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## Press release

# Messe München reports positive year-end results for third year in a row

- Annual sales of EUR 214.5 million exceeds target by EUR 12.7 million
- Further increases in number of exhibitors, visitors and rented space
- Sales of nearly EUR 300 million expected in mega year 2013

Once again, Messe München considerably surpassed its sales target for 2012 and is reporting positive year-end results for the third year in a row. Messe München GmbH generated annual sales on business in Germany of EUR 214.5 million, which is EUR 12.7 million more than planned. The EBITDA was EUR 43.3 million, which is also considerably higher than the original target of EUR 28 million. Klaus Dittrich, Chairman and CEO of Messe München: "2012 was an extremely positive year for us. Despite large payments of more than EUR 50 million to service debt on the trade-fair center, we achieved positive annual results. SPEED, our efficiency and growth program, is having a sustainable positive impact. We are proud to be one of the most profitable organizers of fairs and exhibitions in Germany."

The company's good annual results were primarily the result of its extremely positive trade-fair business. The number of exhibitors and visitors at the 15 events that Messe München organized itself in 2012 increased by three and five percent respectively compared to the last time that those events were held. The amount of rented net space also increased by three percent. Above all, leading international trade fairs such as IFAT ENTSORGA, ISPO MUNICH and electronica contributed to the good year-end results.

A total of 245 events were held at the Messe München trade-fair center, the ICM - Internationales Congress Center München and the MOC Veranstaltungszentrum München in Freimann in 2012. All totaled, the Munich venues had more than 35,000 exhibiting companies and more than 1.8 million visitors. In both cases, that represents an increase of some four percent compared to the previous year 2011.

## ICM, MOC and guest events

A total of 100 events with some 110,000 participants were held at the ICM – Internationales Congress Center München this year. The congress highlight of the year was the annual congress of the renowned European Society of Cardiology (ESC) with some 30,000 participants, which was held in Munich for the third time. Competing internationally, Messe München has managed to acquire other European medical congresses for the years 2014-2016, including the annual

Alexander Mohanty  
Leiter Unternehmens-PR  
Tel. +49 89 949 20734  
alexander.mohanty@messe-muenchen.de  
Silvia Hendricks  
Referentin Unternehmens-PR  
Tel. +49 89 949 20737  
silvia.hendricks@messe-muenchen.de

Messe München GmbH  
Messegelände  
81823 München  
Deutschland  
www.messe-muenchen.de



meeting of the European Society of Human Reproduction and Embryology with some 8,000 participants. In 2012, the ICM was also extremely popular among major Munich corporations both for annual meetings and for first-rate corporate events such as company anniversaries (SIXT) and product launches (AUDI A3).

110 events with 377,000 visitors were held at the MOC Veranstaltungszentrum München. Long-time regular customers such as the MUNICH FABRIC START fabric fair and the HIGH END audio show reported increases in the number of exhibitors, visitors and rented exhibition space. An impressive seven organizers who used the MOC for the first time in 2011 returned again in 2012. In addition, ten new events celebrated premieres at the MOC in 2012.

Business in the segment for guest events was also extremely positive with a total of 20 events and 677,000 visitors. The largest guest event of the year, iba (World Market for Baking), set new records. From now on, iba will be held in Munich every three years.

### **bauma China 2012 sets benchmark as largest German trade fair abroad**

Messe München International's foreign trade-fair business grew again in 2012. Its positive results were primarily the result of bauma China 2012, which once again broke all the records as the largest capital-goods fair in Asia and the largest trade fair held by a German organizer outside Germany. Other highlights included the premiere of IE expo, the spin-off of the environmental-technology fair IFAT for the Chinese market, and the first-time collaboration between the Munich-based international trade fair drinktec and China Brew & China Beverage in Beijing. Messe München centralized its foreign activities in 2012 and established an organization to promote future international growth. Among other things, six new jobs were created in the process.

### **Munich venues: Mega year 2013 in sight**

Munich and the economic sectors that profit from the trade fairs such as the hotel, restaurant and transportation industries as well as the retail sector can all look forward to a mega year in 2013. Due to cyclical reasons, 2013 will be the type of year that only happens every twelve years for Messe München. Munich will host eight leading international trade fairs alone, i.e. BAU, ISPO MUNICH, the world's largest trade fair bauma, transport logistic, LASER World of Photonics, drinktec, EXPO REAL and productronica. There will also be several guest events that draw large numbers of visitors such as the Internationale Handwerksmesse, Intersolar and Heim & Handwerk. Therefore, Messe München GmbH is expecting total sales to reach nearly EUR 300 million in fiscal year 2013. Messe München CEO Klaus Dittrich: "It is quite clear that our activities abroad have strengthened Messe München. But it is also clear that Munich remains our core business. That is why we are extremely pleased that the local economy will be able to profit from our business in 2013 perhaps to a greater extent than ever before."

### **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.