

NürnbergMesse Group
Nuremberg Exhibition Centre



PRESS CONFERENCE

Monday, 11 July 2022
NCC Ost, 'Shanghai' Hall



2021 Restart / 2022 Trade Fair Summer



Trade Fairs in Summer 2022

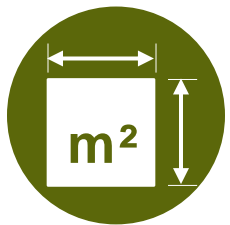
2022 Trade Fairs in Nuremberg: First half / Review



> **6.200**
exhibitors



~ **200.000**
visitors



> **228.000**
net space (m²)



2021 Restart

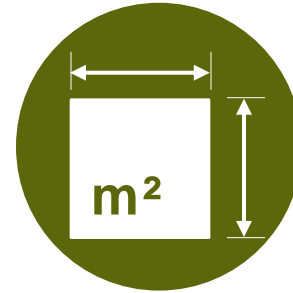
Key figures for events



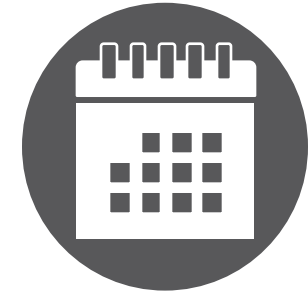
5.493
exhibitors



315.440
visitors

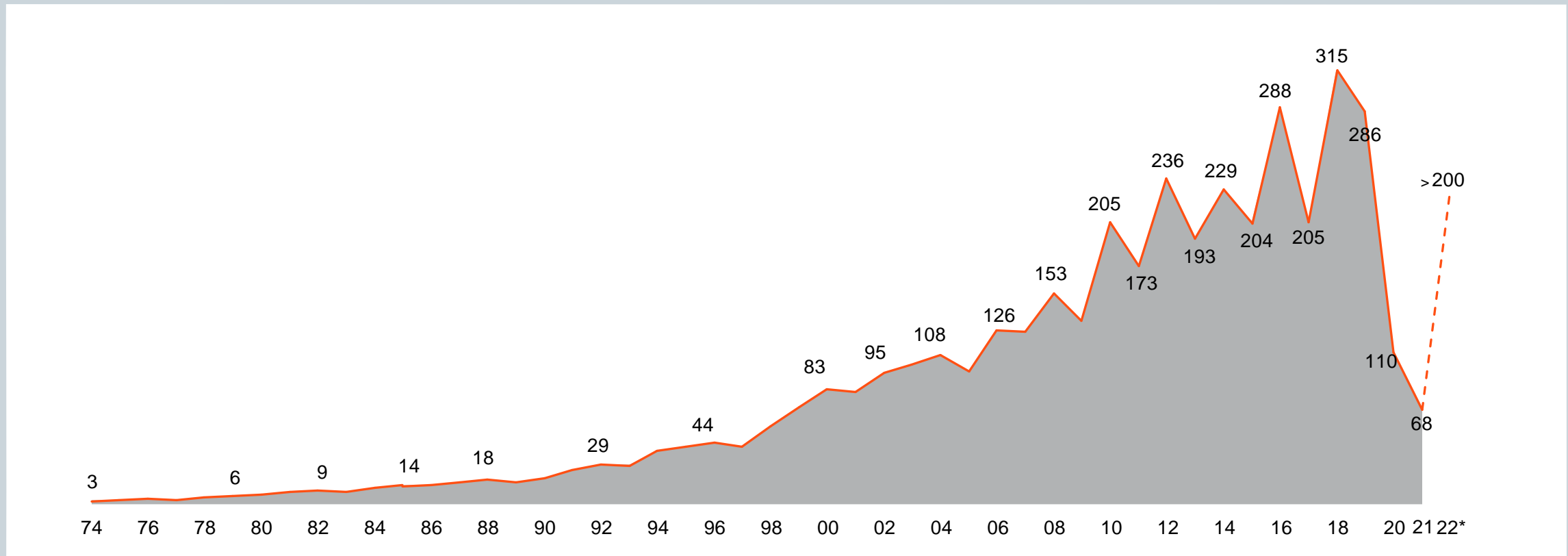


176.558
net space (m²)



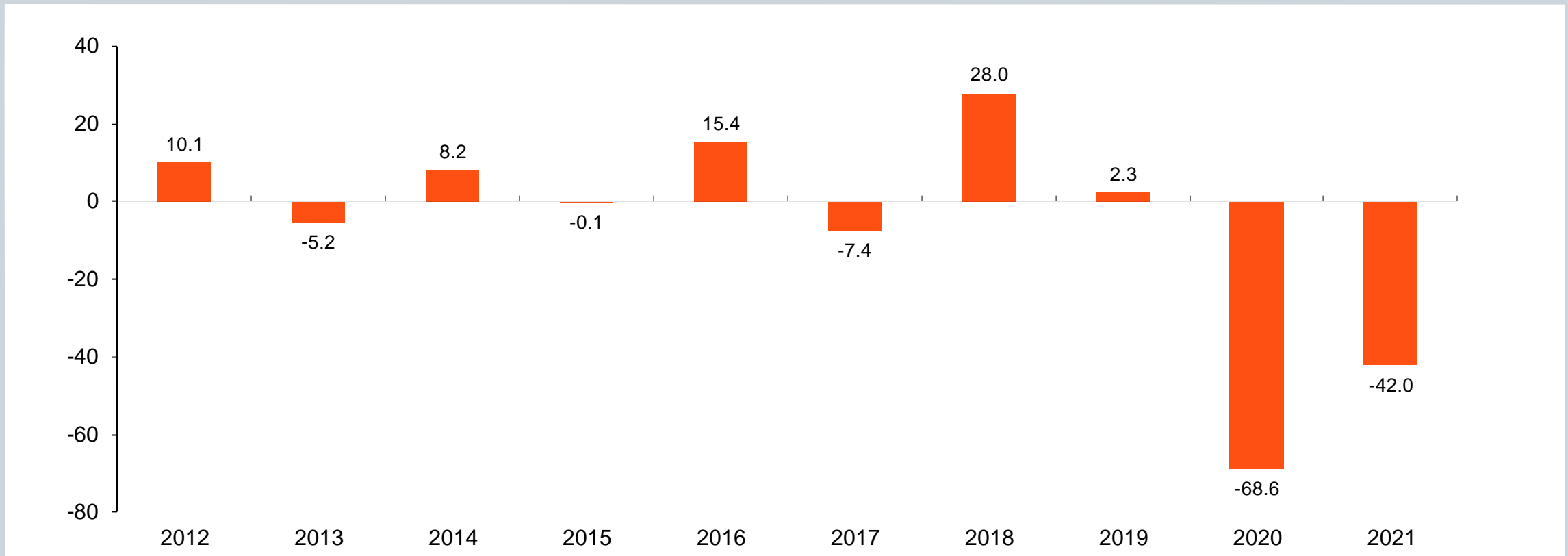
57
events held
in person

Sales performance in €m (consolidated figures from 2001 onward)



	2018	2019	2020	2021
Sales	315,1	285,7	110,3	68,3
Consolidated profit/loss*	28,0	2,3	-68,6	-42,0
EBITDA	67,9	34,8	-29,3	-4,4

Change in consolidated profit/loss* in €m, 2012–2021



Staying Fit in the Crisis

2021 savings thanks to Phoenix task force

Savings on
personnel
expenses

**EUR 10
million**

Savings on
material
expenses

**EUR 10
million**

Savings on
investments

**EUR 70
million**

**Liquidity
secure in 2021**

Savings = EUR 90 million

Staying Fit in the Crisis

Employees:
534 in Nuremberg
946 worldwide total

By 31.03.2022



Staying Fit in the Crisis

Investing in the Team



New hires



Working on-site
+ online



„Fit in Balance“

Number 1 Trade Fair Site for Start-ups

With 16 out of a total of 58 subsidised multi-company pavilions in Germany



Special features for start-ups at:

BIOFACH/VIVANESS, BrauBeviale, CHILLVENTA, embedded world, Enforce Tac, EUROGUSS, European Coatings Show, FACHPACK, FENSTERBAU FRONTALE, FeuerTrutz, GaLaBau, HOLZ-HANDWERK, Interzoo, it-sa, IWA OutdoorClassics, MedtecLIVE, Perimeter Protection, POWTECH, Spielwarenmesse, SENSOR+TEST, SPS



Transforming the Business Model

Digital and hybrid events

Digital events in 2021

BIOFACH2021 into organic **VIVANESS2021** into natural beauty

EUROGUSS MEXICO

BevialeMexico2021
eSpecial 16, 23, 30, March

Werkstätten:Messe 2021
Digital

MedtecLIVE

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

DIGITAL

HYDROGEN
DIALOGUE 2021
SUMMIT & EXPO

Digital exhibitors
2,031

Participants
34,900

Hybrid events in 2021/22

FACHPACK 2021

MedtecLIVE

FeuerTrutz 2021
FeuerTrutz 2022

embeddedworld2022
Exhibition&Conference
...it's a smarter world

Digital exhibitors Participants
2,408 13,345

Upcoming Hybrid Events in 2022

BIOFACH2022
into organic

VIVANESS2022
into natural beauty

FACHPACK 2022

HYDROGEN
DIALOGUE
SUMMIT & EXPO

Transforming the Business Model

Digital: First green screen studio at an exhibition centre in Germany



Transforming the Business Model

New service concept: Service Buddies

Service Buddies might be anyone – from a trainee to a department head

Service Buddies report exhibitors' requests and trigger the solution process

Service Buddies link all Service Partners' capabilities together – from catering to security to cleaning to booth construction



Transforming the Business Model

New service concept: Lorry paging system

- + Better service for customers
- + More transparency, more reliable planning
- Less waiting time
- Less traffic congestion around the Exhibition Centre



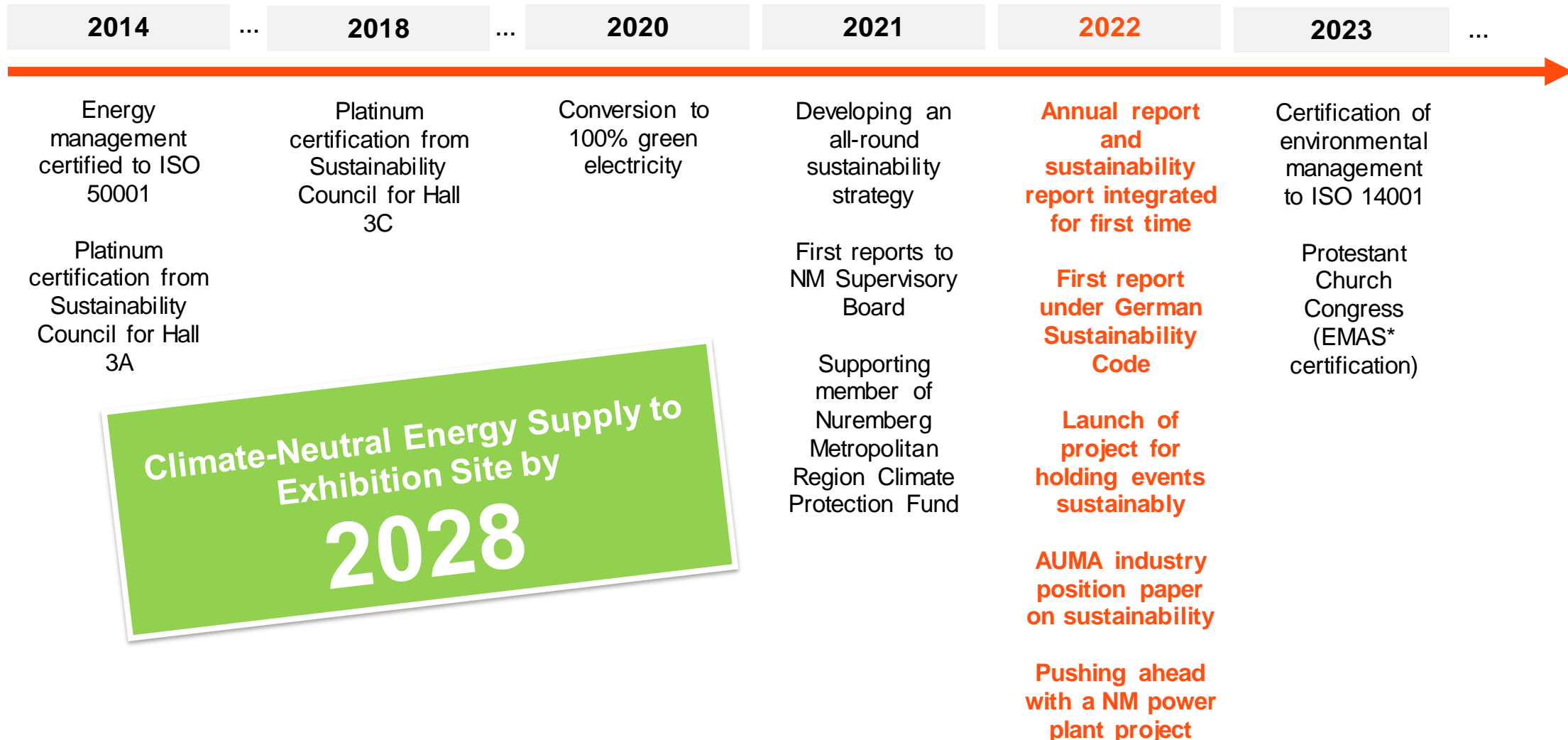
New Trade Fair Concepts Around the World

In Brazil, China, India, Indonesia, Italy, Saudi Arabia and the UAE



Sustainability

Important milestones



Sustainability

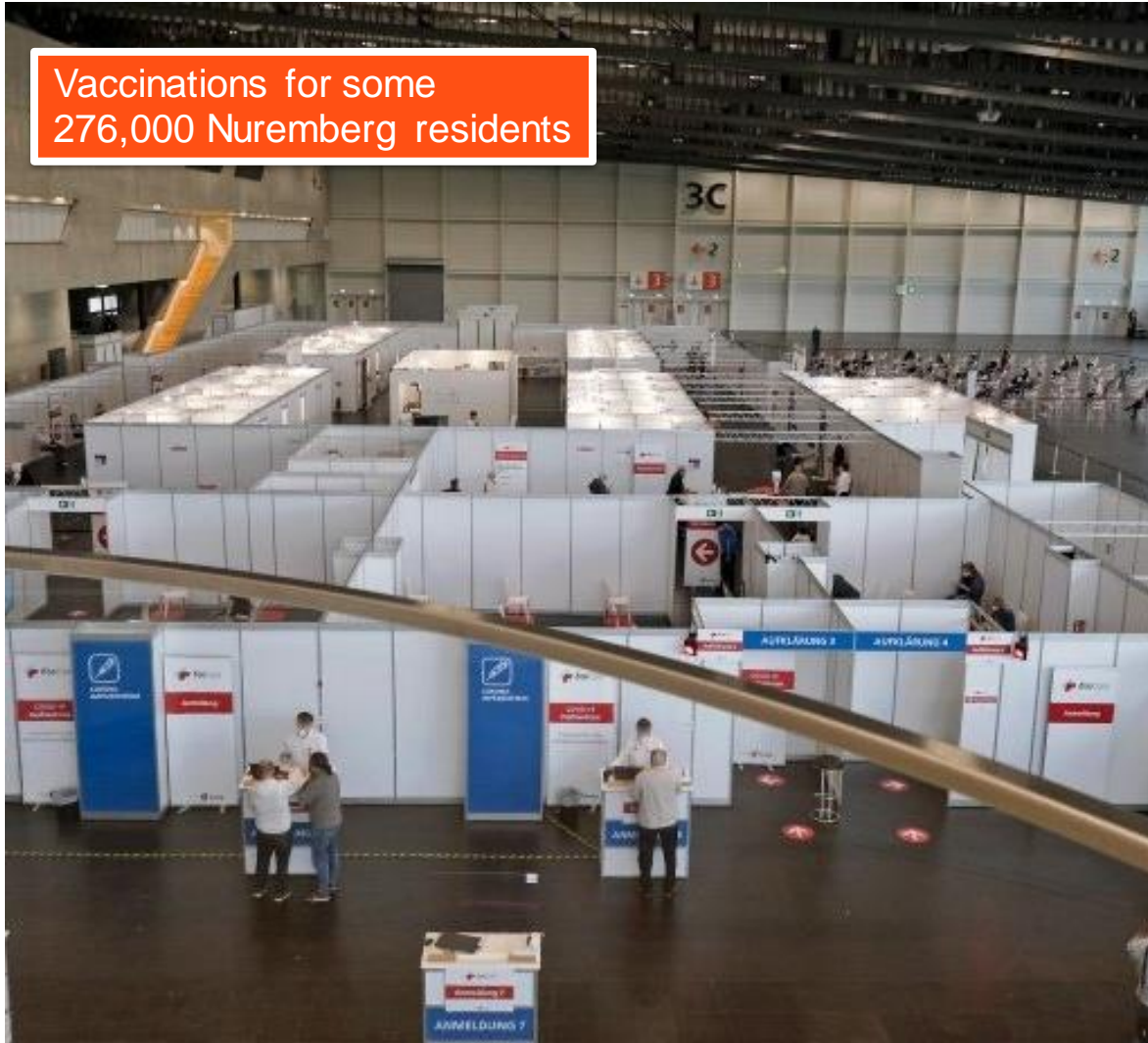
Audi charging hub

Since December 2021
over 3,700 charging processes
over 5,500 visitors



Responsibility

From vaccination centre to emergency shelter



Outlook

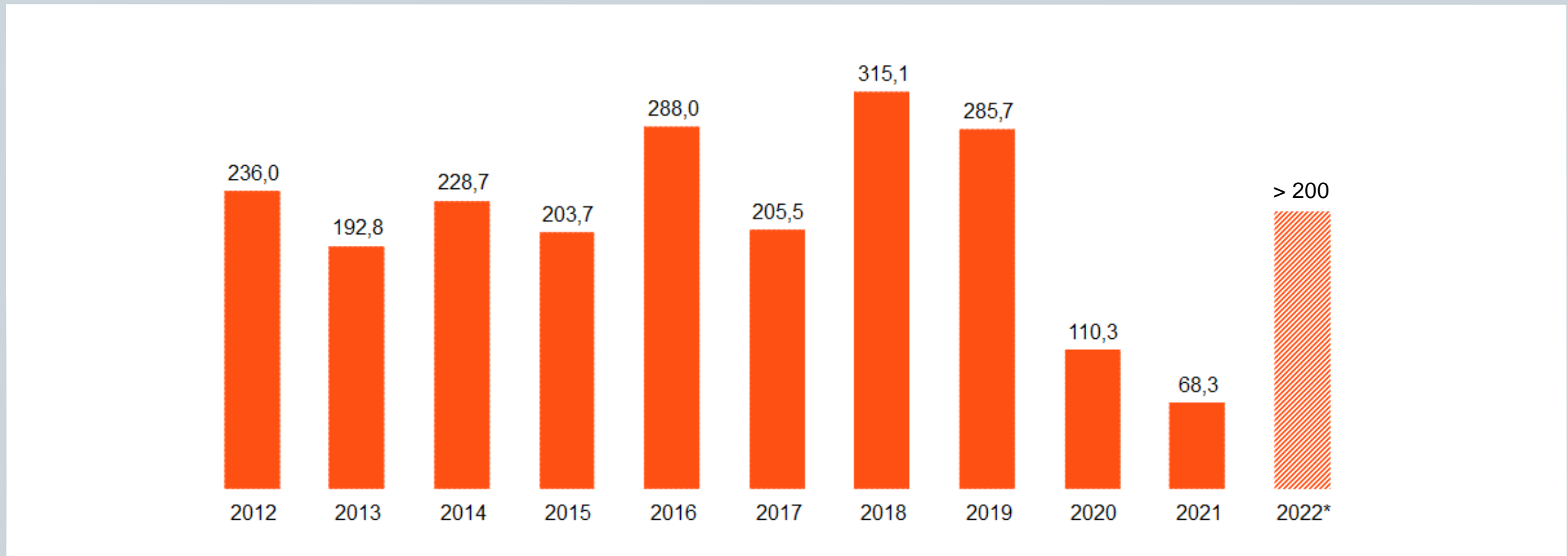
2nd half 2022 // 1st half 2023



Outlook

Business performance in 2022

Sales 2012-2021 in €m
with 2022 outlook



*2022: Extrapolation

NÜRNBERG MESSE

