

## Jungle Ventures makes undisclosed investment in BookMyShow's Southeast Asia business

*With this first external investment for the Southeast Asia business the company moves its Southeast Asia headquarters to Singapore to further its expansion in the region*

**National, December 3, 2019:** Bigtree Entertainment Singapore Pte. Ltd., which owns and operates BookMyShow SEA, today announced an undisclosed investment from Singapore-based Jungle Ventures for its Southeast Asia business. With this first external fund raise for the firm's Southeast Asian business, BookMyShow SEA will shift its headquarters to Singapore. The capital will be used to strengthen BookMyShow SEA's technology operations and grow its capabilities to cater to the rising entertainment demands in the Southeast Asian region.

With this investment, BookMyShow SEA aims to expand its geographic footprint across the Southeast Asian market to become the leading out-of-home entertainment platform for the region.

BookMyShow entered Indonesia in mid-2016 expanding operations to other countries in the region including Singapore and Malaysia this year. BookMyShow SEA has been focussed on creating and building the movies and live entertainment ecosystem across the region.

BookMyShow SEA works with partners to execute live event performances across music, sport and comedy as also distribute movies across the region. The company has played an important role in enabling shows and performances of marquee internationally acclaimed artists and events in the region including the Guns N Roses 'Not in this Lifetime' tour in 2018, Katy Perry's 'Witness The Tour', Indie bands like Paramore and The Script, popular EDM Festivals like Sensation, Invasion, and Indonesian artists like Tulus, Glenn Fredly amongst others. BookMyShow SEA has also ticketed for global comedy sensations including Jim Jefferies and Russel Peter's Deported World Tour in Indonesia, e-sports events like the GESC Dota 2 Minor – the first ever Valve Corporation-sanctioned tournament as also the Indonesian matches of the National Football team's FIFA World-Cup qualifiers campaign in 2019.

Commenting on the investment, **Kenneth Tan, CEO – South East Asia, BookMyShow** said, *"We are delighted to welcome onboard Jungle Ventures to further enhance our foothold in Southeast Asia and provide unparalleled entertainment experiences to the audiences in this region. The out-of-home entertainment ecosystem in Southeast Asia has immense growth potential and this partnership is a testament to our vision. BookMyShow is at the forefront of the global entertainment landscape and technological innovation and along with an experienced investor in Jungle Ventures by our side, we aim to strengthen our capabilities to bring newer avenues of experiences, all executed at par with global standards."*

**David Gowdey, Managing Partner, Jungle Ventures** said, *"We are very excited to partner with BookMyShow to help expand their business to multiple countries in Southeast Asia. Entertainment experiences, particularly live events, are witnessing a strong growth in SEA and with a world-class team helming its SEA business, BookMyShow will help people find, buy and enjoy events across the region. The platform is poised to become the largest entertainment destination in the region and Jungle Ventures is excited to be a part of this story."*

BookMyShow SEA also entered into a partnership with Southeast Asia's leading super app, Grab, in 2019 to advance Grab's 'Super App' strategy through the ticketing tile within the latter's mobile app. The partnership has been a key driver in BookMyShow SEA's localization strategy to entrench itself deeply in the region's entertainment ecosystem.

**Notes to the Editor:**

**Kenneth Tan** is the CEO for the South East Asia business of leading online entertainment destination BookMyShow and is responsible for the operational management and long-term strategic outlook of the company in the Southeast Asia region. His vast experience in building a regional ticketing system puts him in the driving seat to steer the live entertainment product development for BookMyShow in the Southeast Asia market and position the firm as the default entertainment platform in the region.

Kenneth joined BookMyShow in 2018, after spending over two decades with homegrown ticketing giant SISTIC in Singapore. He took what was once an IT department of eight within the Singapore Indoor Stadium and turned it into the privatized corporation and household brand for ticketing. Kenneth was instrumental in the design and creation of SISTIC's ticket management software in the early 2000s, spearheading SISTIC's software licensing business efforts beyond Singapore and establishing an international clientele base that includes Hong Kong, Indonesia, Macau and Japan.

Prior to SISTIC, Kenneth who holds a Degree in Computer Science from the National University of Singapore, has several years of programming and IT consulting experience including being part of the Singapore government's National IT Master Plan for the Tourism and Leisure sector. Kenneth has served as co-chairman of the Asia-Pacific Ticketing Association (APTA) and was a member of several associations, including the Association of Concert and Event Managers, Singapore, and the International Ticketing Association (INTIX).

**About BookMyShow**

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination with global operations across Indonesia, Dubai, Sri Lanka and Singapore amongst others. BookMyShow works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, BookMyShow has evolved from a purely online ticketing platform for movies across 6,000 screens, to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards. Some of the key properties that BookMyShow has brought to its markets over the past 2 years include Disney's Aladdin, Cirque du Soleil BAZZAR as also international artists such as Coldplay, Ed Sheeran, Justin Bieber to name a few. For additional information, visit [www.bookmyshow.com](http://www.bookmyshow.com)

**About Jungle Ventures**

Jungle Ventures is one of the largest early stage venture capital firms in Southeast Asia. We strive to be the first to champion teams with the ambition to build lasting, impactful companies in the region. Our portfolio broadly covers three verticals: consumer brands for the digitally native; digital platforms for transforming SMEs; global technology leaders born in Asia.

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