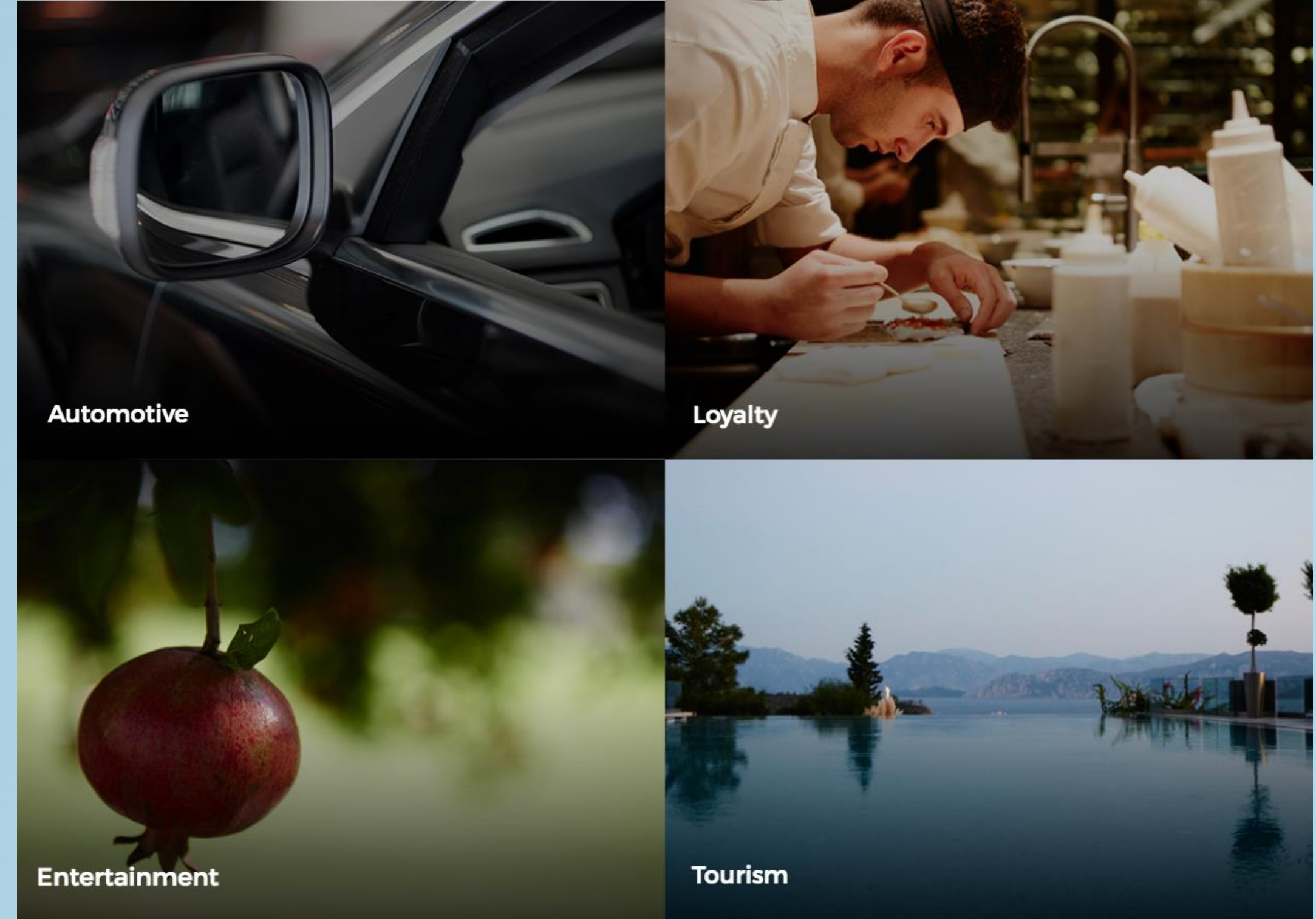


Ticketing Platform and Backstage Solutions





Sectors

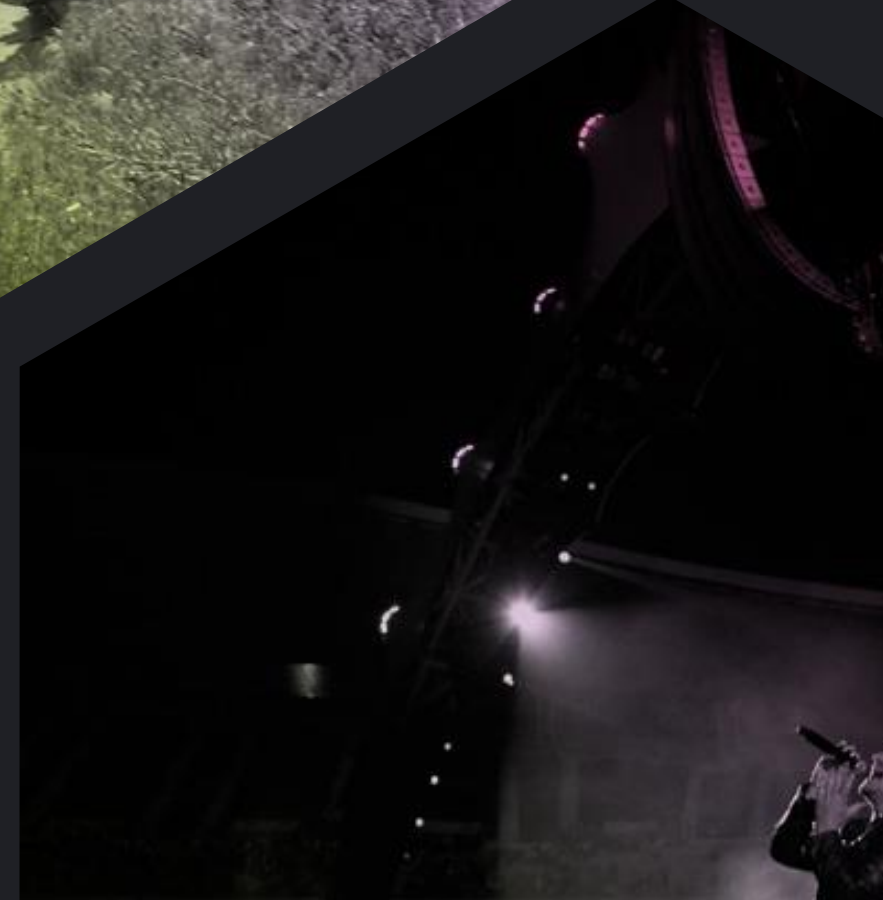


Products:



Pozitif

- Leading entertainment marketing company with 30 years of experience
- Music, contemporary art, gastronomy and outdoor festivals, events in music and beach clubs
- Experience with thousands of events including Rihanna, Lady Gaga, U2, Metallica, Bob Dylan etc.





What is Ticketing and Backstage Solutions

Social events ticketing platform for entertainment and event organization industry.

- Festivals
- Sports games
- Conferences
- Theatres
- Concerts etc.

User friendly backoffice application that you can manage all operations

- Event
- Content
- Pricing
- Customer
- Venue and seat

Value Propositions

Ticketing and Backstage Solutions



Digital Ticketing Platform

- Safer, faster and flexible purchase
- Decrease operational costs
- Easier use for customers



Omni-Channel Sales

- Multiple sales channels
- Integrations for seamless transactions
- More channels to reach customers



Social Event Planning

- Social hold on tickets (buy with friends)
- Social calendars and group buying
- Forwarding tickets to friends or non-governmental organizations

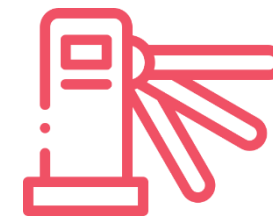
Value Propositions

Ticketing and Backstage Solutions



Single Back-Office Platform

- Managing all operations from a single platform
- Safe and fast operation
- Support invitations, reservations and group sales



Integrated Admission Control

- Controlling customers and invitees
- Ease of integration with external admission control systems



Advanced Reporting

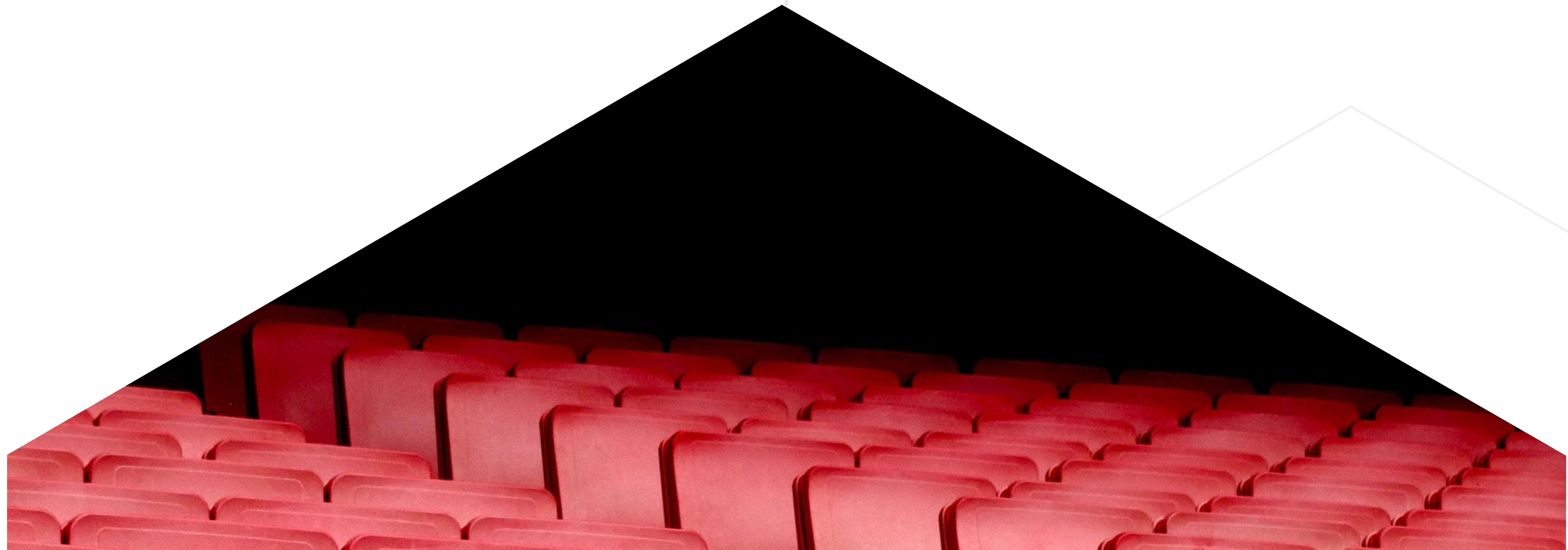
- Reporting with real time data
- Financial, sales and admission reports

Modules



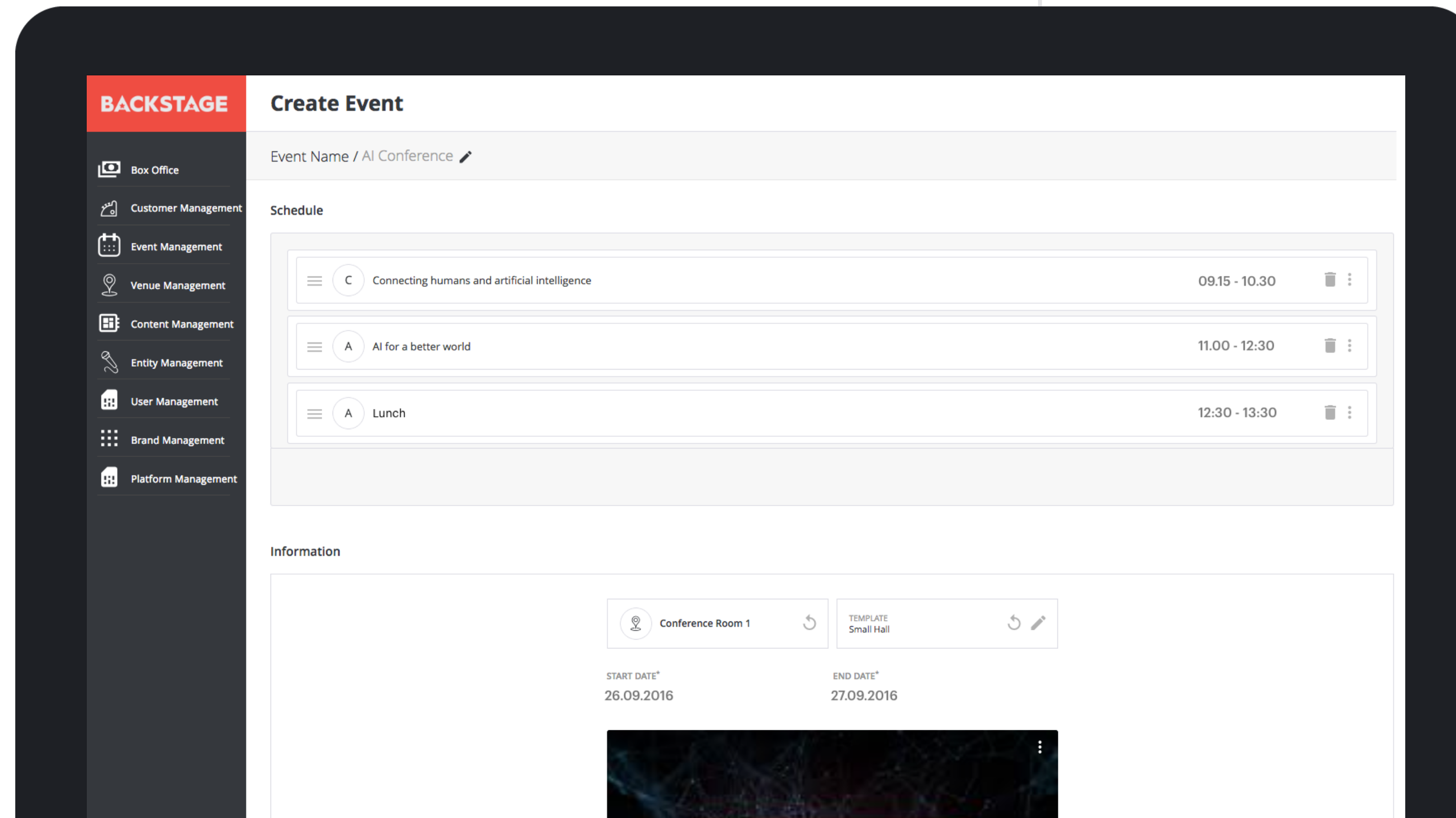
Venue and Seat Management

- Multi templates for a venue
- Event based seat plan customization
- Fast seat management (**creating 10k seats in 5 seconds**)
- Seat selection
- Smart best available seat assignment algorithm
- Modelling seating plan with an advanced venue editor
 - Seats or standing block options
 - Static objects (Gates, stage, exits etc.)
 - Name customization for all objects
 - Concavity, rotation and assymetry options

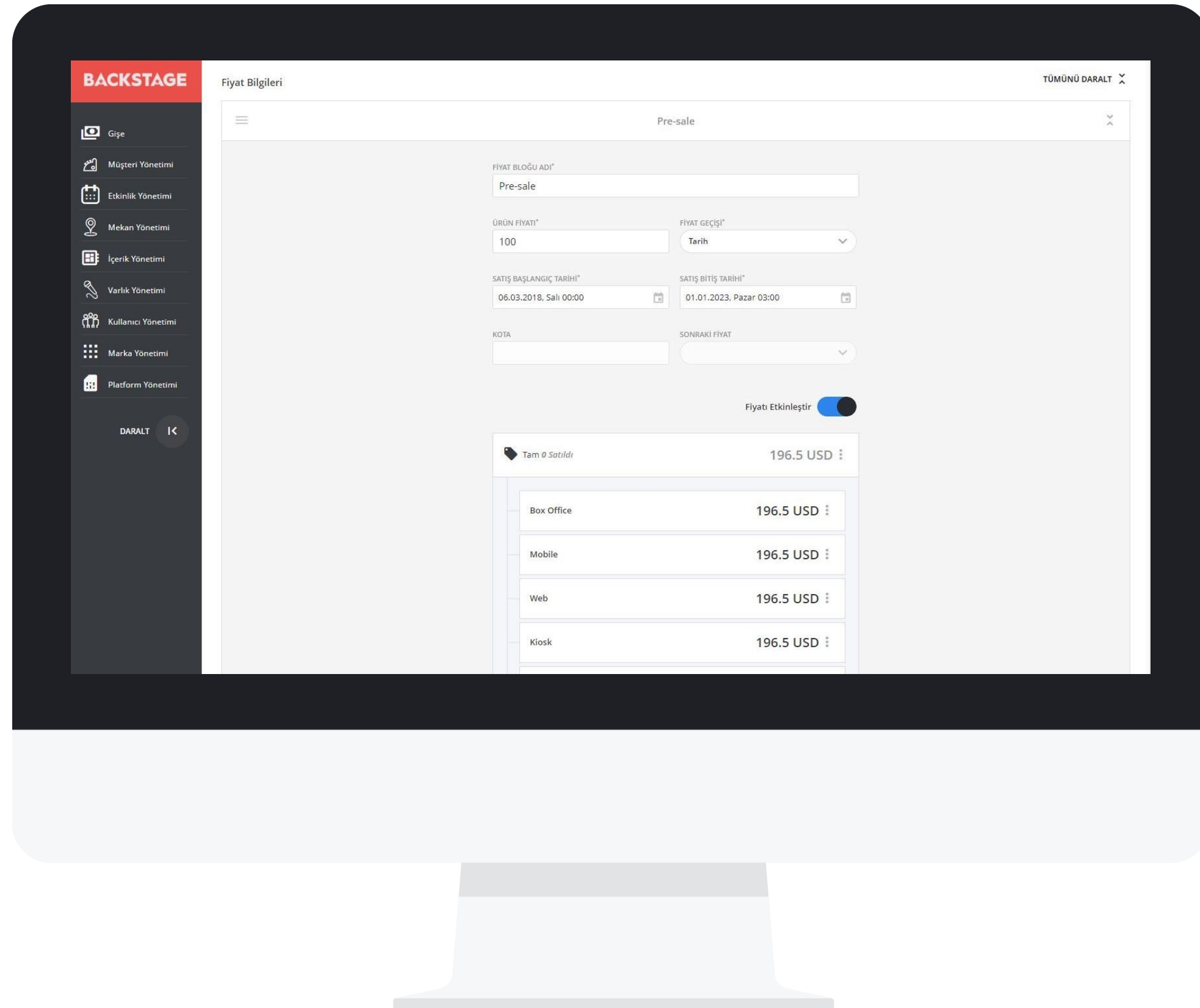


Event Management

- Definitions of events and performances
- Festival management** / Festival ticketing
- Creating recurring performances at once
- Copying past performances



- Flexible tag definition
- User friendly design for management of **invitations, reservations, group sales, relocation, seats and etc.**
- Unique performer definition
- Easy performer to event matching

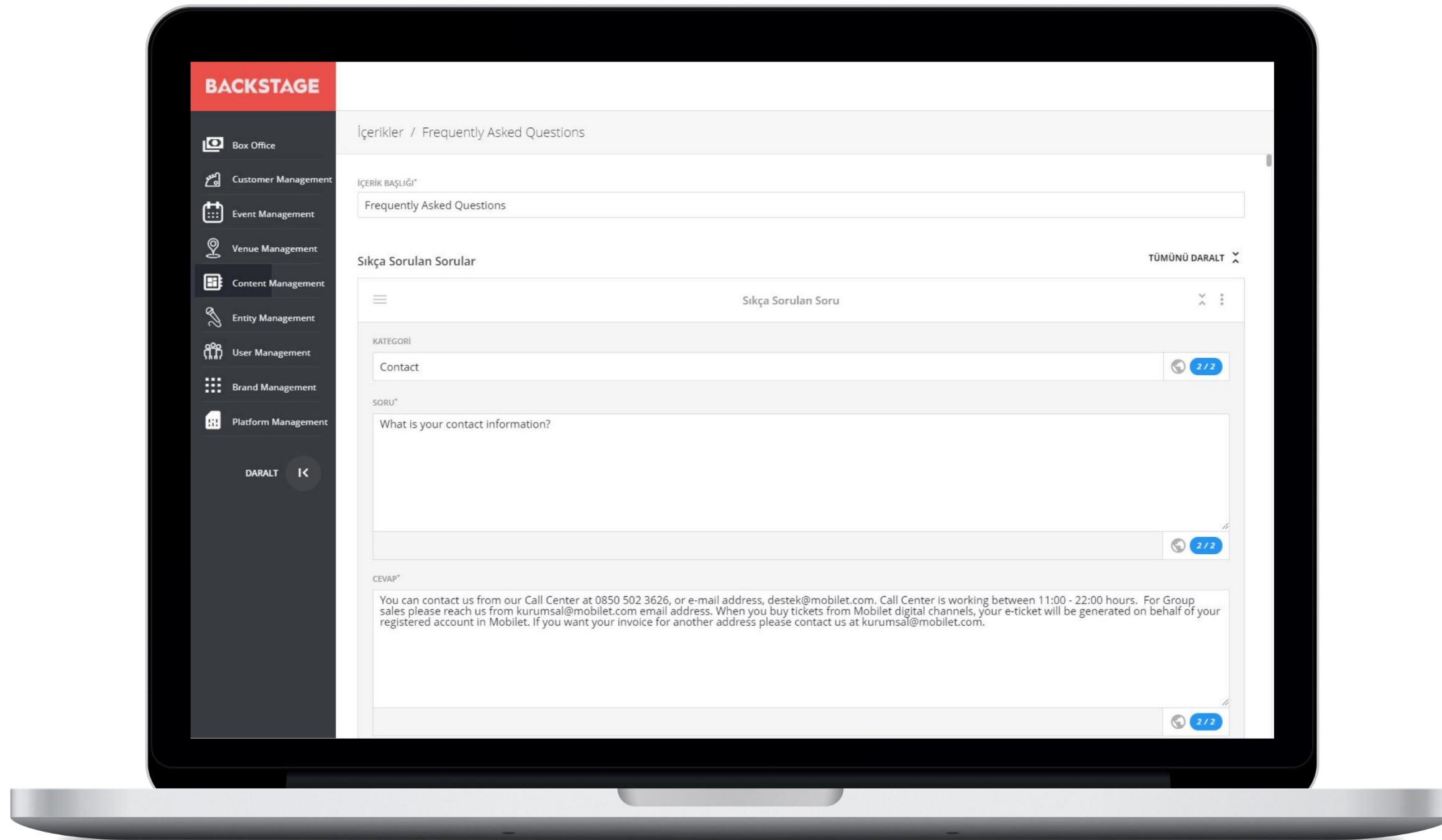


Pricing

Advanced Pricing Features:

- Ticket prices, service fee, ticketing fee, transaction fee and etc.
- Variants (Standard, Student, 65+ and etc.)
- Differentiate prices between dates with Pricelists (presale, general sale, last day and etc.)
- Differentiate prices between sales channels
- Quota options on pricelists and variants

Content Management



- Flexible and dynamic content management
- New types of contents can easily be created (events, faq, static pages etc.)
- Managing contents status
- Work with multi-channels like web, mobile app, kiosk etc.
- Integration with different types of data sources (organizers own channels, social media etc.)
- Content version management and archive management
- Document based NoSql database provides flexibility and faster api calls

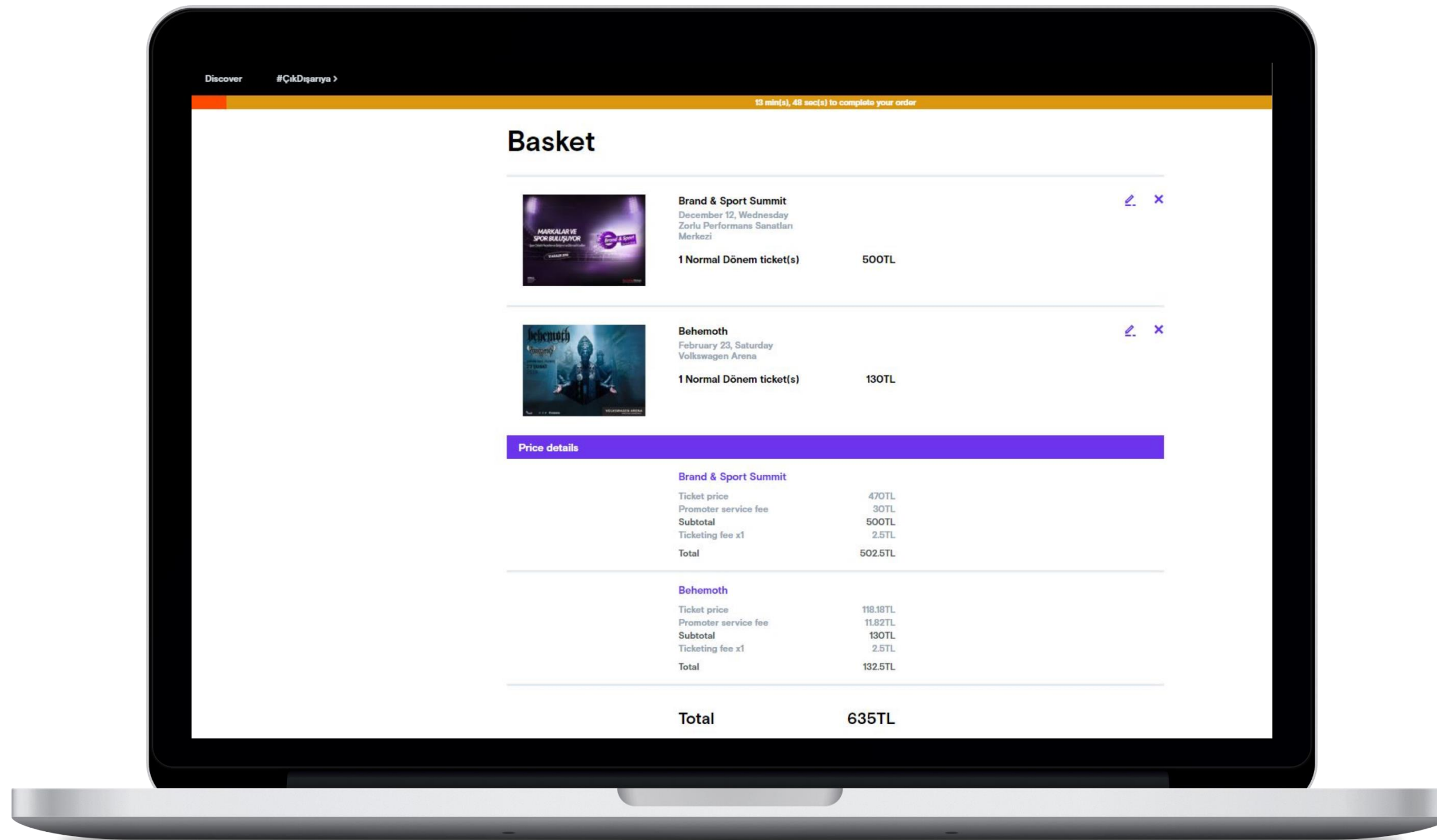
Campaign Management

- Different benefits can be applied(early purchase, % or fixed discounts, sponsor paid campaigns etc.)
- Campaigns can be created among many types of entities (basket, events, performances, products, variants and etc.)
- Campaigns can be applied according to
 - Customer data (gender, age, labels and etc.)
 - Basket data (item count, prices, # of different events and etc.)
 - Payment options (Masterpass campaign etc.)
- Regular or periodic campaigns
- Promo code and credit card type validations
- Complex Event Processing & Stream Analytics



Sales and Ticketing Management

- Fast and secure transaction
- Digital Ticketing Infrastructure
- Basket integration - different events in one transaction
- Omni Channel sales
 - Web, mobile, box Office, kiosk and etc.
 - Group sales
 - 3rd party integration
- Reservation for friends
- Optional payment methods (vPos, Pos, Cash and etc.)



Sales and Ticketing Applications

Whitelabel applications

Web

iOS

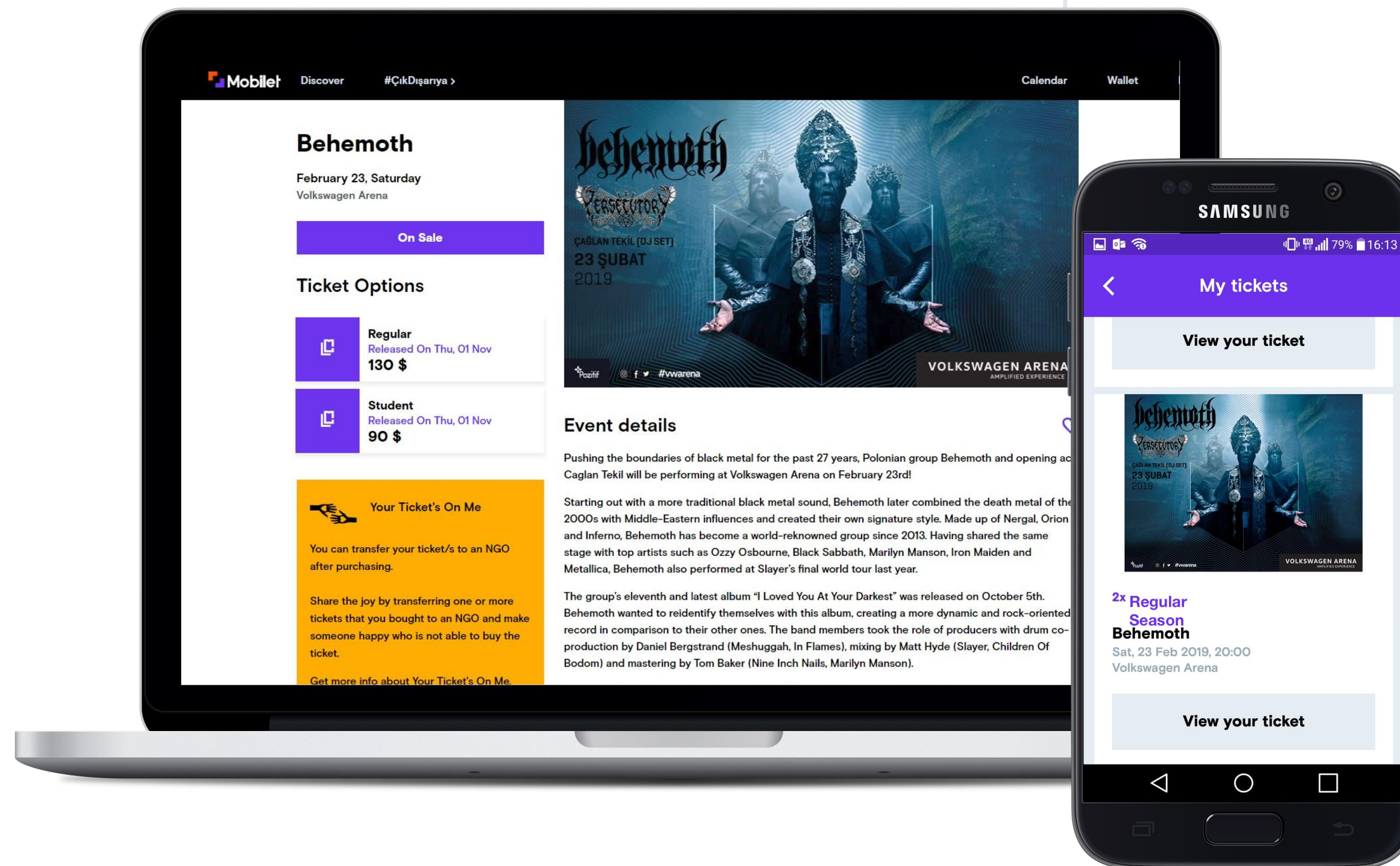
Android

Wallet for managing tickets

Forwarding tickets to friends

Donating tickets to NGOs

Social calendars



Sales and Ticketing

External Sales

- Ticketing through external platforms
 - Widgets
 - In-app browsers
- Login options
 - Required for transaction
 - Optional for transaction



Customer Management

- Sign-up and login services
- OTP validation
- Managing licences (membership agreement, privacy policy and etc.)
- Integration with social media (Facebook & Spotify)
 - Register
 - Login
 - Gathering data from there
- Monitoring customer's transaction
- Cancellation policy
- Segmentation
 - RFM segments
 - Category based micro-segments



Admission Management

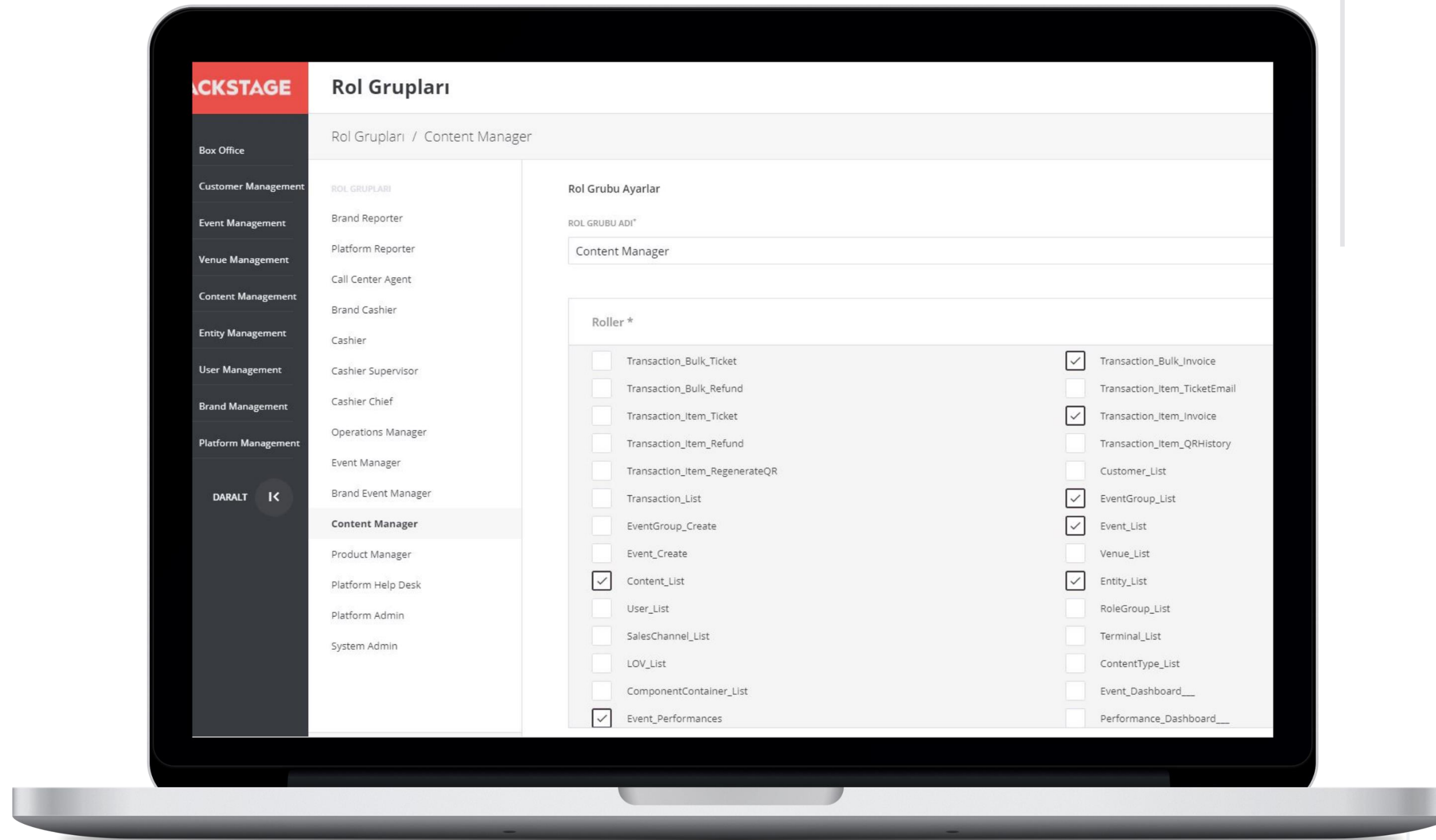


- QR Code Reader Apps
- Completely digitalized admission management system
- Safe and fast operation
- Integrations with external admission management systems
- Optional printed ticket

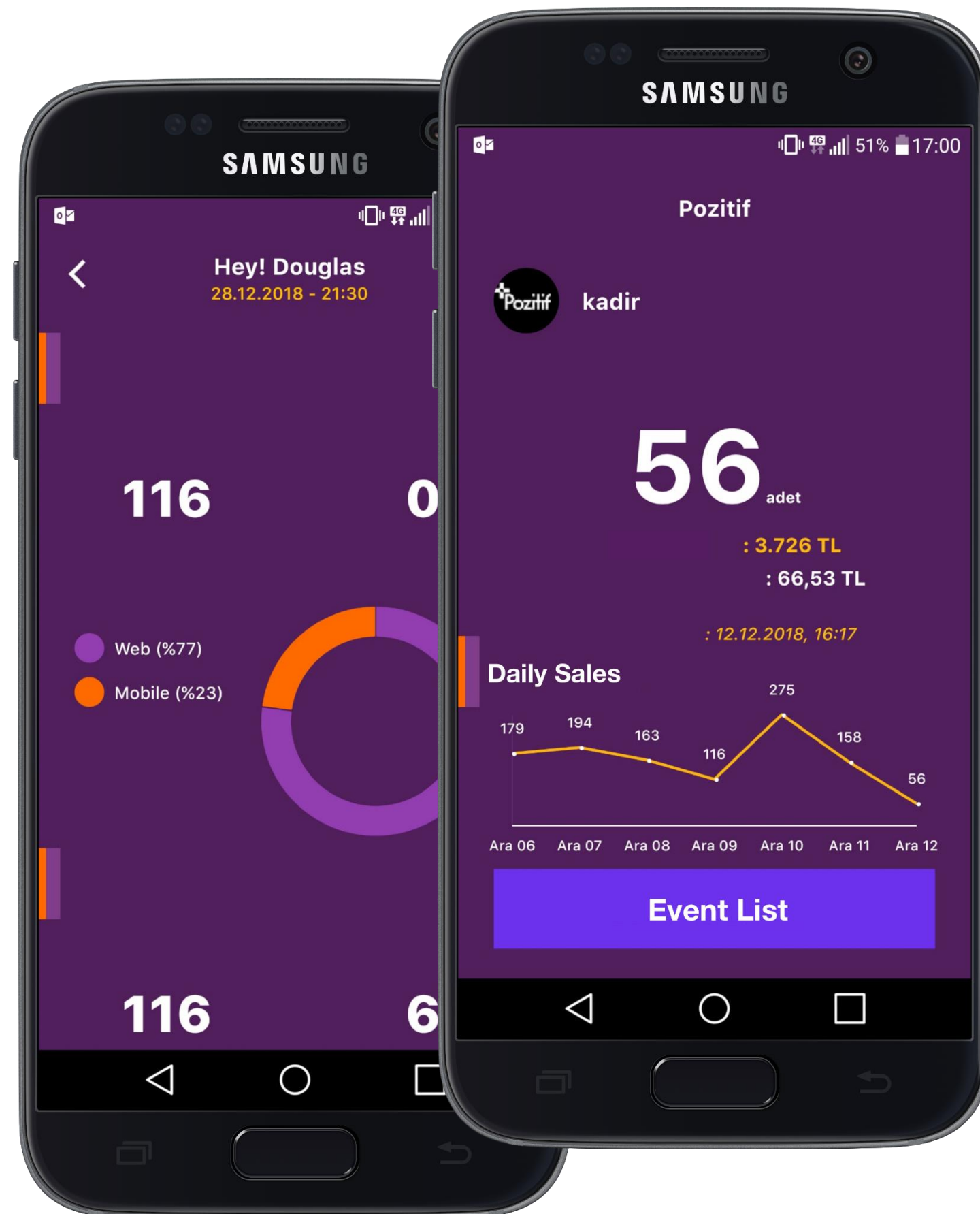


System Management

- User management
- User authentication management
- Role - group definitions
- Sales channel management (create, update etc.)
- Creating and updating box offices during events
- Creating new firms to the system as a sponsor or promoter



Reporting & Data



Reporting Application for Promoters

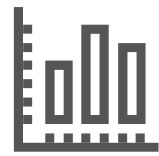
- Customer Reports
- Financial Reports
- Sales Reports
- Admission Reports

Real time reporting

- Instant campaigns
- Price actions
- Marketing

Wrap Up

Social discovery and sharing platform that redifines ticketing experience including before and after transaction



Happy Promoter

- Fast and secure operation
- Real time reports
- Easy integrations
- Digital ticketing
- Decreasing operational costs



Happy Customer

- Simple and safe transaction
- Social calender
- Digital tickets (QRs)
- Forwarding tickets to friends
- Reserving seats to friends
- Making plans with friends easier



Solid Infrastructure

- High scalability
- Secured data storage
- Sustainability
- Advanced monitoring
- High availability