

Internet Ticketing Company Paylogic Gets 3 Million Euro Second Round Infusion!



Dutch ticketing company Paylogic well known for its successful and innovating ticketing system and market strategy, today announced NoorderHuys Investments as its latest shareholder. Noorderhuys is initially investing 3 million Euro in the company and is taking over the first round funding from Van den Ende & Deitmers, with whose help, Paylogic, grew into a top three player in the Dutch ticketing market. This capital injection will allow Paylogic to roll out business units in the rest of Europe, beginning in Belgium and Germany where the first customers are already connecting to the successful platform.

For the third year in a row, the turnover and the number of sold tickets has increased more than 100% and for their accomplishments, Paylogic has been recognised for years... in the Emerce 100 (E-commerce, top 5 listing), twice in a Sprout's Challenger Top 50, Noted by FEM Business for brilliant growth, and, in 2009, Paylogic, was selected as one of the top 12 in the FAST 50 Rising Stars in the Benelux by Deloitte.

Netherlands-based Paylogic, with its innovative strategy in the ticketing sector, has proven to multiple parties - a plethora of venues, promoters and agents - that it can successfully facilitate effective sales at affordable pricing. Their client offerings include a simple 'plug & play' solution for sales and easy checkout of tickets over the Internet, as well as through other primary channels, including retail shops.

Large industry players in the events industry have made the decision to sell tickets exclusively through Paylogic, such as Amsterdam RAI (e.g., AutoRAI and Huishoudbeurs) and the largest Dance Event the organiser of the world; ID&T and Q-dance (Sensation, Defqon1 and MysteryLand). Hundreds of organisations in The Netherlands have chosen Paylogic as a ticketing solution... particularly in the Dance scene - but the company is also at the forefront for stock market and sporting events.

"We are very pleased NoorderHuys is supporting us with our ambitions and is going to invest in the future of Paylogic," stated Director Theo Hoeksema. "Our company is ready to continue its services from within Europe and this investment is crucial in creating this possibility."

"Our current customers will also greatly benefit from this deal, because we also invest in the quality of our platform, and we are going to develop new services more quickly. In this way we can ensure that we not only now, but also in the future - are leaders and forerunners in the field of development, innovation and performance for our customers. "

"The successful development of é and the tremendous passion of the management are the main reasons why we want to invest in this wonderful company," said John Ritchi, Director of NoorderHuys Investments. "The Paylogic team has shown that it is a great product and that they can continue to be successful in the market. We are convinced that with our

support, Paylogic can break-out internationally in the next few years, because now is the right time to go-to-market with their products."

Martijn Hamann, partner at van den Ende &Deitmers:

"We are proud to be involved in the early years, in this wonderful growth startup story. The company is now up to the next stage with a new founding member to offer a wide equity interest. In addition, this implies a good rate of return for us."