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Reach4Entertainment Enterprises PLC
24 April 2018

Prior to publication, certain information contained within this announcement was deemed to constitute inside information for the purposes of Article 7 of EU Regulation 596/2014 (MAR). Upon publication of this announcement, this information is now considered to be in the public domain.

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Reach4entertainment enterprises plc

('r4e' or the 'Company')

Launch of Dutch Entertainment Agency

r4e, the transatlantic media and entertainment marketing company, is pleased to announce the launch of a new agency and office in the Netherlands with the establishment of Dewynters Amsterdam B.V. ("Dewynters Amsterdam").

Dewynters Amsterdam is a joint venture with Lisette Heemskerk, Ronald Luijendijk and Jacques Kuyf (the "JV Partners"), all well known leaders in the media and marketing sectors. Dewynters Amsterdam is 60% owned by r4e and 40% by the JV Partners, and will focus on providing marketing, sales and communication services to the thriving theatrical and live entertainment markets in the Netherlands and the Dutch speaking region of Belgium.

The JV Partners' expertise and knowledge is already well known to r4e, and the Company believes that combined with its international network, range of related skills and ability to support the launch, Dewynters Amsterdam has an opportunity to build a significant presence in these two growing entertainment markets.

r4e will support the development of Dewynters Amsterdam, which has already secured, a multi-billion dollar European media and entertainment group as its first client, to provide commercial and business strategies, marketing plans and creative concepts. Under the joint venture agreement, r4e will invest towards establishing the business and make available the whole range of marketing skills used in supporting theatre shows and live entertainment events from across more than 200 employees working throughout r4e.

Following this launch, r4e now has teams in London, New York, Hamburg and Amsterdam.

Commenting on the launch, Marc Boyan, Chief Executive Officer, said, “Expanding into new territories is a key part of our strategy and doing so in the adjacent market to our London base makes commercial sense. The Dewynters Amsterdam team already has relationships with the leading live entertainment companies in its two target markets and with our support, they can provide the same services we are providing on a daily basis to leading West End and Broadway productions. The Company is excited by the launch and is looking forward to making it a success.”

Jacques Kuyf, Executive Director of Dewynters Amsterdam said, “As a team we bring together a strong mix of skills and industry contacts that we think bodes well for the future and in partnership with r4e, makes a good base to launch from. We are delighted to have already won our first major client and we know there are other live entertainment companies here who would be interested in accessing this combination of industry skills. We look forward to taking advantage of the leading capabilities that our partnership with r4e will give us, for both new clients and existing r4e clients who are planning on launching shows or events in the Netherlands and Belgium.”

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