



Ticket search engine TickX to launch across Europe with £3m investment led by BGF Ventures

- TickX is the UK's leading search engine and discovery platform for events and attractions tickets, with over 1 million users in 2017
- Founders have raised Series A investment after turning down £75,000 investment on BBC's Dragons' Den last year
- Funding will be used for international expansion and to support innovation, so that customers get an even better experience, discovering and buying tickets

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TickX, the UK's leading search engine and discovery platform for events & attractions tickets, will accelerate its push into Europe in 2018 after raising Series A funding of £3 million, led by BGF Ventures, the largest UK-focused venture capitalists. The funding round saw existing investors - music giants Ministry of Sound and 24Haymarket increase their backing.

TickX allows customers to find and buy tickets for over 125,000 events and attractions from all the major ticket-selling platforms, including Ticketmaster, Headout and Skiddle, in one place. TickX's mission is to become the one-stop global destination for entertainment-lovers across the world looking for the best tickets.

The founders last year appeared on BBC's Dragons' Den and turned down three offers of £75,000 from the Dragons. Since the episode aired, over 1 million event-goers have used TickX to plan their day or night out. The company has now also raised 40x the amount offered on Dragons' Den.

Specifically, the investment will be used to:

- **Fuel International Growth** – TickX, which is already live in the UK, Ireland and Spain, will be launching in even more European countries in the coming months to give millions more entertainment-lovers the benefit of comparing over 125,000 events and attractions from all the major ticket sellers in one place.
- **Launch Cinema Tickets** – TickX will soon be adding cinema tickets to its service, so movie lovers can always find the best priced tickets at their local cinema.
- **Invest in Innovation** – After launching the world's first Chatbot for event ticketing and its market-leading 3D seating map for theatres in 2017, TickX will continue to invest heavily in new technologies, ensuring customers always have the best experience when discovering and buying tickets.
- **Grow the TickX team** - TickX will be growing its Manchester-based team to 35 to support its rapid expansion.

Steve Pearce, CEO, TickX, said: "Over 1 million event-goers last year discovered that TickX is the only place they need to go to discover experiences and buy the best tickets.

Now, our focus is firmly on international expansion and leading innovation in the multi-billion pound global experience market. The new funding from BGF Ventures and our other

fantastic investors will drive us towards becoming the go-to destination for experience-lovers across the world.”

George Mills, BGF Ventures, said: “We are both proud and excited to be backing Steve, Sam and the whole of the TickX team. We’ve been seriously impressed by their ambition and pace in building the company, and we’re confident that TickX will continue to expand and reach their goal of becoming the global go-to platform for discovering experiences.”

About TickX

Almost every industry has its go-to destination for finding the best priced deals - Hotel, Travel, Insurance to name a few – but, until TickX launched, the Events & Attractions sector had been left behind.

Anybody who has tried to buy a ticket for an event has experienced the pain of missing out on their favourite artist, overpaying for a ticket, or wasting hours trawling through websites to find availability.

With TickX, customers have a one-stop solution for finding and buying the best tickets quickly and easily so they can focus on enjoying the experience!

TickX lets customers:

- **DISCOVER NEW EXPERIENCES** – From arena tours to hidden gems, TickX’s intuitive recommendations system ensures you can always find a great day or night out.
- **COMPARE TICKET PRICES** - We compare prices from 50+ ticket selling platforms to find you the best deal on over 125,000 events.
- **TRACK YOUR FAVOURITE ARTISTS** – Never miss a show again! With TickX’s Apple and Spotify integration, you can keep track of your favourite artists, comedians, bands and teams so you always know when they are playing near you or when prices drop.
- **BUY DIRECT + NO ADDED FEES** – Buy your tickets directly from a reputable seller, safe in the knowledge that TickX adds no extra fees.

To find TickX, visit:

- UK – www.tickx.co.uk
- Ireland – www.tickx.ie
- Spain – www.tickx.es

Or download the IOS or Android TickX app.

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About TickX Investors

BGF Ventures

BGF Ventures is the UK's largest ever venture capital company dedicated to earlier stage UK technology companies, with £200m to invest. Launched in September 2015, BGF Ventures' investments include Gousto, Tapdaq and NewVoiceMedia. BGF Ventures is part of BGF, the UK's most active provider of growth capital to small and mid-sized businesses across a range of sectors. More at www.bgfventures.com and @BGFVentures.

Ministry of Sound

Ministry of Sound is a global multimedia entertainment business comprising the world-famous nightclub in south London's Elephant and Castle which originally opened its doors in 1991, digital platforms, live events, music publishing, branded merchandise, fitness and gym products and a recorded music business which is now under the ownership of Sony Music Entertainment. TickX was their first ever tech investment and have reinvested in the Series A.

24Haymarket

[24Haymarket](#) is a premium deal-by-deal investment platform focused on high-growth businesses, investing up to £5 million in any particular company. 24Haymarket's Investor Network includes several highly-experienced private equity and venture capital investors, seasoned entrepreneurs and senior operators. They invest their own capital in direct alignment with entrepreneurs and typically seek board representation to actively support their growth agenda. Since inception in 2011, 24Haymarket has invested in more than 50 high-growth businesses.

Other notable private investors:

- **Stan Boland** - Serial Entrepreneur with exits totalling \$1B and CEO of FiveAI
- **Nick Ferguson CBE** - Former BSKyB Chairman and current chair of Savills