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ATP TEAMS UP WITH AXS TO PROVIDE CAPPED RESALE PRICES FOR NITTO ATP FINALS IN LONDON

- **Resale tickets for the ATP's year-end showpiece at The O2 to be sold through AXS Official Resale**

LONDON – ATP has today announced that the resale of tickets for the 2019 and 2020 Nitto ATP Finals at The O2 in London will be through an exclusive partnership with AXS and its platform AXS Official Resale: strengthening the two companies' long-standing relationship in the primary market.

AXS Official Resale is a new platform that incorporates state-of-the-art ticketing technology. Already launched in the UK and expanding to European markets, AXS Official Resale will provide tennis fans with the option to resell tickets at face value with a cap of no more than 10% above the price paid.

The ticketing solution allows fans to buy and then resell through the same platform. For the first time ever, all Nitto ATP Finals tickets for sale through AXS, including primary and secondary, will be visible to consumers at the point of purchase in real time.



The move by the ATP to partner with AXS for resale at The O2 – one of Europe's biggest and busiest entertainment venues – underlines a commitment to a fairer and more transparent experience for fans.

The method of delivery for AXS Official Resale - 'Flash Mobile Delivery' - is a mobile-friendly, identity-based system. Tickets are assigned directly to fans attending, replacing the standard PDF attached to an email. The fact the tickets are sold through AXS, The O2's Official Ticketing Partner, will eliminate any purchase confusion and remove anxiety fans may have about whether their resale ticket is valid.

To alleviate the problems surrounding counterfeiting, all tickets are assigned to individuals via Flash Mobile Delivery's unique digital ID technology. This includes a changing barcode system, which ensures that tickets cannot be copied or shared illegally - emphasising AXS' ongoing commitment to combatting fraud.

TITLE PARTNER

Nitto



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By eliminating paper tickets, fans will have quicker and simpler access to the venue by simply scanning the app.

Commenting on the partnership, Adam Hogg, Event Director of the Nitto ATP Finals, said: “We have a great relationship with AXS as the Official Ticketing Partner of the Nitto ATP Finals and we’re looking forward to carrying this relationship over to the resale market. Our partnership with AXS and their resale platform enables tennis fans to buy and sell tickets at a fair price in a safe and secure environment. Our aim is for the Nitto ATP Finals to be accessible to everyone and this partnership helps deliver that.”

Robert Byrne, Managing Director of AXS Europe said: “AXS is proud to provide the iconic Nitto ATP Finals with a fully integrated platform across both the primary and resale markets - selling 100% of the ticket only allocation and giving everyone the opportunity to purchase and sell tickets at a capped, fair price. AXS Official Resale is already in place for events at The O2 and The SSE Arena, Wembley and the system is already exceeding expectations. We can’t wait to go live for the Nitto ATP Finals and give fans the opportunity to use it.”

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About the Nitto ATP Finals

The Nitto ATP Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it will be played through 2020, before moving to Turin in 2021. For more information, please visit www.NittoATPFinals.com

About AXS (Note: pronounced “Access”)

AXS is one of the world’s leading ticketing solutions providers. The company and its technology empower more than 200 clients -- stadiums, arenas, theatres, teams, clubs and colleges-- to maximise the value of all of their events and create access to unforgettable experiences for fans. It is an enterprise event technology platform that services venues, promoters and sports teams, providing fans the opportunity to purchase tickets directly from their favourite venues via a user-friendly interface. AXS serves all phases of the event life-cycle beyond just ticketing, through its consumer-facing website, AXS.com and the AXS App. Headquartered in Los Angeles, California, AXS employs more than 500 professionals in multiple locations worldwide: London, Stockholm, Cleveland, Charlotte, Dallas and Denver. AXS Group, LLC is owned by AEG, Dan Gilbert, and TPG Capital, owner of Cirque du Soleil.

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