



Coca-Cola Arena and BookMyShow sign five-year strategic partnership

--Entertainment platform BookMyShow will be the Founding and Preferred Entertainment Ticketing Partner for Dubai's Coca-Cola Arena over the next five years--

Mumbai, May 6, 2019: In what is a first of its kind deal, global entertainment destination BookMyShow has entered into a strategic, long-term partnership with the Coca-Cola Arena in Dubai, the region's biggest indoor, multipurpose arena. As the Founding and Preferred Ticketing Partner for all live entertainment experiences at the Coca-Cola Arena over the next five years, BookMyShow will deliver marquee and the best-in-class international content while being the go-to platform for tickets to all live events at the arena, for fans across UAE.

The landmark deal is at the core of the India-headquartered, global entertainment platform's entry into the Middle East and is the first such global arena partnership by the company. BookMyShow will have the preferred ticketing rights to all live entertainment events hosted at the venue through this period.

The deal will see BookMyShow – synonymous with bringing world-class and marquee international experiences to its markets in India and South East Asia – ushering in the best-in-class, out-of-home entertainment experiences across music, comedy, sports, live events and exhibitions to consumers in the Middle East through the course of the next five years.

Ashish Hemrajani, Founder and CEO, BookMyShow said: *"Providing for customers' every out-of-home entertainment need is at the core of BookMyShow. The Middle East is a critical yet under-served market when it comes to such entertainment experiences for consumers. The partnership with the Coca-Cola Arena in Dubai will enable us to bring the best of the world's and India's entertainment experiences to consumers in the Middle East."*

Speaking on the partnership, **Sudhir Syal, Head – Middle East, BookMyShow** said, *"With the scope for entertainment experiences growing across the Middle East, we envision the Coca-Cola Arena to be at the core of our live entertainment strategy in the region. An indoor venue with a capacity of 17,000 – the arena will provide a completely new experience to consumers in UAE and we are absolutely thrilled to partner with the Coca-Cola Arena and usher in this new era in live entertainment in the Middle East."*

Guy Ngata, AEG Ogden's CEO of Coca-Cola Arena said, *"Our partnership with BookMyShow is based around a number of core elements including live event promotions and preferred ticketing which enables the vast experience that BookMyShow has developed in India and South East Asia to be applied in Dubai. We are delighted to welcome BookMyShow as our Founding Partner in the "Entertainment" category which in turn further highlights the extended partnership opportunities at Coca-Cola Arena."*

The partnership will kick off with popular Irish pop vocal band Westlife's much-awaited 'Twenty Tour' on August 29th, 2019. Brought to UAE by leading entertainment companies Live Nation and BookMyShow, Westlife – the creators of 'My Love', 'Flying without wings' and 'Hello My Love' - who have sold over 55 million records worldwide, will perform for fans across UAE, at the newly-built Coca Cola Arena.

Tickets for the show are live on www.bookmyshow.com



About BookMyShow

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company 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.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit www.bookmyshow.com

About Coca-Cola Arena

Opening in June 2019, Coca-Cola Arena will revolutionise the live entertainment industry in the UAE and throughout Middle East.

Capable of hosting live shows 365 days a year, the fully air-conditioned, 17,000-capacity arena will establish Dubai as a major destination on the global events circuit.

Coca-Cola Arena's, unique automated seating design means it can be adapted to international and local events of all sizes, from sporting tournaments, e-gaming, comedy and live theatre and musical performances, to conferences, gala dinners, AGMs and weddings.

Located in the heart of City Walk by Meraas, Dubai's lifestyle destination, Coca-Cola Arena is a 15-minute drive from Dubai International Airport and a 5-minute walk from the closest Dubai Metro Station.

The region's largest indoor, multipurpose arena, Coca-Cola Arena is owned by Meraas, a Dubai-based holding company, and managed by AEG Ogden, the international venue management company.

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