



24TH ANNUAL GENERAL MEETING
OF MCH GROUP LTD.

TUESDAY, 27 MAY 2025, 4:00PM (CET)
CONGRESS CENTER BASEL

MINUTES

WELCOME AND FORMALITIES

The Chairman of the Board of Directors of MCH Group Ltd., Andrea Zappia, opens the meeting at 4:00pm (CET), which is held with simultaneous translation in English and German. The Chairman will present his parts in English, and the rest of the explanations and the votings will be in German.

The Board of Directors and the Management appreciate that the shareholders express their commitment to the company and their interest in its development with their presence.

Andrea Zappia introduces

- Raphael Wyniger, member of the Board of Directors and Vice Chairman for the coming term of office
- Eleonora Gennari, Group CFO

who are sitting together with him at the board table.

- Jeffrey Palker, member of the Board of Directors
- Markus Breitenmoser, member of the Board of Directors
- Michèle Sutter-Rüdisser, new delegate of Canton Basel-Stadt and member of the Board of Directors

who are sitting in the audience.

Unfortunately, the other members of the Board of Directors are unable to be present in person today, Dr. Dagmar Kamber Borens and James Murdoch due to other professional commitments.

Andrea Zappia welcomes

- Dr. Stephan Frey, attorney and notary, NEOVIUS AG, Basel.

Andrea Zappia states:

In accordance with § 20 of the Articles of Association, he chairs the General Meeting as Chairman of the Board of Directors. The minutes of this meeting are taken by the Secretary of the Board of Directors, Nadine Mueller.

The invitation to today's Annual General Meeting was issued in due time on 24 April 2025, in accordance with the law and the Articles of Association. It has been published in the "Swiss Official Gazette of Commerce" and sent by mail to the shareholders registered in the share register. The invitation also contains the motions and explanations of the Board of Directors. The General Meeting has thus been duly convened.

The motions are voted with electronic devices. The hardware and software for these are provided by Nimbus AG, Ziegelbrücke. Nimbus is responsible for managing the share register and has also maintained the online platform for the registration and the instructions to the independent voting rights representative. If, contrary to expectations, the electronic voting system does not work, Dr. Paul Rüst, attorney and notary, Basel, and Peter Feiner, Basel, will be appointed as vote counters.

For the execution of the votes and elections according to agenda items 1 to 6, Raphael Wyniger will take the chair and lead through them in German.

NEOVIUS AG, Basel, acts as independent voting rights representative, represented by Dr. Stephan Frey, attorney and notary in Basel.

On 23.05.2025, the independent voting rights representative informed the Secretary of the Board of Directors in general terms of the amount of voting rights for which it had received instructions up to that date. This is in accordance with Art. 689c of the Swiss Code of Obligations, according to which such information is permitted at the earliest three days before the Annual General Meeting and the Annual General Meeting must be informed of this. No further information was provided to the Board of Directors by the independent voting

rights representative.

The Board of Directors would like to thank all shareholders for their loyalty in these challenging times. Special thanks go to the two anchor shareholders, the Canton of Basel-Stadt and Lupa Systems. The Board of Directors would also like to thank the Group Management Team and all employees worldwide for their valuable contribution and personal commitment to the development of the company.

PRESENTATION OF THE CHAIRMAN OF THE BOARD OF DIRECTORS AND THE GROUP CEO I.A.

Andrea Zappia, together with members of his management team and the Art Basel Basel management team present to the audience a short recap of 2024 and an outlook of 2025. The presentation will be published as Annex 2 as part of the AMG minutes 2025.

Presenters are:

Andrea Zappia, Chairman of the Board of Directors & CEO i.a.

Eleonora Gennari, CFO

Roman Imgrüth, CEO Exhibition & Events

Andreas Bicker, Head of Business & Management Art Basel, Basel

COMPOSITION OF THE BOARD OF DIRECTORS

Andrea Zappia states that the Board of Directors very much regrets that Dagmar Kamber Borens is no longer able to make himself available as a member of the Board of Directors due to professional commitments. She was a delegate of the Canton of Basel Stadt and a member of the Board of Directors since 2019. Dagmar Kamber Borens was also a member of the Audit Committee (AC).

Andrea Zappia explains that Dagmar Kamber Borens will be replaced by Michèle Sutter-Rüdisser. Ms. Sutter Rüdisser was appointed by the Canton of Basel-Stadt during a meeting of the Regierungsrat on April 8. Ms. Sutter Rüdisser will join Raphael Wyniger as a 2nd member of Basel Stadt delegate as a Board of Director. Ms. Sutter-Rüdisser will also join the Audit Committee as a member.

Andrea Zappia welcomes Ms. Sutter-Rüdisser, who is present today, to the Board of Directors and is looking forward to working with her.

TREATMENT OF THE AGENDA ITEMS

Andrea Zappia hands over the chair to Raphael Wyniger for the treatment of the agenda items.

Participation

Before the resolutions on the individual agenda items are passed, the participation in today's Annual General Meeting is announced: 87 shareholders are present in person. A total of 26,079,615 shares or voting rights are represented, i.e. 88.47 % of the registered shares or voting rights. The independent voting rights representative represents 25,583,031 voting rights.

Quorums

Raphael Wyniger explains that an absolute majority of the votes cast is required for agenda items 1 to 6.

Voting procedure

Raphael Wyniger explains the voting procedure and the handling of the electronic voting devices. A voting test is carried out.

After the test of the voting devices, two shareholders speak up and state that they do not have a voting device and are therefore unable to vote. Each of them is subsequently provided with a voting device by the service provider Nimbus. The test of the voting devices is then repeated. No further issues occur.

Requests to speak

Raphael Wyniger explains that no requests to speak were registered at the speaker's desk prior to the general meeting and asks the audience to announce any requests to speak on the individual items on the agenda or in general.

A shareholder requests to speak. Mr. Wyniger informs him that his general question will be addressed after the vote.

V O T I N G

1. **Approval Management Report, Consolidated Financial Statements and Annual Financial Statements 2024 and acknowledgement of the Auditor's Reports 2024**

Proposal and result of the vote

The Board of Directors proposes to approve the Management Report, the Consolidated Financial Statements and the Annual Financial Statements 2024 and to take note of the Auditor's Reports 2024.

No request to speak.

Cast votes	26'047'530	100.00 %
Majority of the cast votes	13'023'765	
Yes	25'899'771	99.44 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

2. **Advisory vote on the Report on Non-financial Matters 2024**

Proposal and result of the vote

The Board of Directors proposes to approve the Report on non-financial matters 2024 in a non-binding advisory vote.

No requests to speak.

Cast votes	26'006'553	100.00 %
Majority of the cast votes	13'003'277	
Yes	25'751'213	99.02 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

3. Allocation of the accumulated losses of MCH Group Ltd.

Proposal and result of the vote

The Board of Directors proposes the accumulated losses of CHF -80.5 million in the account of the holding company MCH Group Ltd. to be carried forward.

No requests to speak.

Cast votes	25'960'050	100.00 %
Majority of the cast votes	12'980'025	
Yes	25'800'808	99.39 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

4. Discharge of the members of the Board of Directors and the Executive Board

Proposal and result of the vote

The Board of Directors proposes that discharge be granted to the members of the Board of Directors and the Executive Board for their activities in the business year 2024.

No requests to speak.

Cast votes	25,973,863	100.00 %
Majority of the cast votes	12,986,932	
Yes	25,945,976	99.89 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

5. Elections

5.1 Board of Directors

Proposal and results of the votes

The Board of Directors proposes to individually elect Markus Breitenmoser, James R. Murdoch and Jeffrey Palker as a member, as well as Andrea Zappia as a member and Chairman of the Board of Directors for a term of office of one year until the end of the Annual General Meeting 2026.

No requests to speak.

5.1.1 Markus Breitenmoser

Cast votes	26'039'485	100.00 %
Majority of the cast votes	13'019'743	
Yes	25'886'619	99.41 %

Raphael Wyniger states that the Annual General Meeting has approved the re-election of Markus Breitenmoser as a member of the Board of Directors by a large majority.

5.1.2 James R. Murdoch

Cast votes	26'035'647	100.00 %
Majority of the cast votes	13'017'824	
Yes	25'855'619	99.31 %

Raphael Wyniger states that the Annual General Meeting has approved the re-election of James R. Murdoch as a member of the Board of Directors by a large majority.

5.1.3 Jeffrey Palker

Cast votes	26'032'648	100.00 %
Majority of the cast votes	13'016'324	
Yes	25'553'284	98.16 %

Raphael Wyniger states that the Annual General Meeting has approved the re-election of Jeffrey Palker as a member of the Board of Directors by a large majority.

5.1.4 Andrea Zappia

Cast votes	26'041'613	100.00 %
Majority of the cast votes	13'020'807	
Yes	25'875'580	99.36 %

Raphael Wyniger states that the Annual General Meeting has approved the re-election of Andrea Zappia as a member and Chairman of the Board of Directors by a large majority.

5.2 Governance, Nomination and Compensation Committee (GNCC)

Proposal and results of the votes

The Board of Directors proposes to individually elect Jeffrey Palker, Raphael Wyniger and Andrea Zappia as a member of the GNCC for a term of office of one year until the end of the Annual General Meeting 2026.

No requests to speak.

5.2.1 Raphael Wyniger

Cast votes	25'963'184	100.00 %
Majority of the cast votes	12'981'592	
Yes	25'542'861	98.38 %

Raphael Wyniger states that the Annual General Meeting has approved the re-election of himself

as a member of the GNCC by a large majority.

5.2.2 Jeffrey Palker

Cast votes	26'036'399	100.00 %
Majority of the cast votes	13'018'200	
Yes	25'476'943	97.85 %

Raphael Wyniger states that the Annual General Meeting has approved the re-election of Jeffrey Palker as a member of the GNCC by a large majority.

5.2.3 Andrea Zappia

Cast votes	25'260'685	100.00 %
Majority of the cast votes	12'630'343	
Yes	24'930'994	98.69 %

Raphael Wyniger states that the Annual General Meeting has approved the re-election of Andrea Zappia as a member of the GNCC by a large majority.

5.3 Auditor

Proposal and result of the vote

The Board of Directors proposes to re-elect KPMG AG, Basel as auditor for a term of office until the approval of the Business Report 2025.

No requests to speak.

Cast votes	26'050'036	100.00 %
Majority of the cast votes	13'025'018	
Yes	25'906'340	99.45 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

5.4 Independent voting rights representative

Proposal and result of the vote

The Board of Directors proposes to re-elect NEOVIUS AG, Advokaten und Notare, Hirschgässlein 30, 4051 Basel as independent voting rights representative for the term of one year until the end of the Annual General Meeting 2026.

No requests to speak.

Cast votes	25'970'323	100.00 %
Majority of the cast votes	12'985'162	
Yes	25'962'495	99.97 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

6. Remunerations of the Board of Directors and the Executive Board

6.1 Advisory vote on the Remuneration Report 2024

Proposal and result of the vote

The Board of Directors proposes to approve the Remuneration Report 2024 in a non-binding advisory vote.

No requests to speak.

Cast votes	26'048'357	100.00 %
Majority of the cast votes	13'024'179	
Yes	25'335'235	97.26 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

6.2 Approval of the remuneration of the Board of Directors 2026

Proposal and result of the vote

The Board of Directors proposes to approve the maximum aggregate amount of CHF 660,000 (gross, including social insurance contributions) as remuneration for the Board of Directors for the business year 2026.

No further requests to speak.

Cast votes	26'054'591	100.00 %
Majority of the cast votes	13'027'296	
Yes	25'727'421	98.74 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

6.3 Approval of the short-term variable remuneration of the Executive Board 2024

Proposal and result of the vote

The Board of Directors proposes to approve the amount of CHF 166'635 (gross, excluding social insurance contribution) as short-term variable remuneration for the Executive Board for the business year 2024.

No further requests to speak.

Cast votes	25'980'550	100.00 %
Majority of the cast votes	12'990'275	
Yes	25'411'318	97.81 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

6.4 Approval of the fixed remuneration of the Executive Board 2026

Proposal and result of the vote

The Board of Directors proposes to approve the maximum aggregate amount of CHF 2,500,000 (gross, including social insurance contributions) as fixed remuneration of the Executive Board for the business year 2026.

No further requests to speak.

Cast votes	26'048'076	100.00 %
Majority of the cast votes	13'024'038	
Yes	25'332'994	97.25 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

6.5 Approval of the long-term variable remuneration of the Executive Board 2026

Proposal and result of the vote

The Board of Directors proposes to approve the maximum aggregate amount of CHF 400,000 (gross, including social insurance contributions) as grant value of the long-term variable remuneration of the Executive Board for the business year 2026.

No further requests to speak.

Cast votes	26'060'234	100.00 %
Majority of the cast votes	13'030'117	
Yes	25'674'412	98.52 %

Raphael Wyniger states that the Annual General Meeting has approved the proposal of the Board of Directors by a large majority.

CLOSING OF THE MEETING

Following the elections, Raphael Wyniger opens the floor to shareholders who wish to ask questions or provide input.

Statement by Mr. Hansueli Gubser, Basel (Teacher):

Mr. Gubser expresses his strong attachment to the former logo of MCH Group and emphasizes its symbolic significance. He draws a connection between the logo change and the company's past years of negative

results.

He suggests that, in addition to the current MCH logo, the symbolic winged helmet of Mercury, an element of the company's visual history, should be made more visible again, as it enhances identification with the tradition of Messe Basel.

Mr. Gubser is convinced that restoring the old logo could further contribute to increased profitability. He also expresses hope that dividends might be distributed again by 2027.

He concludes by encouraging the Board of Directors to revisit the history of the MCH logo and consider its legacy in future discussions around brand identity.

Andrea Zappia thanks Mr. Gubser for his input and expresses appreciation for the suggestion. He states that he will take the opportunity to familiarize himself further with the history and development of the MCH logo.

Statement by Mr. Stefan Zurfluh:

Mr. Zurfluh encourages the company to explore more proprietary events, particularly in Zurich. He sees potential in consumer and leisure fairs to create engaging experiences for a broad audience. As an example, he refers to his visit to the Freizeitmesse in Nuremberg in 2025, which he found to be a positive and inspiring experience. He calls for more courage in launching in-house formats.

Andrea Appia responds by noting that organizing proprietary events involves significant risk and requires substantial investment. The key challenge is to maintain the right balance between opportunity and risk.

Roman Imgrüth (CEO E&E) and his team focus on established brands that have proven successful, especially around hosted events.

There is also an emphasis on developing the congress business beyond the traditional conference format, with HealthTech cited as a concrete example.

Andrea Zappia concludes by stressing the importance of making investments selectively. Strategic focus is essential to further strengthen the company and to gradually build the resources needed to experiment with new concepts. He thanks Mr. Zurfluh for his input.

Raphael Wyniger states that there are no further announcements of requests to speak.

Andrea Zappia thanks Raphael Wyniger for chairing the statutory part of the Annual General Meeting.

On behalf of the Board of Directors and the Executive Board, he thanks the shareholders for the confidence they have shown by approving the proposals.

He draws attention to the apéro, which will now be offered, and closes the meeting at 5.28 pm.

For the minutes:



Andrea Zappia
Chairman of the Board of Directors



Nadine Mueller
Secretary of the Board of Directors



Annex 1

MCH GROUP /

Generalversammlung 2025

Annual General Meeting 2025





Group CEO and Chairman of the Board

Andrea Zappia



2024: Return to profitability

- 2024 marks a turning point: After several years of profound transformation, MCH Group returned to profitability.
- Despite a challenging market environment, we were able to stabilize all three business areas and, in some cases, significantly improve them.
- The implementation of the strategic realignment is bearing fruit – today, we operate leaner, with greater focus and more agile.
- The measure of the past two years are having noticeable impact. We have clearly defined our strategy, organization, and priorities, and we are on the right track.

2024: Return to profitability

Each of our divisions contributed to our progress.

- Art Basel further strengthened its global position, with success of inaugural edition in Paris at the Grand Palais.
- The Exhibitions & Events division remained a key pillar, hosting major international events in Basel and Zurich.
- Live Marketing Solutions delivered healthy growth in the USA and the Middle East, while implementing targeted efficiency measures.
- The Group implemented measures to enhance operational efficiency and continued to strengthen our cores business.



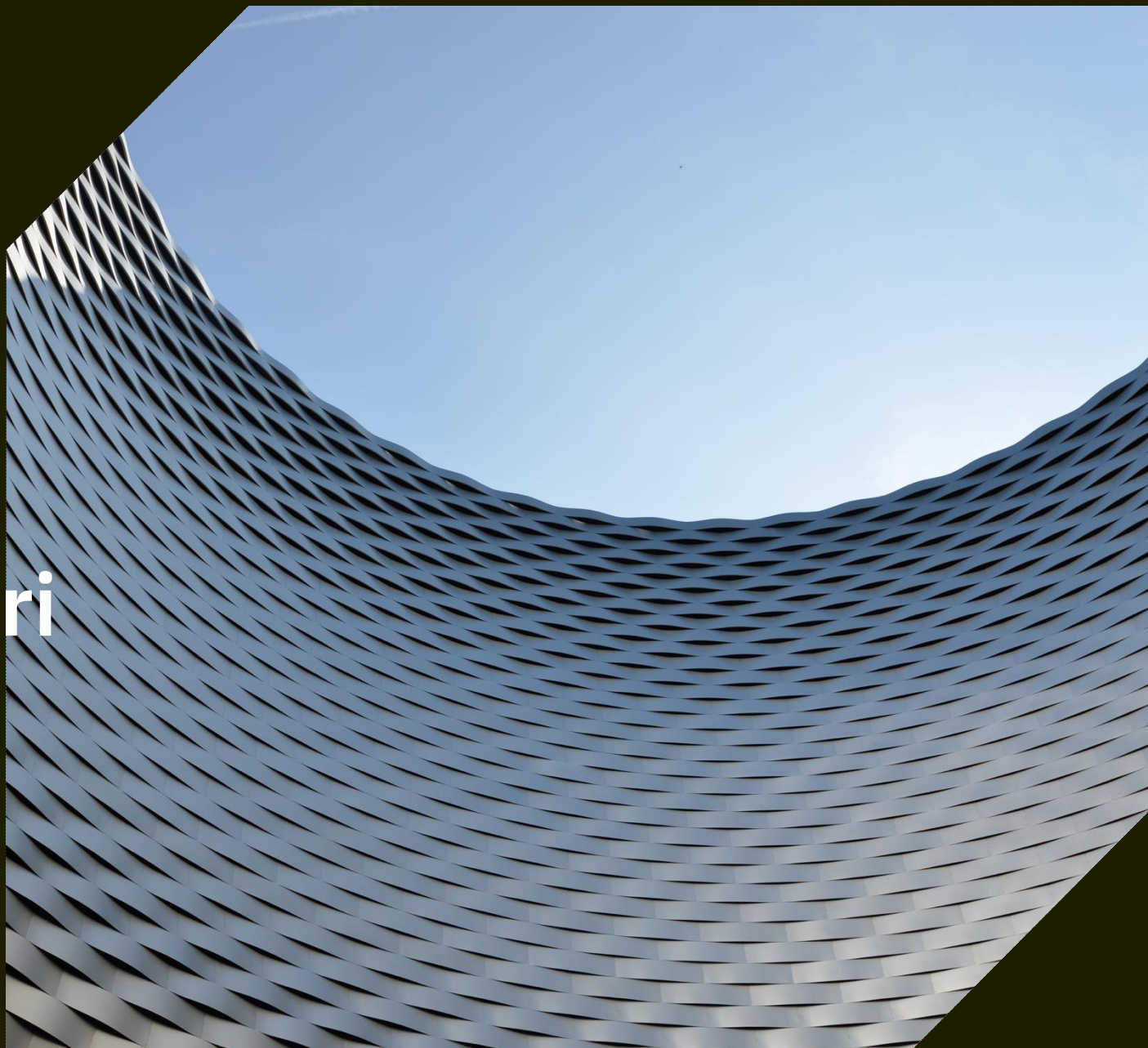
Das Finanzjahr 2024

The Financial Year 2024



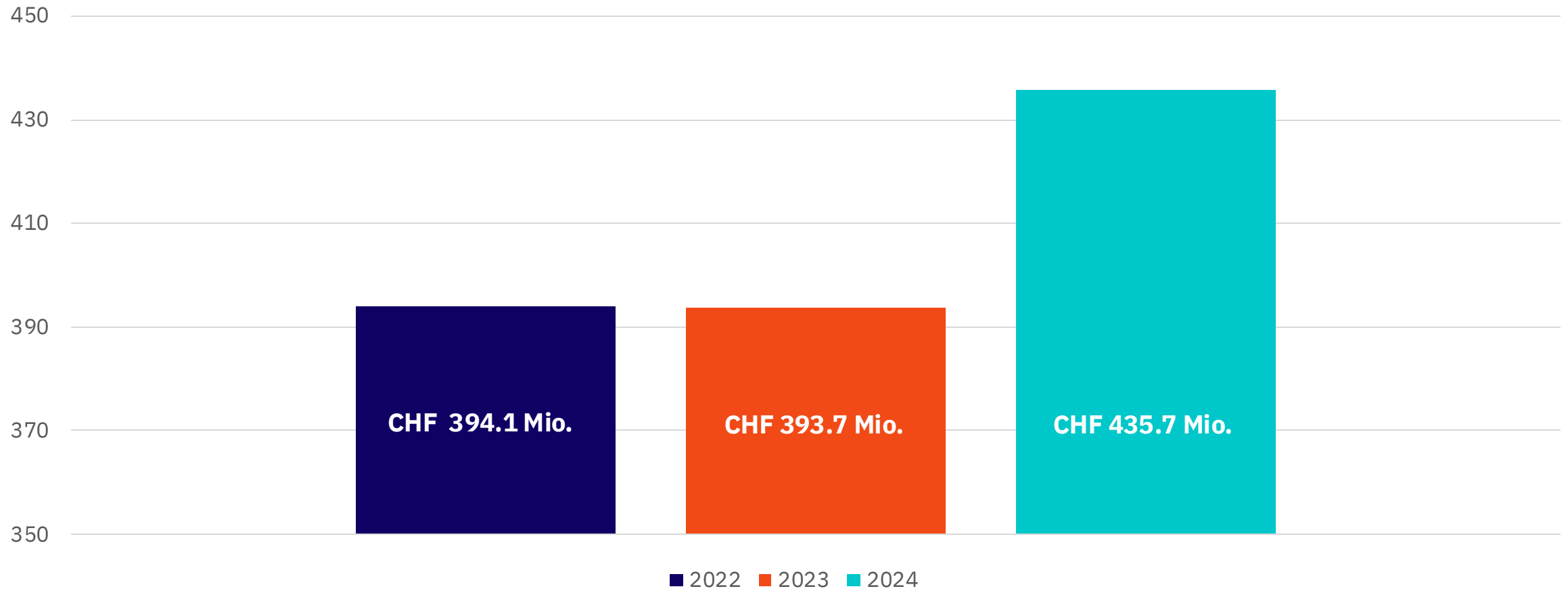


Group Chief Financial Officer
Eleonora Gennari

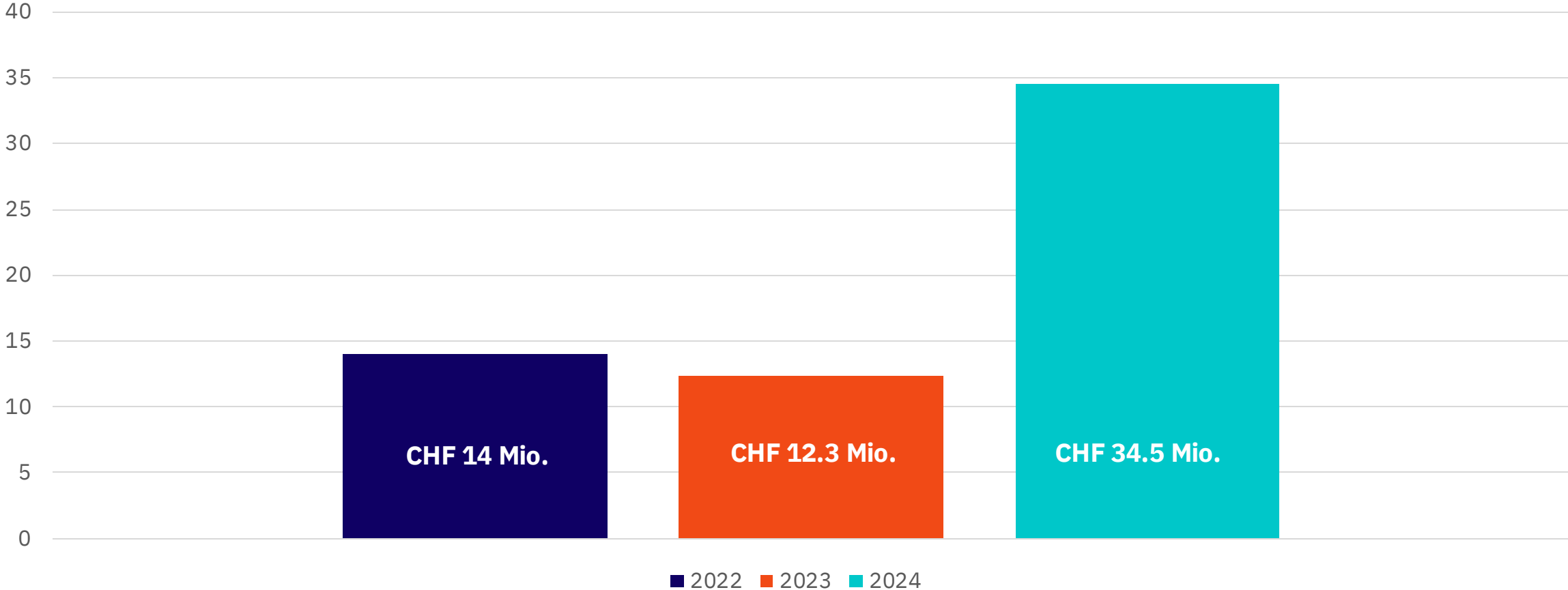


Betriebsertrag (Umsatz)

Revenues

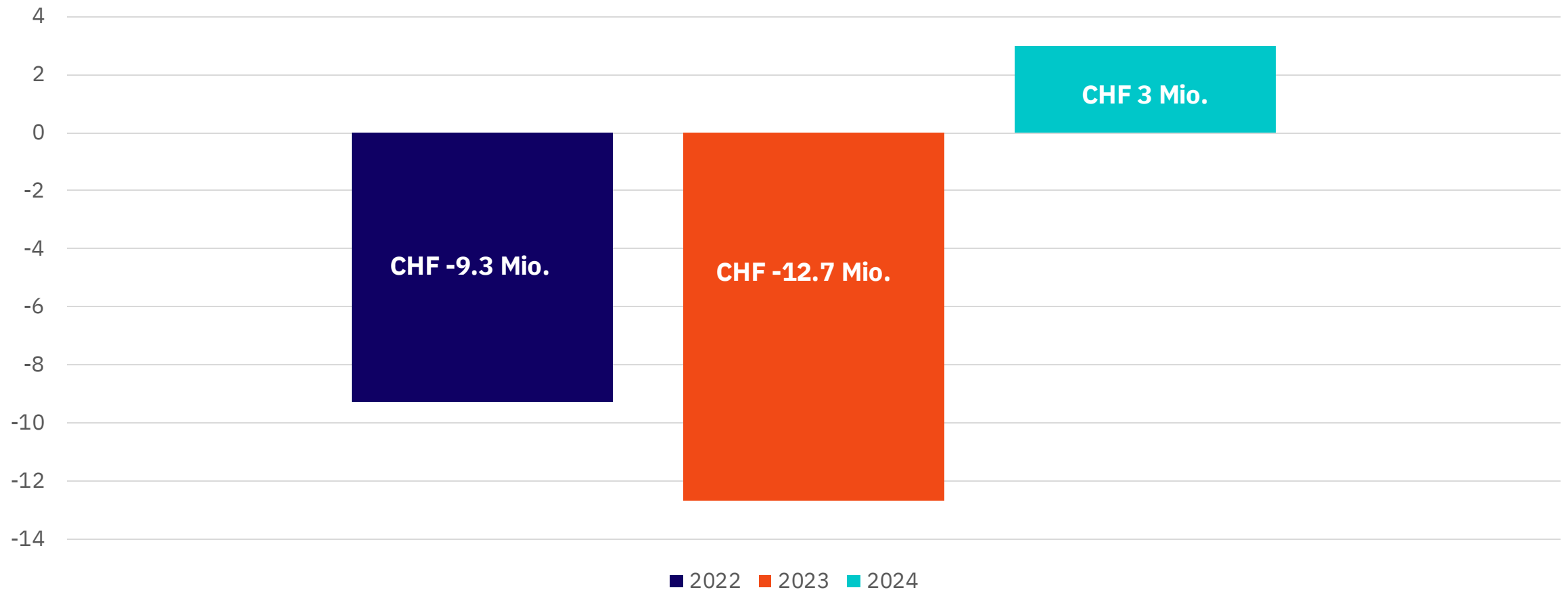


EBITDA

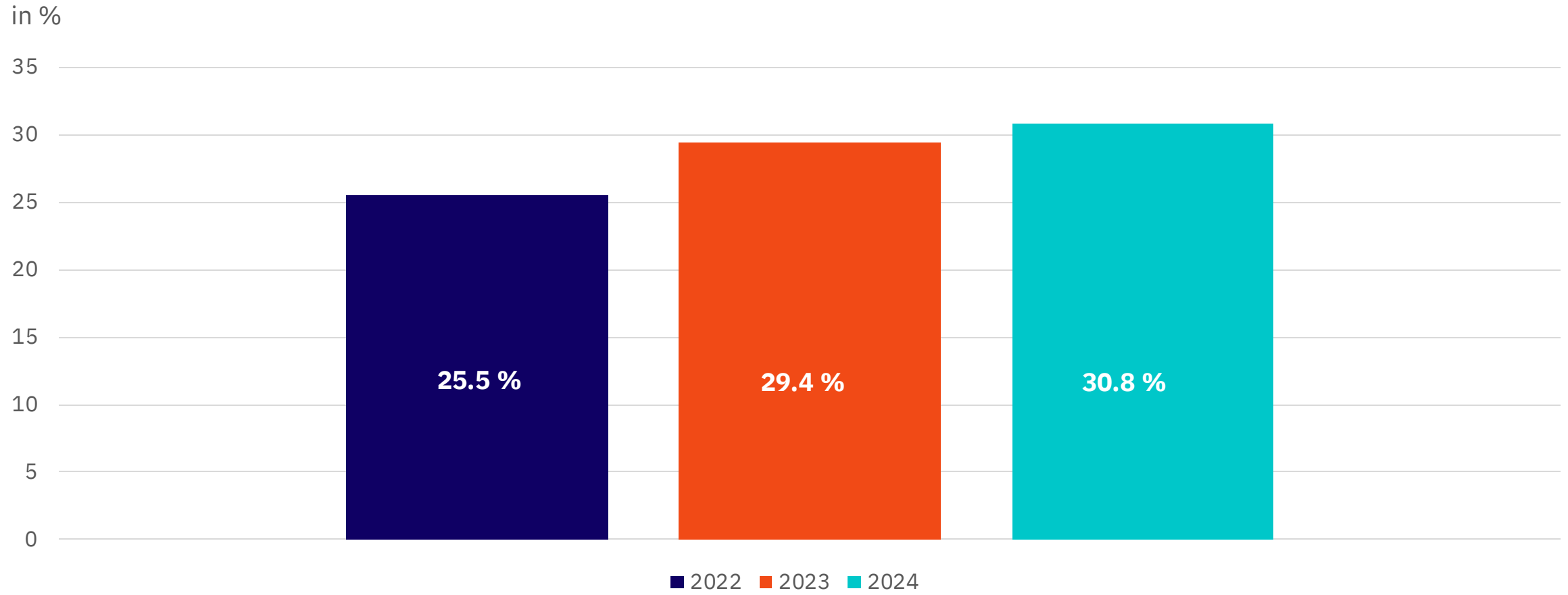


Nettoergebnis

Net Profit

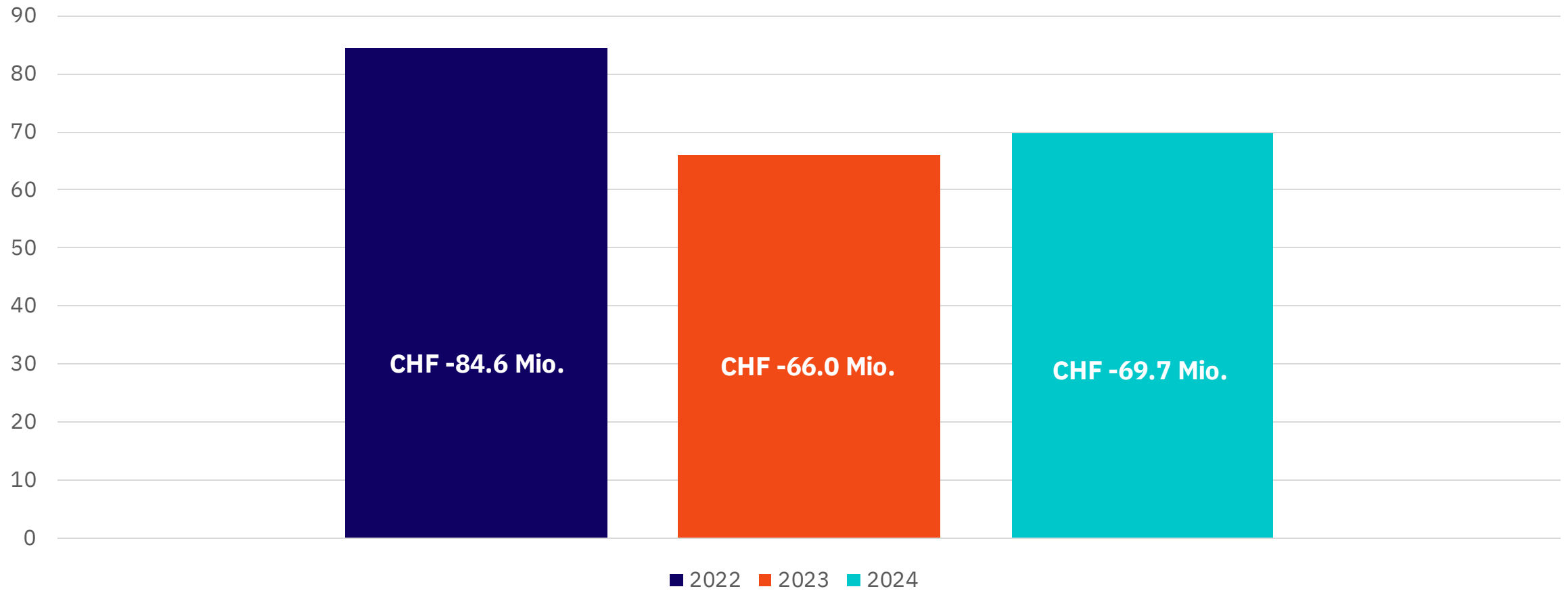


Eigenkapital Equity ratio %



Nettoverschuldung

Net debt





Unser Business 2024

Our Business 2024



Head of Business Management, Art Basel

Andreas Bicker

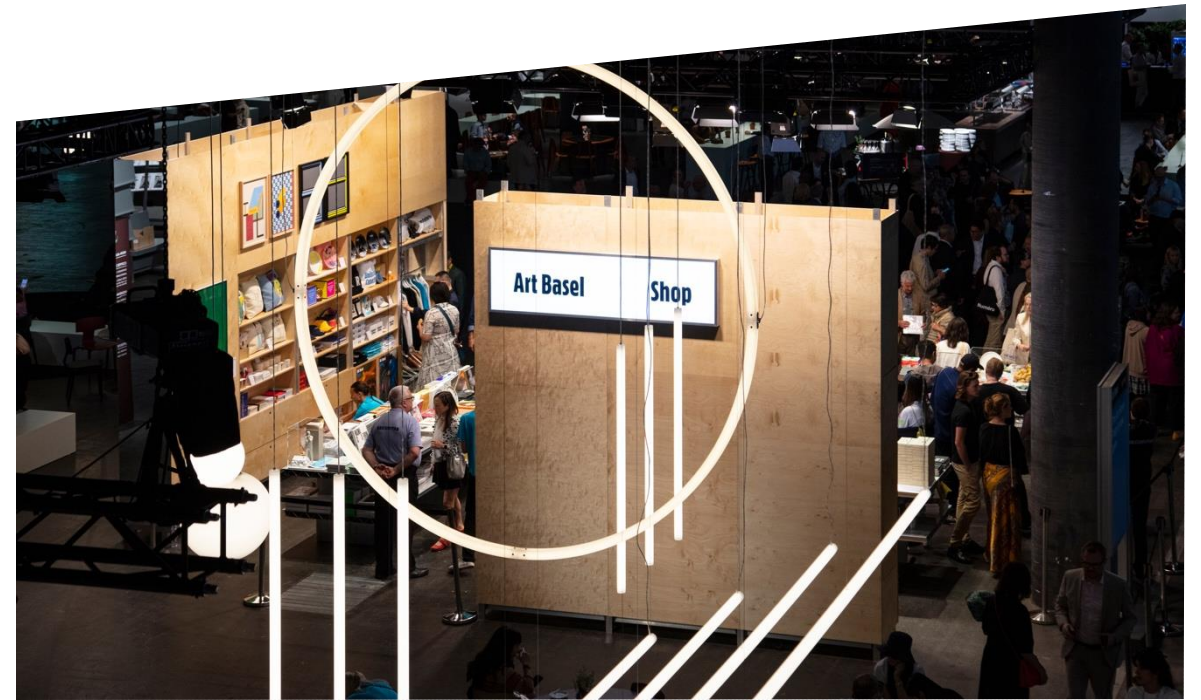


Art Basel 2024

- Starke **Art Basel Shows** in Basel, Miami Beach, Hongkong und Paris
- Art Basel Paris erstmals im renovierten Grand Palais, Besuch von Präsident Macron



- Ausbau von Formaten wie **Art Basel Shop, Digital Dialogues**, kuratierte Exhibitions wie **Parcours, Unlimited, Meridians, Encounters, City Aktivierungen** in allen AB-Standorten



Art Basel in Basel 2025

Keeping the strength of our flagship.

New initiatives:

- Art Basel Awards with new partner BOSS including a gala night at the Kunstmuseum and the Awards Summit with support of the City of Basel
- New sector Premiere

Ongoing initiatives:

- In collaboration with all stakeholders in Basel to improve the guest experience (hotels, restaurants, welcome culture)
- Art Basel Shop, Conversations and Digital Dialogues, City Activations through a great Parcours program, close collaboration with all other events during ABB





CEO Exhibitions & Events, MCH Group

Roman Imgrüth



Exhibitions & Events

Eigenmessen

- Erfolgreiche Eigenmessen in Basel und Zürich wie Swissbau (52'500), Giardina (64'000), Berufsmesse Zürich (62'000)



Gastmessen, Kongresse und Events

- Grosse internationale Events: drei internationale Kongresse mit 14'000 Fachbesuchenden
- MesseQuartier Basel mit dem Bambusnest und Wintermarket, V+ Festival, Jurassic World und Marvel
- Neue Eventformate mit Kazel Expo, International Cooperation Forum



Veranstaltungen und Besucherzahlen Schweiz 2024

Total Eigenmessen	13
Total Gastmessen, Kongresse & Events	166
Total Besucherzahlen Eigenmessen Basel	160'987
Total Besucherzahlen Basel	600'290
Total Besucherzahlen Zürich	231'548
Total Besucherzahlen Art Basel	91'000

Eurovision Song Contest

Basel wird zur Musikbühne Europas

- ESC als Image- und Wirtschaftstreiber für Stadt, Region und die MCH Group
- Das MesseQuartier (MQ) als zentraler Austragungsort:
Opening Ceremony, EuroClub und das offizielle Eurovision Village
- Verantwortung für weitere City Venues, darunter der Eurivison Square mit über 135'000 Besuchenden und mehr als 50 Programmpunkten
- 190'000 Besuchende im Eurovision Village, 18'000 im EuroClub
- Über 80 Programmpunkten – von Konzerten über Auftritte der ESC-Delegationen bis zu Public Viewings – im Eurovision Village
- Enge Zusammenarbeit mit Stadt Basel, SRG und der EBU



Health.Tech Global Summit

Eine neue Plattform für die Health-Tech Branche

- In Partnerschaft mit Bits & Pretzels lanciert die MCH Group eine neue Health-Tech Konferenz
- Die gesamte Wertschöpfungskette des Gesundheitssektors wird zusammengebracht
- Fokus auf technologiebasierte Innovation in Healthcare
- Erwartet werden 5'000+ Gäste aus 30+ Ländern
- 3.bis 5. März 2026 auf dem Messegelände der MCH Group



Who's who aus dem Gesundheitswesen gefragt: MCH Group lanciert eine neue Health-Tech-Konferenz in Basel

Am «Health.tech – Global Summit» öffnet Basel im März 2026 die Türen für internationale Innovation im Gesundheitsbereich.

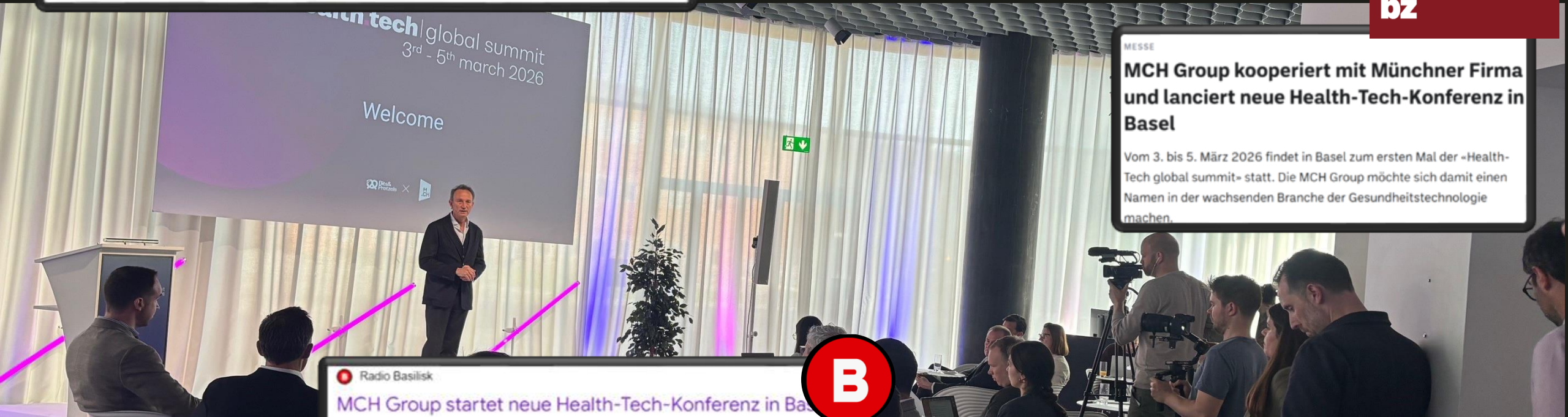
MCH Group und Bits & Pretzels lancieren Health-Tech-Konferenz in Basel

Basel/München - Die Basler MCH Group und Bits & Pretzels, Europas grösstes Gründerfestival, werden in Basel eine globale Health...



MCH Group kooperiert mit Münchner Firma und lanciert neue Health-Tech-Konferenz in Basel

Vom 3. bis 5. März 2026 findet in Basel zum ersten Mal der «Health-Tech global summit» statt. Die MCH Group möchte sich damit einen Namen in der wachsenden Branche der Gesundheitstechnologie machen.



MCH Group startet neue Health-Tech-Konferenz in Basel

Die MCH Group lanciert in Zusammenarbeit mit «Bits & Pretzels» eine neue internationale Health-Tech-Konferenz in Basel, wie sie heute...



health.tech returns with bold new vision through joint venture between MCH Group and Bits & Pretzels

MCH Group, the Swiss-based global experience marketing leader, and Bits & Pretzels, Europe's premier founder platform, today announced a...



Messe Basel lanciert internationale Konferenz für Gesundheitssektor

Keystone-SDA Regional
Basel, 28.04.2025 - 12:27

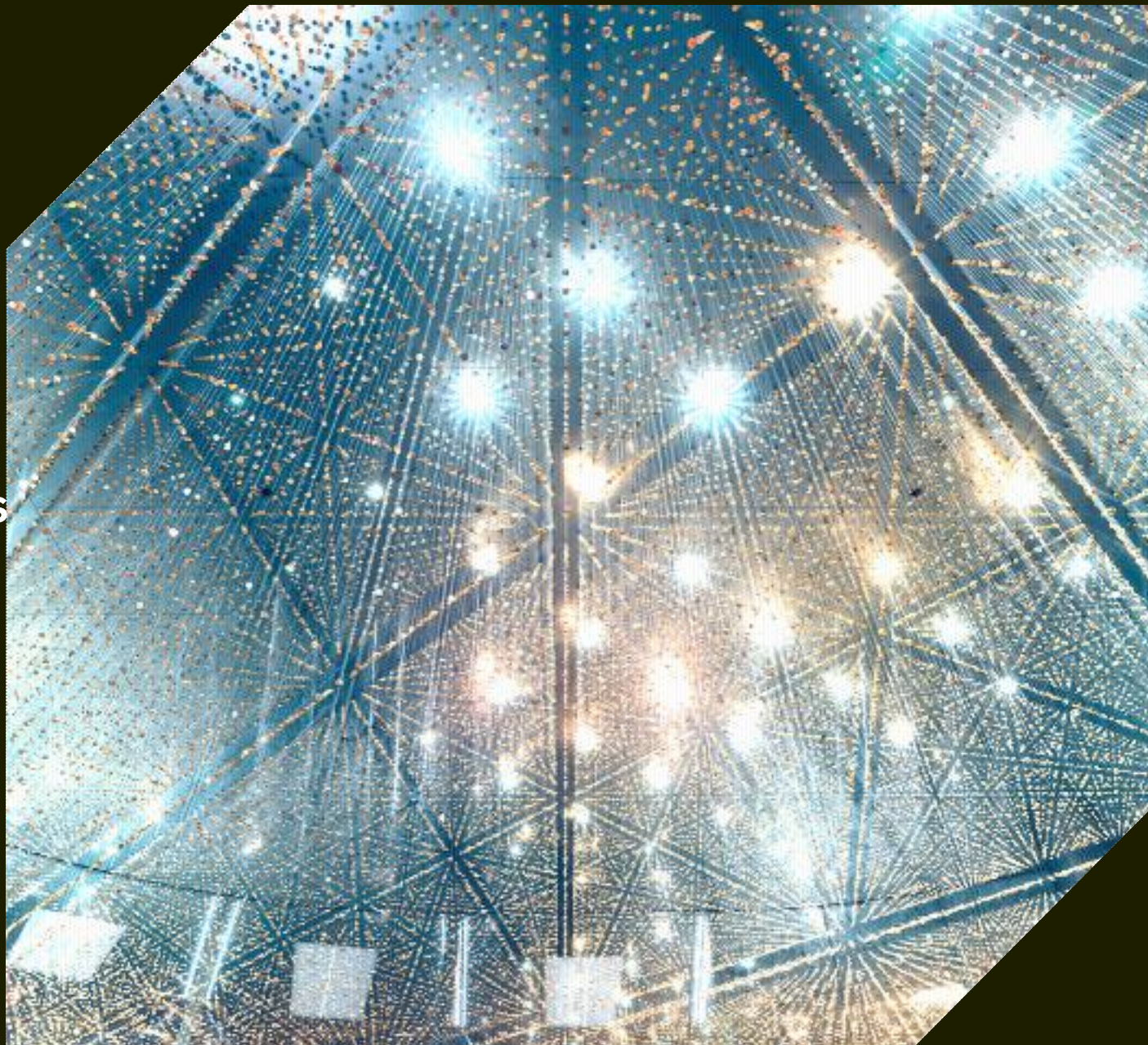
Die MCH Group startet in Basel eine internationale Healthtech-Konferenz und beteiligt sich zur Hälfte an «Health Tech Events».



CEO Live Marketing Solutions

Don Lee

presented by Andrea Zappia



Live Marketing Solutions

MC²

- Record year for **MC²** in the USA, celebrating 25 years in business
- 1'500 Projects, among others Samsung, Caterpillar, Pepsi, Hershey, Super Bowl, and The White House



MCH Global

- MCH Global with international Projects, e.g. Icons of Porsche
- Expanding presence across industries incl. Luxury, telecom, automotive, and FMCG.



Expomobilia

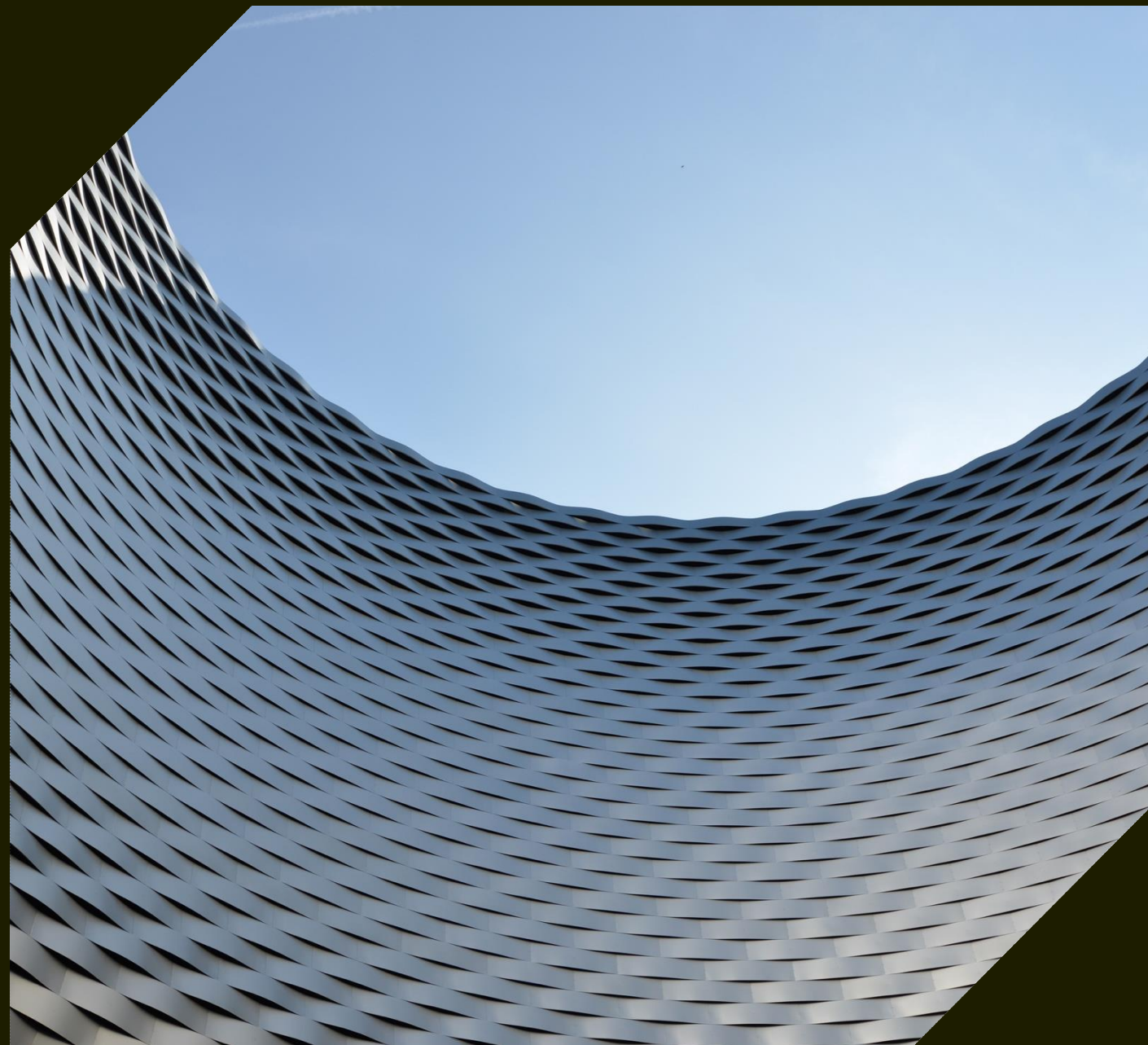
- Expomobilia with projects like Maison et Objet
- Organizational changes and adjustment of business model





Outlook 2025

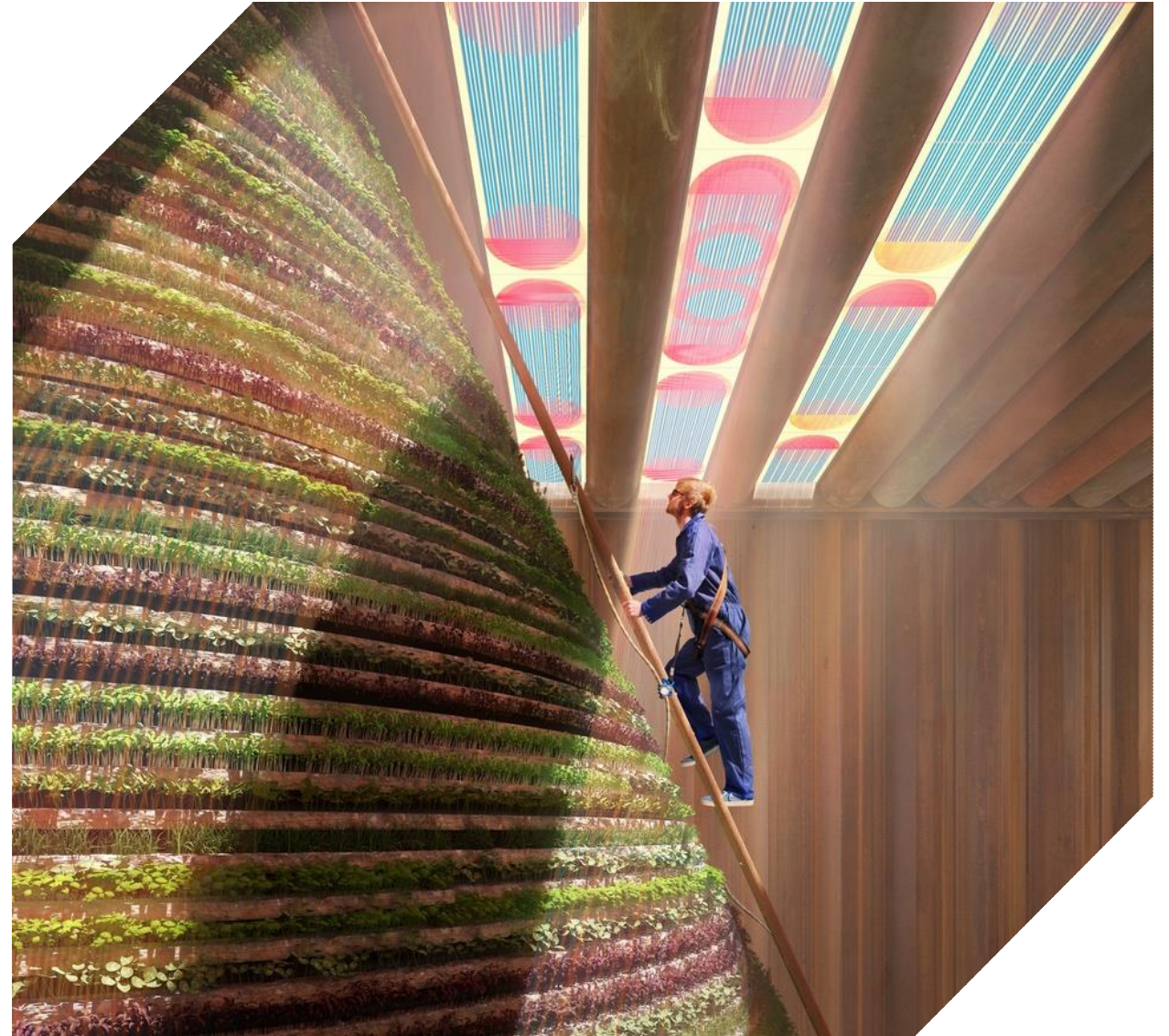
Ausblick 2025



Outlook

Staying on track and driving further growth.

- 2025 is a year of continued growth and enhancing profitability
- **Focus on:**
 - Growth in international markets
 - Strengthening Basel
 - Launching new event formats and platforms
- **We have set the following priorities:**
 - Continue to scale Art Basel
 - Maximize capacity utilization in our halls in Basel and testing new formats
 - Support the strong and steady performance of LMS in a competitive market



Art Basel Qatar Launch

A landmark partnership with Qatar Sports Investments (QSI) and QC+ to establish a new fair in Doha, reinforcing our global presence and reach.

- Art Basel Qatar debuts February 2026 in the M7 creative hub and Doha Design District.
- Builds on Qatar’s national cultural vision, developed directly with the government, and is designed to integrate with Qatar’s vibrant cultural infrastructure and Art Basel’s global platform through year-round programming
- The show is profitable from year one and follows a new model with strong investment from our partner and high commitment from key stakeholders
- Leveraging Qatar’s world-class sports and hospitality ecosystem, the initiative also introduces Qatar Airways as a new global partner
- Unique and different from any other show we’ve launched



SRF

Basler Kunstmesse expandiert

Art Basel goes Katar: Wie problematisch ist dieser Deal?

Art Basel Announces New Fair in Qatar

With its enormous wealth, the Middle East has long been viewed by the international art trade as a prime market for expansion.



The New York Times

Die Art Basel geht an den Persischen Golf

Im Februar 2026 soll ein neues Standbein der Art Basel eröffnet werden. Die Messe will vom Boom in Katar profitieren.

NZZ

Einschätzung zur Expansion:
MCH wagt sich mit der Art zu
Recht nach Katar vor

FuW

The Art Market Added

Art Basel launches new art fair in Qatar

The fair will run in February 2026 and cements the Middle East as the next frontier in the global art market

Art Basel Qatar will take place in Doha's cultural hub M7 © Courtesy of Art Basel



FT
FINANCIAL
TIMES

artnet

Art Fairs 12

Art Basel Launches New Fair in Doha, Expanding Reach to the Middle East

Debating in 2026, the event aims to unlock the region's market potential.



Group Management Team



Andrea Zappia
Group CEO



Eleonora Gennari
Group CFO



Cintia Ferreira
(Start: 1. September)
Group CPO



Sarah Borrey
Group CSSO



Fred Michel
Group CCCAO



Daniel Marion
Group CIO



Don Lee
CEO Live Marketing
Solutions



Noah Horowitz
CEO Art Basel



Roman Imgrüth
CEO Exhibitions & Events

CEO = Chief Executive Officer
CFO = Finance
CPO = People Management
CSSO = Strategy & Sustainability
CIO = IT
CCCAO = Communications & Corporate Affairs

Vielen Dank!

Dr. Dagmar Maria Kamber Borens

Delegierte des Kantons Basel-Stadt im Verwaltungsrat

2019-2025 Mitglied des VR

2019-2025 Mitglied des Audit Committee (AC)



Herzlich Willkommen!

Prof. Dr. Michèle F. Sutter-Rüdisser

Delegierte des Kantons Basel-Stadt im Verwaltungsrat



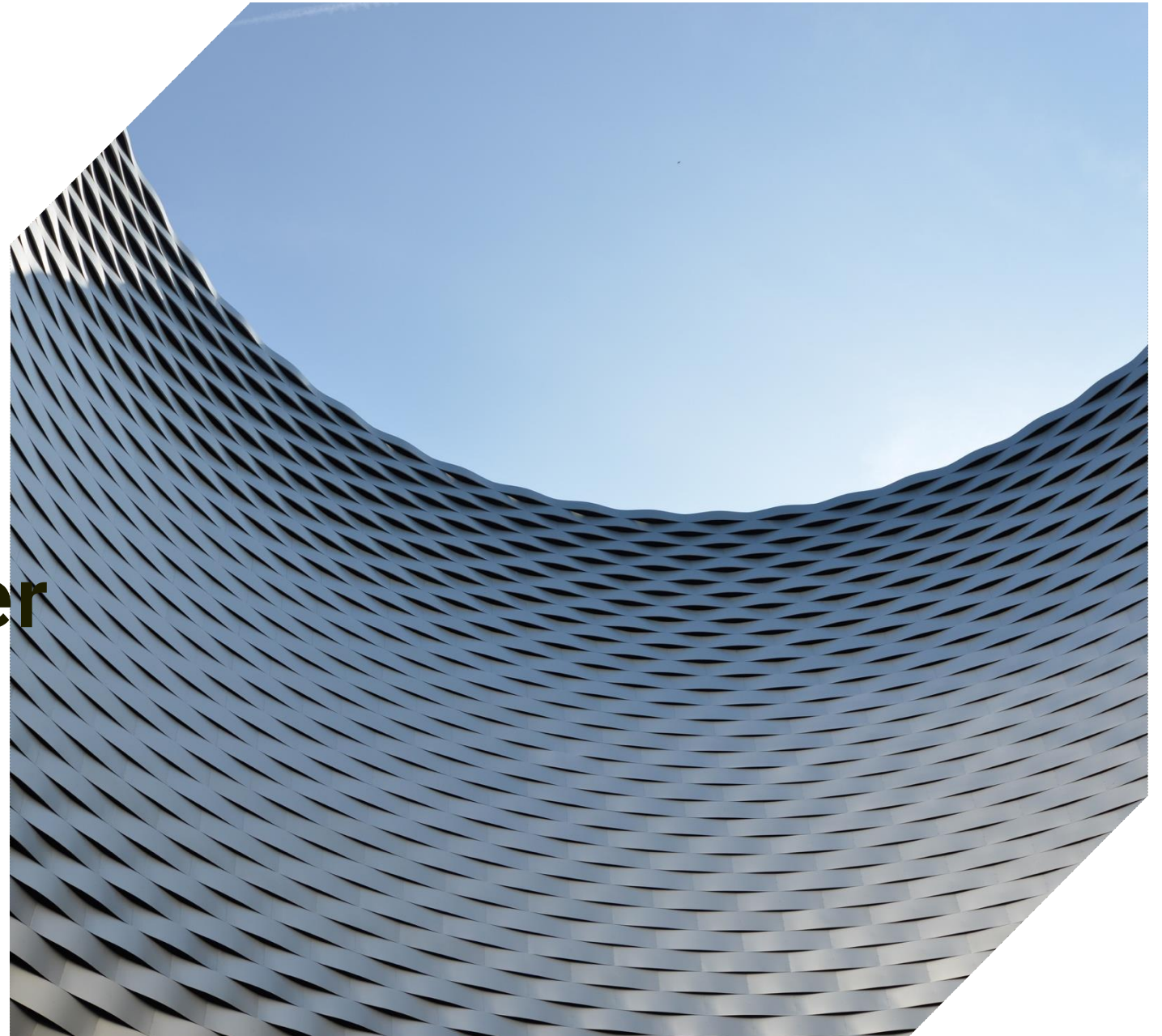
Behandlung der Traktanden





Vizepräsident des VR


Raphael Wyniger



Elektronische Abstimmung

Generalversammlung

Muster Felix
Stimmen: 5



Elektronische Abstimmung

1. Stimmabgabe

Generalversammlung

Traktandum 2

J	E	N
Ja	Enthalten	Nein

Bitte wählen Sie

Elektronische Abstimmung

1. Stimmabgabe

Generalversammlung

Traktandum 2

J	E	N
Ja	Enthalten	Nein

Bitte wählen Sie



Elektronische Abstimmung

1. Stimmabgabe

Generalversammlung

Traktandum 2

J **E** **N**
Ja Enthalten Nein

Bitte wählen Sie

2. Bestätigung

Generalversammlung

Traktandum 2

J **E** **N**
Ja Enthalten Nein

Bitte bestätigen

Elektronische Abstimmung

1. Stimmabgabe

Generalversammlung

Traktandum 2

J **E** **N**

Ja Enthalten Nein

Bitte wählen Sie

2. Bestätigung

Generalversammlung

Traktandum 2

J **E** **N**

Ja Enthalten Nein

Bitte bestätigen

3. Registrierung

Generalversammlung

Traktandum 2

J **E** **N**

Ja Enthalten Nein

Wahl registriert

Elektronische Abstimmung

1. Stimmabgabe

Generalversammlung

Traktandum 2

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J	E	N
Ja	Enthalten	Nein

Bitte wählen Sie

2. Bestätigung

Generalversammlung

Traktandum 2

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J	E	N
Ja	Enthalten	Nein

Bitte bestätigen

3. Registrierung

Generalversammlung

Traktandum 2

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J	E	N
Ja	Enthalten	Nein

Wahl registriert

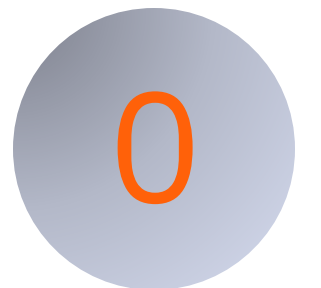


Test-Abstimmung

— Haben Sie in diesem Jahr das Eurovision Village besucht?

Test-Abstimmung

— Haben Sie in diesem Jahr das Eurovision Village besucht?



Wortbegehren?

Traktandum 1

- Genehmigung des Lageberichts, der Konzernrechnung und der Jahresrechnung 2024 sowie Kenntnisnahme der Berichte der Revisionsstelle 2024

Traktandum 1

- Genehmigung des Lageberichts, der Konzernrechnung und der Jahresrechnung 2024 sowie Kenntnisnahme der Berichte der Revisionsstelle 2024



Traktandum 2

- Konsultativabstimmung über den Bericht über nichtfinanzielle Belange 2024

Traktandum 2

- Konsultativabstimmung über den Bericht über nichtfinanzielle Belange 2024



Traktandum 3

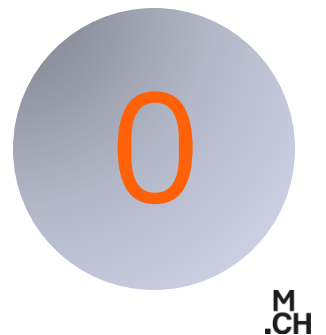
— Verwendung des Bilanzverlusts der MCH Group AG

Vortrag des Bilanzverlustes der MCH Group AG von
CHF -80.5 Mio. Auf neue Rechnung

Traktandum 3

— Verwendung des Bilanzverlusts der MCH Group AG

Vortrag des Bilanzverlustes der MCH Group AG von
CHF -80.5 Mio. Auf neue Rechnung



Traktandum 4

- Entlastung der Mitglieder des Verwaltungsrats und des Executive Board

Traktandum 4

- Entlastung der Mitglieder des Verwaltungsrats und des Executive Board



Traktandum 5

— Wahlen

Traktandum 5.1

- Zusammensetzung des Verwaltungsrats:
Delegierte des Kantons Basel-Stadt

Prof. Dr. Michèle F. Sutter-Rüdisser



Raphael Wyniger



Traktandum 5.1

- Zusammensetzung des Verwaltungsrats:
Wahl durch die Generalversammlung
- Markus Breitenmoser, als Mitglied (bisher)
- James R. Murdoch, als Mitglied (bisher)
- Jeffrey Palker, als Mitglied (bisher)
- Andrea Zappia, als Mitglied und Präsident (bisher)

Traktandum 5.1.1

— Wahl Mitglied des Verwaltungsrats

Markus Breitenmoser



Traktandum 5.1.1

— Wahl Mitglied des Verwaltungsrats

Markus Breitenmoser



Traktandum 5.1.2

— Wahl Mitglied des Verwaltungsrats

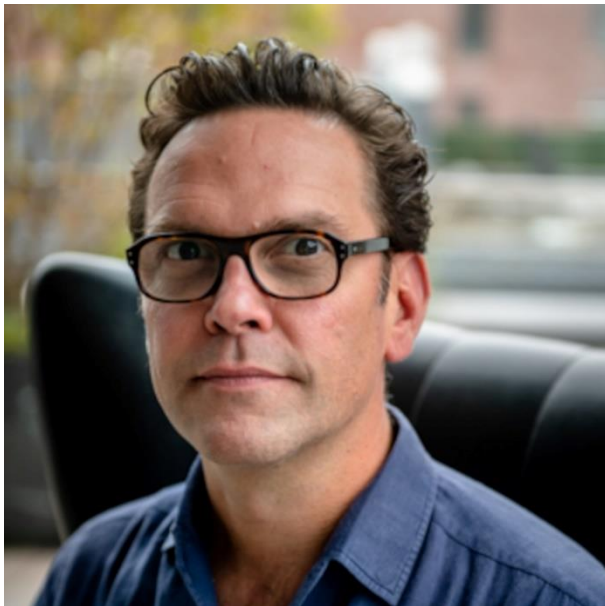
James R. Murdoch



Traktandum 5.1.2

— Wahl Mitglied des Verwaltungsrats

James R. Murdoch



Traktandum 5.1.3

- Wahl Mitglied des Verwaltungsrats

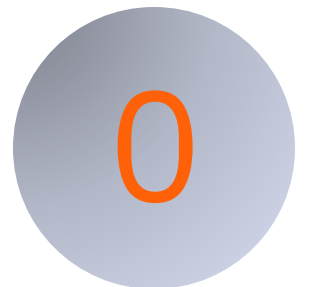
Jeffrey Palker



Traktandum 5.1.3

- Wahl Mitglied des Verwaltungsrats

Jeffrey Palker



Traktandum 5.1.4

- Wahl Mitglied und Präsident des Verwaltungsrats

Andrea Zappia



Traktandum 5.1.4

- Wahl Mitglied und Präsident des Verwaltungsrats

Andrea Zappia



Traktandum 5.2

- Zusammensetzung des Governance, Nomination and Compensation Committee (GNCC):
Wahl durch die Generalversammlung
 - Raphael Wyniger, als Mitglied und Vorsitzender (bisher)
 - Jeffrey Palker, als Mitglied (bisher)
 - Andrea Zappia, als Mitglied (bisher)

Traktandum 5.2.1

- Wahl Mitglied und Vorsitzender des GNCC

Raphael Wyniger



Traktandum 5.2.1

- Wahl Mitglied und Vorsitzender des GNCC

Raphael Wyniger



Traktandum 5.2.2

— Wahl Mitglied des GNCC

Jeffrey Palker



Traktandum 5.2.2

— Wahl Mitglied des GNCC

Jeffrey Palker



Traktandum 5.2.3

— Wahl Mitglied des GNCC

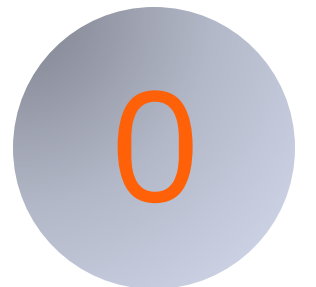
Andrea Zappia



Traktandum 5.2.3

— Wahl Mitglied des GNCC

Andrea Zappia



Traktandum 5.3

- Wahl der Revisionsstelle
KPMG AG, Basel

Traktandum 5.3

- Wahl der Revisionsstelle
KPMG AG, Basel

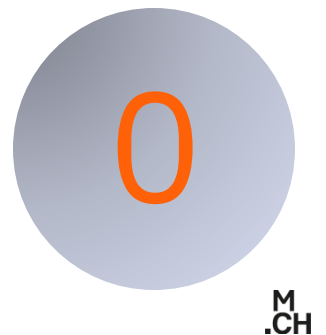


Traktandum 5.4

- Wahl der unabhängigen Stimmrechtsvertretung
NEOVIUS AG, Basel

Traktandum 5.4

- Wahl der unabhängigen Stimmrechtsvertretung
NEOVIUS AG, Basel



Traktandum 6

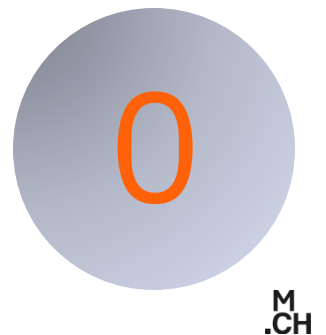
- Vergütungen des Verwaltungsrats und des Executive Board

Traktandum 6.1

- Konsultativabstimmung über den Vergütungsbericht 2024

Traktandum 6.1

- Konsultativabstimmung über den Vergütungsbericht 2024



Traktandum 6.2

- Genehmigung der Vergütung des Verwaltungsrats 2026

Gesamtbetrag von maximal
CHF 660'000.- (brutto)

Traktandum 6.2

- Genehmigung der Vergütung des Verwaltungsrats 2026

Gesamtbetrag von maximal
CHF 660'000.- (brutto)



Traktandum 6.3

- Genehmigung der kurzfristigen variablen Vergütung des Executive Board 2024

Gesamtbetrag von maximal
CHF 166'635.- (brutto)

Traktandum 6.3

- Genehmigung der kurzfristigen variablen Vergütung des Executive Board 2024

Gesamtbetrag von maximal
CHF 166'635.- (brutto)



Traktandum 6.4

- Genehmigung der fixen Vergütung des Executive Board 2026

Gesamtbetrag von maximal
CHF 2'500'000.- (brutto)

Traktandum 6.4

- Genehmigung der fixen Vergütung des Executive Board 2026

Gesamtbetrag von maximal
CHF 2'500'000.- (brutto)



Traktandum 6.5

- Genehmigung der langfristigen variablen Vergütung des Executive Board 2025

Gesamtbetrag von maximal
CHF 400'000.- (brutto)

Traktandum 6.5

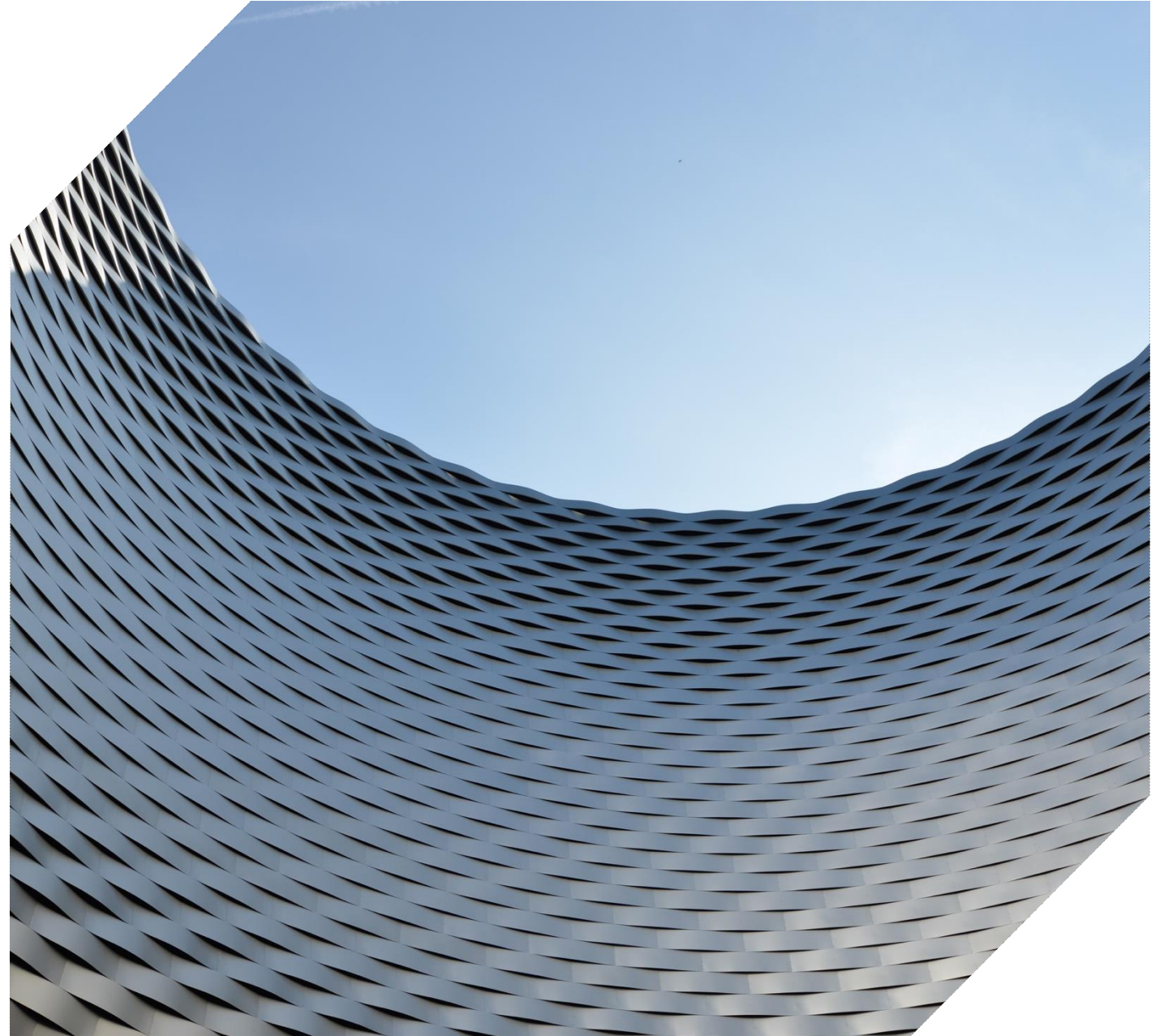
- Genehmigung der langfristigen variablen Vergütung des Executive Board 2026

Gesamtbetrag von maximal
CHF 400'000.- (brutto)





Vielen Dank!

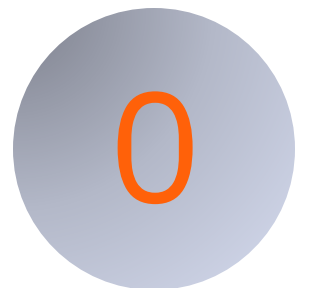


The background image shows a close-up of a modern building's facade, characterized by a complex, undulating pattern of dark, metallic-looking panels. The panels are arranged in a way that creates a sense of depth and movement, with light reflecting off their surfaces. The top of the image shows a clear, light blue sky.

**Sie sind herzlich eingeladen zum Apéro
im Foyer**

Antrag Aktionär/in

Antrag Aktionär/in



Antrag Verwaltungsrat

Antrag Verwaltungsrat



Herzlichen Dank an alle Aktionärinnen und Aktionäre, besonders an unsere beiden Ankeraktionäre!

Thank you to all Shareholders, especially to our two anchor shareholders!



Kontakt

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