

# ANHEMBI – SAO PAULO EXCLUSIVE NEGOTIATION FOR THE ESTABLISHMENT OF AN ARENA GL EVENTS - LIVE NATION - OVG

GL EVENTS (ISIN: FR0000066672 - TICKER: GLO), the integrated event industry group, announces an exclusive negotiation agreement for the construction of an Arena at the ANHEMBI complex in SAO PAULO.



Olivier Ginon, Chairman-CEO of GL events, commented: *"Following the publication of our Q3 2021 revenue and the apparent rebound of our business, this exclusive negotiation is a significant indicator of the willingness of international players to continue to invest in event industry sectors. We are delighted to partner with Oak View Group and Live Nation Entertainment, two global entertainment industry leaders, to initiate the development of the Anhembi complex. This project calls for a comprehensive event and entertainment venue to consolidate its position. We look forward to developing synergies between the Sao Paulo Arena and our network of venues, including the Jeunesse Arena in Rio de Janeiro."*

## 1st AGREEMENT FOR THE DEVELOPMENT OF ANHEMBI'S LAND RESERVES

GL events, Live Nation and Oak View Group have entered into exclusive negotiations to build and operate a 20,000-seat arena, unique in Sao Paulo. The investment will be assured in its entirety by Live Nation and Oak View Group. Work is to start in the second half of 2022 for an inauguration scheduled in 2024. The Arena Sao Paulo, equipped with the latest technology and designed in a manner that respects the principles of responsible construction and sustainable development, will host concerts, sports events and shows. This announcement marks the beginning of the redevelopment of the Anhembi area, for which GL events was awarded a 30 year management concession by the city of Sao Paulo, which will include a vast building programme, a convention centre and a cultural boulevard. The signature of the contract is expected by the end of 2021.

These developments will transform Anhembi into a new innovative district of Sao Paulo and contribute to the city's economic vitality and social fabric. Anhembi will become a world reference in entertainment, with an Arena, a theatre, the Sambodrome, an exhibition centre and Sao Paulo's first new generation international congress centre. This agreement marks the most important step in the modernisation of the complex in its 50-year history. With this redevelopment, Anhembi will generate economic benefits of approximately BRL 5 billion for the city and the community by becoming one of the main drivers of the Sao Paulo economy.

This project illustrates the capacity of Group teams to propose innovative solutions that create added value for the event industry and in regions where the Group operates.

At the same time, this development creates a historic opportunity for Sao Paulo, the 4<sup>th</sup> largest city in the world and the leading economic power in Latin America, to establish its position as one of the world's leading destinations for concerts, sports and e-sports, shows, fairs, congresses and conventions.

Live Nation and Oak View Group will develop and operate the Arena and be responsible for its marketing. Live Nation, already very present in Brazil (organising tours and festivals), will bring international and national artists to the city's future large concert hall.

**Ricardo Nunes**, Mayor of Sao Paulo commented: *"This is a historic day for our city as we launch the development of the Sao Paulo Arena project with the top three global leaders in their sector. This is a major project for Sao Paulo and for the world."*

**Michael Rapino**, President and CEO of Live Nation Entertainment stated: *"As a leader in live entertainment, we are delighted to expand our presence in Latin America by creating a world-class Arena in Sao Paulo. This new facility will further strengthen our portfolio of over 200 venues worldwide and we are proud to contribute to the growth of Sao Paulo as a live music hub and international touring destination."*

**Tim Leiweke**, President and CEO of OVG, commented: *"We are honoured to add Sao Paulo to our global portfolio of entertainment destinations and look forward to working with GL events and Live Nation Entertainment to transform the Anhembi complex into the Latin America's largest entertainment zone."*

## ABOUT LIVE NATION ENTERTAINMENT

Live Nation Entertainment is the world's leading live entertainment and event ticketing company: more than 40,000 shows and 100+ festivals annually for nearly 4,000 artists in over 40 countries, event ticketing with over 500 million tickets sold annually and more than 12,000 clients worldwide. These businesses allow Live Nation Media & Sponsorship to create strategic music marketing programmes that connect over 1,000 brands with the 98 million fans that attend Live Nation Entertainment events each year. Live Nation has a significant presence in Latin America, hosting major festivals in Brazil which include Lollapalooza and Rock in Rio and is an organizer of local and international tours.

## ABOUT OAK VIEW GROUP

Oak View Group (OVG) is a global sports and entertainment company founded by Tim Leiweke and Irving Azoff in 2015. OVG is focused on being a positive disruption to business as usual in the sports and live entertainment industry and currently has eight divisions across four global offices (Los Angeles, New York, London, and Philadelphia). OVG is leading the redevelopment and operations of Climate Pledge Arena at Seattle Center as well as leading arena development projects for UBS Arena in Belmont Park (New York); Moody Center in Austin (Texas); New Arena in Coachella Valley, (California); and Co-op Live in Manchester (UK). OVG Global Partnerships, a division of OVG, is the sales and marketing arm responsible for selling across all OVG arena development projects. OVG Facilities is the division responsible for facility management, booking, security and maintenance services. OVG Media & Conferences, a division of OVG, publishes Pollstar and VenuesNow, in addition to hosting live entertainment-centric conferences around the world. OVG's Arena Alliance, a division of OVG, is a collection of the top 32 venues in North America that provides a platform for booking, content, and sponsorship sales opportunities.

**NEXT PRESS RELEASE:  
2021 ANNUAL REVENUE: 20 JANUARY 2022 (AFTER THE CLOSE OF TRADING)**

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**About GL events:** The Group is a world-class provider of integrated solutions and services for events operating across the three main market segments: conventions, conferences, congresses; cultural, sports and political events; trade shows / B2B and B2C exhibitions and consumer fairs. GL events' activities are organised into three major business divisions. **GL events Live** provides a complete range of services for corporate, institutional and sports events, and offers turnkey solutions from consulting and design to staging the event itself. **GL events Exhibitions** manages and coordinates the Group's portfolio of more than 300 proprietary trade fairs covering a wide range of sectors: food industry, culture, textiles/fashion, manufacturing... **GL events Venues** manages a network of 50 venues (convention and exhibition centres, concert halls and multi-purpose facilities) in France and international destinations.



Present on five continents with operations in more than 20 countries, GL events has 4,600 employees. GL events is listed on Euronext Paris, Compartment B (mid-caps).

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**ISIN FR0000066672 - BLOOMBERG GLO FP - REUTERS GLTN.PA - FTSE 581  
LEI 9695002PXZMQNBPY2P44**

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