



Media release

Basel / Vilshofen, 07 July 2015

MCH Group acquires a holding in German stand construction company, metron Vilshofen GmbH

MCH Group, the international live-marketing group, is extending its activities in the area of stand and pavilion construction and expanding into Germany. The group is acquiring 20% of the share capital of German stand construction company, metron Vilshofen GmbH with retroactive effect as per 1 January 2015. MCH Group is intending to acquire metron Vilshofen GmbH in its entirety by the end of 2018.

MCH Group, which takes in the exhibition companies in Basel, Zurich and Lausanne, together with a number of services companies – including Switzerland's leading stand construction company, the globally-operating Expomobilia in Effretikon – is one of the most significant international companies in the field of live marketing. With its holding in metron Vilshofen GmbH, it is expanding its capacity in stand and pavilion construction and gaining greater access to the key German market. "With metron Vilshofen we will be able to work the German market more actively and, at the same time, have more direct access to the important German automotive brands", explains Jean-Marc Devaud, Chief Event Services Officer (CESO) of MCH Group. "Expomobilia and metron Vilshofen can also benefit from a large number of synergies at the same time."

metron Vilshofen GmbH, which, in addition to its head office in Vilshofen, is present with branches in Berlin and Frankfurt, has some 80 employees and has achieved average annual sales of some 30 million euros over the past few years. For owner and managing director Carsten Fritz, MCH Group's participation is an important step for the future: "the MCH Group's unique network will give us the opportunity to access new market segments and to operate in these with even greater competence and strength."

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