

Ticketing Platform Peatix Announces \$5 Million in Series B Funding to Fuel Growth and Innovation

Investment round led by Digital Garage, includes SPH Media Fund and Sunny Side Up Inc.

(Embargoed till UTC 5pm) March 16th 2015: Peatix, a global online ticketing platform, today announced a \$5 Million investment from lead investor DG Incubation, the investment subsidiary of Digital Garage; and strategic investors SPH Media Fund, the corporate venture fund of Singapore Press Holdings Ltd., and Japanese media company Sunny Side Up Inc. Existing investors from the Series A round, Fidelity Growth Partners Japan and Draper Nexus, also participated in the round.

With more than 1.2 million tickets sold from over 50,000 events, Peatix is reinventing event ticketing with patent-pending mobile technology and an innovative business model that is not reliant on ticket buyer booking fees. In 2014, Peatix more than doubled its tickets sold in 2013. This fast growth and success is fuelled by their strong emphasis on having a localized approach to community building, and in being a user-friendly and affordable ticketing technology for both larger companies and emerging, small-scale organizers.

"The new funding will enable us to continue with our mission of enabling meaningful event experiences," said Peatix CEO Taku Harada. *"We won't be satisfied with becoming yet another ticketing company. At the heart of what we do is building communities around events, and we are thrilled to have these investors who will support our mission."*

Digital Garage is equally thrilled, with President and Group CEO Kaoru Hayashi, *"We are an early investor in Peatix, and decided to take a step further by participating in this round. Their service is not merely about making event management more efficient; it has many possibilities including targeted advertising with behavioral data. We look forward to supporting Peatix, and their aspirations to grow not only in Japan but around the globe."*

The new funding will help Peatix enhance their mobile and event discovery technology. Peatix will also use the funding to improve the way sponsors reach out to event attendees, and expand and establish a local presence in new markets

About Peatix

Launched in May 2011, Peatix operates globally through its physical presence in New York, Tokyo, Singapore, and most recently, Kuala Lumpur. Event organizers using Peatix include TEDx, Amazon Web Services, MIT Media Lab, Slush Asia, YouTube FanFest, and a host of individuals organizing emerging independent events like the world's first sports and music event, The Adult Playground, and community events such as BrooklynJS and CreativeMornings Singapore.

Peatix's innovative, mobile-focused solution for event ticketing has served over 50,000 events with more than 1.2 million tickets sold across 26 countries since its inception in May 2011. From concerts to conferences, and everything in between, Peatix empowers organizers while enriching the event experience for attendees through social interactions and event discovery in its mobile applications and innovative new solution for event check-ins, ColorSync.

About The Investors

DG Incubation: Lead Investor

DG Incubation is the investment segment of Digital Garage, Inc., a company that provides various information technology solutions in Japan and internationally. The Incubation segment invests and incubates in prospective Internet startups; provides support to Internet business entrepreneurs; offers software development solutions; and develops media business. Digital Garage, Inc. was founded in 1994 with the Director of the MIT Media Lab, Joi Ito as one of its Board of Directors, and is headquartered in Tokyo, Japan.

SPH Media Fund

SPH Media Fund is the corporate venture capital fund of Singapore Press Holdings Ltd ("SPH"), Asia's leading media organization listed on the Singapore Stock Exchange. The fund size totals S\$100 Million. They have a global mandate to invest in early-stage innovative companies in the areas of Digital Media (including advertising technology and content aggregation/ distribution/ consumption) and Consumer Internet (including e-commerce, marketplaces, social media, education technology, financial technology, etc).

"We identify with Peatix's vision to build communities around events and believe in the ability of the founders and their team to scale this platform across various markets. At the same time, SPH also has business units in events and there are direct synergies and possible opportunities for collaboration in the future." - SPH Media Fund CEO Chua Boon Ping.

Sunny Side Up

Sunny Side Up Inc. engages in public relations (PR) business in Japan. The company's PR services include consulting, publicity, PR events, PR office operations, digital communication, blogger relations, cross-media communications, media relations, influencer casting and relations, corporate branding, corporate communication, crisis management, and public affairs/government relations. It also manufactures publicity goods. In addition, the company provides interactive services, such as support for Web communication and development of collaborative service media; and promotion services comprising PR events and sales promotion

events, as well as in-store promotions and sports events. Further, it offers content development, sales promotion, and social services, as well as sports services for athletes. The company was founded in 1985 and is headquartered in Tokyo, Japan.

For further information on Peatix, click [here](#) or copy and paste this URL into your browser:
https://www.dropbox.com/sh/lygg3rdqxtvv7vy/AABO_PUMwRf66DaCrBJ8ik0da?dl=0

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