



FIERA MILANO



FIERA MILANO: PRELIMINARY CONTRACT SIGNED FOR THE ACQUISITION OF 60% OF MADE EVENTI S.R.L., ORGANISER OF THE MADE EXPO EXHIBITION

- ***The transaction fits perfectly with the strategic guidelines of the 2018-2022 Plan, moving towards the strengthening of the portfolio of directly organised exhibitions in one of the country's strategic sectors***
- ***The event ensures portfolio synergy, in particular with the biennial Sicurezza and FISP exhibitions, organised respectively in Italy and Brazil***
- ***The agreed purchase price is Euro 1.86 million***

Milan, 17 July 2019. Fiera Milano S.p.A. ("**Fiera Milano**") announces that today it has signed a preliminary binding contract for the acquisition of 60% of the company MADE Eventi S.r.l. ("**MADE eventi**") from Federlegno Arredo Eventi S.p.A. ("**Federlegno Arredo Eventi**").

MADE eventi organises MADE expo, the international biennial architecture and construction exhibition for designers, companies, buyers and specialist operators, held at the Fiera Milano exhibition site in Rho. The event comprises four exhibition areas: MADE Constructions and Materials, MADE Building Envelope and Windows, MADE Interiors and Finishes, and MADE Software, Technologies and Services. MADE expo is a key event for the construction market which, according to the recent ANCE Report, had an estimated value of Euro 128 billion in 2018, up 1.5% compared to the previous year.

There is a synergy between the reference sector of MADE expo and the Sicurezza exhibition, which includes building automation among the proposed solutions. A synergy of products which also exists with FISP, the International Fair of Safety and Protection, organised by Fiera Milano Group in São Paulo in Brazil.

The latest edition of the MADE expo event, held from 13 to 16 March 2019, covered a net exhibition area of about 50 thousand square metres, with more than 90,000 visitors, 10% of which came from overseas.

The agreed purchase price for 60% of MADE eventi is set at Euro 1.86 million. The price is based on the absence of any financial debts of the acquired company.

The **Chief Executive Officer and General Manager of Fiera Milano, Fabrizio Curci**, commented, "*The acquisition falls within the development approach of the 2018-2022 Strategic Plan, further strengthening the portfolio of directly organised exhibitions, in synergy with the latter in terms of sector. Moreover, the transaction contributes to the further consolidation of the partnership between Fiera Milano and Federlegno Arredo Eventi, organizer of the International Salone del Mobile exhibition in Milan.*"

Emanuele Orsini, President of Federlegno Arredo Eventi commented, "*The sale of the majority share of MADE expo to Fiera Milano comes from the desire to strengthen a strategic asset for our Group. In recent years, the event has been confirmed as the most important Italian trade fair dedicated to construction and architecture; the time has come to capitalize on the investments made up to now, aiming for a consolidation which, thanks to a partnership of the*



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highest level, will allow MADE expo to perform an increasingly important role on the international scene of events dedicated to the world of construction.”

In the financial statements for the year ended 30 June 2017, MADE eventi achieved revenues of Euro 10.4 million, an EBITDA of Euro 0.7 million and a net profit of Euro 0.4 million. In the financial statements for the year ended 30 June 2018, a year when MADE expo was not held, the Company registered revenues of Euro 660 thousand, a negative EBITDA of Euro 1.5 million and a net loss of Euro 1.2 million.

The signing of the purchase agreement is expected by the end of October 2019.

Fiera Milano

Fiera Milano is the domestic market leader and one of the main integrated operators worldwide in the exhibition and congress sector. The Group manages the leading exhibition site in Italy and dominates events in numerous manufacturing sectors: fashion, publishing, furniture and furnishings, home and lifestyle, mechanical tooling industry, tourism, professional hospitality, food, plant engineering and energy, construction, art, and sailing. Specifically, the business of the Group is focused on the management, organisation and hosting of exhibitions and other events through ensuring the availability of equipped exhibition space, project support and related services. Its offer is completed by engineering services, stand-fitting services - for both pre-fabricated and customised stands - stand-fitting technical and logistic services, as well as a multichannel platform that includes specialist publications, web content and congresses.

Fiera Milano has been listed in the STAR segment of the Mercato Telematico Azionario of the Italian stock market since 2002.

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