



Munich, December 17, 2013  
**Press release**

## **In 2013, Messe München generates the best results in the company's history**

- Messe München GmbH's sales pass the EUR 300-million mark for the first time
- EBITDA at around EUR 105 million (19 million above target)
- 50 years of Messe München – jubilee in 2014

In 2013, Messe München attained the best results in the history of the company as regards sales and profit. Messe München GmbH's sales passed the 300-million mark for the first time and are at EUR 308 million, 15 million above the target figure. The EBITDA (earnings before interest, taxes and depreciation) amounts to around EUR 105 million and is thus about EUR 19 million above target. Messe München has therefore attained a positive result this year for the fourth time in a row.

Klaus Dittrich, Chairman & CEO of Messe München: "The strong program of trade shows with eight international world-leading shows alone has exceeded our boldest expectations. We were sold out three times in terms of space in 2013 and we set numerous new records in exhibitors, visitors and internationality. I am especially pleased that we occupy top position in profitability compared to other trade-show locations in Germany."

For Messe München's own events – there were sixteen in 2013 – exhibitor and visitor numbers increased by three and eight percent respectively compared to the previous editions. The net space rented went up by one percent in 2013.

A total of 219 events took place in 2013 at Messe München, the ICM - Internationales Congress Center München and the MOC Veranstaltungszentrum München in Freimann, Munich. All told, more than 36,000 exhibiting companies

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and over 2.3 million visitors took part at the company's own events and guest events.

### **ICM, MOC and guest events**

At the ICM - Internationales Congress Center München, 85 events took place this year with around 80,000 visitors. The prospects for the coming year are good too: on September 6 - 10, the European Respiratory Society (ERS) will be holding its annual congress with about 20,000 participants at the ICM for the second time after 2006, thus making Munich the capital of pulmonary medicine for a week.

The MOC Veranstaltungszentrum was well booked throughout the year and registered 100 events totaling about 360,000 visitors. In 2013, the many longstanding regulars like the textile trade show MUNICH FABRIC START and the audio show HIGH END will be joined by new events such as the lifestyle show 'EuroMotor' and the model railroad 'Modellbahn'.

The Business Unit Guest Events too did extremely well in 2013 although much fewer areas and dates were generally available because of Messe München's many large events of its own. However, guest shows like 'Inter Airport Europe' and 'CCE International' – as well as the management conference of an automobile manufacturer – were still successfully integrated into the program.

### **bauma Africa an immediate hit on debut**

In 2013, Messe München strategically expanded its portfolio of trade shows abroad and celebrated two very successful premieres. The first bauma Africa in Johannesburg became one of the biggest trade shows on the African continent right from the start with 60,000 square meters of exhibition area and more than 750 exhibitors, including 115 German construction machinery manufacturers. And after its initial editions, IFAT India can claim the title of the subcontinent's leading trade fair for water, sewage, refuse and recycling. In 2014, Messe München will be launching further spin-off events from its leading Munich trade shows in growth markets. The first food & drink technology Africa will take place in Johannesburg, South Africa. In Istanbul, Turkey, the world-leading fair BAU

will be expanded by SEISMIC SAFETY, a trade show on the subjects of earthquake construction, building materials, fire protection and urban regeneration.

### **2014 – 50 years of Messe München GmbH**

For the company, the coming year will be an eventful one in Munich too even if the program of events is less strong. The trade-show highlight of the first six months is IFAT 2014. In May, the world's biggest trade fair for environmental technology will occupy the entire exhibition center. In the second half of the year, the world-leading show electronica celebrates its 50th birthday. Since the initial event in 1964, electronica has provided a comprehensive overview of the international electronics industry.

Messe München GmbH too is celebrating its 50th birthday in 2014. For this reason, the Ifo Institute for Economic Studies has been commissioned to determine the current economic importance of the trade-show and congress business in Munich and its direct and indirect effects on the domestic economy and the public sector.

### **Messe München International**

Die Messe München International ist mit rund 40 Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien allein am Standort München einer der weltweit führenden Messeveranstalter. Über 30.000 Aussteller und rund zwei Millionen Besucher nehmen jährlich an den Veranstaltungen auf dem Messegelände, im ICM – Internationales Congress Center München und im MOC Veranstaltungszentrum München teil. Die internationalen Leitmessen der Messe München International sind FKM-zertifiziert, d.h. dass die Aussteller- und Besucherzahlen sowie Flächenangaben nach einheitlichen Standards ermittelt und durch einen unabhängigen Wirtschaftsprüfer testiert werden.

Darüber hinaus veranstaltet die Messe München International Fachmessen in Asien, in der Türkei und in Südafrika. Mit einem Netzwerk von Tochter- und Beteiligungsgesellschaften in Europa und Asien sowie über 60 Auslandsvertretungen, die mehr als 90 Länder betreuen, verfügt die Messe München International über eine globale Präsenz. Auch beim Thema Nachhaltigkeit übernimmt sie eine Vorreiterrolle: Als erste Messeeinrichtung wurde sie mit dem Zertifikat „Energieeffizientes Unternehmen“ vom TÜV SÜD ausgezeichnet.