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**Press Release**

**Fiscal year 2011 – Another highly profitable year  
for Messe München International**

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- Annual result comes in at €30 million above forecast
- For the first time since the new exhibition center was built, interest was paid on the loan from shareholders in a year without bauma
- Increase in market share in terms of exhibitor and visitor numbers

Messe München International can look back on a very positive year of business in 2011, a year in which company profitability was once again significantly boosted. In 2011 Messe München International generated group sales of €222.5 million. Messe München GmbH (MMG) ended last year with sales of €189.3 million, around €20 million above forecast. EBITDA came in at €52 million, exceeding forecast by no less than €30 million. For the first time since the new exhibition center went into operation, Messe München GmbH made a profit in a year in which its events program did not feature bauma. As a result it was able to pay off €2.3 million in interest to the principal shareholders on the loan to build the new exhibition center.

Klaus Dittrich, Chairman & CEO: "We are making progress with the restructuring of the company. Our profitability is increasing further and our market share is rising. In the current year of business, too, we will be able to further expand our leading position as one of the highest-earning and most profitable trade-fair companies."

Dictated by the differing cycles of the various events, Messe München's program in 2011 had been weaker than normal. With IFAT switching from a three-year cycle to a two-year cycle, only five of the large, high-earning leading trade fairs were held in 2011 in Munich. With these Messe München was nevertheless able to increase its market share and achieve impressive exhibitor and visitor records. Messe München's exhibitor and visitor figures for 2011 (+5% and +9%) grew considerably more strongly than the average for trade fair centers in Germany overall (+3% and +4%). A highlight in the international activities of Messe München last year was the successful premiere of the construction machinery trade show bC India in Mumbai. Because of strong demand at the first event in February 2011, the total exhibition space for this event is to be expanded next year from 88,000 to 130,000 square meters.

**Outlook for 2012**

In the current events year of 2012, the positive trend is continuing. ISPO Munich and IFAT ENTSORGA took up all 16 exhibition halls at Messe München. And at

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the travel and leisure fair, f.re.e., visitor numbers rose by 25%. A new acquisition, LOPE-C (organic and printed electronics), which took place for the first time in Munich, proved to be a successful new placement of a trade-fair and conference theme. In early July, TrendSet, a long-standing guest event, successfully celebrated its 100th anniversary edition in nine fully booked exhibition halls. In August the congress and trade-fair destination of Munich plays host to a special event highlight: For the third time (after 2004 and 2008), the European Society of Cardiologists is holding its congress in the ICM – Internationales Congress Center München. Over 30,000 delegates are expected to attend.

Trade-fair operations outside Germany in 2012 are dominated by bauma China, the next edition of which is scheduled for the end of November in Shanghai. But already in February, new records were set at ISPO BEIJING. With a 38% increase in visitor numbers, the trade show expanded its position as the leading sports business platform in the Asia-Pacific region.

### **Strategic expansion in the international portfolio**

Messe München is making good progress with the strategic expansion of its portfolio of trade fairs and exhibitions held outside Germany. The main focus of activities is at present on capital goods fair. Following on from the expansion of the construction machinery fairs cluster (bauma, bauma China, bC India and bauma Africa), the environmental technology segment was targeted for expansion in 2012: Now, alongside the world's leading trade fair, IFAT ENTSORGA, Messe München is also organizing IE expo in Shanghai and IFAT India in Mumbai. The aim of Messe München is to increase sales at its trade shows abroad by 50% by 2016.

Managing Director Dr. Reinhard Pfeiffer, who is also responsible for the Finance Department, is looking forward to the second half-year 2012 with confidence: "In view of the positive start to the year, and the pleasing outlook for events in the autumn, we will once again be able to exceed our forecast for the current year."

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In

Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards

sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.