

JOINT PRESS RELEASE

CTS EVENTIM adds Tink's user-friendly Pay by Bank service to its checkout options – giving fans even more choice

4 September 2024 – CTS EVENTIM, the leading provider of ticketing services and live entertainment in Europe, and number two in the world, is offering its customers a new, simple, and user-friendly payment option. Collaborating with Tink, a market-leading payment services and data enrichment platform, CTS EVENTIM has now added Pay by Bank to its checkout process. Pay by Bank shortens the payment journey and improves the user experience. CTS EVENTIM systems and platforms sell more than 300 million tickets per year worldwide – through physical box offices, online portals, and mobile apps.

Harnessing Tink's expansive pan-European network, Pay by Bank is now a checkout option for CTS EVENTIM customers across [Austria](#), [Germany](#), [the Netherlands](#), [Poland](#) and the [United Kingdom](#) – with ambitions to expand into more markets throughout 2024.

Pay by Bank is an open banking online payment method that lets users authenticate and initiate payments directly from their bank account into a seller's account in just a few clicks. With minimal data entry and fewer redirects, this account-to-account payment offering provides a secure and streamlined experience – allowing merchants to differentiate themselves from the competition.

Sören Kuthning, Head of E-Commerce Finance Operations, CTS EVENTIM: *“We've integrated Pay by Bank from Tink to offer our customers a seamless, secure, and instant way to pay directly from their bank accounts. This enhances the checkout experience by reducing payment failures and processing times. The additional option not only improves customer satisfaction but also supports us in delivering an efficient and reliable service.”*

Thomas Gmelch, DACH Payments Director at Tink, added: *“Today's consumers demand simplicity and speed in their payment processes, particularly when purchasing tickets for sought after events. Pay by Bank delivers precisely that, offering one of the smoothest online payment experiences. Partnering with Eventim allows us to show the true value of Pay by Bank. With this payment method, the only prerequisite is a bank account, opening up the possibility of serving millions of new and frequent Eventim customers. Being part of Visa ensures we are able to provide trusted and secure payment solutions across all of Eventim's primary markets, leveraging over 60 years of experience in shaping the future of commerce.”*

About Tink

Tink, A Visa Solution, is a market-leading open banking platform serving some of the world's largest financial institutions. Tink provides payments, banking, and lending solutions that power the new world of finance – whether that's initiating account-to-account payments, onboarding new users, enabling better risk decisions or creating engaging money management tools. A wholly owned subsidiary of Visa, Tink was founded in Stockholm in 2012. Today, Tink and Visa's open banking solutions are present in 20 markets, with 13,000 connections to financial institutions. Tink enables its partners to offer data-driven experiences that help eliminate complexity for millions of consumers across the globe. For more information visit tink.com.

About CTS EVENTIM

CTS EVENTIM is the number one provider of ticketing services in Europe and number two in the world. Over 300 million tickets per year are marketed using the Company's systems – through physical box offices and mobile/online portals. According to Pollstar's global rankings for 2023, the EVENTIM Group is the second-biggest promoter in the world. In addition, CTS EVENTIM operates some of Europe's most renowned venues. CTS Eventim AG & Co. KGaA (ISIN DE 0005470306) has been listed on the stock exchange since 2000 and is a member of the MDAX segment. In 2023, the Group generated revenue of EUR 2.4 billion across more than 25 countries.

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