



**25TH ANNUAL GENERAL MEETING
OF MCH GROUP LTD.**

**WEDNESDAY, 6 MAY 2026, 4:00 PM (CEST)
CONGRESS CENTER BASEL**

MINUTES

W E L C O M E A N D F O R M A L I T I E S

Andrea Zappia, Chairman of the Board of Directors, opens the 25th Annual General Meeting of MCH Group AG at 4.00 p.m.

The Annual General Meeting is held with simultaneous interpretation in English and German. The Chairman and the participating Group CFO, Eleonora Gennari, deliver their presentations in English. The further remarks and the treatment of the agenda items, including votes and elections, take place in German.

Andrea Zappia welcomes the shareholders and guests present on behalf of the Board of Directors. The Board of Directors and management greatly appreciate that, through their attendance, the shareholders express their continued trust in the Company and their interest in its further development.

The Chairman of the Board of Directors introduces the persons present on the podium:

To his right, he welcomes **Raphael Wyniger**, who has been appointed Vice Chairman by the Board of Directors for the upcoming term of office and supports him in chairing the Annual General Meeting.

To his left, he welcomes **Eleonora Gennari**, Group Chief Financial Officer (CFO) and member of the Executive Board of MCH Group since July 2024, who guides the shareholders through the 2025 annual financial statements.

Andrea Zappia then welcomes the other **members of the Board of Directors** present:

- Jeff Palker
- Markus Breitenmoser
- and Michèle Sutter-Rüdisser.

He notes that Board member James Murdoch is unable to attend today's Annual General Meeting due to prior professional commitments.

Andrea Zappia also welcomes the **members of the Group Management Team** present:

- Roman Imgrüth
- Don Lee
- Cintia Ferreira
- Frederic Michel
- and Daniel Marion.

The Chairman further welcomes Dr. Christoph Nertz, attorney-at-law and notary in Basel, as representative of the independent proxy **NEOVIUS AG**, Basel.

He also welcomes the representatives of the **statutory auditors, KPMG AG**, Basel:

- Marc Stadelmann
- Andreas Lövenich
- sowie Marius Gass.

Andrea Zappia states that, in accordance with Section 20 of the Articles of Association, he chairs the Annual General Meeting in his capacity as Chairman of the Board of Directors.

The minutes of the Annual General Meeting are taken by Kathrin Ebner, Secretary of the Board of Directors.

The Chairman notes that the invitation to today's Annual General Meeting was issued on 9 April 2026 in due time and in accordance with the Articles of Association. The invitation is published in the "Swiss Official Gazette of Commerce" (SHAB) and sent by post to the shareholders entered in the share register. The personal invitation also contains the motions and explanations of the Board of Directors. The Chairman notes that the Annual General Meeting is therefore duly convened.

Votes and elections are conducted electronically. Nimbus AG, Ziegelbrücke, provides the hardware and software for this purpose. Nimbus AG is also responsible for maintaining the share register and operates the online platform for registration for the Annual General Meeting and for issuing instructions to the independent proxy.

In the event of an unexpected technical failure of the electronic voting system, the Chairman proposes appointing the following persons as scrutineers:

- Dr. Paul Rüst, attorney-at-law and notary in Basel
- Peter Feiner, Basel

The Chairman thanks both gentlemen for their willingness to assume this task and expresses the hope that their services will not be required.

For the conduct of the votes and elections on agenda items 1 to 6, the Vice Chairman of the Board of Directors, Raphael Wyniger, assumes the chair and conducts these items in German. NEOVIUS AG, Basel, represented by Dr. Christoph Nertz, attorney-at-law and notary in Basel, acts as independent proxy.

The Chairman informs the meeting that, on 4 May 2026, the independent proxy informed the Company in general terms of the instructions received up to that date. This is in accordance with Article 689c of the Swiss Code of Obligations, pursuant to which such information may be provided no earlier than three days before the Annual General Meeting and the Annual General Meeting must be informed thereof. No further information is disclosed to the Board of Directors by the independent proxy.

Before the Annual General Meeting begins, the Chairman informs those present that the meeting is being recorded. Participants are also asked to switch off their mobile phones or set them to silent mode to ensure uninterrupted conduct of the meeting. In the interest of privacy protection and orderly proceedings, private audio and video recordings during the meeting are not permitted. The Chairman thanks those present for their understanding and compliance.

Finally, the Chairman introduces his remarks on the past financial year, the current course of business and the outlook for 2026. He is supported by Eleonora Gennari, Group Chief Financial Officer (CFO), Roman Imgrüth, CEO Exhibitions & Events and member of the Group Management Team, and Carla Blaser, Regional Head of Marketing Europe & Americas of Art Basel.

PRESENTATIONS: REVIEW OF THE 2025 BUSINESS AND FINANCIAL YEAR AND OUTLOOK FOR 2026

Andrea Zappia, Chairman of the Board of Directors and Group CEO ad interim, together with members of the Group Management Team and the Art Basel team, gives a review of the 2025 financial year and an outlook for the current financial year 2026. These presentations are attached to the minutes of this Annual General Meeting as Appendix 1 in PDF format.

The speakers are:

- **Andrea Zappia, Chairman of the Board of Directors and Group CEO a.i.:**
Introduction, Our Business 2025, Outlook MCH Group 2026
- **Eleonora Gennari, Group CFO und member of the Executive Board**
Financial Year 2025
- **Roman Imgrüth, CEO Exhibitions & Events and member of the Group Management Team**
Exhibitions & Events 2025
- **Carla Blaser, Regional Head of Marketing Europe & Americas der Art Basel**
Art Basel in Basel 2026

T R E A T M E N T O F T H E A G E N D A I T E M S

Andrea Zappia hands over the chair for the treatment of agenda items 1 to 6 to Vice Chairman Raphael Wyniger, who continues in German.

Presence

Before resolutions are passed on the individual agenda items, the attendance at today's Annual General Meeting is announced: 62 shareholders are present in person. A total of 26,057,692 shares and voting rights are represented, corresponding to 87.90% of the registered shares and voting rights. The independent proxy represents 25,555,912 voting rights. The shareholders present in person accordingly represent 501,780 shares and voting rights.

Quorums

Raphael Wyniger explains that all agenda items require the majority of the votes cast. Abstentions are not counted.

Voting process

Raphael Wyniger explains the voting process and the handling of electronic voting devices. A test vote is conducted.

Due to a technical issue with the electronic voting system during the test vote, the Chairman interrupts the Annual General Meeting between 4:50 p.m. and 5:00 p.m. for a 10-minute break. After the technical issue has been resolved, the Annual General Meeting continues at 5:00 p.m. with a repetition of the test vote. The votes and elections are subsequently conducted properly without further technical issues.

Requests to speak

Raphael Wyniger asks the meeting to register any requests to speak on the individual agenda items.

The shareholder, Dr. Christof Maria Merki, Vaduz, registers a request to speak on agenda item 1.

The Chairman notes that no further requests to speak are registered and proceeds to the explanations of the Board of Directors and the votes on the individual agenda items.

1. Approval of the Management Report, the Consolidated Financial Statements, and the Annual Financial Statements 2025, and acknowledgement of the Auditor's Reports 2025

A request to speak is registered for this agenda item. Following a brief introduction to the agenda item, Raphael Wyniger invites **shareholder Dr. Christof Maria Merki, Vaduz**, to the speaker's lectern and gives him the floor.

Christof Maria Merki comments on the development of the Company since the end of Baselworld. He states that, following a difficult phase, MCH Group is on the right path, is developing new formats, and is expanding. At the same time, he refers to the development of the share price, which he considers unsatisfactory.

Christof Maria Merki criticizes the political discussions concerning the participation of the Canton of Basel-Stadt in the Company, in particular the June 2025 debate regarding a possible withdrawal by the Canton and subsequent calls for nationalization of the Company. He expresses the view that a successful turnaround of the Company requires that it be able to operate without political interference.

In this context, Christof Maria Merki addresses a question to the Board of Directors and the CEO regarding their assessment of the political developments mentioned. He also appeals in particular to the two representatives of the Canton of Basel-Stadt on the Board of Directors, Raphael Wyniger and Michèle Sutter-Rüdisser, to actively represent the interests of the Company.

Raphael Wyniger thanks the speaker and hands over the response to the question to the Chairman of the Board of Directors.

Andrea Zappia, Chairman of the Board of Directors, thanks the speaker for his comments and for acknowledging the progress achieved by the Company to date. He states that the end of Baselworld and the effects of the COVID-19 pandemic have placed a significant burden on the Company. A business model focused on physical meetings and events has suffered under the restrictions caused by the pandemic.

Andrea Zappia notes that the Company has been able to overcome this phase in particular thanks to the support of major shareholders, namely the Canton of Basel-Stadt and Lupa Systems. Through their participation in the capital increase, they have made a significant contribution to the stabilization and further development of the Company.

Regarding the development of the share price, Andrea Zappia explains that the Board of Directors and management closely monitor the situation. He points out that there is not necessarily a direct correlation between operational business development and the share price. The Company's objective is to achieve a sustainable improvement in liquidity and operational performance through continuous growth, the development of new formats, expansion into new regions, and efficiency improvements.

Andrea Zappia further explains that the share price is influenced by various external factors. In particular, he refers to the comparatively limited liquidity of the share, which restricts visibility in the capital markets and among analysts. Accordingly, positive operational development may only be reflected in the share price with a delay.

Finally, Andrea Zappia emphasizes the constructive cooperation within the Board of Directors. The representatives of the major shareholders as well as the independent members of the Board of Directors support the Company and the Executive Board in their efforts to continuously improve operational development.

In his capacity, he has not observed political interference in the operational activities of the Company. The focus of all parties involved is on the sustainable improvement of the Company's performance in the interest of all shareholders.

Raphael Wyniger thanks Andrea Zappia for answering the question. He returns to agenda item 1 and explains the proposal of the Board of Directors.

Proposal:

The Board of Directors proposes to approve the Management Report, the Consolidated Financial Statements, and the Annual Financial Statements 2025 and to take note of the Auditor's Reports 2025.

Vote and results:

Cast votes	26'046'837	100.00 %
Majority of the cast votes	13'023'419	
Yes	26'041'542	99.98 %

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 2025**Proposal:**

The Board of Directors proposes to approve the report on non-financial matters 2025 in a non-binding advisory vote.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	26'033'172	100.00 %
Majority of the cast votes	13'016'587	
Yes	25'912'067	99.53 %

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

3. Appropriation of retained earnings**Proposal:**

The Board of Directors proposes the accumulated losses of CHF -121.3 million in the account of the holding company MCH Group Ltd. to be carried forward.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	26'041'393	100.00 %
Majority of the cast votes	13'020'697	
Yes	26'034'142	99.97 %

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:**

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 2025.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	12'487'778	100.00 %
Majority of the cast votes	6'243'890	
Yes	12'477'217	99.92 %

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:

The Board of Directors proposes to elect individually

- 5.1.1 Markus Breitenmoser, as a member (present)
- 5.1.2 James R. Murdoch, as a member (present)
- 5.1.3 Jeffrey Palker, as a member (present)
- 5.1.4 Andrea Zappia, as a member and chairman (present)

to the Board of Directors for a term of office of one year, ending at the conclusion of the Annual General Meeting 2027.

No requests to speak are registered for this agenda item.

Vote and results:

5.1.1 Markus Breitenmoser

Cast votes	25'570'280	100.00 %
Majority of the cast votes	12'785'141	
Yes	25'568'150	99.99 %

5.1.2 James R. Murdoch

Cast votes	25'566'696	100.00 %
Majority of the cast votes	12'783'349	
Yes	25'254'584	98.78 %

5.1.3 Jeffrey Palker

Cast votes	25'569'380	100.00 %
Majority of the cast votes	12'784'691	
Yes	25'195'078	98.54 %

5.1.4 Andrea Zappia

Cast votes	25'568'960	100.00 %
Majority of the cast votes	12'784'481	
Yes	25'427'801	99.45 %

Raphael Wynigew states that the Annual General Meeting approves by a large majority the re-election of the proposed members of the Board of Directors and of the Chairman of the Board of Directors.

5.2 Governance, Nomination and Compensation Committee (GNCC)

Proposal:

The Board of Directors proposes to elect individually

- 5.2.1 Raphael Wyniger, as a member and chairman (present)
- 5.2.2 Jeffrey Palker, as a member (present)
- 5.2.3 Andrea Zappia, as a member (present)

to the Governance, Nomination and Compensation Committee (GNCC) for a term of office of one year, ending at the conclusion of the Annual General Meeting 2027.

No requests to speak are registered for this agenda item.

Vote and results:

5.2.1 Raphael Wyniger

Cast votes	25'570'615	100.00 %
Majority of the cast votes	12'785'308	
Yes	25'219'184	98.63 %

5.2.2 Jeffrey Palker

Cast votes	25'567'715	100.00 %
Majority of the cast votes	12'783'858	
Yes	25'126'838	98.28 %

5.2.3 Andrea Zappia

Cast votes	25'568'638	100.00 %
Majority of the cast votes	12'784'320	
Yes	25'123'802	98.26 %

Raphael Wyniger states that the Annual General Meeting approves by a large majority the re-election of the members of the Governance, Nomination and Compensation Committee (GNCC) and of the Chair of the GNCC.

5.3 Auditor

Proposal:

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 2026.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	26'044'674	100.00 %
Majority of the cast votes	13'022'338	
Yes	25'937'630	99.59 %

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:

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 2027.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	26'050'576	100.00 %
Majority of the cast votes	13'025'289	
Yes	26'047'011	99.99 %

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

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

6.1 Advisory vote on the Remuneration Report 2025

Proposal:

The Board of Directors proposes to approve the Remuneration Report 2025 in a non-binding advisory vote.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	25'563'590	100.00 %
Majority of the cast votes	12'781'796	
Yes	25'098'046	98.18 %

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 2027

Proposal:

The Board of Directors proposes to approve the maximum aggregate amount of CHF 660,000 (gross, including employer contributions to social security) as remuneration for the Board of Directors for the financial year 2027.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	25'573'925	100.00 %
Majority of the cast votes	12'786'963	
Yes	25'503'274	99.72 %

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 2025

Proposal:

The Board of Directors proposes to approve the amount of CHF 308,171 (gross, excluding employer contributions to social security) as short-term variable remuneration for the Executive Board for the financial year 2025.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	25'572'964	100.00 %
Majority of the cast votes	12'786'483	
Yes	25'162'901	98.40 %

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 2027

Proposal:

The Board of Directors proposes to approve the maximum aggregate amount of CHF 2,500,000 (gross, including employer contributions to social security) as fixed remuneration of the Executive Board for the financial year 2027.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	25'572'874	100.00 %
Majority of the cast votes	12'786'438	
Yes	25'455'452	99.54 %

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 2027

Proposal:

The Board of Directors proposes to approve the maximum aggregate amount of CHF 400,000 (gross, excluding social insurance contributions) as the grant value of the long-term variable remuneration of the Executive Board for the financial year 2027.

No requests to speak are registered for this agenda item.

Vote and results:

Cast votes	25'573'048	100.00 %
Majority of the cast votes	12'786'525	
Yes	25'454'483	99.54 %

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

Andrea Zappia thanks Raphael Wyniger for conducting 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 trust expressed through their approval of the motions.

Andrea Zappia invites the shareholders and guests present to an apéro offered following the Annual General Meeting.

The Chairman closes the meeting at 5.37 p.m.

Basel, 6 May 2026

For the minutes:



Andrea Zappia
Chairman of the Board of Directors



Kathrin Ebner
Secretary of the Board of Directors

APPENDIX 1:

- Presentations at the 25th Annual General Meeting (PDF)



MCH GROUP /

Generalversammlung 2026

Annual General Meeting 2026

6. Mai 2026





Andrea Zappia

Präsident des Verwaltungsrats
Group CEO a.i.



2025: A year of consolidation and tangible progress

- MCH Group **strengthened its financial performance**, improving profitability and liquidity.
- In a challenging environment, with tariffs and exchange rates impacting our US operations, the Group achieved **significant progress** following its strategic priorities – operational excellence, innovation and revamped customer focus.
- We expanded **Art Basel** and diversified our portfolio, paving the ground for **health.tech | global summit** launch and laid the operational foundation for the next phase of expansion.
- We have **improved our legal and governance framework** to minimize complexity, better monitor performance, drive accountability and optimize investment allocation.

2025: Strong activity across divisions

- **Art Basel** strengthened its international presence through new initiatives (Zero 10, Art Basel Awards) and market expansion. The launch of Art Basel Qatar opens access to a growing region for the international art market.
- **Exhibitions & Events** delivered numerous own and guest events, attracting more than 680,000 participants and contributing significantly to regional value creation and international industry networking, and created a Joint Venture to launch the health.tech | global summit. We were also one of the fundamental contributors to the Eurovision Song Contest implementation and success.
- **Live Marketing Solutions** delivered more than 2,300 projects and activations worldwide, with particularly strong performances in the United States and the Middle East. We successfully redefined the operating model of our Swiss-based division, Expomobilia.
- At **Group** level, we kicked off a three-year plan of targeted investments in IT systems and infrastructure to correct legacy problems and create a robust foundation for scalable future growth.

MCH Group Management Team



Andrea Zappia
Group CEO a.i.



Eleonora Gennari
Group CFO



Cintia Ferreira
Group CPO



Frederic Michel
Group CCCAO



Daniel Marion
Group CIO



Noah Horowitz
CEO Art Basel



Roman Imgrüth
CEO Exhibitions & Events



Don Lee
CEO Live Marketing Solutions

CEO Chief Executive Officer
CFO Chief Financial Officer
CPO Chief People Officer
CCCAO Chief Communications & Corporate Affairs Officer
CIO Chief Information Officer



Eleonora Gennari

Group Chief Financial Officer (CFO)



Finanzjahr 2025

Financial Year 2025

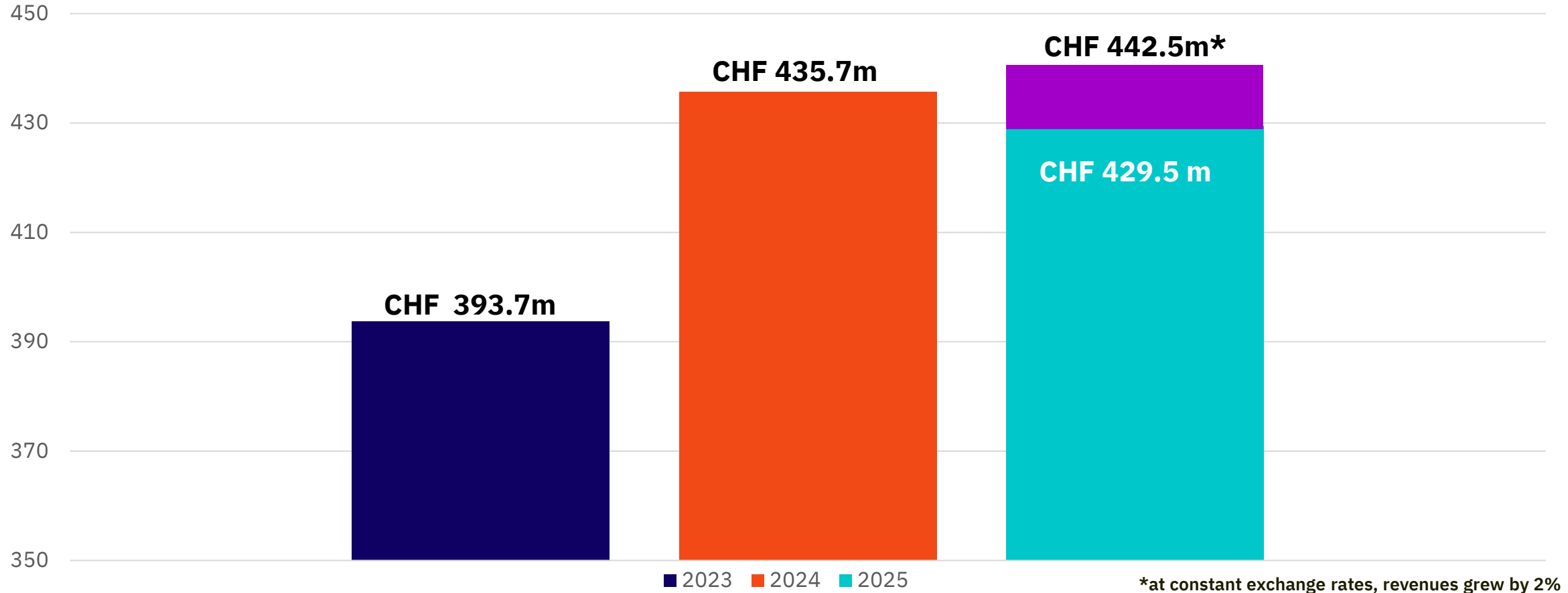


Financial Year 2025: Profitability improvements

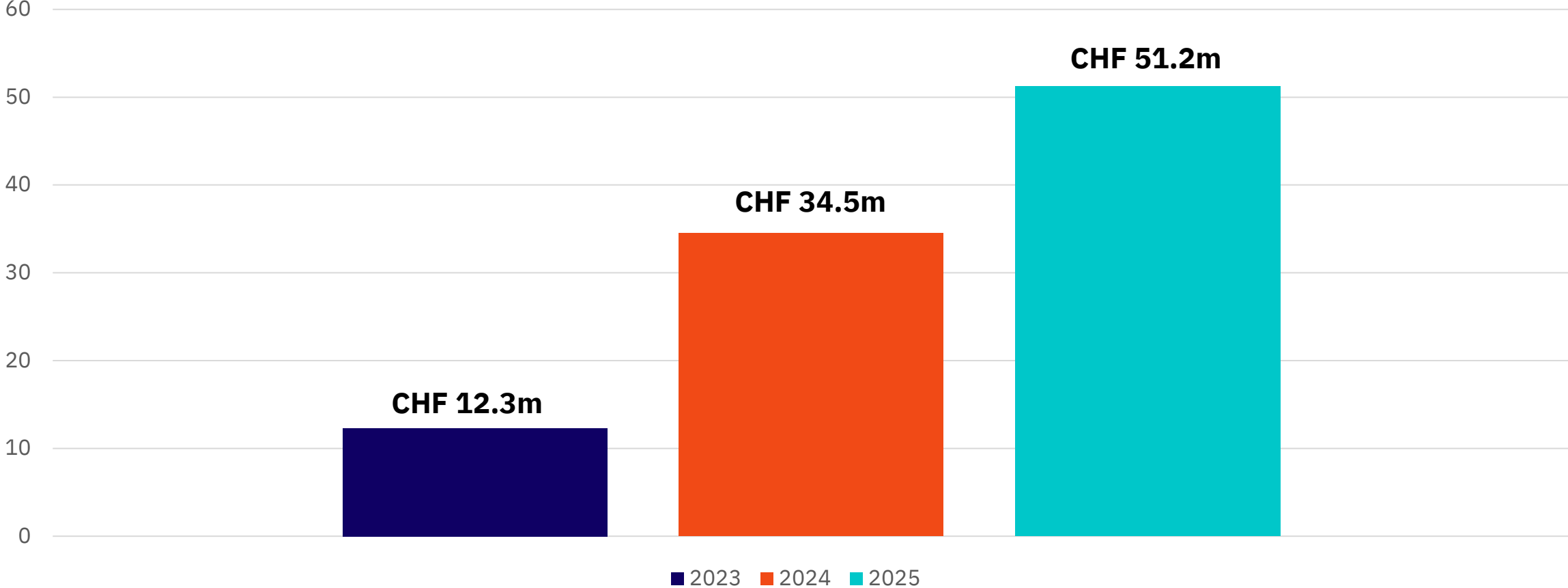
- Despite market volatility, we **improved profitability**, strengthened our financial position, and continued to invest in new platforms.
- **Revenues** slightly below 2024 (adverse foreign exchange effects & event cycle timing).
- **Group EBITDA** increased by around 50% year-on-year – reflecting a stronger focus on higher-margin activities and an improved operating model.
- **Net profit** significantly higher than in the previous year
- **Cash** generation turned positive.

Betriebsertrag (Umsatz)

Revenues

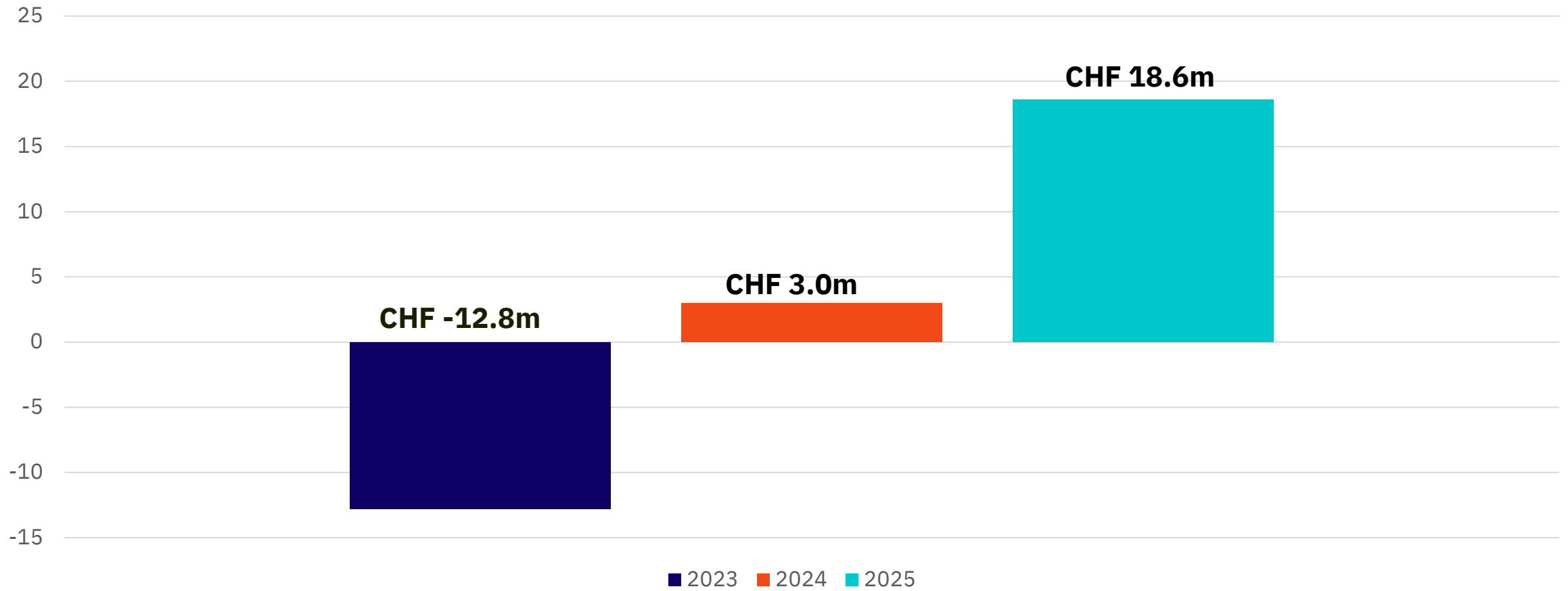


EBITDA



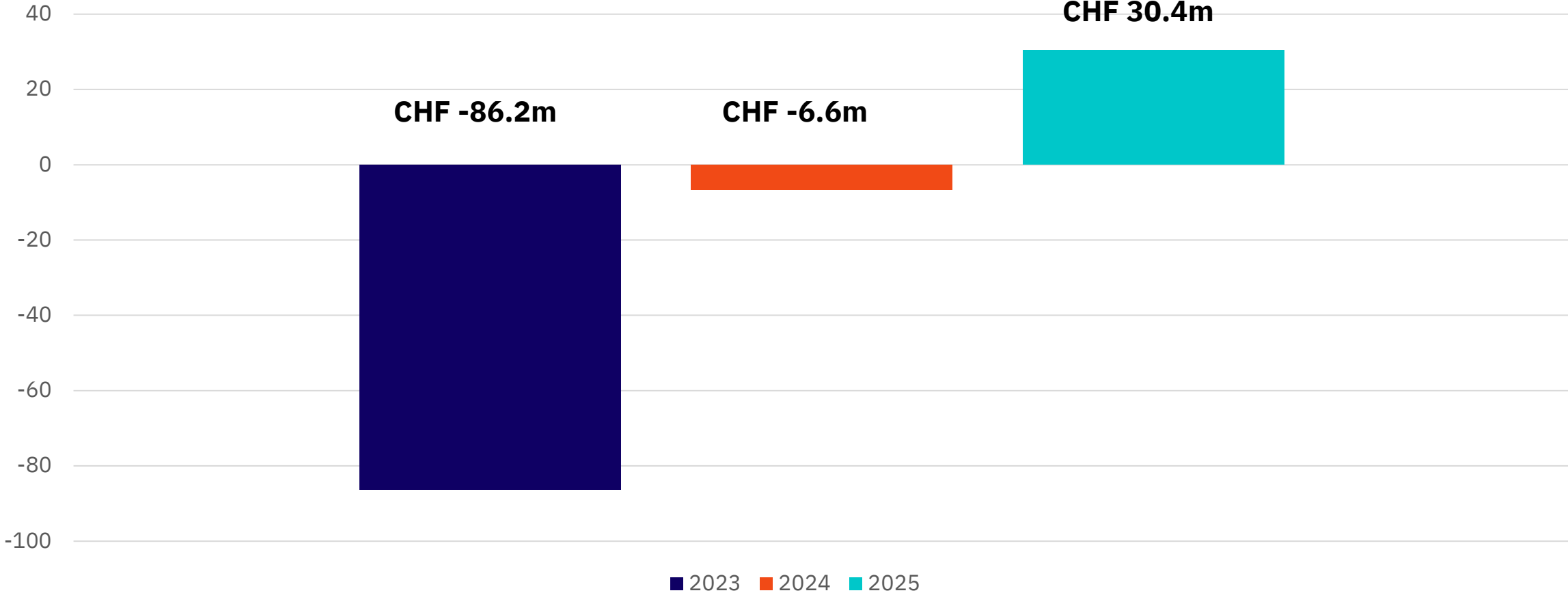
Nettoergebnis

Net Profit



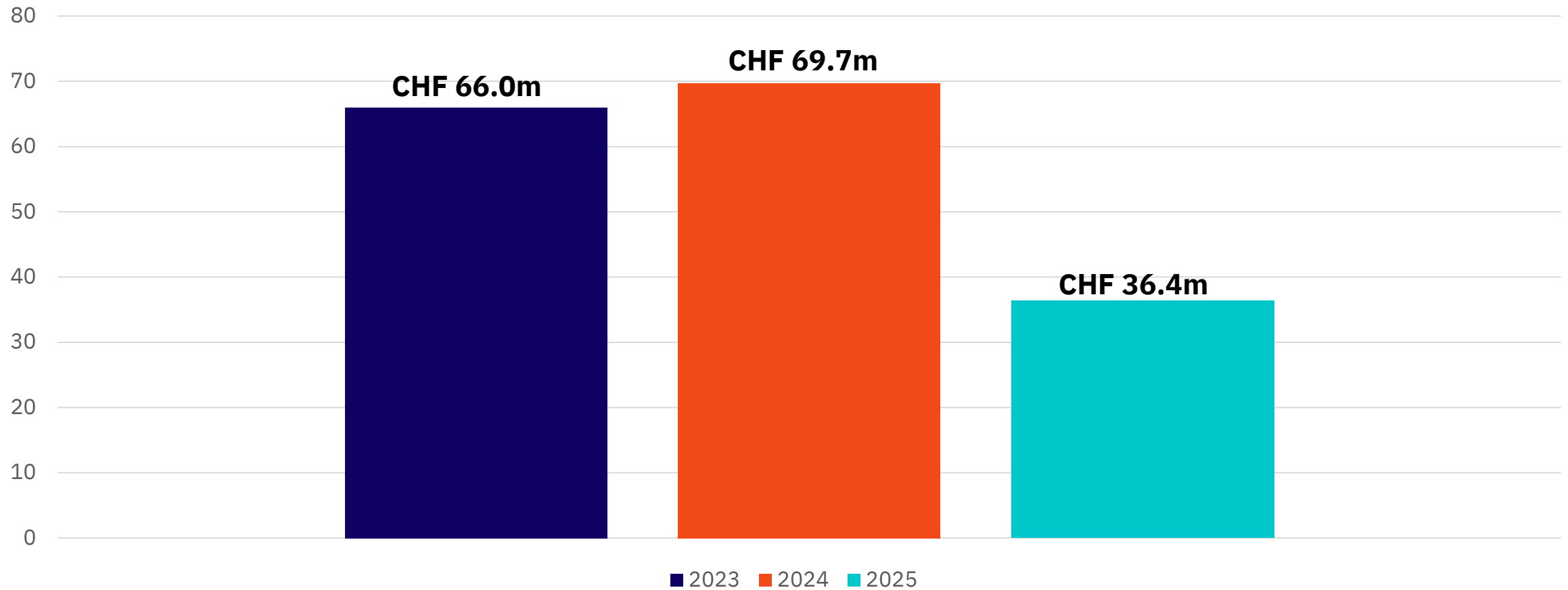
Cash Performance

Total Cash Flow



Nettoverschuldung

Net debt





Unser Business 2025

Our Business 2025



Video Business Year MCH Group 2025



Art Basel 2025



Art Basel

- Strong Art Basel shows in **Basel, Miami Beach, Hong Kong, and Paris** – plus the successful inaugural edition of **Art Basel Qatar** in February, featuring 87 participating galleries



- Launching new formats like **Zero10, Art Basel Awards**, while advancing existing ones: **Art Basel Shop**, curated sectors including **Parcours, Unlimited, Meridians, and Encounters**
- **Citywide activations** in all Art Basel locations



Art Basel Hong Kong March 2025

Reaffirming its role as the premier fair in Asia

- Featuring 240 galleries from 42 countries and territories, the fair welcomed **85,500 visitors**, with strong international attendance and a clear return to pre-pandemic scale
- The fair further strengthened its position as **Asia's leading art platform**, with wide media reach and strong alignment with Hong Kong's institutional landscape



Art Basel in Basel June 2025

Flagship fair reinforcing global leadership

- Bringing together 285 galleries from 40 countries and territories, the fair attracted **over 88,000 visitors** and reaffirmed its central role in the global art calendar
- The market demonstrated resilience at the highest level, with significant sales reported and sustained participation from leading collectors, institutions, and top-tier galleries
- Basel continued to define the **global benchmark**, combining museum-quality presentations with strong international visibility and deep local anchoring
- This edition introduced the **Art Basel Awards** and the new **Premiere sector**, alongside hallmark presentations including **Unlimited and Parcours**, extending the fair's scope and ambition



Art Basel Paris October 2025

Second edition at the Grand Palais – strong momentum and international reach

- The fair featured **206 galleries from 41 countries** and territories and welcomed **over 73,000 visitors**, marking continued growth in its second year
- Great engagement from international collectors and representation from **over 240 museums and foundations**



Art Basel Miami Beach December 2025

Closing the year on a high with strong market energy and platform innovation

- Featuring 277 galleries from 38 countries and territories, the fair welcomed **over 79,000 visitors**, with strong participation from across the Americas and beyond
- The show reaffirmed its role as a key meeting point for the global art world, with strong media visibility and deep integration across Miami Beach's cultural ecosystem
- The inaugural **Art Basel Awards** culminated in an **acclaimed awards night at the New World Center**, recognising Gold Medalists across the global art ecosystem
- **Zero10** debuted as Art Basel's global initiative for art of the digital era, drawing strong audience interest and expanding the platform into new forms of cultural engagement



Launch of Art Basel Qatar February 2026

Inaugural edition met with exceptional local, regional, and international response

- Presented in partnership with **Qatar Sports Investments (QSI)** and **QC+**, and featuring 87 galleries from 31 countries and territories, the inaugural edition in Doha was met with **exceptional response across local, regional, and international audiences**
- The fair brought together galleries, artists, and cultural voices, fostering dialogue across the **Middle East, North Africa, and South Asia (MENASA)** region and beyond, positioning Art Basel within a rapidly evolving regional ecosystem
- The first edition established a foundation for future development, with a focus on sustained engagement in the region



Video Art Basel Qatar 2026





Live Marketing Solutions 2025



Live Marketing Solutions

MC²

- Accumulated over 552,000 project hours across to successfully produce over **2,000 projects spanning 5 continents** for over 290 brands worldwide
- Highlight: Caterpillar's Centennial World Tour in collaboration with Expomobilia: 122 cities – 24 countries – 225 days



MCH Global

- Achieved record revenue and was recognized as "**Experiential Agency of the Year**" in the Middle East
- Projects: e.g., Icons of Porsche, Sharjah Light Festival, and TikTok LIVE Fest



Expomobilia

- Expomobilia is a fundamental partner for AB and supports improvements in its **operational excellence**
- Delivering for great clients (Novartis) events (ESC) and Exhibitions (Watches & Wonders)
- Focus on operational stability and delivery standards across global projects





Exhibitions & Events 2025

presented by Roman Imgrüth, CEO E&E



Exhibitions & Events

Eigenmessen

- Erfolgreiche Eigenmessen in Basel und Zürich: **Igeho** (42'500 Besuchende), **Giardina** (57'000 Besuchende), **Berufmesse Zürich** (61'628 Besuchende)



Gastmessen, Kongresse und Events

- Grosse internationale und nationale Veranstaltungen stärken den Standort Basel, u.a. als **Life Science Destination**
- **MesseQuartier** Basel hosted den Eurovision Song Contest, UEFA Women's Euro, Jurassic World und viele weitere Public Events
- Lancierung **health.tech | global summit** als neue Plattform für die Health-Tech Branche



Veranstaltungen und Besucherzahlen Schweiz 2025

Total Eigenmessen	8
Total Gastmessen, Kongresse & Events	157
Total Besucherzahlen Eigenmessen Basel, Zürich und Lausanne	182'405
Total Besucherzahlen Basel Guest Events	680'000
Total Besucherzahlen Zürich Guest Events	244'000
Total Besucherzahlen Art Basel	88'000

Basel 2025

Eigenmessen



Messepower 2025: Operative Exzellenz und Branchenrelevanz

Hohe Dynamik für Exhibitions & Events

- 4 Publikums- und Fachmessen in Basel
- Starke Position in zentralen Branchen
- Erfolgreiche Durchführung von **HOLZ, IImac Basel** und **Igeho** in kurzer Abfolge
- Hohe operative Belastbarkeit und Skalierbarkeit
- Kontinuierliche Weiterentwicklung der Formate (Content, Plattformen, Reichweite)





Basel 2025

Gastmessen & Events



Eurovision Song Contest

Basel als Musikbühne Europas

- ESC als **Image- und Wirtschaftstreiber** für Stadt, Region und MCH Group - lockte 500'000 Besuchende nach Basel
- MesseQuartier (MQ) als zentraler Austragungsort der **Opening Ceremony**, des EuroClubs und des **offiziellen Eurovision Villages**
- Über 110 Programmpunkte – von Konzerten, Partys über Auftritte der ESC-Delegationen bis zu Public Viewings
- Verantwortlich für die Planung und Realisierung der City Venues: Eurovision Street, Eurovision Square und Boulevard
- **Besuchende:** 190'000 im Eurovision Village, 18'000 im EuroClub, 135'000 auf dem Eurovision Square
- Enge Zusammenarbeit mit der Stadt Basel, der SRG und der EBU (European Broadcasting Union)



Messe und Congress Center Basel / Messe Zürich 2025

Vielfältiges Eventportfolio in Basel und Zürich

Basel

- **Grosskongresse** wie DIA Europe und Word Camp Europe, sowie diverse Stammanlässe wie bspw. ABIM, SGAIM, Festival of Biologics und Biotech X; grosse **Corporate Events** und Jubiläum 150 Jahre AXA Schweiz
- Verantwortlich für Planung und Betrieb der beiden Fan-Zonen der **UEFA Women's Euro** auf dem Barfüsserplatz und dem Messeplatz
- MesseQuartier (MQ): jährliche Publikumsevents wie **Blickfang** oder **Fantasy**, Dauerausstellung **Jurassic World The Exhibition**; **Bambusnest** mit Wintermarket und Cube; Eröffnung der **Fiera Bar**; diverse Partys

Zürich

- **Zürich Pop Con & Game Show** und Auto Zürich mit Besucherrekorden sowie internationale Events wie Solar & Storage Live Zürich



Basel 2026

Q1 und Ausblick



Swissbau 2026

Führender Branchentreffpunkt der Bau- und Immobilienwirtschaft

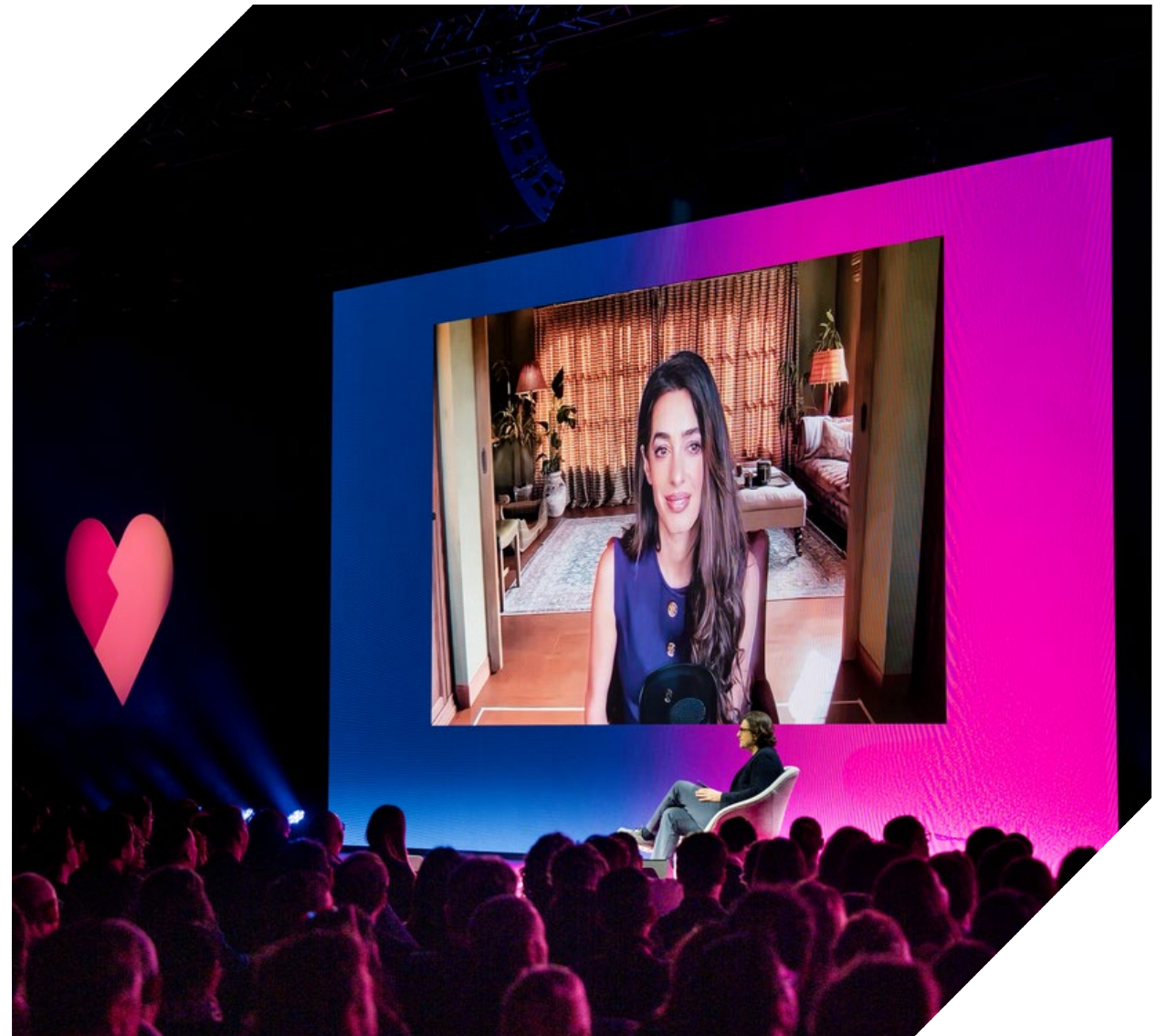
- 48'432 Besuchende | 592 Aussteller | 80'000 m²
- Führender Treffpunkt der Bau- und Immobilienbranche
- Hohe Nachfrage nach Innovation & Austausch
- Starker Besuchermix entlang der Wertschöpfungskette
- Focus & Lab: etablierte Wissens- und Dialogplattformen innerhalb der Swissbau
- Trendwelt Innenausbau erfolgreich lanciert
- Attraktive Live-Formate im Handwerk
- Zentrale Kompetenz- und Netzwerkplattform gestärkt
- Fokus auf Weiterentwicklung bis 2028



health.tech | global summit

Eine neue Plattform für die Health-Tech Branche

- In Partnerschaft mit Bits & Pretzels lancierte die MCH Group eine neue Health-Tech Konferenz
- Stärkung der Rolle Basels als global bedeutenden Standort für Life Sciences und Health Tech
- Die internationale Konferenz brachte 6'000 Führungskräfte, Forschende, Investorinnen und Investoren sowie Start-up-Gründerinnen und -Gründer zusammen
- Fokus auf technologiebasierte Innovation in Healthcare
- Mehr als 120 Start-ups präsentierten ihre Lösungen und Geschäftsideen.





Ausblick MCH Group 2026

Outlook MCH Group 2026



Outlook 2026: International growth on solid local roots

The environment remains challenging

- The situation in Iran is impacting our operations in the Gulf
- Art market softening since the end of 2025, putting pressure on galleries' business

We are focused and committed to delivering growth

- Stay the course and deliver our plans, improving our internal capabilities
- Strengthening MCH international positioning
- Building new platforms and long-term partnerships

Our Priorities

- Successful 1st edition **AB Qatar**. **Now need to navigate soft art market** and revamp our commercial partnerships
- **Art Basel in Basel to be** an unmissable event
- **E&E: balanced mix of annual and multi-year flagship events** (e.g. Swissbau) with steady increase of guest events
- **LMS: keep improving our operational excellence** and support our Dubai business to return to operate



Art Basel in Basel 2026





Only One Basel

**In 2026, we will elevate our Basel
mothership fair with pride.**

Master campaign objectives

- 01** Bring the world's top collectors to Basel. Drive tens of thousands of visitors.
- 02** Position Basel City as a world-class cultural destination.
- 03** Showcase what is uniquely possible only here – including exclusive access to museum-quality masterworks.
- 04** Create FOMO. Basel is where the art world sets the agenda.
- 05** Generate global press, conversation and content that resets the Basel narrative.
- 06** Engagement with the wider public – at the fair and online.

New for 2026

Basel
Exclusive

Artist Access
Series VVIPs

Cultural
Experiences

Expanded
VVIP Program

"In an era of digital everything, there is no substitute for being in person with a masterpiece."

– Iwan Wirth, April 2026 on release of Basel Exclusive

CAMPAIGN POSITIONING

Excellence at this level doesn't persuade.

It decides.

That's what Basel is.

It's the "Greenwich Meantime" of Art.

The standard.

The best work on earth is here - for six days. Then it's gone.

**We are working
closely with Basel
Tourismus to activate
across the city.**

**THIS IS
BASEL**

Only One Basel

Only
One
Basel

June 18–21

Art | Basel  UBS

Only
One
Basel

June 18–21

Art | Basel  UBS

Only
One
Basel

June 18–21

Art | Basel  UBS

Only
One
Basel

June 18–21
Messeplatz

Art | Basel  UBS

Get your tickets
on artbasel.com

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June 18–21



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© Yayoi Kusama, Basel

Only One Basel

June 18–21



Art | Basel UBS

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Only One Basel

June 18–21



Art | Basel UBS

Only One Basel

June 18–21



Art | Basel UBS

Only One Basel

June 18–21
Messeplatz



Art | Basel UBS

Get your tickets on artbasel.com

Photo: [unreadable]

Only One Basel

June 18–21

Art | Basel UBS

This poster features a large, intricate water sculpture made of dark metal wheels and pipes, with water spraying from various points. A person is sitting on a bench in the background. The text 'Only One Basel' is in the top left, 'June 18–21' is in the top right, and the 'Art | Basel UBS' logo is in the bottom left.

Only One Basel

June 18–21

Art | Basel UBS

This poster is a smaller version of the main image, showing the water sculpture and the person on the bench. The text 'Only One Basel' is in the top left, 'June 18–21' is in the top right, and the 'Art | Basel UBS' logo is in the bottom left.

Only One Basel

June 18–21

Art | Basel UBS

This poster is another smaller version of the main image, showing the water sculpture and the person on the bench. The text 'Only One Basel' is in the top left, 'June 18–21' is in the top right, and the 'Art | Basel UBS' logo is in the bottom left.

Only One Basel

June 18–21
Messeplatz

Art | Basel UBS

Get your tickets on artbasel.com

This poster is the largest version of the main image, showing the water sculpture and the person on the bench. The text 'Only One Basel' is in the top left, 'June 18–21 Messeplatz' is in the top right, the 'Art | Basel UBS' logo is in the bottom left, and 'Get your tickets on artbasel.com' is in the bottom right. A small vertical credit '© Getty Images/Art Basel' is on the far right edge.

Only One Basel

June 18-21



Art | Basel UBS

Only One Basel

June 18-21



Art | Basel UBS

Only One Basel

June 18-21



Art | Basel UBS

Only One Basel

June 18-21
Messeplatz



Art | Basel UBS

Get your tickets on artbasel.com

© 2019 Art Basel

Only One Basel June 18–21 Messeplatz



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Only One Basel June 18–21 Messeplatz



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Only One Basel June 18–21 Messeplatz




Art | Basel UBS Get your tickets on artbasel.com

Only One Basel June 18–21 Messeplatz



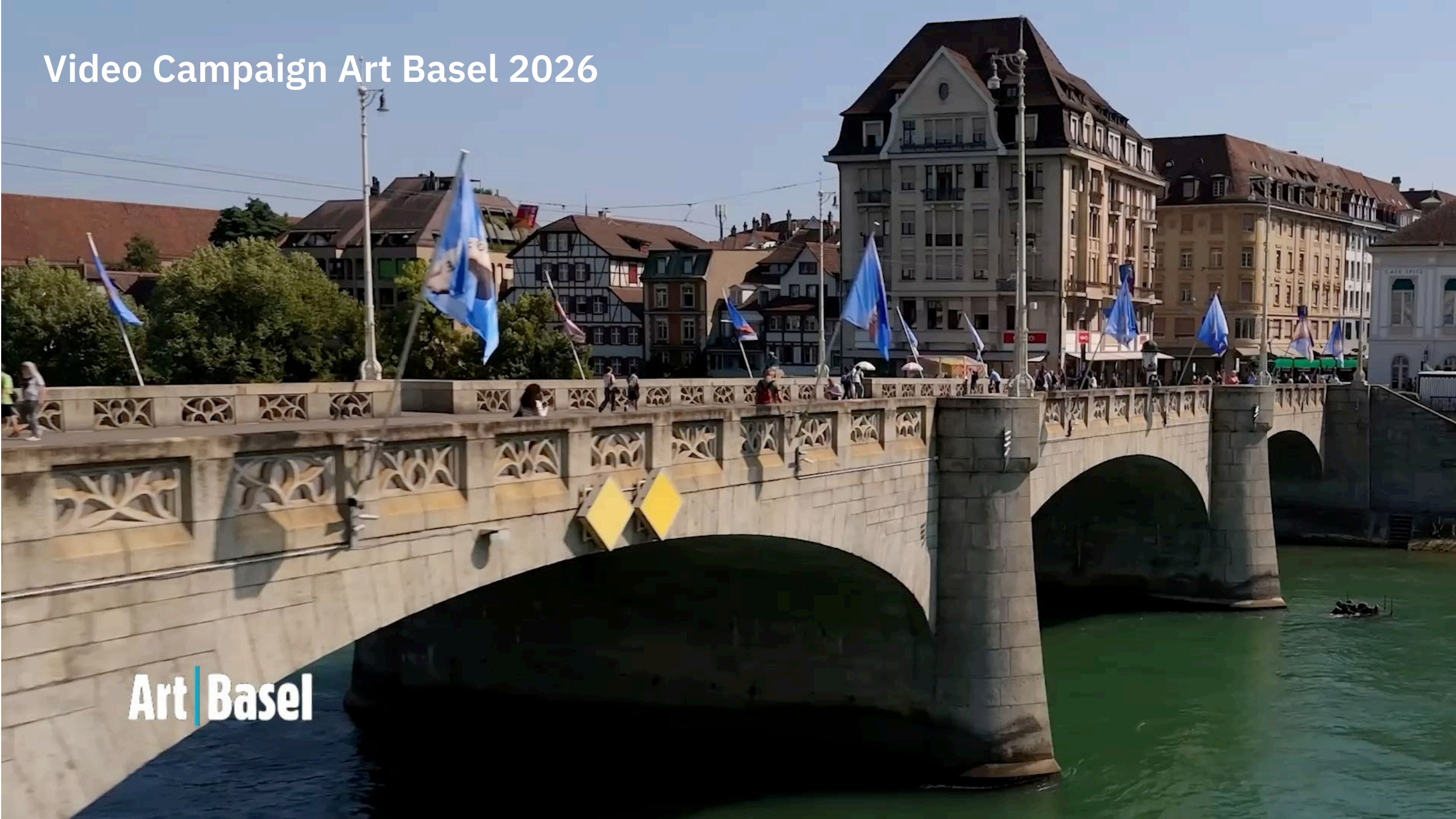
Art | Basel UBS Get your tickets on artbasel.com

Only One Basel June 18–21 Messeplatz



Art | Basel UBS Get your tickets on artbasel.com

Video Campaign Art Basel 2026



Art | Basel



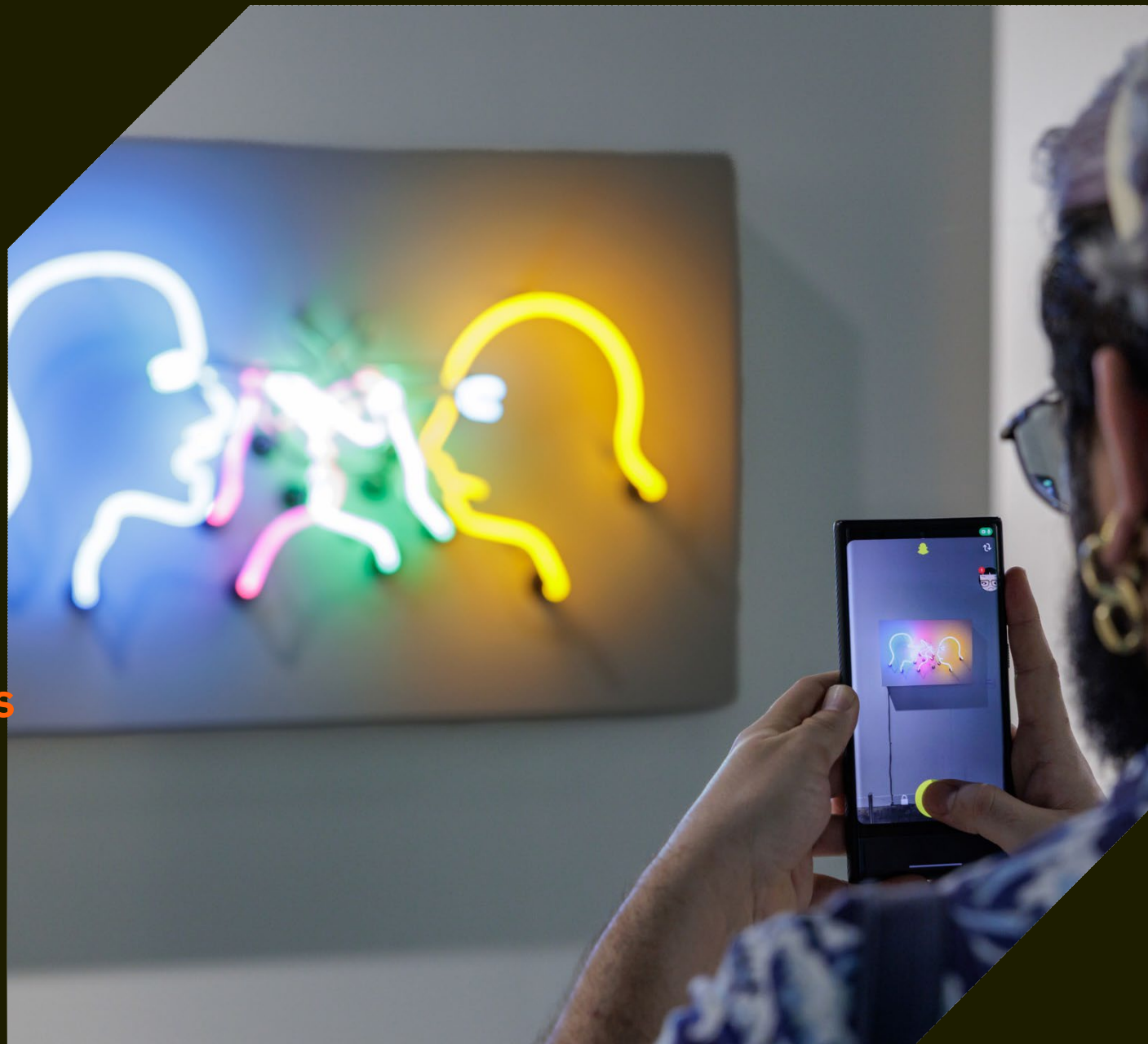
**Herzlichen Dank an alle Aktionärinnen und Aktionäre,
besonders an unsere beiden Ankeraktionäre.**

**Thank you to all our shareholders, with special
appreciation to our two anchor shareholders.**



Raphael Wyniger

Vizepräsident des Verwaltungsrats



Behandlung der Traktanden

Consideration of Agenda Items




Präsenz

— Anwesende Aktionäre	62
— Total vertretene Aktien / Stimmrechte	26'057'692
in % der eingetragenen Aktien / Stimmrechte	87.90
vertreten durch die unabhängige Stimmrechtsvertretung	25'555'912

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

Ja Enthalten Nein

Bitte wählen Sie

2. Bestätigung

Generalversammlung

Traktandum 2

Ja Enthalten Nein

Bitte bestätigen

3. Registrierung

Generalversammlung

Traktandum 2

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 im Januar die Baumesse SWISSBAU besucht?

Test-Abstimmung

— Haben Sie im Januar die Baumesse **SWISSBAU** besucht?

J	Ja	13 829 008	53.29 %
N	Nein	12 119 962	46.71 %
E	Enthaltung	105 235	

Wortbegehren?

- Bitte **jetzt anmelden**: per Handzeichen.
- Wer?
- Zu welchem Traktandum?
- Wortmeldungen am Votanten-Pult: **max. 3min.**

Traktandum 1

- Genehmigung des Lageberichts, der Konzernrechnung und der Jahresrechnung 2025 sowie Kenntnisnahme der Berichte der Revisionsstelle 2025.

Traktandum 1

- Genehmigung des **Lageberichts, der Konzernrechnung und der Jahresrechnung 2025** sowie Kenntnisnahme der **Berichte der Revisionsstelle 2025.**

J	Ja	26 041 542	99.98 %
N	Nein	5 295	0.02 %
E	Enthaltung	9 261	

Traktandum 2

- Konsultativabstimmung über den Bericht über nichtfinanzielle Belange 2025

Traktandum 2, 06.05.2026 17:13:26

Traktandum 2

— Konsultativabstimmung über den Bericht über **nichtfinanzielle Belange 2025.**

J	Ja	25 912 067	99.53 %
N	Nein	121 105	0.47 %
E	Enthaltung	21 176	

Traktandum 3

— Verwendung des Bilanzergebnisses der MCH Group AG

Vortrag des Bilanzverlustes der MCH Group AG von CHF -121.3 Mio. auf die neue Rechnung (Verlustvortrag des Vorjahres: CHF -80.5 Mio. und Jahresverlust 2025: CHF -40.8 Mio.).

Traktandum 3, 06.05.2026 17:14:46

Traktandum 3

— Verwendung des Bilanzergebnisses der MCH Group AG.

J	Ja	26 034 142	99.97 %
N	Nein	7 251	0.03 %
E	Enthaltung	14 330	

Traktandum 4

- Entlastung der Mitglieder des Verwaltungsrats und des Executive Board

Traktandum 4, 06.05.2026 17:15:55

Traktandum 4

— **Entlastung** der Mitglieder des Verwaltungsrats und des Executive Board.

J	Ja	12 477 217	99.92 %
N	Nein	10 561	0.08 %
E	Enthaltung	23 107	

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, 06.05.2026 17:18:21

Traktandum 5.1.1

— Wahl Mitglied des Verwaltungsrats
Markus Breitenmoser

J	Ja	25 568 150	99.99 %
N	Nein	2 130	0.01 %
E	Enthaltung	19 501	

Traktandum 5.1.2

— Wahl Mitglied des Verwaltungsrats

James R. Murdoch



Traktandum 5.1.2, 06.05.2026 17:19:14

Traktandum 5.1.2

— Wahl Mitglied des Verwaltungsrats
James R. Murdoch

J	Ja	25 254 584	98.78 %
N	Nein	312 112	1.22 %
E	Enthaltung	19 660	

Traktandum 5.1.3

- Wahl Mitglied des Verwaltungsrats

Jeffrey Palker



Traktandum 5.1.3, 06.05.2026 17:19:53

Traktandum 5.1.3

— Wahl Mitglied des Verwaltungsrats
Jeffrey Palker

J	Ja	25 195 078	98.54 %
N	Nein	374 302	1.46 %
E	Enthaltung	20 090	

Traktandum 5.1.4

- Wahl Mitglied und Präsident des Verwaltungsrats

Andrea Zappia



Traktandum 5.1.4, 06.05.2026 17:20:39

Traktandum 5.1.4

— Wahl Mitglied und Präsident des Verwaltungsrats
Andrea Zappia

J	Ja	25 427 801	99.45 %
N	Nein	141 159	0.55 %
E	Enthaltung	20 621	

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, 06.05.2026 17:22:16

Traktandum 5.2.1

— Wahl Mitglied und Vorsitzender des GNCC
Raphael Wyniger

J	Ja	25 219 184	98.63 %
N	Nein	351 431	1.37 %
E	Enthaltung	17 916	

Traktandum 5.2.2

— Wahl Mitglied des GNCC

Jeffrey Palker



Traktandum 5.2.2, 06.05.2026 17:23:12

Traktandum 5.2.2

— Wahl Mitglied des GNCC
Jeffrey Palker

J	Ja	25 126 838	98.28 %
N	Nein	440 877	1.72 %
E	Enthaltung	20 090	

Traktandum 5.2.3

— Wahl Mitglied des GNCC

Andrea Zappia



Traktandum 5.2.3, 06.05.2026 17:23:48

Traktandum 5.2.3

— Wahl Mitglied des GNCC
Andrea Zappia

J	Ja	25 123 802	98.26 %
N	Nein	444 836	1.74 %
E	Enthaltung	19 968	

Traktandum 5.3

- Wahl der Revisionsstelle
KPMG AG, Basel

Traktandum 5.3, 06.05.2026 17:24:49

Traktandum 5.3

— Wahl der Revisionsstelle
KPMG AG, Basel

J	Ja	25 937 630	99.59 %
N	Nein	107 044	0.41 %
E	Enthaltung	10 738	

Traktandum 5.4

- Wahl der unabhängigen Stimmrechtsvertretung
NEOVIUS AG, Basel

Traktandum 5.4, 06.05.2026 17:25:51

Traktandum 5.4

— Wahl der unabhängigen Stimmrechtsvertretung
NEOVIUS AG, Basel

J	Ja	26 047 011	99.99 %
N	Nein	3 565	0.01 %
E	Enthaltung	4 347	

Traktandum 6

- Vergütungen des Verwaltungsrats und des Executive Board

Traktandum 6.1

- Konsultativabstimmung über den **Vergütungsbericht 2025**

Traktandum 6.1, 06.05.2026 17:27:27

Traktandum 6.1

— Konsultativabstimmung über den **Vergütungsbericht 2025**

J	Ja	25 098 046	98.18 %
N	Nein	465 544	1.82 %
E	Enthaltung	23 465	

Traktandum 6.2

- Genehmigung der **Vergütung des Verwaltungsrats 2027**

Gesamtbetrag von maximal CHF 660'000

(brutto, inklusive Arbeitgeberbeiträge an Sozialversicherungen)

Traktandum 6.2, 06.05.2026 17:28:49

Traktandum 6.2

— Genehmigung der **Vergütung des Verwaltungsrats 2027**

J	Ja	25 503 274	99.72 %
N	Nein	70 651	0.28 %
E	Enthaltung	14 481	

Traktandum 6.3

- Genehmigung der **kurzfristigen variablen Vergütung des Executive Board 2025**

Gesamtbetrag von maximal CHF 308'171

(brutto, exklusive Arbeitgeberbeiträge an Sozialversicherungen)

Traktandum 6.3, 06.05.2026 17:30:18

Traktandum 6.3

— Genehmigung der
kurzfristigen variablen Vergütung für das Executive Board 2025

J	Ja	25 162 901	98.40 %
N	Nein	410 063	1.60 %
E	Enthaltung	14 848	

Traktandum 6.4

- Genehmigung der **fixen Vergütung des Executive Board 2027**

Gesamtbetrag von maximal CHF 2'500'000

(brutto, inklusive Arbeitgeberbeiträge an Sozialversicherungen)

Traktandum 6.4, 06.05.2026 17:31:45

Traktandum 6.4

— Genehmigung der **fixen Vergütung des Executive Board 2027**

J	Ja	25 455 452	99.54 %
N	Nein	117 422	0.46 %
E	Enthaltung	14 932	

Traktandum 6.5

- Genehmigung der
langfristigen variablen Vergütung des Executive Board 2027

Gesamtzuteilungswert von maximal CHF 400'000

(brutto, exklusive Arbeitgeberbeiträge an Sozialversicherungen)

Traktandum 6.5, 06.05.2026 17:33:18

Traktandum 6.5

— Genehmigung der
langfristigen variablen Vergütung des Executive Board 2027

J	Ja	25 454 483	99.54 %
N	Nein	118 565	0.46 %
E	Enthaltung	15 233	

Vielen Dank!





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



Kontakt

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