

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 consists in running the exhibition sites in Basel and Zurich (Venues), staging around 35 of its own exhibitions (Exhibitions) and providing customised services in the fields of marketing consulting, full-service experience marketing, and exhibition and event structures (Live Marketing Solutions). In 2018, the MCH Group organised or hosted 945 events and took charge of almost 3,000 projects in the field of live marketing solutions.



Berufsmesse Zürich

In the 2018 financial year, the MCH Group achieved operating income (sales) of CHF 522.8 million. The group loss from ordinary operating activity is CHF -17.6 million. Extraordinary depreciations due to a further value adjustment for the exhibition building and special provisions for restructuring measures resulted in a loss of CHF -190.4 million.

Operating Income (in CHF million)

Sales were increased to CHF 522.8 million due to MC² and Masterpiece London being consolidated for a full 12 months for the first time.

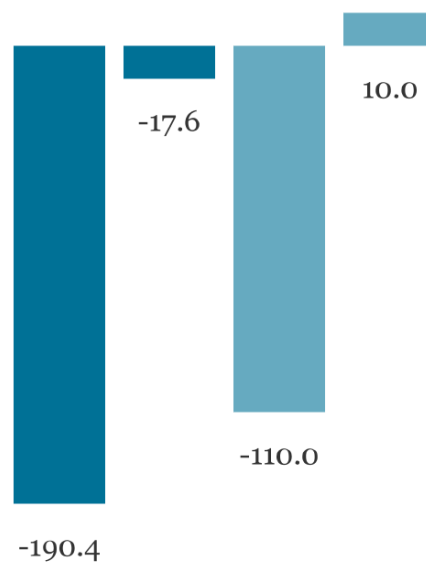
- 2018
- 2017



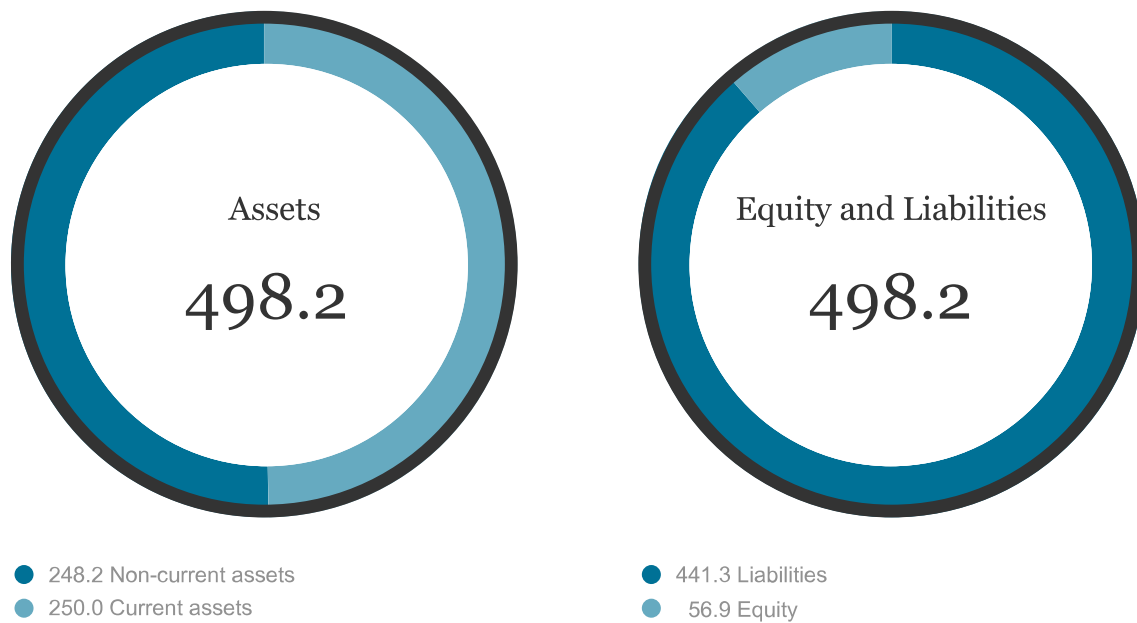
Group profit / loss (in CHF million)

A group loss of CHF -17.6 million resulted from operating activity for 2018. Added to this come extraordinary depreciations for a further value adjustment on the exhibition buildings of CHF -132.3 million and extraordinary expenditure of CHF -40.5 million for restructuring measures.

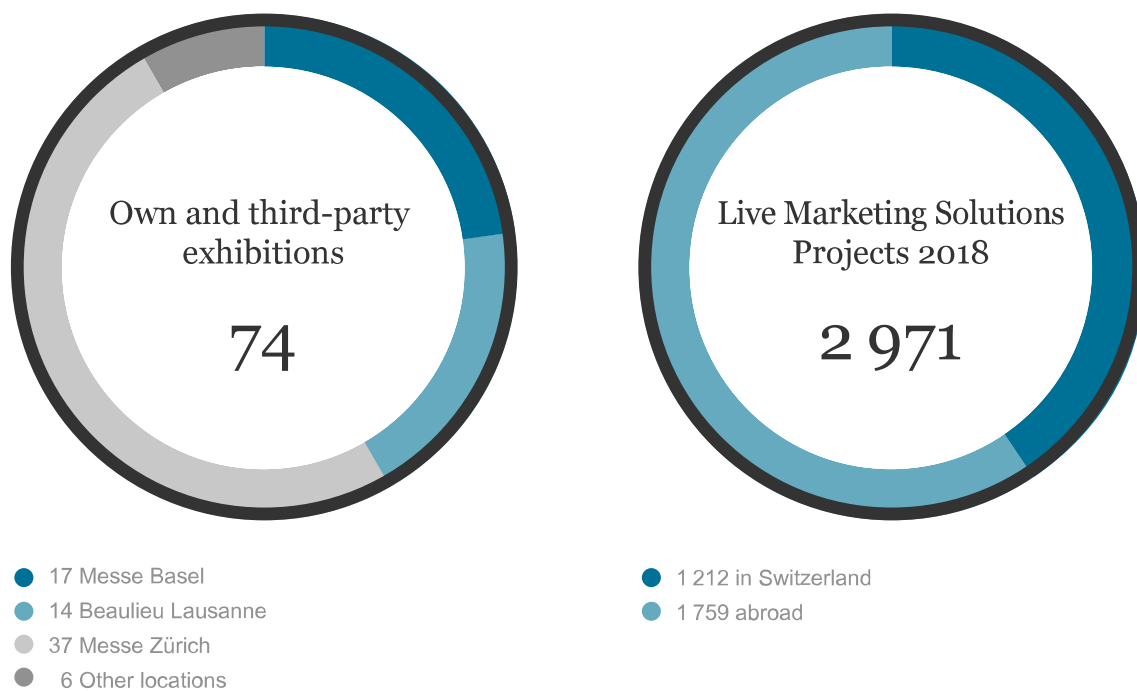
- 2018
- 2018 without special measures
- 2017
- 2017 without special measures



Group Balance Sheet 31.12.2018 (in CHF million)



Exhibitions and Live Marketing Solutions 2018



Key figures

Group Income Statement

Group Income Statement in CHF million	2018	% of income	2018 before special measures	% of income	2017	% of income	2017 before special measures	% of income
Operating income	522.8	100.0	522.8	100.0	493.3	100.0	493.3	100.0
Exhibitions	275.2	52.6	275.2	52.6	294.9	59.8	294.9	59.8
Venues	38.5	7.4	38.5	7.4	36.9	7.5	36.9	7.5
Live Marketing Solutions	209.1	40.0	209.1	40.0	161.5	32.7	161.5	32.7
EBITDA	4.0	0.8	28.5	5.5	43.8	8.9	61.5	12.5
EBIT	-182.1	-34.8	-9.3	-1.8	-104.0	-21.1	16.1	3.3
Group loss / profit	-190.4	-36.4	-17.6	-3.4	-110.0	-22.3	10.0	2.0

Group Balance Sheet

Group Balance Sheet in CHF million	31.12.2018	% of total assets	31.12.2017	% of total assets	31.12.2016	% of total assets
Current assets	250.0	50.2	259.9	37.8	356.9	39.0
Non-current assets	248.2	49.8	428.3	62.2	559.1	61.0
Assets	498.2	100.0	688.2	100.0	916.0	100.0
Liabilities	441.3	88.6	454.5	66.0	477.1	52.1
Shareholders' equity	56.9	11.4	233.7	34.0	438.9	47.9
Equity and Liabilities	498.2	100.0	688.2	100.0	916.0	100.0
Net debt in CHF million	2018		2017		2016	
31.12.	148.7		130.7		69.1	

Share price and proposed dividend

Share prices and proposed dividend in CHF	2018	2017
Share price 31.12.	19.95	66.30
Proposed dividend per share	0.00	0.00

Exhibitions & Venues

2018	Number	Exhibitors	Visitors	GEA ¹⁾	Duration ²⁾
Exhibitions	31	6 937	1 363 519	775 695	150
MCH exhibitions					
Messe Basel	10	2 982	542 265	405 411	45
Expo Beaulieu Lausanne	6	1 278	183 400	108 765	34
Messe Zürich	9	1 766	328 114	137 160	38
Other locations	6	911	309 740	124 359	33
Venues	939	12 462	2 075 476	1 081 206	850
All events					
Exhibitions	68	11 372	1 508 281	1 039 549	218
Messe Basel	17	3 940	660 334	508 541	63
Expo Beaulieu Lausanne ³⁾	14	1 795	237 673	166 125	58
Messe Zürich	37	5 637	610 274	364 883	97
Hall rentals & events					
Messe Basel	8		45 500	29 980	66
Expo Beaulieu Lausanne ³⁾	2		5 600	12 940	9
Messe Zürich	14		57 000	65 000	37
Conferences & room rentals					
Congress Center Basel	189	1 090	138 995	41 657	332
Conference rooms Messe Zürich	301		3 200		300
Musical Theaters					
Musical Theater Basel	184		159 600		
Theater 11 Zürich	173		157 300		

1) Gross exhibition area in m²

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

3) As per 1 July 2018, the MCH Group transferred responsibility for the operation and marketing of the Lausanne exhibition site to the Fondation de Beaulieu

Live Marketing Solutions

2018	Projects	in Switzerland	abroad
Live Marketing Solutions	2 971	1 212	1 759
Marketing Consulting	74	74	0
Strategy & Conception	20	0	20
Event Management	55	50	5
Exhibitions & Event Construction	1 910	198	1 712
Multimedia	912	890	22