

Taming the Wild West of Ticket Resale: Tech That Gives Policy Teeth

...





Resale The
Right Way

The past. Resale had two options

DO NOTHING

Your tickets end up on external marketplaces: StubHub, Viagogo, Vivid Seats

You lose control, brand, data, and revenue

Someone else monetizes your fans

BUILD IT "IN-HOUSE"

Your dev team, your budget, your timeline

You underestimate complexity, every time

Payments, fraud, compliance, KYC, all on you

The present. There's a **third option**.

Giving control back to the people who should have it

Control

Decide who can resell, when, and under what conditions

Revenue

Platforms set commissions, price caps, floors, and logic

Brand & Data

Fans stay inside a trusted, branded environment

Enterprise-grade resale inside your platform

White-label. Compliant. Live in weeks, not years.



Platform-native

Resale runs inside your platform.



Ruleset Engine

Govern pricing, windows and eligibility.



Profit Engine

Turn resale into revenue.

We handle all operations: payments, payouts, compliance, fraud, rulesets

POLL QUESTION #1

We track more than 1,000 ticketing companies.

What percentage do you think have integrated resale?

Options:

- A. Less than 5%
- B. Around 10%
- C. Around 25%
- D. More than 50%

ANSWER #1

Less than 5% of ticketing platforms have integrated resale!

If you don't offer it, 100% of resale happens outside your brand

STUBHUB (STUB)
\$2.3B

That's where most of your tickets are being resold right now.

POLL QUESTION #2

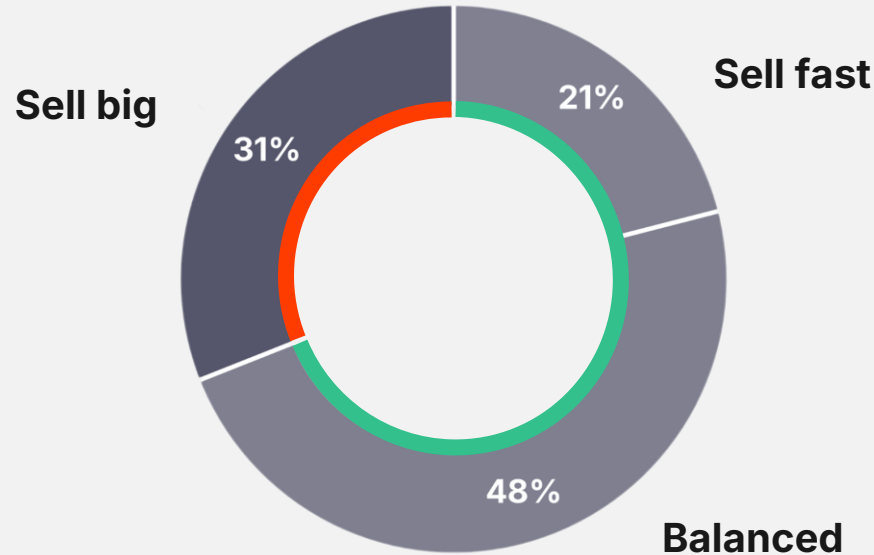
When fans can set their own resale price, what do you think most of them do?

Options:

- A. Sell big: Price as high as possible
- B. Sell fast: Price below market
- C. Balanced: Price at market value

ANSWER #2

More than 69% of fans sell at market-value or below



POLL QUESTION #3

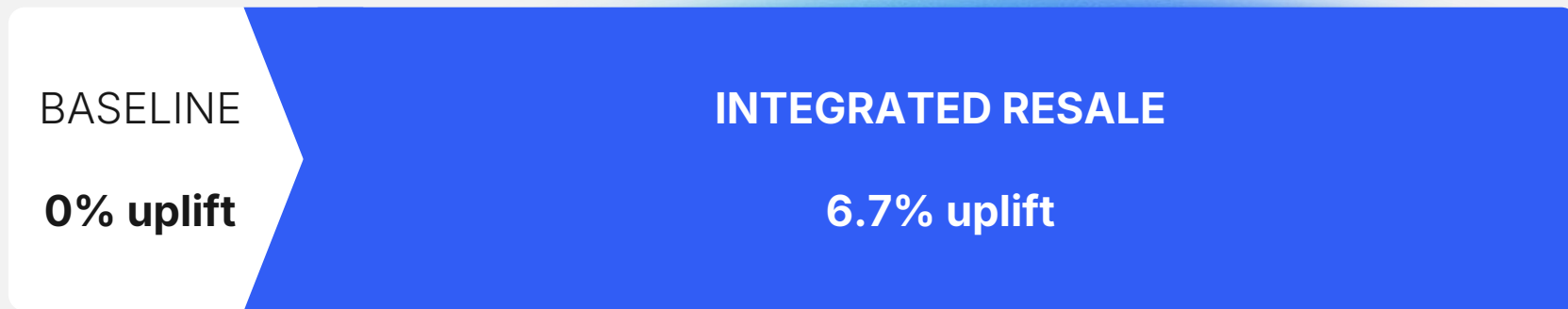
What percentage of your primary GMV do you think is being transacted on secondary marketplaces?

Options:

- A. Between 0% and 2%
- B. Between 2% and 5%
- D. Between 5% and 10%
- D. More than 10%

ANSWER #3

Our integrated resale solution contributes an average 6.7% GMV uplift for our clients.



Beyond direct revenue. Maximizing attendance, user satisfaction and data.



REVEAL SHADOW AUDIENCE™ INSIGHTS

Secure Digital Ticketing for Arts and Culture

ORGANIZATIONS TURN TO TRUE TICKETS TO PROTECT THEIR VISITORS, DATA, AND MISSION



100+

Clients Across
4 Countries^{1,2}



27.3M+

Secure Digital
Tickets Delivered



3.7M+

Tickets
Shared



1.0M+

New Patron Records
from Ticket Sharing

WHAT US FACE-VALUE CAPPED TICKET RESALE TRENDS SUGGEST FOR THE UK MARKET

About the data:

- September 2025 to February 2026
- ~1,000 authorised tickets resold by visitors
- 6 organisations in total (opera, theater, symphony, and 3 performing arts centers)
- Face-value caps in place for the period

It's early, but the data is insightful

POLL QUESTION #4

What percentage of events with resale enabled actually saw tickets listed for resale?

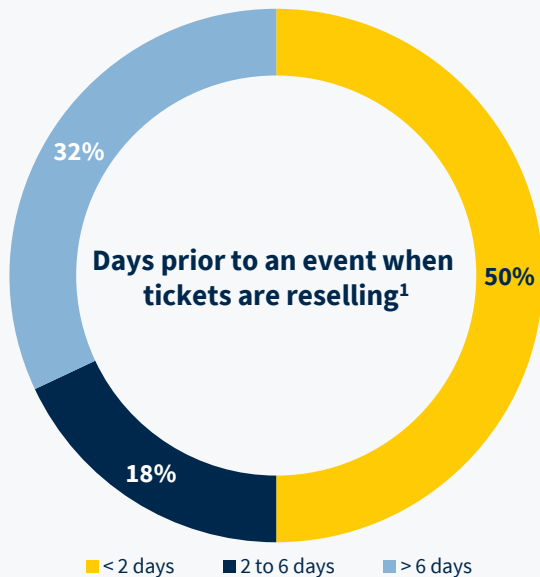
- A. Less than 25%
- B. Around 50%
- C. Around 75%
- D. Nearly all events (95%+)

POLL QUESTION #5

What percentage of tickets were resold more than 1 week before the event?

- A. Less than 10%
- B. Around 25%
- C. Around 33%
- D. More than 50%

INSIGHT #1: IT'S ABOUT CONVENIENCE



Your visitors want **convenience**, even with less popular titles

- **95% of enabled events had a ticket listed for resale**
- 63% of enabled events with a ticket listed for resale had a ticket resell

Your visitor's plans change all the time

- 50% of visitors resold their tickets < 2 days prior to an event
 - 45% of resold ticket sold for exactly face value
 - Tickets resold for an average of 78% of face value
- **32% of visitors resold their tickets a week or more prior to an event**
 - 75% of resold ticket sold for exactly face value
 - Tickets resold for an average of 94% of face value

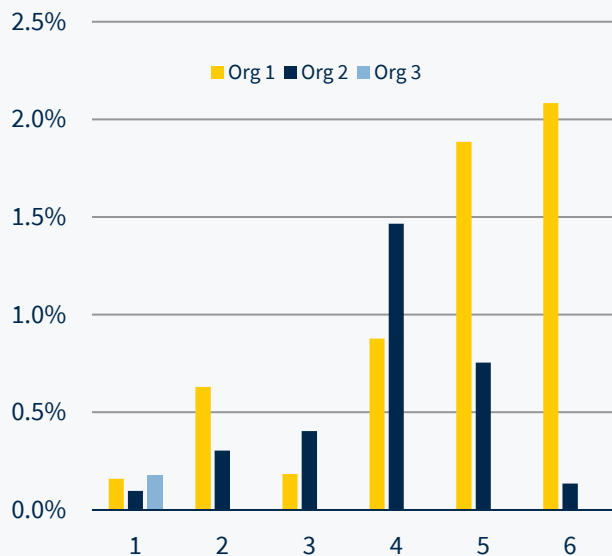
POLL QUESTION #6

What was the highest monthly resale rate (% of tickets resold vs delivered) over the 6-month period?

- A. Less than 0.5%
- B. Around 1%
- C. Around 2%
- D. More than 10%

INSIGHT #2: IT IMPROVES BOX OFFICE PROCESSES

% Tkts Resold / Tkts Delivered (by month)¹



Provide an effective self-service resale option to your visitors

- Support flexible refund and exchange expectations that became standard post-COVID
- **Reduce box office workload**

Confidence for your visitors to list and resell

- Avoid the work of manually listing tickets
- Transfer automated once tickets resell

Confidence for your visitors to buy earlier

- Acts similarly and complementary to ticket insurance
- More likely to buy if there is an easy option should plans change

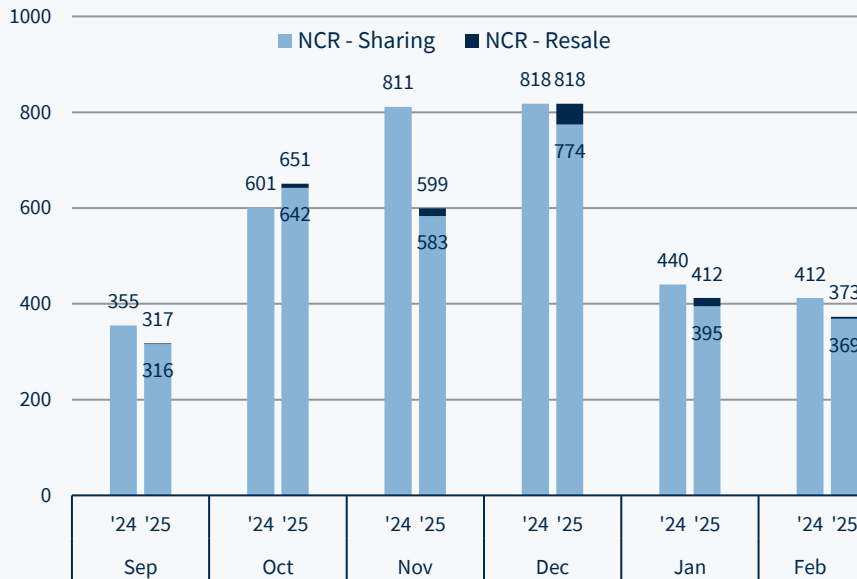
POLL QUESTION #7

What percentage of resale buyers were already known to the venue (in the CRM)?

- A. Less than 10%
- B. Around 25%
- C. Around 50%
- D. More than 75%

INSIGHT #3: IT ENHANCES YOUR MARKETING KNOWLEDGE

**New Customer Records (NCR)¹:
2024 (w/o resale) vs 2025 (w/resale) Comparison**



Early data highlights marketing opportunities

50% of resale transactions result in a NCR

- 80%+ of “open distribution” sales result in a NCR (e.g. primary sales on a secondary site)
- 50% of resale transactions are being completed by a visitor already in the venues CRM

Resale NCRs provide more visitor detail

- In some cases share NCR reductions are offset by resale gains and additive in other cases
- Resale NCR gains are <6% of total monthly NCR

QUESTIONS