



Crest Capital Partners acquires stake in BOL, a Portuguese leading ticketing operator

BOL was acquired by a consortium that includes Crest II, a €125 million buy-out fund, SIC, the national leading TV broadcaster, and the Management team

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[BOL – Bilheteira Online](#), is one of the main ticketing operators in Portugal, dedicated to selling tickets online for all types of events essentially through its own website, www.bol.pt. The company is the market leader in number of tickets issued and has partnerships with most of the of venues and municipalities in the country, as well as with leading event promoters. BOL provides support in ticket management and commercialization, event promotion and access control. CREST acquired BOL with SIC and the Management team - a partnership that is expected to deliver significant synergies to the business.

Founded in 1991, BOL is currently managed by Ricardo Nuno and Rita Nuno, son and daughter of the founders, who will continue to manage the business and will retain a relevant equity stake.

The global ticketing market, proven to be resilient and fast-growing, is expected to continue to expand, driven by (i) an increase in the number of events, (ii) further penetration of the online sales channel and (iii) the development of subsidiary products and services. Portugal is expected to benefit strongly from this trend, given the high attractiveness of the country as a host of cultural and sports events and the quality of local venues.

Ricardo Nuno, CEO of BOL, said: *It is with great pride that we now have partners who share our perspective on the sector and who recognize the potential of our activity. We are committed to growing the BOL brand with the support of SIC and CREST.*

Francisco Pedro Balsemão, CEO of Impresa, owner of SIC, said: *This investment fits into our strategic plan, which established as priority objectives accelerating digital transformation and diversifying IMPRESA's sources of revenue. We believe that the ticketing business is growing, and we are excited about the opportunities of this partnership with BOL and CREST.*

Marco Lebre, Partner of Crest Capital Partners, said: *“With this new collaboration, CREST aims to strengthen BOL's mission of bringing together event venues, promoters and consumers through a set of innovative services, contributing to the success of our customers, as well as the promotion of culture, digital transition and community engagement.”*