

Embargoed until: 26 May 2021, 12:00 noon

Statements from

- Mayor Henriette Reker, Chairwoman of the Supervisory Board of Koelnmesse
- Gerald Böse, Chief Executive Officer of Koelnmesse
- Oliver Frese, Chief Operating Officer of Koelnmesse
- Herbert Marner, Chief Financial Officer of Koelnmesse

on the occasion of Koelnmesse's annual press conference
on 26 May 2021 at 11:00 on the digital event platform Koelnmesse @eForum

On the current situation:

Gerald Böse: "The crisis drives us! It has ignited our creativity, motivated us to come up with new ideas and accelerated digital developments. However, it is also taking us to our financial limits."

Henriette Reker: "Koelnmesse's large team has remained dedicated to creating new trade fair concepts at every point in this pandemic and through all the waves and setbacks. As Mayor and Chairman of the Supervisory Board, I am very impressed by the mentality of 'making things happen'. I am certain the experience gained during the crisis will provide decisive impetus for Koelnmesse's success following the pandemic. Cologne and the region need this impetus!"

On the economic situation:

Herbert Marner: "Even successful digital formats can not match the turnover of on-site trade fairs. We closed 2020 with 94.3 million euro turnover and 109.6 million euro net loss. Turnover in 2021 is also expected to be significantly below 200 million euro. We expect further significant losses in 2021."

Herbert Marner: "Almost half of our above-average equity capital amounting to over than 250 million euro was used up between the beginning and end of 2020. However, it will be sufficient to cover the known shortfalls to date and any further shortfalls in 2021. Liquidity is assured for the time being."

On the events:

Gerald Böse: "With our new business during the crisis, we are clearly showing that we are on the ball. This applies to Cologne and the new polisMOBILITY as well as to our upcoming premieres outside of Germany. With ISM Japan, Kind + Jugend ASEAN and ORGATEC TOKYO, we are taking further Cologne brands abroad. The market conditions there and the high demand promise successful premieres."

Oliver Frese: "The trade fair grounds have not physically hosted one of the company's own events since March of last year. The focus is currently on purely digital events, but this will not continue much longer: The digital event h+h cologne @home was a great success for the sector; the interzum @home had over 10,000 participants from 132 countries. The gamescom will be held in purely digital form for the second time in 2021, thus building on last year's positive experience."

On preparations for the re-start:

Gerald Böse: "We see light on the horizon. The decision by the NRW state government to allow trade fairs to be held again if the incidence is sustainably low is a step into the right direction that offers our autumn trade fairs a certain degree of planning security. Based on the current corona protection ordinance with specifications of seven square meters of exhibition space per person, we can continue our preparations. The politicians have us on their radar again."

Oliver Frese: "Even if the first on-site trade fairs do not have the same dimensions and level of global internationality as in the past, the main thing is that we return to the scene as soon as possible! Our digital offerings will compensate for a lot in terms of reach."

Henriette Reker: "In coping with the pandemic, the City of Cologne has been a pioneer in many areas. I am therefore firmly convinced: With the common goal of achieving responsible normalcy, the City of Cologne and Koelnmesse as well as the gastronomy, hotel and retail sectors will succeed in ensuring trade fair visitors enjoy a safe visit to Cologne. As soon as the situation allows, Cologne will be waiting with open arms!"

Gerald Böse: "The work is just beginning. Further development and the pace of vaccination in the coming weeks will be crucial, also with regard to our customers' willingness to accompany us on this path. Our essential task now consists of setting the right course to lead the company back to success and take advantage of the opportunities that this situation also holds."

On the Koelnmesse 3.0 investment programme:

Gerald Böse: "We are largely adhering to our Koelnmesse 3.0 investment programme as a key component of securing our future. The importance, especially of the new event location Confex®, but also of the technical equipment of the trade fair grounds, is also seen and supported by the shareholders at the city and state levels. These investments will be crucial to our business success after Corona."

Herbert Marner: "We are making good progress on both, the new and existing buildings, we have completed Hall 1 on time and on budget, and we are now preparing the site for the new Confex® building. It offers maximum flexibility for post-coronavirus-events. With regard to existing buildings, the early refurbishment of Hall 10 is almost complete and the final inspections have also taken place on Hall 2."

On new formats:

Oliver Frese: "We have seized the opportunity and are advancing new business models and digitalisation, as hybrid events combine encounter and digital reach. Physical trade fair stands will become showrooms on the digital event platform and content presentation - whether pre-produced or live - will become streaming events. The digital and physical realms will grow together in this way. On our year-round platforms, we will enable new reach for our sectors in the future with premium topics such as trade fair content or subscription webinars."

Oliver Frese: "We see great opportunities in our new formats! We have already provided innovations in the further development of hybrid and digital trade fair experiences. Koelnmesse got off to a great start during the pandemic in this regard and is certainly a pioneer in the sector. With the expansion of year-round platforms that permanently present our valuable trade fair brands, we will be keeping our finger on the pulse. The digital data generated during our trade fairs also plays a further crucial role. For example, we will soon be able to offer geofencing to guide visitors to those stands that are most relevant to them at the physical trade fair. This helps exhibitors reach a greater number of relevant visitors and provides visitors orientation within the extensive offering. It is a classic win-win-constellation."