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FOR IMMEDIATE RELEASE

Mobile-centric ticketing platform Peatix enters Malaysia

New York, NY / Singapore – September 17, 2014 -- Peatix, the simplest and smartest way to sell tickets and collect registrations online, is now officially in Malaysia with a Malaysian Ringgit payment option. From conferences to concerts, workshops to networking sessions, Malaysian organizers can create customized event pages in minutes, even on a phone. Organizers can sell tickets in local currency and accept major credit/debit cards on Peatix. This makes ticket purchase easy and removes all worry of incurring a loss in currency exchange. Organizers can also promote their events through a variety of powerful, built-in tools including event discovery and recommendations, discounts to boost social media activity and automated notifications to past attendees.

Founded in 2011 by a team originally from Amazon.com, Peatix has since supported more than 25,000 events worldwide. Peatix offers “more than a ticket,” with the innovative EventAd system that connects sponsors with attendees and the patent pending ColorSync that checks in attendees securely and quickly.

“We’re thankful to our customers in Malaysia for their warm welcome, having partnered events including the Young Entrepreneurs' Conference by Alliance Bank BizSmart Academy and the Amazon Web Services Technology Day in Kuala Lumpur, along with TEDxWeldQuay and the Maker Villa in Penang,” said Peatix Head of Asia, Emi Takemura. “We will continue to work closely with organizers of more TEDx events, and we are excited to be collaborating with Malaysian Global and Creative Centre (MaGIC) and other Malaysian organizers creating great values to the communities in Malaysia.”

Peatix holds a positive outlook for more organizers utilizing the service, especially with a pocket-friendly pricing system that does not charge service fees but only payment processing fees of 2.9% and 4.99MYR per transaction. Features including ‘Contributions’ that enables organizers to seek for financial support from fans of their event, and ‘EventAd’ also help organizers bring in extra revenue.

“Offering Ringgit payments is the first step of a process to make Peatix the easiest ticketing platform to use in Malaysia,” explained Emi. “We always listen closely to our organizers to understand what makes their lives easier. We look forward to bringing improvements and innovation to Malaysia’s event community.”

Quotes

"TEDxYouth@KL chooses Peatix as our 2014 registration partner for its extensive analytics and customizable, yet still user-friendly features." Jern Ken Chew, TEDxYouth@KL

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About Peatix

Peatix is a global event ticketing platform that provides event organizers with powerful tools to create, promote, manage and sell out events of all sizes. Peatix’s innovative, mobile-centric solution for event management has served over 25,000 events across 26 countries since its inception in May 2011. From concerts to conferences, and everything in between, Peatix empowers organizers while enriching the event experience for attendees through social interactions and event discovery in its mobile applications (iPhone, Android) and mobile website. With the upcoming launch of ColorSync, the innovative new solution for event check-ins (in private beta), Peatix has completely reimagined the e-ticketing experience. And thanks to the lowest ticketing fees available and fully customizable event pages, event organizers can promote, sell tickets to, and manage their events with considerable ease.

Peatix launched in 2011 in Japan, and expanded into the United States and Singapore in 2013. The company's investors include Fidelity Growth Partners Japan, 500 Startups, Digital Garage, Draper Nexus Ventures, Itochu Technology Ventures, Sunbridge Partners, and ZenShin Capital.

Relevant Links

Peatix.com: <http://peatix.com>

Payment Methods Help Page: <http://bit.ly/PeatixPaymentMethod>

Contacts

Claire Ding

Claire@peatix.com

Emi Takemura

Emi@peatix.com