



Half-year Closing 2021

MCH Group

First half of 2021 marked by lockdown and embarking on a new future

- Minimal business activity due to the Covid-19 pandemic and preparations for events in the coming six months lead to a decline in operating income to CHF 60.4 million and a loss of CHF -29.4 million in the first half of 2021.
- Despite the still tense situation, there is a spirit of optimism. The work to gradually ramp up business activities and the initiated implementation of the strategy approved by the Board of Directors are being intensively pursued.
- The strategic framework comprises numerous initiatives in all business areas. With the realisation of a clearly defined implementation plan, the MCH Group will grow again and increase its profitability.

The assumptions for the 2021 business year have so far proved to be largely correct. Unfortunately, as far as the first six months were concerned, business activities remained virtually at a standstill, as in the previous ten months. However, there is confidence with regard to the second semester, given that major events can be staged once more and business activity can be gradually stepped up – if there is no renewed tightening of restrictions due to the Covid-19 situation. Accordingly, the first half of 2021 was marked equally by the lockdown and the dawn of new future.

Monthly losses significantly reduced

When drawing comparisons with the same period in the previous year, it should be noted that substantial income was still generated in the first «pre Covid months» of 2020, including the staging of Swissbau and SWISS-MOTO. The operating income of CHF 60.4 million generated in the first half of 2021 is therefore significantly lower than in the same period last year (CHF 132.7 million). In view of the extensive standstill in business activity, it is of course not possible to present a positive half-year result for 2021. At CHF -29.4 million, the consolidated half-year loss for 2021 is, however, only CHF -5.0 million below that of the first half of 2020 (CHF -24.4 million). EBITDA for the first semester of 2021 amounts to CHF -17.4 million (first half of 2020 CHF -10.9 million).

In line with the half-year loss, cash and cash equivalents fell from CHF 130.1 million to CHF 99.7 million in the first semester of 2021. Shareholders' equity has fallen to CHF 36.8 million, and the equity ratio is now 9.9 %.

The average monthly consolidated loss of approximately CHF 5 million was considerably reduced relative to the 2020 financial year (average approximately CHF 6 million) and the second half of 2020 (average approximately CHF 8 million).

This was achieved primarily through the careful evaluation and planning of human and financial resources deployment. It proved possible to avoid uncovered costs by cancelling or postponing a large number of events at an early stage. Wherever possible and meaningful, short-time working and, in the USA, furlough, were continued.

Key projects implemented and pursued

At the same time, key projects were implemented and driven forward. Art Basel in Hong Kong – the only event that the MCH Group was able to hold in the first half of 2021 – had to take place physically on a reduced scale, but also included expanded digital formats. Although the Watch/Jewellery/Gemstones event planned for spring 2021 had to be cancelled, the time was spent on developing a new BASELWORLD concept for the entire community in the mid- and high-end market segment. With the acquisition of Digital Festival AG, new and attractive events have been added to the portfolio, and the group's competence in developing innovative event formats and future-oriented topics has been further strengthened. In the Experience Marketing division, numerous hybrid and digital projects have been realised.

Basis for a successful future

Despite the Covid-19 pandemic, the MCH Group can look confidently to the future. With its transformation and strategy, MCH Group is prepared for the major changes in the experience marketing market that were already becoming apparent before the Covid-19 crisis, but which have been intensified and accelerated by the pandemic. It has thus laid the foundations for a successful turnaround and prosperous further development over the past two years – and especially in the first half of 2021.

After the capital increase and the entry of the new anchor shareholder Lupa Systems in the previous year, the renewal of the Board of Directors was completed at the Annual General Meeting in April 2021. Thereafter, the management and the Board of Directors conducted a review of the strategy. It was confirmed that the network of the three divisions – Community Platforms (physical, hybrid and digital platforms), Experience Marketing (strategy, creation and implementation of marketing solutions) and Venues (own infrastructure in Basel and Zurich) – constitute a unique asset with a high synergy and development potential. The strategic orientation has been confirmed and further sharpened through prioritised strategic initiatives in all the divisions.

The strategy is based on creating unique added value for communities in selected ecosystems with various formats on physical, hybrid and digital platforms throughout the year. It also supports stakeholders within various ecosystems with holistic experience marketing solutions in positioning and activating their brands as well as in building and maintaining customer relationships. Apart from securing the group's business in the course of the expected upswing in the period following the Covid-19 pandemic, the strategic focus is on geographic expansion, digital transformation, innovative offerings and the cross-utilisation of competences and services throughout the group.

The MCH Group has set ambitious growth and profitability targets in the corresponding revision of its mid-term plan. It is convinced that, with the strategic plan that has been drawn up at group level and in all business fields, it will achieve these objectives.

Gradual ramp-up of business activity

In view of the worldwide easing of the restrictions imposed to combat the COVID-19 pandemic, it is expected that the MCH Group will be able to gradually step up its business activities over the next few months. In Switzerland, large-scale events have been possible again since July 2021, subject to certain conditions, such as a protection concept and a COVID certificate or the obligation to wear a mask. The confederation and cantons will also pay part of any uncovered costs for events that have to be cancelled or postponed at short notice on account of the epidemiological situation, thus giving organisers greater planning security.

The MCH Group teams have therefore already been working for many months with great motivation and enormous commitment on the preparations for the events to be held over the next six months.

The MCH Group assumes that Art Basel in Basel can be successfully staged as a physical event with expanded digital offerings. The Digital Festival with HackZurich, the career fairs in Zurich and Lausanne, as well as Ilmac in Basel, which will be accompanied by the new InMedCompact format and IFAS Digital, will be further highlights in the «event autumn» of 2021. The MCH exhibition program in the second half of 2021 will conclude with Art Basel in Miami Beach.

It has unfortunately been necessary to cancel IGEHO/Lefa and the Basel Wine Festival. The Igeho Exhibitors' Committee was not supportive of holding the fair and was also against an alternative format or its postponement to 2022, since the hospitality sector, which has suffered tremendously as a result of the COVID-19 situation, is not yet ready to stage its most important national industry event.

Target of a balanced second half-year

The MCH Group is expecting a loss for the year 2021 that will be lower than in the previous year 2020, but still in the double-digit million range. The great uncertainty still prevailing with regard to the development of the epidemiological and economic situation means that the expectations for the second half of 2021 and the annual result for 2021 span a very broad range. The way in which business activity develops in the months of September to December will be decisive for this.

According to its current estimates, the MCH Group is aiming for a balanced half-year result in the second half of 2021. However, the achievement of this target depends on a positive development in the USA, where the situation is currently increasingly uncertain again. In the worst - but unlikely - case that only very few or no events can take place worldwide until the end of 2021, a loss in the order of magnitude of the first half-year is to be expected in the second half of 2021.

Based on the updated mid-term plan, the management and the Board of Directors came to the conclusion that the group will be a going concern beyond 2022. With regard to the refinancing of the CHF 100 million bond due in 2023, a Bond Exchange Offer is being considered in 2022.

Group balance sheet to the half-year closing 2021

Group balance sheet (abridged)	30.06.2021		31.12.2020	
	CHF million	%	CHF million	%
Cash and cash equivalents	99.7		130.1	
Other current assets	74.2		64.3	
Total current assets	173.9	46.9	194.4	48.7
Total non-current assets	197.1	53.1	205.1	51.3
Total assets	371.0	100.0	399.5	100.0
Short-term loans	8.5		12.7	
Other current liabilities	77.1		68.7	
Total current liabilities	85.6	23.1	81.4	20.4
Long-term loans	140.9		142.0	
Bond	100.0		100.0	
Other long-term liabilities	7.7		8.8	
Total non-current liabilities	248.6	67.0	250.8	62.8
Total liabilities	334.2	90.1	332.2	83.2
Total shareholders' equity	36.8	9.9	67.3	16.8
Total liabilities and shareholders' equity	371.0	100.0	399.5	100.0

Group income statement to the half-year closing 2021

Group income statement (abridged)	01.01.–30.06.2021		01.01.–30.06.2020 (adjusted)	
	CHF million	% /income	CHF million	% /income
Net sales from deliveries and services	39.7		120.3	
Other operating income	19.4		14.9	
Changes in work in progress	1.3		-2.5	
Total operating income	60.4	100.0	132.7	100.0
Personnel expenses	-35.7		-50.1	
Administration	-8.0		-8.9	
Maintenance, repairs	-3.6		-4.0	
Insurance, ground rent, rents	-7.4		-9.2	
Energy	-1.9		-2.2	
Furnishing expenses, stand construction	-19.1		-37.1	
Exhibition and conference operations	-0.4		-27.1	
Advertising, press, public relations	-2.3		-7.2	
Other operating expenses	0.6		2.2	
Operating result before interest, taxes and depreciation (EBITDA)	-17.4	-28.8	-10.9	-8.2
Depreciation and impairment	-10.0		-10.8	
Operating result (EBIT)	-27.4	-45.4	-21.7	-16.4
Result of associated organisations	0.1		0.0	
Financial result net	-1.9		-2.3	
Loss before income taxes	-29.2	-48.3	-24.0	-18.1
Income tax	-0.2		-0.4	
Loss for the half-year	-29.4	-48.7	-24.4	-18.4
of which attributable to minority interests	-0.4		-0.9	
of which attributable to the shareholders of the parent company	-29.0		-23.5	
Result per share in CHF (diluted / undiluted)	-1.95		-3.91	

Group Cash Flow Statement to the half-year closing 2021

Group Cash Flow Statement (abridged)	01.01.–30.06.2021	01.01.–30.06.2020
	Mio. CHF	Mio. CHF
Net cash flow from operating activities	-27.9	-49.8
Net cash flow from investing activities	-2.3	1.7
Net cash flow from financing operations	-0.1	8.0
Currency translation differences	-0.1	-0.3
Net cash flow	-30.4	-40.4
Cash and cash equivalents at the beginning of the financial period	130.1	138.3
Cash and cash equivalents at the end of the financial period	99.7	97.9

Development of Consolidated Shareholders' Equity

Development of Consolidated Shareholders' Equity (abridged)	Share capital	Capital reserves	Retained earnings	Minority interests	Total
	CHF million	CHF million	CHF million	CHF million	CHF million
As of 01.01.2020	60.1	74.3	-87.8	1.3	47.9
Currency translation differences			-0.2		-0.2
Goodwill from investment			-0.8		-0.8
Change in consolidation scope				-0.4	-0.4
Loss for the half-year 01.01. - 30.06.2020			-23.5	-0.9	-24.4
As of 30.06.2020	60.1	74.3	-112.3	0.0	22.1
As of 01.01.2021	148.7	79.0	-160.8	0.4	67.3
Currency translation differences			-0.3		-0.3
Goodwill from investment			-0.8		-0.8
Loss for the half-year 01.01. - 30.06.2021			-29.0	-0.4	-29.4
As of 30.06.2021	148.7	79.0	-190.9	0.0	36.8

Notes to the half-year closing 2021

1. Fundamental principles applied in compiling the financial statements

The present consolidated half-year closing 2021 takes in the non-audited half-year financial statements for MCH Group Ltd. and its subsidiaries for the period from 1 January 2021 to 30 June 2021. The abridged half-year financial statements have been drawn up in accordance with the current guidelines of the Swiss GAAP FER 31 professional recommendations (complementary recommendations for listed companies). They do not contain all the information and disclosures set out in the consolidated annual financial statements and should therefore be read in conjunction with the group financial statements as at December 2020.

Apart from the exception set out in Section 2., the consolidated half-year financial statements have been drawn up applying the same accounting and valuation principles as those applied for the group financial statements as at 31 December 2020.

2. Change in accounting principles

As per 31 December 2020, the accounting principle for cancelled exhibitions with event cancellation insurance was changed as follows:

Accounting principle prior to the adjustment	Accounting principle after the adjustment
In the case of cancelled exhibitions, profit is recognised as follows:	In the case of cancelled exhibitions, profit is recognised as follows:
<ul style="list-style-type: none">– Cancelled exhibitions without event cancellation insurance: Recognition in net income is performed once agreement has been reached with the customers on the repayment and cancellation arrangements, unless the arrangements specified in the contract are applied.	<ul style="list-style-type: none">– Cancelled exhibitions without event cancellation insurance: Recognition in net income is performed once agreement has been reached with the customers on the repayment and cancellation arrangements, unless the arrangements specified in the contract are applied.
<ul style="list-style-type: none">– Cancelled exhibitions with event cancellation insurance: Recognition in net income is performed after definitive confirmation of payment by the insurance company.	<ul style="list-style-type: none">– Cancelled exhibitions with event cancellation insurance: The accrued costs are recognised in net income at the time of cancellation of the exhibition. The insurance payouts are recognised in net income either after the insurance company's definitive confirmation of payment or when it can be assumed to be virtually certain that the insurance payouts will be made
<ul style="list-style-type: none">– Until the time of realisation, the costs/prepayments must be capitalised and an impairment review conducted. If an impairment loss is determined, the project must be written down accordingly following definitive confirmation of payment by the insurance company.	<ul style="list-style-type: none">– <i>(deleted)</i>

The accounting principle prior to the change was applied for the first time to the half-year financial statements 2020.

Swiss GAAP-FER does not conclusively govern how the insurance payouts are to be mapped and leaves a certain scope for interpretation. In the second half of 2020, it became apparent that adjusting the accounting principle for exhibitions with event cancellation insurance would result in a better and more transparent statement. All the relevant information was available in the half-year financial statements 2020. The adjustment involves remapping pre-existing information with the aim of achieving a better and more transparent statement for the future.

The change made is as follows: the accrued costs at the time the exhibition is cancelled and the insurance payout are considered as separate events. The value adjustment of the accrued costs is made immediately an exhibition is cancelled, as these are already impaired at this point. The receivable from the insurance company may be capitalised if it is virtually certain that the MCH Group has a claim against the insurance company or that the insurance company will provide cover.

The changed accounting principle was applied retroactively as per 1 January 2020. The financial impacts of this change on the half-year financial statements 2020 are presented on the following pages.

Financial impacts on the consolidated balance sheet as at 30.06.2020

Group income statement (abridged)	30.06.2020 before adjustment	Adjustment	01.01.–30.06.2020 after adjustment
	CHF million	CHF million	CHF million
Cash and cash equivalents	97.9	0.0	97.9
Other current assets	102.5	-5.0	97.5
Total current assets	200.4	-5.0	195.4
Total non-current assets	213.9	0.0	213.9
Total assets	414.3	-5.0	409.3
Short-term loans	2.8	0.0	2.8
Other current liabilities	97.4	-5.0	92.4
Total current liabilities	100.2	-5.0	95.2
Long-term loans	179.6	0.0	179.6
Bond	100.0	0.0	100.0
Other long-term liabilities	12.4	0.0	12.4
Total non-current liabilities	292.0	0.0	292.0
Total liabilities	392.2	-5.0	387.2
Total shareholders' equity	22.1	0.0	22.1
Total liabilities and shareholders' equity	414.3	-5.0	409.3

Financial impacts on the consolidated income statement as at 30.06.2020

Group income statement (abridged)	01.01.–30.06.2020 before adjustment	Adjustment	01.01.–30.06.2020 after adjustment
	CHF million	CHF million	CHF million
Net sales from deliveries and services	120.3	0.0	120.3
Other operating income	3.8	11.1	14.9
Changes in work in progress	-2.5	0.0	-2.5
Total operating income	121.6	11.1	132.7
Personnel expenses	-48.2	-1.9	-50.1
Administration	-8.9	0.0	-8.9
Maintenance, repairs	-4.0	0.0	-4.0
Insurance, ground rent, rents	-8.3	-0.9	-9.2
Energy	-2.2	0.0	-2.2
Furnishing expenses, stand construction	-35.3	-1.8	-37.1
Exhibition and conference operations	-21.7	-5.4	-27.1
Advertising, press, public relations	-6.1	-1.1	-7.2
Other operating expenses	2.2	0.0	2.2
Operating result before interest, taxes and depreciation (EBITDA)	-10.9	0.0	-10.9
Depreciation and impairment	-10.8	0.0	-10.8
Operating result (EBIT)	-21.7	0.0	-21.7

(Continued on page 9)

(Continuation Financial impacts on the consolidated income statement as at 30.06.2020)

Group income statement (abridged)	01.01.–30.06.2020 before adjustment	Adjustment	01.01.–30.06.2020 after adjustment
	CHF million	CHF million	CHF million
Result of associated organisations	0.0	0.0	0.0
Financial result net	-2.3	0.0	-2.3
Loss before income taxes	-24.0	0.0	-24.0
Income tax	-0.4	0.0	-0.4
Loss for the half-year	-24.4	0.0	-24.4
of which attributable to minority interests	-0.9	0.0	-0.9
of which attributable to the shareholders of the parent company	-23.5	0.0	-23.5
Result per share in CHF (diluted / undiluted)	-3.91	0.0	-3.91

Financial impacts on segment reporting as at 30.06.2020

Operating income by divisions	01.01.–30.06.2020 before adjustment	Adjustment	01.01.–30.06.2020 after adjustment
	CHF million	CHF million	CHF million
Community Platforms	42.9	11.1	54.0
Experience Marketing	80.0	0.0	80.0
Venues	24.8	0.0	24.8
Corporate Functions & Consolidation	-26.1	0.0	-26.1
Total operating income	121.6	11.1	132.7
Operating income by geographical markets	01.01.–30.06.2020 before adjustment	Adjustment	01.01.–30.06.2020 after adjustment
	CHF million	CHF million	CHF million
Switzerland	64.7	4.2	68.9
Europe without Switzerland	5.8	2.0	7.8
North and South America	47.7	4.9	52.6
Asia, Pacific and Africa	3.4	0.0	3.4
Total operating income	121.6	11.1	132.7

Due to the change in the accounting principles for the treatment of cancelled exhibitions with event cancellation insurance, the costs of the cancelled events with event cancellation insurance capitalised as per 30.06.2020 were derecognised in net income for an amount of CHF 11.1 million.

On 30.06.2020, the MCH Group was able to assume with a probability to be virtually certain that the insurer would cover the costs of CHF 11.1 million incurred in conjunction with the cancellation of events. An initial interim payment of CHF 5 million had also already been received from the insurance company by 30.06.2020. These insurance payouts are therefore deemed to be realised, which means that the claims against the insurer for the sum of the capitalised costs of CHF 11.1 million are to be recognised as other operating income in the half-year closing 2020.

There are no financial effects on the consolidated cash flow statement for 01.01.2020 to 30.06.2020, on the consolidated equity as per 30.06.2020 or on the segment results by division for 01.01.2020 to 30.06.2020 (operating result before interest, taxes, depreciation and amortisation (EBITDA) by division and operating result (EBIT) by division).

3. Segment reporting

To improve transparency for investors, MCH Group has taken the decision to also disclose the segment results by division in the half-year report for 2021. To date, only the segment revenues by division have been disclosed.

Reporting by division:

Operating income by divisions	01.01.–30.06.2021		01.01.–30.06.2020 (adjusted)	
	CHF million	%	CHF million	%
Community Platforms	19.5	32.3	54.0	40.7
Experience Marketing	34.0	56.3	80.0	60.3
Venues	9.6	15.9	24.8	18.7
Corporate Functions & Consolidation	-2.7	-4.5	-26.1	-19.7
Total operating income	60.4	100.0	132.7	100.0

Operating result before interest, taxes and depreciation (EBITDA) by divisions	01.01.–30.06.2021		01.01.–30.06.2020	
	CHF million	%	CHF million	%
Community Platforms	-9.3	-47.7	-21.5	-39.8
Experience Marketing	-8.8	-25.9	-1.5	-1.9
Venues	-3.3	-34.4	12.7	51.2
Corporate Functions & Consolidation	4.0		-0.6	
Total operating result before interest, taxes and depreciation (EBITDA)	-17.4	-28.8	-10.9	-8.2

Operating result (EBIT) by divisions	01.01.–30.06.2021		01.01.–30.06.2020	
	CHF million	%	CHF million	%
Community Platforms	-9.9	-50.8	-22.0	-40.7
Experience Marketing	-10.1	-29.7	-3.3	-4.1
Venues	-11.1	-115.6	4.7	19.0
Corporate Functions & Consolidation	3.7		-1.1	
Total operating result (EBIT)	-27.4	-45.4	-21.7	-16.4

The segment revenues and results of the divisions are presented prior to consolidation. The Community Platforms division (previously Exhibitions) includes the revenues and results of the various physical, hybrid and digital platforms as well as related services. The Experience Marketing division (previously Live Marketing Solutions) takes in stand construction and live-marketing services. The Venues division covers the rental business for the hall infrastructure (third-party events, rental to own exhibitions) and general services provided (such as car-park income). Corporate Functions & Consolidation includes Digital & Information, Corporate Finance, Corporate Services (Innovation & Business Development, Legal Department, Risk Management & Compliance, HR and Communications) and Consolidation Effects.

Reporting by geographical markets

Operating income by geographical markets	01.01.–30.06.2021		01.01.–30.06.2020 (adjusted)	
	CHF million	%	CHF million	%
Switzerland	29.3	48.5	75.8	57.1
Europe without Switzerland	2.8	4.6	5.8	4.4
North and South America	16.7	27.6	47.7	35.9
Asia, Pacific and Africa	11.6	19.2	3.4	2.6
Total operating income	60.4	100.0	132.7	100.0

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

4. Impact of the corona pandemic on the half-year closing

Due to the ongoing impact of the Covid-19 pandemic and the accompanying measures and restrictions imposed by authorities worldwide, the MCH Group was forced to cancel or postpone all but one of the events planned for the first half of 2021. The Experience Marketing division was also very hard hit by the cancellation of a large number of events worldwide and recorded a marked decline in orders. Short-time work was thus continued in Switzerland and Germany in the first half of 2021 to more or less the same extent as in 2020. In the USA, a major portion of the workforce was still on furlough.

For several events in the art sector, the MCH Group has a comprehensive cancellation insurance policy covering certain risks in conjunction with a potential loss of sales. The events cancelled in the 2020 financial year (Art Basel in Hong Kong, Basel and Miami Beach and also Masterpiece London) have been notified to the insurance company. The experts commissioned by the insurer have not yet finished processing the claims. The insurer has already made sizeable interim payments. In the first half of 2021, insurance payouts totalling CHF 10.7 million were received and booked under other operating income. The examination of the claims is not yet completed.

To further safeguard liquidity, we received the hardship payment from the Canton of Basel-Stadt in Switzerland for a sum of CHF 0.75 million. Corresponding requests have been submitted to the Cantons of Zurich and Vaud and, on the reporting date, these are still being examined. In the United States, the loans we received in the prior year as part of the Paycheck Protection Program (PPP), that were directly related to covering the operational costs incurred as a result of the pandemic, were waived in the amount of USD 6.1 million (CHF 5.5 million) on the basis of the local provisions. Both items are included in the income statement under other operating income.

Through the negative half-year results, the group companies' tax loss carry-forwards have increased still further. Since the MCH Group does not capitalise deferred tax assets based on loss carry-forwards, these do not affect income taxes.

5. Changes in the consolidated companies

On 1 June 2021, MCH Group wholly acquired Digital Festival AG in Zurich with its platforms "Digital Festival", "HackZurich" and "HackZurich Talents" for CHF 0.8 million (net of cash). This resulted in goodwill of CHF 0.8 million which was offset directly against equity at the time of acquisition.

6. Seasonal fluctuations / Outlook

In the light of the current Covid-19 situation, it is not possible to linearly extrapolate the present half-year closing to draw conclusions regarding the expected annual result for 2021.

The MCH Group is expecting a loss for the year 2021 that will be lower than in the previous year 2020, but still in the double-digit million range. The great uncertainty still prevailing with regard to the development of the epidemiological and economic situation means that the expectations for the second half of 2021 and the annual result for 2021 span a very broad range. The way in which business activity develops in the months of September to December will be decisive for this.

Based on the group's estimates, business development in the second half of 2021 could lead to a positive EBITDA and a balanced half-year result. However, this depends on further developments in the USA, where the situation is currently increasingly uncertain again. A balanced half-year result in the second half of the year would lead to a loss for the year 2021 in the range of the first half-year.

In the worst case, exhibitions and events will only be possible worldwide to a limited extent, or not at all, in the second half of 2021. In this case, a loss of the same order of magnitude as for the first half of the year can be expected in the second half of 2021. This scenario is not expected to come about.

7. Going concern

Over the past few months, the management and Board of Directors have conducted a review of the strategy defined in 2019. It was confirmed that the network of the three divisions of Community Platforms, Experience Marketing and Venues in Basel and Zurich constitute a unique asset with a high synergy and development potential. The strategic orientation of further developing the classic event business into future-orientated community platforms with physical, hybrid and digital formats, offering holistic experience-marketing solutions worldwide and increasing the occupancy of the group's own infrastructures in Basel and Zurich has thus been confirmed and further sharpened with prioritised strategic initiatives in all the divisions.

Taking the results of the review and the further development of the strategy, the corporate group's multi-year planning has also been reviewed and adjusted. On the basis of the current medium-term planning, the management and Board of Directors have concluded that the liquidity and also the equity base of the holding company have sufficient reserves to ensure the going concern of the company beyond 2022. The planning is based on a conservative scenario in which the impacts of the corona pandemic will still be felt in the years after 2021.

As part of the capital increase that was successfully completed in the second half of 2020, it was announced that a public bond exchange offer is planned for refinancing the CHF 100 million loan due in May 2023, insofar as market conditions permit. In the light of the MCH Group's current situation and the general market situation, the Board of Directors has taken the decision to consider a corresponding bond exchange offer in 2022.

8. Events subsequent to the balance sheet date

Despite the relaxation of restrictions and requirements for large-scale events at the end of June 2021, the MCH Group had to cancel the Igeho and Lefa events planned for the autumn (due to the situation in the hospitality industry) as well as the Wine Festival (lack of planning certainty with regard to additional measures).

Since these decisions were taken in the third quarter of 2021, the triggering cause only occurred after the balance sheet date. The cancellations are thus disclosed in the first-half financial statements for 2021 as events subsequent to the balance sheet date. These cancellations are expected to have a negative impact of approximately CHF 2 million on the result in the second half of 2021.

On 23 August 2021, MCH Swiss Exhibition (Basel) Ltd. signed an agreement with UWP Sammelstiftung, Basel, on the sale of an office building which it no longer uses in the vicinity of the exhibition halls in Basel. MCH Swiss Exhibition (Basel) Ltd. will receive a sum of CHF 13.3 million net for this in the second half of 2021. After deduction of the residual book value, this will result in a profit from the sale of tangible fixed assets of around CHF 9.0 million.

9. Approval of the half-year financial statements

The Board of Directors of MCH Group Ltd. approved the consolidated half-year financial statements for 2021 on 02.09.2021.

The report on the half-year closing for 2021 is posted on the MCH Group website under “Investors” / “Reports”. No printed copies are produced or sent out.

You will also find the MCH Group at:



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The report on the first-half result for 2021 is published in German and English. The German version is binding.