

## LIVE NATION ACQUIRES FESTIVAL AND CONCERT PROMOTER BEHIND SUMMERBURST FESTIVAL

*– Live Nation Sweden Acquires a Majority Stake in Stureplansgruppen Live (SPG Live), including Summerburst Festival, Lights Festival and SPG Live's Concert Business –*



**LOS ANGELES (March 5, 2015)** – Live Nation Sweden has acquired a majority stake in Stureplansgruppen Live (SPG Live), a major concert promotor who operates one of the country's most popular festivals in the Nordic Region. The interest in SPG Live is part of Live Nation Entertainment's global strategy to expand and develop within the EDM segment (Electronic Dance Music), and this new relationship will serve as the platform for Live Nation's growth in the Nordic region.

SPG Live is behind many successful events, including Summerburst Festival in Stockholm and Gothenburg. During its five very successful years, this festival has consistently grown and is now one of the most popular festivals in the Nordic region. This year, Summerburst Festival has confirmed artists such as Avicii, Axwell & Ingrosso and Afrojack. SPG Live will also promote Swedish superstar DJ Alesso's first arena show ever in Sweden, as he plays at Ericsson Globe on April 25.

Vimal Kovac, CEO, Stureplansgruppen: "Stureplansgruppen's investment in festivals and concerts have been great fun, successful and profitable. In five years, Summerburst Festival has established itself as the leading festival in Sweden, with over 100,000 visitors in 2014, and we already know that this year's festival will beat all previous records."

Anders Boström, festival general manager, SPG Live: "We are incredibly proud of what we have accomplished with SPG Live, and at the same time very happy and excited about what's about to come. As part of Live Nation and its organization around production, marketing, PR, sponsorship and their long experience of big events, we will be able to lift our business another level while retaining what have made our festivals and concerts so great."

John Reid, President, Live Nation Europe Concerts: "Since we own and operate a large number of big and successful EDM festivals globally — Electric Daisy Carnival, Hard Fest, Holy Ship! and Creamfields

— it is both exciting and natural that we acquire SPG Live, especially given that many of the biggest artists in this segment internationally are from Sweden.”

James Barton, president, Live Nation Electronic Music: “As we continue to grow our electronic business globally, I am delighted that we are bringing SPG into the Live Nation family. I look forward to working closely with Anders Boström and Karl Ohlsén Pettersson as they look to develop our business in the region.”

In connection with the acquisition, Live Nation and Stureplansgruppen will enter into a cooperation agreement with regards to food and beverage operations for certain Live Nation Sweden’s events.

### **About Live Nation Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world’s leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, Live Nation Media & Sponsorship and Artist Nation Management. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).



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### **Stureplansgruppen Live**

Stureplansgruppen Live (SPG Live) is a festival and concert promoter that up until now has been a subsidiary of Stureplansgruppen. The company is responsible for the Summerburst Festival in Stockholm and Gothenburg, Lights Festival in Stockholm and promotes several concerts in Sweden within the EDM segment each year.

### **Stureplansgruppen**

Stureplansgruppen is one of Sweden’s largest privately owned companies within the hospitality industry, with a turnover of 1.2 billion SEK. Stureplansgruppen’s lines of business are hotels, restaurants, entertainment, conference and events.

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