



20

FISCAL YEAR

21

The NürnbergMesse Group is one of the world's 15 largest trade fair companies, with currently some 900 employees at 11 sites in Germany, Brazil, China, India, Italy, Greece, Austria, and the United States. The Group also has a network of international agencies in more than 100 countries.

Statements 04

NürnbergMesse

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As the successful restart in 2021 proved, our trade fairs and events remain an important contributor to our customers' business success.

**On-site
+
Online**



Finally back again at a trade fair: An emotional restart in Nuremberg in 2021.



Live is *best*

 annual-report.nuernbergmesse.de

You can find more details and information online.



→ Sustainable



Peter Ottmann, CEO

“Sustainability will be the yardstick for the trade fair industry’s future viability. We bear a responsibility, and we’re keeping our sights confidently trained on our goals.”

→ Innovative



Prof. Dr Roland Fleck, CEO

“Trade fairs as a business model are healthy and strong – as was impressively demonstrated by our restart in 2021. Now we need to link the in-person experience with digital added value in our trade fair concepts.”



5,493

exhibitors

315,440

visitors

Happy reunions worldwide

Exhibitors and visitors celebrated the restart of trade fairs all over the world. Among other events, they gathered for the Athens Coffee Festival, ARTOZA, FOODTECH, and XENIA in Athens – FCE Pharma, FCE Cosmetique, and PET South America in São Paulo – and BIOFACH INDIA in New Delhi. They met for CHINA DIECASTING and CRAFT BEER CHINA in Shanghai. And of course in Nuremberg for FACHPACK, it-sa, FeuerTrutz, ConSozial, and KOMMUNALE and for the guest events HOGA, Consumenta, BIOGAS, and RETRO CLASSICS BAVARIA.

A large white circle containing the number 57 in a bold, black, sans-serif font.

**events around the globe
defy the pandemic**

Facts



18

digital and
hybrid events

> 52,000

attendees online

“Even after the pandemic, **‘On-site + Online’** will still be NürnbergMesse’s formula for success. Our new trade fair concepts combine an in-person experience with a digital exchange of information.”

Dr Martin Kassubek,
Vice President “Corporate & Digital Development”

365

days a year

NürnbergMesse’s digital platforms help keep their industries connected all year round, facilitating dialogue regardless of the participant’s continent or time zone. In 2022 these platforms will be joined even more closely with in-person events.

& figures

The 2021 restart was a success.



Trade fairs and conferences are finally taking place again. After the 19-month enforced pause for COVID, in-person events could be held once more at the Exhibition Centre in Nuremberg and thus serve again as important platforms for the respective industries. The events kicked off in Nuremberg with FACHPACK. By year's end, more than 30 more events followed all over the world, 15 of them in Nuremberg, including

Face to face **again, at last!**

it-sa, HOGA, FeuerTrutz, ConSozial, KOMMUNALE and SPS along with consumer trade fairs like Consumenta and RETRO CLASSICS BAVARIA.

Almost simultaneous with Nuremberg, the subsidiaries in Athens and, a few weeks later, in New Delhi and São Paulo launched their first trade fairs since the pandemic. All around the globe, the in-person events reignited enthusiasm for the trade fair format.

The focus everywhere was on the pleasure of being face-to-face again. In Nuremberg alone, some 3,000 exhibitors and more than 181,000 visitors attended the autumn events in person in 2021. Up to one-third of the participants at each event attended on-line. In the video, exhibitors and visitors share their very personal impressions (see link).

Relief was everywhere among the countless businesses whose success is directly linked to in-person events. Because trade fairs and conventions are the lifeblood of businesses ranging from exhibition builders, hotels and restaurants to retail companies and taxi operators, continuing to make NürnbergMesse a vital economic engine driver throughout the Metropolitan Region.

“One of the things that visitors especially appreciate about **FACHPACK** is the extensive discussions with exhibitors where they brainstorm ideas for packaging solutions. **FACHPACK** is a real working trade fair – which is what makes it so special.”

Phillip Blass, Director, FACHPACK

The trade fair experience

Why being there is so much better.



What did you look forward to most?

Seeing people face-to-face again! Being able to talk together and exchange ideas. In IT security, talking in person is especially important because there's the whole issue of trust.

*Daniela Strobel,
Managing Director
cirosec GmbH,
Exhibitor, it-sa 2021*

What did you miss?

The digital variant was a productive solution, and people could work together very well. But creativity fell short by a good bit. So it's ideal that we can get together again now and just talk shop.

*Sebastian Artz,
Unit Head, Cybersecurity &
Information Security,
Bitkom e. V., Exhibitor, it-sa 2021*



After 19 months with no trade fairs, there was a lot to talk about.



What can you only get from a trade fair on-site?

Really getting to see things again – in real life, not just digitally – and putting your hands on them. That was something I really looked forward to!

*Amelie Graf,
“Mealbag” Product Designer,
Exhibitor, FACHPACK 2021*

Service

Services make all the difference. They're a key component of trade fairs and conferences, and they're a major factor for success. That's why NürnbergMesse has reorganised its Services unit to focus even more clearly on the customer.



Service staff is present and actively engages customers

all

from



Statement

“Our guests are treated with the same **respect and responsiveness** by NürnbergMesse and its Service Partners that we’d expect from any dedicated host.”



Remo Zimmermann, Vice President “Services”

What were the main concepts for the refocus?

Aiming for service excellence, and our vision of always being a client’s first choice for their trade fair planning. A well-organised, easy-to-understand service portfolio should enable our guests to find their bearings quickly and to easily get what they want out of their trade fair.

How does that benefit NürnbergMesse clients?

We’re revising our guests’ entire customer journey step by step. Examples include the new one-click order function for simplified rebooking and our new digital advisor, the voice bot THEA. She’s multilingual, available around the clock, and in many cases she completely eliminates wait time. In addition, we now record every customer request made during event operations centrally, and we can monitor those requests from our new Service Point to ensure that they’re fulfilled.

What new services have you set up?

Besides the examples I just mentioned to optimise the customer journey, we’re also supporting changes in customer requirements. For example, with a remote trade fair booth, a booth structure that’s set up so exhibitors can attend in-person trade fairs digitally, with no staff of their own. And our new studio lets exhibitors extend their reach outward from the studio or their booth into the digital world: for instance, via NürnbergMesse’s digital platforms.

sides

Platforms for sustainability:
Many NürnbergMesse events
around the world focus on
this important topic.





RUM
EN
DECKEL

HÖHE
250 – 900 MM

LÄNGE
370 MM

BREITE
370 MM

VOLUMEN
33 – 120 L

LAGEN
7 (300 G/M²)



Building a
**sustainable
future**

“As a major employer in the region, as a trade fair organizer worldwide and as an operator of exhibition grounds, we regard sustainability from an **environmental, economic and social perspective.**”

Eckehard Wohlgenannt,
Environment & Energy Manager

2028

Nürnbergmesse orients its activities in the area of corporate responsibility to the United Nations' 17 sustainability development goals (SDGs). A key aim is to make energy supplies to the exhibition grounds climate neutral by 2028. In 2021, Nürnbergmesse also developed a sustainability strategy to identify potential and initiate additional measures (see “Non-Financial Declaration”: annual-report.nuernbergmesse.de/fiscalyear).

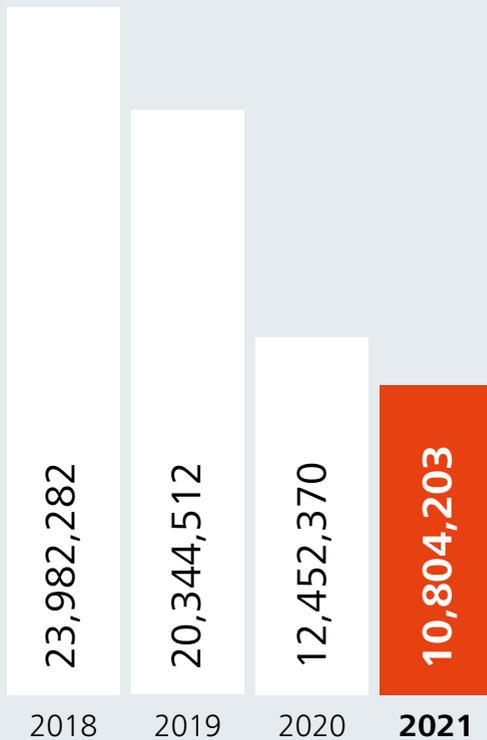


> 70%*

power savings through the use of LEDs in halls and outdoor lighting, among other things

* Base year 2015. A four-person household consumes about 4,000 kWh/year.

Power consumption at the GmbH [kwh]



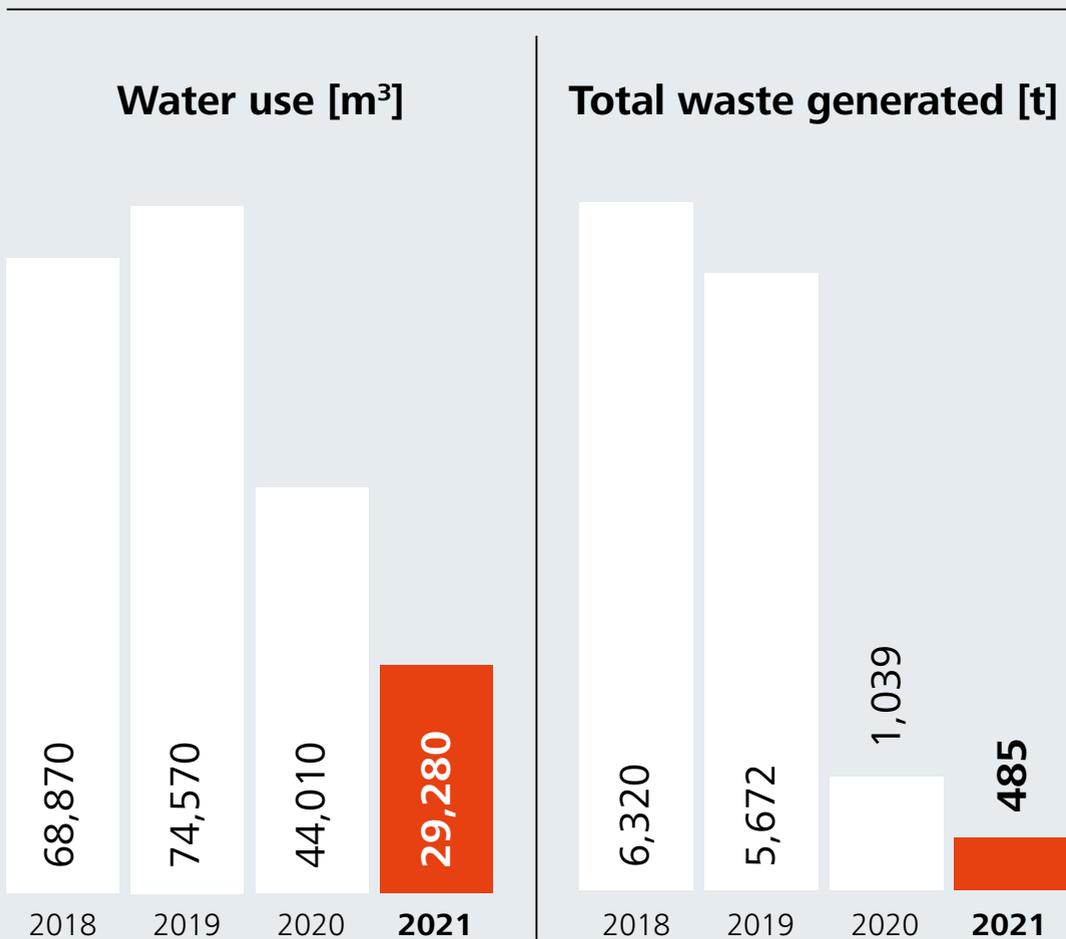
Facts

-280,000 kWh/year

through transformer shutdowns on the grounds

-70,000 kWh/year

through the installation of dimmer switches on the parking decks



& figures

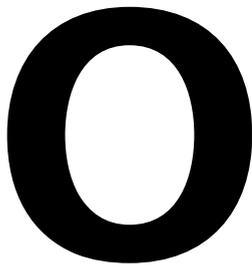
“A management that’s advancing **sustainability goals**, and employees who absolutely want to be a part of that.”

 A conversation

On the path to a *sustainable* trade fair



An interview with Prof. Dr Matthias S. Fifka, Director of the Institute of Economics and Professor of Business Administration.



One year ago, you and NürnbergMesse set out to develop a sustainability strategy. What was the situation you found at the time?

NürnbergMesse had already done a good deal for sustainability by that time, but the individual activities and steps still had no overall structure. That's always a challenge anyway, because the subject is so diverse. But the management was already advancing sustainability goals, and the employees absolutely wanted to be included in developing the strategy.

What are the most important steps you've taken since then?

The first thing we did was set up a sustainability team with members from all segments of the Company. That cross-functional composition is important – first of all because sustainability affects every unit at a company. But also because it makes coordination and collaboration a lot easier. Then we took stock in several areas and conducted a strategic analysis. What's already in place? What are the strong points and weak points in terms of sustainability? And what risks and opportunities does the subject offer for NürnbergMesse?

What were the special challenges for a trade fair company?

Holding a trade fair depends of course on many different players, and you don't have unlimited influence over them. That raises some challenging questions. How much can I expect from an exhibitor, for instance, in terms of what materials they use for their booth? How much influence do I have over the products or services they exhibit?

What's the role of the carbon footprint in all that?

It's a very big one! Climate change is one of the biggest challenges of the 21st century, and accordingly it's attracting lots of attention from policy-makers and the general public. Things aren't going to work unless we can cut emissions. There's a lot of potential here in the way that events are held in big halls, and also because of the travel activity associated with attending an event. NürnbergMesse has already sent a worldwide signal right here with Halls 3A and 3C, which are energy masterpieces. We need to keep moving ahead along the same lines. Trade fairs give people a way to meet up with large numbers of current and potential business partners all in one place. Imagine meetings all those people individually – you'd have 40 times as much travel activity. And of course there are also digital options, and NürnbergMesse is already taking advantage of those, for instance with hybrid formats.

What are the next goals the sustainability team has taken on? What's coming up?

What we need to do now is keep up the momentum we've developed and draw people in even more, both in-house and outside. The first step will be to include the international subsidiaries more completely. We also want to expand the stakeholder dialogue in order to acquire outside perspectives more systematically and identify the main areas for action. That will open the way for an even more comprehensive integration with corporate strategy. Internally, we want to involve even more employees in the area of sustainability. Here, our priority is to create opportunities to contribute suggestions and help shape the strategy's implementation.

And finally, another major goal is to really spotlight the subject at events. After all, what better platform for sustainability could you want than NürnbergMesse's many international trade fairs?

1.



Sustainable construction

At its Exhibition Centre and the associated office buildings, sustainable construction is a core concern at NürnbergMesse. Its latest event halls, 3A and 3C, have earned Platinum certification from the German Sustainable Building Council (DGNB). That's both an incentive and a paradigm for continuing to design the site sustainably.

2.



Water

Water is the most precious resource of the 21st century, and NürnbergMesse is taking a number of different steps to conserve it. It intends to cut water consumption 15% by 2025. One part of the effort is to make greater use of rainwater in conjunction with smart irrigation concepts for the grounds.

Conserving resources

3.



Events

NürnbergMesse events are going to be even more sustainable in a number of different ways. For instance, over the coming years, less carpet will be laid. Signage at the site will be replaced by an innovative navigation and information system. And wastewater and material waste will be reduced, especially in trade fair booth construction.

4.



Waste

NürnbergMesse plans to reduce its in-house waste accumulation 20% by 2025. A special focus will be on reusing capital goods like office furniture and reducing print products.

Our 10 areas of action for sustainability:

- **01 Customer focus, inspiring customers**

Customer focus and customer inspiration are among the most important pillars of our sustainability strategy. Treating clients fairly and as partners is fundamental for NürnbergMesse.

- **02 A responsible, attractive employer**

Employees are the key to NürnbergMesse's success as a company. Employee performance and dedication are major contributors to NürnbergMesse's success story.

- **03 Sustainable conduct of events**

NürnbergMesse believes that the way it holds events offers special potential for helping protect the climate and the environment. That's why it is steadily expanding its efforts to make its trade fairs and other events more sustainable.

- **04 Environmental and energy management**

Treating the natural environment responsibly is fundamental at NürnbergMesse. The Company is well aware of its great ecological responsibility, and it meets that requirement with a comprehensive system of environmental and energy management.

- **05 Digital formats**

NürnbergMesse is certain that personal dialogue and a direct, in-person experience will remain the heart of trade fair events in the future – but that digital formats can also significantly enrich any event.

- **06 Platforms for sustainability**

Trade fairs are platforms where attendees from all over the world can talk shop. Many of NürnbergMesse's trade fair formats provide an important showcase for sustainability.

- **07 Regional promotion**

NürnbergMesse is a significant economic engine in the Nuremberg Metropolitan Region, and it makes a significant contribution to the region's socioeconomic development.

- **08 Data protection and IT security**

Advancing digitalisation in every area of the Company means that data protection and IT security are an important component of our corporate responsibility.

- **09 Management by values and compliance management**

Complying with the applicable laws at all times and acting in accordance with our values is fundamental for NürnbergMesse's business operations.

- **10 Social involvement**

NürnbergMesse supports its employees' volunteer activities as yet another way of fulfilling its corporate social responsibilities.

On-site **+ Online**



Experience the NürnbergMesse portfolio in person in Nuremberg and at trade fairs worldwide ...



... and continue to exchange ideas with the industry via hybrid formats and online platforms.

Our portfolio



**Building &
Construction**



**Electronics &
Security**



**Process
Technology**



**Retail &
Consumer Goods**



**Social &
Public**



New trade fair concepts

BRAZIL Catarina Aviation Show, São Paulo / Haus Decor Show, São Paulo

CHINA embedded world China, Shanghai / Car Symposium China, Shanghai /

Car Battery China / EVTec, Shanghai **GERMANY** MedtecLIVE, Stuttgart **INDIA**

CFOSE, New-Delhi **INDONESIA** Pacific Coatings Show, Jakarta **ITALY** Focus on

PCB, Vicenza / Ospitiamo, Milan **SAUDI ARABIA** BIOFACH Saudi Arabia, Riyadh

UAE Gulf Coatings Show, Sharjah

The 2021 *year*

- Due to the continuing ban on events, *2021 sales* totalled EUR 68.3 million.
- In the confident belief that the combination of "*On-site and Online*" will be its formula for future success, NürnbergMesse is developing new *digital offerings and formats* to supplement its in-person events.
- In 2021 NürnbergMesse developed a comprehensive sustainability strategy, based on the realisation that a company cannot operate with *economic* success without accepting its *social* and *ecological responsibilities*.

Balance Sheet

Consolidated balance sheet for the fiscal year ended 31 December 2021

NürnbergMesse Group, Nuremberg

	31 Dec 2021	31 Dec 2020
	EUR	EUR
Assets		
A. Fixed assets		
I. Intangible fixed assets		
1. Software	4,277,120.77	3,242,481.07
2. Event rights	9,362,832.07	11,017,211.07
3. Customer base and other rights	825,333.30	1,100,444.42
4. Goodwill	11,609,490.00	15,838,048.08
5. Prepayments	766,850.41	1,351,451.08
	26,841,626.55	32,549,635.72
II. Property, plant and equipment		
1. Land, similar land rights, and buildings including buildings on third-party land	269,242,563.16	281,687,343.31
2. Technical equipment and machinery	9,376,573.00	10,144,329.00
3. Other equipment, operating and office equipment	15,254,882.51	19,399,839.86
4. Prepayments and assets under construction	3,702,998.71	7,694,729.90
	297,577,017.38	318,926,242.07
III. Financial assets		
1. Shares in affiliated companies	210,880.42	220,008.78
2. Equity investments	827,377.22	1,451,377.22
3. Equity investments in associated companies	569,217.50	440,355.25
4. Other loans	205,033.53	222,357.61
5. Cooperative shares	7,800.00	7,800.00
	1,820,308.67	2,341,898.86
B. Current assets		
I. Inventory		
1. Raw materials, consumables and supplies	1,882,627.71	2,138,957.02
2. Work in progress and services	1,713,540.77	1,025,930.25
./. Advance payments received	-1,713,540.77	-1,025,930.25
	1,882,627.71	2,138,957.02
II. Receivables and other assets		
1. Trade receivables	5,990,244.03	3,207,738.64
2. Receivables from affiliated companies	184,143.65	201,155.65
3. Receivables from companies in which participating interests are held	13,154.33	13,154.33
4. Other assets	6,532,908.83	5,295,036.26
› of which with a residual term of more than one year: EUR 809,499.29 (previous year EUR 653,596.54)		
	12,720,450.84	8,717,084.88
III. Cash in hand, bank balances and chequess	28,304,538.26	12,567,557.64
C. Prepaid expenses and deferred charges	1,910,855.17	3,267,253.38
D. Debit difference from asset offsetting	0.00	338,626.69
	371,057,424.58	380,847,256.26

Income Statement

Consolidated income statement for the fiscal year 2021

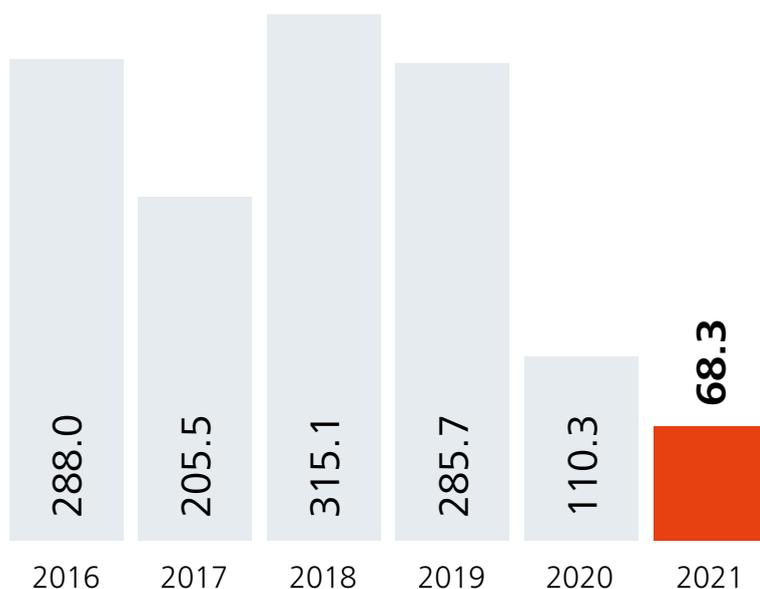
NürnbergMesse Group, Nuremberg

	2021 EUR	2020 EUR
1. Sales revenue	68,316,724.21	110,268,405.53
2. Change in stock of work in progress and service	651,913.31	-3,379,446.27
3. Other operating income	42,275,794.50	5,985,342.38
<i>› of which from currency translation: EUR 126,945.40 (previous year EUR 26,539.43)</i>		
Total 1–3	111,244,432.02	112,874,301.64
4. Event expenses	-36,558,300.05	-64,261,866.09
5. Personnel expenses	-46,006,400.50	-45,008,963.95
<i>a) Wages and salaries: EUR -36,523,830.55 (previous year EUR -36,106,785.79)</i>		
<i>b) Social security, post-employment, and other employee benefit costs: EUR -9,482,569.95 (previous year EUR -8,902,178.16)</i>		
<i>› of which post-employment: EUR 2,436,082.51 (previous year EUR 2,471,732.89)</i>		
6. Amortisation on intangible assets and depreciation on property, plant and equipment	-34,012,337.65	-38,426,027.77
7. Other operating expenses	-33,201,704.26	-32,832,504.50
<i>› of which from currency translation: EUR 207,080.08 (previous year EUR 37,091.49)</i>		
Total 4–7	-149,778,742.46	-180,529,362.31
Operating result (subtotal)	-38,534,310.44	-67,655,060.67
8. Income from equity investments	222.75	30,820.04
Operating result (total)	-38,534,087.69	-67,624,240.63
9. Income from other securities and loans of the financial assets	6,433.85	7,153.56
10. Other interest and similar income	216,914.75	358,747.82
<i>› of which from discounting: EUR 5,843.87 (previous year EUR 6,508.81)</i>		
11. Write-downs on financial assets	-674,000.00	-50,000.00
12. Interest and similar expenses	-1,599,649.47	-1,508,260.97
<i>› of which from compounding: EUR 179,585.90 (previous year EUR 177,573.98)</i>		
13. Result from associated companies	128,862.25	-124,958.67
14. Expenses for assumption of losses	-7,125.74	-1,093.46
Earnings before taxes	-40,462,652.05	-68,942,652.35
15. Taxes on income	-78,443.43	406,158.25
<i>› of which from deferred taxes: EUR 21,458.67 (previous year EUR 21,458.67)</i>		
16. Earnings after income taxes	-40,541,095.48	-68,536,494.10
17. Other taxes	-1,843,663.44	-1,702,000.60
18. Consolidated net income (+) /loss (-) for the fiscal year	-42,384,758.92	-70,238,494.70
19. Transfer to reserves	0.00	0.00
20. Consolidated net retained profits (+) /net accumulated losses (-)	-42,384,758.92	-70,238,494.70
21. Annual profit (+)/loss (-) of non-controlling interests	-353,274.66	-1,617,279.85
22. Consolidated profit (+)/loss (-) of NürnbergMesse	-42,031,484.26	-68,621,214.85

Sales

Sales trend

NürnbergMesse Group (in EUR million)



Shares of consolidated sales

23%

Guest events and
Nürnberg Convention Centre

24%

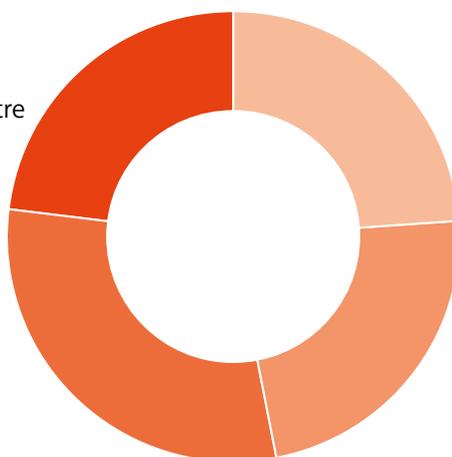
International

30%

The Company's
and partner events
Germany

23%

MesseService



The chart is not part of the certified management report and is intended only for additional illustration.

Fiscal Year 2021 at a glance

We've again designed the 2021 Annual Report in hybrid form so we can offer you the best of both worlds: analogue and digital.

This year you'll be getting our "Fiscal Year 2021" magazine in print in portrait format. We're supplementing that publication with our interactive report on the fiscal year prepared for media:

annual-report.nuernbergmesse.de/fiscalyear

The 2021 Annual Report, with many additional intriguing articles and interesting videos, is available online at:

annual-report.nuernbergmesse.de



Go to the online 2021 Annual Report here.

Contact/ imprint

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