

PRESS RELEASE

13th December 2022

**ULRIKE KÖSTINGER PROMOTED TO CEO OF ARTS CONSOLIDATED,
THE HOME OF OPERABASE AND CUETV**

Arts Consolidated is pleased to announce that Ulrike Köstinger (she/her, 30 years old, from Vienna Austria) has been promoted to the position of Chief Executive Officer.

Arts Consolidated is a technology company based in Copenhagen, Denmark. The company invests in, and builds technology platforms to power, engage and connect the world of performing arts and culture. Founded in 1996, Operabase continues to be the world's leading and most trusted source of performing arts information. Apart from the free to use audience tools, Operabase is known for the world's leading professional casting tool and the largest listing of production rentals. Operabase supports over 30 languages with a user base of over 2 million audience members and professionals. CueTV offers high definition opera productions, ballet, concerts and plays on a range of smart devices in 5 languages.

Ulrike has been in the management team of Arts Consolidated for two years in the position of Chief Content and Partnership Officer. As a trusted and respected individual in the industry, Ulrike has built a strong commercial team for Arts Consolidated. Her partnership approach to building relations within the industry has significantly strengthened the position of, and trust in Operabase as the verified source of information for the world of performing arts, which has been built for over 26 years. She has been instrumental in expanding Operabase clients to now include a growing list of well-known orchestras and concert halls from across the world, including New York Philharmonic, Cleveland Orchestra, Konzerthaus Wien, Musikverein Wien, Munich Philharmonic. Operabase will continue to expand across the performing arts with its market leading professional tools for casting, agency roster management and artist professional profiles.

Ulrike Köstinger has a strong performing arts industry background. She studied International Business Administration at the Vienna University of Economics and Business, and Arts Management at the University of Zurich. Ulrike worked in the casting office, organizing the Young Singers Project at the Salzburg Festival, then moved to work at L'Oréal Austria as a product manager in their marketing department. She also worked at Teatro alla Scala, as an executive assistant to Alexander Pereira. Up until 2020, Ulrike was the Director of Cooperation & Development for the classical music video-streaming-platform takt1. Outside of Arts Consolidated, she voluntarily serves as the chairwoman of "Next Generation – Friends of the Salzburg Festival" and is a passionate marathoner.

Henrik Holmark, a long time investor, who will remain as chairman of Arts Consolidated says:

"With the technological and commercial platform that has been built, Arts Consolidated is now perfectly positioned to expand into other parts of performing arts and become a trusted source of information for performing arts broadly. Ulrike is the ideal CEO to head that new chapter of the journey for Arts Consolidated."

Ulrike Köstinger, who will formally take over her new role on January 1st says:

"I am very happy about this new and exciting step in my professional life. I'm thankful for the trust and support the board and my colleagues have given to me throughout this journey so far. Our performing arts industry is undergoing a great transformation that will shape a different future for various players in the field. We have explored and developed products that will accommodate these changes and will take a leading role in their further development in the coming years. I am looking forward to pushing boundaries in the technology and arts sector with a great team. Our team is a great blend of experience and youth, globally distributed, diverse, and most importantly very passionate about performing arts. It is our goal to make the lives of professionals more efficient with our technology and engage them, whether they belong to an arts organization, an agency, are artists or part of the audience. I believe the power of information technology is only just beginning to greatly impact the performing arts industry. We are happy to be among the pioneers in this field, and have invested considerably throughout the past few years to prepare for, and support these changes with our platform and services."

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