



HIGHLIGHT EVENT

Vienna/Lucerne, 11 December 2014

Vienna Philharmonic and Highlight Event continue partnership through to 2022

The Vienna Philharmonic and its Lucerne-based marketing agency, Highlight Event AG, have agreed to extend their successful marketing co-operation through to the year 2022.

Andreas Großbauer, Chairman of the Vienna Philharmonic, commented that he is *'very pleased with Highlight Event's achievements over the past 8 years'* and that *'the continuous, quality-oriented development of the Vienna Philharmonic brand remains a high priority for the Orchestra.'*

Ferdinand von Strantz, CEO of Highlight Event, added that *'it is a great privilege to serve this outstanding Orchestra and it continues to be a central objective for us to live-up to its high quality standards.'*

Vienna Philharmonic

The Vienna Philharmonic is organised as a private association and was founded in 1842. It is made up from members of the Viennese State Opera Orchestra. The Vienna Philharmonic plays at around 300 opera evenings at the State Opera and, beyond that, around 90 additional concerts per year. Some of these concerts are subscription or special concerts played in Vienna and others are worldwide concert tours under the direction of some of the most famous conductors of our time. The most well-known concerts are the annual New Year's and Summer Night Concerts, which are transmitted in over 90 - respectively 80 - countries worldwide.

Highlight Event AG

Highlight Event AG - a subsidiary of Highlight Event & Entertainment AG and part of the Highlight Communications AG group of companies - is a company which specialises in the marketing of international music, culture and entertainment projects. The company was founded in 2012 and emerged from the Music Division of TEAM Marketing AG, which was established in 2003. Highlight Event is responsible for the worldwide exploitation of marketing rights for the European Broadcasting Union (Eurovision Song Contest) and the Vienna Philharmonic. Within the framework of the Vienna Philharmonic project, its activities are focused on the Orchestra's annual media highlights - the New Year's and the Summer Night Concert.

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