LIVE ENTERTAINMENT HAS A FUTURE
CROSS OVER MET TV & INTERNET
STAGE ENTERTAINMENT
bij de start in 1999
**KEY FIGURES**

**Key Figures**
- More than $800 million turnover targeted for 2016/2017
- 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 2015/2016

**Visitors by Country**
- Germany
- UK
- USA
- Spain
- France
- Russia
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 our original musicals and other titles we represent.

2. Productions
   - A wide range of international content, leading partners and creating its own original productions of national and international audiences.

3. Theatres
   - A network of world-class venues in eight countries, spectacular architecture, iconic setting and stars and the best talent on stage to make a memorable experience even before the curtain goes up.

4. Ticketing
   - The sale and promotion of tickets through a wide range of distribution channels supported by various powerful marketing tools.
THEATERS (30,655 seats)