

Statements by

Mayor Henriette Reker, Chairwoman of Koelnmesse's Supervisory Board
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 at 12:30 pm on 30 May 2022, at Koelnmesse's Congress Centrum Nord as well as on the digital event platform Koelnmesse @eForum

On the current situation:

Henriette Reker: Koelnmesse unfortunately finished the 2021 fiscal year with a significant loss, but it also showed a respectable result under the circumstances. The past two years and even the last few months have been anything but easy, yet the Koelnmesse team has shown great courage and stamina. It has worked on new trade fair concepts with tremendous dedication. We have fought hard and are on the right track, even if the crises are not over yet.

Gerald Böse: The good news is that it is possible to hold trade fairs again as normal! Our customers want to return to the exhibition halls, and our recent events in Cologne as well as abroad have confirmed this without a doubt.

We are at the forefront of the re-start. We were once again among the first to open our doors at the end of January with ISM and ProSweets Cologne. Compared to other countries, the trade fair business in Germany has hesitated a bit longer, but is now rebounding with great force.

Our primary demand of politicians at the federal and state levels remains: Give us and our trade fair customers planning security to prepare our events without having to fear new restrictions for the fall at moment's notice. The entire German trade fair sector unanimously supports this urgent demand.

Our trade fair calendar is well filled. But the game is far from being won. For all the joy about the return to physical events, hardly any trade fair has reached the dimension of the previous events so far. We have to find the right path between newfound hope and the required realism in this situation.

As long as the war in Ukraine continues in this form, we will not allow Russian and Belarusian customers to attend our events. However, I am convinced that Germany's internationality and infrastructure will deem it resilient to the consequences of war.

Oliver Frese: Consistent communication with the stakeholders in each sector is becoming increasingly important. In the future, we will certainly no longer be talking about exhibitors or visitors in an isolated way, but about bringing together entire communities. In conjunction with this, we want to offer the right mix of live event and digital reach. Digital transmission on a global scale will serve to increase the value of visiting physical trade fairs as well. We also want our exhibitors and our visitors to be able to stay in dialogue throughout the year to further energise the physical events as absolute highlights.

We are seeing a rise in continentalisation of trade fairs. As a result, our brands are increasingly being exported to international markets. Our goal here is clear: We are further expanding our core competencies in the interaction between Cologne and abroad.

On the economic situation:

Herbert Marner: In 2021, we achieved total turnover amounting to 134.2 million euro and limited our loss to 81.4 million euro. This is due to the successful re-start of events in fall of 2021, implementation of the vaccination centre, as well as significant cost-cutting measures and short-time work until September.

In light of the many external influencing factors, our forecasts for the current fiscal year 2022 are so volatile that it is impossible to make precise statements. It is clear, however, that our business will be affected by this and we must expect a longer-term dip. It is unlikely that we will have passed through the bottom of this before 2025.

On the events:

Oliver Frese: Koelnmesse's 35 events in 2021 included 8 of its own trade fairs at the trade fair grounds in Cologne. There were also 5 purely digital events, 10 foreign trade fairs, as well as 12 guest events and special events in Cologne. Our fall events were the highlights for us. Anuga was the pinnacle of this and brought 70,000 visitors from nearly 170 countries to Cologne.

In total, more than 10,000 exhibiting companies from 95 countries and almost 470,000 visitors from 180 countries took part. 33 of our events worldwide had to be cancelled or postponed - in some cases several times - which posed major challenges for the respective sectors and, of course, for our teams.

In 2022, the re-start has begun successfully. ISM and ProSweets at the end of January, as well as h+h cologne in March, were certainly a bold but successful start. We then demonstrated our international strength once again with Anuga FoodTec in April.

In the trade fair month of May, insureNXT comprised a remarkable top-class programme and polisMOBILITY impressed its participants as an innovative platform for exchange at its premiere just a few days ago. Last Friday, THE TIRE COLOGNE concluded with a great atmosphere and about 12,000 visitors from around 100 countries.

Next up in June is the education trade fair didacta, followed by spoga+gafa, which will occupy a large part of the trade fair grounds despite the current cancellations from China. This will be followed in July by spoga horse. We are, of course, very much looking forward to gamescom at the end of August, as the industry and fans are also highly motivated to bring the topic back to life on site.

Henriette Reker: polisMOBILITY is a trade fair that not only took place in the Koelnmesse halls, but also brought the topic of mobility into the city - and thus involved not only trade fair visitors, but Cologne residents and even tourists. It extended to include the polisCAMP at Rudolfplatz, the CityHUB along the Ring streets and best-practice tours at eleven different locations throughout the city. We truly brought the trade fair to the city to make the transport revolution visible and tangible. For me, polisMOBILITY is a prime example of the successful cooperation between the city's administration and Koelnmesse. Together, we are tackling the topic of the future of urban mobility.

Gerald Böse: The re-start in Germany gives me reason to hope we will now also get back on track abroad in a real way in 2022.

We have already successfully completed ANUFOOD Brazil and IIDE in India, which has maintained its place in the important market of dairy products. The premiere of ORGATEC TOKYO was a resounding success with around 22,000 visitors. The interzum bogotá as the international meeting place for the furniture industry in Colombia, Pueri Expo and FIT 0/16 in Brazil, and THAIFEX-Anuga Asia all went well. With h+h americas, another premiere is on the agenda at the end of June in Chicago. Kind + Jugend ASEAN and ISM Japan will follow in 2023.

The German Expo participations remain one of Koelnmesse's strong suits. The German Pavilion at Expo 2020 Dubai won the most important awards and was rated good or even excellent by 98 percent of the guests. Koelnmesse has now once again been commissioned by the German Federal Ministry of Economics and Technology to organise the German Pavilion at the next major world exhibition, Expo 2025 Osaka.

Henriette Reker: In Brazil, I was able to gain a personal impression of what Koelnmesse and its subsidiary on site have accomplished. We visited ANUFOOD Brazil in São Paulo. I was impressed by the incredible support from almost all the leading associations and institutions of the Latin American food sector, as well as the political committees. The trade relations between Mercosur and the EU, which are supported by successful local trade fairs, are now of particular importance in view of the consequences of the Ukraine war.

We were in Dubai at the end of November on the occasion of the German Nation's Day at the Expo, where the German Pavilion was of course particularly in the spotlight. Koelnmesse has rendered outstanding services here as an ambassador of a positive image of Germany. Incidentally, another Cologne-based company, the facts+fiction agency, was involved in the concept of the German Pavilion, Campus Germany.

On the Koelnmesse 3.0 investment programme:

Herbert Marnier: The construction of the Confex is progressing and we are well on schedule. Even in the face of considerable cost increases, we are sticking to the implementation of the new event and congress location, which is urgently needed for the Cologne site and is scheduled to be launched in 2024 as planned. We are able to meet the current challenges thanks to our flexible risk and budget management. We will also be stretching out parts of our investment programme in terms of time.

On the topic of sustainability:

Gerald Böse: Sustainability is an increasingly significant part of our customers' key requirements. It is not just nice to have, but an economic necessity to use existing resources as efficiently and sparingly as possible, and also set up circular economies for our trade fairs. We are focussed on balancing ecology and economy as our contribution to making the world a better place.

We signed up to the UFI Net Zero Carbon Initiative in November 2021, thus committing to the goal of leaving a net zero carbon footprint with our events by 2050. We are currently in the process of implementing sustainability as part of our corporate strategy.

On digitalisation

Gerald Böse: As important as the hybridization of our events is the core of our business remains the physical interaction between people. This holds true for the next 10 or 20 years as well. Nothing will change in this regard. Based on this foundation, we deliver and develop new digital products that help our customers, while also increasing turnover.

Oliver Frese: Our goal is to digitally energise every trade fair in such a way that it perfectly fits the respective sector and customers have maximum added value.

We had a good experience with Anuga last year in this regard. It was the largest hybrid trade fair to date not only in Germany, but worldwide. We want to expand the upcoming spoga+gafa to a platform that is active 365 days a year.