CORPORATE PROFILE

Stage Entertainment
Striving for excellence is the vision at the very heart of all Stage Entertainment’s activities. We aim to always exceed our audiences’ expectations with our shows, venues and creative development. We want to go beyond the expected for every single one of our customers. To achieve this we combine artistic and creative excellence with sound commercial expertise.
People long to share experiences. And at a time when entertainment choices are becoming increasingly fragmented, music and artists performing live on stage are at the core of entertainment that brings audiences together. Performers continue to sing, dance and tell stories as they have throughout history because live entertainment satisfies our fundamental need for shared, unique, live experiences.

At Stage Entertainment we proudly carry on the tradition of creating live theatrical events as we bring excellence in entertainment to all our productions worldwide. Our aim is to Make Moments Magical and to exceed the expectations of our audiences with our shows, theatres and creativity.

Joop van den Ende
Founder
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Since its founding in 1998, Stage Entertainment has earned a reputation as a first-class theatrical production company focusing on Europe. Today our brand is widely known for the exceptional quality of its shows and the warm hospitality extended to its audiences.

Stage Entertainment has played a key role in the development and widespread popularity of the musical genre on the European Continent. The rapid growth of the company since its inception has been the result of a genuine drive and heartfelt passion for theatre embodied by all those working at Stage Entertainment. From the start, Stage Entertainment has striven to produce first-class quality productions in venues unsurpassed in their beauty and hospitality.

As a part of this process, the company has invested heavily in theatre venues as well as in the professional training of artists, managers and colleagues in production, finance, marketing and PR. In countries like Germany, the Netherlands and Spain where a musical market was already in place, the company’s goal has been to increase the quality of our productions to a level matching those found on Broadway and the West End, thereby satisfying the increasingly demanding and sophisticated expectations of our musical audiences. In less mature musical theatre markets like France, Russia and Italy, Stage Entertainment has applied the expertise of its international managers and executive producers, inspiring local teams to meet and sometimes exceed the quality demands of our licensing partners. Stage Entertainment has become a leading commercial musical production company while still maintaining a spirit of true passion for theatre.

Over the years, we have built many enduring and inspiring relationships with major international theatre producers. It is my strong wish to secure and strengthen these good relationships for the future, ensuring that Stage Entertainment will continue to proudly present its partners’ content alongside its own original titles to audiences around the globe.

Arthur de Bok
CEO
### European Footprint

#### 2016 / 2017

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<table>
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<tr>
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#### 6,700,000 Visitors Worldwide in 2016/2017

- 38% of visitors < 34 years
- 46% of visitors 35 – 54 years
- 16% of visitors > 55 years

#### Operations & Activities

**The Netherlands**
- **Amsterdam**
  - Stage Entertainment Group
  - Stage Entertainment Netherlands B.V.

**Germany**
- **Hamburg**
  - Stage Entertainment Germany GmbH

**Spain**
- **Madrid**
  - Stage Entertainment Spain

**Russia**
- **Moscow**
  - Stage Entertainment Russia

**France**
- **Paris**
  - Stage Entertainment France

**Italy**
- **Milan**
  - Stage Entertainment Italia S.R.L.

#### European Footprint

- **20 Theatres in 11 Cities**
- **Operations in 6 Countries**
- **Productions in 8 Countries**
- **Hamburg 3rd largest musical hub in the world**
Stage Entertainment owns and operates a network of theatres where it produces musicals and shows developed by international partners or by its own creative teams.
Our future success and continued growth relies on three pillars.

1. LICENSED PRODUCTIONS
   - Musicals, plays, tours, arena shows

2. THEATRES
   - Germany, the Netherlands, Spain, France, Italy

3. CREATIVE DEVELOPMENT
   - Creative Development in Stage countries; Intellectual Property Management worldwide
A wide range of international content. The company works with the world’s leading partners to present international favourites.

A network of world-class venues. Spectacular architecture, spacious foyers, beautiful bars and stunning contemporary art all add up to a memorable experience even before the curtain goes up.

The creation and development of original new musicals as well as a worldwide network for licensing our original musicals and other titles we represent.
Stage Entertainment produces some of the best-known titles in musical theatre. The company stages licensed productions from its world-renowned partners, including shows like Littlestar’s Mamma Mia!, Disney’s The Lion King, Tarzan, Beauty and the Beast, Aladdin, Cameron Mackintosh’s Les Misérables, The Really Useful Group/Andrew Lloyd Webber’s The Phantom of the Opera, The National Theatre’s War Horse, and Marc Platt and David Stone’s Wicked.
LICENSED PRODUCTIONS

FOR THE COMPLETE OVERVIEW OF OUR PRODUCTIONS: WWW.STAGE-ENTERTAINMENT.COM

Cats
Germany | Spain | Russia | The Netherlands | Belgium | France

Aladdin
Germany

The Lion King
Germany | The Netherlands | France | Spain
LICENSED PRODUCTIONS

FOR THE COMPLETE OVERVIEW OF OUR PRODUCTIONS: WWW.STAGE-ENTERTAINMENT.COM

Mamma Mia!
Germany | The Netherlands | Belgium | Russia | Spain | France | Italy

Blue Man Group
Germany | United Kingdom | The Netherlands

The Phantom of the Opera
The Netherlands | Spain | Russia

Germany |
The Netherlands | Germany | France | Russia

Dance of the Vampires

Germany | France | Russia

The Netherlands | Germany | Spain

The Bodyguard

Mary Poppins

The Netherlands | Germany
THEATRES

MAKING MOMENTS MAGICAL

We want our audiences to feel at home when they visit our venues. As one of the world’s leading producers and providers of live entertainment, we are committed to providing our audiences with the best musical and arena show experiences possible.

Everyone who visits a Stage Entertainment venue feels warmly welcomed the moment they walk through the door. We aim to deliver a total night-out experience second to none and to exceed our visitors’ expectations before the show begins with our friendly and professional staff, comfortable bars and restaurants, spacious and elegant foyers and beautiful art exhibitions.

<Stage Theater an der Elbe, Hamburg>
THEATRES

FOR CURRENT INFORMATION, VISIT OUR WEBSITE: WWW.STAGE-ENTERTAINMENT.COM

Stage Theater an der Elbe
Hamburg, Germany

Norderelbestraße 8, 20457 Hamburg, Germany | www.theateranderelbe.de

SEATS 1,875
RESTAURANT/BAR
ART COLLECTION
ARCHITECT AMA GROUP Associated Architects
YEAR OF CONSTRUCTION 2014

Das Wunder von Bern | Ich war noch niemals in New York | Tanz der Vampire | Mary Poppins

Stage Theater im Hafen
Hamburg, Germany

Norderelbestraße 6, 20457 Hamburg, Germany | www.theaterimhafen.de

SEATS 2,045
RESTAURANT/BAR
ART COLLECTION
ARCHITECT AMA GROUP Associated Architects
YEAR OF CONSTRUCTION 1995/2001

The Lion King since 2001

FOR CURRENT INFORMATION, VISIT OUR WEBSITE: WWW.STAGE-ENTERTAINMENT.COM

Stage Theater im Hafen
Hamburg, Germany

Norderelbestraße 6, 20457 Hamburg, Germany | www.theaterimhafen.de

SEATS 2,045
RESTAURANT/BAR
ART COLLECTION
ARCHITECT AMA GROUP Associated Architects
YEAR OF CONSTRUCTION 1995/2001

The Lion King since 2001

FOR CURRENT INFORMATION, VISIT OUR WEBSITE: WWW.STAGE-ENTERTAINMENT.COM
Stage Theater
Neue Flora
Hamburg, Germany
Stresemannstraße 159 a, 22769 Hamburg, Germany | www.neueflora.de

SEATS 1,850
RESTAURANT/BAR
ART COLLECTION
INTERIOR AMA GROUP Associated Architects
ARCHITECT Kleffel & Köhnholdt
YEAR OF CONSTRUCTION 1990

Titanic | Dance of the Vampires | Dirty Dancing | Tarzan | Phantom of the Opera | Aladdin | Paramour

Stage Operettenhaus
Hamburg, Germany
Spielbudenplatz 1, 20359 Hamburg, Germany | www.tuioperettenhaus.de

SEATS 1,389
RESTAURANT/BAR
ART COLLECTION
INTERIOR AMA GROUP Associated Architects
ARCHITECT Riecke & Karres
YEAR OF CONSTRUCTION 1841

Mamma Mia! | Ich war noch niemals in New York | Sister Act | Rocky | Love Never Dies | Hinterm Horizont | Kinky Boots | Ghost | Tina - the Tina Turner Musical

Stage Operettenhaus
Hamburg
THEATRES

FOR CURRENT INFORMATION, VISIT OUR WEBSITE: WWW.STAGE-ENTERTAINMENT.COM

Stage Theater des Westens
Berlin, Germany
Kantstraße 12, 10623 Berlin, Germany | www.theater-des-westens.de

SEATS 1,611
RESTAURANT/BAR
ART COLLECTION
ARCHITECT Bernhard Sehring
YEAR OF CONSTRUCTION 1896

Les Misérables | 3 Musketeers | Dance of the Vampires | Elisabeth | Der Schuh des Manitu | We Will Rock You | Dance of the Vampires | War Horse | Mamma Mia! | Ich war noch niemals in New York | Chicago | Dance of the Vampires | Sister Act | Der Glockner von Notre Dame | Ghost | Tanz Der Vampire | The Band

Theater am Potsdamer Platz
Berlin, Germany
Marlene-Dietrich-Platz 1, 10785 Berlin, Germany | www.theater-am-potsdamer-platz.de

SEATS 1,754
RESTAURANT/BAR
ART COLLECTION
ARCHITECT Renzo Piano
YEAR OF CONSTRUCTION 1999

Cats | Blue Man Group | Beauty and the Beast | Mamma Mia! | Dirty Dancing | Hinterm Horizont | Aladdin
Stage Bluemax Theater
Berlin, Germany
Marlene-Dietrich-Platz 4, 10785 Berlin, Germany | www.bluemax-theater.de
SEATS 612
RESTAURANT/BAR
ARCHITECT Renzo Piano
YEAR OF CONSTRUCTION 1999/2007
Blue Man Group since 2007

Stage Apollo Theater
Stuttgart, Germany
Plärringer Straße 102, 70567 Stuttgart, Germany | www.apollo-theater-stuttgart.de
SEATS 1,838
RESTAURANT/BAR
ART COLLECTION
INTERIOR AMA GROUP Associated Architects
ARCHITECT Schwarz & Schwarz Architekten
YEAR OF CONSTRUCTION 1994
Dance of the Vampires | 42nd Street | Elisabeth | 3 Musketeers | Blue Man Group | We Will Rock You | Ich war noch niemals in New York | Sister Act | Tarzan | Mary Poppins | Der Glöckner von Notre Dame
THEATRES

FOR CURRENT INFORMATION, VISIT OUR WEBSITE: WWW.STAGE-ENTERTAINMENT.COM

Stage Palladium Theater
Stuttgart, Germany
Plieninger Straße 109, 70567 Stuttgart, Germany | www.palladium-theater-stuttgart.de

SEATS 1,800
RESTAURANT/BAR
ART COLLECTION
INTERIOR AMA GROUP Associated Architects
ARCHITECT Schwarz & Schwarz Architekten
YEAR OF CONSTRUCTION 1997

The Phantom of the Opera | Mamma Mia! | Wicked | Dance of the Vampires | Rebecca | Mamma Mia! | Chicago | Rocky | Tanz der Vampire | The Bodyguard | Anastasia

Colosseum Theater
Essen, Germany
Altendorfer Straße 1, 45127 Essen, Germany | www.colosseumtheater.de

SEATS 1,678
RESTAURANT/BAR
ART COLLECTION
ARCHITECT Kohl & Kohl Architecten
YEAR OF CONSTRUCTION 1901

Elisabeth | Aida | The Phantom of the Opera | Mamma Mia! | Ich will Spass! | Buddy Holly | Tour theatre since 2010

FOR CURRENT INFORMATION, VISIT OUR WEBSITE: WWW.STAGE-ENTERTAINMENT.COM

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Stage Metronom Theatre
Oberhausen, Germany
Musikweg 1, 46047 Oberhausen, Germany
www.metronom-theater.de

SEATS 1,636
RESTAURANT/BAR
ARCHITECT RKW Architektur & Städtebau
YEAR OF CONSTRUCTION 1999/2005

Beauty and the Beast | Blue Man Group | Dance of the Vampires | Wicked | Dirty Dancing | Ich war noch niemals in New York | Sister Act | Mamma Mia! | The Phantom of the Opera | Tarzan | Bat out of Hell

Teatro Nazionale
CheBanca!
Milan, Italy
Via Cuneo 3, 20149 Milano, Italy
www.teatronazionale.it

SEATS 1,500
RESTAURANT/BAR
ART COLLECTION
ARCHITECT Piero Lissoni
YEAR OF CONSTRUCTION 1924

Beauty and the Beast | Mamma Mia! | Sister Act | Saturday Night Fever | Footloose | Flashdance | A Chorus Line
Theatres

FOR CURRENT INFORMATION, VISIT OUR WEBSITE: WWW.STAGE-ENTERTAINMENT.COM

Teatro Lope de Vega
Madrid, Spain
Gran Via 57, Madrid 28013, Spain
www.stage.es

SEATS 1,456
RESTAURANT/BAR
ARCHITECT Joaquín Otamendi and Julián Otamendi
YEAR OF CONSTRUCTION 1949

The Phantom of the Opera | Mamma Mia! | Jesus Christ Superstar | High School Musical | Les Misérables | The Lion King

Teatro Coliseum
Madrid, Spain
Calle Gran Via 78, Madrid 28013, Spain

SEATS 1,422
BAR
ART COLLECTION
INTERIOR AMA GROUP Associated Architects
ARCHITECT Casto Fernández-Shaw and Pedro Muguruza Otaño
YEAR OF CONSTRUCTION 1931

Mamma Mia! | The Bodyguard | Anastasia
AFAS Circustheater
Scheveningen,
The Netherlands
Circusstraat 4, PO Box 87899,
2586 CW Den Haag, the Netherlands
www.circustheater.nl

SEATS 1,841
RESTAURANT/BAR
ART COLLECTION
ARCHITECT AMA GROUP Associated Architects
YEAR OF CONSTRUCTION 1904

Chicago | Saturday Night Fever | Mamma Mia! | The Lion King | The Wiz | Dirty Dancing |
We Will Rock You | Miss Saigon | The Little Mermaid | Jersey Boys | Moeder, ik wil bij de Revue | The Bodyguard | On Your Feet! | Mamma Mia!

Beatrix Theater
Utrecht,
the Netherlands
Jaarbeursplein 6, 3521 AC Utrecht
PO Box 2454, 3500 GL Utrecht,
the Netherlands | www.beatrixtheater.nl

SEATS 1,546
RESTAURANT/BAR
ART COLLECTION
ARCHITECT AMA GROUP Associated Architects
YEAR OF CONSTRUCTION 1999

The Phantom of the Opera | Miss Saigon | Elisabeth | Aida | The Lion King | Tarzan | Mary Poppins | Wicked | Sister Act | Billy Elliot | Beauty and the Beast | The Lion King
THEATRES

FOR CURRENT INFORMATION, VISIT OUR WEBSITE: WWW.STAGE-ENTERTAINMENT.COM
Théâtre Mogador
Paris, France

25 rue de Mogador, 75009 Paris, France
www.stage-entertainment.fr/theatre-mogador

SEATS 1,600
RESTAURANT/BAR
ART COLLECTION
INTERIOR AMA GROUP Associated Architects
ARCHITECT Stéphane Milliet
YEAR OF CONSTRUCTION 1919

The Lion King | Mamma Mia! | Sister Act | Beauty and the Beast | Dance of the Vampires | Cats | Grease | Chicago

Théâtre Mogador, Paris
Our landmark theatres located in leading cities across Europe offer many creative opportunities for companies looking to expand brand awareness in key markets. Which is why companies like CheBanca!, Barclays and AFAS have proudly put their name in and on our theatres in Milan (Teatro Nazionale CheBanca!), Paris (Théâtre Mogador) and The Hague (AFAS Circustheater). Large theatres are iconic urban structures well known to visitors and residents alike; this name recognition and association with quality offers our corporate partners many valuable opportunities for brand visibility.

Our strong presence in local and regional markets gives companies a great opportunity to connect with their target groups. Theatres are cultural locations where people meet to enjoy performances and to relax during intervals with a drink. This offers our partners unique platforms where they can present their products to receptive audiences. For example, visitors to our theatres in Germany will find König Pilsener at every bar, while Bodega Norton Wines is the leading brand at the theatre bars in Utrecht and Scheveningen.

Danone presents its Evian and Badoit brands in the foyers of our Théâtre Mogador in Paris and visitors can enjoy Vivi Milano at the Teatro Nazionale CheBancal in Milan. Seats and foyers can also be branded and used for networking events.

Over the years, companies like Campina, Starbucks, AMEX, Swarovski, Wella, People of the Labyrinth, Albert Heijn and many others have chosen to associate their brand with the title of an internationally successful musical.
EVENTS IN THE SPOTLIGHT

The renown of the musicals we produce in our theatres and the hospitality we show to our visitors is why leading companies like Shell, ABN AMRO, BMW and Mercedes organize shareholder meetings, product presentations and conferences in our many theaters across Europe.

Because our beautiful venues boast state-of-the-art stage, lighting, sound and projection facilities as well as excellent catering and highly trained staff, Stage Entertainment theatres are equally in demand for live television broadcasts of charity galas and award ceremonies, such as the Dutch Musical Awards, the Bambi Awards in Germany and programmes like the Dutch College Tour with Bill Gates.

Our corporate guests recognize and appreciate the added value of an experienced creative event team operating in a first-class theatrical environment.
The development of a diverse slate of new musicals is integral to our work. Original musicals include: *Tina - the Tina Turner Musical* on West End and in spring 2019 in Hamburg, *Anastasia*, on Broadway and from autumn 2018 also in Madrid, Stuttgart, US tour and later in the Netherlands; in Germany: the musical adaptation of *Rocky*, co-produced with Sylvester Stallone, *Das Wunder von Bern* and Udo Lindenberg’s *Hinterm Horizont*; and in the Netherlands hits include *Hij Gelooft in Mij*, *Ciske de Rat* and *Was Getekend Annie M.G. Schmidt*.

Previous international development also includes *Sister Act*, co-produced with Whoopi Goldberg, premiering on the West End, transferring to Broadway and internationally to Hamburg, Berlin, Oberhausen, Stuttgart, Montreal, Vienna, Milan, Paris, Barcelona, Madrid, Korea, Brazil, Tokyo and the Netherlands.

At the heart of this work is our passion for collaborating with the best of global talent and our commitment to producing new work for future generations of theatregoers.
CREATIVE DEVELOPMENT

FOR THE COMPLETE OVERVIEW OF OUR PRODUCTIONS: WWW.STAGE-ENTERTAINMENT.COM

Anastasia
United States | Spain | Germany | The Netherlands

Tina
The Tina Turner Musical
United Kingdom | Germany | United States

Sister Act
United Kingdom | Germany | United States | Austria | Japan (under license) | Italy | France | The Netherlands | Spain | Brazil (under license) | Canada | Korea (under license)
3 Musketeers
Netherlands | Germany | Japan (under license) | Norway (under license) | Hungary (under license) | Korea (under license)

Petticoat
The Netherlands

Hinterm Horizont
Germany
STAGE ENTERTAINMENT BV
De Boelelaan 30, 1083 HJ Amsterdam | PO Box 75182, 1070 AD Amsterdam | The Netherlands
tel. +31 20-3052.222 | www.stage-entertainment.com | info@stage-entertainment.com

STAGE ENTERTAINMENT MANAGEMENT BOARD
Arthur de Bok .......................... Chief Executive Officer
Marijn de Wit .......................... Chief Finance Officer
Fleur Mooren-la Bastide ............... Chief Operations Officer

STAGE ENTERTAINMENT INTERNATIONAL STAFF
Albert Verlinde ......................... Managing Director Netherlands
Anne Roest Crollius ................. Group Director Enabling Services
Arieke Bollemeijer .................... Head of Group Control
Bob van der Beek ...................... Group Commercial Director
Dan Hinde .............................. Group Content Director
Jeroen van Ingen ...................... Group Director Operational Excellence
Julia Koroleva ......................... Managing Director Russia ad interim
Laurent Bentata ...................... Managing Director France
Maarten van Nispen ................. Director Corporate Communications
Matteo Forte .......................... Managing Director Italy
Roland Kove ......................... Group Venue Director
Rosalie van Leeuwen ............... Business Director International Productions
Tali Pelman .......................... Group Creative Managing Director
Uschi Neuss .......................... Managing Director Germany
Yolanda Pérez Abejón .............. Managing Director Spain
CREDITS

PRODUCTION
Stage Entertainment
Maarten van Nispen
Pauline Fritzlin

GRAPHIC DESIGN
Zeeman+Beemster, Amsterdam

EDITING
Andy Thomson

PHOTOGRAPHY/ARTWORK
Annemiek van der Toog
Brinkhoff & Mögenburg
Catherine Ashmore
Clément Sautet
Corstiaan Zeeman
Deen van Meer
Disney/CML
Emile Luider
Jan-Jelle de Boer
Janey van Ierland
Joan Marcus
Johan Persson
Martijn Smit
Matthew Murphy
Morris Mac Matzen
Roy Beusker Fotografie
Roy Borghouts
Stéphane Kerrad
Yuri Bogomaz

Stage Entertainment BV and its affiliates have made all reasonable efforts to provide accurate information in this brochure. However, we cannot and do not guarantee the accuracy or completeness of the information contained herein.

Stage Entertainment intended to credit all those involved in the creation of this brochure. If nevertheless we’ve omitted anyone please contact us at: Stage Entertainment B.V., Mr. Maarten van Nispen, Director Corporate Communications, maarten.van.nispen@stage-entertainment.com