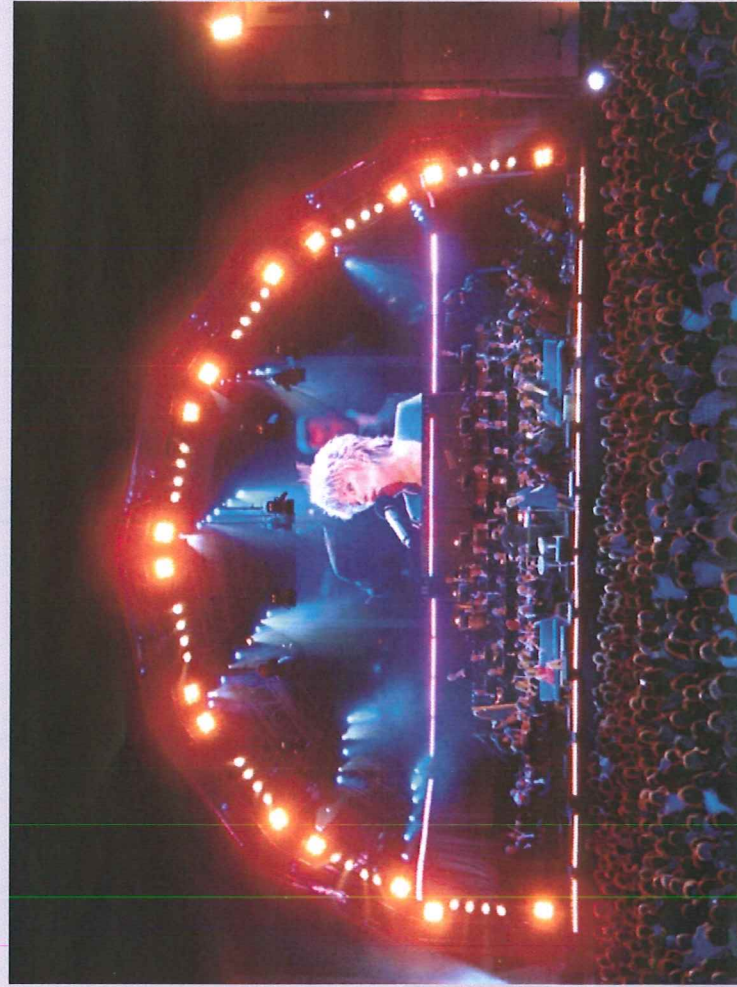


Stage

ENTERTAINMENT

---

IT'S LIVE!



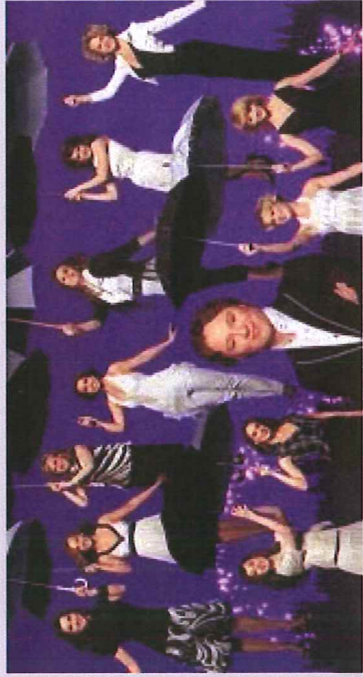
 Stage  
ENTERTAINMENT

LIVE ENTERTAINMENT HAS A FUTURE



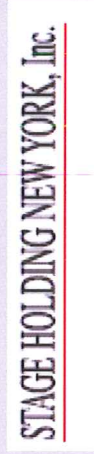
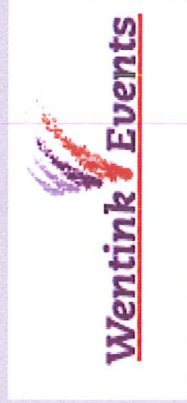


# CROSS OVER MET TV & INTERNET

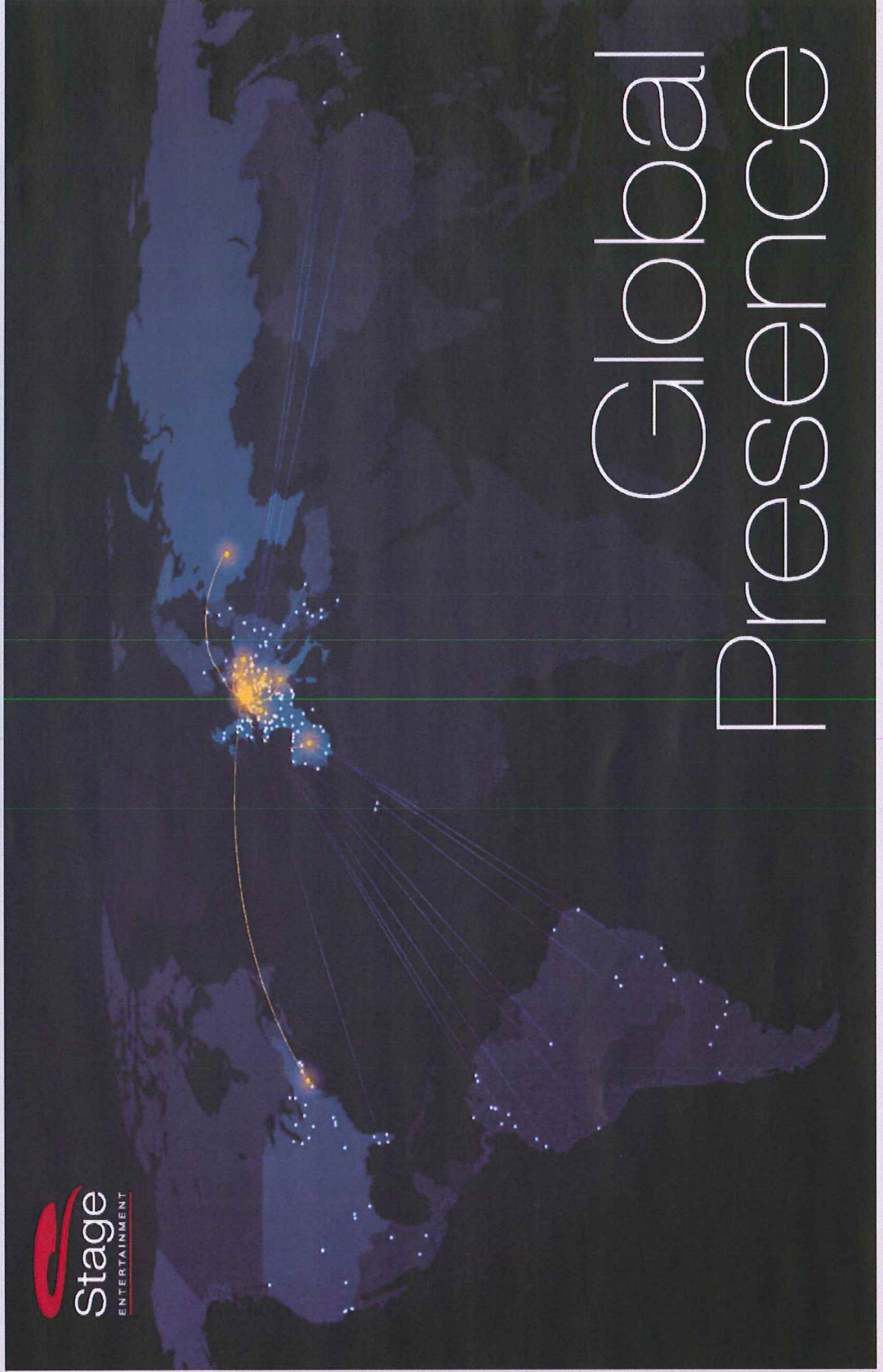


# STAGE ENTERTAINMENT

bij de start in 1999



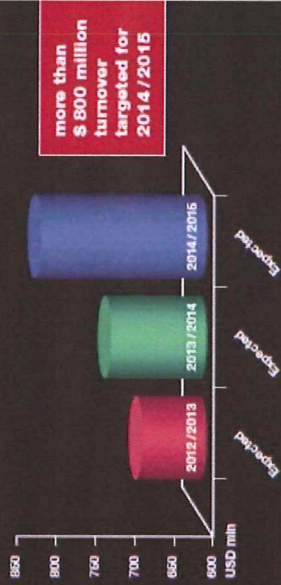
15 JAAR LATER



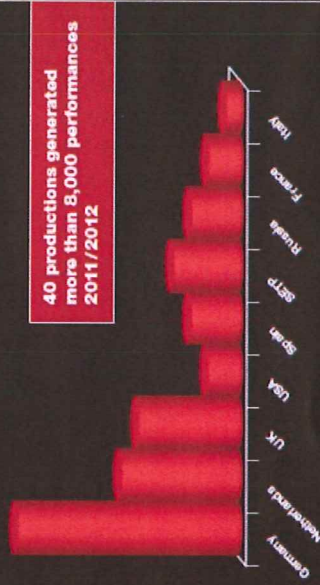
# Global Presence

# KEY FIGURES

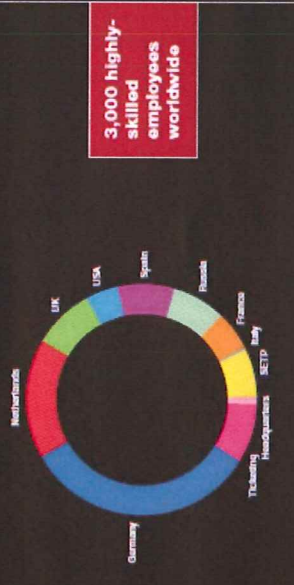
## Key Figures



more than \$ 800 million turnover targeted for 2014/2015



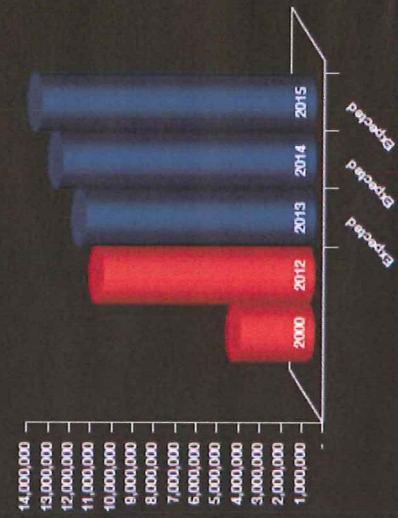
40 productions generated more than 8,000 performances 2011/2012



3,000 highly skilled employees worldwide

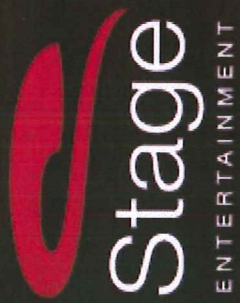
## More Than 10 Million Visitors Last Year

The number of visitors has increased more than 250% in the last decade and continues to grow



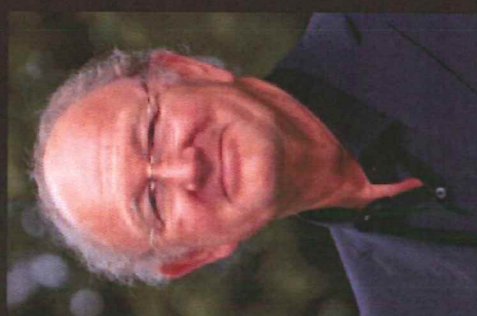
10 million visitors worldwide in 2012/2013





# BUSINESS FOCUS

Stage Entertainment  
*Striving for excellence in entertainment*



Joop van den Ende  
 President



Pieter O'Keefe  
 Chief Executive Officer



Siebe van Elmoo  
 Chief Financial Officer



Ewald Kist  
 Supervisory Board Member



Aart Schouwenaar  
 Supervisory Board Member



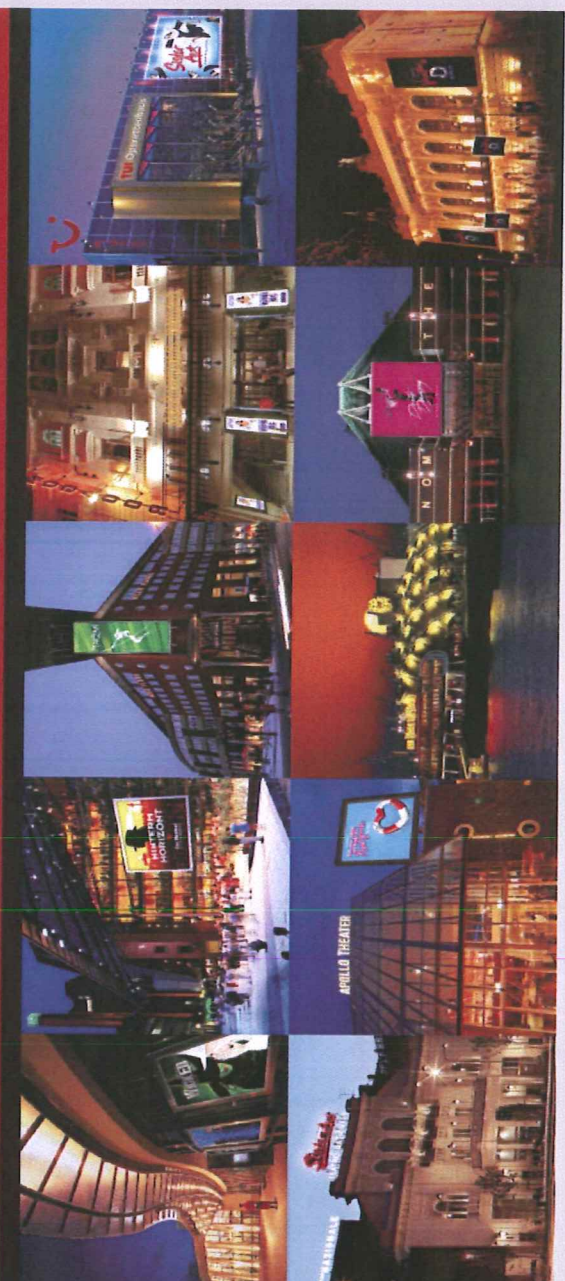
Jenneke van den Ende  
 Supervisory Board Member



Joop Munsterman  
 Supervisory Board Member



# EUROPA, USA, UK





# BUSINESS STRATEGY

## Business Model

Our future success and continued growth relies on four pillars.

### 1 Creative Development

The creation and development of original new musicals as well as a worldwide network for licensing our original musicals and other titles we represent.



Creative Development  
Stage countries,  
Intellectual Property  
Management  
worldwide

### 2 Productions

A wide range of international content. The company works with the world's leading partners to present international favourites and creates its own original productions for national and international audiences.



Musicals,  
plays, tours,  
arena shows,  
ice shows

### 3 Theatres

A network of world-class venues in eight countries. Spectacular architecture, spacious foyers, beautiful bars and stunning contemporary art all add up to a memorable experience even before the curtain goes up.



Germany,  
The Netherlands,  
USA, Spain,  
Russia,  
France, Italy

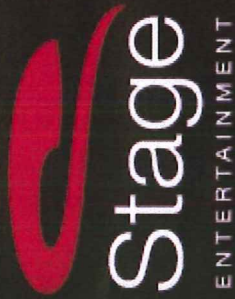
### 4 Ticketing

The sale and promotion of tickets through a wide range of distribution channels supported by various powerful marketing tools.



The Netherlands,  
France,  
Russia, Spain





# CREATIVE DEVELOPMENT

GLORIOUSLY BROADWAY

# SISTER ACT

A DIVINE MUSICAL COMEDY

[SISTERACTSBROADWAY.COM](http://SISTERACTSBROADWAY.COM)

LOVE WINS

# ROCKY

BROADWAY

FEBRUARY 2014  
[ROCKYBROADWAY.COM](http://ROCKYBROADWAY.COM)

STAGE ENTERTAINMENT UK and STCO ENTERTAINMENT present

# I CAN'T SING!

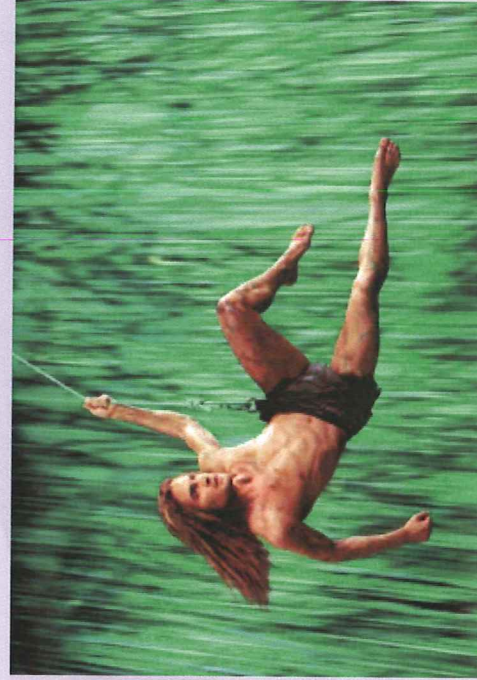
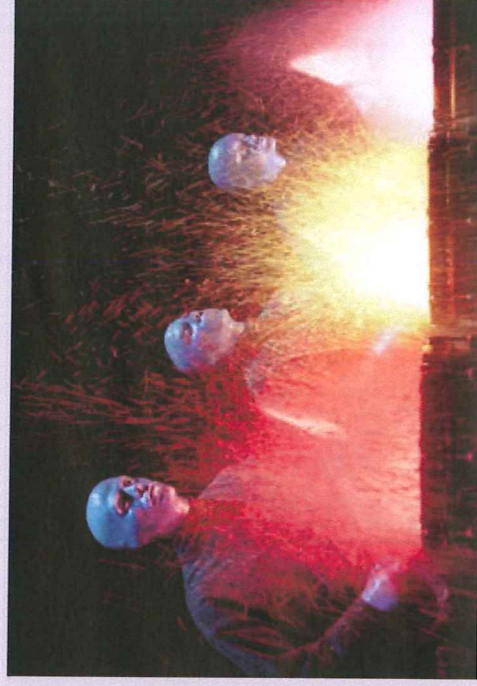
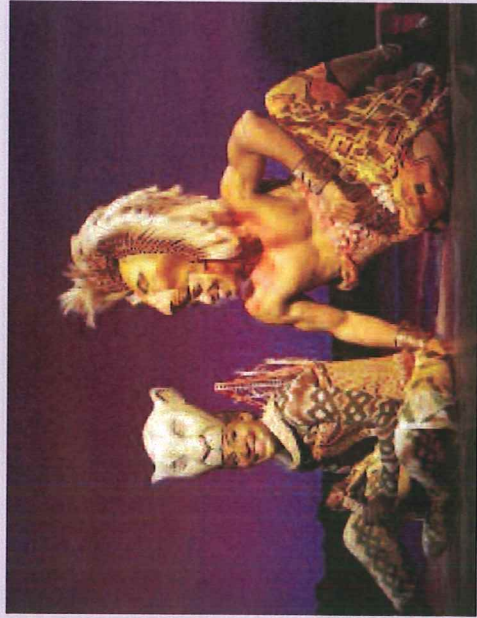
THE X FACTOR MUSICAL

BY HARRY HILL & STEVE BROWN  
With NIGEL HARMAN as SIMON COWELL  
Directed by SEAN FOLEY

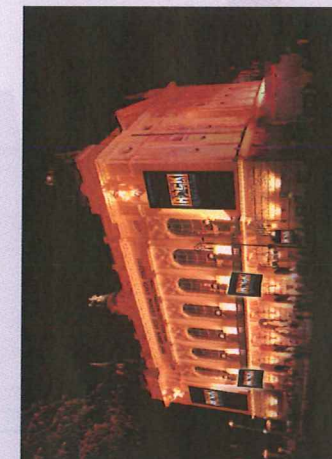
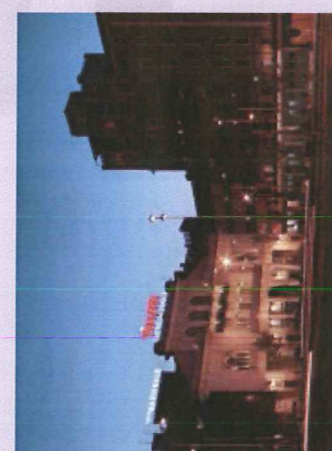
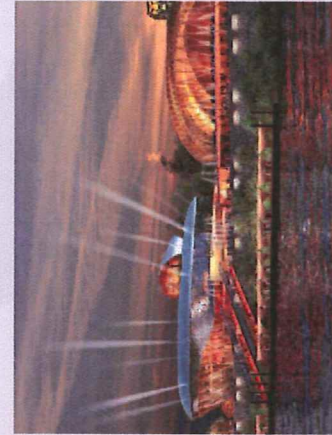
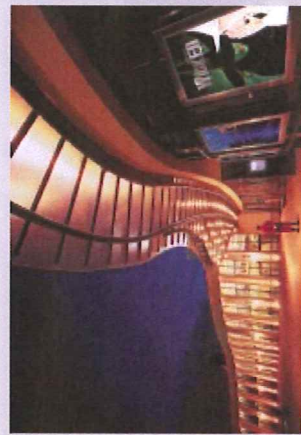
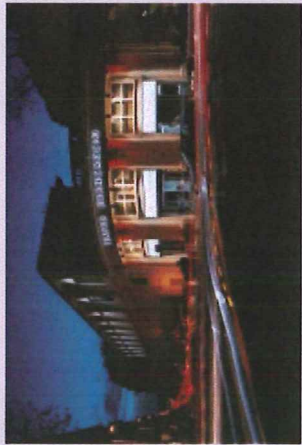
'2014'S MOST ANTICIPATED MUSICAL'  
— SUNDAY TIMES

LONDON PALLADIUM FROM FEBRUARY 2014  
[icanisinghthemusical.com](http://icanisinghthemusical.com)

# LICENSED PRODUCTIONS



# THEATERS (30.655 seats)





# NEDERLANDSE MARKT



1.865.000

1993-1996



1.749.000

2004-2006



1.560.000

1996-1999



1.343.718

2007-2009



1.200.000

2003-2006

