

Lars Wingefors AB becomes a long-term shareholder in Tickster

Lars Wingefors AB (LWAB) is becoming a long-term shareholder in Tickster through one of its largest minority investments in a privately held company. Tickster's two founders will remain majority owners with unchanged holdings.

With shared roots in Värmland and a shared view of entrepreneurship and building companies for the long term, the parties aim to continue developing Tickster as an independent partner to event organisers, with continued growth both in Sweden and internationally.

Founded in 2007 and originating from the Arvika Festival, Tickster is now Sweden's leading systems provider for the events industry. Every day, thousands of organisers within music, culture and sports use the company's platform for ticket sales, point-of-sale systems, marketing and analytics. The business has been built in close collaboration with customers and is founded on its employees' expertise in both technology and the events industry.

"Tickster is a company with a strong position in the Nordic market and attractive future potential. It has a well-established product, highly skilled employees and strong customer trust that has been built over a long period of time. We strongly believe in the company's ability to continue developing its business in both existing and new markets and, as a long-term minority shareholder, we want to contribute our experience of building companies, with great respect for what the founders and employees have created. The fact that the company also has its roots in Värmland makes this particularly exciting", says Lars Wingefors, founder of Lars Wingefors AB.

Today, Tickster operates in Sweden, Norway and Denmark. The partnership with Roskilde Festival represents an important step in the company's international development. Ahead of the 2027 season, Tickster will also become the new ticketing provider for clubs in Allsvenskan and Superettan through a strategic agreement with Svensk Elitfotboll. The ambition is to continue growing both in Sweden and internationally, while developing the platform in close collaboration with organisers.

"We will continue to execute our established strategy as an independent partner that puts organisers' needs at the heart of its business. Respect for their business, brand, data and relationships with their audiences is fundamental to our work. We want to build relationships that are mutually beneficial over time. With LWAB, we gain an experienced and long-term shareholder who shares our view on how to build companies and wants to help us bring what we do best to more organisers and new markets", says Niclas Lindeberg, CEO of Tickster.

Attached images

Image 1: From left: Jon Serrander, co-founder and majority owner of Tickster; Lars Wingefors, founder of Lars Wingefors AB; Niklas Stake, co-founder and majority owner of Tickster; and Henrik Lindh, Group CFO of Lars Wingefors AB. *Photo: Peter Nilsson/Lars Wingefors AB.*

Image 2: Niclas Lindeberg, CEO of Tickster. *Photo: Tickster.*

For further information, please contact:

Lars Wingefors, founder of Lars Wingefors AB

Phone: +46 708 47 19 78

Niclas Lindeberg, CEO, Tickster AB

Phone: +46 766 77 30 31

Email: niclas.lindeberg@tickster.com

Henrik Lindh, Group CFO, Lars Wingefors AB

Phone: +46 709 29 26 22

Email: henrik.lindh@wingefors.se

About Lars Wingefors AB (LWAB)

Lars Wingefors AB (LWAB) is a privately held investment company, founded by entrepreneur Lars Wingefors, based in Karlstad, Värmland, Sweden. The company is the largest shareholder in the publicly listed companies Embracer Group, Asmodee Group and Coffee Stain Group. It is also one of the principal owners of Bröderna Wingefors Holding AB, which includes, among other things, real estate development and aviation operations. In addition, LWAB holds a portfolio of minority investments, primarily in technology companies.

About Tickster

Tickster is a leading Nordic provider of cloud-based ticketing and point-of-sale systems for organisers within music, culture and sports. The platform brings together ticket sales, point-of-sale systems, customer data and marketing in one solution. We help both large and small organisers increase sales efficiency, target their marketing and simplify event administration. Tickster was founded in 2007 in Arvika, employs approximately 90 people and operates in Sweden, Norway and Denmark.

Image Attachments

[Tickster 1](#)

[Tickster 2](#)

Attachments

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