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Conferize announces user metrics: Realizes goals for organizer growth for 2018

Conferize A/S announces today key figures for the activity on the Company's digital Event Management platform for Q3 2018. Conferize has realized the ambitious growth targets for 2018 within Conferize's primary user segment. By the end of 2018 there were more than 13,000 event organizers on the platform.

	2018 Target	2018 Realized	Annual Growth	Monthly avg. Growth
Users	63,000	62,717	61 pct.	4 pct.
Event organizers	13,000	13,193	198 pct.	10 pct.
Events, accumulated	32,000	31,440	60 pct.	4 pct.

Conferize's primary customer segment is the event organizers. They drive the growth of both events, ticket sales and users on the platform. By the end of 2018, 13,193 event organizers had signed up to an account on the platform. This is an increase of 16 % compared to last quarter. Over the past 12 months, Conferize has realized an average monthly growth of more than 10 % within this segment.

The latest generation of the company's Event Management Software (EMS V2), launched on November 30, 2018, marks a whole new impetus for releasing the potential of the business case. It has therefore been expected with excitement how customers would accept the new platform.

Of the organizers who, based on a marketing campaign showed an interest in the product in January, 67% created an account at Conferize, compared to earlier. And of these, 71% continued to create an event, compared to 18% before, corresponding to an improvement of 292% in conversion rate.

“We are cautiously delighted to see the positive reactions to the new product. It's too early to talk about a general trend. But if we can maintain conversion rates just in the vicinity of this level, the outlook for our business is obviously very positive” says CEO and Founder Martin Ferro-Thomsen.

It is still too early to establish the long-term effect of the improved conversion rates, not least since the Company is still working on optimizing the product's many sub-areas based on customer feedback.



At the end of 2018, 31,440 events had been created on the platform, corresponding to a growth of 8 % compared to last quarter.

The total number of user accounts (event organizers and event-goers) on the platform was 62,717 accounts at the end of 2018. This is a growth of 10 % in the total number of users on the platform compared to last quarter.

The company maintains the expectations for growth and revenue as previously announced. Expectations based on current performance are shown in the table below.

	2018	2019	2020	2021
Users (1,000)	63	123	231	374
Event organizers (1,000)	13	28	49	78
Events, accumulated (1,000)	32	51	80	130
Revenue (\$ 1,000)	0	71	1,089	2,954

About Conferize

Conferize is a digital platform for event organizers and attendees. Too many events and conferences are still planned and realized following a template from the time the world was still analog. This means that the attendees benefit too little in terms of networking, knowledge sharing and participation, and organizers struggle with old-fashioned and incomplete products, ultimately resulting in a bad experience for the attendees.

Conferize solves this fundamental problem by offering a comprehensive solution that makes it easy for the organizer and creates greater value for the attendees – before, during and after the event. At the same time Conferize connects users and content in a global network of events, providing an overview of an otherwise fragmented industry, Conferize has been used by thousands of events in more than 140 countries and has been official partner for TEDx since 2014.

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Certified Adviser

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