



Reports 2017
Annual Report

Table of Contents

	Annual Report		Remuneration Report
	Activity	129	Introduction
01	At a glance	131	General principles
07	Commentary	133	Board of Directors
10	Corporate development	136	Executive Board
15	Highlights	140	Report of the Statutory Auditor
25	Exhibitions		
36	Venues		
42	Live Marketing Solutions		
	Corporate Governance		Sustainability
49	Notices	141	Introduction
52	Shareholders	143	CEO Statement
55	Group	146	Aims
57	Organisation & Management	149	Reporting
61	Management Structure	152	Economic
67	Board of Directors	159	Environmental
73	Executive Board	168	Social
76	Personnel		
77	Statutory Auditors		
	Financial Report		
	Group Account		
78	Balance Sheet		
80	Income Statement		
82	Cash Flow Statement		
84	Shareholders' Equity		
87	Notes		
113	Report of the statutory auditor		
	Account MCH Group Ltd.		
119	Balance Sheet		
121	Income Statement		
122	Notes		
125	Report of the statutory auditor		



At a glance

The MCH Group is a leading international live-marketing company with a comprehensive services network spanning the entire exhibition and event market. It creates effective platforms and provides customised solutions in all the different areas of live marketing – all over the world.

The MCH Group's business activity covers the running of the exhibition sites in Basel, Lausanne und Zurich (Venues), the staging of around 40 MCH exhibitions (Exhibitions) and the provision of customised services in the fields of strategy and conception, marketing consulting, event management, exhibition and event structures and multimedia (Live Marketing Solutions). In 2017, the MCH Group organised or hosted around 1,000 events and took charge of more than 2,800 projects in the field of live-marketing solutions.



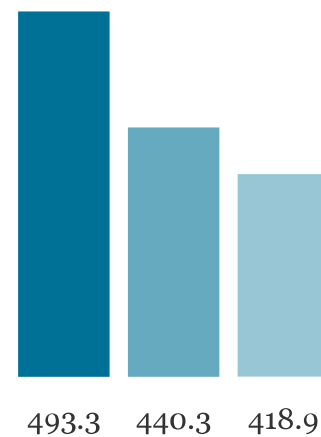
SmartSuisse 2017

In the 2017 financial year, the MCH Group achieved operating income (sales) of just under CHF 500 million. The group profit from ordinary operating activity is CHF 10 million. Due to special measures – extraordinary depreciation on the exhibition halls in Basel and special provisions for structural optimisations in the national exhibition and event business – a loss of CHF 110 million has resulted.

Operating income (in CHF million)

Despite 2017 being a weak year in terms of exhibition cycles and despite the decline in the national exhibition and event business, sales in the 2017 financial year were increased.

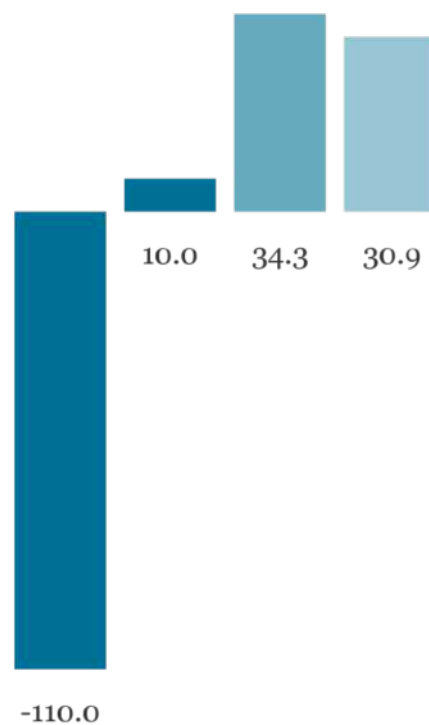
- 2017
- 2016
- 2015



Group profit / loss (in CHF million)

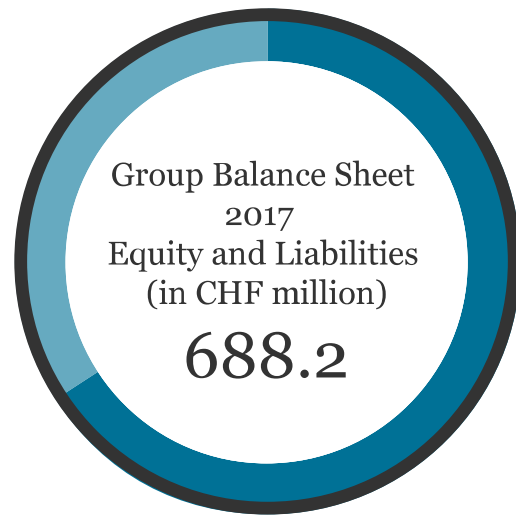
The loss 2017 is due to special depreciations brought about by a value adjustment for the exhibition buildings in Basel and also to special provisions for structural and organisational optimisations in the national exhibition and event business.

- 2017
- 2017 without special measures
- 2016
- 2015

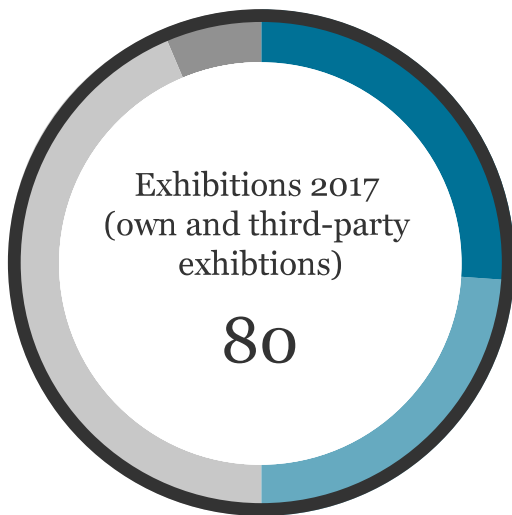




- 428.3 Non-current assets
- 259.9 Current assets



- 454.5 Liabilities
- 233.7 Own funds



- 21 Basel
- 19 Lausanne
- 35 Zurich
- 5 Abroad



- 1 054 In Switzerland
- 1 749 Abroad

Key figures

Group Income Statement

Group Income Statement in CHF million	2017	% of income	2017 before special measures	% of income	2016	% of income	2015	% of income
Operating income	493.3	100.0	493.3	100.0	440.3	100.0	418.9	100.0
Exhibitions	294.9	59.8	294.9	59.8	332.9	75.6	296.5	70.8
Venues	36.9	7.5	36.9	7.5	41.9	9.5	43.9	10.5
Live Marketing Solutions	161.5	32.7	161.5	32.7	65.5	14.9	78.5	18.7
EBITDA	43.8	8.9	61.5	12.5	89.0	20.2	85.3	20.4
EBIT	-104.0	-21.1	16.1	3.3	41.6	9.5	40.1	9.6
Group loss / profit	-110.0	-22.3	10.0	2.0	34.3	7.8	30.9	7.4

Group Balance Sheet

Group Balance Sheet in CHF million	31.12.2017	% of total assets	31.12.2016	% of total assets	31.12.2015	% of total assets
Current assets	259.9	37.8	356.9	39.0	322.0	35.2
Non-current assets	428.3	62.2	559.1	61.0	592.3	64.8
Assets	688.2	100.0	916.0	100.0	914.3	100.0
Liabilities	454.5	66.0	477.1	52.1	506.4	55.4
Shareholders' equity	233.7	34.0	438.9	47.9	407.9	44.6
Equity and Liabilities	688.2	100.0	916.0	100.0	914.3	100.0
Net debt in CHF million	2017		2016		2015	
31.12.	130.7		69.1		91.9	

Share price and proposed dividend

Share prices and proposed dividend in CHF	2017	2016	2015
Share price 31.12.	66.30	69.10	62.50
Proposed dividend per share	0.00	0.50	0.50

Exhibitions & Venues

2017	Number	Exhibitors	Visitors	GEA ¹⁾	Duration ²⁾
Exhibitions	29	7 001	1 464 042	837 927	143
MCH exhibitions					
Messe Basel	12	3 797	646 235	401 189	58
Expo Beaulieu Lausanne	5	1 266	235 879	103 731	31
Messe Zürich	7	1 216	321 188	111 035	32
Other locations	5	722	260 740	221 972	22
Venues	941	13 265	2 260 657	1 079 563	550
All events					
Exhibitions	75	12 650	1 670 765	1 052 402	256
Messe Basel	21	4 881	747 865	501 719	81
Expo Beaulieu Lausanne	19	2 094	313 187	190 040	70
Messe Zürich	35	5 675	609 713	360 643	105
Hall rentals & events					
Messe Basel	9		65 300		
Expo Beaulieu Lausanne	7		7 795		
Messe Zürich	13		31 480		
Conferences & room rentals					
Congress Center Basel	164	615	128 087	27 161	294
Conference rooms Messe Zürich	292		3 780		
Musical Theaters					
Musical Theater Basel	185		177 050		
Theater 11 Zürich	196		176 400		

1) Gross exhibition area in m²

2) No. of days (without assembly/dismantling)

Live Marketing Solutions

2017	Projects	in Switzerland	abroad
Live Marketing Solutions	2 803	1 054	1 749
Strategy & Conception	4	0	4
Marketing Consulting	84	81	3
Event Management	44	26	18
Exhibitions & Event Construction	1 917	220	1 697
Multi Media	754	727	27

Commentary

Various factors have had a negative impact on the financial result for 2017. Added to this come extraordinary depreciations and provisions which ultimately lead to a loss. Our company, however, still remains healthy and high-performing. In 2017, various key strategic initiatives were implemented or introduced, which should ensure the group's positive development over the medium term once again.

Ladies and Gentlemen,

A weak exhibition schedule, without Swissbau and the exhibitions staged every three years, downturns in many areas of the Swiss exhibition and event business, initial declines in Baselworld, and the additional expenditure incurred on strategy implementation have had a major negative impact on the financial result for 2017. These factors have meant that, as had been expected, the consolidated profit from ordinary business activity, at CHF 10.0 million, is clearly below the level of previous years. Added to this come the special measures totalling CHF 120.0 million that are necessary in order to adjust the balance sheet. All these factors ultimately result in a loss of CHF -110 million.



Dr. Ulrich Vischer

The downscaling of Baselworld 2018 has necessitated a value adjustment for the exhibition buildings in Basel, leading to extraordinary depreciation of CHF 102.3 million. The value reduction decided upon, equivalent to approximately 25% of the value to date, is based on the expected development of business at the Basel location in 2018 and subsequent years.

“ The equity ratio is clearly above 30%. The balance sheet is strong and healthy. ”

In addition, provisions of CHF 17.7 million are being made for structural and organisational optimisations in the national exhibition and event business. At the Lausanne location, costs are to be minimised through the alignment of the group's business activity. In the live-marketing solutions field, the range of services offered in strategic and conceptual consulting is to be expanded. And, at the same time, a simplification of the company structure is being examined, among other options.

In the light of the strengthened balance sheet that has been achieved over the past few years, the company is in a position to absorb these special measures. They do not affect cash and cash equivalents, which are in excess of CHF 115 million. The equity ratio is still clearly above 30%. The balance sheet is strong and healthy.

Despite 2017 being a weak year in terms of exhibition cycles and despite the declines that have come about in the national exhibition and event business, sales in the 2017 financial year were increased by 12% over the previous year, to stand at CHF 493.3 million. This is first and foremost due to the acquisition of American live marketing company MC² ("MC-squared"), which has not so far, however, had an impact over a full year.

With MC², clear shifts have resulted in the operating income by division and geographical market compared with the previous year. The Exhibitions division (MCH exhibitions) accounts for 59.8% (2016: 75.6%) of overall operating income. The share accounted for by the Live Marketing Solutions division has risen to 32.7% (2016: 14.9%). The Venues division (third-party exhibitions) holds a share of 7.5% (2016: 9.5%). The share of operating income generated abroad has increased from 13.9% to 33.0% compared with the previous year.



René Kamm

“ We are well-positioned in both strategic and operative terms. Measures to diversify, internationalise and digitise were taken at an early stage. ”

The MCH Group is well-positioned in both strategic and operative terms. It has been clear for many years that the economic climate for the national exhibition and event business is becoming increasingly difficult. We thus took measures at an early stage to diversify, internationalise and digitise our business activity.

Over the past few years, the Live Marketing Solutions segment has been expanded and its international position greatly strengthened, especially through the acquisition of the MC² company in the USA in the 2017 financial year. With the expansion of its international position in the art market through new initiatives such as “Art Basel Cities” and the holding acquired in ART DÜSSELDORF, and also with the group’s development of its “Collector Events Strategy” through the launch of Grand Basel and the acquisition of Masterpiece London, further future-oriented initiatives were started last year.

The group is still pushing ahead intensively with the implementation of its strategic initiatives for further diversifying, internationalising and digitising its business activity. As of 1 January 2018, the organisational structure of the MCH Group has been tailored to the implementation of its corporate strategy to an even greater extent. These structural and organisational alignments will make it possible to create and exploit more synergies both for the development of our international business activity and for boosting the national MCH and third-party events.

The extraordinary depreciation and special provisions, and also the implementation of the group’s strategy, will generate positive effects for the 2018 business year but will not, however, permit the declines in the exhibition and event business in Switzerland to be offset over the short term. The implementation of the corporate strategy will additionally give rise to further development costs. The 2018 financial year will thus be a difficult one again, but we expect a positive result for our ordinary business activity.

It is our overriding aim to be able to build on the company’s success of the past years and decades once again as soon as the current transformation and restructuring phase has been completed. We are convinced that we have set the right course for this with the necessary adjustments and the measures that have been instigated, and particularly with the implementation of our strategic initiatives.

We would like to thank everyone who contributed to the success (despite the financial loss) of our group last year. Special thanks go to all the group’s employees as well as to the members of the Executive Board and the Board of Directors. We would also like to extend our wholehearted thanks to you, our shareholders, for your loyalty and support.

Dr. Ulrich Vischer
Chairman of the Board of Directors

René Kamm
Group CEO

Corporate development

The corporate strategy of the MCH Group, which has been consistently pursued for more than ten years now, is aimed at stable and healthy growth. With the extension of the exhibition portfolio to take in high-grade collector markets and the expansion of the group's live-marketing solutions, key strategic initiatives have been implemented in the 2017 financial year.

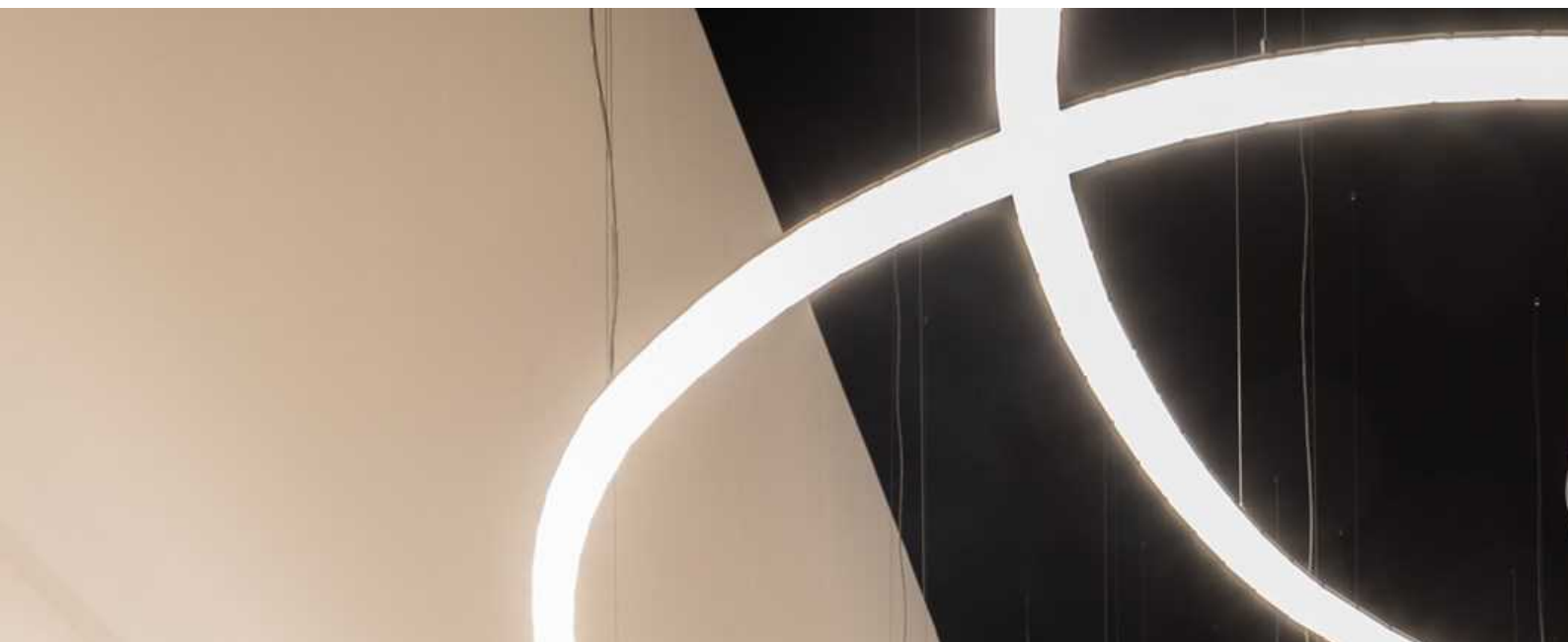
“ The long-term success of the company is based on the implementation of the corporate strategy. ”

The MCH Group's growth strategy is focused on the following strategic thrusts:

— diversification of the range of products and services offered in the field of marketing platforms (exhibitions and events) and marketing solutions (live-marketing solutions);

— boosting the international nature of the product and services portfolio;

— development of digital offerings to complement and extend the live-marketing business.



Challenges

The MCH Group earns a large portion of its operating income in Switzerland, where it already has a very strong market position and where only limited potential exists for further growth. The nationally focused exhibition and event market is approaching saturation, and Switzerland is increasingly losing importance as a production location and sales market. Added to this come the negative consequences of the strong Swiss franc.

Since mid-2015, the global watch and jewellery market has been undergoing a fundamental change. A high level of consolidation and concentration is taking place in both production and the specialist retail trade. This is having a marked impact on the Baselworld Watch and Jewellery Show, which is designed as platform for producers enabling them to meet up with the independent specialist trade.

Digital transformation constitutes a major challenge for classical marketing platforms. Consumer behaviour is changing, and new distribution structures are emerging, together with new market participants, new marketing and communication channels, new media and new “drivers”, such as “Big & Smart Data”. A fundamental change is thus resulting in the demands placed on the live-marketing industry: it is required to combine the real and virtual worlds, creating a new “live quality” in this way.

Strategy implementation

“ The strategy of diversification, internationalisation and digitisation is being intensively pursued. ”

In the 2017 financial year, the MCH Group implemented and launched a large number of strategic initiatives for the further diversification, internationalisation and digitisation of its business activity. The implementation of its strategy is being intensively pursued as the group’s number one priority.

Collector events

The MCH Group is intending to expand its position in high-quality international collectors’ markets with new, curated B2C platforms. Its collector events strategy is based on four pillars:

The internationally leading position of Art Basel is being further reinforced with new initiatives extending beyond the shows. In 2017, “Art Basel Cities” was launched, among other things.

In March 2016, the MCH Group launched its initiative of building up a portfolio of leading regional art fairs. Following its acquisition of a holding in India Art Fair, the group took out shares in the new ART DÜSSELDORF in the 2017 financial year. Further investments are being clarified and prepared.

Summer 2017 saw the launch of Grand Basel, which will be having its première in Basel in September 2018. Grand Basel is the first show for the world’s most important and valuable cars – historical, contemporary and future-oriented. It is also to be staged in the USA, Asia and the Middle East in the course of the next few years.

In December 2017, the MCH Group acquired a 67.5% holding in Masterpiece London. With a unique cross-collecting focus, Masterpiece London presents key art objects from antiquity right through to the present day. It is set to expand into the USA, Asia and the Middle East over the next few years.



Masterpiece London

National exhibition business and Baselworld

In the national exhibition business, the portfolio is to be geared to stable profitability and will be further streamlined. At the same time, new topics are to be taken up and new formats created, as happened in the 2017 financial year with SmartSuisse in Basel and Ilmac Lausanne, among other developments. At the Lausanne location, an alignment of the business model to put the focus on organising is under consideration.

For Baselworld, the MCH Group is intending to focus on the industry leaders to an even greater extent, since they will continue to account for a major share of the market in future too. Following the necessary adjustments to the concept for Baselworld – reducing the duration of the show and halving the number of exhibitors – further concepts are to be developed for the future that are geared to the common denominator of the industry leaders' requirements.



SmartSuisse

Live Marketing Solutions

On 1 May 2017, the MCH Group wholly acquired the MC² ("MC-squared") company group, a familiar and leading service provider in the exhibition and event market in the USA. With this, the biggest acquisition in the company's more than 100-year history, the MCH Group has greatly boosted both the services it offers and its international position in the live-marketing field.

Today, the MCH Group can serve locally and globally operating customers in all the key markets – Europe, USA, Asia and the Middle East – and in all the different areas of live marketing. It can serve local customers through its on-the-spot companies and globally operating customers through the MCH Live Marketing Solutions network.

In the current financial year, the competences and range of services offered in the field of strategy and conception are to be further reinforced and expanded so as to be able to better anticipate and satisfy market developments and customer requirements. The establishment of the "Agency of the Future" is to be supported, among other things, by structural and organisational optimisations. The options being examined include simplifying the structure of the companies based in Switzerland and aligning the brand architecture. In addition, different units are to be locally united.



MC² – Alibaba – CES

Digitisation

The MCH Group is investing further in the digitisation of its business activity. At the forefront here are the development of new digital platforms for the collector events, the digitisation of visitor marketing, and also event technologies for the transfer of information, for matchmaking and for enhanced experiences achieved through augmented reality. At the same time, investments are to be made in a new ERP system over the next few years that will span the entire group.



Grand Basel – Augmented Reality

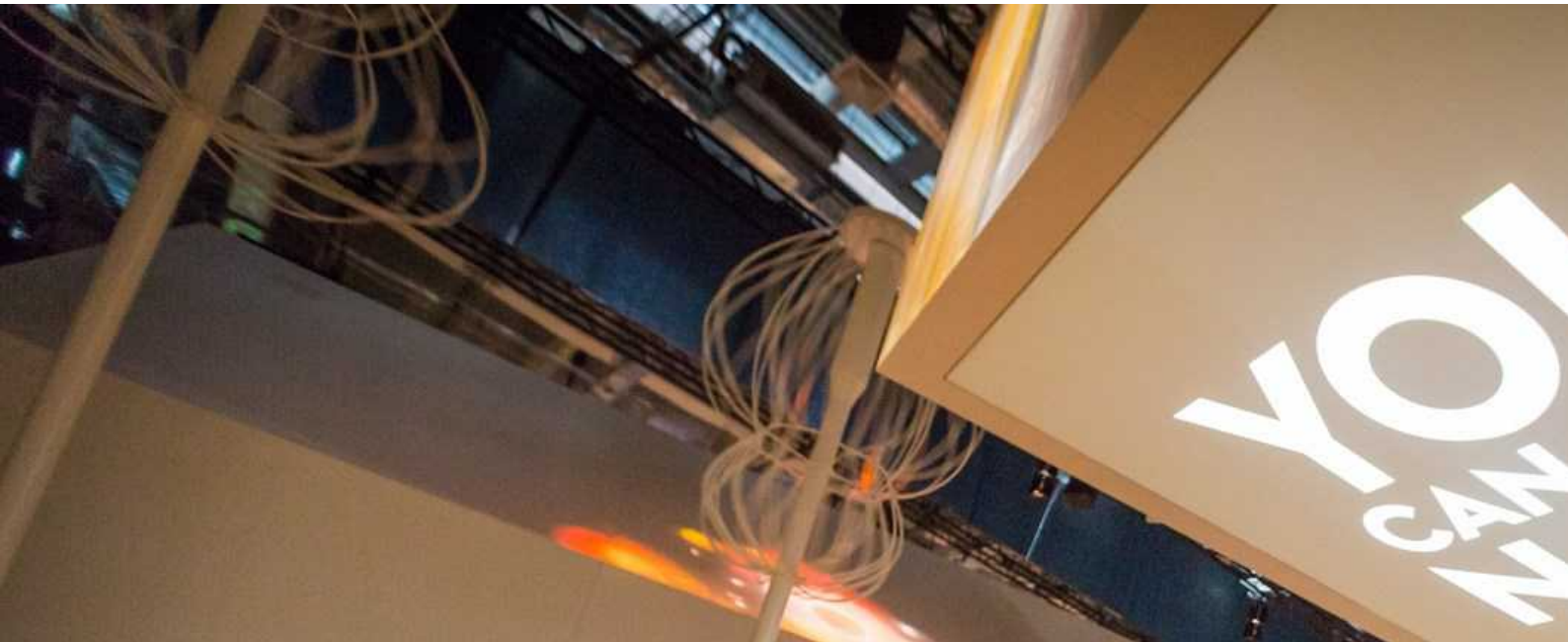
Organisation

As of 1 January 2018, the MCH Group has aligned its organisational structure to an even greater extent to the implementation of its corporate strategy. The former “Exhibitions” (MCH exhibitions) and “Venues” (third-party exhibitions) divisions have now been incorporated in the “Global Events” division (Collector Events and Baselworld) and “Events Switzerland & Venues” division (national exhibitions and facility management). In addition, various internal services – namely the developments and services in the digital field and ICT – have been brought together in “Corporate Development & Services”. These structural alignments will make it possible to create and exploit more synergies, both in the development of our international business activity and in boosting the national MCH and third-party events.

Highlights

With almost 1,000 events and more than 2,800 projects in the field of live-marketing solutions, a large number of highlights naturally made their mark on the 2017 financial year – successful premières, once-only major events and exceptional occasions.

The 2017 financial year was additionally marked by the company's ongoing strategic development, with the expansion of its portfolio through organic growth and various acquisitions, especially (but not exclusively) in the field of Global Events and Live Marketing Solutions, as is borne out by the selected highlights set out below.



Expo Astana – Swiss Pavilion

A number of highlights in 2017

International presence greatly boosted by MC²



MC² – Alibaba – CES

It was the biggest acquisition in the more than 100-year history of the MCH Group: the takeover of MC² (“MC-squared”), a leading live marketing company in the USA. MC² designs customised brand worlds for exhibitions, conferences, corporate events and consumer meetings as well as for fixed locations. Its client companies include Samsung, Toyota, Alibaba and Canon.

All design concepts of MC² are based on the idea of enabling personal encounters in spaces that represent the brand and highlight it in an effective manner. A combination of technology, design and storytelling gives rise to vibrant, digitally-networked settings that interact with the visitor.

MC² is an independent company within the MCH Group's “Live Marketing Solutions” division. The MC² Group has its head office in Chestnut Ridge, New York, and employs more than 350 people at 15 locations in the USA and Germany (Düsseldorf).



MC² – Toyota – NADA

With the acquisition of MC², the MCH Group has greatly boosted its international presence and global activities and has also further expanded the services it provides in the live marketing field. Locally and globally operating clients can now be served in all the key markets – Europe, USA, Asia and the Middle East – and in all the different areas of live marketing.

SmartSuisse: how cities become smart cities



SmartSuisse

Intelligent electricity supply, multifunctional street lights, new forms of mobility: in smart cities, the people and the infrastructure are digitally linked to each other so as to guarantee a maximum quality of life while consuming a minimum of resources. In order to support cities and communes in becoming smart cities and create a link between the public sector and the world of science and research, the MCH Group has launched the new SmartSuisse format.



SmartSuisse

This strategy conference, accompanied by a specialist exhibition, covers the most promising smart city topics and was held for the first time on 27 April 2017 in the Congress Center Basel. A total of 435 people from 100 cities and communes attended – coming from city governments, municipal administrations and utilities, public transport companies, research institutions and also businesses. All the visitor and exhibitor places were booked out.

Thirty experts delivered papers on the core topics of smart governance, smart urban mobility and smart infrastructure. These were then covered in greater depth in workshops. In the exhibition, visitors were able to see from 24 smart city suppliers just how cities can use digitisation to their advantage. As partners for the first SmartSuisse, it proved possible to attract companies including Swiss Railways, the Post Office, Elektron, Microsoft, Siemens, SAP and Swisscom.

Expomobilia and Winkler at the World Expo in Astana



Expo Astana – Swiss Pavilion

At the Expo 2017 in Astana, more than 100 countries presented ideas and developments on the theme of “Future Energy”. Some 3.9 million visitors attended the world expo, which was staged in the capital of Kazakhstan from 10 June to 10 September 2017. And the MCH companies Expomobilia and Winkler Livecom featured in the midst of all the goings-on.

Together with Atelier Oi, Expomobilia was commissioned by the Swiss Federal Department of Foreign Affairs (FDFA) to implement Switzerland’s “Flower Power” pavilion. The result: an interactive exhibition on Swiss know-how and innovativeness in the field of energy efficiency and renewable energies.

The four thematic houses in the middle of the pavilion constituted the centrepiece. While the visitors were taking a look at the expo theme in the houses, the environment outside the houses transformed itself into a flowering and poetic installation. The Swiss pavilion was awarded two prizes.



Expo Astana – Shell

Winkler was commissioned by the London design and event agency "Imagination" to implement the technical side of the Shell pavilion and was responsible for the lighting and the audio and video. Shell presented itself with the "Shell Energy Lab" at Expo 2017. Different activities, films and presentations highlighted the possibilities of renewable energies and electricity production in general. Visitors were able to participate interactively in what was taking place.

ITI World Symposium: the exhibition hall transformed into an airport



ITI World Symposium

For the 2017 ITI Symposium, almost 5,000 dentists and dental technicians from 90 countries came to Hall 1 at Messe Basel. This made it the biggest ever ITI congress. The organisers of the International Team for Implantology were delighted.

The theme of the symposium staged from 4 to 6 May 2017 was “Key Factors for long-term success.” And, for this, the exhibition hall was transformed into a futuristic airport setting. The welcome greetings were delivered by flight attendants, the presentations were announced on a departure board, and the catering was served at departure gates. The 32 000 square metres of space on the first floor were used to set up not only a plenary auditorium seating 5,000 but also an industry exhibition and the catering zone.

More than 80 international experts shared their knowledge with some 4,800 participants in plenary and break-out sessions. The presentations were portrayed on three large screens, and booths were provided for interpreters to translate simultaneously into eleven languages. The Poken networking tool also had its première, allowing digital visiting cards to be exchanged through near-field communication.



ITI World Symposium

The congress was a complete success. The promoters and organisers at ITI, which has been networking the global players in dental implantology for 30 years, and also at Interplan, praised the functional nature of the hall, the modern infrastructure and the working relationship with the team at Messe Basel: “Basel was the best possible location for our international mega-meeting. Messe Basel was a great partner for our meeting: flexible, understanding, efficient and creative.”

Successful première of ART DÜSSELDORF



ART DÜSSELDORF

Growth in the portfolio of regional art fairs: in February 2017, the MCH Group acquired a 25.1 percent holding in art.fair International GmbH in Cologne, the organisers of ART DÜSSELDORF. The new art fair celebrated its première in November.

Against the industrial backdrop of the popular Areal Böhler, around 80 established and young galleries from 21 countries displayed modern and contemporary art. The majority of galleries came from Germany and the Benelux states. The participants also included well-known names such as Marlborough Contemporary and David Zwirner from New York. The galleries reported strong sales and the media coverage was highly positive.

The 43,000 visitors to the fair had the opportunity to try out an innovative feature: an app developed by the MCH Group that links the real works of art to the digital exhibition catalogue by means of image recognition. If the user photographs a work of art, they will immediately receive all the information about it on their smartphone.



ART DÜSSELDORF

The holding acquired in art.fair International GmbH marks a further step in the group's implementation of its strategic initiative to build up a new portfolio of regional art fairs on a worldwide basis as part of the MCH Group's "Global Collector Events" strategy.

Masterpiece London: the MCH Group's new cross-collecting event



Antiques and jewellery, old and contemporary works of art, design and ceramics, plus a great deal more: Masterpiece London is the world's leading cross-collecting event and presents key collector's items from a range of disciplines. In November, the MCH Group acquired 67.5% of Masterpiece London Ltd, which stages the art fair of this same name.

Since 2010, Masterpiece London has been held annually, at the end of June, at the historic Royal Hospital Chelsea. One hundred and fifty leading gallery owners and specialists present exhibits from 6000 years of art history. Antiques feature at the fair, together with decorative art, 19th-century art and Sèvres porcelain, 18th-century mirrors and contemporary curiosities.



With its unique, interdisciplinary focus, Masterpiece London fits in ideally with the MCH Group's collector events portfolio, with Art Basel (in Basel, Miami Beach and Hong Kong), with the design and regional art fairs and also with the newly launched Grand Basel in the automotive sector. Over the next few years, Masterpiece London is to be additionally staged at further locations in the USA, Asia and the Middle East. The next edition is being held in London from 28 June to 4 July 2018.

Grand Basel: global salon for the most exclusive automobiles



Grand Basel

Rare vintage cars, exclusive new automobiles and future-oriented studies: the MCH Group launched Grand Basel in August. Grand Basel is the first global show for the world's most important and valuable automobiles. At the new show, the automobiles are to be presented for the first time in a cultural setting of design, architecture and art.

An advisory board headed by Cologne design professor Paolo Tumminelli decides which vehicles are to be put on display. Grand Basel is aimed at international connoisseurs, experts and collectors with the highest standards, as well as all those interested in automobile aesthetics, technical sophistication, and art and culture.



Grand Basel

The avant première and media presentation of the Grand Basel concept at Messe Basel in August featured renowned representatives of the world of automobile culture, including Giorgetto Giugiaro (Car Designer of the Century), Andrea Zagato and Rem D. Kolhaas. In the showcasing concept specially developed for Grand Basel, four exceptional designs were displayed, some of which have never been presented in public before.

The first Grand Basel is being held at Messe Basel from 3 to 9 September 2018. Further salons are planned for Miami Beach and Hong Kong.

Exhibitions

In the course of last year, the MCH Group's exhibition companies organised 24 exhibitions and participated in a further five exhibitions. Twelve of these 29 exhibitions were held in Basel, five in Lausanne, seven in Zurich, two in Miami Beach and one in each of Hong Kong, New Delhi and Düsseldorf.

The 29 exhibitions were attended by 7,001 exhibiting companies and attracted 1,464,042 visitors. They occupied a gross exhibition area of 837,927 square metres in all. The 29 exhibitions accounted for a total of 143 exhibition days.

For the MCH exhibitions and joint ventures held in Switzerland, some 30% of the exhibiting companies and 15% of the visitors came from abroad. If the figures for the exhibitions are compared with the previous occasion on which each of them was held, the number of exhibiting companies fell by 4.0% in overall terms. The gross exhibition area occupied increased by 1.6% and visitor numbers by 2.3%.



Baselworld

MCH exhibitions 2017 (in chronological order)

India Art Fair

(participation)

Location	New Delhi
Date	02.02. – 05.02.2017
Exhibitors	75
Visitors	17,740
GEA ¹	20,000

¹ Gross exhibition area



SWISS-MOTO

(with SWISS-CUSTOM)

Location	Messe Zürich
Date	16.02. – 19.02.2017
Exhibitors	239
Visitors	70,582
GEA ¹	27,000

¹ Gross exhibition area



SWISS-CUSTOM

Location	Messe Zürich
Date	16.02. – 19.02.2017
Exhibitors	see SWISS-MOTO
Visitors	see SWISS-MOTO
GEA ¹	see SWISS-MOTO

¹ Gross exhibition area



HABITAT-JARDIN

Location	Beaulieu Lausanne
Date	04.03. – 12.03.2017
Exhibitors	452
Visitors	80,279
GEA ¹	39,131

¹ Gross exhibition area



Giardina

Location	Messe Zürich
Date	15.03. – 19.03.2017
Exhibitors	280
Visitors	65,000
GEA ¹	30,000

¹ Gross exhibition area



Art Basel in Hong Kong

Location	Hong Kong
Date	23.03. – 25.03.2017
Exhibitors	242
Visitors	80,000
GEA ¹	34,872

¹ Gross exhibition area



Baselworld

Location	Messe Basel
Date	23.03. – 30.03.2017
Exhibitors	1,300
Visitors	135,000
GEA ¹	134,000

¹ Gross exhibition area



Mednat Expo & Agrobio Expo

Location	Beaulieu Lausanne
Date	30.03. – 02.04.2017
Exhibitors	206
Visitors	15,200
GEA ¹	10,800

¹ Gross exhibition area



Muba

(with BRICKLIVE)

Location	Messe Basel
Date	12.05. – 21.05.2017
Exhibitors	632
Visitors	144,365
GEA ¹	74,476

¹ Gross exhibition area



BRICKLIVE

(participation)

Location	Messe Basel
Date	12.05. – 21.05.2017
Exhibitors	see Muba
Visitors	see Muba
GEA ¹	see Muba

¹ Gross exhibition area



CREATIVA Basel

Location	Messe Basel
Date	12.05. – 15.05.2017
Exhibitors	48
Visitors	9,000
GEA ¹	900

¹ Gross exhibition area



Design Miami Basel

(participation)

Location	Messe Basel
Date	13.06. – 18.06.2017
Exhibitors	62
Visitors	28,800
GEA ¹	13,573

¹ Gross exhibition area



Art Basel in Basel

Location	Messe Basel
Date	15.06. – 18.06.2017
Exhibitors	291
Visitors	95,000
GEA ¹	52,200

¹ Gross exhibition area



Ineltec

Location	Messe Basel
Date	12.09. – 15.09.2017
Exhibitors	285
Visitors	16,900
GEA ¹	29,900

¹ Gross exhibition area



Comptoir Suisse

Location	Beaulieu Lausanne
Date	15.09. – 24.09.2017
Aussteller	360
Visitors	108,000
GEA ¹	39,000

¹ Gross exhibition area



Züspa

Location	Messe Zürich
Date	29.09. – 08.10.2017
Exhibitors	346
Visitors	102,000
GEA ¹	30,000

¹ Gross exhibition area



CREATIVA Zürich

Location	Messe Zürich
Date	05.10. – 08.10.2017
Exhibitors	81
Visitors	23,000
GEA ¹	2,565

¹ Gross exhibition area



ILMAC Lausanne

Location	Beaulieu Lausanne
Date	04.10. – 05.10.2017
Exhibitors	140
Visitors	1,400
GEA ¹	4,000

¹ Gross exhibition area



Basler Herbstwarenmesse

Location	Messe Basel
Date	28.10. – 05.11.2017
Exhibitors	120
Visitors	98,017
GEA ¹	13,640

¹ Gross exhibition area



Basler Weinmesse

Location	Messe Basel
Date	28.10. – 05.11.2017
Exhibitors	130
Visitors	32,000
GEA ¹	7,000

¹ Gross exhibition area



Basler Feinmesse

Location	Messe Basel
Date	02.11. – 05.11.2017
Exhibitors	102
Visitors	17,000
GEA ¹	4,500

¹ Gross exhibition area



SICHERHEIT

Location	Messe Zürich
Date	14.11. – 17.11.2017
Exhibitors	144
Visitors	6,474
GEA ¹	11,470

¹ Gross exhibition area



ART DÜSSELDORF

(participation)

Location	Düsseldorf
Date	16.11. – 19.11.2017
Exhibitors	80
Visitors	43,000
GEA ¹	120,000

¹ Gross exhibition area



Igeho

(with Mefa)

Location	Messe Basel
Date	18.11. – 22.11.2017
Exhibitors	827
Visitors	70,153
GEA ¹	71,000

¹ Gross exhibition area



Mefa

Location	Messe Basel
Date	18.11. – 22.11.2017
Exhibitors	see Igeho
Visitors	see Igeho
GEA ¹	see Igeho

¹ Gross exhibition area



Berufsmesse Zürich

Location	Messe Zürich
Date	21.11. – 25.11.2017
Exhibitors	126
Visitors	54,132
GEA ¹	10,000

¹ Gross exhibition area



Salon des Métiers et de la Formation Lausanne

Location	Beaulieu Lausanne
Date	21.11. – 26.11.2017
Exhibitors	108
Visitors	31,000
GEA ¹	10,800

¹ Gross exhibition area



Design Miami

(participation)

Location	Miami Beach
Date	06.12. – 10.12.2017
Exhibitors	57
Visitors	38,000
GEA ¹	7,902

¹ Gross exhibition area



Art Basel in Miami Beach

Location	Miami Beach
Date	07.12. – 10.12.2017
Exhibitors	268
Visitors	82,000
GEA ¹	39,198

¹ Gross exhibition area



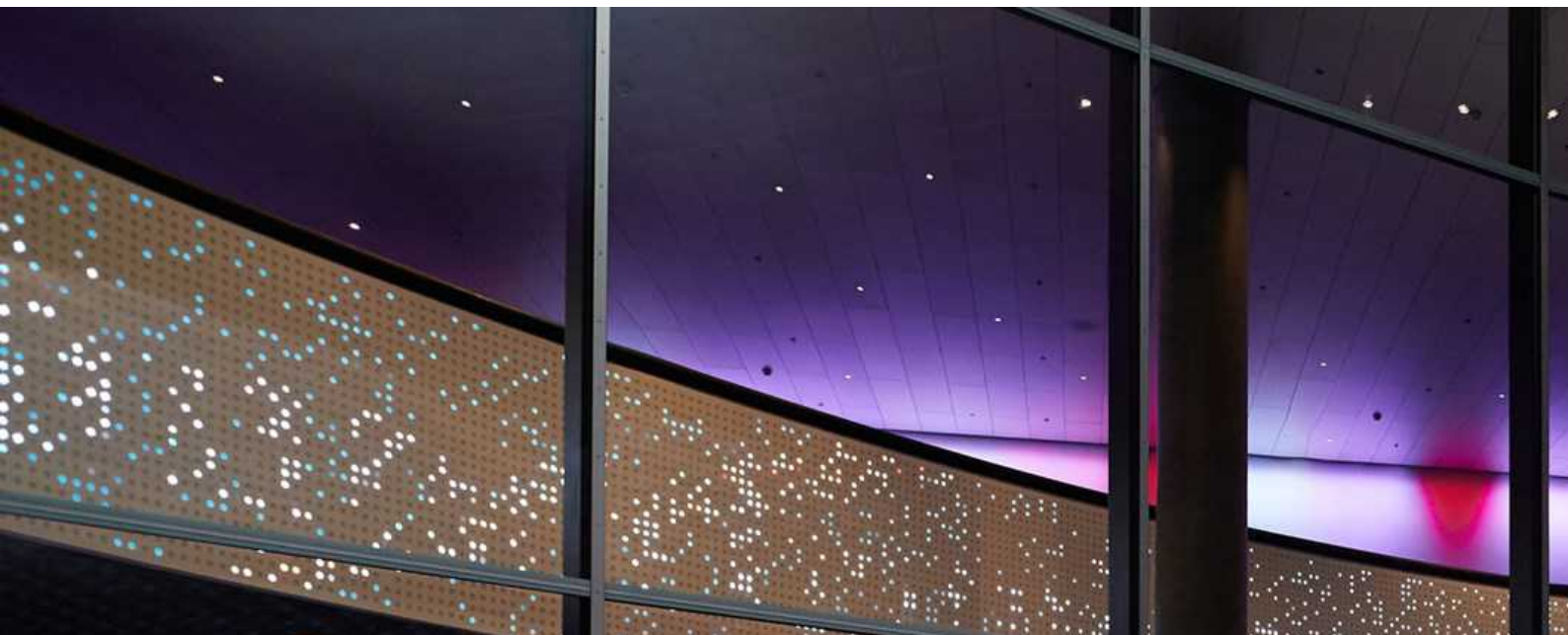
Venues

A total of 75 exhibitions, 22 congresses and more than 844 other events were staged at the Basel, Lausanne and Zurich locations in 2017. Together, they attracted some 2.3 million visitors.

The 75 exhibitions comprise 24 MCH Group exhibitions and 51 third-party exhibitions. They attracted a total of 12,650 exhibiting companies and around 1.7 million visitors. They occupied a gross exhibition area of more than one million square metres in all – equivalent to around 160 football pitches. A large number of exhibitions were staged for the first time, including BRICKLIVE (in parallel to Muba) in Basel, Ilmac Lausanne and the Zurich Game Show.

The Congress Center Basel can look back on a strong year with a large number of international congresses, including the World Congress of Surgery, Basel Life with EMBO (an organisation of 1,700 leading researchers) and the Linux Cloud Foundry Summit Europe. One of the many highlights was the ITI World Symposium with 5,000 participants from 90 countries.

The two Musical Theaters in Basel and Zurich also recorded gratifying occupancy rates, with a total of 381 performances and 353,450 visitors.



Messe Basel

Details of the venues

Messe Basel / Congress Center Basel / Musical Theater



Messe Basel

2017	Number	Exhibitors	Visitors	GEA ¹⁾	Duration ²⁾
Messe Basel	30	5 266	813 165	533 219	116
Exhibitions	21	4 881	747 865	501 719	81
MCH exhibitions & joint ventures	12	3 797	646 235	401 189	58
Third-party exhibitions	9	1 084	101 630	100 530	23
Hall rentals & events	9	385	65 300	31 500	35
Congress Center Basel	164	615	128 087	27 161	294
Conferences	22	615	17 260	27 161	66
with an exhibition	21	615	16 872	27 161	63
without an exhibition	1		388		3

Other events	142		110 827		228
Corporate events	124		63 856		166
Public events	10		46 520		51
Small-scale events	8		451		11
Musical Theater / Events	185		177 050		

1) Gross exhibition area in m²

2) No. of days (without assembly/dismantling)

Third-party exhibitions

Absolventenmesse

Auto Basel

Basler Mineralientage

Basler Sammlerbörse

Blickfang

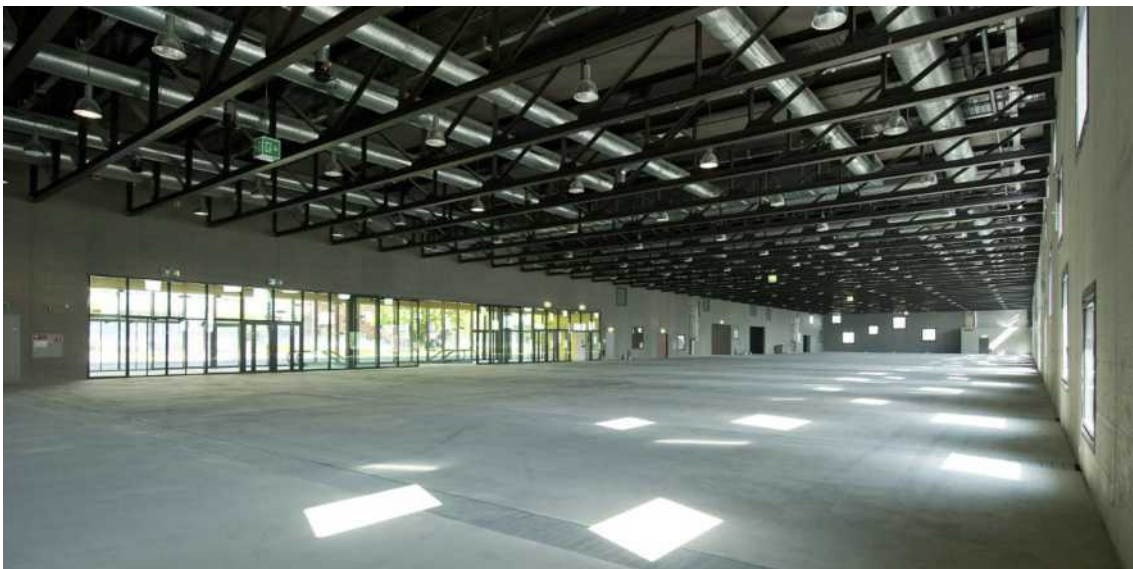
Extasia

FANTASY Basel

Swiss Office Management

TRESOR contemporary craft

Beaulieu Lausanne



Beaulieu Lausanne

2017	Number	Exhibitors	Visitors	GEA ¹⁾	Duration ²⁾
Beaulieu Lausanne	26	2 094	320 982	190 040	80
Exhibitions	19	2 094	313 187	190 040	70
MCH exhibitions & joint ventures	5	1 266	235 879	103 731	31
Third-party exhibitions	14	828	77 308	86 309	39
Hall rentals & events	7		7 795		10

1) Gross exhibition area in m²
2) No. of days (without assembly/dismantling)

Third-party exhibitions

Baby&Kid Planet

Bourse internationale aux armes de Lausanne

Dog'n'Cat Swiss Festival

Foire aux Vinyles

International Gaming Show

Japan Impact

Junior Days

Lausanne Art Fair

Les Puces du Design.ch

Man's World

Salon du Mariage et des Amoureux

Salon du vélo et de la mobilité durable

SWISS EXPO

World of Fitness

Messe Zürich / Theater 11 Zürich



Messe Zürich

2017	Number	Exhibitors	Visitors	GEA ¹⁾	Duration ²⁾
Messe Zürich	340	5 675	644 973	425 673	153
Exhibitions	35	5 675	609 713	360 643	105
MCH exhibitions & joint ventures	7	1 216	321 188	111 035	32
Third-party exhibitions	28	4 459	288 525	249 608	73
Hall rentals & events	13		31 480	65 030	48
Events in conference rooms	292		3 780		
Theater 11 / Events	196		176 400		

1) Gross exhibition area in m²

2) No. of days (without assembly/dismantling)

Third-party exhibitions

[Architect@work](#)

[AdvanceING](#)

[Automation & Electronics](#)

[Auto Zürich Car Show](#)

[Bauen & Modernisieren](#)

[Beauty Forum Swiss](#)

[Dialog-Marketing-Messe](#)

[Empack](#)

[ExpoHorse](#)

[Extasia](#)

[Fespo](#)

[Fest- und Hochzeitsmesse Zürich](#)

[HairFashion](#)

[IT-Expo.ch](#)

[Maintenance Schweiz](#)

[Mercedes CSI](#)

[Ornaris Zürich](#)

[Personal Swiss](#)

[Pumps & Valves](#)

[Slow Food Market](#)

[SuisseEMEX](#)

[Swiss E-Business Expo](#)

[Swiss Online Marketing](#)

[TALENTpro](#)

[TopSoft](#)

[VeggieWorld](#)

[WIR Messe Zürich](#)

[Zurich Game Show](#)

Live Marketing Solutions

The companies MCH Global, Reflection Marketing, Rufener, Expomobilia (with Techno Fot), MC² and Winkler Livecom offer comprehensive services in the areas of strategy and conception, marketing consulting, event management, exhibition and event structures and multi-media solutions. In the 2017 financial year, they took charge of a total of 2,803 projects – corporate events (exhibition stands, general meetings, company occasions) and also public events in the fields of culture, sport and society. A total of 1,749 projects were completed abroad (62%) and 1,054 projects in Switzerland (38%).

With the acquisition of MC², a leading provider of live-marketing services in the USA, the MCH Group has further expanded its range of services and its global presence in the field of live-marketing solutions. With its overall network, the MCH Group is now in a position to offer locally and globally operating companies one-stop-shop solutions in the field of live marketing and/or provide some of the associated services in all the key markets (Europe, USA, Asia, Middle East).



IWC - SIHH Geneva

Details of the live marketing solutions

MCH Global

Projects supervised 2017

Total	4
in Switzerland	0
abroad ¹⁾	4

1) Finland, Germany, UAE



Dubai

Reference Projects 2017

Valtra	Strategy for Trade Show Activation, Finland
Fendt	Strategy for Trade Show Activation, Germany
Dubai Tourism	Roadshow 2018, multiple locations
GCAA	AVSEC Symposium, UAE

Reflection Marketing

Projects supervised 2017

Total	84
in Switzerland	81
abroad ¹⁾	3

1) Germany, India, UAE



Reflection Marketing – Mercedes Benz

Reference Projects 2017 (selection)

Mercedes-Benz Switzerland, Schlieren	Potential analysis live-marketing themes
Schulthess Klinik, Zurich	Positioning
Erdgas, Zurich	Sponsoring strategy
Weltklasse Zürich	Event positioning
Raiffeisen, St. Gallen	Marketing competence topics for corporate customers
Swiss Tennis, Biel	Marketing management, marketing strategy
Switzerland Tourism. Lucerne	Marketing strategy and sponsoring model
BKW, Bern	Brand and marketing strategy
Hallenstadion, Zurich	Marketing concept
Tennis Europe, Basel	Association strategy 2019+

Rufener

Projects supervised 2017

Projects supervised	44
in Switzerland	26
abroad ¹⁾	18

1) Argentina, Austria, Bahrain, France, Germany, Great Britain, Hong Kong, USA



Rufener – SFL Awards

Reference Projects 2017 (selection)

Franke	THINK NEXT by Franke, Aarburg
Erne	111-year anniversary, Laufenburg
swisspeace	Basel Peace Forum, Basel
S-GE	Aussenwirtschaftsforum, Zurich
Café Royal	Sampling Roadshow Robbie Williams Tournee, Basel
H&M	Opening of Flagship Store, Zurich
Fifa	Fifa Congress, Bahrain
UBS	Art Basel Lounge, Hong Kong, Miami Beach
IWC	SIHH, Geneva
ZFF	Zurich Film Festival, Zurich

Expomobilia

Projects supervised 2017

Projects supervised	307
in Switzerland	220
abroad ¹⁾	87

1) Canada, China, France, Germany, Hong Kong, Indonesia, Italy, Kazakhstan, Netherlands, Portugal, Turkey, UAE, USA



Expomobilia – Nissan – Dubai

Reference Projects 2017 (selection)

Swiss Confederation	Expo 2017, Astana
Verein Badenfahrt	Badenfahrt 2017, Baden
Aargau museum	Legionärspfad Vindonissa, Aargau
Engel	10-year anniversary, Shanghai
Swiss Peace	Swiss Peace Forum, Basel
MCH Group	Art Basel, Basel, Miami Beach, Hong Kong
Swarovski	Baselworld, Basel
Thunderpower	IAA International Automobile Exhibition, Frankfurt
Renault	Motor Show 2017, Shanghai
Nissan	Motor Show 2017, Dubai

MC² Group

Projects supervised 2017

Projects supervised	1 610
USA	1 530
abroad ¹⁾	80

1) Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, France, Germany, Great Britain, Indonesia, Italy, Mexico, Morocco, Netherlands, Peru, Singapore, Spain, Sweden, UAE, Zambia



MC² – Canon – CES Las Vegas

Reference Projects 2017 (selection)

McKinney (Samsung)	Samsung Studios and Consumer Electronics Shows, multiple locations
Toyota Motor North America	ToyotaFest, Plano
R. J. Reynolds	NACS, Chicago
Canon USA	Consumer Electronics Show, Las Vegas
Toyota Motor Sales North America	NADA, New Orleans
Caterpillar, Inc.	Conexpo-Con/Agg, Las Vegas
Verizon Wireless	HIMSS, Orlando
CCA Global Partners	Private Event, Las Vegas
NOKIA	GSMA Mobile World Congress Americas 2017, San Francisco
Bloomberg LLC	56+ Various shows, US nationwide

Winkler Livecom

Projects supervised 2017

Projects supervised	754
in Switzerland	727
abroad ¹⁾	27

1) Austria, China, Finland, France, Germany, Italy, Kazakhstan, Liechtenstein, Portugal, USA



Winkler Livecom – Brake the Tango

Reference Projects 2017 (selection)

Imagination Europe Ltd.	Astana Shell Pavilion 2017, Astana
EVENT MANUFAKTUR GmbH	Schindler, Hannovermesse 2017, Hannover,
Holland & Young Sàrl	WEF Davos 2017, CNBC English Church, Davos
Thurgauer Kantonalbank (TKB)	Partizipantenversammlung, Kreuzlingen
Trésor Basel AG	Tresor contemporarycraft 2017, Basel
Maag Music & Arts AG	Break the Tango Tour 2017, Berlin, Hamburg, Paris, Vienna, Zurich
Bright Entertainment AG	Allianz Event 2017, Zurich
Rufener Events Ltd.	Franke Innovation Day, Aarburg
MAAG Music & Arts AG	Musical "Ewigi Liebi 2017", Zurich
Radio Argovia	Argovia Fäscht 2017, Birrfeld

Notices concerning Corporate Governance

The MCH Group adheres to the provisions of relevance to corporate governance in the current 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.

The 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. This means inter alia that the Cantons of Basel-Stadt, Basel-Landschaft and Zurich, and also the City of Zurich, have the right to appoint delegates to the Board of Directors.



Reporting

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

1. Group structure and shareholders

[Annual Report / Group](#)

[Annual Report / Shareholders](#)

[Financial Report / Notes to the Group Account / Shareholdings](#)

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

The Statutes of MCH Group Ltd. contain neither an “opting out” nor an “opting up” clause within the meaning of Article 22 of the Swiss Stock Exchange Act. No specific contractual agreements going beyond §5 of the Statutes exist at MCH Group Ltd. against a hostile takeover.

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: 6 006 575 registered shares with a face value of CHF 10.00		
Number of shareholders on 31.12.2017		2 936
Share price on 01.01.2017		CHF 69.10
Share price on 31.12.2017		CHF 66.30
Market capitalisation		398.2
Key shareholders (more than 3 %)	No. of shares	%
Canton Basel-Stadt	2 013 650	33.5
LB (Swiss) Investment AG ¹⁾	579 256	9.6
Canton Basel-Landschaft	471 250	7.8
Canton Zurich	240 000	4
City of Zurich	225 000	3.7
Free float (without the Cantons of BS and BL)		58.7
¹⁾ entered in the share register with 5% (300,328 shares).		

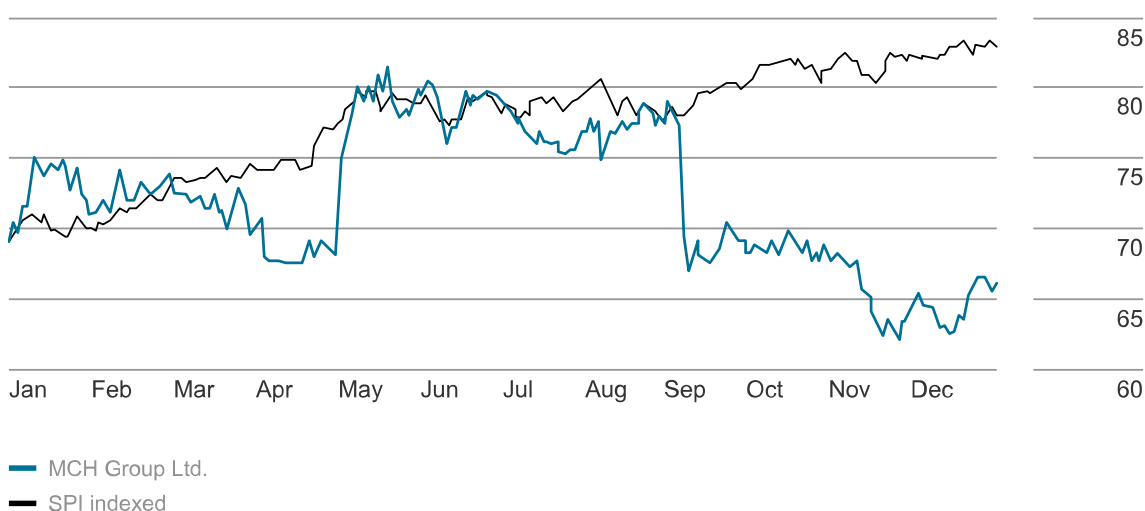
The disclosure of shareholders exceeding or falling below the thresholds of 3%, 5% and 10% etc. of the voting rights is made through publication on the SIX Swiss Exchange website

Share price

The MCH Group Ltd.'s share price fell from CHF 69.10 to CHF 66.30 in the course of 2017. After experiencing a significant increase in value following publication of the acquisition of MC², the share underwent a fall of this same order of magnitude when the half-year results were published and a further fall when the major changes for Baselworld 2018 were announced.

Share price January 1, 2017 – December 31, 2017

CHF



Shareholder participation rights

The participation rights of the shareholders summarised below are based on the Statutes of MCH Group Ltd. that have been in force since 22 May 2014.

With the exception of the public-sector entities that have a holding in MCH Group Ltd. – the Cantons of Basel-Stadt, Basel-Landschaft and Zurich, and the City of Zurich – no natural or legal person or commercial partnership may hold, either directly or indirectly, more than 5% of the share capital. The term “person” includes inter alia legal and natural persons connected in terms of capital and votes, or through the same management or by other means. It similarly includes all natural and legal persons who join together for purposes of circumventing this restriction.

The transfer of registered shares to a new owner requires the consent of the Board of Directors. Requests for entries in the share register which would cause this restriction of a maximum of 5% of the share capital to be exceeded will be refused.

The Cantons of Basel-Stadt, Basel-Landschaft and Zurich, and also the City of Zurich, are entitled to appoint and recall representatives to the Board of Directors as per Article 762 of the Swiss Code of Obligations. Under the terms of the Statutes, six members of the Board of Directors are appointed by these four public sector entities: three by the Canton of Basel-Stadt and one each by the Cantons of Basel-Landschaft and Zurich and the City of Zurich.

The term of office for members elected by the General Meeting is limited to one year. The General Meeting also elects, on an annual basis, the Chairman of the Board of Directors and the members of the remuneration committee – at MCH Group Ltd. this is the Governance, Nomination and Compensation Committee (GNCC). In addition, the General Meeting is required to approve the overall amount of non-profit-related remuneration for the Board of Directors and Executive Board for the subsequent business year, and also the profit-related remuneration for the Executive Board for the business year just ended. The remuneration paid to the Board of Directors and the Executive Board in the business year just ended is stated in a separate [Remuneration Report](#) included with the Annual Report.

The Statutes of MCH Group Ltd. do not contain any rules regarding the convocation of the General Meeting that differ from those specified by law. The agenda is drawn up in accordance with the Swiss Code of Obligations and the Statutes of MCH Group Ltd. In the invitation to the General Meeting, the Board of Directors specifies the relevant date by which shareholders must have been entered in the share register in order to participate in the General Meeting.

All General Meeting resolutions and elections require 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.

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

Shareholders with voting rights can be represented at the General Meeting by another shareholder with voting rights on the basis of a written power of attorney. Commercial partnerships and legal persons can have themselves represented by authorised signatories, while minors and those in the care of a guardian can be represented by their legal representatives, including where these representatives are not shareholders of MCH Group Ltd.

Shareholders with voting rights can additionally be represented by the independent voting representative. Instructions to the independent voting representative can also be issued via the corresponding online platform. The independent voting representative is elected annually by the General Meeting. On 26 April 2017, the General Meeting appointed NEOVIUS AG, Barristers and Notaries, Hirschgässlein 30, 4051 Basel, as the independent voting representative for the 2017 business year, up until the end of the next ordinary 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 Sample Fair) which was established in Basel in 1916 and in the Schweizer Mustermesse Cooperative that was founded in 1920 in Basel 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.

The most important companies and holdings for the group’s business activity are set out below (March 2018). An overview of all the companies and holdings:

[Financial Report / Notes to the Group Account / Shareholdings](#)

Subsidiaries and holdings of MCH Group Ltd.

[MCH Swiss Exhibition \(Basel\) Ltd. \(100% since 2001\)](#)

[MCH Swiss Exhibition \(Zurich\) Ltd. \(100% since 2001\)](#)

[MCH Beaulieu Lausanne SA \(100% since 2011, following the acquisition of a majority shareholding in the former Beaulieu Exploitation SA in 2010\)](#)

[Winkler Livecom AG in Wohlen \(previously Winkler Veranstaltungstechnik AG and Winkler Multi Media Events AG, 100% since 2005\)](#)

[Expomobilia AG in Effretikon \(100% since 2007\)](#)

[Rufener Events Ltd in Zürich \(100% since 2009\)](#)

[MCH Global AG in Zürich \(100% since 2016, resulting from the renaming of the former trademark company Igeho, Internationale Fachmesse für Gemeinschaftsverpflegung, Hotellerie und Restauration AG\)](#)

[metron Vilshofen GmbH in Vilshofen \(20% since 2015\)](#)

[MCH US Corp. \(100% since 2017, with MC² Group at various locations in the USA and a subsidiary in Düsseldorf 98%\)](#)

Subsidiaries and holdings of MCH Swiss Exhibition (Basel) Ltd.

Exhibit & More AG in Fällanden (40% since 2007, 100% since 2010)

Art Basel U.S. Corp. in Miami Beach (responsible for Art Basel in Miami Beach, 100% since 2013)

Asian Art Fairs Limited in Hong Kong (responsible for Art Basel in Hong Kong, 60% since 2011, 100% since 2014)

Design Miami Basel AG (50% since 2007)

Design Miami II LLC (10% since 2007)

Seventh Plane Networks Pvt. Ltd. (responsible for India Art Fair, 60.3% since 2016)

art.fair International GmbH (responsible for ART DÜSSELDORF, 25.1% since 2017)

Masterpiece London Ltd (67.5% since 2017)

Subsidiaries of Expomobilia AG

Techno Fot AG in Effretikon (100%)

Reflection Marketing AG in Wallisellen (100% since 2015)

Expomobilia MCH Global Shanghai Ltd. (100% since 2016)

Expomobilia MCH Global ME Live Marketing LLC (49% since 2018)

Subsidiary of Rufener Events Ltd

Oceansalt LLC in Zurich (100%)

Organisation & Management

The 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 is responsible inter alia for the company's top management and for configuring the organisation, the accounting system and financial control, the internal control system, risk management and financial planning, and also for preparing and conducting the General Meeting.

Details of the membership of the Board of Directors, the specialist committees and the shareholdings of the members of the Board of Directors:

[Annual Report / Board of Directors](#)

The Executive Board appointed by the Board of Directors holds responsibility for developing and implementing the group's strategies as well as for the group's operational management. The Executive Board is made up of the Group Chief Executive Officer (CEO), the Chief Executive Officer (CEO) Switzerland & Venues, the Chief Executive Officer (CEO) Live Marketing Solutions, the Chief Development Officer (CDO) and the Chief Financial Officer (CFO).

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 May 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 8 May 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 May 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 May 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 modifications including the updating of the purpose clause and the deletion of the above-mentioned §3a "Approved Share Capital".

The Statutes, the Organisational Regulations and the Regulations governing the specialist committees are posted in German on the MCH Group website:

Composition of the Board of Directors

The Board of Directors has eleven members. All the members of the Board of Directors are non-executive members, as per the SIX Swiss Exchange Directive. They have never belonged to the operational management of the MCH Group and do not maintain significant business relations with this management. The relations between the representatives of the public-sector entities and the company are based on the institutional relationship that exists between these entities and the MCH Group. In addition to other lawyers' offices, the 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.

Under the terms of the Statutes, three members of the Board of Directors are appointed by the government of the Canton of Basel-Stadt, one member each by the governments of the Canton of Basel-Landschaft and the Canton of Zurich, and one member by the Zurich City Council. The remaining members are elected by the General Meeting. The term of office of members elected by the General Meeting is one year; re-election is possible.

The Board of Directors constitutes itself, unless the General Meeting is authorised to do so. The General Meeting elects the Chairman of the Board and the members of the Governance, Nomination and Compensation Committee (GNCC) which assumes the function of the remuneration committee, inter alia. Members of the Board of Directors can be elected to the GNCC. The term of office of the Chairman of the Board and the members of the GNCC is one year, and re-election is possible.

All the members of the Executive Board attend the Board of Directors' meetings.

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. In particular, the GNCC submits proposals to the Board of Directors on all questions 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 CEO and the Head of Corporate Human Resources. The latter leave the meeting room when issues concerning them are discussed.

The Board of Directors has appointed an internal Audit Committee (AC). The 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 Chairman of the Board of Directors and the CEO and CFO also attend the AC meetings; for individual items on the agenda, representatives of the statutory auditor are present.

Board of Directors' Meetings

In the 2017 business year, the Board of Directors had six half-day meetings. These were held in the months of February, March, April, June, August and November. The GNCC held two meetings in 2017, in the months of March and November. The AC held three meetings in the reporting year; these took place in March, April and November. The Board and committees met in their standard composition in each case. No external advisors were consulted in the reporting year.

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 governing the specialist committees. Data on the current and expected course of business is recorded on a continuous basis 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 close contact with the CEO and CFO.

Risk Management and Internal Control System

The MCH Group's risk management (RM) deals with financial, strategic, operational and also regulatory risks. The risks are first identified in the MCH Group's different risk centres. During the subsequent consolidation phase, the key risks for the group are identified and evaluated. These risks are then reduced to an acceptable level, where possible, through targeted measures for managing them and integrated in the corporate strategy. This process is repeated at least once a year, with new risks being taken up and dealt with promptly. Reconciliation with the corporate strategy is performed at regular intervals.

In the reporting year, the different business risks were identified in group workshops and individual interviews and were assessed with regard to their potential level of impact and the probability of their occurrence. The risk assessment was verified by the Audit Committee (AC) and adopted by the Board of Directors.

The key risks for the MCH Group are described in the following section for the individual risk categories:

Strategic risks

The opportunities identified include, in particular, the growth of internationally leading exhibitions and the increasing significance of digitisation. The MCH Group is developing its market presence through the further development of its existing exhibition portfolio, the implementation of initiatives and the acquisition of companies and exhibitions. By integrating risk management in these strategic projects, the company is endeavouring to optimise the sustainability and value retention of the investments made.

Financial risks

The general economic climate has a direct influence on customers' financial standing, the level of marketing investments and foreign currency fluctuations. Various risk minimisation actions have been initiated at strategic, financial and operational level at the MCH Group for these risks.

Operational risks

The MCH Group has set itself the aim of guaranteeing operational excellence in all matters so as to always achieve maximum satisfaction on the part of its customers, in particular. It makes an active contribution towards ensuring that the external framework conditions undergo constant improvement too. In the field of security, the MCH Group is continually optimising its group-wide processes to reduce the residual risk.

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 exposure of the MCH Group. The organisation of the MCH Group is configured in such a way as to ensure that potential regulatory risks can be recognised at an early stage and the necessary actions triggered in good time.

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 and in the further development of the internal control system. Over the past business year, corporate risk management conducted various strategic, financial, operational and regulatory examinations.

The MCH Group's internal control system (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 the corporate governance of 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 has extended its ICS to cover the efficiency of the company's business processes and compliance with legislation 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.

Information policy

The MCH Group pursues an open communication policy as a matter of principle. It complies with the rules of the SIX Swiss Exchange as far as its information practice is concerned. All the key information may be found on the MCH Group's website:

Statutes, Regulations, Agenda:

Reports, ad hoc publications, media releases:

Management Structure

Board of Directors and Executive Board / Management

Board of Directors and Executive Board, i.e. the management of MCH Group Ltd. and the operating companies in which it has a direct and 100% or majority holding (March 2018).

MCH Group Ltd.

Board of Directors

Dr. Ulrich Vischer, Chairman

Christoph Brutschin, Vice-Chairman

Marco Gadola

Werner Helfenstein

Dr. Eva Herzog

Dr. Balz Hösly

Dr. Karin Lenzlinger Diedenhofen

Dr. André Odermatt

Jean-Philippe RoCHAT

Thomas Weber

Andreas Widmer

Details of the members of the Board of Directors:

[Annual Report / Board of Directors](#)

Executive Board

René Kamm, Group Chief Executive Officer (CEO)

Christophe Biollaz, Chief Financial Officer (CFO)

Jean-Marc Devaud, Chief Executive Officer (CEO) Live Marketing Solutions

Peter Holenstein, Chief Executive Officer (CEO) Events Switzerland & Venues

Stephan Peyer, Chief Development Officer (CDO)

Details of the members of the Executive Board

[Annual Report / Executive Board](#)

MCH Swiss Exhibition (Basel) Ltd.

Board of Directors

René Kamm, Chairman

Christophe Biollaz, Vice Chairman

Stephan Peyer

Management

René Kamm, Group Chief Executive Officer (CEO)

Christophe Biollaz, Chief Financial Officer (CFO)

Peter Holenstein, Chief Executive Officer (CEO) Events Switzerland & Venues

Stephan Peyer, Chief Development Officer (CDO)

MCH Swiss Exhibition (Zurich) Ltd.

Board of Directors

René Kamm, Chairman

Christophe Biollaz, Vice Chairman

Stephan Peyer

Management

René Kamm, Group Chief Executive Officer (CEO)

Christophe Biollaz, Chief Financial Officer (CFO)

Peter Holenstein, Chief Executive Officer (CEO) Events Switzerland & Venues

Stephan Peyer, Chief Development Officer (CDO)

MCH Beaulieu Lausanne SA

Board of Directors

Jean-Philippe Rochat, Chairman

René Kamm, Vice Chairman

Christophe Biollaz

Yves Philippe Bloch

Peter Holenstein

Didier Peier

Management

Michel Loris-Melikoff, Managing Director

MCH Global AG

Board of Directors

René Kamm, Chairman

Jean-Marc Devaud, Delegate

Christophe Biollaz

Management

Ties Hendriks, Managing Director

Expomobilia AG

Board of Directors

René Kamm, Chairman

Jean-Marc Devaud, Delegate

Christophe Biollaz

Management

Florian Faber, Managing Director

Richard Hämmerli, Finance & Administration

Markus Halbeisen, Operations

MC²

Board of Directors

René Kamm, Chairman

Jean-Marc Devaud

Christophe Biollaz

Management

Gary Benson, CEO

David Kuznick, COO

Bill Medve, CFO

Rich McAdam, President

Rufener Events Ltd

Board of Directors

René Kamm, Chairman

Jean-Marc Devaud, Delegate

Christophe Biollaz

Hans-Jürg Rufener

Management

Kathrin Morlock, Managing Director a.i.

Marc Muggli, Head of Project Management

Winkler Livecom AG

Board of Directors

René Kamm, Chairman

Jean-Marc Devaud, Delegate

Christophe Biollaz

Management

Christian Künzli, Managing Director

Richard Hämmerli, Finance & Administration

Carsten Jantz, Operations

Stefan Mathys, Events & Exhibitions

Management Structure

Divisions, business units and services units of MCH Group (March 2018)

Global Events

René Kamm

Watches & Jewellery

Sylvie Ritter

Art Basel Global

Marc Spiegler

Grand Basel Global

Marc Backé

Masterpiece Global

Lucie Kitchener

Design & Regional Art Fairs

Frank Lasry

Events Switzerland & Venues

Peter Holenstein

Own Events Switzerland

Didier Peier

Guest Events

Peter Jörg (Basel)

Vreni Aeberhard (Zurich)

Michel Loris-Melikoff (Lausanne)

Congress Center Basel

Jonas Scharf

Facility Management

Edgar Jenny (Basel, Zurich, Lausanne)

Live Marketing Solutions

Jean-Marc Devaud

Global Business Development

Marine Hamou

Strategy & Conception

Ties Hendriks (MCH Global)

Marketing Consulting

David Jäger (Reflection Marketing)

Event Management

Kathrin Morlock (a.i.) (Rufener)

Multi Media

Christian Künzli (Winkler Livecom)

Exhibition & Event Structures

Gary Benson (MC²)

Florian Faber (Expomobilia)

Finance & Administration LMS

Richard Hämmerli

Corporate Development & Services

Stephan Peyer

New Products / M&A

Mike Vogt

Digital Business / Services

Stephan Peyer

Corporate ICT

Mike Meier

Corporate HR
Andreas Gnepf

Corporate Finance

Christophe Biollaz

Corporate Finance
Dirk Leuenberger

Corporate Risk Management & M&A Support
Olivier Balmat

Staff units

René Kamm

Corporate Legal & Management Services
Christoph Lanz

Corporate Communications
Christian Jecker

Board of Directors

The members of the Board of Directors of MCH Group Ltd. (March 2018)



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. Today, he is a partner in a law firm with offices in Basel and Zurich. He is also, inter alia, Chairman of the Basel University Board, a member of the Board of Directors of Warteck Invest AG and Chairman of the Sophie and Carl Binding Foundation.

Place of residence: Basel

BD member since 2006

Date of birth: 09.12.1951

Term of office until 2018

Nationality: CH

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 has been a member of the cantonal government and Head of the Economic, Social Affairs and Environment Department of the Canton of Basel-Stadt since 2009. He studied business administration in Zurich and 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 the Basel Commercial College – as a teacher and lecturer as of 1991 and then as the principal from 1996 onwards.

Place of residence: Basel

BD member since 2009

Date of birth: 21.02.1958

Term of office until 2021

Nationality: CH

Delegate of the Canton of Basel-Stadt



Marco Gadola

Marco Gadola studied economics in Basel, followed by other courses in London and Lausanne, before taking up senior posts in various international companies (including Sandoz, Hilti and Hero) in different countries. From 2006 to 2008 he was Chief Financial Officer (CFO) of the Straumann Group in Basel, before moving to Panalpina, where he was first CFO of the Panalpina Group, Basel and then Regional CEO Asia/Pacific, Singapore. In 2013 he returned to the Straumann Group in Basel, where he was responsible for group management as Chief Executive Officer (CEO). He is Vice-Chairman of the Board of Directors of the Calida Group.

Place of residence: Engelberg

BD member since 2016

Date of birth: 23.09.1963

Term of office until 2018

Nationality: CH / FR

Elected by the General Meeting



Werner Helfenstein

Werner Helfenstein graduated in construction engineering at the Swiss Federal Institute of Technology (ETH). After completing his studies, he was a project manager and a member of the management at a Zurich engineering company. In 1985 he was appointed a member of the management of the Preiswerk construction group in Basel and then, in 1995, chairman of the management. Following this, he was CEO of BATIGROUP Holding AG from the time it was established in 1997 through to the point when it merged to form Implenia AG in March 2006. Today, he is a member of the Board of Directors of a number of non-listed companies and holds coaching mandates.

Place of residence: Muttenz

BD member since 2006

Date of birth: 15.07.1947

Term of office until 2019

Nationality: CH

Delegate of the Canton of Basel-Stadt



Dr. Eva Herzog

Dr. Eva Herzog has been a member of the cantonal government and Head of the Finance Department of the Canton of Basel-Stadt since 2005. Before she was elected onto the executive of the Canton of Basel-Stadt, Dr. Herzog, who gained her doctorate in history, was on the academic staff of the Research Vice-Rectorate at the University of Basel, and was also a member of the parliament and constitutional council of the Canton of Basel-Stadt. She is additionally a member of the Board of Directors of the Basel-Stadt pension fund and Chairwoman of the Administrative Commission of the Basel-Stadt cantonal property insurers.

Place of residence: Basel

BD member since 2005

Date of birth: 25.12.1961

Term of office until 2021

Nationality: CH

Delegate of the Canton of Basel-Stadt



Dr. Balz Hösly

Dr.iur. Balz Hösly is a lawyer and partner at MME, an integrated law, tax and compliance firm in Zurich and Zug. He is an experienced practitioner in matters of governance and development and change management in private and public companies. Holding a doctorate in law, Balz Hösly has previously worked in senior positions in different companies and, for the past four years, was CEO of the Swiss export promotion organisation Osec (now Switzerland – Global Enterprise). He is a lecturer at the Institute of Financial Services in Zug, at the ZfU Business School in Thalwil and at the University of St. Gallen. He is chairman of the Board of Directors of Greater Zurich Area AG and the AG Hallenstadion Zürich as well as a member of the Board of Directors of Showwerk AG in Aegeri and Bombardier Transportation (Schweiz) AG in Zurich.

Place of residence: Zurich

BD member since 2018

Date of birth: 08.03.1958

Term of office until 2019

Nationality: CH

Delegate of the Canton of Zurich



Dr. Karin Lenzlinger Diedenhofen

Dr. Karin Lenzlinger Diedenhofen has been a delegate of the Board of Directors at Lenzlinger Söhne AG, Uster/Nänikon since 1999, and also ran the company as CEO until 2015. After gaining her doctorate in economics (Universities of Boston and St. Gallen) and engaging in various teaching and research assignments, she joined the company at the start of the 1990s as a member of the Board of Directors and a Business Segment Manager. She is Vice-Chairwoman of the Swiss Parquet Industry Association and a delegate at “bauenschweiz”, the umbrella organisation of the Swiss building industries. She is additionally Chairwoman of the Zurich Chamber of Commerce, a Board member at economiesuisse and also Chairwoman of the Board of ZO Medien AG, Wetzikon. She is similarly a member of the Board of Directors of the SV Group AG, Dübendorf and of Bank Linth LLB AG, Uznach.

Place of residence: Wermatswil

BD member since 2004

Date of birth: 01.09.1959

Term of office until 2018

Nationality: CH

Elected by the General Meeting



Dr. André Odermatt

Dr. André Odermatt has been head of City of Zurich's Building Department since 2010. He was a member of the Zurich City parliament from 1995 to 2010 and its chairman in 1999/2000. Dr. André Odermatt studied geography at the University of Zurich and received his PhD in 1996. He has held teaching posts at different school levels, was on the scientific staff at the University of Zurich and, prior to his election to the City Council, was ad interim Head of the Chair of Economic Geography. He is a member of the Board of Directors of "Regional Planning for Zurich and the Surrounding Area" (RZU), a member of the Board of AKEB Aktiengesellschaft für Kernenergie-Beteiligungen Luzern and a member of the Foundation Council of the Eleonorenstiftung.

Place of residence: Zurich

BD member since 2015

Date of birth: 12.06.1960

Term of office until 2018

Nationality: CH

Delegate of the City of Zurich



Jean-Philippe Rochat

Jean-Philippe Rochat is a lawyer with a licence to practice in the Canton of Vaud. Since 1998 he has been a partner at Kellerhals Carrard in Lausanne and is an expert in economic and sports law. Among other things, he is a member of the Board of Directors of Vetropack AG, Vaudoise Assurance Holding SA and La Foncière-Immobilienfonds. As Chairman of the Board of Directors of MCH Beaulieu Lausanne SA, Jean-Philippe Rochat was an observer on the Board of Directors of MCH Group AG from 2013 to 2017.

Place of residence: Epalinges

BD member since 2017

Date of birth: 11.11.1957

Term of office until 2018

Nationality: CH

Elected by the General Meeting



Thomas Weber

Thomas Weber was elected to the Basel-Landschaft cantonal government in 2013, where he is Head of the Economic Affairs and Health Department. With a degree in construction engineering from the Swiss Institute of Federal Technology (ETH), he worked for different engineering and construction companies before being elected a member of the cantonal government. From 2002 to 2006, he worked in Basel-Landschaft's Civil Engineering Department and from 2007 to 2013 he was at the Federal Roads Office with responsibility for the main-road infrastructure in central and northwest Switzerland. Thomas Weber represents the Canton of Basel-Landschaft on the Board of Directors of the Swiss Rhine Ports.

Place of residence: Buus

BD member since 2013

Date of birth: 23.11.1961

Term of office until 2019

Nationality: CH

Delegate of the Canton of Basel-Landschaft



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, he 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 of Vintra AG and a member of the Board of Walde & Partner and the Brino Group AG.

Place of residence: Herrliberg

Date of birth: 10.10.1968

Nationality: CH

BD member since 2016

Term of office until 2018

Elected by the General Meeting

Changes

René C. Jäggi announced his resignation from the Board of Directors as per the General Meeting of 26 April 2017. As the successor to René C. Jäggi, the General Meeting elected Jean-Philippe Rochat as a member of the Board of Directors and the Governance, Nomination and Compensation Committee (GNCC). In his capacity as Chairman of the Board of MCH Beaulieu Lausanne SA, Jean-Philippe Rochat had previously been an observer on the Board of Directors of MCH Group AG since 2013.

The government of the Canton of Zurich appointed Dr. Balz Hösly as a member of the Board of Directors as per 1 March 2018. He is a Legal Partner at the integrated law, tax and compliance firm MME in Zurich and Zug. He has taken over the Board of Directors' mandate from cantonal government member Carmen Walker Späh, who represented the Canton of Zurich on the Board of Directors of MCH Group Ltd. as of 2016 and withdrew from the Board at the end of February 2018.

Audit Committee

Marco Gadola, Chairman

Christoph Brutschin, Member

Dr. Karin Lenzlinger Diedenhofen, Member

Dr. Ulrich Vischer, Observer

Governance, Nomination and Compensation Committee

Elected by the General Meeting of 26 April 2017

Dr. Ulrich Vischer, Chairman

Jean-Philippe Rochat, Member

Carmen Walker Späh, Member (until 28.02.2018)

Secretary to the Board of Directors

Christoph Lanz, Head of Corporate Legal & Management Services of MCH Group

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 31.12.2017		Number of shares CHF 10 and percentage of voting rights 31.12.2016	
Dr. Ulrich Vischer	313	0.0%	313	0.0%
Christoph Brutschin	0	0.0%	–	0.0%
Marco Gadola	0	0.0%	–	0.0%
Werner Helfenstein	312	0.0%	312	0.0%
Dr. Eva Herzog	0	0.0%	–	0.0%
René C. Jäggi ¹⁾			10	0.0%
Dr. Karin Lenzlinger Diedenhofen	50	0.0%	50	0.0%
Dr. André Odermatt	0	0.0%	–	0.0%
Jean-Philippe Rochat ²⁾	0	0.0%		
Carmen Walker Späh	0	0.0%	–	0.0%
Thomas Weber	0	0.0%	–	0.0%
Andreas Widmer	0	0.0%	–	0.0%
Total	675	0.0%	685	0.0%

1) BD member up to 26.04.2017

2) BD member as of 26.04.2017

Executive Board

Members of the Executive Board (March 2018)



René Kamm

Group Chief Executive Officer (CEO)

René Kamm studied economics at the University of Basel and then held various management positions in Switzerland and abroad in both the consumer goods sector (including Unilever) and the watch industry (including Tag Heuer). He joined the then Messe Basel in 1999, as General Manager Art and Luxury Products Shows. He was appointed CEO of the MCH Group on 1 January 2003 and also headed the Exhibitions Division. From 2005 to 2012 René Kamm was Vice-President (2009 President) of the European Major Exhibition Centres Association EMECA. He is a member of the Board of the Union of International Fairs (Union des Foires Internationales) and a member of Winter Holding AG, Engelberg.

Place of residence: Riehen

Nationality: CH

Date of birth: 10.02.1960

EB member since 01.10.1999



Christophe Biollaz

Chief Financial Officer (CFO)

Christophe Biollaz joined MCH Group Ltd. on 1 December 2013 as a member of the Executive Board and took on the post of Chief Financial Officer (CFO) on 1 January 2014. After completing his studies as a business economist, he worked in managerial positions and as CFO in Switzerland, Austria, Japan and Australia, for companies including Novartis, Syngenta, Hero, Lindt & Sprüngli and the Oettinger Davidoff Group.

Place of residence: Therwil

Nationality: CH

Date of birth: 15.03.1968

EB member since 01.12.2013



Jean-Marc Devaud

Chief Executive Officer (CEO) Live Marketing Solutions

Jean-Marc Devaud joined Expomobilia in 2008, taking on the post of managing director in 2010. With a view to his taking on this post, he was appointed a member of the Executive Board of the MCH Group on 1 January 2009. Today, he is head of the Live Marketing Solutions Division. Before joining Expomobilia AG, Jean-Marc Devaud, who is a graduate in marketing studies and holds an Executive MBA from the University of Zurich, worked in senior positions in marketing and sales (including at Henkel-Ecolab Ltd.).

Place of residence: Binningen

Nationality: CH

Date of birth: 05.10.1964

EB member since 01.01.2009



Peter Holenstein

Chief Executive Officer (CEO) Events Switzerland & Venues

Peter Holenstein came to Messe Basel in 1984 and has been a member of the Executive Board of the current MCH Group since 1998. As a graduate in advertising and marketing studies, he first held responsibility for communications and then for corporate development and the management of the Venues Division which was expanded into the Events Switzerland & Venues Division on 1 January 2018. He is a member of the Board of Directors at Parkhaus Messe Zürich AG and is on the Board of Basel Tourism.

Place of residence: Muttenz

Nationality: CH

Date of birth: 09.11.1959

EB member since 01.01.1998



Stephan Peyer

Chief Development Officer (CDO)

Stephan Peyer studied economics at the University of St. Gallen and then held high-level posts in different companies in the consumer goods sector (including Unilever), in IT (including Compaq) and in the luxury goods segment (including Movado). In 2001 he was a co-founder of the Vendbridge Growth Architects AG consultancy in Zurich, working as an independent consultant in marketing and sales until joining what is now the MCH Group. From 2007 to 2013 he was Head of Trade Fairs and Consumer Shows before becoming Chief Development Officer (CDO).

Place of residence: Zollikon

Nationality: CH / FR

Date of birth: 17.09.1964

EB member since 01.01.2007

Changes

Christophe Biollaz, Head of Finance & Administration and a member of the Executive Board, has taken the decision to leave the MCH Group in the course of the coming year, at his own request, and to take on new professional challenges. He will be continuing in his function until a successor has been arranged and will ensure a smooth transition. The Board of Directors and management greatly regret the forthcoming departure of Christophe Biollaz. They would like to thank him for his high-level commitment and the valuable inputs he has contributed to the MCH Group over the past four years, and especially for boosting the group's financial competence and for his active participation in the strategic realignment of the company.

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 31.12.2017		Number of shares CHF 10 and percentage of voting rights 31.12.2016	
René Kamm	0	0.0%	–	0.0%
Christophe Biollaz	0	0.0%	–	0.0%
Jean-Marc Devaud	337	0.0%	337	0.0%
Peter Holenstein	62	0.0%	62	0.0%
Stephan Peyer	0	0.0%	–	0.0%
Total	399	0.0%	399	0.0%
Shares held by related parties				
of Peter Holenstein	256	0.0%	256	0.0%

Personnel

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

At the end of the 2017 reporting year, the MCH Group had a total of 1,003 permanent employees and 1,192 employees and assistants on temporary contracts. During the reporting year, employee numbers within the group thus increased by 371 permanent employees (58.7%).

Employees on permanent contracts by company (without minority stakeholdings)	31.12.2017	31.12.2016
MCH Group Ltd.	24	25
MCH Swiss Exhibition (Basel) Ltd. ¹⁾	341	320
MCH Swiss Exhibition (Zurich) Ltd.	30	29
MCH Beaulieu Lausanne SA	34	34
MCH Global Ltd.	5	3
Reflection Marketing AG	8	11
Rufener Events Ltd	29	27
Expomobilia AG	91	93
MC2 Group ²⁾	364	
Winkler Livecom AG	77	90
Total	1 003	632

1) 2017 including Masterpiece London Ltd

2) As of 2017

Statutory Auditors

The Annual General Meeting of the MCH Group Ltd. of 26 April 2017 elected KPMG AG, Basel, as the statutory auditors for the group for the 2017 business year. The lead auditor was Stefan Inderbinen.

KPMG AG, Basel has invoiced the following services to the MCH Group in the 2017 business year:

Services (in CHF, excl. VAT)	2017	2016
Auditing	615 538	267 265
Taxation advice	73 754	197 742
Total	689 292	465 007

The auditing services cover all assignments in connection with the auditing of the annual accounts for the business year in question.

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. The statutory auditors additionally report to the CFO twice a year on the results of the intermediate and final audits in a detailed management letter. In the reporting year, the statutory auditors attended two Audit Committee meetings.

The Audit Committee is in regular contact with the CEO and CFO, receiving information on the performance of the auditing company via this route. The Audit Committee similarly monitors all the fees paid to the statutory auditors and has granted the Executive Board the competence to take decisions itself regarding the scope of non-auditing assignments that are placed with the statutory auditors in the context of the decisive provisions governing independence.



MCH Group
Global Live Marketing

Reports 2017

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