



Exciting News: Joining Bending Spoons

December 2, 2025

We are thrilled to announce that we have entered into a definitive agreement to join Bending Spoons. Bending Spoons has an impressive and growing portfolio of leading digital products that serve more than a billion people, globally, which would enhance our mission to bring the world together through live experiences. You can find Bending Spoons' announcement [here](#).

Q&A

What is happening?

Eventbrite announced today that it has entered into a definitive agreement to be acquired by Bending Spoons, a global tech holding company that has invested in a growing portfolio of digital businesses. The proposed transaction will accelerate Eventbrite's next phase of growth with enhanced product offering, community engagement, and global expansion.

What are the terms of the transaction?

Bending Spoons has agreed to acquire Eventbrite for \$4.50 per share in cash, for a total consideration of approximately \$500 million. The transaction price represents an 82% premium over Eventbrite's 60-day volume-weighted average share price as of market close on December 1, 2025.

Why is Eventbrite being acquired?

This acquisition is a strategic step to ensure long-term sustainability and growth. It allows us to operate with greater flexibility under private ownership and continue innovating for creators and fans.

As a public company, we have a responsibility to maximize stockholder value. The Board concluded that this all-cash offer provides our stockholders a compelling, immediate, and certain premium. We believe this combination helps us achieve our customer, product, and market ambitions faster.

Who is Bending Spoons?

Bending Spoons is a technology company founded in 2013 and headquartered in Milan, Italy, with a team of 1,000 spread across dozens of countries (including the US). The company acquires digital technology businesses that it believes have untapped potential and aims to strengthen every aspect—from software and infrastructure to design and customer support.

The Bending Spoons portfolio includes Brightcove, Evernote, komoot, Meetup, Remini, WeTransfer, Vimeo, and many others. Collectively, its products reach over 400 million monthly



active users and more than 10 million paying customers, including most Fortune 500 enterprises.

Bending Spoons is backed by highly respected institutional investors, including Baillie Gifford, Cox Enterprises, Durable, Fidelity, and T. Rowe Price.

Why is the acquisition good for Eventbrite?

After closing, Bending Spoons plans to accelerate innovation and strengthen Eventbrite's tools and resources to bring even more people together through shared live experiences. We believe the acquisition enables us to move faster on the growth path, expand internally, and operate with a long-term mindset.

What are the next steps in the transaction? When is the transaction expected to close?

The agreement has been unanimously approved by the Board of Directors of Eventbrite. The proposed transaction is subject to customary closing conditions and approvals, including receipt of required regulatory approvals and is anticipated to close in the first half of 2026. We'll provide further updates as necessary.

Will Eventbrite remain a public company?

After closing, Eventbrite will become a private company fully owned by Bending Spoons. We expect the transaction to close in the first half of 2026, subject to customary closing conditions and regulatory approvals, including approval by Eventbrite's stockholders. Until then, we remain an independent publicly traded company.

Who will run the Eventbrite business during the interim?

Julia Hartz will remain CEO through the transition. Any leadership changes beyond that will be communicated post closing.

Will Eventbrite's mission change?

We built Eventbrite to democratize shared experiences. Our vision remains, no matter our operating structure.

What does this mean for our 2026 strategy?

Our current strategy remains in place. We will revisit priorities prior to and post close to align with new opportunities.

Where can I find additional information?

Please refer to the press release and SEC filing related to the proposed acquisition for additional information.