

PRESS RELEASE

Tech5 winner Tiqets secures US\$ 17 million investment, plans major global expansion

Amsterdam, 17 May 2017 – Tech company Tiqets has secured a USD 17 million investment from a consortium of investors headed by HPE Growth Capital. The investment will enable the three-year old company to scale globally and strengthen its leading position in making culture and entertainment more accessible.

Fastest growing tech company in the Netherlands

Tiqets has grown exponentially since the company's founding in 2014. The company has 75 employees and, in addition to its head office in Amsterdam, has teams in New York, Paris, Barcelona, Vienna, and Rome. This growth has led to the company winning the Dutch Tech5 award two years in a row. In addition, Tiqets has been again nominated for the European Tech5 award, the award for Europe's fastest growing tech companies. The winner will be announced at the TNW Conference in Amsterdam on Thursday 18 May.

Tiqets' technology enables consumers to use their smartphones to buy admission tickets for museums and entertainment venues. Consumers can then use those tickets just a few seconds later on their mobiles, without having to queue at the entrance. Millions of people from more than 150 countries are already using the service.

"Our unique technology is a direct response to consumer demand for last-minute tickets to museums or attractions both at home and abroad. Our customers love the convenience of instant delivery without needing to print anything. Our investors have noticed that too; we are very pleased with the investment led by HPE Growth Capital, which will give Tiqets the resources it needs to continue to scale, so we can connect new cities, expand our partner network and strengthen our leading position in the market," says Tiqets CEO Luuc Elzinga.

Jonne de Leeuw, principal at HPE, comments: "We are excited to join Tiqets as a shareholder; one of the fastest growing scale-ups in Western Europe. We are impressed with the company's focussed business model, the team's speed of execution and its drive for a superior customer experience in combination with the highest quality offering."

Marketing channel for venues

Tiqets is also becoming an increasingly important marketing channel for museums and attractions worldwide, because the website and app are available in seven languages. In addition, the technology is used by hundreds of travel companies, as well as influential blogs and hotel chains. Tiqets not only brings together a large group of new and difficult-to-target visitors; the company also helps its partners by sharing marketing information and helps to spread visitors throughout the day.

About Tiqets

Tiqets is an innovative ticketing platform that enables visitors to use their smartphones to find, book and use their admission tickets for museums, shows and other attractions. Since its foundation in 2014, the company has forged successful partnerships with attractions and museums in all major tourist destinations. The company employs 75 people in Amsterdam, Barcelona, Paris, Rome, Vienna, and New York. For more information, please visit www.tiqets.com.

About HPE Growth Capital

HPE Growth Capital is a leading European private equity firm focused on growth capital investments in the technology sector. HPE was founded in 2008 and currently manages over €400M of committed capital with offices in Amsterdam and Düsseldorf. HPE has extensive operating and investing experience in technology as well as a strong network in Europe and Silicon Valley. HPE aims to team up with experienced entrepreneurs and management teams and typically invests between €8 and 30M to build industry-leading companies in several technology segments. For more on HPE, please visit www.hpegrowthcapital.com.

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