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Spielwarenmesse eG

...connecting the toy world

Spielwarenmesse eG and NürnbergMesse build a new chapter for the future!

- **International Toy Fair anchored in Nürnberg until 2021**
- **Contract extended in combination with construction of hall 3A**
- **Management teams create exhibition package for the future**

Spielwarenmesse eG and NürnbergMesse GmbH extend their general agreement until 2021 and join forces into the next decade. This is the result of smooth and targeted negotiations between the executive board of Spielwarenmesse eG, Ernst Kick and Dr. Hans-Jürgen Richter, and the new NürnbergMesse management team, Dr. Roland Fleck and Peter Ottmann. Part of the agreement is the addition of a new hall to extend the exhibition site. This is to be completed by the start of the Spielwarenmesse International Toy Fair in 2014. The supervisory bodies of both companies have already approved this package for the future.

Dr. Roland Fleck and Peter Ottmann are convinced of the value of partnership. "In the case of Spielwarenmesse eG and NürnbergMesse GmbH, this stands for decades of cooperation, parallel growth and mutual responsibility for the location. We are delighted with the result of our negotiations and the exhibition package we have jointly created for the future," say the management teams of the two companies. The Spielwarenmesse International Toy Fair Nürnberg has played a key and strategic role in the event portfolio of NürnbergMesse since NürnbergMesse GmbH was founded – and this is to remain so. With their decision for joint growth, both companies emphasize their historical symbiosis. Ernst Kick: "We very much welcome the new openness with which the present management has conducted the discussions on a long-term commitment to the location. We also appreciate the amicable way in which we very rapidly reached joint solutions. This is also accompanied by

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our partners' entrepreneurial realization – incidentally, in the political field too – that a strong International Toy Fair also supports a strong exhibition location.”

Package based on three pillars

NürnbergMesse Managing Director Dr. Roland Fleck states the essential points of the new contract: “The extension of the general contract until 2021, the earlier construction of hall 3A and the co-financing of this investment by NürnbergMesse through a loan granted by Spielwarenmesse eG to NürnbergMesse GmbH – these are the three mainstays of our new package for the future. This means the International Toy Fair once again functions as a growth accelerator for the Nürnberg exhibition venue!”

As part of the current negotiations, it was agreed that Spielwarenmesse eG will support NürnbergMesse GmbH financially in the form of a loan. “This contributes first to ensuring that the desired completion of hall 3A can be achieved as early as 2014, that is, sooner than we previously planned. Second it indicates the cooperative's clear commitment to our company, as the capital investment even somewhat exceeds the newly agreed duration of the contract,” say Roland Fleck and Peter Ottmann in unison: “Moreover, we can postpone paying off our bank liabilities slightly compared with our original plan. It's a question of seizing this growth opportunity offered.”

Hall 3A opens up future prospects

By extending the contract, the executive and supervisory boards of Spielwarenmesse eG clearly indicate their support for the Nürnberg location. Ernst Kick confirms: “We are pleased that NürnbergMesse GmbH is creating the necessary development potential for the International Toy Fair, because to secure the future of the leading toy fair we need scope for action instead of discussions on locations. With its commitment to Nürnberg, the cooperative clearly signals that Nürnberg is and remains the hub of the toy world, because hall 3A gives the team at Spielwarenmesse eG the necessary flexibility for developing new themes. Ernst Kick adds: “Preparatory talks with the toy industry are still necessary for implementing

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the utilization concept for hall 3A, but now we can already show the industry that we are gaining the necessary scope to create our profile for the International Toy Fair of the future.”

Without major guest events like those of Spielwarenmesse eG and AFAG (incl. Consumenta), NürnbergMesse GmbH would probably not have been founded at the time, because the event portfolio of NürnbergMesse was not developed until the mid 70s. At that time, Spielwarenmesse eG had already organized exhibitions in Nürnberg for a quarter of a century. The expansion of the hall space in Nürnberg has thus been closely associated with the growth of the International Toy Fair since the two companies started their cooperation. “In view of this, the result of negotiations now achieved is an excellent basis for successful corporate development of both companies,” says Ottmann.

Jan-Gerrit Ebener, Executive Director responsible for guest events at NürnbergMesse, was also pleased that the intensive negotiations of the past months have led to sound contractual provisions for many details into the next decade. For Spielwarenmesse eG and NürnbergMesse have rearranged and approved more for their future cooperation than just the construction of hall 3A. The contractual commitment also covers the permanently rented stands of Spielwarenmesse eG in hall 12.2. These have been firmly agreed until 2018 for the time being, with an appropriate option to extend.

Hall puts finishing touch to east section

The new hall puts the finishing touch to the buildings in the east section of the exhibition site. It connects to hall 4A in the south and will cover an area of over 8,000 m². “This location influences the exhibitors’ and visitors’ first impression of our infrastructure at the east (Ost) entrance. We will therefore create excellent architecture on the Große Straße in this case too and introduce a new low-energy standard at the same time – completely in the spirit of ‘Design meets Sustainability’,” says NürnbergMesse Managing Director Dr. Roland Fleck about the new building.

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The exhibition company's real estate strategy is in the context of the new management's action focus: reducing the investment backlog and launching the energy campaign. "The construction of hall 3A opens up new acquisition options with the existing portfolio as well, because it will not only create new areas. The new building will also ease the situation and provide new scope for scheduling events in cases where our site is used by various events at the same time," say Ottmann and Fleck looking to the future.

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About the NürnbergMesse Group

NürnbergMesse is one of the 20 largest exhibition companies in the world and among the Top Ten in Europe. The portfolio covers some 120 national and international exhibitions and congresses and approx. 40 sponsored pavilions at the Nürnberg location and worldwide. Every year, around 30,000 exhibitors (international share: 37 %), 975,000 trade visitors (international share: 21 %) and 405,000 consumers participate in the own, partner and guest events of the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil and Italy. The group also has a network of 46 representatives operating in 95 countries.

About Spielwarenmesse eG

Spielwarenmesse eG is a trade fair organizer and marketing services provider for the toy industry. The Nuremberg company organizes the Spielwarenmesse International Toy Fair Nürnberg, the world's leading fair for toys, hobbies and leisure. The cooperative is represented in China by its subsidiary Spielwarenmesse (Shanghai) Co., Ltd. Together with the Russian National Toy Association RNTA, Spielwarenmesse eG holds a stake in the Russian exhibition organization company RNTA Expo, which organizes Toys & Kids Russia in Moscow. The spectrum of services provided by the cooperative Spielwarenmesse eG also includes the organization of the international fair programme World of Toys by Spielwarenmesse eG and other industry campaigns.

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