



## Presse-Information

### Verti acquires naming rights for new Music Hall in Berlin

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- Insurance company Verti and Anschutz Entertainment Group (AEG) announce partnership
- The new Verti Music Hall will offer the atmosphere of an intimate venue, paired with the capabilities of a multi-functional arena

**It was announced today that insurance company Verti and Anschutz Entertainment Group (AEG) have agreed a naming rights partnership for the newest venue in Berlin. From autumn 2018, the Verti Music Hall at Mercedes Platz, owned and operated by AEG, will host concerts, shows and corporate events with a capacity for up to 4,500 people.**

“The partnership with AEG will be of great benefit to our brand”, says José Ramón Alegre, CEO of the Verti Versicherung AG. “Verti represents an insurance culture that conveys optimism and positivity. At the Verti Music Hall this brand ethos will play a part in every visitor experience.”

Michael Hapka, Vice President and Managing Director AEG Operations GmbH in Berlin says, “We’re glad to have a strong partner like Verti joining our project; their dynamic brand fits perfectly with what we want to achieve in the Music Hall. It’s an exciting time to be opening a new mid-size venue, meaning we are able to offer more variation to entertainment in the area.”

### Setting New Standards

Verti Music Hall will set new standards for event venues of comparable size with regards to customer experience and production. “We have spent a lot of time and resource during the planning and construction phase to ensure perfect sightlines and optimal sound, as well as the greatest possible flexibility for capacity, seating and different types of events”, says Hapka. By adding the Verti Music Hall to its venue portfolio, AEG complements the offering of the neighbouring Mercedes-Benz Arena, which is also owned and operated by the company. “The interior of the Hall will be intimate and high-end in appearance, while the outer concourses will have a more urban, industrial style. Verti Music Hall will enrich the Berlin venue landscape, for concert goers as well as for promoters and performing artists.”

Alegre adds, “We are excited to become a visible part of the *Hauptstadtkultur*: the cultural environment of the German capital.”

Despite its intimate atmosphere, the Verti Music Hall is well equipped to host productions of varying technical requirements. Due to its design, the calculated rigging capacity will exceed 200 tones, which is more than most arenas can currently provide. AEG expects to host more than 100 events per year in the Verti Music Hall.

### **Strong Brand Presence**

In addition to the naming rights, the agreement with AEG will give Verti access to several multimedia displays at Mercedes Platz, ensuring a clear presence of the Verti brand. The displays include, among others, the eight media towers on the Plaza and the LED-screens on building facades. Both partners will also work closely together in developing a CRM & social media strategy.

**ENDS**

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**For more information:**  
[www.verti-music-hall.de](http://www.verti-music-hall.de)

**About Verti**

New Name, lots of experience: the Verti Versicherung AG and its 450 employees connect tradition with innovation. With the change of names in June 2017, the company based in Teltow outside of Berlin, founded in 1996, set out to a new era. Verti is the worldwide digital brand of the global insurance company MAPFRE, the standard insurer in the Spanish market and the leading multinational insurance group in Latin America. Verti stands for digital expertise, innovative products and flexible rates. What remains are the proven strength of a direct insurer: approachability, transparency and a direct line to by now 700.000 customers.

**The Verti Music Hall** will be a central component of **Mercedes Platz**, an entertainment destination currently developed by the Anschutz Entertainment Group (AEG) for over 200 Million Euros in front of Mercedes-Benz Arena in Berlin set to open in autumn of 2018. Mercedes Platz will become the vibrant center for the dynamically growing urban quarter along the East Side Gallery with an expected footfall of 20 Million people annually. Together with the Verti music hall the project will feature a state-of-the-art UCI movie theatre with 2.500 Seats, a lifestyle bowling lounge by Bowling World with 28 lanes, 15 cafés, restaurants and bars as well as two hotels – an Indigo Design hotel with about 118 rooms and a Hampton by Hilton hotel with 254 rooms and 10.000 square meters of office space.