



bemils
THE TICKETING SOLUTION

**ONE PLATFORM FOR ALL
YOUR EVENTS
AND EXPERIENCES.**

MILESTONE

2007-2011

- 5M+ of tickets sold in Greece, Cyprus, Egypt, and Qatar with 140M+ of transacting.
- Asian Cup management in Qatar, organized by Asian Football Confederation.
- Ticketing platform certification (Belive 1.0, with SIAE, and Agenzia delle Entrate) which becomes compliant with the Italian market.

2012

Launch of Clappit brand.

2013

Pass System implementation.

2014

New Certification (Italian market): Android Access Control app, open seasons tickets, new devices (Belive 2.0).

2015

New Certification (Italian market): Box Office app, new devices (Belive 2.2).



2016

- Business Event Implementation.
- New Certification (Italian market): digital tickets, RFID tickets, new Access Control, and new devices (Belive 3.0).

2018

- New certification (Italian market): Epson fiscal receipt printers, Evolis PVC card printers (Belive 4.0).
- Expo Exhibitor implementation to manage fairs and stands.

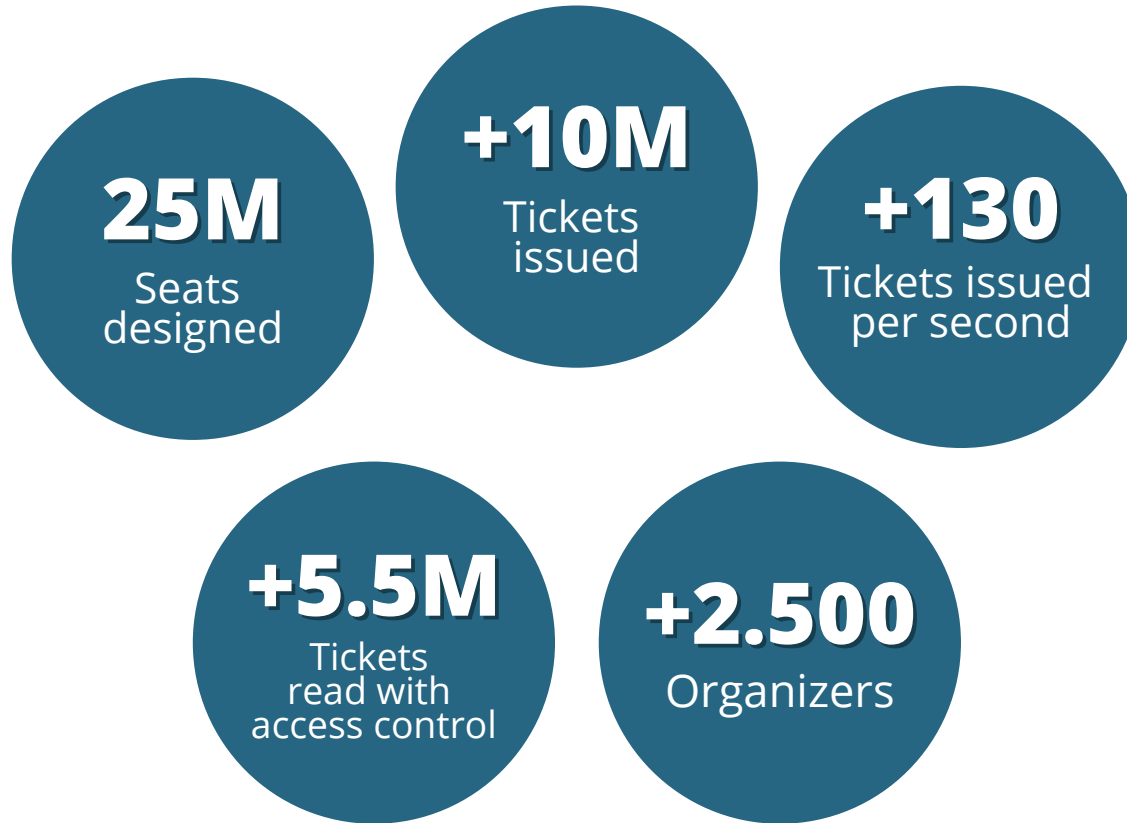
2020

- Partnership with two important players in the entertainment and sports market.
- New Certification (Italian market): Battelli's law (Belive 5.0)

2022

New Certification (Italian market): Italian football and access control implementation (Belive 5.4)

OUR NUMBERS



READY TO SUPPORT YOUR BUSINESS!

One platform with different functionality to stand out in the ticketing world.

With our system with proprietary code, you can offer customized experiences and different services with only one supplier.

Shows, festivals, sports events, theme parks, fairs, and sports centers, but also b2b events, meetings, and much more.

OUR BUSINESS MODEL

Bemils offers a customizable ticketing system with high performance in SaaS.

PRIVATE LABEL

With the private label, you can sell directly from your website, using Clappit, our ticketing brand.

- Our staff will take care of the configuration and publication of the events
- Sell your tickets directly from your site with our private label
- Mobile responsive and multilingual
- Customizable registration form
- Pass and accreditation management
- SEO optimized
- If possible, you can directly collect the sales money
- Payment gateway integration



DEDICATED SYSTEM

Ideal for brands and organizers of large attendance events, national and international companies. Important structural dimensions require a service capable of allowing maximum performance and total independence of the business:

- Dedicated installation on customer servers
- Creation of the sales portal, a responsive mobile website with look & feel, UI-UX customized for the customer's brand
- Ticketing platform with all the features provided by the system
- Training and periodic updates for autonomy
- Support for subsequent technological developments and third-party integrations
- Migration from other ticketing system

SOME OF OUR INTEGRATIONS

- Multi organizer (more applications and private labels can be realized)
- Multi-channel, to manage different sales channels and sales policies
- Integrated with Google: Analytics, Search Console (SEO), Ads, Maps, Shopping, Events (where available)
- Management of pixels and conversion codes for advertising campaigns and partners
- Payment integrations: Stripe, Paypal, Amazon Pay, Google Pay, Nexi, Visa, Mastercard, American Express, XPay, Satispay, Bank Transfer, and installment payments like Klarna and Scalapy
- Courier integrations: DHL, UPS, etc
- Social media integrations: Facebook, Instagram, TikTok, Youtube, etc
- API integration



CRM, MARKETING AND SALES

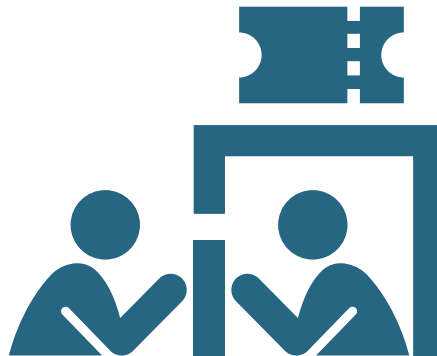
Meet your audience with amazing features, designed to simplify and improve your business!

- Vouchers, discounts, promotions, early birds, promo codes, etc
- Name change and resale
- Season tickets management
- Pre-sale, reservation and pre-order management
- Data sharing with the organizer (GDPR compliant)
- Online support chat
- Distribution list and privacy policy management
- SMS notifications
- QR Code and dedicated URL generation
- Guest lists import/export
- Real-time sales statistics
- Loyalty program
- Dynamic price

SELL ALL TYPES OF TICKETS

All the templates can be customized with information, images, maps, etc.

- Print@home: in PDF format, it can also be shown on the smartphone without printing it
- Digital ticket: it can be saved directly on the phone's wallet
- Dematerialized tickets with RFID technology such as bracelets
- Classical paper tickets, with an anti-counterfeiting hologram that can be shipped or collected at the venue, or in receipt form



BOX OFFICE APPLICATION DEKSTOP AND MOBILE

Not everybody chooses to buy tickets online. That's why you can use our box office application!

Modern interface, simple processes, and high usability to reach the maximum speed during the event: you need only a wifi connection, a PC, and a printer.

- Best seat logic or choice on the map
- Allotments with lock codes
- Bookings and accreditations management
- Printing of multiple orders
- Physical and virtual POS
- Sales monitoring in real-time
- Cash register closing report

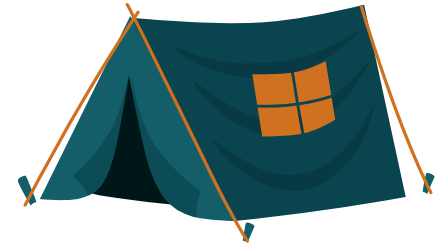
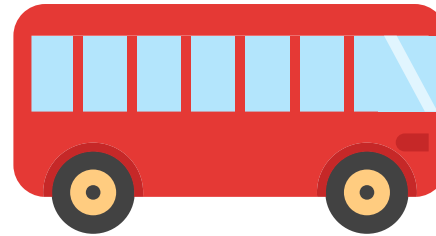


ONLY TICKETS? OF COURSE NOT!

With our system, it's possible to implement up-selling and cross-selling strategies, for every type of event, including corporate events and fairs.

You can sell pre-configured packages or let the user compose his favorite package, adding all the products and services he prefers.

Products can be shipped (fulfillment managed by the organizer) or collected directly at the venue, for example, in a dedicated desk.



FOCUS ON... FESTIVAL!

Customers will be able to buy on a single platform:

- Accommodations (hotel, camping, parking area for campers, etc)
- Parking / Transport
- Food & Beverage
- Credit to spend at the festival (RFID card for example): no more cash!
- Upgrades: lounge upgrade, restroom upgrade, laundry area
- Merchandising
- VIP experiences like meet&greet

DYNAMIC PRICE

With the dynamic price function, it is possible to modify the price of a ticket or a product according to a different logics.

The price can be raised and lowered, according to the wishes of the organizer and in compliance with the regulations.

In this way, it is also possible to manage early birds and others tariffs.

WHAT ABOUT... LOYALTY PROGRAM?

Improve your sales and customer engagement!

We can assign each registered customer a wallet, and make him collect points, vouchers, etc. It's always the organizer that decides what points can be converted into (discounts, gadgets, exclusive experiences, etc).

How can a customer collect points? Easy!

- Registration process (it can be divided into different steps).
- For tickets, points can be assigned based on the buyer type purchased (for example a gold package can give more points than a regular ticket)
- For products: points can be assigned based on the category of products (food, accommodation, parking, etc.).
- Reading the ticket at the access control can assign the customer additional points.



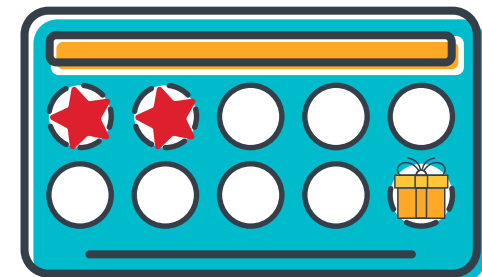
That can be helpful especially in the case of matches, to encourage season ticket possessors to assist even at the less prestigious ones, which usually attract few fans.

RANKING

Related to the loyalty program could be the user ranking, which assigns each user a risk score. If a user has a low-risk score, he can have some benefits, like early access to the sales.

PRE-EMPTION

The possibility for a certain category of users to purchase before the general sale. For example, those who have purchased a season ticket for the past sports season can buy a season ticket for the upcoming sports season before, in the same seat they had the year before. Of course, it can be possible also with theater season tickets, singular matches, etc.



ADVANCED ACCESS CONTROL

Our platform provides an advanced access control system: you will be able to know, in real-time, the number of people entered, and the number of people still expected. The access control application can be downloaded also on an Android smartphone. For events with large attendances, we recommend professional devices, with which it is possible to read an average of 700/800 codes per hour.

- Entrance gates configuration
- Can validate tickets, vouchers, passes, etc
- Can be integrated with physical turnstiles
- Import/export of white and black lists
- Sending email/SMS notifications when a code is scanned
- Real-time dashboard for data monitoring



IT & CYBER SECURITY

- EV 128-bit SSL security certificate
- Distributed caching
- Waiting list
- Queuing activation
- 3D secure option
- OTP system (email or SMS)
- CDN and WAF

AGAINST SECONDARY TICKETING

- Re-captcha
- OTP
- Nominal purchases
- Purchase limit per order
- Purchase limit per person
- Purchase limit per event
- Purchase limit per day
- Tracking logs

USERS DATA

Bemils shares user data with the organizer, according to the GDPR regulations.

The registration form is customizable and we can insert, in addition to the fields necessary to fulfill the service, more fields at the discretion of the organizer.

ACCREDITATION MANAGEMENT

The accreditation can be managed in different ways:

- A massive email sending to all the contacts indicated
- Independent accreditation on the private label
- Import of white lists of contacts on the private label: a third party or the user will be able to connect to the PL, enter the e-mail address, find his name, and download the ticket or pass

Some of the features of the accreditation system:

- Accreditation with print@home or pass with customizable layout
- Integrated access control
- Massive sending of communications
- SMS notifications



FAIRS: DISCOVER EXPO EXHIBITOR

Besides the management of entry tickets with our Expo Exhibitor application, you can simplify stand management and discover amazing features to surprise visitors.

- Engagement, gaming, and rewarding initiative to stimulate participation
- Exhibitors and collaborators pass creation, autonomously
- You can register visitors directly at the stand with a smartphone
- Products list import
- Registration of orders at the stand
- Visitor's tracking
- Real-time data monitoring
- Management of offers and discounts
- Customized surveys

PASS SYSTEM

Creation of passes to facilitate the work of the crew and authorized personnel, and increase the control of the venue's areas.

We offer different kinds of passes:

- Staff/suppliers/personnel/press
- Parking/transportation.
- Services (food&beverage, etc).

All the passes can have:

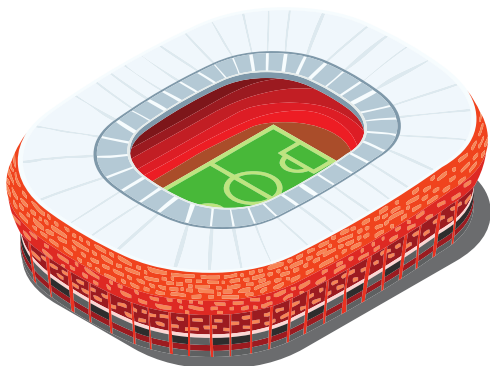
- Templates with different formats and folds.
- Customizable front and back graphics.
- Areas management, roles e access permissions to have maximum safety.
- Integration with access control.
- Importing contact lists.
- Pass sending in PDF by email.



SALE OF A SEASON TICKET'S RATE

- The customer can put the season ticket rate up for sale and, if the resale is successful, he receive a monetary refund
- The sports club can ask season-ticket holders who cannot participate in a match (possibly an important one) to transfer their season rate and not refund them, but grant other types of advantage: discounts, points on the wallet, experiences, etc

If the subscriber who has sold or transferred the rate tries to access the same performance, he will be blocked at the access control. The same logic can also be applied to theater subscriptions, for example.



FOCUS: ITALIAN MARKET

Are you planning to organize an event in Italy?
In Italy, we have special regulations for some kinds of events.

In order to be able to sell these tickets, the ticketing system must be certified by SIAE and Agenzia delle Entrate (two public Italian entities).

For more information contact us, we will be able to give you an overview of the Italian market and help you sell your tickets!

Bemils is certified in Italy with SIAE and Agenzia delle Entrate for sales of:

- Entertainment & Show tickets
- Football tickets (series A, B, C, D, international)

We also:

- Have certified access control (for smartphones, professional devices, and turnstiles)
- Have certified printers (Boca, Zebra, Epson, Evolis, ecc)
- Are certified for Battelli's Law (against secondary ticketing)

SOME OF OUR CUSTOMERS

CONTACT US

For more information contact us, and we will be happy to help you figure it out which solution is the best for your business.

Bemils Srl

via E. Ferri 3
20092 Cinisello Balsamo (MI)
Italy

Tel. +39 0236522969

www.bemils.com

www.clappit.com

E-mail: cs@bemils.com

cs@clappit.com

