Vivid Seats Honored as one of Fast Company's World's Most Innovative Companies of 2024

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CHICAGO, March 19, 2024 (GLOBE NEWSWIRE) -- Vivid Seats Inc. (NASDAQ: SEAT), a leading marketplace that utilizes its technology platform to connect millions of buyers with thousands of ticket sellers across hundreds of thousands of events each year, today announced it has been named to *Fast Company*'s prestigious list of the World's Most Innovative Companies of 2024.

This year's list shines a spotlight on businesses that are shaping industry and culture through their innovations. These organizations are setting new standards and achieving remarkable milestones in all sectors of the economy.

"Vivid Seats is honored to be recognized and named among the world's greatest innovators," said Stan Chia, Vivid Seats CEO. "Over the last year, we have gone to new lengths to drive innovation and optimization, launching new products for both buyers and sellers, expanding internationally, and strengthening our tech stack. Our efforts to build valuable and differentiated products have continued to set us apart and created long-term stickiness on both sides of our marketplace, with higher buyer repeat rates and continuing seller adoption. 2023 was truly a transformational year for our business and brand, and we look forward to continuing to set the pace for the live events industry at large."

By pushing the boundaries of what's next, Vivid Seats has secured several industry firsts, including the only loyalty program in the live events industry, Vivid Seats Rewards. Its consumer-facing products on web and app leverage the latest tech in search, customer relationship management and data analytics to bring to life an experience that makes discovering and shopping for live events fun and frictionless. Vivid Seats' focus on consumer engagement within its product ecosystem has also resulted in the successful launch of Game Center. This new free-to-play product available directly within the Vivid Seats app lets users play daily games to score points and earn credits towards drawings for free tickets.

"Our list of the Most Innovative Companies is both a comprehensive look at the innovation economy and a snapshot of the business trends that defined the year," said *Fast Company* editor-in-chief Brendan Vaughan. "We saw extraordinary innovation across the board in 2023, but we also saw a handful of clear patterns: the growing footprint and impact of AI, the triumphant return of live events, and great leaps forward in climate tech. We face daunting challenges on many fronts, but the solutions we celebrate in MIC give me plenty of hope about the future."

Fast Company's editors and writers identified the companies driving progress around the world and across industries, evaluating thousands of submissions through a competitive application process. The result is a globe-spanning guide to innovation today, from early-stage startups to some of the most valuable companies in the world. *Fast Company*'s Most Innovative Companies package is available online, as well as in-app form via iTunes, and on newsstands beginning March 26. The hashtag is #FCMostInnovative.

The World's Most Innovative Companies stands as *Fast Company*'s hallmark franchise and one of its most anticipated editorial efforts of the year. Alongside the World's 50 Most Innovative Companies, *Fast Company* recognizes 606 organizations across 58 sectors and regions.

About Vivid Seats
Founded in 2001, Vivid Seats is a leading online ticket marketplace committed to becoming the ultimate partner for connecting fans to the live events, artists, and teams they love. Based on the belief that everyone should "Experience It Live," the Chicago-based company provides exceptional value by providing one of the widest selections of events and tickets in North America and an industry leading Vivid Seats Rewards program where all fans earn on every purchase. Vivid Seats has been chosen as the official ticketing partner by some of the biggest brands in the entertainment industry including ESPN, Rolling Stone, and the Los Angeles Clippers. Vivid Seats also owns Vivid Picks, a daily fantasy sports app. Through its proprietary software and unique technology, Vivid Seats drives the consumer and business ecosystem for live event ticketing and enables the power of shared experiences to unite people. Vivid Seats has been recognized by Newsweek as one of America's Best Companies for Customer Service in ticketing. Fans who want to have the best live experiences can start by downloading the Vivid Seats mobile app, going to vividseats.com, or calling 866-848-8499.

ABOUT FAST COMPANY
Fast Company is the only media brand fully dedicated to the vital intersection of business, innovation, and design, engaging the most influential leaders, companies, and thinkers on the future of business. Headquartered in New York City, *Fast Company* is published by Mansueto Ventures LLC, along with our sister publication *Inc.*, and can be found online at www.fastcompany.com.

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