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Check against delivery!

**Remarks by Chief Financial Officer Herbert Marner
at the Koelnmesse Annual Press Conference
at 11:00 a.m. on 17 May 2018 in the Großer Sitzungssaal of the Administration Building
(Messehochhaus)**

- **Stable financial key figures as the basis of future investments**
- **Koelnmesse 3.0 is making good progress**
- **Digital signage: A model project with a strong partner**

In the record-breaking year 2017, our earnings before interest, taxes, depreciation and amortization (EBITDA) amounted to an impressive €55.2 million. The other key financial figures also testify to our strong position, not least in terms of competition with the other major trade fair companies. We believe that the continuity of our positive development over the years is a reliable indicator that we will be able to implement our ambitious investment plans.

The fact that we have once again so clearly exceeded our own forecasts is once again not due to overly careful planning but rather to the above-average development of our events. In 2017 the turnover of the trade fairs in Cologne increased by around 13 percent on average compared to the respective preceding events.

This growth has had an impact on our workforce, which also posted a record this year. In 2017, 804 men and women on average were working at the Koelnmesse consolidated companies, with 605 employed at Koelnmesse GmbH, 14 at Koelnmesse Ausstellungen GmbH and 185 at foreign subsidiaries. About 120 people have joined the workforce in the past three years, representing an increase of 20 percent.

The other financial key figures confirm the good positioning of Koelnmesse. The equity of the Koelnmesse consolidated companies amounts to €170.5 million, representing a significant increase of more than €27 million by comparison to previous years. The equity ratio is 51.0 per cent. By way of comparison, the average equity ratio at German medium-sized enterprises is 30 per cent. The cash flow from day-to-day business operations is €54 million. Last year we made investments amounting to approximately €44 million. In other words, in 2017 we financed everything on our own and once again did not need to take out any loans.

We are thus sending an important message to our shareholders, and we are standing on a solid financial foundation for our investments in the near future, especially Koelnmesse 3.0 and the digitalization of our business operations.

Our forecasts for the years ahead are also very positive. For the current business year, we are expecting consolidated turnover of more than €320 million. We are planning to invest almost €80 million in 2018. We expect our EBITDA to top €20 million. And we're already seeing signs that 2019 will be our next record-breaking year. As you can see, Koelnmesse is continuing its course of sustainable growth.

We've also made good progress with our investment program Koelnmesse 3.0 in 2017.

The first 2,000 parking spaces at the multi-story car park near the Zoobrücke have already been in use since September, according to plan. Phase 2 of the construction is almost completed, and all of the 3,260 car parking spaces will soon be available. The multi-story car park is also playing a major role in our truck logistics. As a result of this initial construction project, we are significantly easing

the traffic situation on the right bank of the Rhine and reducing emissions in this area. With the exception of heavy-duty vehicle traffic, all arriving trade fair visitors will eventually be able to enter and exit the multi-story car park from the Zoobrücke.

The next new building project to start will be Hall 1plus. We will begin the construction in the course of this year. With 10,000 m² of exhibition space and an ideal connection with the rest of the exhibition centre, Hall 1plus will offer extremely flexible functionality and a wealth of options for staging different types of events.

We've also made great progress with the multifunctional event location CONFEX® in recent weeks. Final decisions have been made concerning its interior decoration, including the choice of colours, the ceiling construction, and the flooring materials. We would like to present the new face of Koelnmesse to you this summer.

We also completed a variety of modernization and redevelopment work in our existing halls in 2017. The complete redevelopment of the first hall began in April. Hall 10 will receive a completely new look, and all of its technical equipment will be updated or replaced. The new technical equipment will also be significantly more environmentally friendly. In addition, there will be significant savings – lower energy costs, for example, thanks to the new ventilation systems, which will consume about 50 percent less energy than the previous ones.

Of course the digital transformation will also be reflected on our exhibition grounds. Static signs will be a thing of the past. The digital signage project that we launched at the start of this year is unique in the trade fair industry, and it will serve as a model for our sector and others. Digital signage is a flexible digital information and orientation system at our exhibition centre. Displays and LED surfaces, controlled via highly intelligent software solutions, will help visitors to orient themselves on the exhibition grounds in real time and provide information about the supporting programme, traffic conditions, and events taking place in the city, for example. In addition, we will market them as attractive advertising media, thus opening up additional sources of income.

We have concluded a strategic partnership with Samsung in connection with the digital signage project. The Samsung Group has selected Koelnmesse as an exclusive trade fair partner for the development of digital solutions, and it is also ready to work with us in the future to launch new features for the event business. The wide range of practical technical options that Samsung has shown us is truly impressive, and in the future it can lead to significantly increased efficiency and higher service quality for our trade fair participants.

The first containers of displays have already arrived at Koelnmesse from Korea. We will start putting up digital signage this summer, initially in the northern section of Koelnmesse and soon after on the rest of the exhibition grounds.

The seriousness of our commitment to the digital transformation can be seen in the amounts of money we are spending on it. We will invest more than €50 million in digitalization by 2022.

We believe this will prepare us to meet the growing demands of our customers for emotional appeal and infotainment as part of our trade fair presentations. The fact that these measures are being realized on a solid financial basis makes us optimistic about the steps we will take in the future.