

## Maintain control, from sale to scan.

True Tickets is better for venues. Period. Because of this, we're also better for artists, for audiences, and for your ability to manage the ticketing process from sale to scan.

The current marketplace of online ticketing is a mess of fraud, scalping, hidden fees taken by third parties, and security breaches.

We have a better way and a proven track record of making it work.

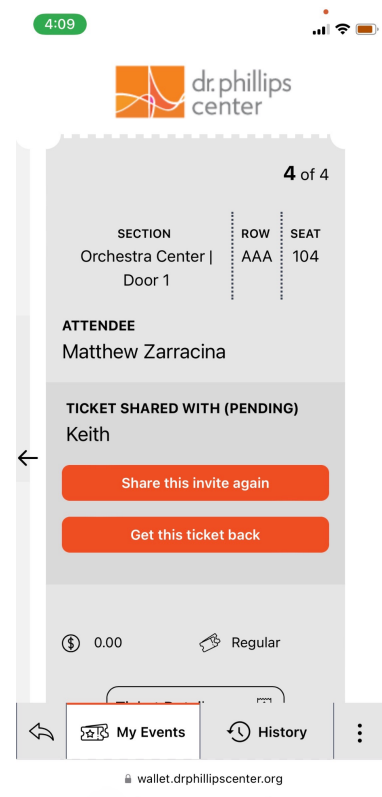
### QUICK FACT SHEET

2 million tickets delivered between November 2020 and today	10 active venues to-date 9 in the United States 1 in the UK	Built to work with multiple ticketing systems and marketplaces, such as Tessitura	Ticket delivery service — Not an app — Not a ticketing system
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### HOW WE WORK :: SMARTER, FASTER, EASIER

We work with your existing ticketing system. Our technology moves the paper and email ticket delivery process fully into the secure digital world.

- We integrate seamlessly with your ticketing system.
- There is no app for patrons to download.
- A fast and easy web application is designed to work with older phones and limited venue bandwidths.
- We have an easy digital interface that audiences of any age can understand.
- Our solution provides you with data about your shadow audience that you can use.
- True Tickets secures your tickets from unauthorized secondary market activity.



## WHY IT WORKS FOR VENUES :: YOU SET THE RULES

As the ticket issuer, you set the rules for your ticket sales and resales. Tickets are tied to user logins, which makes them fraud resistant and easier to transfer and allows you to build connections with your actual audience. (True Tickets retains no personally identifiable information about those who use the service. See [more here](#).)

## Control the ticketing delivery process from sale to scan in whatever way you want.

We allow you to track the entire lifecycle of a ticket, including transferring, changing seats, or rescheduling shows all as part of the True Tickets process that can be done through the digital interface. This means fewer phone calls and emails and shorter box office lines.

### With True Tickets, there is:

No change to your website	No change to your purchase path	No change to your hardware	No change to your business processes
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## VENUE BENEFITS :: IDENTITY + ACCOUNTABILITY = TRUST

- Your tickets, your rules. We can work with your specific ticketing policies.
- We are a delivery method, so can work alongside your other delivery methods.
- We don't add transaction fees that get passed onto your patrons.
- Saves venues money in reduced staff time, ticket stock, mailing and stamps, and allows office personnel to focus on other tasks
- Learn more about your shadow audience (tickets are tied to people not just to QR codes)
- Ticket security and fraud protection are optimized for patron access and convenience

## VENUE SAVINGS

True Ticket clients have realized, for every 100k tickets sold:

A savings between \$12,000 – \$48,000	A minimum of incremental revenue in the amount of \$47,000	A minimum quantifiable value of \$59,000
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## CLIENT LIST

[list logos horizontally]

## WHAT OTHERS ARE SAYING

<p>“I’m especially impressed with the slick UX and workflow.”</p> <p>— John Jakovich, Chief Innovation Officer, Tessitura Network</p>	<p>“We have been a proud True Tickets partner from day one. We are excited to continue to deliver innovative solutions with them to our industry for years to come.”</p> <p>— Johann Zietsman, President &amp; CEO of the Adrienne Arsht Center for the Performing Arts</p>	<p>“Secure, contactless and sharable digital tickets—once a ‘nice to have’ is now a ‘must have’. True Tickets is delivering.”</p> <p>— Katherine Ramsberger, President &amp; CEO, Dr. Phillips Center for the Performing Arts</p>
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## HOW TO GET STARTED

1. Schedule a demonstration with one of our experts
2. Should you decide to move forward, installation takes less than an hour
3. We’ll walk you through how to train your staff (it’s straightforward)
4. Securely deliver and transfer tickets to your patrons

## ABOUT US

True Tickets was founded in 2017 as an end-to-end ticketing system. As we grew and talked to more and more people in the industry, we realized two things: no one wanted another app. And traditional ticketing systems across the industry had a need for a secure digital delivery option. So True Tickets changed course.

We decided to no longer be an end-to-end ticketing system. Instead, we developed a technology that could plug into existing ticketing systems and deliver, and resell or transfer, tickets securely. We had our very first run of the service with 24 tickets to Hamilton in Miami in February 2020, testing the service with friends, family, and investors.

Today, we’ve delivered more than 2 million tickets in 10 venues worldwide. We’ve developed a proprietary system that allows venues to sell their own tickets while creating their own rules for ticketing transfers, refunds, cancellations, and more.

We believe in trust through identity and accountability. We protect user data and privacy, and use cutting-edge security to ensure it is as easy to use as it is safe. We’re growing and we’re honored to partner with some of the finest arts and culture centers in the world.

## **OUR TEAM**

[same as existing site]

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