



Press release 1 September 2016

Stage Entertainment opts for the Microsoft Azure hybrid cloud solution from Proact VX

Stage Entertainment, the largest provider of live entertainment in Europe, famous for such musicals as The Lion King, Aladdin, and The Bodyguard, has opted for the Microsoft Azure hybrid cloud solution from Proact VX.

Stage Entertainment is a dynamic international theatre production company that sets high standards of quality for itself and its partners. Given the increasing importance of data analysis, having one overarching IT solution for all international offices is a prerequisite for the company's future growth. Proact VX has been commissioned to set up the new IT infrastructure to ensure scalability and efficiency.

Djamshid Mohammadian, Managing Director of Proact VX: "For years, Stage Entertainment has relied on the expertise and proactive approach of Proact VX for its Microsoft infrastructure, including Microsoft SharePoint, Exchange, and Skype for Business. In order to respond faster and more efficiently to requests for IT support from their employees and from production teams in various countries, the Board of Directors has decided to introduce a single, consolidated IT solution in all 'Stage countries', as they are known. This ensures a modern, scalable, and secure IT infrastructure for Stage Entertainment, and one that meets the requirements of this specialised business. Proact VX has a Cloud Solution Provider status with Microsoft, meaning that, once the infrastructure is up and running, we can be a single point of contact, all the way from project initiation, establishment, and migration to customised support."

For further information, please contact:

Jason Clark, CEO and President, Proact, T: +44 1246 266300

Peter Javestad, VP/IR, Proact, T: +46 733 56 67 22, peter.javestad@proact.eu

Stage Entertainment

Stage Entertainment (1998) is the largest theatre production company in Europe, with offices and private theatres in eight countries. The company produces many of the best known international musicals, collaborating with such leading international production companies as Disney Theatricals Worldwide and Andrew Lloyd Webber's Really Useful Group. In addition, Stage Entertainment has created new musical productions of its own, such as Rocky and Sister Act. In 2010, Stage Entertainment was awarded the King Willem I Prize as the best large Dutch company.

Proact VX

Proact VX is a hybrid cloud and Microsoft infrastructure specialist. Its main objective is to cut costs for its customers, reduce its operational risks, and contribute to innovation. Although the technology is invisible, it is essential to the end user's and the customer's experience. This makes Proact VX an ideal partner for end-to-end infrastructure, productivity, workplace, and cloud projects. As a Managed Cloud Service Provider, the company offers a proven enterprise-grade private cloud platform, which is provided as a service from Proact's own or customer's data centre, in combination with hybrid building blocks and trusted local service at Microsoft Azure, Office 365, and Amazon Web Services. Proact VX is part of Proact, Europe's largest data centre solution provider and cloud specialist. For more information, please visit: www.proactvx.com

**About Proact**

Proact is Europe's leading independent integrator in the field of integrated systems (data storage, servers and networks) and private cloud services. Proact offers benefits to businesses by helping them and authorities the world over to reduce risk and costs, and above all to supply flexible, accessible, and secure IT services.

Proact solutions cover all data centre elements, including storage, servers, security and network functions. In addition, Proact's cloud service operations manage 70 petabytes of information. Proact has completed more than 3,500 successful projects across the globe to date.

The Proact Group has more than 720 employees and engages in business operations in Belgium, the Czech Republic, Denmark, Estonia, Finland, Germany, Latvian, Lithuania, the Netherlands, Norway, Slovakia, Spain, Sweden, the United Kingdom and the USA. Proact was founded in 1994, and its parent company Proact IT Group AB (publ) has been listed on Nasdaq Stockholm under the symbol PACT since 1999.

For further information about Proact's activities please visit us at www.proact.eu