Half-year Report 2026

MCH GROUP

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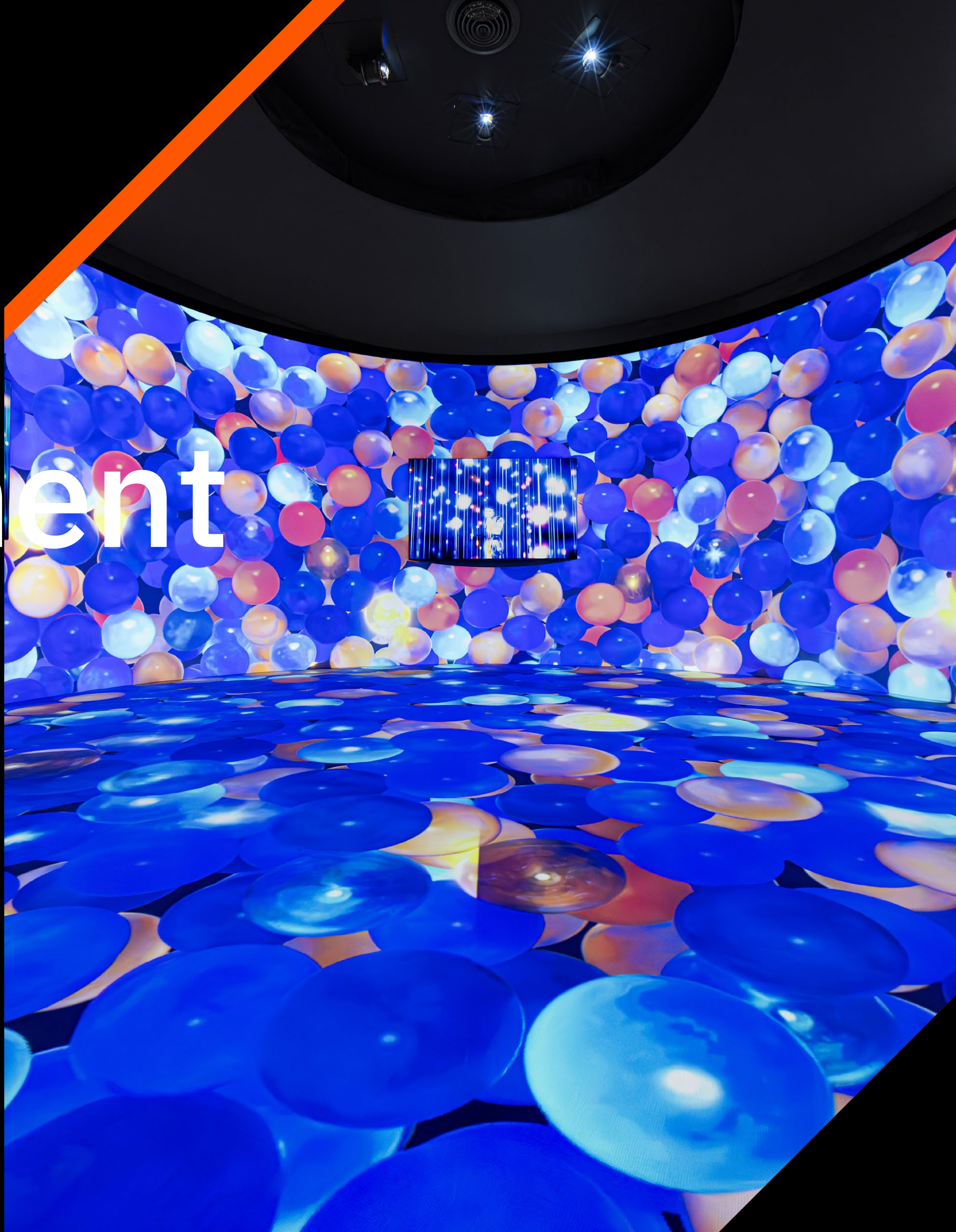


Letter to the Shareholders /

Dear Shareholders,

MCH Group achieved exceptionally positive results in the first half of 2026 – despite a challenging environment shaped by an art market recovering from two subdued years, adverse currency effects and the conflict in the Gulf region, which impacted our activities in Dubai.

In February, the premiere of Art Basel Qatar marked a significant step in our expansion into a strategically important growth region of the global art market. A few weeks later, together with Bits&Pretzels, we launched the health.tech | global summit in Basel – an international platform at the intersection of health, technology and innovation – thereby strengthening Basel's standing as a global hub for the life sciences industry.

At the same time, our core business developed encouragingly: Art Basel Hong Kong recorded a strong edition, while Art Basel in Basel once again demonstrated its global leadership position. A further highlight was the first European presentation of Zero 10, MCH Group's global initiative for art in the digital age.

With the Basilia Jewellery & Watch Fair, we also announced, together with our partner Informa Markets, the launch of a new trade fair for jewellery and watches, which will celebrate its premiere in Basel in spring 2027. This forms part of a broader, multi-year commitment with Informa Markets in the years ahead.

Our Live Marketing Solutions division delivered more than 875 projects. MC² supported leading US events such as CES and CONEXPO, both of which confirmed record attendance figures. expomobilia successfully realised the premiere of Art Basel Qatar. MCH Global's operating activities were severely impacted by the conflict in the Gulf region, as all live events were cancelled by clients from the beginning of March. The situation has since improved step by step, and fourth-quarter activities are back on track, with a focus on local audiences.

In line with our strategy of expanding into new, high-growth formats, we also announced a 20% equity stake in Jupiter Festival Miami – a step that extends our presence in the North American live entertainment and experience market and opens up promising opportunities for future collaboration.

This operational momentum is also reflected in the figures: revenue rose to CHF 248.8 million, driven by Art Basel Qatar and by major events at LMS and Exhibitions & Events. EBITDA increased to CHF 34.3 million and net profit to CHF 18.6 million – both significantly above the prior year, thanks to operational progress and a more efficient cost and tax structure.

This development confirms that our strategy is sustainable and on track. We thank our employees, our partners and you, our valued shareholders, for your trust and your continued support.

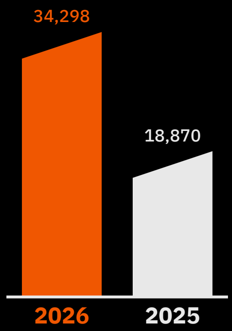
Sincerely,

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

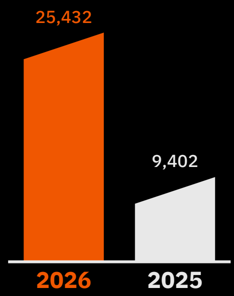
Key financial figures, 1st half of 2026 /

Operating Income

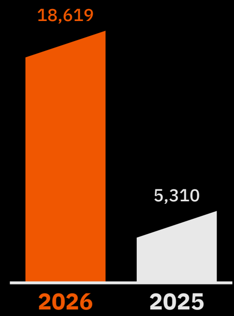
EBITDA



EBIT



Net Profit / Loss



EBITDA Margin

13.8%	8.5%
2026	2025

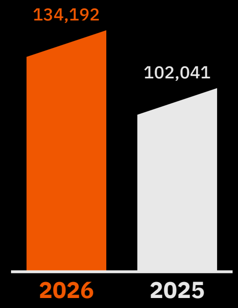
EBIT Margin

10.2%	4.2%
2026	2025

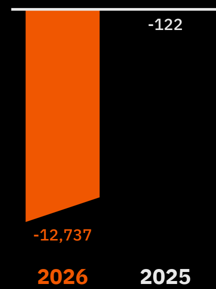
Net Profit Margin

7.5%	2.4%
2026	2025

Shareholders Equity



Net Cashflow



Performance Overview /

Switzerland

4
Total own events CH

77,065
Total visitors own events

113 Basel: 100 Zurich: 13
Total guest, congresses and other events

311,943
Total visitor numbers in Basel

152,516
Total visitor numbers in Zurich

90,000
Art Basel

International Footprint

780
Completed Projects

MCHGLOBAL

21
Completed Projects

expomobilia

77
Completed Projects

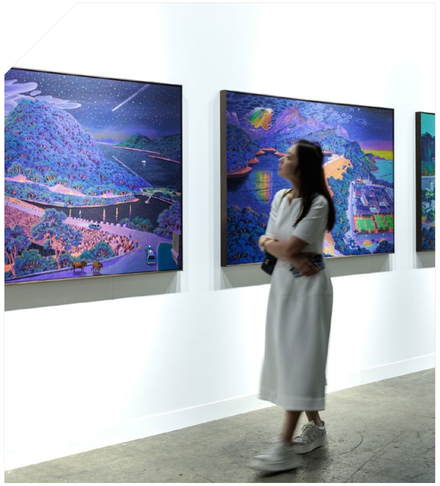
Art Basel /

The opening months of 2026 marked a landmark chapter for Art Basel, defined by the successful launch of Art Basel Qatar and continued momentum across the platform's global fair portfolio. New formats, strategic partnerships, and expanding regional engagement underscored Art Basel's ongoing role in shaping the international art market.

In February, Art Basel and MCH Group debuted Art Basel Qatar in partnership with Qatar Sports Investments and QC+, with Visit Qatar as Lead Partner and under the patronage of H.E. Sheikha Al Mayassa. Embedded within Qatar's growing cultural infrastructure, the fair is designed to strengthen the art market and ecosystem across the MENASA region. Its distinctive format, centered on solo booth presentations, reflects Art Basel's ongoing exploration of new models for regional and international engagement, bringing together 87 international galleries and welcoming more than 17,000 visitors, with an enthusiastic response from collectors, museums, and institutions worldwide.

Art Basel Hong Kong further consolidated its position as Asia's leading international art fair, welcoming 91,500 visitors. The show announced a new five-year collaboration with Hong Kong's Culture, Sports and Tourism Bureau, reinforcing the long-term development of the city's cultural ecosystem, and hosted the Asia debut of Zero 10, Art Basel's initiative dedicated to art of the digital era.

At its flagship fair in Basel, the 2026 edition once again confirmed Art Basel's role as the leading platform for the global art market, bringing together 290 galleries from 43 countries, welcoming 90,000 visitors, and drawing representatives from more than 270 museums and foundations. A new initiative, Basel Exclusive, developed in close dialogue with participating galleries, reinforced the fair's role as the foremost site of artistic discovery, while Zero 10 celebrated its European debut. The Art Basel Awards entered their second cycle with the introduction of the Gallery Legacy Award. Together, these initiatives reflect Art Basel's sustained investment in innovation, in strengthening the gallery ecosystem, and in expanding its role beyond the traditional art fair format.



MCH Exhibitions & Events /

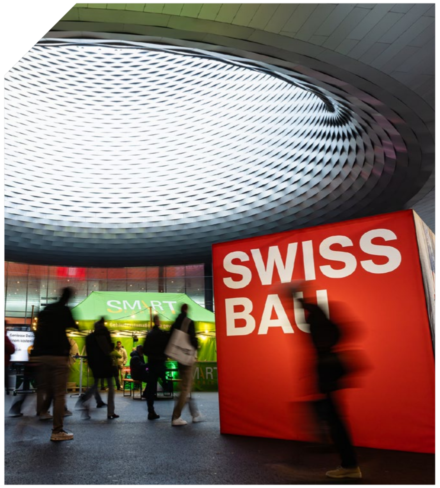
In the first half of 2026, MCH Exhibitions & Events combined a strong lineup of own trade fairs with sustained guest event activity across Basel and Zurich, reaffirming the division's role as an anchor of the Swiss trade fair calendar.

Own Events

Swissbau confirmed its position as Switzerland's largest trade fair for the construction and real estate industry, drawing 48,432 visitors and 592 exhibitors and partners. The program centered on the circular economy, construction processes, and climate change, with a newly launched Interior Design trend world and a new partnership with the Swiss Painters and Plasterers Association adding further momentum. In French-speaking Switzerland, Habitat-Jardin welcomed 15,000 visitors and 150 exhibitors to Beaulieu Lausanne, with its supporting program focused on the planned abolition of imputed rental value and its impact on investment decisions, as well as energy renovation. A newly opened hall and a pop-up restaurant added a further experiential dimension. In Zurich, Giardina drew 60,000 visitors and 250 exhibitors under the theme "The Tree – The Soul of the Garden," featuring 20 walk-through garden worlds, including a widely noted show garden by British landscape architect Tom Stuart-Smith, alongside the GiardinaAWARDS and a well-attended forum on climate-resilient, nature-based gardening. Powertage confirmed its role as the central meeting point for the Swiss electricity industry, with more than 140 exhibitors and over 2,000 participants; a new partnership with Suisse Eole brought wind energy into the program for the first time.

Guest Events

In Basel, corporate highlights included a large-scale event in January drawing 7,500 participants and the Endress+Hauser Global Forum in April, which welcomed more than 2,000 participants and returned to the Messe and Congress Center Basel following its 2023 edition. Congress highlights included the European Conference on Interventional Oncology (ECIO) in April and the FESSH Congress in June, which brought together 3,000 specialists, reaffirming Basel's role as a leading life sciences hub and a center for specialist medical communities. Long-standing public favorites – including Expat Expo, Blickfang, and Fantasy Basel with a visitor record of over 100,000 visitors – once again drew loyal audiences, while Art Basel week brought a range of site events to the venue, among them Liste 2026, the Swiss Art Awards, the Swiss Design Awards, Volta Basel and the Art Klub.
In Zurich, the Microsoft AI Tour made its debut at Messe Zürich in April, with its return already secured for 2027, while recurring formats such as Ornaris, FESPO, the HR Festival, and Home 26 continued to draw strong attendance.



Live Marketing Solutions /

Between January and June 2026, our Live Marketing Solutions Division was active across major trade shows in North America and brand activations across the Middle East, completing more than 875 projects worldwide.

MCH Global

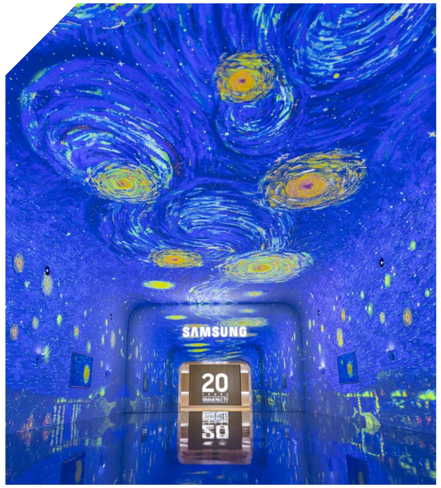
Despite operating in a difficult geopolitical environment, with the Iran conflict weighing on parts of the Middle East business, MCH Global delivered 21 projects in the first half of the year. Highlights included the MAC x Sephora launch in the UAE and TikTok LIVE Fest Dubai, which brought together leading regional content creators for an immersive, content-first brand experience. Both projects were honored with Eventex Awards, including gold recognitions for TikTok LIVE Fest and for the agency's Icons of Porsche activation. The agency also expanded its regional presence with the launch of a new office in Riyadh, extending its business further into the Saudi market.

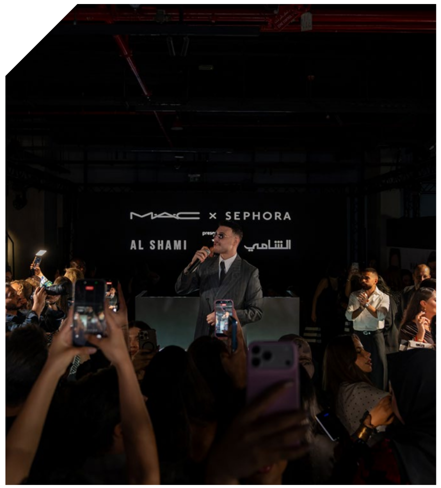
expomobilia

expomobilia delivered 77 projects in the first half of the year, with a major milestone being the successful delivery of the inaugural Art Basel Qatar. Applying its international event expertise to a new region, the team delivered a fair experience consistent with Art Basel's established quality, across new venues and a new supplier network. The unit also continued to broaden its capabilities beyond traditional production, supporting clients such as Jet Aviation across strategy, programming, and experience design – reflecting its growing role as an integrated experiential partner.

MC²

MC² completed 780 projects in the first half of the year. At CES, the team supported Samsung's private environment at the Wynn Las Vegas. The activation was one of four MC²-built exhibits recognized on EXHIBITOR Group's Best of CES list, alongside work for John Deere Agriculture, Caterpillar, and AARP. For CONEXPO CON/AGG, Caterpillar's standing presence at this year's event was accompanied by the grande finale of its Centennial World Tour after 225+ event days across 24 countries. At the FIFA World Cup 2026™, MC² partnered with Lay's and American Airlines on large-scale fan experiences across multiple U.S. cities. Together, these projects reflect MC²'s continued strength in delivering brand presence at scale.





Financial Report

Consolidated Balance Sheet /

Consolidated Balance Sheet (condensed)	30.06.2026		31.12.2025	
	CHF 1 000	%	CHF 1 000	%
Cash and cash equivalents	76 713		89 452	
Other current assets	149 260		114 061	
Total current assets	225 973	57.5	203 513	55.6
Total non-current assets	167 307	42.5	162 479	44.4
Total assets	393 280	100.0	365 992	100.0
Current financial liabilities	27 669		37 791	
Current deferred government grants related to assets	2 500		2 500	
Other current liabilities	135 879		122 110	
Total current liabilities	166 048	42.2	162 401	44.4
Long-term financial liabilities	73 085		73 087	
Long-term deferred government grants related to assets	15 000		15 000	
Other long-term liabilities	4 955		4 404	
Total long-term liabilities	93 040	23.7	92 491	25.3
Total liabilities	259 088	65.9	254 892	69.6
Share capital	31 053		31 053	
Capital reserves	251 575		249 236	
Own shares	–78		–510	
Accumulated losses	–149 201		–169 778	
Minority interests	843		1 099	
Total shareholders’ equity	134 192	34.1	111 100	30.4
Total liabilities and shareholders’ equity	393 280	100.0	365 992	100.0

Consolidated Income Statement /

Consolidated Income Statement (condensed)	01.01.–30.06.2026		01.01.–30.06.2025	
	CHF 1 000	% / income	CHF 1 000	% / income
Net sales from goods and services	238 723		214 194	
Other operating income	16 760		8 184	
Changes in work in progress	–6 699		98	
Total operating income	248 784	100.0	222 476	100.0
Personnel expenses	–68 754		–66 233	
Administration	–10 427		–9 625	
Maintenance, repairs	–4 665		–4 722	
Insurance, ground rent, rents	–9 257		–11 817	
Energy	–3 089		–3 653	
Furnishing expenses, stand construction	–81 455		–78 013	
Exhibition and conference operations	–25 724		–24 362	
Advertising, press, public relations	–10 878		–5 154	
Other operating expenses	–238		–27	
Result before interests, taxes and depreciations (EBITDA)	34 297	13.8	18 870	8.5
Depreciation and impairment	–8 865		–9 468	
Operating result (EBIT)	25 432	10.2	9 402	4.2
Result of associated organizations	–744		–1	
Financial result	–714		–669	
Profit before income taxes	23 974	9.6	8 732	3.9
Income tax	–5 611		–4 333	
Profit for the half-year	18 363	7.4	4 399	2.0

Consolidated Income Statement /

Consolidated Income Statement (condensed)	01.01.–30.06.2026		01.01.–30.06.2025	
	CHF 1 000	% / income	CHF 1 000	% / income
of which attributable to non-controlling interests	–256		–911	
of which attributable to the shareholders of the parent company	18 619		5 310	
Undiluted result per share in CHF	0.60		0.17	
Diluted result per share in CHF	0.60		0.17	

The undiluted result per share is calculated by dividing the consolidated half-year result after tax attributable to the shareholders of the parent company through the time-weighted average number of outstanding shares.

The diluted result per share is calculated by dividing the consolidated half-year result after tax attributable to the shareholders of the parent company through the time-weighted average number of outstanding shares, taking into account the assumed exercise of share-based payments, which dilutes the result per share. The dilution only has an effect from the third digit after the decimal point.

Consolidated Statement of Cash Flows /

Consolidated Statement of Cash Flows (condensed) CHF 1 000	01.01.–30.06.2026	01.01.–30.06.2025
Cash inflow/outflow from operating activities	9 535	11 006
Cash inflow/outflow from investment activities	–13 379	–6 858
Cash inflow/outflow from financing activities	–10 124	–735
Exchange rate differences on cash and equivalents	1 229	–3 535
Change in cash and cash equivalents	–12 739	–122
Cash and cash equivalents at the beginning of the financial period	89 452	59 062
Cash and cash equivalents at the end of the financial period	76 713	58 940

In the cash outflow from financing activities for the period 01.01.–30.06.2026, CHF –10.0 million is related to the repayment of a loan of CHF 35.0 million which has been refinanced by a new loan of CHF 25.0 million.

Consolidated Statement of Changes in Equity /

				Accumulated losses					
Consolidated Statement of Changes in Equity (condensed) CHF 1 000	Share capital	Capital reserves	Own shares	Exchange rate differences	Accumulated losses	Offsetted goodwill	Total accumulated losses	Minority interests	Total
As of 01.01.2026	31 053	249 236	−510	−9 372	−12 130	−148 276	−169 778	1 099	111 100
Exchange rate differences				2 017			2 017		2 017
Change from share-based compensation		2 280	432						2 712
Reclassifications		59			−59		−59		0
Profit for the half-year 01.01. - 30.06.2026					18 619		18 619	−256	18 363
As of 30.06.2026	31 053	251 575	−78	−7 355	6 430	−148 276	−149 201	843	134 192

The change in share-based remuneration within the “Capital reserves” column comprises a reclassification of CHF 1.5 million from provisions, the expense for share-based remuneration for the reporting year of CHF 0.9 million, and the loss from the allocation of treasury shares during the reporting year of CHF -0.1 million. The reclassification relates to accruals for equity-settled share-based payment plans that were previously reported under provisions rather than capital reserves. This is purely a balance-sheet reclassification with no impact on profit or loss. Given the quantitative and qualitative immateriality of the amount in question, the correction was made prospectively as of 1 January 2026.

				Accumulated losses					
Consolidated Statement of Changes in Equity (condensed) CHF 1 000	Share capital	Capital reserves	Own shares	Exchange rate differences	Accumulated losses	Offsetted goodwill	Total accumulated losses	Minority interests	Total
As of 01.01.2025	31 053	249 972	−1 267	−3 304	−31 396	−145 036	−179 736	3 767	103 789
Exchange rate differences				−5 819			−5 819	11	−5 808
Purchase of own shares			−200						−200
Change from share-based compensation		−215	362						147
Transaction with minorities					151		151	−437	−286
Profit for the half-year 01.01. - 30.06.2025					5 310		5 310	−911	4 399
As of 30.06.2025	31 053	249 757	−1 105	−9 123	−25 935	−145 036	−180 094	2 430	102 041

Notes to the Consolidated Financial Statements /

1. Fundamental principles applied in compiling the financial statements

The present consolidated half-year closing 2026 includes the non-audited half-year financial statements for MCH Group Ltd. and its subsidiaries for the period from 1 January 2026 to 30 June 2026. The half-year financial statements have been drawn up in accordance with the current guidelines of the Swiss GAAP FER 31 professional recommendations (complementary recommendations for listed companies). They do not contain all the information and disclosures set out in the consolidated annual financial statements and should therefore be read in conjunction with the group financial statements as of 31 December 2025.

The consolidated half-year financial statements have been prepared using the same accounting policies and valuation principles as applied in the consolidated financial statements as of 31 December 2025 besides:
- refinement in the presentation of the non-repayable loan from the canton of Basel-Stadt disclosed previously under “Financial liabilities” into a separate line “Deferred government grants related to assets”
- reclassification of share-based compensation from “Other current liabilities” and “Other long-term liabilities” into “Capital reserves”.

Due to rounding, there may be differences in the totals and percentages in this report.

2. Segment reporting

2.1 Reporting by segments

Operating income by divisions	01.01.–30.06.2026		01.01.–30.06.2025	
	CHF 1 000	%	CHF 1 000	%
Community Platforms	155 234	62.4	117 941	53.0
Experience Marketing	129 994	52.3	135 917	61.1
Corporate Functions	–36 444	–14.6	–31 382	–14.1
Total operating income	248 784	100.0	222 476	100.0
Community Platforms	29 533	19.0	19 822	16.8
Experience Marketing	5 026	3.9	8 726	6.4
Corporate Functions	–262		–9 678	
Result before interests, taxes and depreciations (EBITDA)	34 297	13.8	18 870	8.5
Community Platforms	22 607	14.6	12 412	10.5
Experience Marketing	4 153	3.2	7 728	5.7
Corporate Functions	–1 328		–10 738	
Operating result (EBIT)	25 432	10.2	9 402	4.2

The segment revenues and results of the divisions “Community Platforms” and “Experience Marketing” are stated prior to consolidation. The division “Community Platforms” comprises the revenues and results of the various physical, hybrid and digital platforms and the associated services of the units “Art & Art Related Industries” and “Exhibition & Events”. The division “Experience Marketing” includes strategy, creation and implementation of experience marketing services of the “Live Marketing Solutions” unit with the brands MCH Global, Expomobilia and MC2.

“Corporate Functions” takes in Corporate IT, Corporate Finance, Corporate Procurement, Legal Department, Risk Management & Compliance, Corporate HR, Corporate Communications, Group Strategy & Sustainability and the consolidation effects.

2.2. Reporting by geographical markets

Operating income by geographical markets	01.01.–30.06.2026		01.01.–30.06.2025	
	CHF 1 000	%	CHF 1 000	%
Switzerland	62 870	25.3	83 164	37.4
Europe without Switzerland	19 789	8.0	10 373	4.7
North and South America	94 332	37.9	79 387	35.7
Asia, Pacific and Africa	71 793	28.9	49 552	22.3
Total operating income	248 784	100.0	222 476	100.0

Operating income by geographical market is presented after consolidation and thus relates purely to third-party sales.

3. Goodwill

In accordance with the consolidation principles, MCH Group offsets the goodwill acquired directly against equity at the time of initial consolidation or the time of acquisition.

In the previous year, a new theoretical goodwill with the acquisition of 50% on health.tech events LLC of CHF 3.24m has been disclosed.

In the reporting year, no business transaction has influenced the goodwill. The theoretical net carrying amount if the goodwill had been capitalized and amortized over five years amounts to CHF 2.5m as of June 30, 2026.

4.Seasonal fluctuations / Outlook

Due to the seasonal fluctuations in the event calendar and the summer months without events, the second half of the year should be weighted weaker than the first half. No linear conclusions can be drawn from the half-year result to the annual result. We will still focus on growth and sustainable profitability.

5. Events subsequent to the balance sheet date

On August 27, 2026, MCH Group sold its 100% stake in Creative Management Solutions Holdings GmbH including its 50% stake in MC2 Europe GmbH (both companies with registered office in Hilden, Germany). Aside from a reduction in revenue in the single-digit million range, the proceeds generated from this sale will have only an insignificant impact on EBITDA, EBIT and Net Result for the second half of 2026.

6. Approval of the half-year financial statements

The Board of Directors of MCH Group Ltd. approved the consolidated half-year financial statements for 2026 on September 15, 2026.

MCH Group Ltd.
Messeplatz 10
4058 Basel, Switzerland

T + 41 58 200 20 20
info@mch-group.com
www.mch-group.com

The report on the half-year closing for 2026 is posted
on the MCH Group website under 'Investors' / 'Reports'.
No printed copies are produced or sent out.
The report is published in German and English. The German version is binding.