

amiando benefits despite the crisis and revolutionizes the event industry in Europe with web2.0 technology

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Munich, September 3, 2009. An excellent track record for amiando AG: three years after its foundation as a web2.0 start-up in 2006, amiando is revolutionizing the event business in Europe with a rapid quarterly growth of over 65%, over 70,000 successfully organized events and seven digit revenues.

The first two quarters of 2009 have been the most successful in the history of the company. The founders have been delighted by more than 200% growth in comparison to the previous year and having received numerous awards like “Innovator of the Year” and the invitation for nomination as technology pioneer by the World Economic Forum: “With our online software for event organization we are giving event organizers the possibility to use the whole range of online, web2.0 and social media channels.” explains Felix Haas, co-founder and CEO of amiando. Official partnerships with companies like Google and MySpace and a personal visit from Facebook founder Mark Zuckerberg prove amiando’s success. Next on the agenda is its further European expansion: Revenues are set to triple in 2010 with several new products already in the pipeline.

From party planning to the preferred tool for event professionals

With innovative products which combine event organization and internet media perfectly, Germany-based amiando is writing its own success story as a European web2.0 company. However, its evolution hasn’t always been carved in stone: at the end of 2006, the six amiando founders launched their online-platform for private event organization. After a few months, the young company decided to expand their product portfolio and focused its innovative event organization tools on professional conference organizers, seminars, concerts and marketing events. Today, amiando has a worldwide clientele which includes established companies such as BMW, The Cologne Trade Fair, O2 Telefónica and leading technology blog TechCrunch.

The most successful half year in the company’s history

Going against current business trends, amiando more than tripled its revenue in the first half-year in comparison to the previous year. Regarding all other important business indicators like the number of customers and internationalization, amiando presents equally impressive data: For the completed second quarter 2009, amiando attained a sales growth of 65% compared to the first quarter 2009 and of more than 200% compared to the quarter of the previous year. Today, amiando is being used worldwide and has achieved more than 55% of its business revenue outside of German-speaking countries. Ranging from private parties to multi-million-dollar event series in over 200 cities worldwide, amiando covers the whole event industry. As the only contractor in this industry, amiando offers all products and services worldwide and in four languages.

A simple recipe for success to come out of the financial crisis as a winner

amiando hasn't been affected by the bad economic conditions and the general decline in sales which has affected other businesses – it has actually rather benefited from the changing industry: “We have a simple recipe for success during the financial crisis: satisfied customers. With amiando, customers save costs when organizing events and have the chance to promote their events more effectively at the same time. This is how we help our customers grow successfully, even in harder times”, CEO Felix Haas explains. The focus on customer satisfaction pays off on a daily basis: Over 90% of all customers who joined amiando in 2007 were still using amiando products in 2009.

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Social media is the future of event organization

“Event organizers are still not all making full use of the internet, but that will change over the course of the next two years because each organizer's target audience is already on the internet waiting for them.”, Haas continues, “That's why we help to present, organize and promote events successfully online with our software.” To achieve this, amiando has entered into commercial partnerships with the most important online companies like Google and Facebook. “It was a fantastic moment for our company and team when Facebook founder Mark Zuckerberg presented the innovative Facebook Connect interface with the amiando team in our office in Munich.”, closes Haas.

amiando has received numerous awards for its innovation and patents that open up a whole array of possibilities on the internet, web2.0 and social media to every event organizer.

Background information: How does amiando make event organization easier?

amiando event registration & ticketing

amiando is Europe's leading online tool for event organization. Its main benefits are a highly flexible content management system for event websites, including a registration form builder, a fully automated payment processing and ticketing system and powerful promotion tools that help event organizers perform better. All the tools are online-based, instantly available and don't require software installation.

amiando ViralTickets® - event marketing through social media

ViralTickets is the first event-promotion-system that combines word-of-mouth marketing and event recommendation management on the internet via social networks. The concept is simple but powerful: Ticket buyers recommend events, refer more ticket buyers and receive rewards.

The event organizers can both define discounts for referred ticket buyers as well as confer commission to the referring buyer. Ticket buyers then receive a unique code which they can automatically distribute to their friends and colleagues. In return for successful referrals, they receive refunds on their original ticket purchase price and their friends receive discounted tickets. The optimal refund and discount percentages have been scientifically researched in partnership with Columbia University, New York.

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Double success at the TechCrunch Europe Awards 2009

amiando (www.amiando.com), one of the few contestants from Germany, was placed among the winners in two categories at recent TechCrunch Europe Awards 2009: amiando's innovative online tools for event organization received an outstanding award as one of the top three web applications throughout Europe. In the category “Best Startup Founders” amiando reached a finalist position with their founders' team Armin Bauer, Sebastian Bärhold, Marc Bernegger, Markus Eichinger, Felix Haas and Dennis von Ferenczy as one of the five most successful start-ups in Europe. With these two awards amiando yet again proves its position as an important leader of innovation in the European start up and event scene.

amiando is a pioneer in online event registration and ticketing. Started in 2006, amiando is Europe's leading online tool for facilitating professional event organization today.

amiando's tools help organizers of small and mid-size events worldwide to bring their event organization to a level of professionalism formerly only achieved by large corporations and agencies. More than 70,000 event organisers worldwide already use amiando to handle everything from invitation management, online promotion and attendee registration to

integrated billing and entry management – which are all easy to use and on demand.

amiando has received numerous awards for its innovative products, such as the “Red Herring Top 100 Europe”, “eco Internet Award” and “TechCrunch The Europas Award”. The company is backed by the renowned venture capitalists Wellington Partner, Adinvest and a network of international business angels.

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