target groups

Execute campaigns

Monitor & Report



World-Class Support Driving Customer Satisfaction

Impressive user testimonials from both organisers and ticket buyers are evidence of top-class customer support



Organisers

Rebecca
 1 review

★★★★★ Jan 22, 2020

Great platform, highly recommended

This is a great platform with good value for money. Billeto provides a discount for charities, which was a huge bonus. I emailed the team a number of times and they were quick to respond and could resolve my issues easily. Everything went smoothly. Highly recommended.

James
 11 reviews

★★★★★ Feb 8, 2020

Great platform

Had all of the features I needed for a gig night I organised for guests who could order various food options. Worked really well and the support team were really responsive to my queries. Would definitely use again.

Victor Sobchak
 2 reviews London, GB

★★★★★ Oct 10, 2019

Use it for my theatre company for a few...

Use it for my theatre company for a few years and happy with everything and especially with very prompt tech support. Highly recommended!



Reviews 344 • Excellent

★★★★★



Ticket Buyers

kalidurga1
 1 review

★★★★★ Jul 10, 2019

Billeto helped me resolve an issue I...

Billeto helped me resolve an issue I had by going out of their way to make it work out! I'm grateful and would definitely use Billeto again!

Miss Katrina searles
 5 reviews

★★★★★ Jul 1, 2019

Resolved my issue within half and hour

Resolved my issue within half and hour, Robert was really helpful

Shonali
 1 review

★★★★★ Dec 6, 2016

Great service!

Being able to get an old ticket sent to me from when I'd booked more than a year ago to help me with records for my tax return was a real surprise. I didn't expect them to still have it available and least of all to email me straight away. Quick, fast & easy. Super happy with the service & would definitely consider using it in the future.

Innovation & Collaboration Model

The Billetto platform is in constant evolution



Billetto innovation projects

Innovation projects which benefit many clients will be paid by Billetto and automatically become available to all clubs.

Innovation projects **are free. There is no license cost or any other cost associated** with the natural development of the Billetto platform.

All organisers are welcome to provide feedback and suggestions regarding how to improve the platform



Pricing

Save money



ZERO. SWITCHING COST.
TRANSPARENT TRANSACTIONAL PRICING.

No cure no pay business model
Transparent fees
Service included
Support included
Innovation included



DIALOG & QUESTIONS



360° ticketing suite. Integration-ready.

Unify your marketing, loyalty, payment, scanning & analytics data and software.



Proven transaction volume

2M+ Members have purchased tickets via Billeto.



Return on investment pricing model

"No cure, no pay" pricing model ensures commercial alignment .



Data transparency & portability

Send your data to the tools where it can be used most effectively.



Ticket buyer journey

Optimised for frictionless customer experiences.



Instantly increase monetisation

Embedded payment optimisation ensures improved conversions.



Real-time commercial insights

Gain commercial insights from partners, season card holders and ticket buyers.

