
We Rave You and Share Logistics Announce Strategic Partnership

Amsterdam, The Netherlands – November 29, 2023 – We Rave You and Share Logistics officially announce a strategic partnership that seeks to address the increasing need for enhanced fan experience and engagement. The partnership will provide innovative turnkey solutions to the wider events industry.

We Rave You, one of the largest global media companies in the electronic music industry, and Share Logistics, a leading global supply chain services provider, are two fast-growing companies that hold a strong track record in their respective fields. Both are investing heavily in the events industry and together form a powerhouse that seeks to revolutionize the way people experience events around the world.

“At We Rave You, we are constantly exploring ways to enhance the value we bring to everything we do. Over the past year, we have hosted events worldwide in locations such as the United States, UK, Germany, Hong Kong, and Croatia. As we look ahead to 2024, which is shaping up to be our busiest year to date, we recognize that the industry is ever-changing and demanding a higher level of effort to enhance the overall experience”, explains Yotam Dov, Founder and CEO of We Rave You. “To meet this challenge, we have partnered with Share Logistics to create a one-stop-shop solution. This partnership allows us to elevate engagement, interaction, and execution in live experiences, whether it's with our fans, the companies we collaborate with, or the brands associated with our events.”.

We Rave You knows the world of electronic dance music inside out. Due to its extensive expertise in public relations and artist management, the company plays an active role in organizing major events, such as parties or summer residencies at the hottest venues (such as World Club Dome Festival, Noa Club, Boomerang Club, Ministry of Sound).

“Many of our customers are interested in the services that We Rave You can offer, and vice versa, the customers and partners of We Rave You are interested in our services. As such, joining forces made a lot of sense, and we are especially excited about the prospect of jointly delivering innovative new solutions to the events industry. Thereby supporting the offering and growth of our customers (in the events industry)”, says Tristan Bierenbroodspot, Group CEO of Share Logistics.

Share Logistics has been active in the world of events for a long time, supporting a wide variety of customers across the entertainment, sports, broadcasting, and fairs & exhibitions markets. The supply chains of the event industry demand perfection, as goods required for the events must always arrive on time, no matter what happens in the supply chain.

Both companies already collaborated earlier this year, during the first 'CATZ B-side' postgame electronic music event of the Florida Panthers, a leading American NHL team. The event was a resounding success and served as the foundation for a potential strategic partnership between the two companies.

We Rave You and Share Logistics are currently developing innovative new concepts that combine music entertainment with the world of sports, thereby offering fans a deeper and more comprehensive experience. One example of this is an official music entertainment tour performed before, during and/or after large sporting events. The tour utilizes new technologies to make the events more interactive and bring them online (e.g., in the metaverse). The concept will furthermore ensure a best-in-kind sustainable approach, both from a supply chain perspective as well as everything surrounding the events itself.

The partnership between We Rave You and Share Logistics represents a strong commitment to growing the world of events in a sustainable and equitable way.

About We Rave You

We Rave You is one of the largest global media companies in the electronic music industry.

Through various digital platforms, it provides its over 1.5 million followers with the most important news from the music scene and the best from the world of dance music. After providing its followers with daily updates on new music, intimate interviews, backstage at key events and the industry's hot topics, the brand is now focusing heavily on events. Its exclusive access to the biggest names in dance music and its strong public relations and management branch allow it to promote events ranging from parties to summer residencies in the most coveted venues.

About Share Logistics

Share Logistics, a Groupe BBL company, is a global supply chain services provider. The company helps its customers design, manage and execute their global and/or local supply chains. Through its highly specialized and dedicated employees, supported by cutting-edge technology, Share Logistics provides innovative and seamlessly integrated solutions for a wide range of industries. One of these is the events industry, where Share Logistics serves customers in the market segments of

entertainment (e.g. live music, theatre, art, etc.), sports (including e-sports), broadcasting, trade fairs and exhibitions, and special events.

Share Logistics is part of Groupe BBL, a global group of supply chain services companies that employs (collectively) over 2.000 specialized staff worldwide.