

Press release

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New payment service sold out DreamHack tickets in 22 hours

The first batch of tickets for probably the world's largest games fair, DreamHack in Jönköping, Sweden, sold out in 22 hours. The new payment service from Paynova, which was used for ticket sales for the first time this year, is one of the reasons behind the rapid sales, with 80 per cent of the tickets being sold in the first four hours. The proportion of completed sales also saw a marked increase compared with the previous fair.

It was announced earlier in the week that Paynova had been appointed exclusive supplier of a complete payment service for DreamHack's ticket sales over the Internet. The payments will be made by credit card, debit card and Internet bank, as well as a number of internationally adapted payment methods. The aim of the system is to make it simpler for visitors to buy tickets.

"We have never sold so many tickets in such a short time! We have received a fantastic response and we believe that one reason is that we have made it simpler for visitors to pay. We now hope that we will be able to release more tickets in October," says Robert Ohlén, CEO of DreamHack AB.

The fact that the system has made it easier for visitors is one of the reasons why the tickets sold out in 22 hours. It is also noticeable that the number of sales commenced compared to the number of sales completed increased during the first day by more than 50 per cent compared with the last fair. Paynova's system also means that payments are completed more quickly, which reduces the number of preliminary bookings. The time from order to payment fell from 72 hours to 48 hours and Paynova's transaction volume during those 48 hours amounted to around SEK 4 million.

"In Paynova 3.0, which is the version used by DreamHack, we have developed user-friendliness even further. We believe that the fact that our support team didn't receive one single call and the number of completed purchases increased dramatically is excellent proof of our success," says Karl Alberts, Marketing Manager at Paynova.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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ABOUT PAYNOVA

Paynova offers an international, account-based complete service for payments via the Internet. With Paynova as the only counterpart, e-retailers can get a payment guarantee for 21 payment options with credit cards, debit cards and Internet banks, in 11 languages with 8 currencies in a security-certified interface (PCI). Consumers can open an account, a Paynova Wallet, for free on the Internet to make purchases simpler and more secure, as well as look after transfers between family members, friends and acquaintances. Paynova has agreements with around 1,600 e-retailers. Most are found in the following prioritised segments: travel, retailing and



media/network games. The company has been listed on NGM Equity since February 2004. For more information: www.paynova.com