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The Ticketing Co. signs with OVT USA BNPL

Ovanti Limited (ASX: OVT) (“Ovanti” or the “Company”) is pleased to announce that Ovanti US Inc and The Ticketing Co. (<https://theticketing.co>) have signed an agreement making The Ticketing Co. one of Flote’s anchor merchants in the ticketing vertical.

Highlights

- The Ticketing Co. will integrate Flote (OVT’s U.S. BNPL offering) into their checkout. This will enable ticket buyers to manage cash flow and improve accessibility
- Partnership expected to support higher conversion, increased average transaction values, reduced cart abandonment, and access to new customers
- Joint go to market plan includes The Ticketing Co. featured as a preferred partner within the Flote app at launch
- Integration testing planned for late January and February with go live aligned to Flote platform launch

Under the agreement, The Ticketing Co. will become one of [Flote’s](#) anchor merchants.

The partnership will integrate Flote as a payment option within The Ticketing Co. checkout flow. This will allow customers to spread the cost of ticket purchases over time. Flote is designed to support debit and cash reliant consumers who often lack access to flexible payment methods.

New-York-based The Ticketing Co. serves more than 1,650 event organizers across the United States and has facilitated the sale of over \$55 million (USD) of tickets. Their all-purpose platform supports both online and in-person events, with transparent pricing and a focus on helping independent organizers thrive. Founded in 2016 by Trevor Titley and Anthony Calagna, the company has grown by at least 30% year-over-year since its inception.

The Ticketing Co. is expected to benefit from improvements to conversion rates, average transaction values, and customer reach, along with a reduction in cart abandonment. As part of the joint go to market plan, The Ticketing Co. will be featured inside the Flote consumer app as a preferred partner.



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The companies share a focus on providing accessible experiences for mainstream audiences. With Flote, customers can choose to purchase additional tickets for friends or family or attend a greater number of events. The partnership also extends to The Ticketing Co.'s resale marketplace, improving affordability within that channel and enabling additional transaction volume that may not otherwise occur due to upfront cost barriers to consumers.

Ticketing is a compelling category for Flote due to the significance of discretionary entertainment spending for debit and cash households. Flote aims to provide a structured and responsible way for consumers to enjoy these activities without incurring high cost credit.

The integration is planned to begin testing late January and February, followed by live availability at the time of Flote's (Ovanti US Inc.) launch.

Commenting on the agreement, U.S. OVT BNPL CEO Peter Maher said, "The Ticketing Co shares our focus on accessibility and customer experience, while also controlling cost for merchants and consumers. By integrating Flote at checkout, we are giving ticket buyers a responsible way to spread out their liquidity and giving ticketing providers a tool to boost unique conversions from day one."

About The Ticketing Co.

The Ticketing Co. is an independent ticketing platform operating across the United States that supports event organisers and ticket buyers with simple, transparent pricing and powerful features aimed at improving the experience of event organizers and ticket buyers alike.

The release of this announcement was authorised by Joshua Quinn, Non-Executive Director and Company Secretary.

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About Ovanti Limited (ASX:OVT):

Ovanti Limited (ASX:OVT) provides fintech and digital commerce software solutions and services that enable its institutional customers to securely authenticate end-user customers and process banking, purchase and payment transactions.

The Company's core technology platform enables large customer communities to connect to end user customers using any mobile device and integrate mobile technology throughout their existing business and customer product offerings. The Company's business divisions consist of Mobile Banking and Digital Payments which service leading banks in Malaysia and large telcos and corporates in Malaysia & Indonesia. Ovanti also works with telecommunication network providers to provide mobile OTT (over-the-top) services that leverage their subscriber base to build active communities. In addition to the Malaysian operations, the Company is expanding operations for buy now, pay later services (BNPL) into the United States of America (USA). The Company's technology solutions and expertise across fintech and digital commerce solutions and services, including years of servicing numerous large banking clients, give it distinct advantages as it enters the USA market.

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