

## PRESS RELEASE

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# Evendo releases version 3

December 1, 2018 Evendo released the new and much improved portal – Evendo 3 – offering a wealth of additional and improved functionality. The new portal has been released in both Denmark and United Kingdom simultaneously.

Studies performed by British Eventbrite in 2017 shows that in the event industry as a whole:

- 26% of customers are looking for faster response times from suppliers
- 16% are looking for more flexible payment terms
- 9% are requesting more flexibility in products and planning

“These conclusions correspond nicely with our findings from having in excess of 50.000 event experiences booked through Evendo. It given us unique knowledge about the need and challenges of our customers”, says Evelina Stanel, CXO in Evendo. “This has allowed us to tailor our offerings, and Evendo 3 is the pinnacle of convenience and efficiency in the industry for both customers and suppliers.”

In addition to revised design and improved user journeys, Evendo 3 offers a series of features not offered by any other within the industry, such as:

Instant booking – no waiting time for the customers. Everything is booked automatically across suppliers.

Reservation option – allowing the customer to “reserve” a product prior to booking. This can i.e. be utilized to ensure product availability while the final number of participants is being determined.

Improved planning tool – the most comprehensive and integrated event planning tool, tightly integrated with the vast inventory of Evendo. The result, for the customer, is a significant efficiency improvement, as most events can be planned and booked within a few minutes.

Flexible payment options – where the customer can decide to pay at booking or later. Companies can even choose automated invoicing.

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“We expect to see noticeable increase in both conversion rate (number of customers) and average order size as a consequence of the new release”, Kasper Larsen, CEO of Evendo AB says. “This will further improve our positive contribution per order – and allow faster positive earnings in new markets”.

More than 4 man-years have been invested in the new platform. It can be found at <http://www.evendo.com>

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### About Evendo

Evendo redefines the way we plan and do events. Think “Booking.com for events” with a built-in planning tool on top, and an app-based assistant guiding participants through the actual events. With Evendo, customers will find anything they need for their event – from venues to a wide variety of activities - all of which can be booked directly across a large base of suppliers.

Evendo has been testing the Danish market since August 2016. During this period, Evendo has easily become the largest and fastest-growing event portal in Denmark with an impressive customer-base and a rapid increase in market positioning. During the first year of operations, more than 50,000 event experiences were booked through Evendo.

Evendo is the world’s first end-to-end event platform, facilitating effortless planning, streamlined booking, and the seamless execution of events, through its innovative and intuitive design. There is currently no identifiable match or competition to Evendo worldwide.

Evendo was founded in 2015 by experienced entrepreneurs with several international success stories – including the Sitecore growth phenomenon, recently acquired by EQT for more than €1 billion.

For more information, please visit <http://about.evendo.com>