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Press release

2012 results: Messe München International still on path of profitable growth

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- Annual net profit of EUR 17.8 million goes toward paying interest on shareholder loans to City of Munich and State of Bavaria
- Once again, number of exhibitors and visitors at Messe München better than average for German market

In 2012, Messe München continued to make outstanding progress on its path of profitable growth. For the third time in a row – and for the second time in a fiscal year without bauma – the company achieved positive annual results. At EUR 17.8 million, profits were also considerably higher than expected. As a result, Messe München GmbH can use its annual profit to pay interest on shareholder loans to its two main shareholders, i.e. the City of Munich and the State of Bavaria.

In 2012, Messe München GmbH generated EUR 221.9 million in sales, which is approximately EUR 20 million more than expected. The EBITDA was EUR 66.7 million, which surpassed planned results by an impressive EUR 38.7 million. Sales of the Messe München International Group, which also primarily include business generated by trade fairs abroad, were EUR 298.4 million, which is nearly as high as in the record-setting year 2010 (EUR 301.8 million), although that year did include bauma.

Klaus Dittrich, Chairman and CEO: “Messe München is on a very good path: Our outstanding products – our trade fairs – allow us to achieve excellent financial results. And the fact that Messe München once again fared better than the German trade-fair sector in general and set a number of exhibitor and visitor records is particularly gratifying.”

Although the number of visitors who attended trans-regional trade fairs in Germany declined slightly last year (minus 0.6 percent), attendance at events organized by Messe München was up by five percent. The number of exhibiting companies at the Messe München trade-fair center increased by three percent (nationwide average: two percent), and rented stand space was up by six percent (nationwide average: four percent). The highlight of the year 2012 was IFAT, the World's Leading Trade Fair for Environmental Technology, which broke all previous records and, with some 125,000 visitors, was the most successful IFAT since the event was founded in 1966.

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Messe München International's very positive group results in 2012 can primarily be attributed to bauma China in Shanghai. After bauma, which is held in Munich every three years, bauma China is now the second-largest event in the Messe München portfolio. It, too, set new records with regard to exhibitors, visitors and rented space in November 2012. CEO Dittrich: "bauma and IFAT, two extremely successful exhibition families, are also prime examples of our strategy – a leading international trade fair in Munich as well as regional trade fairs in rapidly growing foreign markets."

Outlook for current exhibition year 2013

The first half of 2013 went extremely well, which is why Messe München expects the year-end results to be strong once again. In January, the international trade fair BAU filled the exhibition halls again and repeated its 2011 attendance record of 233,000 visitors. ISPO MUNICH was also sold out: It saw a larger number of exhibitors and visitors and confirmed its role as the leading international platform for the entire sports industry. In April, bauma 2013 broke all records with regard to size, the number of exhibitors and the number of visitors, which is why it is rightly described as the largest trade show in the world. Demand for exhibition space by far exceeded the capacity of the trade-fair center. With 530,000 visitors from 200 countries, it also had a record-breaking number of visitors.

Given these developments, Managing Director Dr. Reinhard Pfeiffer, who among other things is responsible for the Finance Division, is completely optimistic: "Given this positive start and the effects of our internal efficiency and growth program SPEED, which continues to gain traction, we hope once again to exceed our targets 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.



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