

FUTURE

BUSINESS REPORT 2021

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Business Report 2021

Annual Report

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Annual Report

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Summary

The 2021 financial year was marked by intensive work on the group's transformation and by the pandemic situation. Despite the difficult operating environment, which will not yet permit positive financial results to be achieved, the foundation for the group's successful future has been further strengthened.

- Compared with 2020, the 2021 financial year closed with an increase of about 30 % in operating income, a positive EBITDA and a significantly smaller loss for the year. The half-year result for the second six months of 2021 is positive.
- The events it was possible to stage in the second half of 2021 proved to be highly successful. This was particularly the case for Art Basel in Basel and Miami Beach, and also for the Career and Education Fairs held in Zurich and Lausanne, which attracted a record number of visitors.
- In the field of Experience Marketing, business activity picked up noticeably in certain regions of the world in the second half of the year. The order books for 2022 are well filled.

There is a great need for physical live events – we are thus highly optimistic for the time after the pandemic

- After the capital structure and the shareholder base had been strengthened at the end of 2020 through the capital increases and the entry of the new anchor shareholder Lupa, the partial renewal of the Board of Directors was finalized at the 2021 Annual General Meeting.
- The management and the Board of Directors have reviewed, confirmed and further developed the business model and strategy. An implementation plan setting out prioritized strategic initiatives has been drawn up for each of the business segments.

A start has been made on implementing the prioritized strategic initiatives in all business segments

- Some strategic initiatives – in particular in the area of Art Basel – have already been implemented and further initiatives are being intensively pursued. The Business Development & Innovation unit has been structurally strengthened and the cross-divisional leveraging of competencies and resources throughout the Group has been optimized.
- The pandemic continues to negatively impact the exhibition business in the first half of 2022 and it will not be possible to fully compensate for this. In addition, investments are being made in strategic initiatives. It can be assumed that, while the result for 2022 as a whole will once again be above that of the previous year, it will nonetheless still be negative.
- The Group's continued existence beyond 2022 is ensured. The refinancing of the CHF 100 million bond is initiated. The focus is on strengthening the capital base, with downstream renewal of the debt financing.

Moving into a positive future

In the 2021 financial year, MCH Group pressed ahead intensively with the group's transformation, stepping up the pace. The financial result is significantly above the previous year, and the half-year result for the second six months of 2021 is positive. However, the pandemic will continue to have a strong negative impact in the first half of 2022 and hence a positive result still cannot be expected for the current year. However, the MCH Group can look confidently into the future.

Ladies and Gentlemen,

A significantly better result can be presented compared to the previous year, despite the fact that the pandemic also had a big impact on the course of business in 2021. Thanks to the partial lifting of restrictions on major events as of September 2021, we achieved a positive result in the second half of the past year. In the last four months of 2021, we held seven of the planned eight own exhibitions, including Art Basel in Basel that had been postponed to September and Art Basel in Miami Beach. All seven exhibitions proved to be highly successful.

In parallel to the pandemic, the reporting year 2021 was characterized by the intensive driving forward of the transformation. We used the first half of the year, which was weak due to the pandemic, to further develop and prepare the company for the post-pandemic period. We developed numerous initiatives to anticipate the major changes in our markets and embrace the trends towards a more differentiated marketing mix with new experience formats and the integration of digital technologies. By implementing these initiatives, we will put our company back on track for growth. Following the reverberating constraints in the first quarter of 2022, the outlook for the current year is very positive.



Andrea Zappia



Beat Zwahlen

Significant improvement in the consolidated financial figures

While operating income in the 2021 financial year was increased by about 30 % compared to the previous year, operating expenditure remained at the previous year's level, demonstrating efficient cost management. The positive EBITDA and clearly lower loss for the year compared with the previous year were also achieved through special effects such as government support (short time working, compensation for hardship cases, loan forgiveness), benefits from event cancellation insurance and the sale of a property in Basel.

Key consolidated figures at a glance (2020 in parentheses):

- Operating income: CHF 243.3 million (CHF 188.0 million)
- EBITDA: CHF 8.5 million (CHF -45.1 million)
- Loss for the year: CHF -17.3 million (CHF -72.2 million)
- Equity: CHF 47.8 million / 11.8% (CHF 67.3 million / 16.8%)
- Cash and cash equivalents: CHF 113.7 million (CHF 130.1 million)
- Net debt: CHF 132.7 million (CHF 124.7 million)

After a loss for the half-year of CHF -29.4 million was posted in the first-half 2021, a profit for half-year of CHF 12.1 million resulted for the second six months of 2021.

Commitment to the Public Private Partnership

After the capital structure and the shareholder base had been strengthened at the end of 2020 through the capital increases and the entry of the new anchor shareholder Lupa, the partial renewal of the Board of Directors was finalized when the Annual General Meeting gave its approval on 28.04.2021. The stakes of approximately one third each held by the two anchor shareholders Canton of Basel-Stadt and Lupa and by further shareholders, with commensurate representation on the Board of Directors, ensures that the public-sector and private-sector interests will continue to be met in equal measure.

The Canton of Basel-Stadt and the Canton and City of Zurich have always supported the necessary diversification and internationalization of MCH Group in the past and, in return, the group has assured them that it will not neglect the interests of their two locations. With Lupa, it proved possible, at an extremely difficult point in time, to find a private investor who was prepared to back this public-private partnership. Lupa has agreed to a long-term involvement and fully supports the corporate strategy, including the commitment to the Basel and Zurich locations.

Strategy confirmed and further developed

In spring 2021, the management and Board of Directors reviewed and further developed the business model and the strategy. The business model with its three business units – Community Platforms (physical and digital formats), Experience Marketing (strategy, creation and implementation of marketing solutions) and Venues (own infrastructure in Basel and Zurich) – and the strategic alignment were both confirmed. The corporate strategy is based on the following pillars:

- Development of future-oriented community platforms for selected ecosystems with physical and digital formats;
- Support for the stakeholders in the ecosystems through holistic experience marketing solutions – from strategy and creation through to implementation;
- Boosting the occupancy rate of the group's own halls and rooms and strengthening the locations of Basel and Zurich as host cities for major events.

Prioritized strategic initiatives have been defined for all business segments, with the focus on geographical expansion, digital transformation, innovative offerings and the cross-utilization of competences and services throughout the group.

A number of strategic initiatives were implemented in the financial year already. Work on others is in progress to be realized in the 2022 financial year. The three Art Basel shows that were staged were thus supplemented with the extended “Art Basel Live” digital program. Commitments in Tokyo and Singapore are strengthening the presence of Art Basel in Asia. And, at the start of the current financial year, MCH Group and Art Basel were awarded the contract to organize a new art show in Paris, which is to be staged for the first time in October 2022 already. The Swissbau Innovation Lab, the digital ILMAC Community Platform and the first hybrid HackZurich are further examples of successfully implemented initiatives.

Ambitious growth and profitability targets

The medium-term planning has been aligned to the reviewed and extended strategy. We have set ourselves ambitious growth and profitability targets in the process. We are convinced that the strategic plan that has been drawn up will enable us to achieve these targets both at group level and in all the individual business segments.

After the past two years, our customers are eager to return to physical events again and, at the same time, are showing a readiness to increasingly exploit the potential of complementary digital formats. The expected upturn in the wake of the pandemic will be marked by a high level of pent-up demand, which is already emerging in different geographical areas and economic sectors. This will open major potential for us, which we are well equipped to exploit. Our three business segments give us a strong network capable of offering our customers services over the full length of the experience marketing value chain – not only physically and digitally but also regionally and globally. We have a convincing strategic framework in place with numerous innovative initiatives. And we have a market-oriented organizational structure that is at the same time focused on the interdisciplinary use of our internal synergy potential.

Positive outlook for 2022 after a moderate first quarter

The pandemic will continue to have a strong negative impact in the first half of 2022 before the situation can be expected to return to normal, allowing business activity to pick up again. Giardina has had to be cancelled once more due to the pandemic and Swissbau has been postponed until May – a time of year when it can only be staged as a downsized version. Art Basel in Hong Kong is also being held on a smaller scale again. The cancellation of Baselworld 2022 had to be announced in autumn 2021 already, since developing the new concept is taking longer than initially planned under current conditions. Gratifyingly, the Live Marketing Solutions division is experiencing far fewer “afterpains” of the pandemic and has well-filled order books.

Digital alternatives and the positive development of the Live Marketing Solutions division will not suffice to fully offset the negative impact of the pandemic on our exhibition business in the first half of 2022. And investments must also be made in future-oriented strategic initiatives. At the moment, it can be assumed that, while the 2022 financial year will once again be better than the previous year, it will still close with a negative result.

Bond refinancing in 2023 initiated

Despite the strong negative impact of the pandemic, MCH Group has a cash position at the end of 2021 which, together with the normalization of business activities, is the basis for the group's successful further development.

In May 2023, the refinancing of the outstanding CHF 100 million bond is due. The Board of Directors is currently examining all possible options for refinancing this bond. The two anchor shareholders of Canton Basel-Stadt and Lupa have an obligation to provide a backstop for the refinancing. The focus is on strengthening the capital base with the downstream renewal of debt financing. The Board of Directors will be taking these decisions in the first few months of 2022.

We extend our thanks to everyone who contributed to mastering the major challenges that faced us last year and who will be continuing to support us as we move into the future – our employees and shareholders and, most especially, all our customers and partners.

Andrea Zappia
Chairman of the Board of Directors

Beat Zwahlen
Group CEO

Transformation

The transformation process for MCH Group is progressing at pace. Following the strengthening of the capital structure and the shareholder base, the management and Board of Directors have reviewed and further developed the strategy. Several strategic initiatives have already been implemented and others are on the verge of being realized.

MCH Group had already launched a far-reaching transformation process prior to the Covid-19 pandemic, triggered by the company's economic situation at that time and by the changes that were coming about in the live marketing sector. In 2019, the necessary restructuring measures were put in place to cut costs and boost efficiency. At the same time, the corporate strategy and organizational structure were aligned to the requirements of a future-oriented experience marketing company.



Berufsmesse Zürich

After the 2020 financial year had got off to a promising start, the Covid-19 pandemic and the restrictions imposed by the authorities brought business activity to a more or less complete standstill. This made further cost-cutting measures necessary. At the same time, work progressed with reduced resources on implementing the strategy and taking key projects forward. It was thus possible, for example, to offer the first Art Basel "Online Viewing Rooms" in March 2020 already, when the first Art Basel show had to be cancelled in Hong Kong.

Strengthening the capital structure, the shareholder base and the management

Against the backdrop of the transformation and strategy implementation that was required and given the economic consequences of the Covid-19 pandemic, the Board of Directors and the Executive Board drew up a comprehensive package of measures for strengthening the capital structure, the shareholder base and the company management. This was approved with a large majority by the Extraordinary General Meeting of 27.11.2020. The package included capital increases in excess of CHF 90 million, the entry of Lupa as a new anchor shareholder and the partial renewal of the Board of Directors.

The changed shareholder structure following the capital increases is balanced, with the public sector (Canton of Basel-Stadt and the Canton and City of Zurich), Lupa and the private shareholders having a stake of around one third each. This also applies for the future composition of the Board of Directors, with three representatives from each of the three shareholder groups. With the election of Andrea Zappia as new Chairman and Marco Gadola as new Vice-Chairman, the new composition of the Board of Directors was finalized at the Annual General Meeting of 28.04.2021.

Major potential of the business model and corporate strategy

Despite the difficult circumstances that prevailed, it proved possible to find a new anchor shareholder in Lupa who has agreed to a long-term involvement and supports the strategy – including the commitment to the Basel and Zurich locations. Lupa's commitment underscores the conviction that MCH Group's business model and strategy hold great potential. The international industry experience, innovative strength and management competence that Lupa is bringing into the company will serve to speed up the transformation process.

At the start of the 2021 financial year, there were also changes in the Executive Board. The Board of Directors appointed Beat Zwahlen as new Group CEO and Michael Hüsler as new Group CFO. Under the leadership of Beat Zwahlen who, as Group CFO, had played a key role in the reorientation of the company in previous years, the Executive Board has placed greater focus on synergy potentials and cooperation between the different business segments.



Art Basel in Basel

In spring 2021, the management and Board of Directors reviewed and further developed the corporate strategy. It was confirmed that the network comprising the three business units of Community Platforms (physical and digital formats), Experience Marketing (strategy, creation and implementation of marketing solutions) and Venues (own infrastructure in Basel and Zurich) constitutes a unique asset with a high synergy and development potential. The strategic alignment has been confirmed and further sharpened with prioritized strategic initiatives in all the group's business segments.

Community platforms, experience marketing and the host cities of Basel and Zurich

MCH Group's strategy is focused on innovation, digitalization and internationalization and is based on the following three pillars:

- It creates future-oriented platforms in different formats for the communities of selected ecosystems. These platforms promote, enliven and expand the activities of the communities concerned, thus making a valuable contribution to the functioning and development of the ecosystems. The formats can be physical or digital in nature, with a commercial or communicative character; they can be aimed at professional target groups or end consumers, and have either an international or a regional reach.
- It supports the stakeholders in the ecosystems with holistic experience marketing solutions – from strategy and creation through to implementation. The stakeholders are institutions, organizers and companies active in the fields of business, culture and sport. The services provided support them in positioning and activating their brands, as well as in building and maintaining lasting customer relationships, and can be either material or digital in nature and offered worldwide.
- It is committed to its physical locations in Basel and Zurich. It is improving the occupancy rate of its halls and rooms by various means and working closely with the two cities to strengthen the position of the Basel

and Zurich locations as host cities for major events for the benefit of both the company and the local environment.



Hack Zurich

Despite the very strong negative impact of the ongoing global pandemic, extensive progress was made on the group's transformation and strategy implementation in the reporting year. A number of strategic initiatives have already been implemented and numerous others are in progress and will be realized in the current 2022 financial year.

The three highly successful Art Basel shows that were staged were thus supplemented with the extended "Art Basel Live" digital program, for example. Commitments in Tokyo and Singapore are strengthening the presence of Art Basel in Asia and this support for the Asian art market will also have a positive impact on Art Basel in Hong Kong. In addition, at the start of the current financial year, MCH Group and Art Basel were awarded the contract to organize a new art show in Paris, which is to be staged for the first time in October 2022 already.

Implementation of strategic initiatives in all business segments

In the Swiss Events segment, intensive work is underway on the development of the "Built Environment" and "Life Sciences" ecosystems, together with other themes, on the basis of the existing robust trade fairs. With the acquisition of Digital Festival AG, new and attractive events have been added to the portfolio, further boosting the group's competence in developing innovative event formats and future-oriented topics.

In the light of the Covid situation and the great uncertainty that still prevails, launching a new concept for a new target segment is an extremely challenging undertaking. This has been illustrated by the case of watches/jewelry and Baselworld. In developing a new Baselworld, the management will thus be taking the necessary time to precisely analyze customer requirements. The aim is still to create added value for the community of mid-market manufacturers and retailers through the internationally anchored Baselworld brand and innovative platforms.

In the Live Marketing Solutions division, transformation into an Experience Marketing Full Service Agency had already been stepped up prior to the pandemic. This is now paying off. While MCH Group has also suffered the consequences of Covid in this area too, the Live Marketing Solutions division is now particularly well placed and equipped for the expected upturn.

Innovation

Various formats for community platforms in selected ecosystems – MCH Group is still focusing on the innovative further development and expansion of its portfolio as well as on holistic experience marketing solutions.

The Covid-19 pandemic has further intensified and accelerated the profound change coming about in the live marketing sector. While it has been difficult or, indeed, impossible to stage existing and/or new live event formats over the past two years, it is clear that these will have a key role to play in future too, particularly in the immediate post-Covid period. At the same time, the need for digital formats has greatly increased, together with a willingness to further exploit their potential.



Expo Dubai 2020 | Switzerland

In other words, contemporary live formats will be just as much in demand in future as digital formats that extend their timeframe and content. The clear trends emerging in the changing marketing requirements of large numbers of companies include a strengthening of their regional presence and D2C (Direct to Consumer) activities, the exploitation of all available physical and digital channels and the provision of digital marketplaces.

“Our future lies in creative combinations of live events and digital formats.”

— Beat Zwahlen, Group CEO

For MCH Group, the future thus lies in creative combinations of live events and digital formats, offering target groups unique physical experiences and providing content and services online throughout the year. And it also lies in holistic solutions that enable customers to make the most of the opportunities created in this way – comprehensive experience marketing solutions that extend from the strategy through to implementation, in either physical or digital form and on a regional or global basis.

“We offer our customers holistic experience marketing solutions – from the strategy through to implementation.”

— Florian Faber, CEO Live Marketing Solutions

Over the past few years, MCH Group has set up and expanded its Business Development & Innovation Team with the aim of identifying and developing profitable business models in existing and new ecosystems. The team has defined a seven-step process to this end, setting out how existing and new knowledge can be translated into marketable solutions – from the idea through to market launch.

With the support of the Business Development & Innovation Team, intensive progress was made in all business segments in the 2021 reporting year on compiling future-oriented formats and experience marketing solutions. A number of projects have already been implemented and a few examples of these are set out below:

Art Basel – expansion of digital and physical presence

Art Basel sets out to contribute to the success of exhibiting galleries by bringing them together with experienced and new art aficionados. Alongside physical events, this will require more digital formats in future, enabling customers to call up product information and go online shopping at any time and location.



Art Basel in Basel

The 2021 reporting year saw the successful return of physical art shows and the combination of physical and digital elements in hybrid formats. The Online Viewing Rooms (OVR) that had been set up in 2020 when the art shows had to be cancelled were embedded in the newly introduced “Art Basel Live” digital initiative. This also included virtual tours and special social media content as well as exclusive footage behind the scenes. The expanded digital program was implemented for the first time at Art Basel in Hong Kong. It was then deployed to complement on-site presentations in Basel and Miami Beach, transmitting the vibrancy and excitement of the show to a global audience.

Work is continuing on the development of digital formats and offerings for Art Basel. Just as the gallery owners expect Art Basel to support them in accessing new circles of art enthusiasts, they also wish to benefit from modern digital service packages that extend beyond the highlights of the physical events.

“We want to further strengthen the leading position of the Art Basel brand.”

— Marc Spiegler, Global Director Art Basel

Developments in the physical events sector will similarly contribute to further strengthening the leading position of the Art Basel brand. MCH Group and Art Basel are thus committed to further boosting the Asian art market among other things. The group has a 15 % stake in the new ART SG show in Singapore, which is being held for the first time in January 2023 and is also providing consultancy services to the S.E.A. Focus Event in Singapore and the Art Week in Tokyo.

In January 2022, MCH Group was also able to announce that Art Basel had been awarded the contract to stage a new show for contemporary and modern art in Paris. This new project is designed to build bridges between the French cultural industries – from fashion and design through to film and music – with a reach that extends to the entire city. The new show is being held for the first time in October 2022 in the Grand Palais Éphémère. As of 2024, it will relocate to the renovated Grand Palais.

Information on Art Basel:
– Link: www.artbasel.com

Digital Festival and HackZurich – “Make it Personal!”

It is striking that precisely events like the Digital Festival and HackZurich serve to illustrate just how important direct and physical contact is for people – even for proven experts in the digital and technology scene. “Make it Personal!” was thus the motto adopted for the 6th Digital Festival and the 8th HackZurich staged in the Schiffbau and the Technopark in Zurich in September 2021.



Digital Festival | HackZurich

How do we proceed from a product vision to the prototype? How does product management succeed in a high-tech environment? Are NFTs (non-fungible tokens) really the future? These and similar questions were discussed by numerous sharp minds from business, society and technology at the Digital Festival – in a vibrant festival atmosphere both on site and virtually. A multifaceted program with more than 25 keynotes, 40 interactive labs and 15 sessions delighted a proven mix of some 2500 international and national managers and experts.

“The focus is on people at the Digital Festival – both on site and virtually.”

— Jonathan Isenring, co-founder of Digital Festival and HackZurich

HackZurich, which is part of the Digital Festival, was designed as the world's first hybrid hackathon in 2021. Receiving more than 5,000 applications to enter, it constitutes one of the most significant platforms of its type internationally. More than 1,000 applications were selected and entrants worked in small teams, developing over 150 innovative, technical prototypes within a period of 40 hours. In addition to the 420 participants present on site, more than 600 participants from over 90 nations took part virtually.

The winner, by the way, was the “Thunderstroke” team, who make it possible for friends to socialize online. “Thunderstroke” is an application that uses real-time image processing algorithms and artificial intelligence to liven up online meetings with music. A laptop is all that is required for a jam session with an air guitar or an air percussion instrument.

Information on the Digital Festival and HackZurich:

- Link: <https://digitalfestival.ch/en>
- Link: <https://hackzurich.com/>

Ilmac Community – Digital format offerings

That “trade fair feeling” also made a comeback to the life sciences industry when ILMAC was staged in Basel in October 2021. Some 250 exhibitors and around 4,500 visitors gave the fair a highly positive rating despite the Covid restrictions. This industry meeting point was supplemented by the “Pharma Logistics Days” (logistics and packaging) and the “Maintenance Excellence Arena”.



Ilmac

The new ILMAC Community digital platform was also launched on the occasion of ILMAC 2021. This platform is used all year round by suppliers to publish their innovations, expertise and events, plus a great deal more. By the end of February 2022, more than 5,500 users had registered for the platform, which contains brief presentations and posts from some 240 suppliers. The 400 or so posts are divided up into three categories (focal themes, applications and product classes) with more than 30 theme blocks and a typological structure.

“With ILMAC Community, we are offering our customers an attractive digital platform – in addition to our events in Basel and Lausanne, 365 days a year.”

– Roman Imgrüth, Managing Director Swiss Events at MCH Group

The ILMAC Community platform has been implemented with an external application. MCH Group is working intensively on developing more advanced community platforms that will offer additional functionalities to meet further needs. The main focus is on solutions that will be scalable across the group.

Information on the ILMAC Community:

– Link: <https://www.community.ilmac.ch/en>

Expomobilia – a general contractor at Expo Dubai

For almost 100 years, the “Bureau International des Expositions” (BIE) has been responsible for allocating world exhibitions. Expo Dubai 2020, which had to be postponed by a year on account of the pandemic and ran from 01 October 2021 to 31 March 2022, was the first World Expo to be held in an Arab country. Its theme was “Connecting Minds, Creating the Future.” The site to the south of Dubai, which extended over more than 4 square kilometers, was divided into the subthemes of Sustainability, Mobility and Opportunity.

For the first time at a World Expo, each of the 192 participating countries had a pavilion of its own. Four of these pavilions – for Switzerland, the Netherlands, Norway and Finland – had been constructed by MCH’s Live Marketing Solutions division or, to be more precise, by Expomobilia with its head office in Effretikon.



Expo Dubai 2020 | Switzerland

The Swiss pavilion, named “Reflections” offered visitors an impressive and surprising encounter with Switzerland in all its diversity – from breathtaking landscapes through to innovative ideas for a sustainable future. Visitors entered the pavilion through a crystal cave before proceeding to the mountain peaks and then immersing themselves in urban Switzerland, where they were able to discover the country as a leading innovation and technology location.

As general contractor, Expomobilia bore full responsibility for implementing the architectural concept of the Swiss pavilion on schedule and within the approved budget. This also involved observing Swiss quality standards and obtaining and using ecologically sustainable materials. Expomobilia worked together with OOS Architects, Bellprat Partner and Lorenz Eugster on this project.



Expo Dubai 2020 | Finland

The Swiss pavilion incorporated 300 m2 exhibition space on the ground floor and 320 m2 on the upper floor as well as a roof area of 415 m2. In addition to the difficult conditions imposed by the pandemic (temporary closure of construction sites, travel restrictions for engineers, etc.), one major challenge was remaining within the budget. Expomobilia came up with numerous cost-efficient solutions and contributed to successfully mastering this challenge.

For the Netherlands, Expomobilia constructed a “Biotope in the Desert” – a 3,493 m2 circular climate system. The concept and its implementation were worked on by a consortium, with Expomobilia acting as general contractor. Expomobilia also assumed the role of general contractor for the Finnish and Norwegian pavilions. The Finnish pavilion entitled “Snow Cape” symbolized the fusion of the dissimilar Finnish and Arabic cultures. The Norwegian pavilion named “Ocean Space” portrayed the deep connection between the maritime environment and the treasures of the sea with the people and culture of Norway.

Information on the Expomobilia projects at Expo Dubai:

– Link: <https://www.expomobilia.com/en/cases/industrien/world-expo/>

MCH Global – lifestyle festival “The Icons of Porsche”

Porsche is a brand that has always endeavored to go beyond the actual business of selling cars. In November 2021, Porsche achieved this aim with its first “Icons of Porsche” festival. This lifestyle festival in the Dubai Design District provided an experience for car enthusiasts of all ages, enabling them to immerse themselves in the brand's rich history which was portrayed over a number of themed areas. In the light of the event’s success, the “Icons of Porsche” is now to be staged as an annual event.



“The Icons of Porsche”

The strategic aim was to create a unique brand platform where Porsche could come into contact not only with existing Porsche owners but also with a wider audience. The result was exciting activations, exclusive displays, creative actions and edutainment. Brand partners including Hugo Boss and Tag Heuer helped address visitors, as did artists and performers who were able to exploit their social currency. Key influencers and brand representatives attracted further attention from the audience on their own channels.

The festival included a number of different zones offering something of interest for everyone. In “The Library”, guests were able to live out their passion for classic Porsche cars in exhibitions and exciting activities, while “The Garage” had iconic sports cars on display and guests were able to help design vintage posters. In “The Unseen” sector, guests could sketch futuristic models via a simple user interface. “The Studio” featured works by international and local artists, while younger visitors had their own sector with creative activities in “The Park”. The centerpiece of the festival was the stage, surrounded by hundreds of veteran cars, with dynamic screen contents that depicted legendary models and supported the performances of popular regional musicians over the course of the two days.

“Our idea was to test a new concept and to do what we can do best – portray our unique brand heritage in an appealing manner. We were delighted by the result”, says Dr. Manfred Bräunl, CEO of Porsche MEA.



“The Icons of Porsche”

The planning phase for the festival extended over a period of six months, with different teams working seamlessly on the creative, production and execution processes to deliver a number of experience zones. Prior to the festival, selected VIPs and media representatives were invited to a “Media Drive” in the Dubai Autodrome, where they were able to experience the Porsche DNA first-hand. An additional “Media Night” provided topics for conversation and conjured up interest and enthusiasm in the print media and on digital and social channels.

The festival itself, which was held on 19 and 20 November 2021, attracted 7,000 visitors to the Dubai Design District, which covers an area of 17,000 square meters. With 1,328 media articles and social media, the festival reached more than 100 million people. A total of 37,400 website clicks were registered. The PR value amounted to USD 4.5 million internationally and USD 1.5 million regionally.

Information on MCH Global:

– Link: <https://www.mch-global.com/ch/>

MC² – “Dream Ahead” – the IPO Launch of Lucid Motors in NYC

In July 2021, MC² realized in New York City an electrifying campaign for Lucid Motors named “Dream Ahead” to officially launch “\$LCID” on Nasdaq and to introduce the Lucid Air model to the electric vehicle market.



Lucid Motors | "Dream Ahead"

To kick off the four-day event, the MC² crew worked overnight to deliver and set up three enclosed displays at three unique locations in New York City: at the Vessel (an extraordinary structure in the Hudson Yards district), at the Oculus (a transportation hub near the World Trade Center) and in the Madison Square Park.

The boxes, set up under the cover of night, seemed to magically appear out of nowhere. The glass enclosed boxes, which concealed a Lucid Air model, were wrapped with black graphics. Through their social media platforms, Lucid sent out teaser posts about the mysterious displays. People on site had the opportunity to scan a QR code with a smartphone to gain a sneak peek to what's awaiting inside. This piqued the curiosity and excitement of everyone who passed by.



Lucid Motors | “Dream Ahead”

On the fourth day, each display wrap was stripped overnight to showcase the latest addition to the electric vehicle market, the Lucid Air, and to celebrate the introduction of “\$LCID” going public on the Nasdaq. The Lucid Motors team took over Times Square on the day of the unveiling while the Nasdaq video played in the background. It was a big party to celebrate this exciting time for the company. After the excitement in the previous days, with the boxes open, the cars attracted even more attention. Lucid Motors acknowledged the unveiling on social media: “Out of the box, in the wild.”

The Lucid Motors team was very impressed with how MC² provided a solution for the design, the installation and helping them to create this once in a lifetime event. Together, an event was realized that many are still talking about.

Information on MC²:

– Link: <https://www.mc-2.com/>

Sustainability

Corporate success calls for a sustainable economic, ecological and social performance. Sustainable thinking and action have shaped MCH Group's more than 100-year history and will contribute to determining the path it adopts in future too. MCH endeavors to promote sustainable behavior in all areas and at all levels and to constantly improve its economic, ecological and social sustainability indicators.

MCH Group's business activity and company structure have a high economic, ecological and social sustainability value. The group's business activity contributes to the business success of many different companies, combining significant economic and environmental benefits. Marketing platforms replace a large number of individual activities and business trips. Exhibitions and events generate major economic impacts from which numerous industries benefit. The public sector's participation in the holding company serves to safeguard the location interests of the Basel and Zurich regions.

Linking economic, environmental and social effects

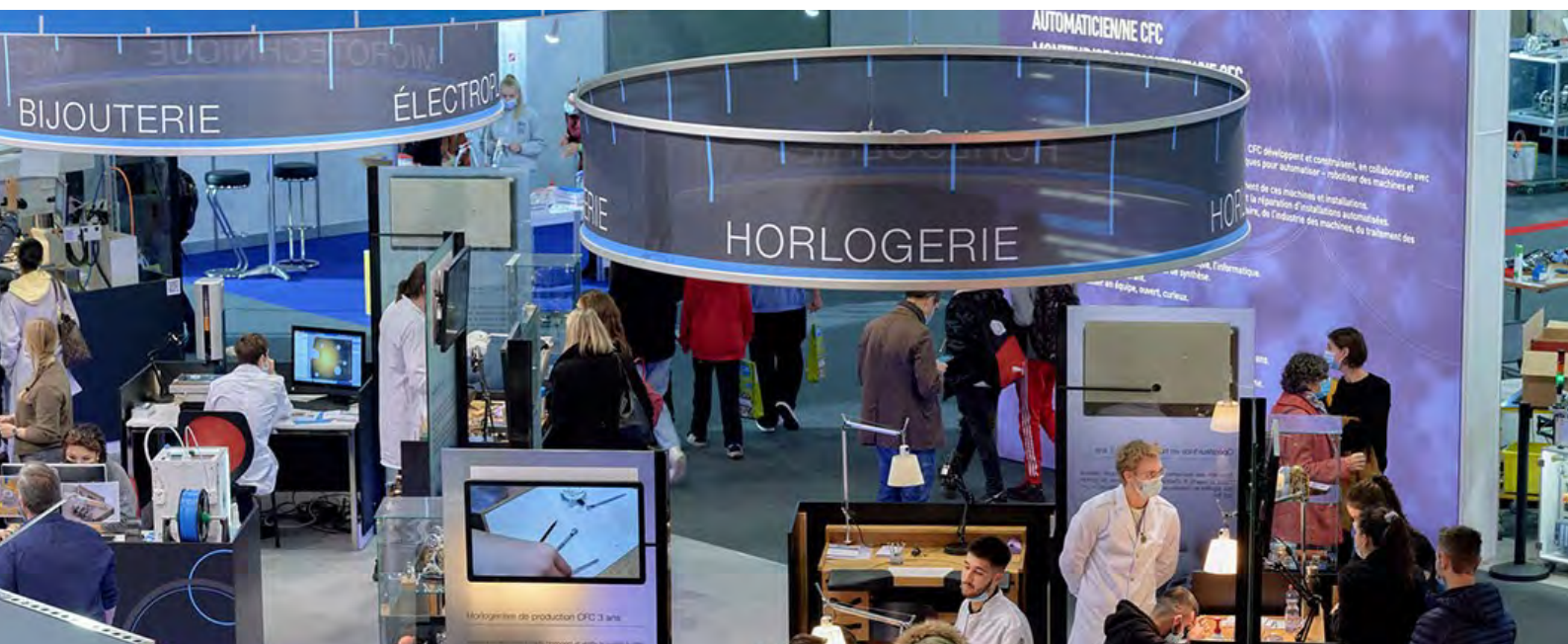
MCH Group's corporate strategy and the further development of the products and services it offers are geared to securing the company's long-term success. The group invests continually in the ecological optimization of its buildings and systems as well as in the organization and staging of events. It supports its employees in conducting themselves in a legally and ethically correct and responsible manner.

MCH Group has initiated the development of a holistic sustainability concept for the entire company group. In 2022, the group's ecological footprint will first be determined in cooperation with myclimate. This will make it possible to identify hotspots where the burden on the environment can be reduced through Science Based Targets (SBT). Following this, a sustainability strategy will be defined and implemented with SchweryCade.

LMS Switzerland (Expomobilia) is currently drawing up a concept for certification to the ISO 20121 standard ("Event sustainability management systems"), which is to be implemented in the current year. MC2 Europe had the company certified to DIN EN ISO 14001:2015 for sustainable event management for the first time in 2021.

Economics

MCH Group's value chain divides up into three areas which are mutually conducive but can also function independently of each other. It sets up community platforms in different ecosystems. It offers holistic solutions worldwide in the entire experience marketing field – from strategy and creation right through to implementation. And it operates its own infrastructure in Basel and Zurich, supervising both physical events of its own and numerous third-party events (third-party exhibitions, congresses and other events) at these locations.



Salon des Métiers et de la Formation Lausanne

In 2019, MCH Group launched a far-reaching transformation process aimed at aligning itself to future demands from a strategic and operational angle and also from a structural and organizational point of view. Despite the Covid-19 pandemic, the group has been able to create a strong basis for its further transformation and the start of a successful future in the 2020 and 2021 financial years.

Securing the company's long-term success for the benefit of all stakeholder groups

A number of studies show that exhibition companies produce indirect returns that are eight to ten times greater than their own turnover. Only 20 to 25 % of the expenditure incurred by an exhibiting company when it takes part in an exhibition goes to the exhibition organizers. Some 75 to 80 % of its expenditure goes to different suppliers and service providers, triggering further downstream impacts.

Further effects exist that cannot be expressed in figures – in particular, the positive influence of successful marketing platforms for the industries and companies concerned. At the locations at which live events are staged, these events frequently have a "lighthouse effect" for tourism through their reach and appeal, which are transmitted to the city or country in question.

MCH Group's shareholder structure is made up of the public sector (Canton of Basel-Stadt and the Canton and City of Zurich), Lupa Systems and private shareholders, with a stake of approximately one third each. The corresponding composition of the Board of Directors safeguards the private-sector and the company's international orientation while at the same time upholding the interests of the locations and their local regions. Private shareholder Lupa Systems has agreed to a long-term involvement. It fully supports the corporate strategy and will play an active role in shaping its implementation.

Ecology

The reporting on ecological sustainability is centered primarily on MCH's own two exhibition sites in Basel and Zurich, which are of major relevance for the environment as "production locations". A further point of focus is the exhibition and event structures made by LMS (Expomobilia).



Berufsmesse Zürich

A total of 83.7 % of the overall energy requirements of the Basel and Zurich exhibition sites is met by renewable energies. All the electricity consumed comes from renewable sources. Photovoltaic systems on the roofs of Messe Basel and Messe Zürich produce solar electricity for some 400 single-family homes with four-person households. Hall 1 South at Messe Basel has been awarded the BS-054 Minergie Label.

Continuous optimization of ecological indicators

Just under 40 % of Expomobilia's energy consumption at its Effretikon site comes from renewable energies. Its entire electricity requirements are covered by Swiss green electricity with a FAIR POWER certificate.

A long service life, multiple use, environmentally-friendly and energy-efficient production, recyclable or biodegradable materials: great importance is also attached to sustainability in stand construction and at partner companies – as well as in the area of logistics.

Energy and emissions

Energy consumption and emissions at Messe Basel, Messe Zürich and LMS Switzerland (Expomobilia) in 2021 reflect the fact that business activity was curtailed by the pandemic but increased in the second half by comparison to the previous year. The figures are thus correspondingly lower than in the years prior to the pandemic but above those for the reference year of 2020.

Details of business activity may be found in the “Facts & Figures” section of the Annual Report.

– Online: [Link](#)

– Download pdf: [Page 36](#)

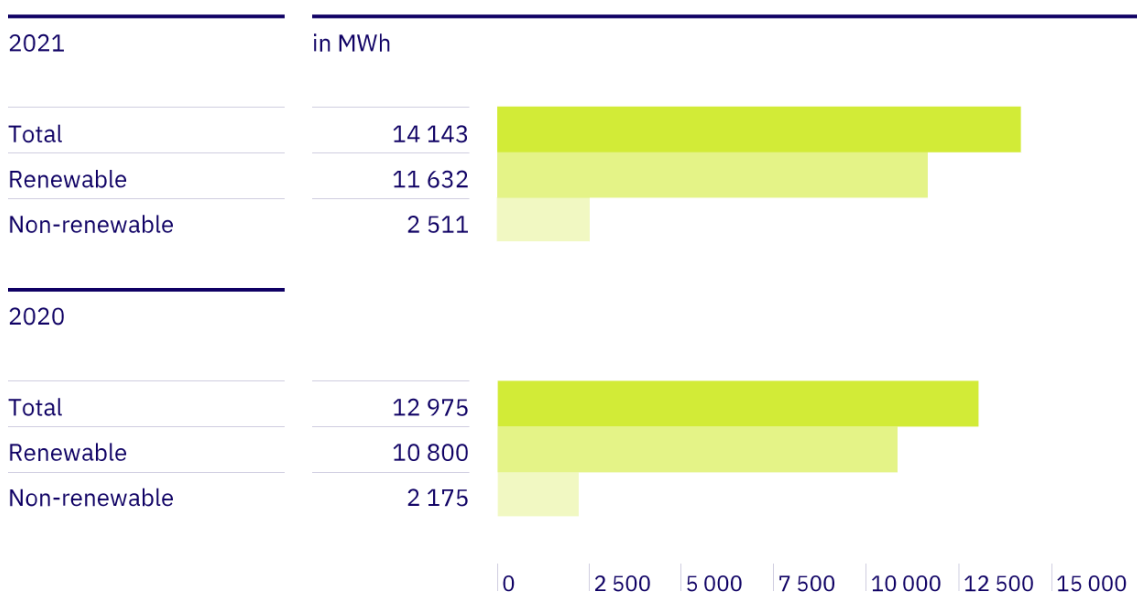
Energy consumption and emissions for Messe Basel (without administrative buildings)

Energy consumption at the Basel exhibition site went up 9 % in 2021 to 14,143 MWh (2020: 12,975 MWh). Electricity and district heating consumption rose by 6.3 % and 15.6 % respectively.

The share of renewable energy remains high at 82.2 % (2020: 83.2 %). The electricity used is 100 % renewable and more than 42 % of the district heating is renewable.

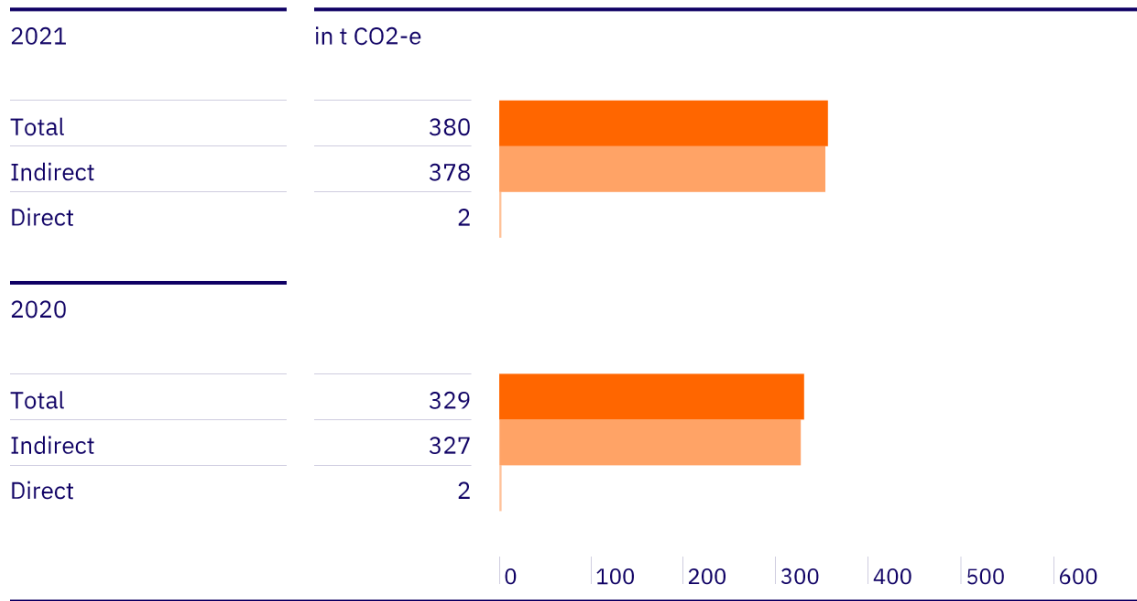
The only source of direct emissions is the oil consumption for the emergency power system. This was 2.2 tCO₂-e in 2021 and thus 6.6 % below the figure for the previous year (2020: 2.3 tCO₂-e). Indirect emissions (electricity, district heating), increased by 15.5 %. This is due to the increased consumption and a slightly higher emission factor for the electricity.

Energy consumption Messe Basel (without administration buildings)



The district heating consumption for Messe Basel in 2020 has been adjusted retroactively (with follow-up adjustments for energy consumption, the share of renewable energy and emissions).

Emissions Messe Basel (without administration buildings)



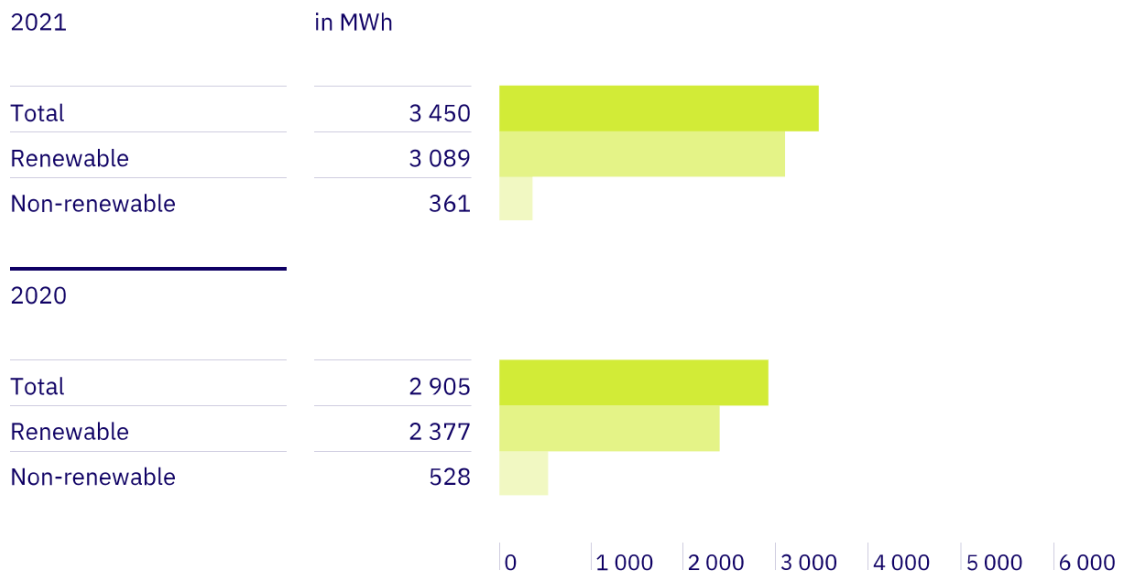
Energy consumption and emissions at Messe Zürich

After the share of oil heating was replaced by district heating in 2021, the Zurich exhibition site has reduced its fossil energy sources to almost zero. Renewable energy now accounts for a share of 89.5 % (2020: 81.8 %).

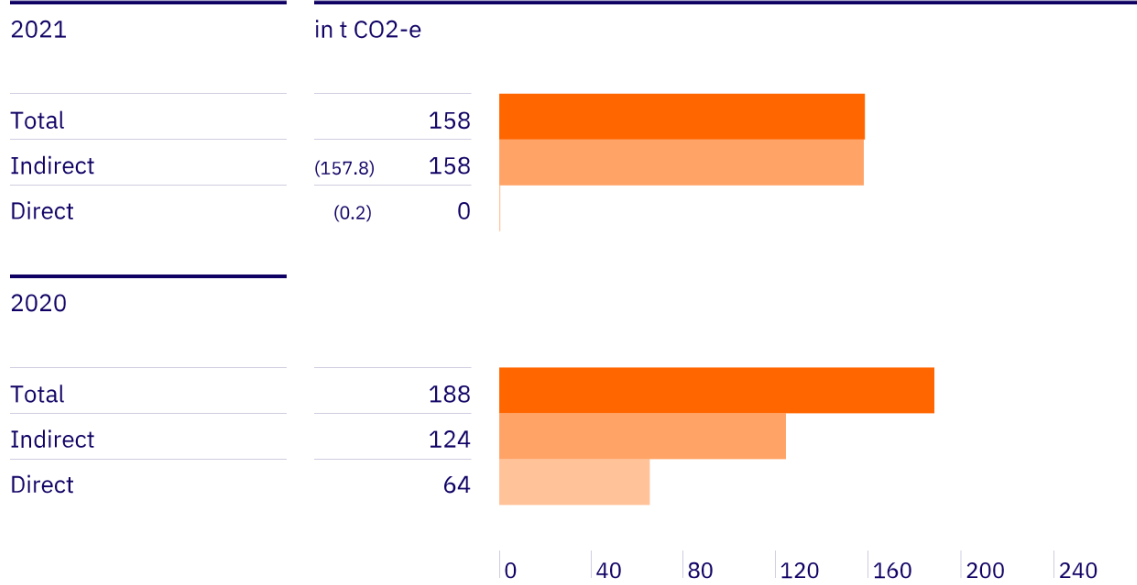
With the increase in operational activities, overall energy consumption at the Zurich location rose by 18.7%. A clear increase was registered for both electricity (up 34 %) and district heating (up 25.3 %).

Despite the increase in overall energy consumption, emissions at the Zurich exhibition site were reduced by a total of 16.0 %. This is attributable to the 99.7% reduction in direct emissions, from 63.8 tCO₂-e to just 0.2 tCO₂-e (replacement of the oil heating). Indirect emissions increased by 26.8 % (electricity, district heating).

Energy consumption Messe Zürich



Emissions Messe Zürich

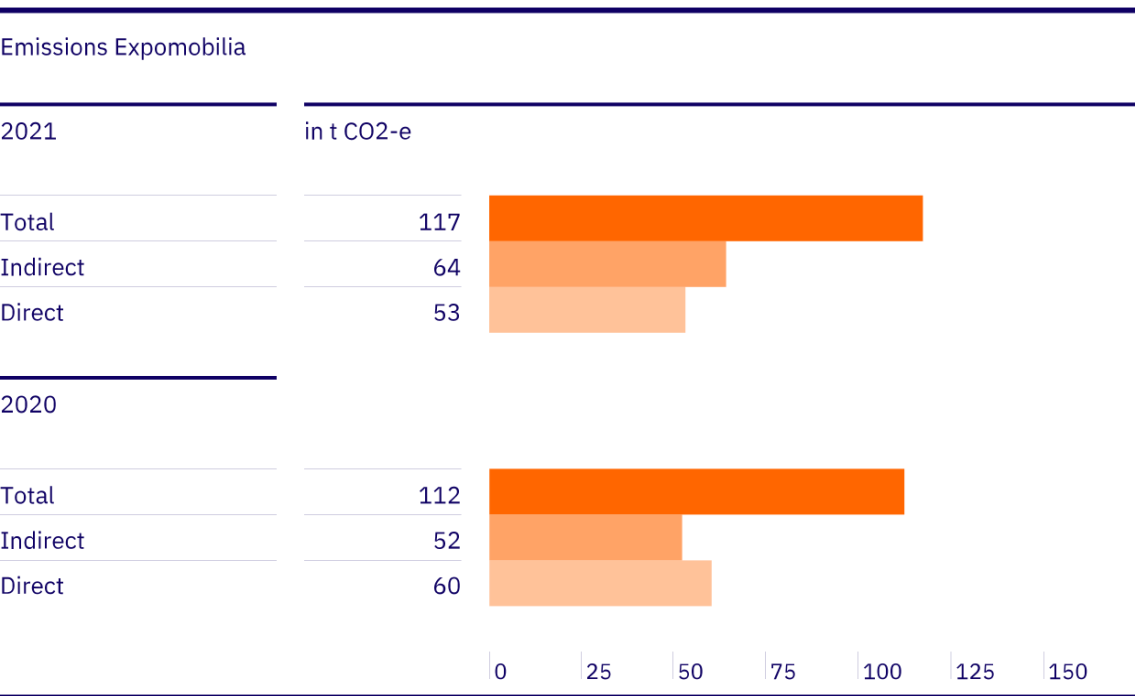
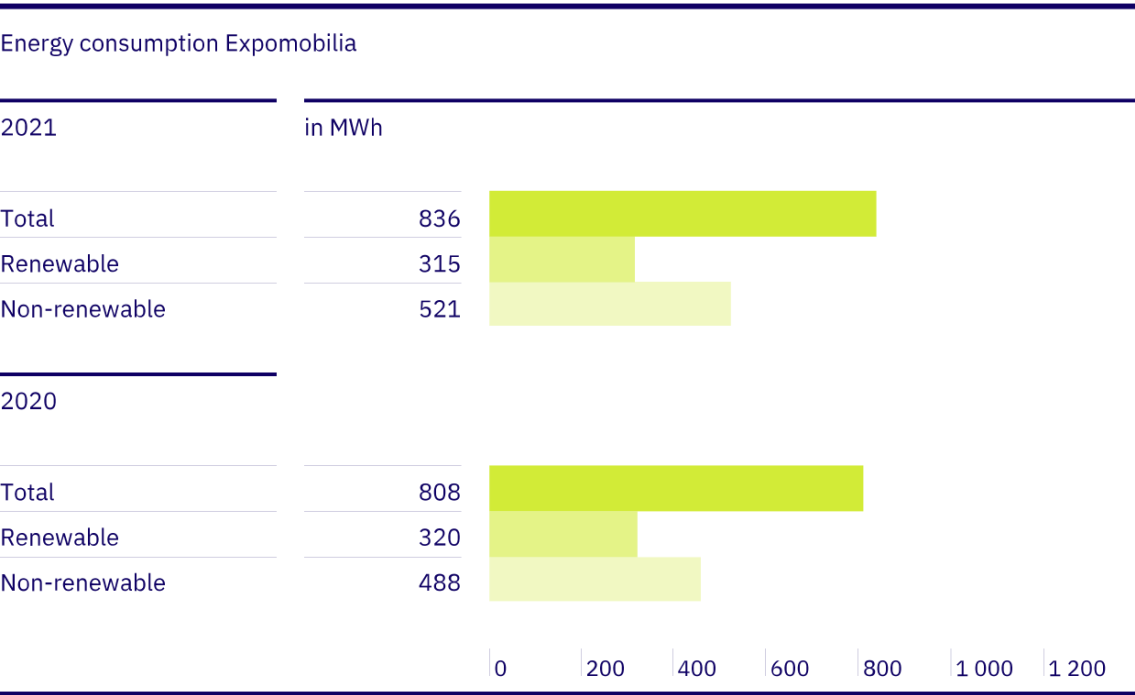


Energy consumption and emissions LMS Switzerland (Expomobilia)

Energy consumption at Expomobilia rose by a total of 3.5 % in 2021. Consumption of fossil energy sources went down still further, by 11.7 %, as did electricity consumption (down 1.4%). District heating consumption increased in 2021 (up 22.6 %).

The share of renewable energy was 37.7 % in 2021, which was thus slightly lower than for the previous year at 39.6 %.

Overall emissions rose slightly in 2021 (up 4.5 %). While direct emissions were cut by 11.7 % (primarily diesel: down 20.7 %), indirect emissions increased by 22.6 % due to the considerable increase in district heating consumption.



Solar energy

A photovoltaic system was installed on the roof of Hall 1 North in Basel in 1999 already, making it possible to use solar energy. Vegetation was also planted on the roof at the same time. The panels have an area of 1,900 m² and an output of 215,000 kWh per year. A system four times this size was set up on the green

roof of Hall 1 South which was completed in 2013. This photovoltaic system, which was installed in cooperation with an investor, feeds approximately 1,080,000 kWh electricity annually into the grid of the Basel energy utilities company (IWB), which took over the system in 2014.



Messe Basel

MCH Group also supports the "Wettstein 21" platform, which was responsible for installing a further photovoltaic system on the roof of the Congress Center Basel. This was completed at the end of 2014 and delivers around 180,000 kWh electricity each year. The roof space was made available free of charge.

Since 2009, a photovoltaic system with a panel area of 1,200 m² and an output of 150,000 kWh per year has been in operation on the roof of Messe Zürich.

Expomobilia operates a photovoltaic system at its Effretikon site with a surface area of 3,000 m². This generates approximately 435,000 kWh per year.

Minergie certificate

During the construction of Hall 1 South at Messe Basel, which was completed in 2013, great importance was attached to achieving the highest possible energy efficiency, both in respect of the insulation for the building shell and with regard to the provision of the necessary heating and cooling energy in a resource-saving manner. All the heating, ventilation and refrigeration systems are operated only when required, and the majority of the waste heat generated is used.



Messe Basel | Hall 1

The Basel-Stadt Minergie certification agency awarded the Hall the BS-054 Minergie Label that had been developed especially for this building. In addition, the target values of SIA Standard 380/4 are met by this, the newest exhibition hall in respect of lighting and ventilation/air-conditioning.

Construction & fittings

LMS Switzerland (Expomobilia) offers a wide range of resource-saving, reusable and biodegradable materials, including wooden partition walls from environmentally-certified local suppliers and reusable parquet flooring in locally-sourced wood. The lights are equipped primarily with state-of-the-art, long-life LED bulbs which have a low energy consumption.

A CO2 climate protection calculator for exhibition stands and interior fittings helps customers ensure that their exhibition stand is 100% climate-neutral or assists them in offsetting their emissions. This was developed specially for the purpose by Expomobilia in cooperation with myclimate, the Swiss non-profit foundation for voluntary climate protection.

One example of sustainable exhibition structures is the “EECS.green” system developed by Exhibition-Event-Congress-Services in conjunction with the ITI at the Technical University of Vienna. This is based on the use of wood instead of aluminum. Using 25 tonnes of wood instead of 8 tonnes of aluminum saves 167 tonnes of CO2. Expomobilia built an exhibition stand of this kind for the Swiss branch of Schrodgers, the internationally leading asset manager. Everything within the 24 square meter stand area was made exclusively of oak wood.



Expomobilia | Schroders

Expomobilia took charge of constructing the Netherlands pavilion at the World Expo in Dubai in the role of general contractor. The pavilion stands out both through its concept – a biotope in the desert – and on account of its sustainable construction. The materials used to build the pavilion were rented on the spot and are reusable, recyclable or biologically degradable. The project was nominated for the eminent “Big 5 Impact Awards” in the United Arab Emirates and won the “Sustainable Construction Project of the Year” award.

MC² assumes ecological responsibility in all areas, from its selection of materials through to deployment logistics and installation.

The “Fabric” and “Thunder” EcoFlex™ systems are examples of this. The combined systems are made up of environmentally friendly and reusable materials. Their low weight and easy transportability contribute to a clear reduction in carbon emissions. They also permit savings on storage costs.

Logistics

Delivery traffic to Messe Basel is steered via a checkpoint-based system, for which a corresponding online tool has been developed. This keeps traffic searching for parking spaces and traffic congestion to a minimum. Deliveries to the exhibition halls are made underground whenever possible. To ensure that the entire logistics of journeys to and from Messe Basel can be controlled in the optimum manner, all movements within the exhibition site are performed or directed by Sempex, the Messe Basel logistics partner. Sempex has developed a quality management system to ISO 9001.



Messe Basel

Social

MCH Group subscribes to the fundamental values of a democratic state governed by the rule-of-law and a free market economy. MCH Group regards compliance with the statutory provisions and the application of serious business practices as a matter of course. It assumes its responsibility to society and all its stakeholders.



Digital Festival Zurich

In 2018, MCH Group introduced a Code of Conduct which supports employees in adopting a legally and ethically correct and responsible form of behavior. It sets out guidelines in respect of the local setting, bribery and unfair advantages, gifts and invitations, conflicts of interest, the award of contracts, competition and anti-trust law, inside information and insider trading, data protection and behavior towards coworkers. It also describes the procedure to be adopted in the event of alleged or actual infringements.

Commitment to the fundamental values of a democratic state governed by the rule-of-law and a free market economy

An anti-corruption agreement has been part of the General Terms of Employment of MCH Group since 1992 and this is signed by all employees as part of their contract of employment. The provisions governing the admission of exhibiting companies provide protection against the risk of passive corruption. These are based on clear-cut criteria that are set out in the Exhibition Regulations.

MCH Group's brands constitute a significant enterprise value. Brand protection provides legal security and is a clear indication that the intellectual property rights of the corresponding brand belong to MCH Group and are also protected by the group. At present, some 250 word and picture brands are registered for MCH Group at the Swiss Federal Institute of Intellectual Property (IGE) in Bern.

In 2018, Art Basel launched the "Art Basel Art Market Principles and Best Practices" that set out Art Basel's expectations of its exhibitors in respect of their responsibility towards artists, suppliers of works of art, buyers and their industry. At the same time, a new procedure was defined for potentially criminal acts. With these additions to the Exhibitor Regulations, Art Basel is making a contribution towards strengthening the international art market that is based on trust and provides protection and support for the artists.

Facts & Figures

Due to the Covid-19 pandemic and the restrictions imposed by the authorities, MCH Group's operations were still greatly curtailed across all divisions in the 2021 financial year. In the first half, business activity remained at an almost complete standstill. As of late summer 2021, large-scale events were once again permitted in Switzerland, subject to certain restrictions. The figures for the events and services in the last four months of 2021 reflect the gradual resumption of operations. This, however, took place at a later date and at a slower pace than had been hoped for.

Platforms & Communities

In the 2021 financial year, it proved possible to stage eight of the 16 MCH exhibitions that had been scheduled. These were, gratifyingly, the three Art Basel shows in Hong Kong (as the sole MCH exhibition in the first half of the year), in Basel (postponed in time from June to September) and in Miami Beach. In addition, Ilmac and Smart Suisse were held in Basel, the Careers and Education Fairs in Zurich and Lausanne, and the Digital Festival with HackZurich in Zurich. Eight MCH exhibitions had to be either cancelled or postponed until the current year or next year: Baselworld, Igeho and the Wine Festival in Basel, SWISS-MOTO, Giardina, Powertage and IFAS in Zurich, and Masterpiece London.



Art Basel in Basel

Despite the pandemic situation and the restrictions on travel, the three Art Basel shows were a great success. The new “Art Basel Live” initiative was implemented for the first time at Art Basel in Hong Kong, and subsequently in Basel and Miami Beach. This is a complementary digital program with Online Viewing Rooms, virtual tours and social media transmissions. Two further Online Viewing Rooms were offered in March and June.

The five national exhibitions which it was possible to stage from September to November also underline the great need for physical industry events and meeting points. The two Career and Education Fairs in Zurich and Lausanne attracted more visitors than the last editions prior to the pandemic. And the 6th Digital Festival with the 8th HackZurich turned Zurich into the center of the European technology and digital scene for a period of four days.

Intensive work continued on the development of new formats in the course of the financial year. Ilmac in Basel saw the launch of the digital 365-day industry platform, which currently has some 6,000 registered users. Powertage in Zurich, which had to be postponed until the current year, was replaced in part at least by a virtual event. And in the case of Igeho, which had to be cancelled and will only be held again in 2023, a conference for the communal catering sector is planned for the current year.

Details



Art Basel in Miami Beach

Art Basel

OVR “Pioneers”

- Date: 24.03. – 27.03.2021
- Galleries: 100

Art Basel in Hong Kong

- Location: Hong Kong CEC
- Date: 19.05. – 23.05.2021
- Galleries: 105
- Visitors: 30,000
- Gross area in sqm: 20,000

OVR “Portals”

- Date: 16.06.–19.06.2021
- Galleries: 94

Art Basel in Basel

- Location: Messe Basel
- Date: 21.09. – 26.09.2021
- Galleries: 273
- Visitors: 60,000
- Gross area in sqm: 52,000

Art Basel in Miami Beach

- Location: Miami Beach CC
- Date: 30.11. – 04.12.2021
- Galleries: 253
- Visitors: 60,000
- Gross area in sqm: 50,400



Salon des Métiers et de la Formation Lausanne

Swiss Events

Powertage Digital

- Date: 15.06.2021
- Partners: 45
- Participants: 404

Ilmac

- Location: Messe Basel
- Date: 19.10. – 21.10.2021
- Exhibitors: 241
- Visitors: 4,390
- Gross area in sqm: 13,000

Salon des Métiers et de la Formation Lausanne

- Location: Beaulieu Lausanne
- Date: 16.11. – 21.11.2021
- Exhibitors: 87
- Visitors: 46,600
- Gross area in sqm: 10,500

Digital Festival / HackZurich

- Location: Schiffbau Zürich
- Date: 23.09. – 26.09.2021
- Exhibitors: 41
- Visitors: 2,060
- Gross area in sqm: 2,200

Smart Suisse

- Location: Messe Basel
- Date: 27.10. – 28.10.2021
- Exhibitors: 60
- Visitors: 500
- Gross area in sqm: 1,500

Berufsmesse Zürich

- Location: Messe Zürich
- Date: 23.11. – 27.11.2021
- Exhibitors: 86
- Visitors: 49,600
- Gross area in sqm: 9,600

Venues

At MCH Group's own locations in Basel and Zurich, only 22 of the 41 scheduled exhibitions could be staged in the 2021 financial year – four of the 12 planned MCH exhibitions and 18 of the 29 planned third-party exhibitions.

At Messe Basel, only Art Basel, Ilmac and Smart Suisse were held out of the six MCH exhibitions due to take place. Details of the MCH exhibitions are included above. Ten of the planned 14 third-party exhibitions were held once the pandemic-related restrictions had been eased, including five parallel events to Art Basel, the Blickfang design fair and Fantasy Basel. An exhibition on British street artist Banksy was staged in Hall 5 from March to September 2021. In October 2021, the “Andy Warhol – Pop Art Identities” exhibition was launched, which ran until the end of January 2022.



Messe Basel

At the Congress Center Basel too, the number of events – especially major congresses with accompanying exhibitions and large-scale corporate events (annual general meetings, company occasions, etc.) – lagged clearly behind the figure for the pre-corona years, but exceeded the figure for 2020 again. It proved possible to stage several major international events, including the BioData World Congress and the Annual Biocontrol Industry Meeting (ABIM). The Congress Center Basel additionally hosted parliamentary sessions for the Canton of Basel-Stadt and the Canton of Basel-Landschaft as well as accommodating the Basel-Stadt vaccination center. Switzerland's biggest circus festival, YOUNG STAGE, was held in the Event Hall for the first time.

At Messe Zürich, the Zurich Career and Education Fair was the only one of the six planned MCH exhibitions that could be held. Details of the MCH exhibitions are included above. Of the 15 third-party exhibitions that had been scheduled, it was only possible to hold eight. These included the Beauty Forum Swiss, the Auto Zürich Car Show and Easyfairs' Maintenance trade fair with its parallel events of Aqua Swiss and Pumps&Valves. In the 2021 financial year, Messe Zürich once again hosted sessions for the political authorities and served as an examination center for a number of educational institutes. It also hosted one of the Covid-19 vaccine preparation and administration centers for the Canton of Zurich.

Details



Fantasy Basel

Messe Basel

Exhibitions

- Number: 13
- Exhibitors: 1,380
- Visitors: 140,990
- Gross area in sqm: 179,730
- Number of days: 162
(incl. assembly/dismantling)

Various hall rentals

- Number: 5
- Participants: 35,800
- Gross area in sqm: 16,800
- Number of days: 371
(incl. assembly/dismantling)

Congress Center Basel

Conferences

- Number: 11
- Exhibitors: 399
- Participants: 4,005
- Number of days: 24

Other events

- Number: 137
- Participants: 31,724
- Number of days: 972



Berufsmesse Zürich

Messe Zürich

Exhibitions

- Number: 9
- Exhibitors: 854
- Visitors: 108,003
- Gross area in sqm: 77,120
- Number of days: 59
(incl. assembly/dismantling)

Conference room rentals

- Number: 21
- Participants: 210

Various hall rentals

- Number: 7
- Participants: 332,720
- Gross area in sqm: 30,149
- Number of days: 259
(incl. assembly/dismantling)

Theater 11 Zürich

- Events: 13
- Visitors: 7'150

As per 31.12.2021, MCH Group sold the operational building of Messe Basel at Isteinerstrasse 80/82 to UWP Sammelstiftung, Basel.

From mid-November 2021 to the end of 2025, Hall 3 is being rented to the Basel public transport operator (BVB) for use as a bus depot. The Canton of Basel-Stadt bought this Hall from MCH Group on 01.01.2020 and is renting it back to the group for further use until the end of 2025.

MCH Group and HRS Real Estate have signed a cooperation agreement for the development, financing and execution of the "Rosentalturm" project on the site of the current Messe Basel car park. HRS Real Estate has taken on overall management of the ongoing project, including the search for and selection of investors and the project's implementation and marketing. The parliament of the Canton of Basel-Stadt approved the building plans in June 2020, and a project competition is being staged in the current year.

Experience Marketing

In the Live Marketing Solutions (LMS) division, a total of 1,192 projects were supervised in the 2021 financial year, 104 of which were in Switzerland, 95 in Germany, 899 in the USA, 59 in China, 20 in the UAE and 15 in other countries. The number of supervised projects is thus slightly higher than for the previous year, but is still only around one third of the number for the pre-corona year of 2019.



MCH Global | Pepsi | UAE 50th National Day

The figures for supervised projects reflect the dissimilar development of the pandemic and the corresponding measures put in place in the different geographical regions. After the months of lockdown, the event business picked up noticeably in the second half of 2021 – especially in the USA and UAE and, with a slight time lag, in Europe too. It still remains very depressed in Asia, however. The event business is fundamentally expecting and prepared for a return to normal in 2022.

Despite business activity being curtailed by the pandemic, the Live Marketing Solutions division benefited from the progress it had made on the planned expansion of its services and offerings prior to the outbreak of the pandemic. Today, it can offer its clients holistic experience marketing solutions for both live and digital formats and, in the 2021 financial year, it was able to implement numerous live, hybrid and digital projects worldwide. A small selection of its 2021 projects is set out below.

Details



MC2 | SG Scientific Games | Global Gaming Expo

MCH Global (Experience Marketing Agency)

LMS Switzerland

- Total projects: 15
- In Switzerland: 12
- In other countries: 3
(China, Italy, USA)

LMS UAE

- Total projects: 27
- In Switzerland: 2
- In UAE: 19
- In other countries: 6
(Argentina, Brazil, Colombia, Denmark, Mexico, Norway, Saudi Arabia, Spain, Sweden)

Some references

- Twitter: End of Year Campaign
- Pepsi: UAE 50th National Day
- Porsche: "The Icons of Porsche" in Dubai
- Nissan: Nissan Ariya Launch
- Audi: RS e-tron GT Exclusive Media Preview

MC² (Experience Full Service Provider)

LMS USA

- Total projects: 891
- In the USA: 891

LMS Germany

- Total projects: 88
- In Germany: 88

Some references

- Lucid Motors: “Dream Ahead” New York City IPO Launch
- SG Scientific Games: Global Gaming Expo (G2E)
- John Deere: Sunbelt Ag Expo
- Argen Dental GmbH: IDS Köln
- Veka AG: Tec Tagung – Web Seminar (digital)

Expomobilia

(General Contractor Experience Construction)

LMS Switzerland

- Total projects: 119
- In Switzerland: 90
- In other countries: 29
(Australia, Austria, China, Germany, Japan, UAE, USA)

LMS China

- Total projects: 52
- In China: 49
- In other countries: 3
(Japan, Singapore)

Some references

- Expo Dubai 2020: Country pavilions Switzerland, Netherlands, Norway, Finland
- Geberit: Geberit Innovation Days in Pfullendorf (Germany)
- Deutsches Museum Nürnberg: showcase and furniture construction
- Bonne Maman: Popup store in Basel
- MCH Group: Art Basel in Hong Kong, Basel and Miami Beach

Notices concerning Corporate Governance

MCH Group adheres to the provisions of relevance to corporate governance in the valid legislation, in the directives issued by the SIX Swiss Exchange and in the rules of conduct contained in the Swiss Code of Best Practice. The company's basic fundamentals – namely its Articles of Association and regulations and also its information and control instruments – include all the essential principles to ensure that the management, supervision and transparency of the company are in accordance with good corporate governance.

MCH Group differs on one key point from many other companies quoted on the SIX Swiss Exchange. Under the terms of its Articles of Association, the listed holding company MCH Group Ltd. is a joint stock company with the participation of public sector entities as per Art. 762 of the Swiss Code of Obligations. According to §22 of the Articles of Association of 21.12.2020, the Canton of Basel-Stadt and the Canton and City of Zurich are entitled to delegate a total of three representatives to the Board of Directors.

Reporting

MCH Group bases its corporate governance reporting on the SIX Swiss Exchange's Corporate Governance Directive. Notes concerning the explicitly required information:

1. Group structure and shareholders

- Annual Report | “Corporate Governance” | “Group”
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- Annual Report | “Corporate Governance” | “Shareholders”
 - Online: [Link](#)
 - Download pdf: Page 48
- Financial Report | “Group Account” | “Notes” | “21. Investments in subsidiaries”
 - Online: [Link](#)
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2. Capital structure

- Annual Report | “Corporate Governance” | “Shareholders”
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- Financial Report | “Group Account” | “Development of Consolidated Shareholders' Equity”
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3. Board of Directors

- Annual Report | “Corporate Governance” | “Board of Directors”
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4. Executive Board (Management)

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5. Compensation, shareholdings and loans

- Annual Report | “Board of Directors” | “Shares held by members of the Board of Directors”
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- Annual Report | “Executive Board” | “Shares held by members of the Executive Board”
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- Remuneration Report | “Board of Directors”
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- Remuneration Report | “Executive Board”
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6. Shareholder participation rights

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7. Changes of control and defense measures

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8. Auditor

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9. Information policy

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10. Blackout periods

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Shareholders

MCH Group Ltd. is listed on the SIX Swiss Exchange (Domestic Standard). The stock symbol of the registered shares is "MCHN", and their ISIN number is "CH0039542854".

Number of shares quoted:

14 869 351 registered shares with a face value of CHF 10.00

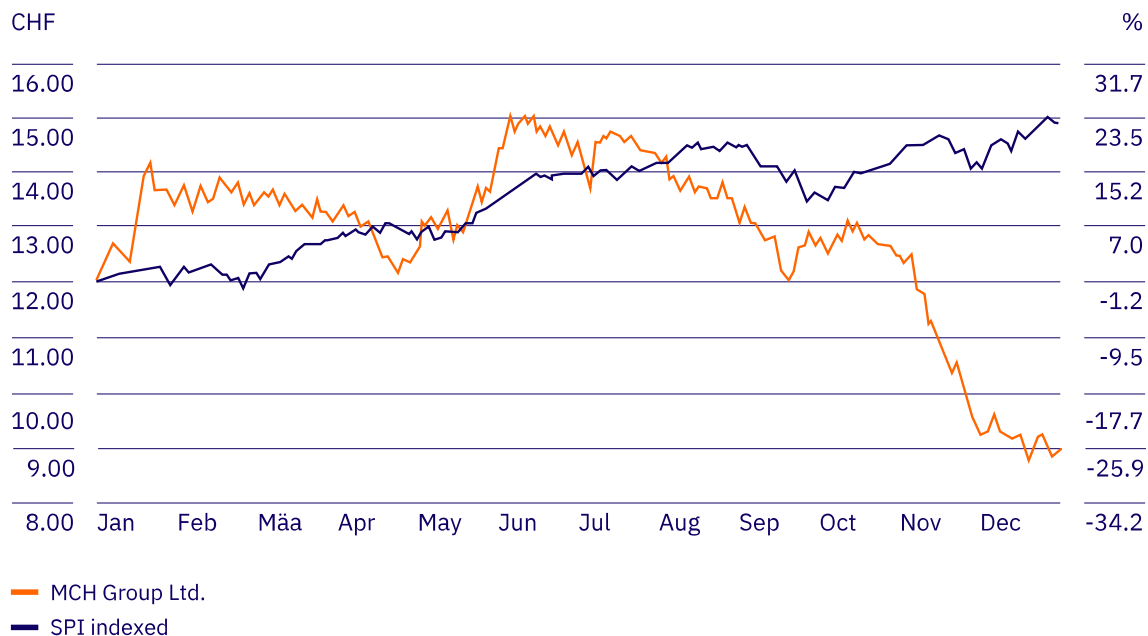
Number of shareholders on 31.12.2021		2 295
Share price on 01.01.2021 / CHF		12.00
Share price on 31.12.2021 / CHF		9.00
Market capitalization on 31.12.2021 / CHF million		133.82

Key shareholders	No. of shares	%
Lupa Investment Holdings LP	4 805 238	32.32
Canton Basel-Stadt	4 492 447	30.21
LLB Swiss Investment AG	666 146	4.48
HSBC Overseas Nominee (UK) Ltd. ¹⁾	241 259	1.62
Canton Zurich	240 000	1.61
City of Zurich	225 000	1.51
Stock Dispo ¹⁾	1 470 354	9.89
of which MCH Group Ltd.	100 000	0.67

¹⁾ Without registered voting rights.

Share price

Share price 1 January 2021 – 31 December 2021



Up until autumn 2021, the share price remained above the level of CHF 12.00 recorded at the start of the year. In November and December 2021, it fell to the year-end level of CHF 9.00. This was no doubt due first and foremost to the renewed deterioration in the pandemic situation and the prospect of the hoped-for return to normal being further delayed.

Key shareholders

The disclosure of key shareholders or shareholder groups is made via the SIX Swiss Exchange reporting and publication platform. There were no disclosures of this kind in the reporting year. Details of key shareholders or shareholder groups are posted on the SIX Exchange Regulation website under “Significant Shareholders” | “MCH Group AG”.

– Link: <https://www.six-group.com/en/products-services/the-swiss-stock-exchange/market-data/shares/share-explorer/share-details.CH0039542854CHF4.html#/>

The shareholder structure has changed significantly following the package of measures drawn up to strengthen the capital structure and shareholder base and the corresponding resolutions passed by the Extraordinary General Meeting on 27.11.2020, together with the implementation of the capital increases. Since December 2020, the new anchor investor Lupa Investment Holdings LP respectively Lupa Systems LLC has been the largest single shareholder with a stake of 32.32%. The public-sector entities – the Cantons of Basel-Stadt and Zurich and the City of Zurich – have together held a stake of 33.34% since December 2020.

In a “Relationship Agreement” concluded between MCH Group, Lupa Systems LLC and the public-sector shareholders dated 26.11.2020, Lupa Systems LLC has committed itself to a “lock-up” among other things, whereby it cannot sell its MCH shares at all during the first five years and thereafter only subject to additional conditions. It also undertakes to support the statutory purpose of MCH Group and to act in

accordance with this. The agreement also states that, in return for their right to appoint representatives to the Board of Directors of MCH Group in accordance with Article 762 of the Swiss Code of Obligations, the public-sector shareholders undertake to elect the persons proposed by Lupa Systems LLC for election to the Board of Directors.

A "Term Sheet" signed by MCH Group, Lupa Systems LLC, the Canton of Basel-Stadt, Erhard Lee, LLB Swiss Investment AG and AMG Fondsverwaltung AG states, among other things, that the shareholders around Erhard Lee and LLB Swiss Investment AG may submit proposals to the Board of Directors for the appointment of a Board of Directors' member.

Changes of control and defense measures

No specific contractual agreements going beyond §5 and 5a of the Articles of Association exist at MCH Group Ltd. against a hostile takeover. Under the terms of §5a of the Articles of Association of 21.12.2020, Lupa Systems LLC is exempt from the obligation to make a takeover bid if its shareholding is in excess of 33 1/3 % but is not more than 49 %.

The public-sector entities – the Cantons of Basel-Stadt and Zurich and the City of Zurich – together hold 33.34 % of the shares and thus have a “blocking minority” on resolutions requiring a two thirds majority.

Shareholder participation rights

The shareholder participation rights summarized below are based on the Articles of Association of MCH Group Ltd. that have been in force since 21.12.2020. The Articles of Association are posted on the MCH Group website under “Investors” | “Governance”:

– Link: <https://www.mch-group.com/en/investors/governance/>

Purchasers of registered shares are, upon request, entered in the share register as shareholders with voting rights and are entitled to vote at the General Meeting if they have been entered in the share register by the relevant date for participation in the General Meeting. Each share entitles the holder to one vote. For purposes of exercising their voting rights, registered shareholders with voting rights may be represented by other registered shareholders with voting rights, by the independent voting representative or by a legal representative.

Shareholders with voting rights who are present at the General Meeting are entitled to comment on matters on the agenda and propose motions, whereby resolutions can only be passed on motions relating to items announced on the agenda. They are similarly entitled to request information from the Board of Directors on company matters and to request information from the auditors on the performance and outcome of their audit. This information cannot be refused if it is necessary to allow the shareholders to exercise their rights.

The ordinary Annual General Meeting is held annually within six months of the end of the financial year. The Board of Directors may convene extraordinary General Meetings as required. One or more shareholders may request that a General Meeting be convened if, together, they represent at least ten percent of the share capital.

The Board of Directors specifies the items on the agenda and the relevant date by which shareholders must have been entered in the share register in order to participate in the General Meeting. A General Meeting must be convened at least 20 days prior to the date of the meeting.

The General Meeting has the following non-transferable powers inter alia:

- adoption and amendment of the Articles of Association;
- election of the members of the Board of Directors insofar as they are not delegates of the Canton of Basel-Stadt or the Canton and City of Zurich;
- election of the chairperson of the Board of Directors;
- election of the members of the Governance, Nomination and Compensation Committee (GNCC);
- election of an independent voting representative;
- election of the statutory auditors;
- approval of the Annual Report and the Financial Report and the resolution on the appropriation of the balance sheet profit;
- approval of the remuneration of the Board of Directors and the Executive Board (management);
- discharge of the members of the Board of Directors.

The term of office for members of the Board of Directors elected by the General Meeting, the Chairperson of the Board of Directors, the members of the Governance, Nomination and Compensation Committee (GNCC), the statutory auditors and the independent voting representative is limited to one year.

The General Meeting passes resolutions and conducts elections with an absolute majority of the share votes cast. An amendment of the Articles of Association and the cases specified by law require a resolution passed by the General Meeting with at least two thirds of the represented votes and with the absolute majority of the nominal share value represented.

The minutes of the General Meetings are posted on MCH Group's website a few days after the General Meeting under "Investors" | "General Meeting".

– Link: <https://www.mch-group.com/en/investors/general-meeting/>

Group

The holding company MCH Group Ltd. with its head office in Basel is a joint stock company with the participation of public sector entities as per Art. 762 of the Swiss Code of Obligations.

It has its roots in the “Schweizer Mustermesse” (Swiss Samples Fair) which was established in Basel in 1916 and in the Schweizer Mustermesse Cooperative that was founded in Basel in 1920 for purposes of running the fair. In 2000, the Cooperative was converted into a joint stock company with the participation of public sector entities as per Article 762 of the Swiss Code of Obligations. In 2001, this merged with the exhibition company in Zurich (established in 1945) under the joint umbrella of MCH Swiss Exhibition (Holding) Ltd. The holding company was renamed MCH Group Ltd. in 2009.

Companies and holdings

After MCH Group's stake in Design Miami II LLC was brought into the newly founded Design Commerce Technologies, Inc in the 2020 financial year, Design Miami Basel AG, in which the MCH Group holds a 50% stake, is now in liquidation. In June, MCH Group acquired Digital Festival AG in Zurich, which organizes the Digital Festival, HackZurich and HackZurich Talents platforms.

The most important companies for the group's business activity are set out below (as per 31.12.2021):

Companies and stakes held directly by MCH Group Ltd.

- MCH Swiss Exhibition (Basel) Ltd. – since 2001 | 100 %
- MCH Swiss Exhibition (Zurich) Ltd. – since 2001 | 100 %
- MCH Beaulieu Lausanne SA – since 2011 | 100 %, (following the acquisition of the majority of shares in the former Beaulieu Exploitation SA in 2010)
- MCH Live Marketing Solutions AG – since 2007 | 100 % (formerly Expomobilia AG)
- MCH US Corp. – since 2017 | 100 % (with MC² Group)
- Digital Festival AG – since 2021 | 100%

Subsidiaries of MCH Swiss Exhibition (Basel) Ltd.

- Art Basel U.S. Corp. in Miami Beach – since 2013 | 100 % (responsible for Art Basel in Miami Beach)
- MCH Group Asia Ltd. – since 2011 | 60% and since 2014 | 100 % (formerly Asian Art Fairs Limited in Hong Kong)
- Masterpiece London Limited – since 2017 | 67.5 % (with Masterpiece Asia Limited, Hong Kong)
- Design Commerce Technologies, Inc. – since 2020 | 4.75 %

Subsidiaries of MCH Live Marketing Solutions AG

- Expomobilia MCH Global Shanghai Ltd. – since 2016 | 100 %
- Expomobilia MCH Global ME Live Marketing LLC – since 2018 | 49 %

An overview of all the companies and holdings may be found in the Financial Report in the “Group balance sheet” section, under “Notes” | “21. Investments in subsidiaries”.

– Online: [Link](#)

– Download pdf: [Page 117](#)

Organization & Management

MCH Group is under the management of the Board of Directors and the Executive Board of its holding company, MCH Group Ltd.

The Board of Directors has the following non-transferable and inalienable duties inter alia:

- top management of the company;
- definition of the corporate strategy and its implementation;
- definition of the organization;
- configuration of the accounting, financial control and financial planning;
- appointment of the Executive Board entrusted with the management, and its supervision;
- compilation of the Annual Report and preparation of the General Meeting and the execution of its resolutions;
- submission of proposals to the General Meeting regarding approval of the remuneration for the Board of Directors and the management.

Details of the members of the Board of Directors, their permitted activities and the shares they hold in MCH Group Ltd., together with the composition of the specialist committees and the meetings held in the 2021 financial year, may be found in the “Corporate Governance” section of the Annual Report under “Board of Directors”.

– Online: [Link](#)

– Download pdf: [Page 64](#)

The Executive Board appointed by the Board of Directors manages the business of MCH Group in accordance with the law, the Articles of Association, the Organizational Regulations and other guidelines and instructions issued by the Board of Directors. It is responsible for all key business transactions and matters which are significant for or impact the group as a whole and which are not reserved for the Board of Directors or the General Meeting by law or through the internal regulations.

Details of the members of the Executive Board, their permitted activities and the shares they hold in MCH Group Ltd. may be found in the “Corporate Governance” section of the Annual Report under “Executive Board”.

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Articles of Association and regulations

The Articles of Association of MCH Group Ltd. were approved by the shareholders of the then Schweizer Mustermesse AG on 14.05.2001, with a view to the merger of Schweizer Mustermesse AG and Messe Zürich AG for international trade fairs and special exhibitions.

At the General Meeting of 08.05.2009, §1 of the Articles of Association was modified for purposes of changing the name of MCH Swiss Exhibition (Holding) Ltd. to MCH Group Ltd. In addition, the Articles of Association were modified at the General Meeting of 17.05.2010 through §3a "Approved Share Capital". In line with this decision taken by the General Meeting, the share capital of MCH Group Ltd. was increased to CHF 60 065 750 in May 2011.

On 22.05.2014, the General Meeting approved a partial revision of the Articles of Association taking in not only the changes required by the "Ordinance against abusive remuneration in listed companies" (VegüV) but also additional amendments which included the updating of the purpose clause and the deletion of the above-mentioned §3a "Approved Share Capital".

On 27.11.2020, the Extraordinary General Meeting approved the following amendments to the Articles of Association: introduction of a formally selective opting up clause for Lupa Systems LLC (§5); a changed composition for the Board of Directors with a maximum of nine members, two of whom are delegated by the government of the Canton of Basel-Stadt and one of whom by the government of the Canton of Zurich and the Zurich City Council (§8 and §22); the lifting of the restrictions on voting rights and the amendment of the registration restrictions (§3 and §5). These amendments to the Articles of Association became legally effective with the completion of the capital increases and the entry in the Commercial Register on 21.12.2020.

The Articles of Association (in German and English) and the Organizational Regulations and the Regulations governing the specialist committees (in German) are posted on the MCH Group website under "Investors" | "Governance".

– Link: <https://www.mch-group.com/en/investors/governance/>

Composition of the Board of Directors

Under the terms of §22 of the Articles of Association of 21.12.2020, the Board of Directors comprises a maximum of nine members. It is made up of three representatives of the public-sector entities and three representatives of Lupa Systems, as well as three additional, independent members. In accordance with the Articles of Association, two members are appointed by the government of the Canton of Basel-Stadt and one member is appointed jointly by the government of the Canton of Zurich and the Zurich City Council. The remaining members are elected by the General Meeting.

The members of the Board of Directors are generally non-executive members, as per the SIX Swiss Exchange Directive. From 03.08.2018 to 04.09.2018, the Chairman of the Board of Directors, Dr. Ulrich Vischer, was responsible for operational management of the company as the delegate of the Board of Directors. From 04.09.2018 to 31.07.2019, Hans-Kristian Hoejsgaard was interim CEO of MCH Group. With the exception of these two transitional arrangements for limited periods, the members of the Board of Directors have never belonged to the operational management of MCH Group and have no significant business relationships with it. The relations between the representatives of the public sector entities and the company are based on the institutional relationship that exists between these entities and MCH Group.

The Board of Directors constitutes itself unless the General Meeting has the power to constitute the Board (election of the Chairperson and the members of the Governance, Nomination and Compensation Committee (GNCC)).

The Board of Directors' meetings are generally also attended by all the members of the Executive Board – without the right to vote – and, if required for individual transactions, by other members of the management and external experts.

Specialist Committees of the Board of Directors

The Governance, Nomination and Compensation Committee (GNCC) is a specialist committee that advises the Board of Directors on the execution of its duties in the fields of corporate governance, human resources planning at Board of Directors and Executive Board level, and the remuneration policy and remuneration to be paid to the Board of Directors and the Executive Board. The GNCC has no decision-making powers of its own. It regularly informs the Board of Directors about its activities and submits the corresponding recommendations and proposals. Apart from the members of the Board of Directors elected by the Annual General Meeting, the GNCC meetings are also attended, if necessary, by the Group CEO, the Group CFO and the Head of Corporate Human Resources.

The Audit Committee (AC) is a specialist committee which supports the Board of Directors in supervising the financial and accounting systems, the financial reporting, the auditors and also the risk management and internal control system. The AC has no decision-making powers of its own. It regularly informs the Board of Directors about its activities and submits the corresponding recommendations and proposals. The AC meetings are attended by the Group CEO and Group CFO and also, as a rule, by the representative of the statutory auditor, as well as by the auditor's representatives when auditing topics are treated.

In spring 2019, the Board of Directors set up a Strategy Committee (SC) to deal in depth with all strategic issues. In 2021, it also carried out the review and further development of the strategy and submitted the results to the Board of Directors. The SC has no decision-making powers of its own. It regularly informs the Board of Directors about its activities and submits the corresponding recommendations and proposals. As a rule, the meetings of the SC are also attended by the members of the Executive Board and, if required, by other members of the management.

Management and control instruments

The duties and competences of the Board of Directors and the Executive Board are governed by the Articles of Association, the Organizational Regulations and the Regulations of the specialist committees. Data on the current and expected course of business is continuously recorded in a controlling, planning and information system. The Executive Board draws up regular business reports for submission to the Board of Directors on the basis of this underlying data. In addition, the Executive Board compiles a written monthly report for the Board of Directors on the current course of business in the different divisions. If exceptional events occur, the Board of Directors is notified without delay. The Chairman of the Board of Directors maintains constant intensive contact with the Group CEO and Group CFO.

Following the emergence of the Covid pandemic, contingency plans were immediately drawn up for all business areas in March 2020. Various scenarios were calculated for the development of the business environment and business activities as well as for the corresponding impact on the company's financial situation. This contingency planning has been taken forward in the 2021 financial year, and has been updated several times and deliberated on by the Board of Directors.

Risk Management and Internal Control System

MCH Group has a corporate risk management function. Corporate risk management acts as an advisory unit on behalf of the Audit Committee and the Executive Board and supports the group in risk management, in the further development of the internal control system (ICS) and the further building up of the compliance management system. Over the past business year, corporate risk management has conducted various strategic, financial, operational and regulatory examinations.

The MCH Group's ICS takes in all the processes, methods and measures prescribed by the Board of Directors and Executive Board and constitutes an integral part of risk management and a key element of corporate governance for the MCH Group. It is aimed first and foremost at ensuring the prompt and correct accounting of all business processes and the periodical availability of reliable data on the company's financial position. The key processes and controls, together with their implementation, are verified and documented on a systematic and readily comprehensible basis to this end. When acquisitions are made, we aim to bring the internal control procedures of the acquired entities into line with those of the MCH Group as rapidly as possible.

The MCH Group continually aligns its ICS to the effectiveness of its business processes and to compliance with laws and regulations. The weak points identified in this way are rectified by means of selective actions. The Audit Committee of the MCH Group monitors the ICS.

The MCH Group's risk management deals with strategic, financial, operational and also regulatory risks. In the reporting year, the different business risks were identified in group workshops and individual interviews and assessed in terms of their potential level of impact and the probability of their occurrence. During subsequent consolidation, the most important risks for the group are identified and evaluated. These risks are then reduced to an acceptable level through targeted management measures and, where addressable, are integrated in the company's strategy and operating business. The risk assessment was verified by the Audit Committee (AC) and adopted by the Board of Directors.

In the reporting year, numerous additional risk assessments were performed in addition to the regular risk management process, which is repeated at least once a year. Particular weight was attached to risk management in the decisions taken regarding events. Risk management was actively included in the preparations and ongoing situation analyses on a permanent basis.

The most important risks for the MCH Group are described below for the individual risk categories. The MCH Group continues to regard the impact of the Covid-19 pandemic on its business activities as one of the key risks for the group. MCH recognizes the overarching interaction with other identified risks, which could also affect the group's course of business in the near future.

Strategic risks

The opportunities identified include the consolidation and growth of internationally leading exhibitions and platforms, as well as the ongoing strong development in the area of digitalization. MCH Group is assuming that the ongoing implementation of its corporate strategy will be decisive in countering the risks arising from developments such as these. By integrating risk management in its strategic projects, the company is endeavoring to optimise the sustainability and value retention of the investments made.

Financial risks

The at times far-reaching impact of the various measures imposed by the authorities to contain the pandemic will continue to determine business performance at MCH Group for the near future. As its business activity increases in the course of the year, MCH Group expects a positive effect on its business performance once again.

The economic situation in general and the development of the respective industries, in particular, has a direct influence on customers' financial standing, the level of investments made in marketing and foreign currency fluctuations. Appropriate risk management measures have been initiated at MCH Group at a strategic, financial and operational level.

Operational risks

MCH Group remains ready to implement any new measures introduced to combat the pandemic, on the one hand, while still pursuing the objective of guaranteeing operational excellence in all matters, on the other hand, especially when it comes to achieving maximum safety and satisfaction for its customers. With

the ongoing implementation of its corporate strategy, MCH Group is aligning itself to the ever more rapidly changing market conditions. This implementation is also actively contributing to continuous improvements in the external conditions.

Regulatory risks

The increasing regulatory requirements and framework conditions, together with the international development of MCH Group and its products, are increasing both the complexity of the different issues and the group's exposure. MCH Group is thus continually adapting its organization and processes to this end so as to ensure that potential regulatory risks can be identified at an early stage and the required measures triggered in good time.

Compliance and Internal Audit

MCH Group wishes to further strengthen governance of the company and, to this end, reinforced Corporate Risk & Compliance with the addition of a further post in the first half of 2021. The Corporate Compliance Officer supports the management and the company in ensuring compliance with the regulations and guidelines. In implementing the Compliance Framework over the next few years, the regulations and guidelines will be updated and targeted training provided. Employees who detect violations of the applicable regulations and guidelines can contact Risk Management & Compliance in confidence.

In 2021, the Board of Directors also approved the establishment of an internal audit unit. The internal audit unit provides independent and objective audit services, thus ensuring that MCH complies with both the applicable laws and its internal policies and procedures. The internal audit unit reports to the Audit Committee.

To coordinate the setting up of this unit, an audit schedule was compiled in cooperation with Ernst & Young and approved by the Audit Committee. In the past financial year, two internal audits were conducted as pilots in the areas of "Project Management" and "Compliance Management". In 2022, further internal audits will be conducted throughout the group for the attention of the Board of Directors.

The internal audit unit informs the competent members of the group management and the Audit Committee of its main findings and recommendations on a regular basis.

Information policy

MCH Group pursues a policy of open and objective communication as a matter of principle. It complies with the rules of the SIX Swiss Exchange as far as its information practice is concerned. It maintains regular contact with the investors and the media, including via investor conference calls and media talks on important topics such as the annual and half-year financial statements. The invitation to the General Meeting and the documents are sent out by letter. All the key information may be found on the MCH Group website:

- Ad hoc announcements under "Investors" | "Ad hoc publications"
 - Link: <https://www.mch-group.com/en/investors/ad-hoc-announcements/>
- Registration for the push service for ad hoc announcements under "Investors" | "Ad hoc publications"
 - Link: <https://www.mch-group.com/en/investors/ad-hoc-announcements/>
- Media releases under "News"
 - Link: <https://www.mch-group.com/news/>
- Annual reports and half-year reports under "Investors" | "Reports"
 - Link: <https://www.mch-group.com/investoren/berichte/>
- Agenda and contact under "Investors" | "Agenda & Contact"
 - Link: <https://www.mch-group.com/investoren/berichte/>

Blackout periods

MCH Group has set out the regulations governing blackout periods in its Insider & Ad hoc Regulations. The following blackout periods apply for all members of the Board of Directors and the Executive Board as well as for other permanent insiders (employees in the areas of Corporate Finance, Corporate Communications, Management Office, etc.) and, where appropriate, for insiders working on special projects:

- from 15 July up to the ad hoc communication of the half-year results
- from 15 January up to the ad hoc communication of the annual results
- Decisions are taken on additional blackout periods if an event or a project is subjected to the insider and ad hoc rules. An additional blackout period requires the agreement of the Governance, Nomination and Compensation Committee (GNCC).

In the 2021 business year, blackout periods applied for the members of the Board of Directors and the Executive Board together with the other insiders from 15.01.2021 to 25.03.2021 and from 15.07.2021 to 03.09.2021. There were no additional blackout periods in the 2021 financial year.

Management Structure

Board of Directors and Executive Board / Management

The Board of Directors and the Executive Board, i.e. the management, of MCH Group Ltd., and the operating companies in which it has a direct 100% holding (31.12.2021):

MCH Group Ltd.

Board of Directors

- Andrea Zappia, Chairman
- Marco Gadola, Vice Chairman
- Markus Breitenmoser
- Christoph Brutschin
- Dr. Balz Hösly
- Dr. Dagmar Maria Kamber Borens
- Eleni Lionaki
- James R. Murdoch
- Jeffrey Palker

Details of the members of the Board of Directors, their permitted activities and the shares that they hold in MCH Group Ltd., together with the membership of the specialist committees and the meetings held in the 2021 financial year, may be found in the “Corporate Governance” section of the Annual Report under “Board of Directors”.

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Executive Board

- Beat Zwahlen, Group Chief Executive Officer (Group CEO)
- Michael Hüsler, Group Chief Financial Officer (Group CFO)
- Andreas Eggimann, Chief Digital & Information Officer (CDIO)
- Florian Faber, Chief Executive Officer (CEO) Live Marketing Solutions
- Marc Spiegler, Global Director Art Basel

Details of the members of the Executive Board, their permitted activities and the shares they hold in MCH Group Ltd. may be found in the “Corporate Governance” section of the Annual Report under “Executive Board”.

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MCH Swiss Exhibition (Basel) Ltd.

Board of Directors

- Beat Zwahlen, Chairman
- Michael Hüsler, Vice Chairman

Management

- Beat Zwahlen, Group Chief Executive Officer (Group CEO)
- Michael Hüsler, Group Chief Financial Officer (Group CFO)

MCH Swiss Exhibition (Zurich) Ltd.

Board of Directors

- Beat Zwahlen, Chairman
- Michael Hüsler, Vice Chairman

Management

- Beat Zwahlen, Group Chief Executive Officer (Group CEO)
- Michael Hüsler, Group Chief Financial Officer (Group CFO)

MCH Beaulieu Lausanne SA

Board of Directors

- Beat Zwahlen, Chairman
- Michael Hüsler
- Jonas Scharf

Management

- Beat Zwahlen, Group Chief Executive Officer (Group CEO)
- Michael Hüsler, Group Chief Financial Officer (Group CFO)

Digital Festival AG

Board of Directors

- Beat Zwahlen, Chairman
- Michael Hüsler

Management

- Jonathan Isenring

MCH Live Marketing Solutions AG

Board of Directors

- Beat Zwahlen, Chairman
- Florian Faber, Delegate
- Michael Hüsler

Management

- Frank Marreau, Managing Director Expomobilia
- Andreas Hartmann, CFO
- Ties Hendriks, Managing Director MCH Global
- Kathrin Morlock, Head Organisational Development & HR

MC² Group

Board of Directors

- Florian Faber, Chairman
- Beat Zwahlen

Management

- Richard McAdam, CEO
- Paul Chartier, CFO

Management Structure

The organization focused on the implementation of the corporate strategy (31.12.2021):

Art & Art Related Industries

Marc Spiegler

Member of the Executive Board | Global Director Art Basel

Reports to Group CEO

Swiss Events

Roman Imgrüth

Managing Director Swiss Events

Reports to Group CEO

Live Marketing Solutions

Florian Faber

Member of the Executive Board | CEO Live Marketing Solutions

Reports to Group CEO

Venues

Jonas Scharf

Managing Director Venues

Reports to Group CFO

Digital & Information

Andreas Eggimann

Member of the Executive Board | CDIO

Reports to Group CEO

Corporate Finance

Michael Hüsler

Member of the Executive Board | CFO

Reports to Group CEO

Corporate Functions

Report to Group CEO

- Business Development & Innovation
Birgit Rieder (since 01.02.2022 Jonathan Isenring)
- Group Strategy and Projects
Sarah Borrey
- Corporate HR
Andreas Gnepf
- Group Legal Department
Philipp Schlienger Cox
- Corporate Risk Management & Compliance
Olivier Balmat
- Corporate Communications
Christian Jecker | Emanuel Kuhn

Board of Directors

The members of the Board of Directors of MCH Group Ltd. (31.12.2021)



Andrea Zappia

Chairman

Andrea Zappia is Executive Vice President and Chief Executive Officer New Markets and Business of Sky Group. His responsibilities also include SkyStudios and SkyNews/SkyTG24. He started his career at the multinational Procter&Gamble company, where he held the post of European Group Marketing Manager. From 1996 to 2001, he was Global Sales and Marketing Director for Ferrari and Maserati. In 2003, he joined Sky Italia, where he held various executive positions before holding the post of CEO from 2011 to 2019. Andrea Zappia is 57 years old and an Italian citizen. He was born in Tripoli and grew up in Bologna, where he graduated in Economics.

Place of residence: Milano (Italy)

Date of birth: 24.09.1963

Nationality: IT

BD member since 2021

Elected annually by the AGM



Marco Gadola

Vice Chairman

Marco Gadola is currently, among other things, Chairman of the Board of Directors of DKSH Holding AG and Medartis and a member of the Board of Directors of various Basel-based firms, including Straumann and Tally Weijl, as well as other companies. From 2006 to 2008 he was CFO and EVP Operations and, from 2013 to 2019, CEO of the Straumann Group. Between these posts he was Chief Financial Officer and Regional CEO Asia/Pacific at Panalpina Management AG. Prior to his initial period at Straumann, he held different managerial posts at Hero AG, Hilti, Sandoz International Ltd. and Swiss Bank Corporation. Marco Gadola studied economics in Basel, followed by other courses of study in London and Lausanne.

Place of residence: Engelberg (Switzerland)

Date of birth: 23.09.1963

Nationality: CH / FR

BD member from 2016 to 2019 and since 2021

Elected annually by the AGM



Markus Breitenmoser

Markus Breitenmoser has been active internationally for more than 30 years as a Board member, investor, manager and consultant in various industries, including the financial industry, where he has worked especially in the field of corporate restructuring and repositioning. He holds an MBA from the University of St. Gallen. He started his career with Ascom Holding AG before moving to Credit Suisse First Boston and Actienbank and was then a partner and director at Arthur D. Little Central Europe and Helbling Business Advisory AG, where he provided consultancy services to numerous corporate customers from different sectors. He subsequently held Board of Directors' mandates at the stock-exchange-listed and internationally operating companies of Precious Woods Holding AG and Lifewatch AG, and the innovation analytics company Alpora AG, where he was also a founding partner. Today he is a shareholder and partner of consultancy firm Breitenmoser & Partner GmbH and Chairman of the Central American forestry company Novelteak AG and its subsidiaries as well as MCBM Beteiligungen AG.

Place of residence: Jona (Switzerland)
Date of birth: 12.01.1963
Nationality: CH
BD member since 2019
Elected annually by the AGM



Christoph Brutschin

Christoph Brutschin was a member of the cantonal government and Head of the Economic, Social Affairs and Environment Department of the Canton of Basel-Stadt from 2009 until January 2021. He studied business administration in Zurich and also economics and the teaching of economics in Fribourg, before taking up employment with PriceWaterhouseCoopers and maxit AG. Prior to his election onto the executive of the Canton of Basel-Stadt, he worked at Basel Commercial College – as a teacher and lecturer as of 1991 and then as the principal from 1996 onwards.

Place of residence: Basel (Switzerland)
Date of birth: 21.02.1958
Nationality: CH
BD member since 2009
Delegate of the Canton of Basel-Stadt



Dr. Balz Hösly

Dr. iur. Balz Hösly is a lawyer and partner at MME Legal | Tax | Compliance in Zurich and Zug. He is an experienced Board of Directors' practitioner in matters of governance and also in development and change management for private and public companies. Balz Hösly has previously worked in senior positions in different companies, including Winterthur Versicherungen and CS, and also as CEO of the Swiss export promotion organization Osec (now Switzerland – Global Enterprise). He is a lecturer at the University of Zurich, the ZfU Business School in Thalwil and the University of St. Gallen. He is Chairman of the Board of Directors of Greater Zurich Area AG and the AG Hallenstadion Zürich as well as a member of the Board of Directors of Showwerk AG in Aegeri and Alstom (Schweiz) AG in Zurich.

Place of residence: Zurich (Switzerland)
Date of birth: 08.03.1958
Nationality: CH
BD member since 2018
Delegate of the Canton and City of Zurich



Dr. Dagmar Maria Kamber Borens

Dr. Dagmar Maria Kamber Borens is country head and CEO of State Street Bank International GmbH, Switzerland, and has more than twenty years' experience in the banking industry. She worked for more than 17 years for UBS in different management posts in Zurich, London and Singapore, including as CFO for the Asia-Pacific region. Following that, she was COO and on the management of the Swiss Universal Bank of Credit Suisse (Switzerland). Most recently, she was CEO designate and country head of Quintet Private Bank Schweiz AG. Dagmar Kamber Borens studied law at the University of Basel gaining a doctorate.

Place of residence: Basel (Switzerland)
Date of birth: 28.09.1972
Nationality: CH
BD member since 2019
Delegate of the Canton of Basel-Stadt



Eleni Lionaki

Eleni Lionaki – Strategic Advisor to Lupa Systems LLC – headed 21st Century Fox’s corporate office in Europe and was in charge of M&A activity in the region, before joining Lupa Systems in 2019. Prior to her time at 21st Century Fox, Eleni Lionaki held senior positions in investment banking at Goldman Sachs and Deutsche Bank. Eleni Lionaki is an experienced Board member having previously served on a number of Boards, including Endemol Shine and Moby Group. She is currently a member of the Board of Directors of Tribeca Enterprises.

Place of residence: Athens (Greece)

Date of birth: 17.09.1977

Nationality: GR / GB

BD member since 2020 (21.12.)

Elected annually by the AGM



James R. Murdoch

James Murdoch is an investor and philanthropist. After more than two decades of global leadership in the media and technology industries, James Murdoch founded LUPA Systems as a private holding company. He most recently served as CEO of 21st Century Fox from 2015 to 2019; previously he served as 21st Century Fox Co-COO, Chairman and CEO for Europe and Asia. Prior to his time at 21st Century Fox, he was the CEO and Chairman of Sky, and CEO of STAR TV. James Murdoch is member of the Board of Directors of Tesla and the Dia Art Foundation, Vice-Chairman of the Center for New American Security, and a member of the Council for Foreign Relations. James and his wife, Kathryn Murdoch, are founders of Quadrivium, a foundation that invests in democracy reform, technology and society, scientific awareness, and climate and ocean health issues.

Place of residence: New York, N.Y. (USA)

Date of birth: 13.12.1972

Nationality: US

BD member since 2020 (21.12.)

Elected annually by the AGM



Jeffrey Palker

Jeffrey Palker joined Lupa Systems LLC as managing partner and general counsel in April 2019. Previously, he worked at 21st Century Fox, where he served as Executive Vice President, Deputy General Counsel and Deputy Chief Compliance Officer. Owing to his extensive international experience, he was previously also General Counsel for Europe and Asia at 21st Century Fox. Jeffrey Palker has extensive experience as member of Boards of Directors. He was previously on the Board of Endemol Shine and is currently a member of the Board of Directors of Tribeca Enterprises, Vice Media and AWA studios.

Place of residence: Short Hills, N.J. (USA)

Date of birth: 30.10.1973

Nationality: US

BD member since 2020 (21.12.)

Elected annually by the AGM

Changes

At the Annual General Meeting of 28.04.2021, the Chairman of the Board of Directors, Dr. Ulrich Vischer, stepped down from his office. He was delegated to the Board of Directors by the Canton of Basel-Stadt from 1992 to 2005 as the then head of its Finance Department. From 2006 to 2021, he was elected Chairman of the Board of Directors by the Annual General Meeting.

At the Annual General Meeting of 28.04.2021, Hans-Kristian Hoejsgaard and Andreas Widmer also stepped down from the Board of Directors. Hans-Kristian Hoejsgaard had been a member of the Board of Directors since 2019 and, in that capacity, was a member of the Governance, Nomination and Compensation Committee (GNCC) and Chairman of the Strategy Committee (SC). Andreas Widmer had been a member of the Board of Directors and a member of the SC since 2016.

On 28.04.2021, the Annual General Meeting elected Andrea Zappia as a new member of the Board of Directors and as its Chairman. The General Meeting additionally elected Marco Gadola as a new member of the Board of Directors. He was subsequently appointed Vice Chairman.

Since the Annual General Meeting on 28.04.2021, there have been no changes in the Board of Directors up to the time of publication of this Annual Report at the end of March 2022.

Permitted activities as per §23 of the Articles of Association of MCH Group Ltd.

- a) In legal entities listed on the stock exchange: 5
- b) In other legal entities listed in the commercial register: 15, minus a)
- c) In legal entities listed in the commercial register with a charitable, public or public-utility purpose: 10

Shares held by members of the Board of Directors

	Number of shares CHF 10 and percentage of voting rights 31.12.2021		Number of shares CHF 10 and percentage of voting rights 31.12.2020	
Dr. Ulrich Vischer, Chairman ¹⁾			777	0.0%
Andrea Zappia, Chairman ²⁾	38 409	0.3%		
Christoph Brutschin, Vice Chairman ³⁾	–	0.0%	–	0.0%
Marco Gadola, Vice Chairman ⁴⁾	–	0.0%		
Markus Breitenmoser	9 000	0.1%	–	0.0%
Hans-Kristian Hoejsgaard ⁵⁾			1 858	0.0%
Dr. Balz Hösly	–	0.0%	–	0.0%
Dr. Dagmar Maria Kamber Borens	–	0.0%	–	0.0%
Eleni Lionaki	–	0.0%	–	0.0%
James R. Murdoch	–	0.0%	–	0.0%
Jeffrey Palker	–	0.0%	–	0.0%
Andreas Widmer ⁵⁾			–	0.0%
Total	47 409	0.3%	2 635	0.0%
Shares held by related parties				
of Dr. Ulrich Vischer			748	0.0%
of Markus Breitenmoser ⁶⁾	2 847	0.0%	2 847	0.0%
of James R. Murdoch ⁷⁾	4 805 238	32.3%	4 805 238	32.3%

1) Member and Chairman of the BoD up to 28.04.2021.

2) Member and Chairman of the BoD as of 28.04.2021.

3) Vice Chairman of the BoD up to 28.04.2021.

4) Member and Vice Chairman of the BoD as of 28.04.2021.

5) Member of the BoD up to 28.04.2021.

6) MCBM Beteiligungen AG

7) Lupa Investment Holdings LP

Board of Directors' Meetings

In the 2021 business year, the meetings of the Board of Directors were held either in hybrid form (physical presence in the Congress Center Basel and participation via video conference) or solely as video conferences. In the 2021 business year, 14 meetings were held with a total meeting time of 27 hours:

- 8 meetings of more than 2 hours – in February, March, April, May, June, September (2) and November
- 6 meetings of less than 2 hours – in January (2), July, October (2) and November

Governance, Nomination and Compensation Committee (GNCC)

- Christoph Brutschin, Chairman
- Dr. Balz Hösly
- Jeffrey Palker
- Andrea Zappia

In the 2021 business year, the meetings of the GNCC were held either in hybrid form (physical presence in the Congress Center Basel and participation via video conference) or solely as video conferences. In the 2021 business year, 21 meetings were held between January and November, with a total meeting time of 40 hours. Eight meetings lasted more than 2 hours and 13 meetings less than 2 hours.

Audit Committee (AC)

- Dr. Dagmar Maria Kamber Borens, Chairwoman
- Markus Breitenmoser
- Christoph Brutschin
- Marco Gadola
- Eleni Lionaki

In the 2021 business year, the meetings of the AC were held either in hybrid form (physical presence in the Congress Center Basel and participation via video conference) or solely as video conferences. In the 2021 business year, 7 meetings were held in the months of January, March, May, June, July, August and November, with a total meeting time of 16 hours. Two meetings lasted more than 3 hours, 4 meetings lasted between 2 and 3 hours and 1 meeting lasted less than 2 hours.

Strategy Committee (SC)

- James R. Murdoch, Chairman
- Marco Gadola
- Dr. Balz Hösly
- Eleni Lionaki
- Andrea Zappia

In the 2021 business year, the meetings of the SC were held either in hybrid form (physical presence in Basel and participation via video conference) or solely as video conferences. In the 2021 business year, 5 meetings were held in the months of April (2), May, August and October with a total meeting time of 11 hours. Four meetings lasted 2 hours, one meeting lasted 3 hours.

Secretary to the Board of Directors

- Christian Jecker, Corporate Communications

Executive Board

Members of the Executive Board (31 December 2021)



Beat Zwahlen

Group Chief Executive Officer (Group CEO)

Beat Zwahlen was appointed interim Group Chief Executive Officer (Group CEO) on 15.01.2021. He joined MCH Group on 01.05.2018 as Group Chief Financial Officer (Group CFO) and a member of the Executive Board. Over the past few years, he has instigated and played a decisive role in the restructuring and transformation of the company. In 2020, Lupa Systems was acquired as a new anchor investor and the corresponding capital increases implemented under his leadership. As a business economist (UAS) and certified accountant, he held various senior posts prior to joining MCH Group, including at Landis & Gyr (Europe) AG in Zug, Rieter Automotive Management AG in Winterthur, Schaffner Holding AG in Luterbach, Uniwheels AG in Bad Dürkheim (Germany) and also Belux AG und Vitra International AG in Birsfelden. As an independent entrepreneur, he has successfully completed business restructuring assignments and turnarounds. He is a member of several Boards of Directors.

Place of residence: Oberrohrdorf (Switzerland)

Date of birth: 13.02.1960

Nationality: CH

EB member since 01.05.2018



Michael Hüsler

Group Chief Financial Officer (Group CFO)

Michael Hüsler was appointed Group Chief Financial Officer (Group CFO) of MCH Group on 15.01.2021. In this function, he holds responsibility for the areas of Corporate Finance and Corporate Procurement, as well as for the Venues division. He has extensive leadership experience at senior management level, especially in the areas of investor relations, M&A transactions and restructuring. Michael Hüsler studied economic sciences in Basel and qualified as an IFRS Accountant at the Controller Akademie Zurich. He began his professional career in Auditing at PriceWaterhouseCoopers and then became Head Corporate Controlling at Straumann Holding AG. In 2005, he switched to Bachem Holding AG as Group CFO. From 2009 to 2017, he was Group CFO of Siegfried Holding AG then, as of 2017, Group CFO of Habasit International AG, where, in his function as CFO, his responsibilities included the Legal and IT departments.

Place of residence: Arlesheim (Switzerland)

Date of birth: 28.04.1972

Nationality: CH

EB member since 15.01.2021



Andreas Eggimann

Chief Digital & Information Officer (CDIO)

Andreas Eggimann joined MCH Group on 01.11.2019 as Chief Digital & Innovation Officer. Prior to this, he was Head Digital Management at the Swiss Post Office as of 2014 where, as a member of the top management, he held responsibility, among other things, for the development and leadership of digital management throughout the group and for the realignment of the Post Office to take account of market-orientated and internal digital channels. After graduating in business management in Basel, he began his professional career with the Coop Group, and his subsequent posts have included Head Digital Business Development in the Young & Rubicam Group Switzerland.

Place of residence: Ramlinsburg (Switzerland)

Date of birth: 01.03.1974

Nationality: CH

EB member since 01.11.2019



Florian Faber

Chief Executive Officer (CEO) Live Marketing Solutions

Florian Faber holds an Executive Master of Business Administration (MBA) from the University of Zurich. He was in charge of participation in European trade fairs at car manufacturer Nissan before switching to MCH's Expomobilia in 2009 as New Business Manager. In 2011, as a member of the management, he was appointed Head of Sales and, in Summer 2014, he became managing director of Expomobilia, which was renamed MCH Live Marketing Solutions AG in November 2018. As managing director of Expomobilia, Florian Faber has played a key role in the successful development and internationalization of the Exhibition, Event and Pavilion Construction business unit from 2014 to 2018. Since January 2019, Florian Faber has been CEO of the Live Marketing Solutions division and a member of the Executive Board of MCH Group. In this function he is in charge of the strategic repositioning of the Live Marketing Solutions division and responsible for the sustainable global growth of the division with its brands MCH Global (experience marketing agency), MC2 (experience full service provider in North America and Germany) and Expomobilia (global general contractor for experience construction).

Place of residence: Nürensdorf (Switzerland)

Date of birth: 22.05.1979

Nationality: DE / CH

EB member since 14.01.2019



Marc Spiegler

Global Director Art Basel

The Board of Directors appointed Marc Spiegler as a member of the Executive Board on 01.01.2020. Marc Spiegler joined MCH Group in 2007 as Co-Director of Art Basel. Since 2012, he has been Global Director Art Basel and, in this function, has made a decisive contribution to the show's successful development as the leading platform for contemporary and modern art. After studying at the University of Kent (degree in social sciences) and Haverford College (bachelor's degree in political sciences), he continued his studies at the Northwestern University in Evanston (Master's degree in journalism). He then worked for 15 years as a journalist and editor for several well-known media, covering a broad range of topics and focusing especially on economics, technology and the art market.

Place of residence: Zurich (Switzerland)

Date of birth: 12.10.1968

Nationality: CH / FR

EB member since 01.01.2020

Changes

On 15.01.2021, the Board of Directors and the former Group CEO Bernd Stadlwieser mutually agreed to terminate the employment relationship. Bernd Stadlwieser was released from his work obligation at this same time. He joined MCH Group as Group CEO on 12.06.2019, his official leaving date was 31.07.2021.

The Board of Directors appointed Beat Zwahlen, Group CFO to date, as new interim Group CEO on 15.01.2021. It has also appointed Michael Hüsler as the new Group CFO of the MCH Group with effect from 15.01.2021.

There have been no further changes in the Executive Board since January 2021 up to the time of publication of this Annual Report at the end of March 2022.

Permitted activities as per §36 of the Articles of Association of MCH Group Ltd.

- a) In legal entities listed in the commercial register: 8
- b) In legal entities listed in the commercial register with a charitable, public or public-utility purpose: 8

Shares held by members of the Executive Board

	Number of shares CHF 10 and percentage of voting rights 31.12.2021		Number of shares CHF 10 and percentage of voting rights 31.12.2020	
Bernd Stadlwieser ¹⁾			2 787	0.0%
Beat Zwahlen ²⁾	–	0.0%	–	0.0%
Andreas Eggimann	1 000	0.0%	–	0.0%
Florian Faber	–	0.0%	–	0.0%
Michael Hüsler ³⁾	6 000	0.0%		
Marc Spiegler	–	0.0%	–	0.0%
Total	7 000	0.0%	2 787	0.0%
Shares held by related parties				
of Bernd Stadlwieser			2 787	0.0%
of Beat Zwahlen ⁴⁾	5 000	0.0%	–	0.0%

1) Up to 15.01.2021 Group CEO.

2) Up to 15.01.2021 Group CFO, as of 15.01.2021 Group CEO a.i.

3) Appointment as of 15.01.2021.

4) CORxpert AG

Personnel

The details set out below include all the companies which belong wholly to MCH Group, or in which it has a majority holding.

At the end of the 2021 reporting year, MCH Group had a total of 662 employees on permanent contracts occupying 627.3 full-time equivalents. The group's workforce thus decreased by 48 permanent employees in the year under review (-6.8%).

For the provision of various services, additional temporary staff are employed. As of 31.12.2021, there were an additional 619 temporary employees with 343.5 full-time equivalents

The revised Gender Equality Act, which came into force in Switzerland on 01.07.2020, requires employers with more than 100 employees to conduct a formal review of pay equality between men and women. MCH Group conducted a corresponding equal pay analysis for the companies MCH Live Marketing Solutions AG and MCH Swiss Exhibition (Basel) Ltd. in February and April 2021 respectively, in line with the government's specifications, and had this audited by KPMG AG. There are no significant pay differences between the genders within these companies.

Employees on permanent contracts by company (without minority stakeholdings)			31.12.2021		31.12.2020	
			Total		Total	
MCH Group Ltd.			21			22
MCH Swiss Exhibition (Basel) Ltd. ¹⁾			256			266
MCH Swiss Exhibition (Zurich) Ltd.			24			19
MCH Beaulieu Lausanne SA			3			4
MCH Live Marketing Solutions AG ²⁾			117			112
MC ² Group ³⁾			241			287
Total			662			710

Hierarchy levels/Gender			31.12.2021		31.12.2020	
	Male	Female	Total	Male	Female	Total
Board of Directors MCH Group	7	2	9	8	2	10
Executive Board MCH Group ⁴⁾	5	–	5	5	–	5
Management LMS Division	4	1	5	4	1	5
Managerial staff	57	33	90	62	30	92
Employees	314	248	562	350	258	608
Total	387	284	671	429	291	720

Nationalities/Gender			31.12.2021		31.12.2020	
	Male	Female	Total	Male	Female	Total
Switzerland	135	97	232	150	99	249
Germany	48	47	95	43	45	88
France	9	8	17	7	10	17
Italy	5	1	6	4	3	7
Austria	–	4	4	1	3	4
Great Britain	5	8	13	6	11	17
USA	160	78	238	195	86	281
Hong Kong	1	9	10	1	11	12
China (Mainland)	2	4	6	1	2	3
Other	15	26	41	13	19	32
Total	380	282	662	421	289	710

1) With subsidiaries Art Basel U.S. Corp., MCH Group Asia Limited, Masterpiece London Ltd., Digital Festival AG

2) With subsidiaries Expomobilia MCH Global Shanghai Ltd., MCH Global ME Live Marketing LLC

3) MC ² USA and MC ² Europe

4) Also management of the exhibition companies

Statutory Auditors

The Annual General Meeting of MCH Group Ltd. on 28 April 2021 elected KPMG AG, Basel, as the statutory auditors for the group for the 2021 business year.

KPMG AG, Basel has invoiced the MCH Group for services relating to the 2021 business year as follows:

Services (in CHF, excl. VAT)	2021	2020
Audit fees	589 875	558 500
Additional fees ¹⁾	218 000	244 923
Total	807 875	803 423

¹⁾ 2021: Tax consultancy (VAT and Corporate Tax)

The auditing services cover all engagements in connection with the auditing of the annual accounts for the business year in question. Other consulting comprises mainly services in connection with the capital increase as well as tax consulting.

The Audit Committee monitors the external auditing company to ensure that it performs its work independently and in accordance with Swiss legislation and the Swiss auditing standards. The statutory auditors submit written and verbal reports to the Audit Committee at least once a year on the subjects of audit planning and the scope of the audit, accounting, financial reporting, the internal control system and other auditing related assignments. In the reporting year, the statutory auditors attended five Audit Committee meetings.

The statutory auditors are elected by the General Meeting for a period of one year in each case following a proposal made by the Board of Directors. KPMG AG, Basel has held this mandate since being elected by the General Meeting on 7 May 2012. Claudio Boller has been the lead auditor since the 2018 business year.



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The Reports 2021 of
MCH Group are available
in German and English.
The German version is
legally bindin.

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