

Kudelski Group  
Annual report 2004

The structural and technological consolidation work undertaken within Ticketcorner over 2003 continued into 2004, helping the company remain competitive in a sector which is experiencing the relative sluggishness of the events market.

With Ticketcorner's new price structure, introduced in 2004, the company is in a position to offer attractive conditions, especially for long term contracts and large volumes. In 2004, Ticketcorner signed more than 200 long term contracts, including a renewal with Good News, Switzerland's largest events agency, as well as with Freddy Burger Management, the Marco Rima Tour, Conelli Circus, Gstaad Saanenland Tourism, Think Musical and others.

In Germany, Ticketcorner also signed a record number of new contracts.

#### **New solutions for sports events**

Sports events require high-performance professional ticketing services, and in 2004 Ticketcorner achieved good progress in this segment.

Ticketcorner signed cooperation agreements with the German Handball association and with German League soccer clubs.

Nagra Public Access

#### **HC Lugano stadium: the first fully-integrated Nagra Public Access solution**

In Switzerland, the system installed for HC Lugano includes Ticketcorner's software platform, which enables the operator to manage its own ticket sales, unlimited use of the Ticketcorner distribution network as well as the SkiData access control system and smart card-based season tickets.

This integrated solution is Switzerland's most innovative, turning in top-rate performances and has consequently sparked the interest of a number of sports promoters across Switzerland and in other countries. The solution is becoming a reference for sports events across Europe.

#### **International expansion**

Ticketcorner made a positive start in 2005 and is ready to pursue its international development. The new office in Vienna will support development of the Austrian market and will also serve as a bridgehead for operations further east.

Innovative products to be launched during the year will include an Internet-based software management tool designed for organizers and a secure Print@home solution to print tickets at home, combined with access control over a mobile phone.