

Transformation and innovation

Business Report 2020

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Business Report 2020

Annual Report

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Annual Report

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Summary

The MCH Group opened a new chapter in its more than 100-year history in the 2020 financial year and laid the foundation for a successful future. Under its newly configured management, it will continue to press ahead intensively with the transformation and do its utmost to ensure that the company emerges stronger from the challenging situation.

- Despite the consequences of the Covid-19 pandemic, which resulted in a drop of almost 60 % in operating income and a loss for the year of CHF -72.2 million, the company's continued existence beyond 2021 is secured.

In the 2020 financial year, the MCH Group laid the foundation for a successful future

- The capital increases, the entry of Lupa Systems and the renewal of the Board of Directors have served to strengthen its capital structure, shareholder base and company management.
- The three new Board of Directors' members from Lupa Systems and the designated chairmann and vice-chairman will bring additional international experience, industry knowledge and innovative strength into the company.
- In the 2020 financial year, numerous innovative projects were developed and successfully implemented in parallel with the operational measures for overcoming the Covid-19 situation. Further preparations for the "new normal" are in full swing.

The transformation is being intensively pursued and accelerated with the support of the new strategic partner

- The strategy of developing future-oriented experience platforms and marketing solutions to offer unique added value to communities in selected ecosystems is being taken forward at pace. The process of further strategic development with the involvement of the new strategic partner has been launched.
- Following its partial renewal in January 2021, the Executive Board has implemented organisational measures to optimise the deployment of competences and resources across the different group divisions.
- The ongoing measures to contain the spread of the Covid-19 pandemic will not yet permit a positive result to be achieved for the current financial year. The aim is to achieve break-even in the 2022 financial year and grow continuously thereafter.

Embarking on the future

The Covid-19 pandemic has greatly slowed down the positive development of our company and presented us with major new challenges. With the strengthening of our capital base, our shareholder structure and our company management, and through the development of highly promising digital projects, we have, however, in the 2020 financial year succeeded in laying the foundations for overcoming the corona crisis and achieving the turnaround in the company's development. The Board of Directors and Executive Board are working intensively on putting our company on track for a successful future.

Ladies and Gentlemen,

The 2020 financial year got off to a highly promising start. Work on implementing the strategy that had been defined in 2019 was in full swing, the new exhibition year had commenced with a successful Swissbau, and the order books for the Live Marketing Solutions division were well filled. The good prospects for the past business year were then abruptly shattered by the outbreak of the Covid-19 pandemic and the measures put in place by the authorities. As a result, 39 of the 48 MCH and third-party exhibitions planned for 2020 had to be cancelled, including all three Art Basel shows. The hall and room rental business came more or less to a standstill, and a large number of orders for the Live Marketing Solutions division were postponed or cancelled.

Key projects taken forward despite the lockdown

In March 2020, the management responded to the situation with a range of structural and organisational measures to secure the company's stabilisation. Against a backdrop of lost sales and the need for cost-cutting measures, yet also with a view to the future, it was a matter of finding the right balance between partially shutting down operations, on the one hand, and deploying financial and human resources to work on the development and implementation of key initiatives, on the other.

Even during the officially imposed "lockdown", major projects – particularly in the digital area – were pushed ahead in order to provide customers alternative offerings and services and also to prepare for the time after the pandemic. It thus proved possible to organise five editions of the Art Basel Online Viewing Rooms over the past year, enabling Art Basel to demonstrate its leading role in the global art market despite the cancellation of its physical events.



Dr. Ulrich Vischer



Beat Zwahlen

These measures were naturally unable to offset the negative financial consequences of the Covid-19 pandemic. Despite this, it is remarkable that the MCH Group was able to generate operating income of CHF 188.0 million in the course of the financial year 2020. This is, however, CHF 257.2 million, or almost 60 %, below the figure for the previous year. The result before interests, taxes and depreciations (EBITDA) amounts to CHF -45.1 million (previous year CHF 22.1 million), the result (EBIT) to CHF -66.1 million (previous year CHF -2.7 million). The loss for the year amounts to CHF -72.2 million (previous year CHF -9.9 million)

Continued existence of the company secured beyond 2021

Cash and cash equivalents total CHF 130.1 million as per the end of the 2020 financial year, thus securing the company's continued existence beyond the current financial year. However, they decreased by CHF 8.2 million compared to the previous year despite the cash flow of CHF 71.1 million through the capital increase. Shareholders' equity totals CHF 67.3 million as per 31.12.2020, with an equity ratio of 16.8 %.

The key financial figures underline the urgent need, in terms of the company's equity and external capital, for the restructuring package that the shareholders agreed to with a large majority at the Extraordinary General Meeting of 27.11.2020. They also show, however, that the funds created by the capital increase, which were originally intended for use in implementing the strategy, are now needed to a significant extent to deal with the negative consequences of the corona crisis.

The full extent of these consequences is still difficult to assess. At the moment, it certainly has to be assumed that no big live events will be able to take place in the first half of 2021. An improvement in the framework conditions can, however, be expected in the second half of 2021, with a return to normal in 2022. We must therefore expect another substantial loss in the 2021 financial year, although this will be significantly lower than the loss for 2020. The break-even point will therefore be shifted from the 2021 financial year to the 2022 financial year, when the 2019 level is targeted.

Promising prospects for development and success

In the light of this situation, it was all the more important that the package of measures drawn up by the Board of Directors and Executive Board and approved by a large majority of shareholders covers not only the financial restructuring of the company but also a structural strengthening of the shareholder base and the Board of Directors to enable the transformation process to be accelerated. This package of measures was only made possible through the major commitment and accommodation shown by the public-sector entities – especially the Canton of Basel-Stadt – and the new anchor shareholder, Lupa Systems.

We are pleased that, in the final instance, it proved possible to put together a package that is also supported by the private shareholders. With the stakes of between 30 and 35 % held by the public sector, Lupa Systems and the private shareholders, the shareholder base is suitably balanced to take equal account of the interests of the company, the shareholders and the company's geographic locations.

The major commitment undertaken by Lupa Systems is by no means self-evident given the situation that our company currently finds itself in. The fact that Lupa Systems supports the corporate strategy – including its commitment to the Basel and Zurich locations – and has undertaken to help shape and accelerate the implementation of this strategy over the long term, underlines the new investor's confidence in our company's development potential and its prospects for success. The representatives of Lupa Systems on the Board of Directors are bringing valuable know-how into the company in the area of digitalisation and technology, as well as in content creation and media. With the renewal of the chairmanship of the Board of Directors, both the management body and the company as a whole will benefit from additional international industry experience, innovative strength and management expertise.

Further strategic initiatives for accelerating the turnaround

The Board of Directors and Executive Board are working intensively on leading the company into a successful future. The process of further strategic development with the involvement of the new partner has already been launched. The aim is to open up new sources of revenue with additional strategic initiatives and to speed up the attainment of break-even.

Last year, we evaluated the foundation of a joint venture company with a strategic partner as an option for the further development of the national B2B exhibition portfolio. We came to the conclusion not to outsource this business field and instead to deploy the synergy potential that exists within the MCH network in a more optimum manner, channelling know-how from Art Basel and our Live Marketing Solutions division into our national business to a greater extent.

One of the priorities of the new operational management is to ensure that our competencies and resources are optimally deployed throughout the group, across the different divisions. With the structural enhancement of the Innovation & Business Development segment and the centralisation of all digital areas, corresponding organizational measures have been initiated at the beginning of 2021.

Start of a new chapter in MCH's more than 100-year history.

We believe in the future of live events – especially when these are combined with digital elements. And we are convinced of a successful future for our MCH Group – with our business model, our strategy, our strong brands and our innovative strength. Despite the pandemic, we have created a firm foundation over the past year on which to realise our company's potential and translate it into robust growth. During this time, we have begun a new chapter in our company's more than 100-year history. We will be doing our utmost to ensure that this departure into the future is for the benefit and well-being of all our stakeholders.

We extend our thanks to everyone who has contributed to mastering the major challenges facing us last year and who will be continuing to support us as we move forward in 2021 – our employees and shareholders and, most especially, all our customers and partners.

Dr. Ulrich Vischer
Chairman of the Board of Directors

Beat Zwahlen
Group CEO

Transformation

In 2019, the MCH Group launched a far-reaching transformation process aimed at aligning itself to the requirements of the future both strategically and operationally and also in terms of its structure and organisation. In the course of the 2020 financial year, major progress was made on implementing this strategy, and decisive milestones were achieved with the strengthening of the capital structure and the shareholder base. We will continue to intensively pursue this process of transformation in the current business year – with additional new stimuli from the strengthened management bodies.

The MCH Group aims to secure long-term value retention and value enhancement for the company, for the benefit of all its – national and international – stakeholders: shareholders and employees, industry communities and customers, partners and suppliers, and the business locations of Basel and Zurich.



Hong Kong Spotlights by Art Basel

The MCH Group has developed and initiated a future-orientated strategy to this end.

- It is creating future-orientated platforms for the communities of selected ecosystems. These platforms promote, enliven and expand the activities of the communities, thus making a valuable contribution to the functioning and development of the ecosystems. The platform formats can be physical, hybrid or purely digital, with a commercial or communicative character; they are aimed at professional target groups or end consumers and have either an international or a regional reach.
- It supports the stakeholders within the ecosystems with holistic experience-marketing solutions – from the strategy and creation right through to implementation. The stakeholders are institutions, organisers and companies in the fields of business, culture and sport. The services can be material, hybrid or digital in nature and can be offered worldwide.

With this strategy, the MCH Group is gearing itself to future market and customer requirements, which are currently undergoing a pronounced change due to the profound modification in the live-marketing business and the far-reaching consequences of the Covid-19 pandemic. The group will be placing specific focus on innovation, digitalisation and internationalisation to this end.

Alignment to future market and customer needs

The Covid-19 pandemic and the restrictions and bans imposed by the authorities both slowed down and sped up the implementation of the strategy in equal measure. They made it necessary to stabilise the company through a range of immediate organisational and cost-cutting moves. At the same time, work on developing key projects, and especially those in the digital field, had to be intensively stepped up, having taken on additional importance and urgency through the ban on staging physical events.

The first Art Basel Online Viewing Rooms (OVR) were offered in March 2020 already and subsequently underwent further development in terms of their technology and content. Working on from this strong fundament for Art Basel, we can now press ahead with the next strategic step – the development of an Art Basel Marketplace to provide even greater support for galleries in their efforts to reach new groups of art lovers and buyers.

Innovation

A further example of the new platforms developed is the successful launch of the Swissbau Innovation Lab, a new community platform for the construction and real-estate industry. The digital platform has been primarily developed and implemented in-house, enabling us to acquire valuable experience. The Swissbau Innovation Lab concept provides a sound basis on which to develop scalable community infrastructure.

In the Live Marketing Solutions field too, work continued on the expansion of services and offerings that had been decided on prior to the outbreak of the pandemic. MCH Group is now in a position to offer its customers holistic experience-marketing solutions for both real and digital formats. This is also opening up further opportunities for the acquisition of new customers and for providing support to existing customers and projects in additional areas.



Annual Meeting DGHO

In the light of the necessary transformation and strategy implementation, as well as the economic consequences of the Covid-19 pandemic, the Board of Directors and the Executive Board drew up a comprehensive package of measures for structurally strengthening the company. This includes the entry of Lupa Systems as a new investor, capital increases of more than CHF 90 million, the restructuring of debt capital and the partial renewal of the Board of Directors. With the completion of the capital increases before Christmas 2020, the continued existence of the company beyond 2021 has been secured.

Strengthened capital structure and shareholder base

The changed shareholder structure following the capital increases, with the public sector (Canton of Basel-Stadt and the Canton and City of Zurich), Lupa Systems and private shareholders holding a stake of around one third each, is balanced. This also applies for the future composition of the Board of Directors, with three representatives from each of the three shareholder groups. The approval, by a large majority, at the Extraordinary General Meeting of 27.11.2020 shows that the private shareholders also recognise and support this three-way partnership as a model for taking the group into the future.

Shareholders

With Lupa Systems, a new anchor shareholder has been found who has agreed to a long-term involvement, supports the strategy – including the commitment to the Basel and Zurich locations – and will be accelerating its implementation. Lupa Systems is inputting valuable know-how into the company in terms of digitalisation and technology as well as content creation and media.

International industry experience, innovative strength and management competence

The reduction in the stake of the public-sector entities from 49.11 % to 33.34 % and the reduction in the public sector's representation on the Board of Directors from six to three members highlights a clear commitment to the private-sector and the international alignment of the MCH Group – while not neglecting the interests of its locations

Following the capital increases, the first step towards the partial renewal of the Board of Directors has been completed with the number of public-sector representatives having been reduced to three and the entry of the three elected members from Lupa Systems. The second step will take place at the General Meeting of 28.04.2021. With the planned appointment of Andrea Zappia (Chairman) and Marco Gadola (Vice-Chairman), the Board of Directors will benefit greatly from additional international industry experience, innovative strength and management competence.



Swissbau

Exploiting the synergies in the unique MCH network

In mid-January 2021, the Board of Directors appointed Beat Zwahlen as interim Group CEO and Markus Hüsler as new Group CFO. The Executive Board with its partially changed membership will be focusing to a greater extent on the synergy potential and cooperation of the different business segments within the unique MCH network. Organisational measures have already been implemented to centralise innovation, business development and digitalisation throughout the group.

In their new composition, the Board of Directors and Executive Board will be addressing intensively the further development of the strategy as one of their priorities. The aim is to implement further strategic initiatives and open up new sources of revenue and – depending on the how the Covid-19 situation develops – achieve the break-even point as rapidly as possible.

Innovation

State-of-the-art physical live events, digital community platforms, comprehensive experience-marketing solutions: MCH Group is aiming to come up with innovative developments and has made intensive progress on a large number of projects over the past financial year.

The live marketing sector is undergoing a profound change, which is being driven forward more intensively and at a faster pace by the Covid-19 pandemic. Live events will continue to be of great importance in future too, especially in the time after corona, when they will play a major role in the economic recovery of large numbers of companies and in the acquisition of orders, as well as providing sales channels for maintaining contacts with existing and new customers. But customers' needs have changed and are set to change still further.



Swissbau Innovation Lab

Traditional exhibition and event formats are no longer sufficient in many areas. New formats are required that will generate significant added value for customers and create unique values for communities. Apart from modern live-experience formats that can be used by companies to acquire, look after, involve and inspire their customers, hybrid and digital formats are called for in future to supplement the physical events and extend their timeframes and content.

Physical and digital community platforms and holistic solutions

With the development of these modern formats, the needs and requirements of customers are also changing, with customers setting out to optimally exploit the opportunities that are being opened up. Customers increasingly expect holistic solutions, extending from the strategy through to implementation and from live events through to purely digital marketing solutions – on either a regional or global basis, depending on the geographic markets they are targeting.

Digitalisation plays a key role in this transformation process, while also forming part of the process itself. Agile development processes in interdisciplinary teams are just as important as a close working relationship with the customer when it comes to providing innovative solutions and opening up new business potential in this way. The technical basis for this is provided by high-performance systems such as ERP and CRM as well as scalable and expandable digital platforms.

Over the past year, the MCH Group has worked intensively on developing future-oriented formats and experience-marketing solutions. It has thus created a sound basis for further developments in various different areas, setting itself up for the "post-corona era". Four notable examples:

Art Basel – Digital platforms

As one of the globally leading contact points for the art market, Art Basel sets out to contribute to the success of the exhibiting galleries. It therefore brings together galleries and art lovers who are interested in buying art. It has been doing this for more than 50 years through the physical events it organises and will be doing so to a greater extent through digital business and content platforms in future. If we are to give galleries access to new customers in future, this will require digital platforms too, enabling customers to call up product information and go online shopping regardless of time and location.

The original concept for the Art Basel Online Viewing Rooms (OVR) made provision for digital platforms in parallel to the physical Art Basel shows to allow gallery owners to display additional curated presentations of works that were not exhibited at the show. After the physical events had to be cancelled last year, the OVR not only served as a (partial) replacement for the physical shows but also became a holistic offering for the art community.



Art Basel OVR

The first OVR edition in March 2020 covered presentations by more than 235 galleries over a period of seven days. This edition attracted more than 250,000 visitors from all over the world and enabled the galleries to get to know new collectors via the platform and make contact with them while also maintaining contact with their existing customers. More than 2000 works were presented, each with an exact price or price range. The overall value of the works shown was estimated at more than USD 270 million.

“Art Basel aims to secure the success of the gallerists – whether at the physical shows or on its online platforms.”

— Marc Spiegler, Global Director Art Basel

The success of the first OVR provided a major incentive for us to develop the OVR further in terms of their technology and content. In June 2020 and December 2020, two further editions were staged for gallerists of the Art Basel shows in Basel and Miami Beach. Following this, two additional, thematically-focused editions in autumn 2020 gave 100 galleries the opportunity to present curated exhibitions from their programmes on each occasion. The September 2020 edition – “OVR: 2020” – was devoted to works created last year while the October edition – “OVR:20c” – presented 20th century works.

The feedback from collectors on the online viewing rooms was highly positive. They ascertained that the galleries had rapidly adapted their presentations to a digital platform. The galleries also started developing their own programmes in parallel to the OVR, both in digital formats and – wherever possible – physical formats too. They have thus opened up further opportunities for discussions, engagement and new discoveries that have become increasingly important on the journey together through these challenging times.

The Art Basel online viewing rooms are also being offered in 2021. And Art Basel is additionally working on the development of an Art Basel Marketplace. Just as the gallerists expect support from Art Basel in accessing new circles of art enthusiasts and art buyers, the latter expect Art Basel to provide personalised, tailored offers, secure payment methods and immediate customer care – all in the outstanding Art Basel quality. The launch of the Art Basel Marketplace is planned for the end of 2021.

"Swissbau Innovation Lab"

The Swissbau Innovation Lab initiative was launched three years ago at Swissbau 2018 by the MCH Group working together with Bauen digital Schweiz / buildingSMART Switzerland, the Swiss Society of Engineers and Architects and uptownBasel. Swissbau Innovation Lab is the initiative of the leading companies for digital transformation of the construction and real estate industry in Switzerland. With a digital community platform and live events, the concentrated power of the industry is networked and a roadmap for planning, building and operating in the future is set out.

Due to the Covid-19 situation, the plan to go physically on tour with "Swissbau Innovation Lab on Tour" in the years between the Swissbau fairs could not yet be realized. But the new digital community platform, which forms the basis of the partner network and enables digital networking and know-how transfer 365 days a year, was successfully developed and launched last year.



Swissbau | Livestream Preview Innovation Lab 2022

The new digital platform was presented and launched on 26 November 2020 at an online event in the virtual hub of Hall 550 in Zurich-Oerlikon. Twenty-three partners and 470 interested professionals took part. The entire programme was produced as a live stream with interactive online participation.

“The Swissbau Innovation Lab networks the entire industry community, creating genuine added value for it.”

— Rudolf Pfander, Brand Director Swissbau

Together with top-notch speakers and strong partners, a roadmap was set out showing how buildings will be planned, built and operated in future. The keynote speakers – two international luminaries – explained where the Swiss construction industry stands in terms of digitalisation and presented promising solutions, approaches and models for the future. Other exciting items on the programme included a panel of experts discussing practically-oriented areas for action and innovation pitches.

www.swissbau.ch

The new community platform has deliberately been based on a simple and widespread technology enabling most of the project to be implemented by the Digital Touchpoint team at MCH Group. This has made it possible to adhere to the very tight timetable and keep the costs down. At the same time, valuable experience has been acquired which can now be deployed in the further development of the platform. The Swissbau Innovation Lab concept provides a sound basis on which to develop scalable community infrastructure.

"Lindt Home of Chocolate" by Expomobilia

The Live Marketing Solutions division expanded its range to include the construction of temporary infrastructure several years ago already. In addition to classic trade fair stands, Expomobilia now also constructs pavilions and event structures, together with fitting out interiors. In the course of the financial year, the company added further delightful projects to its long list of impressive reference objects. This list extends from the replacement building for the Palais des Nations at the UN European headquarters in Geneva and the stage construction for the Bregenz Festival, right through to the Stücki Village in the shopping centre of this same name in Basel. One of the company's new projects is the "Lindt Home of Chocolate" in Kilchberg, Switzerland, which celebrated its opening in September 2020 and takes visitors on a chocolate tour packed with experiences.



Expomobilia | "Lindt Home of Chocolate"

The Expomobilia team was responsible for producing the exhibition structures and fitting out the interior of the new chocolate museum. The exhibits, ranging from detailed imitations of miniature pralines right through to the largest free-standing chocolate fountain in the world, bear witness to artistic finesse and smart technical solutions.

"As a general contractor, we offer ingenious, cost saving and high-quality solutions to deliver impressive experiences."

— Frank Marreau, Managing Director Expomobilia

Anyone stepping into the Lindt Home of Chocolate through the white brick façade finds themselves in the spacious atrium. And featured at its centre is the world's biggest free-standing chocolate fountain, towering 9 metres high. Some 1.5 tons of chocolate flow up and down here. For the daily change of the chocolate filter in the base of the fountain, the Expomobilia team has installed a special mechanism that can be operated effortlessly.

The scent of chocolate leads visitors up to another floor – to the chocolate tour. The interactive exhibition covering an area of 1,500 m² was designed by Atelier Brückner. The Expomobilia team took over the building shell for the exhibition area in September 2019 and handed it back to the Lindt Chocolate Competence Foundation as a finished museum in September 2020. The Expomobilia engineers conducted the planning and technical development of the interactive exhibits. Parts of the exhibits were produced in the company's own workshops in Effretikon – from the cocoa plantation – the 360-degree history projection room and the mini production facilities to the interactive numeric cosmos.

www.expomobilia.com

A 10-metre-wide marble run marks the end of the tour. The Expomobilia engineers first simulated this on a computer using a sketch from Atelier Brückner, allowing them to calculate the trajectory of the balls. The components were then made by locksmiths and carpenters employing a combination of traditional crafts and state-of-the-art technology, including 3D printing. The basic assembly of the marble run took place in the company's production shop, enabling the engineering team to test and fine-tune the structure there.

"The Lucid Air" Livestream by MC²

The Live Marketing Solutions (LMS) segment continued stepping up the expansion of its services and offerings last year. In the course of this process, a further dimension was added to the "Through the Line" approach, which extends from the strategy, via creation, right through to production. This is the dimension of hybrid and digital marketing solutions. LMS was able to implement numerous digital conferences and product presentations over the past year, as well as virtual trade fairs. One example of a virtual solution is the livestream presentation created by MC² for the new Lucid Motors' product.



MC² | The Lucid Air Global Launch Event

Lucid Motors originally intended to present its new e-limousine "The Lucid Air" at a live event. Since it was not possible to hold a major physical event, Lucid Motors contacted MC² to design and stage the product launch as a livestream broadcast. Working together, they came up with the idea of combining a recorded video presentation with a live conference for all the relevant target groups.

"The experience had the impact of a traditional live event – conveniently delivered to customers' homes."

— Ben Nazario, Southwest Division President, MC²

The MC² team had only three months in which to switch to the new virtual format and, in this time, succeeded in designing and staging a 40-minute event under the slogan “Dream Ahead”. In Lucid Motors Northern California headquarters, the structure was converted into a full-scale production set. An on-site director took charge of the entire lighting, sound and video production – with ten media representatives conducting live interviews with the Lucid panel – together with the online question and answer session for viewers. All in compliance with the Covid-19 regulations – before, during and after the production.

www.mc-2.com

The production of the livestream event went smoothly. Lucid Motors was as impressed by the design and production delivered by the MC² team as by the result of the event, which exceeded all expectations. More than 50,000 participants tuned in – existing customers, potential investors, the media and other interested parties from the luxury and electric automotive industry.

Reloading Live

The live marketing industry is one of the sectors that has been hardest hit by the Covid-19 pandemic. Its operations were practically brought to a halt from one day to the next, and it will be one of the last industries to get going again – especially in view of the long lead times involved. This makes it particularly important for the MCH Group to be able to offer alternative services during the ban on staging events and to make preparations for the post-pandemic era.



MCH | "Reloading Live"

In March 2020, the management reacted promptly to the Covid-19 pandemic and the restrictions and bans imposed by the authorities, adopting a range of immediate measures. Fair solutions were found with customers and partners for the cancelled events, including for the costs that had already been incurred. Contingency plans were drawn up and continuously updated. Short-time working and the corresponding measures abroad were introduced to cut personnel costs. In line with the recommendations issued by the Federal Office of Public Health, employees switched to working from home to ensure they were protected, and the requisite protection and hygiene measures were implemented on site.

At the same time, however, there were issues that required urgent attention. What alternative services could be created and offered to customers? How should the MCH Group prepare itself for the “new normal”?

Preparing for the post-pandemic era

Against this background, future-orientated projects such as the Art Basel Online Viewing Rooms and the Swissbau Innovation Lab were taken forward at an accelerated pace. Initiatives were launched in other areas too in a bid to offer customers alternative services and provide safe infrastructure for staging events, where this was still possible. A digital platform was set up for the exhibitors at Giardina Zurich, enabling them to communicate their contents and generate leads. When it came to conferences, it proved possible to stage numerous events digitally, including the SAP NOW event and the DGHO physicians' conference, where the full conference programme was livestreamed from the Congress Center Basel. The Congress Center Basel and Messe Zurich buildings were also offered to the local parliaments for their parliamentary sessions.

The Live Marketing Solutions teams implemented numerous digital events and virtual trade fairs in the course of the financial year, acquiring valuable experience with hybrid strategies and solutions for combined brand activation. The production companies switched their production at short notice to the manufacture and sale of protective equipment.



MCH | "Reloading Live"

With a view to the easing of the protection measures that had been expected in the autumn, but was then unfortunately short-lived, MCH Group drew up a detailed protection concept for staging larger-scale trade fairs and events in future. At the start of July 2020, the group tested its numerous protection measures in conjunction with different partners and around 600 guests in an actual showroom. This included participant registration prior to the event, on-site admission checks, the construction and live experience of the exhibition and information stands, and the operation of a catering area.

Safety, innovation and digitalisation set to shape the future

These and other activities, however, are only enabling the MCH Group to bridge the corona period to a limited extent. The group has nonetheless created a sound basis for its further preparations for the future. One thing is quite clear – the "pre-corona era" has gone for good. Protection concepts, innovative alternatives and digital solutions will continue to play a central role, both as the restrictions are eased and once the hopefully rapid return to normal is complete.

MCH Group is thus continuing to address these issues intensively, at both a strategic and an operational level. Graduated protection concepts for different pandemic scenarios, for example, allow a faster and more flexible response to changing situations. This also applies to the prompt development of creative alternatives that can be deployed should "Plan A" prove impossible.

In its further preparations, the MCH Group will be able to build on what it has created and attained over the past year under extremely difficult conditions. The group will not only be able to call upon its increased innovation capacity, it will also be able to rely on the fact that its customers are longing for encounters and experiences to be possible again and, at the same time, are eager to exploit digital potential to a greater extent. MCH Group will be able to benefit from both these factors in equal measure.

Sustainability

Corporate success requires sustainable economic, ecological and social performance. Sustainable thinking and action have shaped the MCH Group's more than 100-year history and will also determine the path it adopts in future. The MCH Group thus endeavours to promote sustainable behaviour in all areas and at all levels and to constantly improve its economic, ecological and social sustainability indicators.

The MCH Group's business activity and company structure have a high economic, ecological and social sustainability value. Its business activity contributes to the business success of numerous companies. It unites significant economic and environmental benefits, since it replaces a large number of individual activities and journeys. It generates major economic impacts from which numerous industries benefit. The public sector's participation in the holding company and its representation on the Board of Directors safeguards the interests of the Basel and Zurich locations. At the same time, the shareholders and their representatives on the Board of Directors ensure that the company has a private-sector and success-oriented focus too.

Linking economic, environmental and social effects

The MCH Group thus endeavours to promote sustainable behaviour at all levels and to constantly improve its economic, ecological and social sustainability indicators. Its corporate strategy and the further development of the products and services it offers are geared to securing the company's long-term success. It continually invests in ecologically optimising its buildings and systems and the way in which it organises and stages events. It supports its employees in conducting themselves in a legally and ethically correct and responsible manner.

Economics

The MCH Group's value chain divides up into three areas which are mutually conducive but can also function independently of each other. It organises and runs physical and digital community platforms for different ecosystems. It operates its own infrastructure in Basel and Zurich and, at these locations, supervises its own physical events together with numerous third-party events (third-party exhibitions, congresses and other events). It supports a wide range of clients worldwide in the entire experience marketing field, with holistic solutions extending from strategy to creation and right through to implementation.



Swissbau

In 2019, the MCH Group launched a far-reaching transformation process to align itself to future demands in strategic and operational terms, as well as at a structural and organisational level. Despite the Covid-19 pandemic, the group has, in the 2020 financial year, created a strong basis for its further transformation and the start of a successful future.

Securing the long-term success of the company 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 participates in an exhibition goes to the exhibition organisers. Some 75 to 80 % of expenditure goes to different suppliers and service providers.

There are also other effects that cannot be expressed in figures – in particular, the positive impact of successful marketing platforms for the industries and companies involved. 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.

In the 2020 financial year, the MCH Group secured the continued existence of the company through the successfully conducted capital increases. The group also made intensive progress on key strategic initiatives and acquired a new anchor shareholder in Lupa Systems, which has taken on a long-term commitment, fully supports the corporate strategy and will actively help shape its implementation with a great deal of fresh impetus. And, through its new appointments to the Board of Directors, Lupa Systems is further boosting our industry knowledge, international experience and networking, together with our innovative strength and management competence.

Ecology

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



Swissbau Focus

Almost 90 % of the overall energy requirements of the Basel and Zurich exhibition sites are met by renewable energies. All the electricity consumed comes from renewable sources. Photovoltaic systems on the roofs of Messe Basel and Messe Zurich and also at the Expomobilia location in Effretikon 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 optimisation of ecological indicators

A long 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.

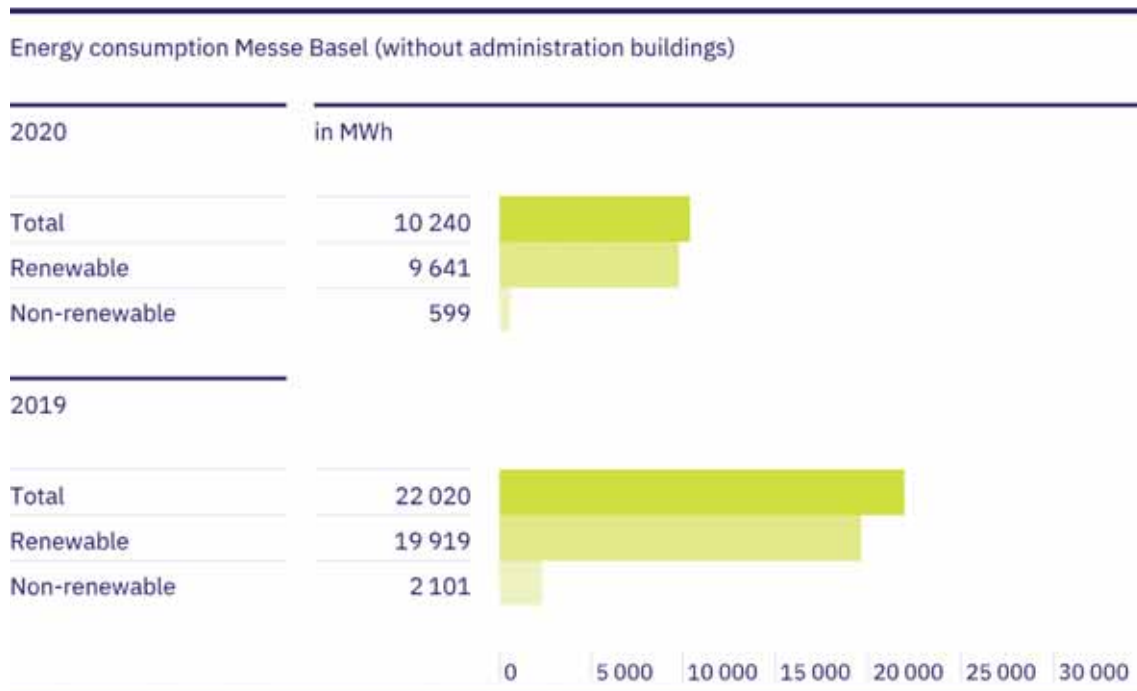
Energy and emissions

Energy consumption and emissions at Messe Basel, Messe Zurich and LMS Switzerland (Expomobilia) in 2020 reflect the fact that business activity was restricted due to the Covid-19 pandemic, and the figures are thus significantly lower than for the previous year.

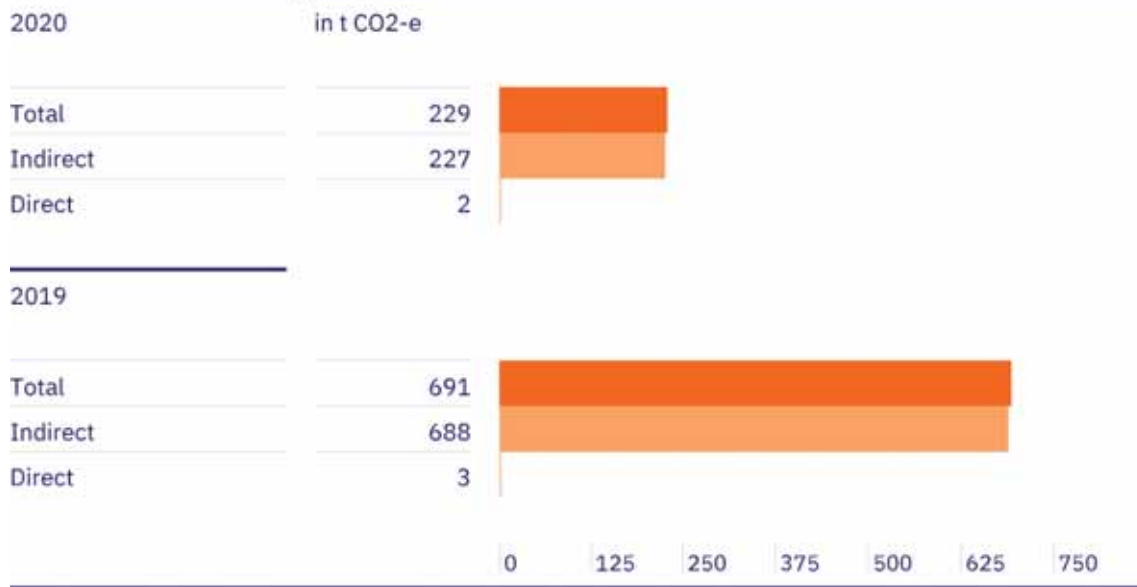
Energy consumption and emissions for Messe Basel (without administrative buildings)

Energy consumption at the Basel exhibition site more than halved in 2020 (-53.5 %). At the same time, the share of renewable energy was stepped up further to 94.2 % (2019: 90.5 %).

Emissions were cut by a total of 66.9 % – direct emissions (for heating and motor fuels) by 66.7 % and indirect emissions (for electricity and district heating) by 46.0 %.



Emissions Messe Basel (without administration buildings)



Energy consumption and emissions at Messe Zurich

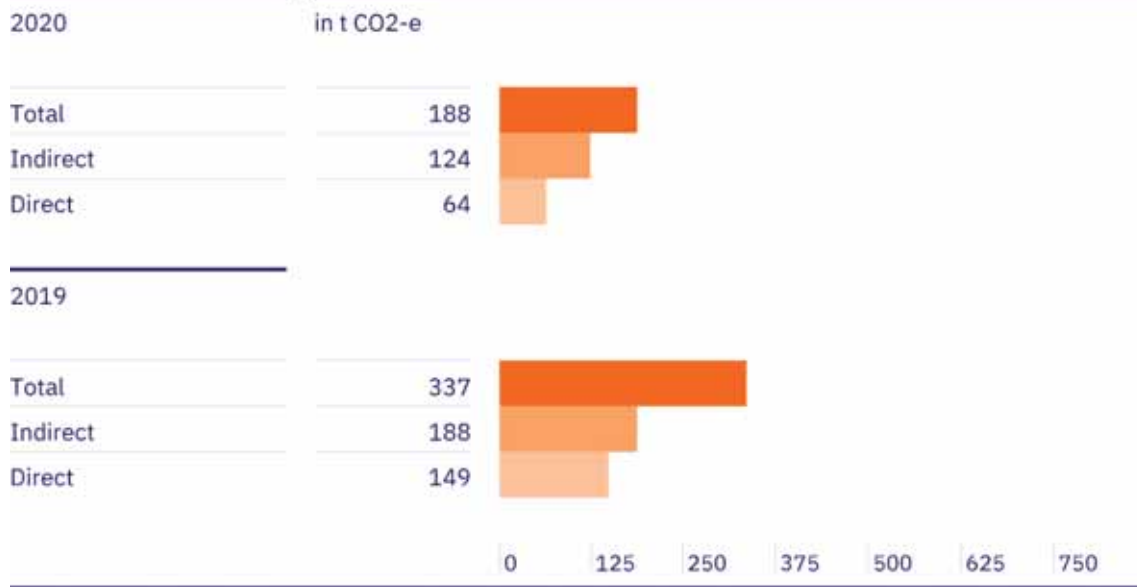
At the Zurich exhibition site, energy consumption was 39 % lower than in the previous year (electricity: - 41.3 %, district heating -32.4 %). The share of renewable energy increased slightly to 81.8 % (2019: 78 %).

Emissions were cut by a total of 44.2 % – direct emissions (for heating and motor fuels) by 57 % and indirect emissions (for electricity and district heating) by 34.0 %.

Energy consumption Messe Zürich



Emissions Messe Zürich



Energy consumption and emissions LMS Switzerland (Expomobilia)

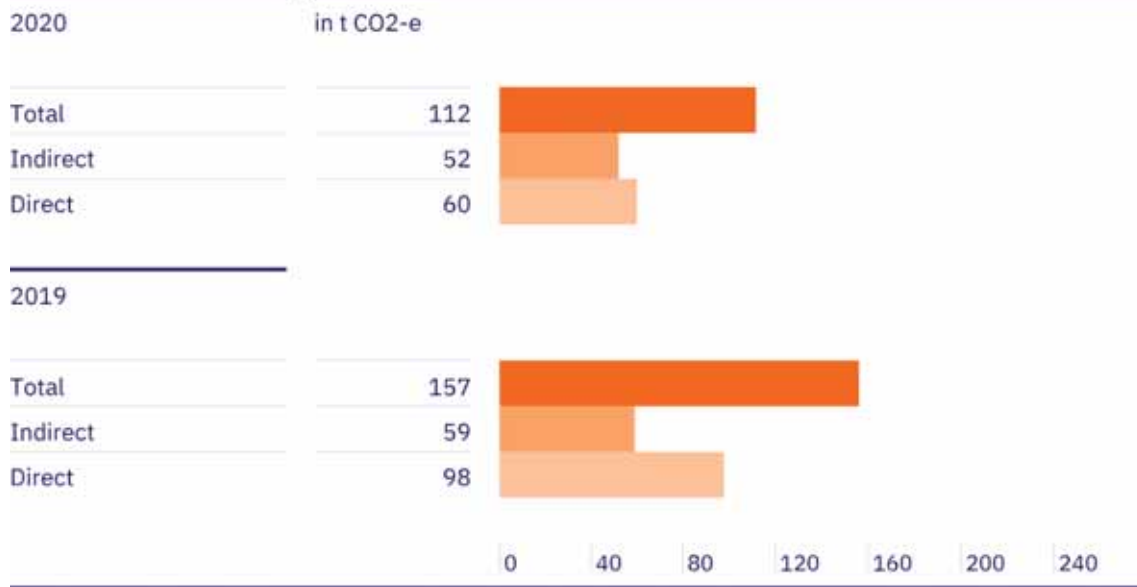
Expomobilia consumed 21 % less energy in 2020 than in the previous year. Consumption of heating and motor fuels fell by 33.0 %, electricity by 18.2 %, district heating by 12.1 %. The share of renewable energy increased again slightly to 39.6 % (2019: 38.1 %).

Emissions were cut by a total of 28.7 % – direct emissions (for heating and motor fuels) which account for the biggest share – by 38.8 % and indirect emissions (for electricity and district heating) by 11.9 %.

Energy consumption Expomobilia



Emissions Expomobilia



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 | Photovoltaic system

The 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 two photovoltaic systems at its Effretikon site with a total surface area of 3,000 m². These generate approximately 435,000 MWh 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 heating, ventilation and refrigeration systems are operated only when required, and the majority of the waste heat generated is used.



Messe Basel | Hall 1 South

The Basel-Stadt Minergie certification agency awarded the BS-054 Minergie Label that was developed especially for this exhibition hall 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.

Stand construction & fittings

LMS Switzerland (Expomobilia) offers a wide range of resource-saving, reusable or 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 with a low energy consumption.



Expomobilia | Project management

A CO₂ climate protection calculator for exhibition stands and interior fittings helps customers make sure 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 nonprofit foundation for voluntary climate protection.

MC² is committed to environmentally friendly and sustainable business operations. Environmental responsibility is applied in all areas, from the selection of materials to logistical supply and installation. MC² aims to be a leader in sustainability in all its business operations, including the design, production, delivery and disposal of its products. In the construction of temporary infrastructure, where many different materials are used, MC² strives to find the most environmentally neutral products and service providers.

One example: the EcoFlex™ Thunder rental system, comprising a recycled and recyclable aluminum frame covered in silicon-edged fabric. Its lightness and easy transportability contribute to significantly reduced carbon emissions. And, it can be used again and again. Seamless graphic panels using silicon-edged fabric (SEG) technology are printed using a soy-based process that produces stunning graphics in virtually any size. Inks and fabric are also environmentally friendly and can be fully recycled after the show.

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 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, Messe Basel's logistics partner. Sempex has developed a quality management system to ISO 9001.



Messe Zürich | Delivery zone

Delivery traffic to Messe Zürich is steered via a checkpoint-based system. This keeps traffic searching for parking spaces and traffic congestion to a minimum. Attention is also paid to achieving optimum occupancy of the delivery levels. To ensure that the entire logistics of journeys to and from Messe Zürich can be controlled in the optimum manner, all movements within the exhibition site are performed by Messe Zurich's logistics partner, Securitas. Together with Securitas, the logistics officer at Messe Zürich continually checks that the specified measures for attaining the environmental and energy targets are implemented.

Social

The MCH Group subscribes to the fundamental values of a democratic state governed by the rule-of-law and a free market economy. The 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.



Swissbau Innovation Lab

In 2018, the MCH Group introduced a Code of Conduct which supports employees in adopting a legally and ethically correct and responsible form of behaviour. 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 behaviour 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 the 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.

The 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 the MCH Group and are also protected by the group. At present, some 250 word and picture brands are registered for the 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 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 and bans imposed by the authorities, business activity was brought to an almost complete standstill in February 2020. As a result, it was necessary to cancel the majority of MCH exhibitions in the 2020 financial year, together with the other events that had been scheduled for the Basel and Zurich exhibition halls and the Congress Center Basel. The Live Marketing Solutions division also had to postpone or cancel nearly all its projects worldwide after exhibitions and events had been called off.

Platforms & Communities

In the 2020 financial year, it thus only proved possible to stage four of the planned 24 MCH exhibitions: Swissbau and SWISS-MOTO with SWISS-CUSTOM in January and February, and ILMAC Lausanne in October. All the other exhibitions in Switzerland – including Baselworld, Art Basel in Basel and Giardina Zürich – had to be cancelled, as did Art Basel in Hong Kong and Miami Beach and Masterpiece London. Taking the figures for the last time the exhibitions were staged, some 4000 exhibiting companies will have been affected by the cancellation of the 20 fairs.



Swissbau Focus

As part of Fine Art Asia 2020 in Hong Kong, "Hong Kong Spotlights by Art Basel" was held in November 2020, where 22 galleries in the Hong Kong art scene offered opportunities to experience art in person.

At the time of the cancelled Art Basel in Hong Kong, Art Basel was able to offer its Online Viewing Rooms (OVR) for the first time in March 2020. Galleries that had registered for the cancelled shows were able to participate in OVRs which were also staged at the time of the cancelled fairs in Basel (June 2020) and Miami Beach (December 2020). In autumn 2020, Art Basel additionally offered two theme-specific OVRs for works created in 2020 (OVR 2020) and 20th century works (OVR 20c).

In November 2020, Swissbau held its first online live event and launched a digital extension to the Swissbau Innovation Lab that had been set up in 2018. It has now created a new community platform that is active all year round.

Details

Swissbau

- Location: Messe Basel
- Date: 14.01. – 18.01.2020
- Exhibitors: 902
- Visitors: 92,296
- Gross area in sqm: 110,000



"Swissbau Innovation Lab" (Online-Event)

- Date: 26.11.2020
- Partners: 23
- Participants: 470



www.swissbau.ch

SWISS-MOTO and SWISS CUSTOM

- Location: Messe Zürich
- Date: 20.02. – 23.02.2020
- Exhibitors: 190
- Visitors: 65,225
- Gross area in sqm: 27,000



www.swiss-moto.ch

ILMAC Lausanne

- Location: Beaulieu Lausanne
- Date: 07.10. – 08.10.2020
- Exhibitors: 107
- Visitors: 721
- Gross area in sqm: 4,990



www.ilmac.ch

Hong Kong Spotlights by Art Basel

- Location: HKCEC, Hong Kong
- Date: 27.11. – 30.11.2020
- Exhibitors: 22
- Visitors: 8,000



www.artbasel.com

Art Basel "Online Viewing Rooms" (OVR)



www.artbasel.com

OVR Hong Kong

- Date: 18.03. – 20.03.2020
- Galleries: 235
- Visitors: 250,000

OVR Basel

- Date: 19.06. – 26.06.2020
- Galleries: 282
- Visitors: 230,000

OVR Miami Beach

- Date: 04.12. – 06.12.2020
- Galleries: 255
- Visitors: 120,000

OVR 2020

- Date: 23.09. – 26.09.2020
- Galleries: 100
- Visitors: 167,000

OVR 20c

- Date: 28.10. – 31.10.2020
- Galleries: 100
- Visitors: 120,000

Venues

At the MCH Group's own locations in Basel and Zurich, it only proved possible to stage eight of the 39 exhibitions planned for the 2020 financial year – three of the MCH exhibitions and five of the 24 third-party exhibitions.

At Messe Basel, Swissbau was the only one of seven scheduled MCH exhibitions that could be held. Details of the MCH exhibitions are included above. Of the nine third-party exhibitions that had been planned, only blickfang, which had been postponed to October, was able to take place. All other third-party exhibitions had to be cancelled, including AUTO/MOBIL Basel, FANTASY Basel and the Basel career and training fair. In the case of hall rentals too, most events had to be cancelled. Areas of Hall 2 were made available to the Basel theatre for rehearsals for just under three months. The go-cart track in Hall 1 – the biggest indoor go-cart track in Switzerland – had to cease operating after a few weeks on account of the Covid-19 protection measures introduced.



Messe Zürich | SWISS-MOTO

At the Congress Center Basel too, the number of events – and particularly big congresses with accompanying exhibitions – lagged clearly behind the figure for the previous year, even though a large number of conferences were held in hybrid or virtual form. The Congress Center Basel additionally hosted sessions of the Basel-Stadt and Basel-Landschaft cantonal parliaments, which will also be the case until further notice in 2021. In December 2020, the city of Basel set up its vaccination centre in Hall 4U.

Of the eight MCH exhibitions that had been planned at Messe Zurich, only SWISS-MOTO and SWISS-CUSTOM could be staged. Details of the MCH exhibitions are included above. Of the 15 third-party exhibitions that had been scheduled, it was only possible to hold four. All the others had to be cancelled, including the Auto Car Show Zürich, Bauen&Modernisieren and the Zurich Game Show. Messe Zurich hosted parliamentary sessions for the parliaments of the Canton and City of Zurich, which it will also do in 2021. It also hosts one of the eleven Covid-19 vaccination centers in the canton of Zurich.

Details

Messe Basel

Exhibitions

- Number: 2
- Exhibitors: 1,012
- Visitors: 100,196
- Gross area in sqm: 115,000
- Number of days: 28
(incl. assembly/dismantling)



Other events

- Number: 2
- Participants: 500
- Gross area in sqm: 15,000
- Number of days: 100
(incl. assembly/dismantling)



www.messe.ch

Congress Center Basel

Conferences

- Number: 6
- Participants: 513
- Number of days: 100

Other events

- Number: 144
- Participants: 35,127
- Number of days: 191

Virtual events (selection)

- SAP NOW
- GM Clariant
- Annual Congress SGOT
- Annual Biocontrol Industry Meeting
- Annual Meeting DGHO



www.congress.ch

Messe Zürich

Exhibitions

- Number: 7
- Exhibitors: 1,349
- Visitors: 143,172
- Gross area in sqm: 86,090
- Number of days: 39
(incl. assembly/dismantling)

Other events

- Number: 12
- Participants: 21,136
- Number of days: 171
(incl. assembly/dismantling)

Theater 11 Zürich

- Events: 57
- Visitors: 45,800



www.messe.ch

Live Marketing Solutions

In the Live Marketing Solutions (LMS) division, a total of 1,124 projects were supervised in the reporting year, 130 of which were in Switzerland and 826 in the USA. In terms of numbers, this is about 30 % of the projects handled the previous year.



MC² | "The Lucid Air"

In the LMS segment, the first quarter was strongly impacted by the cancellation or postponement of numerous events in Europe and Asia. China was able to stage a number of major exhibitions in the autumn again, but with a drastically reduced number of participants. In the second quarter, the United States was also hit by the pandemic, causing the majority of events there to be cancelled or postponed too.

Major cancellations for the LMS division included the large-scale MCH Art Basel and Baselworld shows and numerous motor shows. A prominent example of the major events that had to be postponed is the Expo Dubai 2020, where the LMS division has been commissioned to build several pavilions.

Due to the time lag in the spread of the Covid-19 pandemic, it was still possible to finish a number of projects for Swissbau in Basel, Bauma in Shanghai and CES in Las Vegas at the start of 2020 and for the Beijing Motor Show in autumn 2020.

In addition a number of virtual events were handled – for example: For Porsche ME & Africa, MCH Global was selected to deliver a three-day virtual conference involving more than 20 countries. MCH Global created the art direction, programmed the online platform, edited brand content and also set up a full studio at Porsche Training Center. With more than 25 hours of live streaming up to 300 online viewers were engaged, incorporating international guests, live polling, breakout rooms, Q&A sessions and on demand viewing.

The LMS division was similarly able to complete various projects fitting out interiors, for example LMS Switzerland (Expomobilia) the "Lindt Home of Chocolate". Expomobilia also promptly switched to producing "corona protection products" and set up an online shop, where the more than 30 articles – from counter protection installations to people counting systems and disinfection steles – can be ordered.

Details

LMS Switzerland

MCH Global

- Projects in Switzerland: 32
- Projects abroad: 6
(Europe, Middle East, North America)

Expomobilia

- Projects in Switzerland: 98
- Projects abroad: 25
(Europe, Africa, Asia, Middle East, North America)



7AIR | Swissbau 2020

Some references

- BMW Schweiz AG | White Turf St. Moritz | Event construction and activation
- ABB Experience Center | Ladenburg | Interior fittings
- 4B, Energie 360, Debrunner Acifer, Belimo, Swisskrono | Swissbau Basel | Stand construction
- Theater Pavillon | Hamburg | "Harry Potter and the Enchanted Child" | Pavilion construction
- Glas Trösch | Amsterdam | World Architecture Festival | Event construction
- Zurich Film Festival | Event Management
- United Nations Geneva: Temporary Infrastructure for conferences

www.mch-global.com

www.expomobilia.com

LMS Germany

MC² Europe

- Projects in Germany: 93



MC² Europe | Studio for video calls

Some references

- YAMAHA Motor Germany | Messen Friedrichshafen, Leipzig, Berlin | Stand construction
- Schleupen, GreenCom | E-World Essen | Stand construction
- Uxev | OPTI Munich | Stand construction
- dtH Tiermann | Osterfeld | Interior fittings
- Winning Moves Deutschland | Nuremberg Toy Fair | Stand construction
- Messe Düsseldorf | EuroShop Düsseldorf
- Uniper SE | Düsseldorf | Press conference
- MC² Europe (inhouse) | Hilden/Düsseldorf | Studio for video calls

www.mc-2europe.com

LMS China

Expomobilia

- Projects in China: 26
- Projects outside China: 4
(Singapore, USA, Switzerland, South Africa)



Nissan | Beijing Motor Show

Some references

- Nissan | Beijing Motor Show | Stand construction
- Caterpillar | bauma Shanghai | Stand construction
- Sirio Pharma | Healthplex & Nutraceutical China, Shanghai | Stand construction
- Dowway | Auto Chengdu and Auto Guangzhou | Stand construction
- Woods Bagot | DOMOTEX asia / CHINAFLOOR Shanghai | Stand construction
- Borouge | Wire China, Shanghai | Stand construction
- Eagle | IGACME Shanghai | Stand construction

www.mch-global.com

LMS UAE

MCH Global

- Projects in the United Arab Emirates: 14



Porsche | Virtual Summit

Some references

- Infiniti QX80 | Road Show
- Volkswagen Dub Drive | Brand Festival
- Porsche | Virtual Summit
- Abu Dhabi Ports | Neeshan Virtual Award Show and stand construction
- Cisco | Various events

www.mch-global.com

LMS USA

MC²

- Projects in the USA: 826



Volvo | CONEXPO

Some references

- Cheil/Samsung Electronics, Canon USA, Delta, Pioneer; OtterBox | CES Las Vegas | Stand construction
- Volvo Construction Equipment | CONEXPO Las Vegas | Stand construction
- Lucid Motors | Dream Ahead: The Lucid Air Global Launch | Hybrid (Northern California) and virtual (livestream broadcast)
- Department of Energy | Energy Exchange 2020 Conference | Virtual
- Air Force Information Technology & Cyber Power Conference | Virtual
- Ericsson Innovation Day | Virtual
- RAI NACS Virtual Experience | Virtual

www.mc-2.com

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 Statutes 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 Statutes, 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 Statutes 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.



SWISS-CUSTOM

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 | Group
- Annual Report | Shareholders
- Financial Report | Notes to the Group Account | Investments in subsidiaries

2. Capital structure

- Annual Report | Shareholders
- Financial Report | Group Account | Development of Consolidated Shareholders' Equity

3. Board of Directors

- Annual Report | Board of Directors

Executive Board (Management)

- Annual Report | Executive Board

Compensation, shareholdings and loans

- Remuneration Report | Board of Directors
- Annual Report | Board of Directors | Shareholdings
- Remuneration Report | Executive Board
- Annual Report | Executive Board | Shareholdings

6. Shareholder participation rights

- Annual Report | Shareholders

7. Changes of control and defence measures

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

8. Auditor

- Annual Report | Auditor

9. Information policy

- Annual Report | Management | Information policy

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 31.12.2020 | | 2 255 |
| Share price on 01.01.2020 / CHF | | 26.10 |
| Share price on 31.12.2020 / CHF | | 12.00 |
| Market capitalisation on 31.12.2020 / CHF million | | 178.40 |
| Key shareholders | | |
| | No. of shares | % |
| Lupa Systems LLC | 4 805 238 | 32.32 |
| Canton Basel-Stadt | 4 492 447 | 30.21 |
| LLB Swiss Investment AG | 706 901 | 4.75 |
| HSBC Overseas Nominee (UK) Ltd. | 241 259 | 1.62 |
| Canton Zurich | 240 000 | 1.61 |
| City of Zurich | 225 000 | 1.51 |
| Free float (without Canton of BS) | | 69.79 |

The disclosure of shareholders exceeding or falling below the thresholds of 3 %, 5 % and 10 % etc. of the voting rights is made through publication on the Swiss Stock Exchange website.

www.six-group.com | MCH Group N

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. The stake held by the public sector entities has been reduced from 49.11 % to 33.34 %. By partially participating in the capital increases and taking over the shareholding tendered by the Canton of Basel-Landschaft, the Canton of Basel-Stadt has ensured that the public-sector entities – the Canton of Basel-Stadt and the Canton and City of Zurich – continue to have a blocking minority on resolutions requiring a two thirds majority. The largest single shareholder is now Lupa Systems LLC with a stake of 32.32 %. Other

shareholders together hold a total of 34.34 % of the shares. The stakes held by the public sector, Lupa Systems LLC and the free-float shareholders, amounting to approximately one third each, correspond to the goal MCH Group has set itself for strengthening its shareholder base.

In a "Relationship Agreement" between the MCH Group, Lupa Systems LLC and the public-law shareholders, the new investor commits himself, among other things, to a "lock-up" whereby he may not sell his MCH shares at all for the first five years and thereafter only subject to additional conditions. He also undertakes to support the statutory purpose of the MCH Group and to act in accordance with it. The agreement also states that, in return for their right to appoint representatives to the Board of Directors of the MCH Group in accordance with Article 762 of the Swiss Code of Obligations, the public-law shareholders undertake to elect the persons proposed by Lupa Systems LLC for election to the Board of Directors.

A "termsheet" signed by the 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 up to three proposals for the appointment of a Board of Directors' member to the Board of Directors for the attention of the 2021 General Meeting. The Board of Directors will examine these proposals and propose a suitable candidate for election at the 2021 General Meeting.

Share price

MCH Group Ltd.'s share price fell from CHF 26.10 to CHF 12.00 in the course of 2020. In the wake of the Covid-19 pandemic and the associated cancellation or postponement of its major events, the group's share price fell during the first few months to a value of around CHF 12.00. With the announcement of the entry of a new investor and a capital increase, the price rose to around CHF 20.00 in the summer months, before flattening out to around CHF 15.00 prior to initiation of the second tranche of the capital increases. Since the completion of the capital increases at the end of December, the price has recovered somewhat from its low of CHF 10.75.

Share price 1 January 2020 – 31 December 2020



Shareholder participation rights

The shareholder participation rights summarised below are based on the Statutes of MCH Group Ltd. that have been in force since 21.12.2020.

www.mch-group.com | [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 Annual General Meeting if they are entered before the documents are sent out. Each share entitles the holder to one vote. Registered shareholders with voting rights may be represented for purposes of exercising their voting rights 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 Annual 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 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 Statutes;
- 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 Statutes 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.

www.mch-group.com | 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

In the 2020 financial year, subsidiary Exhibit & More AG was integrated in MCH Swiss Exhibition (Basel) Ltd. In addition, MCH Group’s 20 % stake in metron Vilshofen GmbH in Vilshofen was transferred to the majority shareholder after the latter had exercised its right of revocation in the previous year. MCH Group’s 10 % stake in Design Miami II LLC was brought into the newly founded Design Commerce Technologies, Inc. in which MCH Group has a stake of 4.75 %. Design Miami Basel AG, in which MCH Group holds 50 % of the shares, will be dissolved and liquidated in 2021.

The most important companies for the group’s business activity are set out below (subsequent to the above structural changes):

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)

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 %

Overview of all the companies and holdings:

Financial Report | Notes to the Group Accounts | Investments in subsidiaries

Organisation & 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 organisation;
- 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 membership of the Board of Directors and the specialist committees, and shareholdings of the members of the Board of Directors:

Annual Report | Board of Directors

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

Details of the membership of the Executive Board and the shareholdings of the members of the Executive Board:

Annual Report | Executive Board

Statutes and Regulations

The Statutes 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 Statutes was modified for purposes of changing the name of MCH Swiss Exhibition (Holding) Ltd. to MCH Group Ltd. In addition, the Statutes 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 Statutes 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 Statutes: 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 jointly 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 Statutes became legally effective with the completion of the capital increases and the entry in the Commercial Register on 21.12.2020.

The Statutes, the Organisational Regulations and the Regulations governing the specialist committees are posted in German and English on MCH Group website:
www.mch-group.com | Investors | Governance

Composition of the Board of Directors

Under the terms of § 22 of the Statutes 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 Statutes, 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.

With the Canton of Basel-Landschaft waiving its right to appoint a member of the Board of Directors, the Board of Directors has been made up of ten members since the Ordinary General Meeting of 2020. The further reduction to nine members will be completed at the General Meeting of 28.04.2021.

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 the 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 relationship that exists between these entities and MCH Group. In addition to other lawyers' offices, MCH Group also uses the services of Vischer AG in Basel. These mandates are awarded at the standard market rates to lawyers at the office and not to Dr. Ulrich Vischer.

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), which assumes inter alia the function of the remuneration committee).

The Board of Directors' meetings are generally also attended by 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. It provides the Board of Directors with an appropriate report of its activities and findings at least once a year. The GNCC submits proposals to the Board of Directors on all issues relating to remuneration which are incumbent upon it in its function of remuneration committee as per the provisions of the "Ordinance against abusive remuneration in listed companies" (VegÜV). The GNCC has no decision-making powers of its own. Apart from the members of the Board of Directors elected by the General Meeting, the GNCC meetings are also attended by the Group CEO and, if necessary, by the Head of Corporate Human Resources. The latter abstain from the proceedings when issues concerning them are discussed.

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. Apart from the members of the Board of Directors who sit on the AC, the AC meetings are attended by the Chairman of the Board of Directors, the Group CEO and Group CFO and also, as a rule, by the representatives of the statutory auditor.

As part of the ongoing strategy process, the Board of Directors also set up a Strategy Committee (SC) in spring 2019 to take a detailed look at all the strategic issues and prepare for the Board's deliberations on these. The SC is a standing technical committee formed from members of the Board of Directors. It has no decision-making powers of its own.

In the 2020 financial year, the Board of Directors also deployed a Steering Committee for a limited period of time to manage and support the responsible project team in drawing up and implementing the package of measures for strengthening the capital structure and shareholder base. This Committee also undertook the preparations for the corresponding deliberations by the Board of Directors. The Steering Committee was made up of members of the Strategy Committee.

Board of Directors' Meetings

In the 2020 business year, the Board of Directors held six ordinary half-day meetings (in February, March, April, June, August and November). It additionally held a further ten meetings, each lasting between one and three hours.

In the reporting year, the GNCC held eight meetings, the AC five meetings and the SC similarly five meetings. The Steering Committee for drawing up and implementing the restructuring programme performed its duties in numerous meetings and discussions – on an almost daily basis during certain phases.

The Board and committees met in their standard composition in each case. When dealing with the project to strengthen the capital structure and the shareholder base, representatives of the external financial and legal advisers were present. Due to the protection measures adopted during the Covid-19 pandemic, the majority of members participated in the meetings via a video conference in most cases.

Management and control instruments

The duties and competences of the Board of Directors and the Executive Board are governed by the Statutes, the Organisational 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, prior to each meeting, the Executive Board compiles a written 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 the Group CFO.

Following the emergence of the Covid-19 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 associated impact on the company's financial situation and especially its liquidity. The contingency planning has been updated several times as the situation has developed and has been deliberated on by the Board of Directors. It will continue to be periodically updated.

Risk Management and Internal Control System

The 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 in the establishment of a formal 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 recognises 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 further development in the area of digitalisation, which has been intensified and accelerated not least by the pandemic. The 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 endeavouring to optimise the sustainability and value retention of the investments made.

Financial risks

The ongoing implications of the different measures adopted by the authorities to contain the Covid-19 pandemic will continue to remain a determining factor for the MCH Group's business performance in the near future. With the entry of the new anchor investor, Lupa Systems, the MCH Group's capital base has been secured for the near future.

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 the MCH Group at a strategic, financial and operational level.

Operational risks

The MCH Group is expecting the measures introduced by the authorities to combat the pandemic to still last for an extended period of time. These will continue to have a significant impact on the MCH Group's operational business and are set to limit or prevent its ability to hold events. Despite this, the MCH Group continues to aim for operational excellence in all matters so as to achieve maximum satisfaction on the part of its customers, in particular. With the ongoing implementation of its corporate strategy, the 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 MCH Group's international development, are increasing both the complexity of the different issues and the group's exposure. The MCH Group is thus continually adapting its organisation 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.

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 investors and the media, including investor conference calls and media talks regarding important topics such as the annual and half-year financial statements. All the key information may be found on the MCH Group website:

- Ad hoc information
www.mch-group.com | Investors | Ad hoc publications

- Media releases
www.mch-group.com | News
- Reports
www.mch-group.com | Investors | Reports
- Statutes, regulations
www.mch-group.com | Investors | Governance
- Agenda, contact
MCH Group | Investors | Agenda and contact

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 (March 2021):

MCH Group Ltd.

Board of Directors

- Dr. Ulrich Vischer, Chairman
- Christoph Brutschin, Vice Chairman
- Markus Breitenmoser
- Hans-Kristian Hoejsgaard
- Dr. Balz Hösly
- Dr. Dagmar Maria Kamber Borens
- Eleni Lionaki
- James R. Murdoch
- Jeffrey Palker
- Andreas Widmer

Details of the members of the Board of Directors:
Annual Report | Board of Directors

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:
Annual Report | Executive Board

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)

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, President
- Beat Zwahlen

Management

- Richard McAdam, CEO
- Paul Chartier, CFO

Management Structure

The organization focused on the implementation of the corporate strategy (March 2021):

Art & Art Related Industries

Marc Spiegler

Member of the Executive Board | Global Director Art Basel

Reports to Group CEO

- Art Basel Global
Marc Spiegler
- Masterpiece Global
Lucie Kitchener

Watch | Jewellery | Gems

Michel Loris-Melikoff

Managing Director Watch | Jewellery | Gems

Reports to Group CEO

- HourUniverse
Michel Loris-Melikoff

Swiss Events

Roman Imgrüth

Managing Director Swiss Events

Reports to Group CEO

- Construction
Theresia Saner
- Hospitality
Judith Krepper
- Education
Encarnación Dellai
- Life Science
Vacant
- B2B
Karin Sonderegger

Live Marketing Solutions

Florian Faber

Member of the Executive Board | CEO Live Marketing Solutions

Reports to Group CEO

- MCH LMS Switzerland
Frank Marreau, Managing Director Expomobilia | Head of Region Switzerland
- MCH LMS Germany
Jens Falkenburg, Head of Region Germany | Managing Director MC² Europe
- MCH LMS UAE
Ties Hendricks, Head of Region UAE | Managing Director MCH Global
- MCH LMS China
Yvonne Neddo, Head of Regions Hong Kong and Shanghai
- MCH LMS USA
Richard McAdam, Head of Region USA | Managing Director MC²

Venues

Jonas Scharf

Managing Director Venues

Reports to Group CFO

- Customer Relations
Jonas Scharf
- Customer Services
Philippe Hutmacher
- Building & Operation
Stephan Müller
- Ticketing & Cash
Marc Grünenwald

Digital & Information

Andreas Eggimann

Member of the Executive Board | CDIO

Reports to Group CEO

- Digital Solutions & ICT
Nicolas Kaufmann
- New Digital Business Models
Vacant
- Data / CRM
Philipp Klett

Innovation & Business Development

Birgit Rieder

Head of Innovation & Business Development

Reports to Group CEO

- New Ecosystems
Birgit Rieder
- Innovation Officer
Tassilo von Schönberg
- Director Strategic Marketing & Market Insights
Clara Wiegel
- Business Development
Vacant

Corporate Finance

Michael Hüsler

Member of the Executive Board | CFO

Reports to Group CEO

- Corporate Finance
Dirk Leuenberger
- Corporate Procurement
Marie-Laure Jadama

Corporate Functions

Report to Group CEO

- Group Legal Department
Philipp Schlienger Cox
- Corporate Risk Management & Compliance
Olivier Balmat
- Corporate HR
Andreas Gnepf
- Corporate Communications
Christian Jecker
- Internal Communications
Kathrin Ebner

Board of Directors

The members of the Board of Directors of MCH Group Ltd. (March 2021)



Dr. Ulrich Vischer

Chairman

Dr. Ulrich Vischer held various top posts in the BASLER insurance group up until 1992. From 1992 to 2005 he was a member of the cantonal government and Head of the Finance Department of the Canton of Basel-Stadt. Since his withdrawal from the cantonal government, he has practised as a partner in a law firm operating in Basel, Zurich and Geneva. He is a member of the Board of Directors of Warteck Invest AG and Chairman of the Sophie and Carl Binding Foundation. From 2005 to 2019, he was Chairman of the Basel University Board.

Place of residence: Basel (Switzerland)

Date of birth: 09.12.1951

Nationality: CH

BD member since 2006 *

Term of office until 2021

Elected by the General Meeting

* 1992 to 2005 member of the Board of Directors as a delegate of the Canton of Basel-Stadt



Christoph Brutschin

Vice Chairman

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



Markus Breitenmoser

Markus Breitenmoser has been active internationally for more than 30 years as a Board member, manager and consultant in various industries, including the financial industry, working especially in the field of corporate restructuring and repositioning. He holds an MBA from the University of St. Gallen. Among other things, he is a founder, partner and Board member of consultancy firm Breitenmoser & Partner GmbH in Rapperswil-Jona and innovation analytics company Alpura AG in Zug. He is Chairman of the Board of Central American forestry company Novelteak AG and its subsidiaries and also of MCBM Beteiligungen AG in Zug.

Place of residence: Jona (Switzerland)

Date of birth: 12.01.1963

Nationality: CH

BD member since 2019

Term of office until 2021

Elected by the General Meeting



Hans-Kristian Hoejsgaard

Hans-Kristian Hoejsgaard has more than 30 years' experience in managerial posts in the luxury and consumer goods industry as well as the specialist retail trade. He has worked for various companies – including the LVMH Group – in Asia, and was CEO for Coty Prestige in Paris, Georg Jensen Ltd. in Copenhagen and Timex Group in Connecticut in the USA. From 2011 to 2017 he held the post of CEO at Oettinger Davidoff AG in Basel. Since 2018, he has managed his own consultancy firm and is CEO mentor at Mentore Consulting in London. He is Chairman of the Board of Directors of the Swiss Calida Group and the Bonhams auction house with head office in London as well as a member of the Board of Directors and Chairman of the Advisory Committee of Barclays Bank (Suisse) SA in Geneva. From September 2018 until June 2019 he was interim CEO of MCH Group Ltd.

Place of residence: Wollerau (Switzerland)

Date of birth: 20.06.1958

Nationality: DK

BD member since 2019

Term of office until 2021

Elected by the General Meeting



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 organisation Osec (now Switzerland – Global Enterprise). He is a lecturer at the Institute of Financial Services in Zug, the ZfU Business School in Thalwil and the University of St. Gallen. He is Chairman of the Board of Directors of the 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 Bombardier Transportation (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 a doctor of law and a financial specialist. She worked for almost 18 years in different managerial posts for UBS AG in Zurich, London and Singapore and, from 2012 to 2016, was Group CFO for the Asia-Pacific region in Singapore. Until October 2018, she was Chief Operating Officer (COO) of Swiss Universal Bank and Credit Suisse (Switzerland) Ltd., where she was responsible inter alia for the segments of strategy, digitalisation, IT, operations and bank products as well as for marketing and sponsoring. She was then CEO designate of the Quintet Private Bank (Schweiz) AG in Zurich until March 2020.

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 – partner in 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: New York, N.Y. (USA)

Date of birth: 17.09.77

Nationality: GR / GB

BD member since 2020 (21.12.)

Term of office until 2021

Elected by the General Meeting



James R. Murdoch

James R. Murdoch – founder and CEO of Lupa Systems LLC – James Murdoch is an investor and philanthropist resident in the United States. After more than two decades of global management experience in the media and technology sectors, James R. Murdoch founded Lupa Systems as a private holding company. Most recently, from 2015 to 2019, James R. Murdoch was CEO of 21st Century Fox after having previously been the company's co-COO as well as Chairman and CEO for Europe and Asia. Prior to his time at 21st Century Fox, James R. Murdoch was CEO and Chairman of Sky and CEO of STAR TV. James R. Murdoch is also a member of the Board of Directors of Tesla and the Dia Art Foundation, and he was formerly on the Board of Directors of Sotheby's and GlaxoSmithKline. James and his wife Kathryn Murdoch are the founders of Quadrivium, a foundation that invests in democracy, technology and society, scientific understanding, climate change and ocean health.

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

Date of birth: 13.12.1972

Nationality: US

BD member since 2020 (21.12.)

Term of office until 2021

Elected by the General Meeting



Jeffrey Palker

Jeffrey Palker – Managing Partner and General Counsel of Lupa Systems LLC – left 21st Century Fox, where he served as Executive Vice President, Deputy General Counsel and Deputy Chief Compliance Officer, to join Lupa Systems in 2019. Owing to his extensive international experience, Jeffrey Palker was previously also General Counsel for Europe and Asia at 21st Century Fox. During his time at the company (including News Corporation) Jeffrey Palker took a leading role in many important corporate transactions, including the offer for Sky plc, the foundation of Endemol Shine and the sale of a large part of the company's assets to Disney. 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, AWA studios and Harappa.

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

Date of birth: 30.10.1973

Nationality: US

BD member since 2020 (21.12.)

Term of office until 2021

Elected by the General Meeting



Andreas Widmer

After studying sociology and marketing at the University of Zurich, Andreas Widmer worked in market research for two years before joining the Wunderman marketing agency in 1993. In 1996, he founded Futurecom interactive AG then, in 2003, took over the management of Wunderman and, in 2007, the management of Advico Young & Rubicam. Together with other business units, he merged these companies to form the Young & Rubicam Group Switzerland in 2008, and was Chief Executive Officer (CEO) of the group until 30.09.2017. He is Chairman of the Board of Directors at Vintra AG and a member of the Board at Walde & Partner and Brino Group AG. Since 2018, he has also been co-founder and partner of Westhive AG, one of Switzerland's biggest providers of coworking space.

Place of residence: Herrliberg (Switzerland)
Date of birth: 10.10.1968
Nationality: CH
BD member since 2016
Term of office until 2021
Elected by the General Meeting

Changes

Dr. Eva Herzog, a member of the government of the Canton of Basel-Stadt and Head of its Finance Department until 31.01.2020, stepped down as a member of the Board of Directors at the Annual General Meeting of 24.04.2020, having been a member since 2005 as a delegate of the Canton of Basel-Stadt. The government of the Canton of Basel-Stadt delegated government member Dr. Tanja Soland, Head of the Finance Department of the Canton of Basel-Stadt, to the Board of Directors as her successor.

Thomas Weber, a member of the government of the Canton of Basel-Landschaft, where he is Head of the Economic and Health Department, withdrew from the Board of Directors on 24.04.2020 having been appointed to the Board as delegate of the Canton of Basel-Landschaft in 2013. The government of the Canton of Basel-Landschaft has waived its right to appoint a member of the Board of Directors and delegate a successor to Thomas Weber.

In conjunction with the intended future composition of the Board of Directors, which was approved by the Extraordinary General Meeting of 27.11.2020, three changes have come about in the membership of the Board of Directors following completion of the capital increases:

Due to the number of delegates from the Canton of Basel-Stadt being reduced from three to two, Dr. Tanja Soland, a member of the government of the Canton of Basel-Stadt, stepped down from the Board of Directors on 21.12.2020. She had been delegated to the Board of Directors by the government of the Canton of Basel-Stadt on 24.04.2020.

Due to the reduction in the number of delegates from the Canton and City of Zurich from two members to one member, city councillor André Odermatt stepped down from the Board of Directors on 21.12.2020. He had represented the City of Zurich on the Board of Directors since 2015.

In addition, Dr. Karin Lenzlinger Diedenhofen stepped down from the Board of Directors on 21.12.2020. She had been a member of the Board of Directors and also a member of the Audit Committee (AC) since 2004.

The new members elected by the Extraordinary General Meeting of 27.11.2020, James R. Murdoch, Jeffrey Palker and Eleni Lionaki, took up office on 21.12.2020. Eleni Lionaki took up her seat on the Audit Committee (AC) at this same time.

There will be further changes in the membership of the Board of Directors at the Annual General Meeting on 28.04.2021:

As already announced, Dr. Ulrich Vischer, Chairman of the Board, will be stepping down from his office at the forthcoming Annual General Meeting. At the request of the Board of Directors and Lupa Systems, he had stated his willingness to assume the chairmanship until this time and thus ensure continuity during this phase of renewal. Dr. Ulrich Vischer 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. Since 2006, he has been elected Chairman of the Board of Directors by the Annual General Meeting.

At the Annual General Meeting on 28.04.2021, Hans-Kristian Hoejsgaard and Andreas Widmer will also step down from the Board of Directors. Hans-Kristian Hoejsgaard has been a member of the Board of Directors since 2019, where he is also a member of the Governance, Nomination and Compensation Committee (GNCC) and Chairman of the Strategy Committee (SC). Andreas Widmer has been a member of the Board of Directors since 2016 and is also member of the SC.

The Board of Directors will propose to the General Meeting of 28.04.2021 that Andrea Zappia be elected a new member and Chairman of the Board of Directors. 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.



Andrea Zappia



Marco Gadola

The Board of Directors will propose to the Annual General Meeting on 28.04.2021 that Marco Gadola be elected as a new member of the Board of Directors and intends to appoint him Vice-Chairman following his election. Marco Gadola, Swiss and French citizen, born in 1963, was previously a member of the Board of Directors of MCH Group and Chairman of the Audit Committee from 2016 to 2019. From 2013 to 2019 he was CEO of the Straumann Group and is currently Chairman of the Board of DKSH Group and a member of the Board of Directors of various Basel-based firms, including Straumann, Medartis and Tally Weijl, as well as other companies.

In accordance with an agreement, the shareholders around Erhard Lee and LLB Swiss Investment AG can submit to the Board of Directors up to three candidates for a seat on the Board of Directors for the attention of the 2021 General Meeting. Based on the proposals received, the Board of Directors will propose Markus Breitenmoser for election as a member of the Board of Directors for a further year at the General Meeting on 28.04.2021.

Governance, Nomination and Compensation Committee (GNCC)

- Dr. Ulrich Vischer, Chairman
- Christoph Brutschin, Member
- Hans-Kristian Hoejsgaard, Member
- Dr. Balz Hösly, Member

Audit Committee (AC)

- Dr. Dagmar Maria Kamber Borens, Chairwoman
- Christoph Brutschin, Member
- Eleni Lionaki, Member
- Dr. Ulrich Vischer, Observer

Strategy Committee

- Hans-Kristian Hoejsgaard, Chairman
- Christoph Brutschin, Member
- Dr. Balz Hösly, Member
- Dr. Dagmar Maria Kamber Borens, Member
- Dr. Ulrich Vischer, Member
- Andreas Widmer, Member

Secretary to the Board of Directors

- Christian Jecker, Head of Corporate Communications

Permitted activities as per § 23 of the Statutes 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 31.12.2020 | | Number of shares CHF 10 and percentage of voting rights 31.12.2019 | |
|------------------------------------------------|-----------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------|-------------|
| Dr. Ulrich Vischer, Chairman | 777 | 0.0% | 313 | 0.0% |
| Christoph Brutschin, Vice-Chairman | 0 | 0.0% | 0 | 0.0% |
| Markus Breitenmoser | 0 | 0.0% | 0 | 0.0% |
| Dr. Eva Herzog ¹⁾ | | | 0 | 0.0% |
| Hans-Kristian Hoejsgaard | 1 858 | 0.0% | 1 000 | 0.0% |
| Dr. Balz Hösly | 0 | 0.0% | 0 | 0.0% |
| Dr. Dagmar Maria Kamber Borens | 0 | 0.0% | 0 | 0.0% |
| Dr. Karin Lenzlinger Diedenhofen ²⁾ | | | 50 | 0.0% |
| Eleni Lionaki ³⁾ | 0 | 0.0% | | |
| James R. Murdoch ³⁾ | 0 | 0.0% | | |
| Dr. André Odermatt ²⁾ | | | 0 | 0.0% |
| Jeffrey Palker ³⁾ | 0 | 0.0% | | |
| Dr. Tanja Soland ⁴⁾ | | | | |
| Thomas Weber ¹⁾ | | | 0 | 0.0% |
| Andreas Widmer | 0 | 0.0% | 0 | 0.0% |
| Total | 2 635 | 0.0% | 1 363 | 0.0% |
| Shares held by related parties | | | | |
| of Dr. Ulrich Vischer | 748 | 0.0% | 300 | 0.0% |
| of Markus Breitenmoser ⁵⁾ | 2 847 | 0.0% | 1 150 | 0.0% |
| of James R. Murdoch ⁶⁾ | 4 805 238 | 32.3% | | |

1) BD member up to 24.04.2020

2) BD member up to 21.12.2020

3) BD member as of 21.12.2020

4) BD member from 24.04.2020 to 21.12.2020

5) MCBM Beteiligungen AG

6) Lupa Systems LLC

Executive Board

Members of the Executive Board (March 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 played a decisive role in the restructuring and the instigated transformation of the company and, under his project management, it has been possible to implement the capital increases with Lupa Systems as a new anchor investor. 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. 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. He has extensive leadership experience at senior management level, especially in the areas of investor relations, M&A transactions and restructuring. Michael Hüsler studied economics 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 management 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 expansion of the Exhibition, Event and Pavilion Construction business unit over the past few years and was also involved in the strategic realignment of the Live Marketing Solutions division.

Place of residence: Winterberg (Switzerland)

Date of birth: 22.05.1979

Nationality: DE

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

There were no changes in the Executive Board during the 2020 financial year.

On 15.01.2021, the Board of Directors and the former 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 CEO on 12.06.2019, his official leaving date is 31.07.2021.

The Board of Directors appointed Beat Zwahlen, CFO to date, as new interim CEO on 15.01.2021. The Board of Directors has additionally appointed Michael Hüsler as new CFO of MCH Group; he joined MCH Group on 18.01.2021.

Permitted activities as per § 36 of the Statutes 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 31.12.2020 | | Number of shares CHF 10 and percentage of voting rights 31.12.2019 | |
|--------------------------------|--------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------|-------------|
| Andreas Eggimann | 0 | 0.0% | 0 | 0.0% |
| Florian Faber | 0 | 0.0% | 0 | 0.0% |
| Peter Holenstein ¹⁾ | | | 62 | 0.0% |
| Marc Spiegler ²⁾ | 0 | 0.0% | | |
| Bernd Stadlwieser | 2 787 | 0.0% | 1 500 | 0.0% |
| Beat Zwahlen | 0 | 0.0% | 0 | 0.0% |
| Total | 2 787 | 0.0% | 62 | 0.0% |
| Shares held by related parties | | | | |
| of Peter Holenstein | | | 256 | 0.0% |
| of Bernd Stadlwieser | 2 787 | 0.0% | 1 500 | 0.0% |

1) BD member up to 31.12.2019

2) EB member as of 01.01.2020

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 2020 reporting year, the MCH Group had a total of 710 employees on permanent contracts occupying 565.0 full-time positions. There were also 38 temporary employees with 21.4 full-time posts. The group's workforce thus decreased by 150 permanent employees in the year under review (-17 %).

The headcount of 710 permanent employees includes 125 employees in the USA who are on furlough due to the Covid-19 situation.

In Switzerland, short-time working has been applied and approved for all employees as of March 2020 due to the Covid-19 situation. Short-time working averaged around 50 % from March to December 2020.

| Employees on permanent contracts by company (without minority stakeholdings) | 31.12.2020 | | | 31.12.2019 | | |
|------------------------------------------------------------------------------|------------|--|------------|------------|--|------------|
| | Total | | | Total | | |
| MCH Group Ltd. | | | 22 | | | 26 |
| MCH Swiss Exhibition (Basel) Ltd. ¹⁾ | | | 266 | | | 301 |
| MCH Swiss Exhibition (Zurich) Ltd. | | | 19 | | | 25 |
| MCH Beaulieu Lausanne SA | | | 4 | | | 7 |
| MCH Live Marketing Solutions AG ²⁾ | | | 112 | | | 135 |
| MC ² Group ³⁾ | | | 287 | | | 366 |
| Total | | | 710 | | | 860 |

| Hierarchy levels/Gender | 31.12.2020 | | | 31.12.2019 | | |
|---------------------------------------|------------|------------|------------|------------|------------|------------|
| | Male | Female | Total | Male | Female | Total |
| Board of Directors MCH Group | 8 | 2 | 10 | 8 | 3 | 11 |
| Executive Board MCH Group | 5 | 0 | 5 | 5 | 0 | 5 |
| Management subsidiaries ⁴⁾ | 4 | 1 | 5 | 8 | 2 | 10 |
| Managerial staff | 62 | 30 | 92 | 114 | 56 | 170 |
| Employees | 350 | 258 | 608 | 380 | 295 | 675 |
| Total | 429 | 291 | 720 | 515 | 356 | 871 |

| Nationalities/Gender | 31.12.2020 | | | 31.12.2019 | | |
|----------------------|------------|------------|------------|------------|------------|------------|
| | Male | Female | Total | Male | Female | Total |
| Switzerland | 150 | 99 | 249 | 185 | 133 | 318 |
| Germany | 43 | 45 | 88 | 42 | 42 | 84 |
| France | 7 | 10 | 17 | 6 | 12 | 18 |
| Italy | 4 | 3 | 7 | 4 | 5 | 9 |
| Austria | 1 | 3 | 4 | 1 | 2 | 3 |
| Great Britain | 6 | 11 | 17 | 9 | 8 | 17 |
| USA | 195 | 86 | 281 | 244 | 114 | 358 |
| Hong Kong | 1 | 11 | 12 | 1 | 15 | 16 |
| China (Mainland) | 1 | 2 | 3 | 1 | 4 | 5 |
| Other | 13 | 19 | 32 | 14 | 18 | 32 |
| Total | 421 | 289 | 710 | 507 | 353 | 860 |

1) With subsidiaries Art Basel U.S. Corp., MCH Group Asia Limited, Masterpiece London Ltd; 2019 also with Exhibit&More AG.

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

3) MC ² USA and MC ² Europe

4) Only LMS Division

Statutory Auditors

The Annual General Meeting of MCH Group Ltd. on 24.04.2020 elected KPMG AG, Basel, as the statutory auditors for the group for the 2020 business year. The lead auditor was Claudio Boller.

KPMG AG, Basel, invoiced the following services to MCH Group in the 2020 business year:

| Services (in CHF, excl. VAT) | 2020 | 2 019 |
|---------------------------------|----------------|----------------|
| Auditing | 558 500 | 539 923 |
| Other consulting | 244 923 | 26 789 |
| Total | 803 423 | 566 712 |

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 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. 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 four Audit Committee meetings.



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