



Live Marketing Solutions

The companies MCH Global, Reflection Marketing, Rufener, Expomobilia (with Techno Fot), MC² and Winkler Livecom took charge of a total of 2,971 projects in the 2018 financial year – corporate events including participation in exhibitions, annual general meetings and company occasions and also public events in the fields of culture, sport and society.

The MCH companies provided comprehensive services here in the fields of strategy and design, marketing consulting, event management, exhibition and event construction and multi media solutions. 1,759 projects (59%) were implemented abroad and 1,212 projects (41%) in Switzerland.



MC² – Samsung – CES

Details of the live marketing solutions

MCH Global

Projects supervised 2018

Total	20
in Switzerland	0
abroad ¹⁾	20

1) China, Oman, UAE



MCH Global – Dubai Mall

Reference Projects 2018

Volkswagen ME, Oman	Teramont Launch PR Event
GCAA, Dubai	GCAA Aeronnovation Summit
Volkswagen ME, Dubai	Generation SUV Road Show
Renault, Guangzhou	Renault Activation @Guangzhou Motor Show
Straumann, Dubai	Group ITI Congress
BMW AG, Dubai	BMW AG Management Conference
Dubai Mall, Dubai	Dubai Mall Activation
GoGo, Dubai	GoGo Stand at AIME
Volkswagen ME, Dubai	Colour Run Sponsored Family Zone
Audi ME, Abu Dhabi	E-Tron Consumer Launch Experience

Reflection Marketing

Projects supervised 2018

Total	74
in Switzerland	74
abroad	0



Reflection Marketing – Mercedes Benz

Reference Projects 2018 (selection)

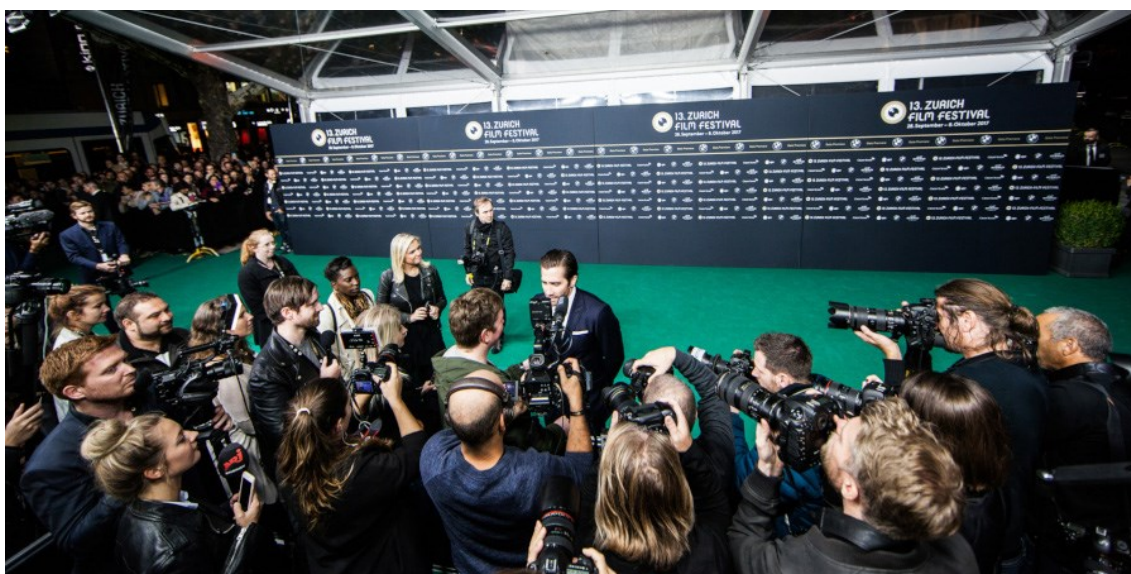
Mercedes-Benz, Zurich	Concept for mobility in the future
Hallenstadion Zürich, Zurich	Marketing concept for the future
Erdgas, Zurich	Development concept Swiss Volunteers
Tennis Europe, Basel	Strategy & commercial setup
Swisslife, Zurich	Added value for sponsorship
BKW, Bern	Positioning & marketing strategy
Raiffeisen, St. Gallen	Strategy development for youth marketing 2018+
Swiss Tennis, Biel	Support marketing-management
Infront, Zug	Commissions
Stadtwerk Winterthur, Winterthur	Marketing and sales concept

Rufener

Projects supervised 2018

Total	55
in Switzerland	50
abroad ¹⁾	5

1) Hong Kong, Russia, UAE, USA



Rufener – Zurich Film Festival

Reference Projects 2018 (selection)

UBS, Basel, Hong Kong, Miami Beach	Art Basel Lounge
Carl F. Bucherer, Basel	Baselworld
ELCA, Zurich	150th anniversary
Julius Bär, Zurich	Party
Switzerland Global Enterprise, Zurich	Forum for Swiss Foreign Trade and Investment
UBS, Zurich	UBS Topsy
Zurich Film Festival, Zurich	Zurich Film Festival
McDonald's, Zurich	CoOp Fall
ICBC, Zurich	ICBC: Opening Zurich Branch
Basel Peace Forum, Basel	Basel Peace Forum

Expomobilia

Projects supervised 2018

Total	343
in Switzerland	198
abroad ¹⁾	145

1) Australia, Austria, Brazil, China, Egypt, Germany, Hong Kong, India, Indonesia, Israel, Italy, Russia, Singapore, South Korea, Taiwan, UAE, USA



Expomobilia – Infiniti – Goodwood Festival

Reference Projects 2018 (selection)

ART Basel, Miami Beach	Art Basel Miami Beach
S+B Baumanagement, Basel	Stücki Park
Citizen, Basel	Baselworld
Rolex, Basel	Baselworld
Patek Philippe, Basel	Baselworld
Infiniti, Beijing	Beijing Motor Show
Grand Basel, Basel	Grand Basel
Caterpillar, Shanghai	BAUMA China
IWC, Geneva	IWC Gala Geneva SGHH
ABB, Ladenburg	Experience Center
Walter Meier, Basel	Swissbau

MC² Group

Projects supervised 2018

Total	1 567
USA	1 493
outside the USA ¹⁾	74

1) Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Germany, Great Britain, Indonesia, Malaysia, Mexico, Poland, Singapore, Spain, Taiwan, Thailand, UAE



MC² – Canon – NAB

Reference Projects 2018 (selection)

McKinney New York/Samsung, Las Vegas	Consumer Electronics Show
Rai TM Services Company, Las Vegas	National Association of Convenience Stores (NACS)
Expomobilia AG, Miami Beach	Art Basel Miami Beach
Canon USA Inc., Las Vegas	National Association of Broadcasters (NAB)
Verizon Wireless, Perry	Operation Convergent Response (OCR)
Caterpillar, Shanghai	Bauma China
Canon USA Inc., Las Vegas	Consumer Electronics Show
GC Columbia, LLC., Seattle	Construction Skyview Observatory
Canon USA Inc., New York	PhotoPlus
Energetics Inc., Cleveland	Energy Exchange

Winkler Livecom

Projects supervised 2018

Total	912
in Switzerland	890
abroad ¹⁾	22

1) France, Germany, Italy, Liechtenstein, South Korea, Thailand, USA



Winkler Livecom – Praise Camp

Reference Projects 2018 (selection)

Basel Tattoo Productions GmbH, Basel	Basel Tattoo
Thurgauer Kantonalbank, Kreuzlingen	Thurgauer Kantonalbank Participants' Meeting
Bâloise Holding AG, Basel	Bâloise Holding AG annual general meeting
Verein 100 Jahre Landesstreik 2018, Olten	Theater Landesstreik 1918.CH
SVIT Forum, Interlaken	Event support
Gruber & Ianeselli GmbH, Spreitenbach	Axpo Christmas party
Dionix Productions GmbH, Basel	Praise Camp
tpc switzerland ag, Kreuzlingen	Technology Bodenseearena
UBS Group AG, Basel	General Meeting
Holland & Young Sàrl, Davo	WEF – English Church

Notices concerning Corporate Governance

The MCH Group adheres to the provisions of relevance to corporate governance in the valid legislation, in the directives issued by the SIX Swiss Exchange and in the rules of conduct contained in the Swiss Code of Best Practice. The company's basic fundamentals — namely its Statutes and Regulations and also its information and control instruments — include all the essential principles to ensure that the management, supervision and transparency of the company are in accordance with good corporate governance.

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.



Giardina

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 / Financial assets](#)

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](#)
