

Hopscotch to support Eventbrite's expansion in France and Germany



The online ticketing platform that allows users to plan, promote and sell events online, chooses Hopscotch and Hopscotch Système Europe to advance its development in France and Germany.

Dublin, 14 December 2012 – Eventbrite, a Californian-based group enjoying a rapid growth in the events and online ticketing industries, has appointed leading agency Hopscotch and its European hub Hopscotch Système Europe to spearhead its communications strategy in France and Germany.

The agency will provide Eventbrite with marketing intelligence and communication consultancy to support the brand's on-and-offline development plan in Europe, including the identification of target segments and establishing business and marketing partnerships.

"Our mission is to facilitate as much as possible the creation, research and participation in events, large or small, for as many people as possible", explained said Renaud Visage, French co-founder of Eventbrite. "Following a successful launch in the United States, we are now bringing our solution in Europe. We needed a multi-national agency, capable of helping us build an effective digital and offline marketing strategy in these key markets".

"This assignment for Eventbrite offers us the opportunity to demonstrate our digital expertise, to reaffirm the natural affinity of Hopscotch with fast-growing digital businesses and to support a truly innovative solution in the region", said Jérôme Lascombe, president and founder of Hopscotch.

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About Eventbrite

Eventbrite enables people all over the world to plan, promote, and sell out any event and has processed over \$1 billion in gross ticket sales. The online event registration service makes it easy for everyone to discover events, and to share the events they are attending with the people they know. In this way, Eventbrite brings communities together by encouraging people to connect through live experiences. Eventbrite's investors include Tiger Global, Sequoia Capital, DAG Ventures, and Tenaya Capital. Learn more at www.eventbrite.com.

About Hopscotch Système Europe

Hopscotch Système Europe is the European hub of Global Top 20 communication group Public Système Hopscotch (www.publicsystemehopscotch/en). From its central base in Dublin, Ireland, teams of multi-cultural consultants design and implement faster, simpler and smarter Media, Digital and Social PR campaigns across Europe serving a very diverse client portfolio, from global consumer brands (Sofitel, Dole Foods, ESPN) and industry leaders (GE Energy, Alcan, Mondi AG), national institutions (Ivory Coast, Invest In Morocco) to fast growing new economy players such as Yelp and Eventbrite. For further information, visit www.hopscotch.eu.

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