

Press release

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Record year for Koelnmesse in 2015

**New dimensions in turnover and profit —
“Our success forms the basis for future investment”**

€321.2 million in turnover, €36.7 million in profits and sharp increases for Koelnmesse events and guest events — for Koelnmesse, 2015 was by far the most successful year in the company’s history. The company’s results significantly exceeded the previous records set in 2013 and were also well above Koelnmesse’s own expectations. “We opened up new dimensions in terms of turnover, profit and the size of individual events in 2015,” says President and Chief Executive Officer Gerald Böse. “This makes us Number 3 in Germany, and our success forms the basis for future investment.”

The Chairwoman of the Supervisory Board and Mayor of the City of Cologne, Henriette Reker, stresses the importance of such investment within the framework of the Koelnmesse 3.0 project: “The new Koelnmesse will shape the image of Cologne and the surrounding region far beyond the borders of North Rhine-Westphalia and will also make a convincing statement as regards state-of-the-art trade fairs.”

In 2015, more than 42,600 exhibiting firms from 123 countries participated in 76 trade fairs and exhibitions, which were attended by approximately 2.2 million visitors from 205 countries. A total of 29 in-house events and 25 guest events took place in Cologne, while 22 trade fairs and exhibitions were held abroad.

Koelnmesse plans to record a loss once again in 2016, which will be a weak year due to the normal trade fair rotation. However, 2016 will also be the last year that the Group records a loss. Assuming stable economic development, the company expects to see average turnover in excess of €300 million over the next four years, as well as sustained profitability.

The good results in 2015 were in large part due to the outstanding development of numerous in-house Koelnmesse events in Cologne in terms of all three important trade fair parameters — i.e. exhibitor numbers, visitor numbers and rented stand space. Some trade fairs even posted double-digit growth rates. These fairs included, but were not limited to, LivingKitchen® (+16.2 per cent) and Anuga FoodTec (+13.3 per cent), which showed substantial growth in terms of exhibitors relative to the respective previous

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events. Strong growth in visitor numbers as compared to the previous events was recorded by dmexco (+47.9 per cent) and Asia-Pacific Sourcing (+47.1 per cent). Significant growth in exhibitor stand area was achieved by, among other fairs, dmexco (+13.3 per cent) and h+h cologne (+14.4 per cent). On average, the turnover of our trade fairs increased by almost nine per cent by comparison with the respective previous events. By way of comparison, exhibitor numbers, the official average growth in the sector as determined by AUMA (the Association of the German Trade Fair Industry) totalled two per cent in 2015 — the figure for Koelnmesse was more than six per cent. The number of visitors also increased by more than six per cent, while the average overall figure for trade fair companies in Germany was less than three per cent. With growth of 1.6 per cent for rented net space, Koelnmesse was also slightly above the German average.

The events and guest events managed by the subsidiary Koelnmesse Ausstellungen GmbH played a major role in the record results for 2015. According to organisers, more than 7,800 exhibitors and over 370,000 visitors took part in 25 guest events at Koelnmesse in 2015. Koelnmesse Ausstellungen GmbH recorded turnover of €15.8 million, which was roughly 19 per cent higher than the planned figure. Also significantly higher than planned was the subsidiary's pre-profit-transfer surplus of €7.2 million. "This shows once again just how much guest event organisers appreciate the advantages of our urban trade fair location in the heart of Europe," says Böse.

Business abroad is positive as well. Pre-consolidated turnover at Koelnmesse's nine foreign subsidiaries regularly totals more than €20 million; the figure for 2015 was €22.5 million. Koelnmesse celebrated four trade fair premieres abroad in 2015: ANUFOOD Eurasia in Istanbul, Turkey, the congress trade fair UrbanTec Brasil in Rio de Janeiro, Brazil, Andina-Pack in Bogotá, Colombia and the children's fashion fair FIT 0/16 in São Paulo, Brazil. Koelnmesse further expanded its activities in Brazil by acquiring the Brazilian trade fair organizer Interfeiras Eventos Ltda in August 2015. Koelnmesse conducted this transaction through its Brazilian subsidiary, Koelnmesse Organização de Feiras Ltda. The partnership established with the Colombian trade fair company Corferias in October 2014 also continues to bear fruit — the two companies jointly staged the Alimentec food trade fair in Bogotá, Colombia in 2016 and will organise the Andina-Pack packaging technology fair in 2017. "Now that we've expanded and stabilised our portfolio in Southeast Asia and India, our strategy for markets abroad is now focusing on South America," says Böse, who is also pleased with the good results the company has achieved in the region. For example Koelnmesse staged three successful trade fairs in the South American market within a period of just two weeks in June 2016: FIT 0/16 and the Pueri Expo in Brazil and Alimentec in Colombia.

With 19 trade fairs in the food and nutrition sector worldwide, Koelnmesse is demonstrating its global competence in food. In addition, a total of 14 events in the furnishings, living and lifestyle sector underscore Koelnmesse's global competence in furniture, interiors and design. The sector for digital media and digital entertainment, which is Koelnmesse's third area of expertise, has been growing extremely dynamically for years now, and the trade fair programme in Cologne now encompasses eight events in the segment.

Along with its record profits and turnover, Koelnmesse recorded a positive cash flow of more than €56 million from ongoing business activities in 2015, and the company expects to see similar positive development over the next few years. This gives the company some leeway to make new investments, which will be needed for the Koelnmesse 3.0 project in particular. The earnings that are forecast for the coming years will therefore be used for the Koelnmesse investment programme. The Supervisory Board has already approved more than €70 million for the tendering and implementation of individual projects in 2015 and 2016.

With the Koelnmesse 3.0 project launched at the end of 2014, the company will create the world's most attractive city-centre exhibition centre by 2030 in order to continue to provide customers with an appropriate setting for trade fairs, congresses and other events in future. Initial modernisation measures are being accompanied by planning for the new construction: Hall 1plus, CONFEX® and Terminal. The focus in 2015 was on the planning of the new car park, which will offer around 3,260 parking spaces. In March 2016, Koelnmesse selected the Cologne-based architectural practice JSWD as the winner of the competition for the design of the southern section of the exhibition grounds.

Koelnmesse is investing in much more than just buildings, however. Digitisation is another important aspect of Koelnmesse 3.0, the development of the Group's trade fairs, and Koelnmesse's overall corporate strategy. Koelnmesse continues to move ahead with the digitisation of its business operations within the framework of the #dIOI digital strategy. The strategic approach here in 2015 focused on concepts for digital equipment, options for digital marketing and digital sales, new digital services, new digital communication media and new ideas for digital business models.