



# 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.

## Subsidiaries and holdings of MCH Group Ltd.

In November 2018, Expomobilia AG was renamed MCH Live Marketing Solutions AG. In the first half of 2019, the companies Reflection Marketing AG (100% since 2015), Rufener Events Ltd (100% since 2009), Techno Fot AG (100%) and MCH Global AG (100% since 2016, resulting from the renaming of the former trademark company Igeho, Internationale Fachmesse für Gemeinschaftsverpflegung, Hotellerie und Restauration AG) are to be merged into MCH Live Marketing Solutions AG retroactively as per 01.01.2019. In addition, it is being considered whether to integrate Exhibit & More AG (40% since 2007, 100% since 2010) into MCH Swiss Exhibition (Basel) Ltd. in 2019.

As per 31.12.2018, Winkler Livecom AG was sold to the management of the multimedia company and a private investor.

The most important companies and holdings for the group's business activity following this restructuring are set out below.

## Companies held directly by MCH Group Ltd.

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MCH Swiss Exhibition (Basel) Ltd. (100% since 2001)

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

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MCH Live Marketing Solutions AG (previously Expomobilia AG; 100% since 2007)

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metron Vilshofen GmbH in Vilshofen (20% since 2015)

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MCH US Corp. (100% since 2017, with 98% MC<sup>2</sup> Group)

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

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

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MCH Group Asia Ltd. (formerly Asian Art Fairs Limited in Hong Kong, responsible for Art Basel in Hong Kong, 60% since 2011, 100% since 2014)

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Design Miami Basel AG (50% since 2007)

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Design Miami II LLC (10% since 2007)

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Seventh Plane Networks Pvt. Ltd. (responsible for India Art Fair, 60.3% since 2016, 65.0% since 2018)

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

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Masterpiece London Ltd (67.5% since 2017)

## Subsidiaries of MCH Live Marketing Solutions AG

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

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

An overview of all the companies and holdings:

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