

PRESS CONFERENCE

Thursday, 8 July 2021
NCC Mitte, 'Brüssel' Hall

The 2020 Year





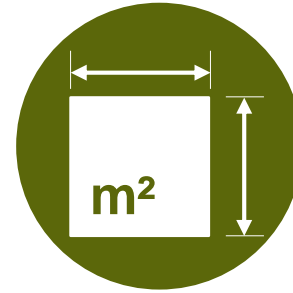
12,385
Exhibitors

Fewer exhibitors
Last time 1990: 12,227

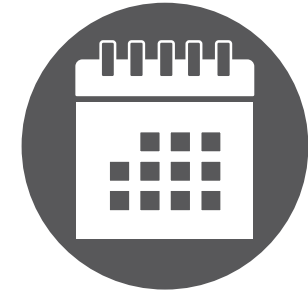


430,887
Visitors

Fewer visitors
Last time 1974, 1975, 1977



360,870
Net space (m²)



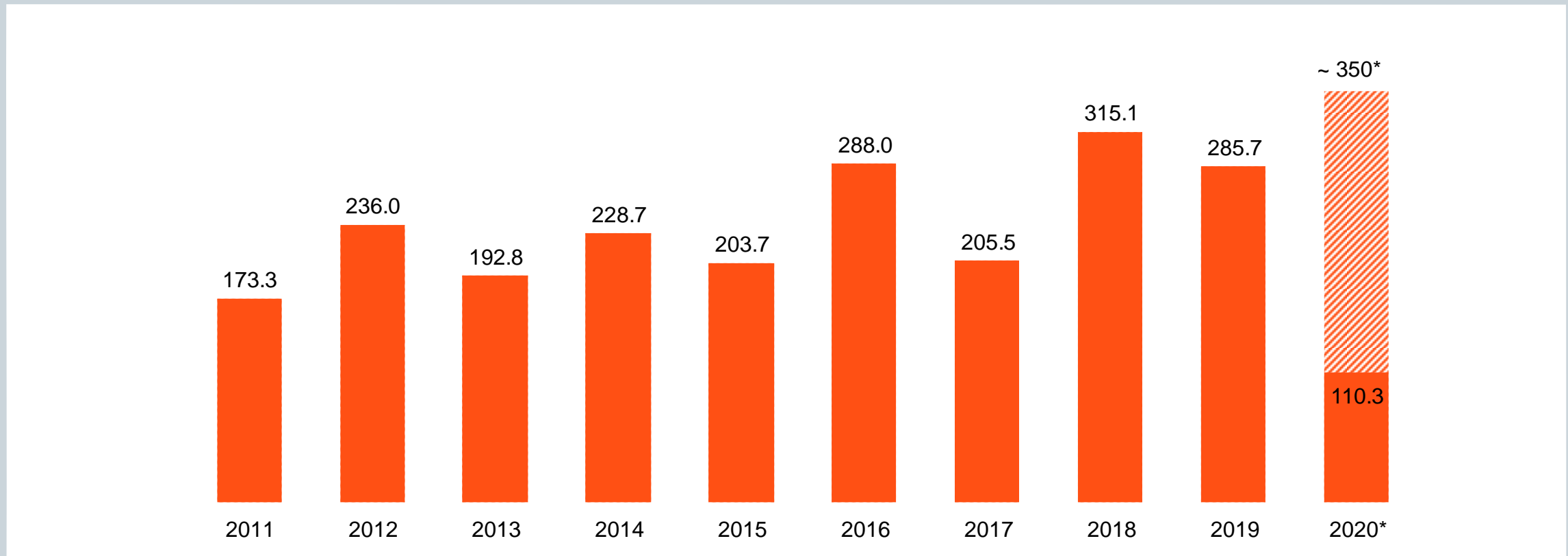
57
Events

NürnbergMesse Group

Sales, consolidated profit / loss*, EBITDA
in EUR m

	2018	2019	2020
Sales	315.1	285.7	110.3
Consolidated profit / loss*	28.0	2.3	-68.6
EBITDA	67.9	34.8	-29.3

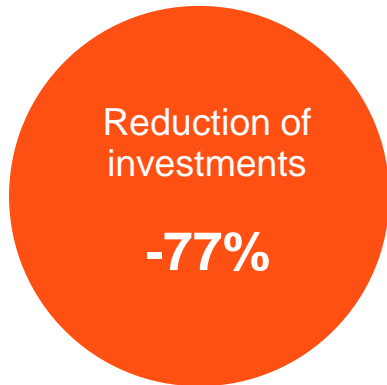
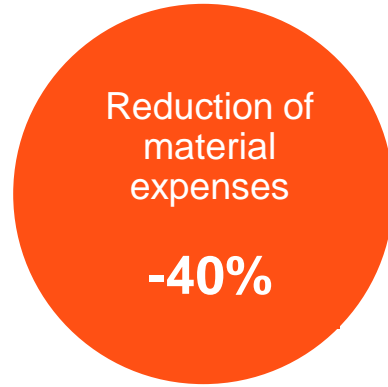
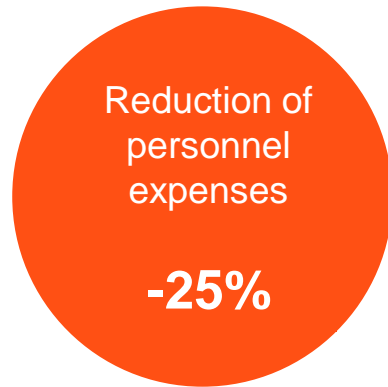
Sales 2011-2020 in EUR m



* Actual 2020 sales compared to projected sales before pandemic

Safeguarding Liquidity

Steps taken during the crisis



Event Cancellations and Economic Impact in Germany

Pandemic impact

Trade fair industry in Germany*

over 70%
of scheduled trade fairs
cancelled or postponed in Germany
(scheduled: 368)

nearly 70%
of projected sales
lost by German event organisers
(projected: approx. EUR 4 bn)

about 60%
of scheduled trade fairs
in Germany cancelled or postponed to 2022
(scheduled: 380)



Effect on German economy

EUR 22 billion
lost to economy through event cancellations

EUR 19 billion
lost to economy through event cancellations

Sources: Trade fair industry: AUMA; economic impact: Institute of the German Trade Fair Industry based on ifo Institute

* Basis: Trade fairs listed with AUMA

** As at 17 May 2021

NürnbergMesse, an Engine of the Economy

Results of ifo Study



>€ 1.43 bn
DIRECT EXPENDITURES¹⁾



+17%
INCREASE IN PURCHASING-
POWER EFFECT FROM 2014
TO 2019



€ 365 m
TAX REVENUES



15,600
JOBS



≈ € 390
EXPENDITURES PER
TRADE FAIR VISITOR



≈ € 1.93 bn
PURCHASING-POWER EFFECTS



1.2 m
OVERNIGHT STAYS IN THE NUREMBERG
METROPOLITAN REGION

2020



-€ 1.55 bn
LOSS IN BUYING POWER
FROM COVID-19

Average event year (2018/19)

Digital Events*

in 2020 and H1 2021



2,900
Exhibitors / Vendors** / ***

55.700
Registered Participants** / ***

Digital Events (talque, Pirate-X)

Digital Platforms***

MedtecLIVE
THE EVENT GOES VIRTUAL

Digital
FeuerTrutz 2020

CHILLVENTA
eSPECIAL

myBeviale.com
LAUNCH DAYS

HYDROGEN
DIALOGUE 20

NUE
DIA
LOG

BIOFACH
VIVANESS
eSPECIAL

embeddedworld2021
Exhibition&Conference
... it's a smarter world

DIGITAL

MedtecLIVE
2nd VIRTUAL EDITION
Connecting the medical technology supply chain

it'sa 365
Launch days

IWA
Studio Edition
3 hours full of infotainment

Werkstätten:Messe 2021
Digital

HYDROGEN
DIALOGUE 20
21

* Digital events in Nuremberg developed independently and with support from our partners

** Preliminary

*** As at "Launch Day"

it-sa 365 and myBeviale.com are year-round platforms. User and vendor figures vary during year

NürnbergMesse Group

Events in H1 2021

(Partial; as at 15 June 2021)



HYDROGEN
DIALOGUE ²⁰/₂₁

Werkstätten:Messe 2021

Digital



Interzoo
digital

1. – 4. Juni 2021



embeddedworld2021
Exhibition & Conference
...it's a smarter world

DIGITAL

BIOFACHCHINA

into organic



oenotelia
INTERNATIONAL WINE & SPIRITS EXHIBITION

foodexpo Greece
Digital

BIOFACH
VIVANESS
eSPECIAL

CRAFT
BEER
CHINA

BevialeMoscow



EUROGUSS 2021
MEXICO

VIRTUAL WEEKS



IWA
Studio Edition
3 hours full of infotainment

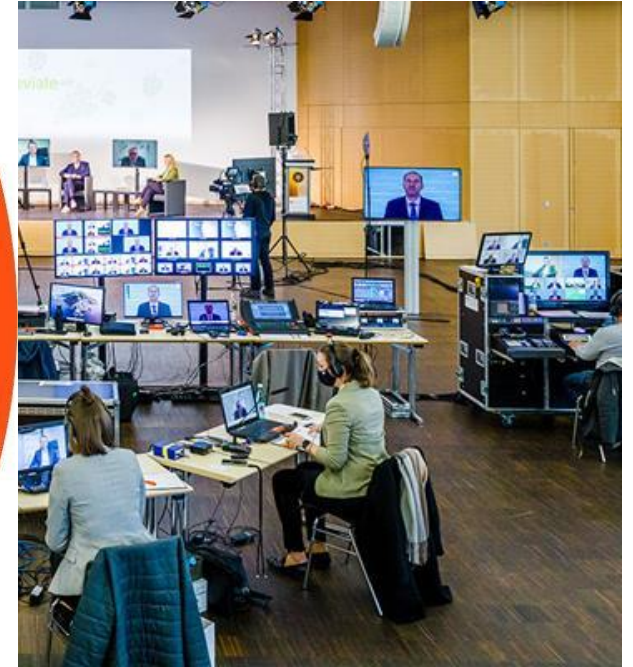
MedtecLIVE
2nd VIRTUAL EDITION
Connecting the medical technology supply chain

BevialeMexico2021
eSpecial

In-Person Events

- Some with digital content / supplements -

Digital Events



The UN's 17 Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS





Prospects for Restart | Global

(Selected)



Open

- Unconditionally open
- Open with restrictions (hygienic measures, distancing rules, etc.)

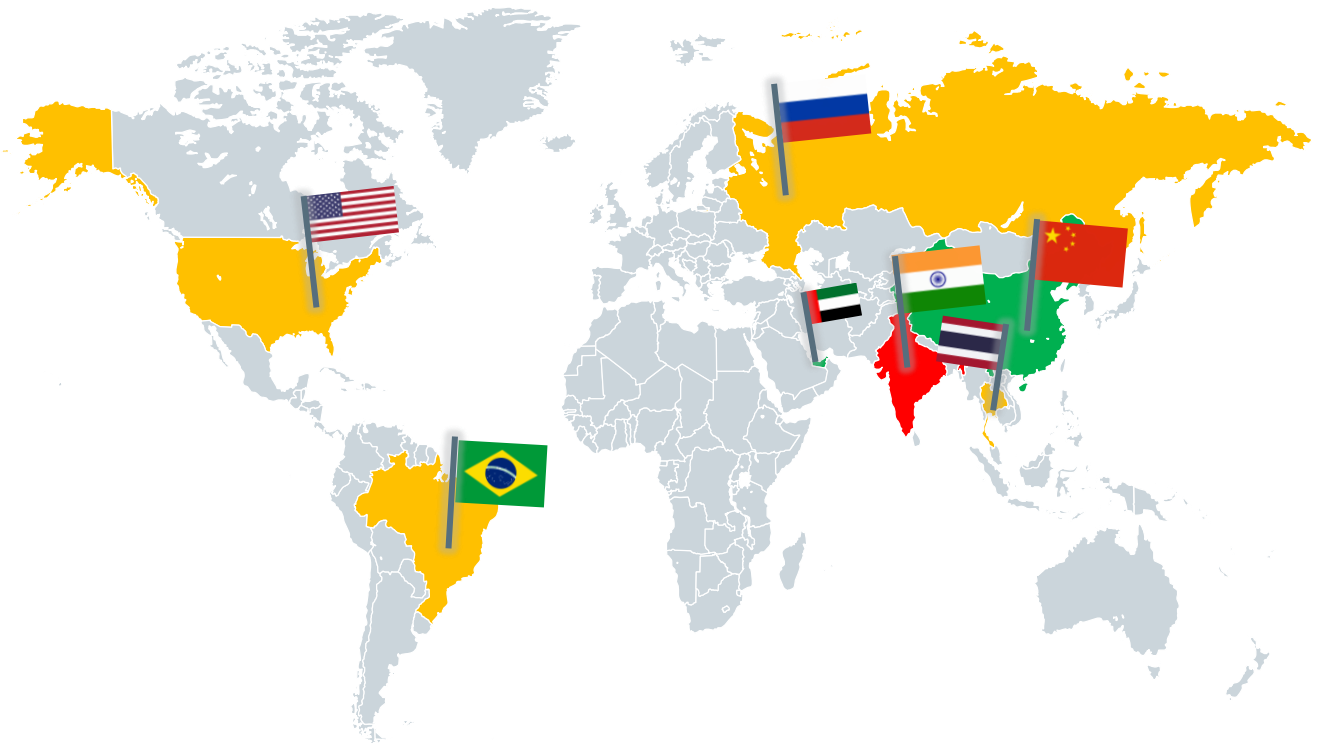


Partially open / Opening expected

- Differences from one state to another (e.g.. USA, Germany)
- Severe restrictions (e.g., large events kept below 1,000 participants)
- Opening expected but no confirmed date yet



Closed / Lockdown



Setting Course for Exhibition Centre and Services



5G Campus licence



ServicePartner Concept



New dual management at Lehrieder



Vaccination centre for Nuremberg



Judicious investment in Exhibition Centre

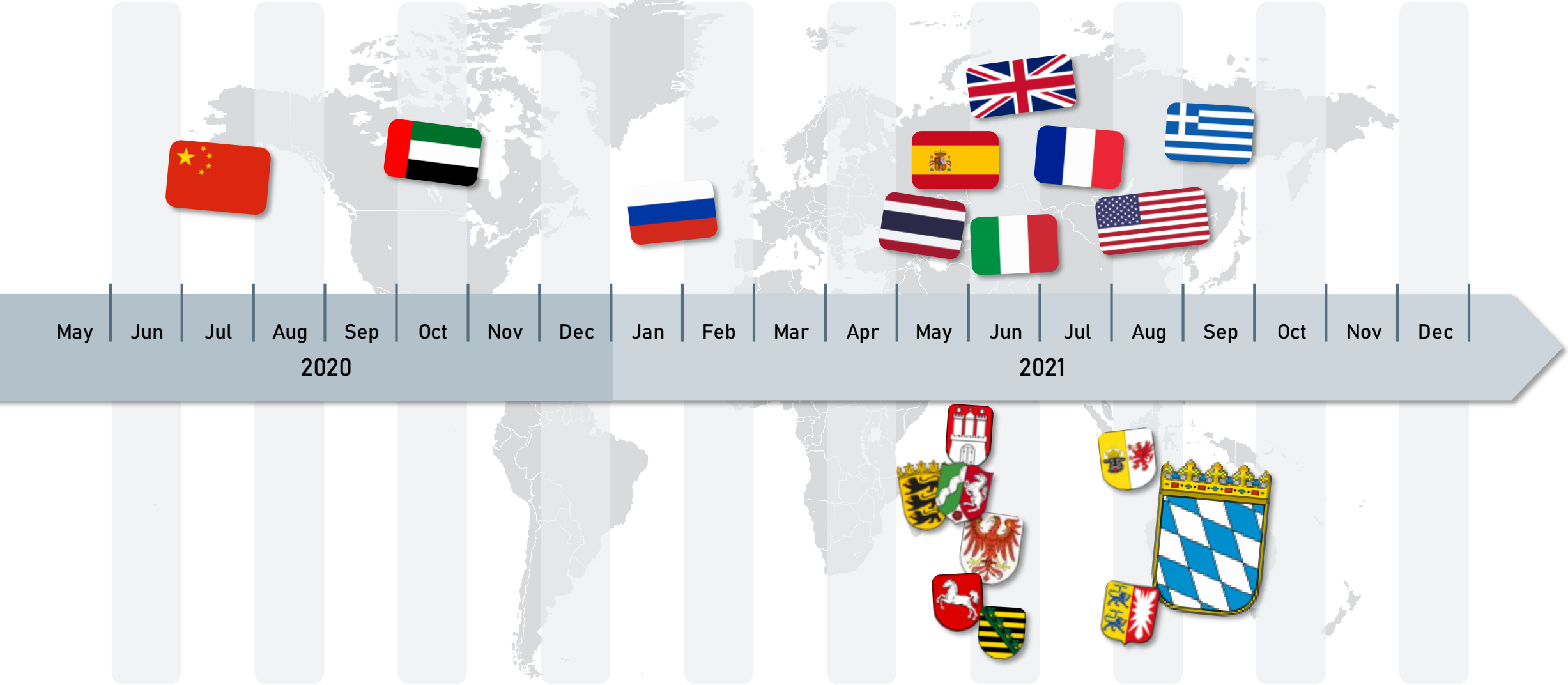
A Look at the NM Restart

Trade fairs scheduled for H2 2021 and H1 2022

(Partial; as at 28 June 2021)

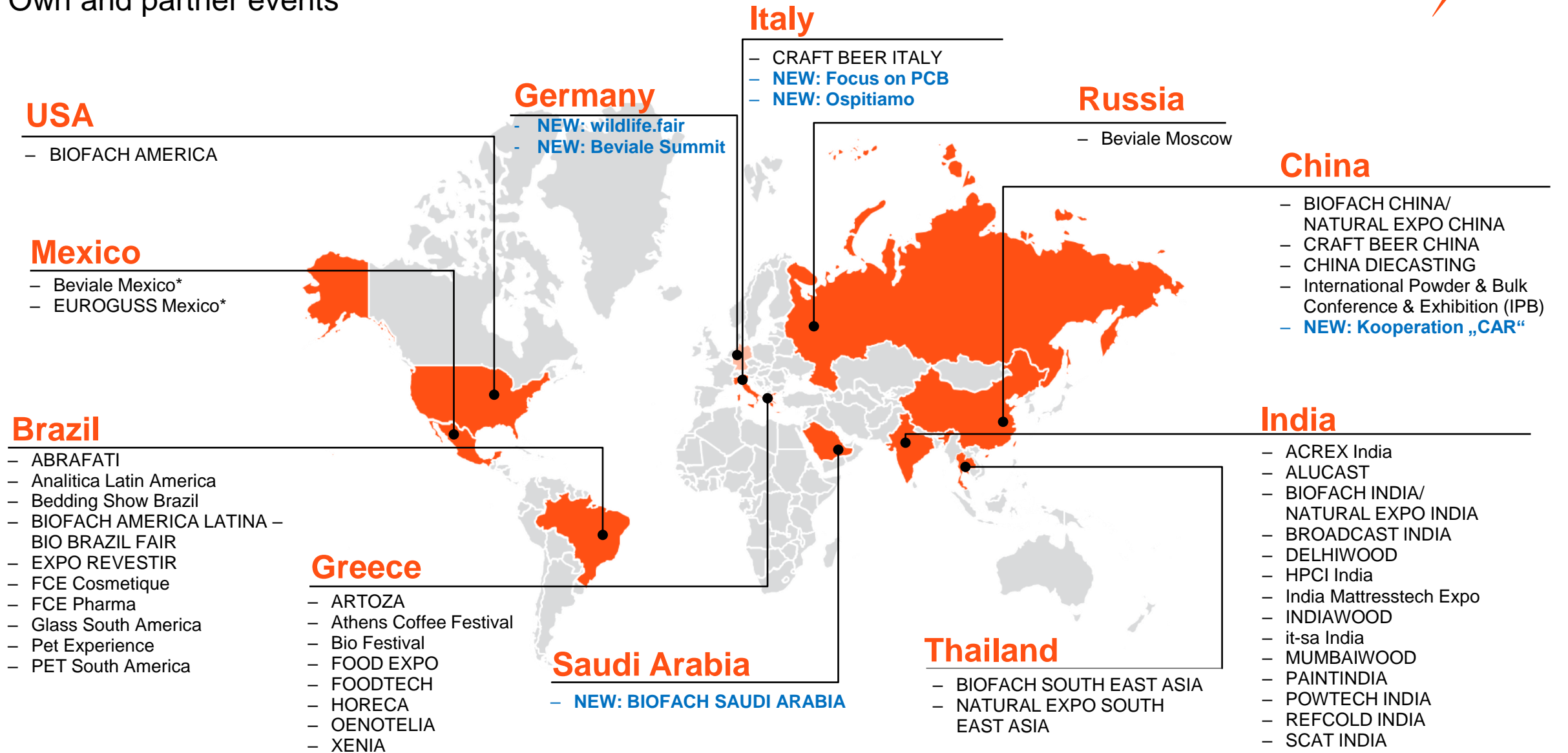


Outlook for Restart | NürnbergMesse Position



New Trade Fair Topics Worldwide

Own and partner events



Three Requirements for a Successful Restart

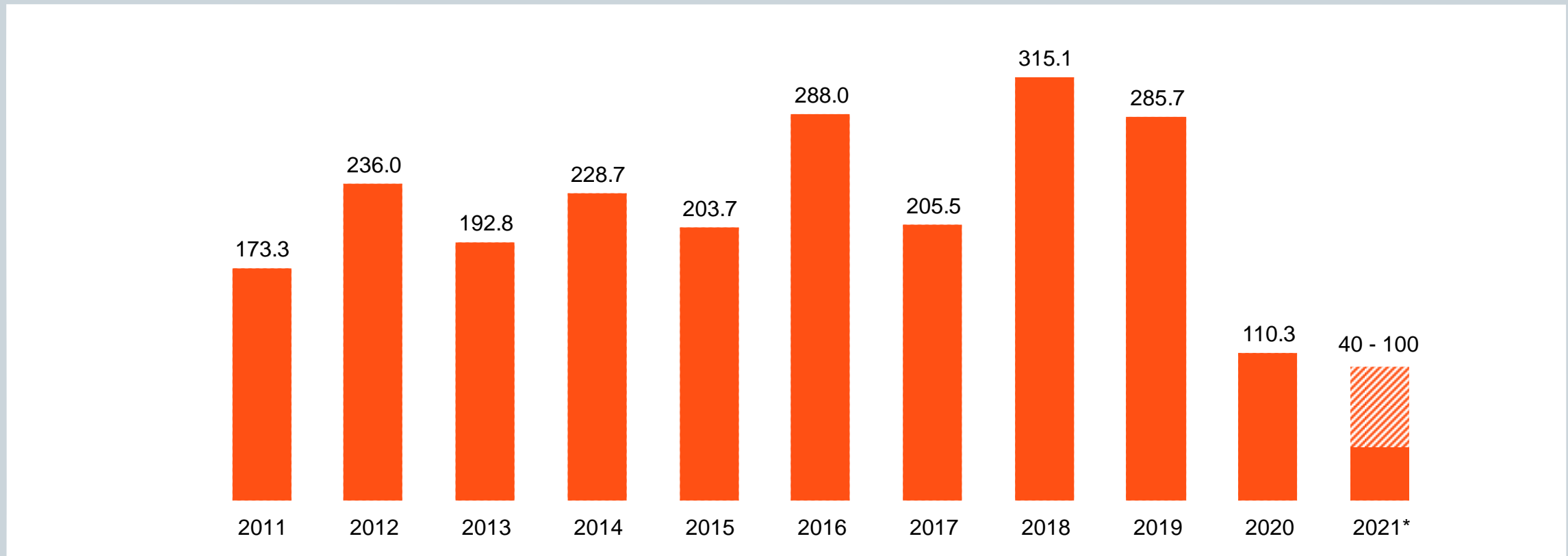
1. How well is our society prepared for a possible “fourth wave” / new mutations?

2. How will travel restrictions and flight availability and fares evolve, and when will we see people’s travel behaviour return to normal?

3. How long will the “reverberation time” be in decision-makers’ minds?

Outlook for 2021

2011-2020 sales in EUR m
with 2021 outlook



Outlook Events

Trade fairs scheduled for H2 2021 and H1 2022

(Partial; as at 28 June 2021)



NÜRNBERG / MESSE