



ANNUAL FINANCIAL STATEMENTS Short version



2023 FIGURES



125,971 people

visited the CCH in the first full year of events since its modernisation



events were held at the CCH in the 2023 financial year



€ million

2023 was the strongest odd-numbered year in terms of revenues since HMC was founded



492 cosplayers set a new world record



Preface – 2023 Financial Report



Dear Reader,

The future is the common theme that unites the guests of all our trade fairs and congresses. Nearly every event revolves around innovations, new ideas, the anticipation of what will be or would be. Trade fairs and congresses are places of face-to-face interaction. With few exceptions, they project a forward-looking perspective. This is why we have chosen the motto "The future unites" for our 2023 Annual Report: A statement we chose very carefully in the face of numerous crises and terrible events in many regions of the world.

After trade fairs and congresses in Hamburg and elsewhere were able to celebrate a magnificent comeback during the first business year of uninterrupted operations after Covid, we are today more than ever convinced that our business enables us to make a contribution to a more peaceful world: bringing together people with the most diverse backgrounds, religions, views and interests to pave the way to joint success, shared experiences und a common understanding of key topics and solutions is at the heart of what we do. So we are delighted about every single guest who visits one of our events.

"Our business provides us with the opportunity to make a contribution to a more peaceful world."

Uwe Fischer (r.), and Heiko M. Stutzinger CEO





In 2023 we welcomed more than 680,000 people to 7 HMCorganised trade fairs and 34 guest events on Hamburg's exhibition campus, and to 56 events at the new CCH – Congress Center Hamburg. Incidentally, in the year of its 50th anniversary and the first complete business year after revitalisation, the CCH set a new sales record. The same was achieved by Hamburg Messe und Congress as a parent company: At 84.7 million euros in total sales revenues – over 20 per cent more than 2019, the reference year – 2023 was the strongest-performing odd year in the history of our company.

"2024 will be a very intense year for Hamburg Messe und Congress."

We are determined to continue this development. For 2024 we are planning for 133.7 million euros in sales, another 20 per cent more than the highest earnings achieved in corporate history. We will achieve this mainly by building on our existing business while vigorously driving the development of new events and formats to keep up the momentum and underpin further growth.

For the year 2024, the event schedule lists 8 HMC-organised trade fairs, around 40 guest events as well as more than 50 events at the CCH, including several concerts. Our team members, to whom we would like to express our sincere gratitude for their tireless efforts, are facing rather a challenging year. It will culminate in autumn when the global flagship fairs SMM, WindEnergy Hamburg and Hydrogen Technology Expo will attract tens of thousands of people from around the world to Hamburg within a time span of just a few weeks.

We would like to take this opportunity to give our special thanks to Bernd Aufderheide to whom we bade a fond farewell into retirement at the end of 2023. In his twenty-year tenure heading Hamburg Messe und Congress, he paved the way for many positive developments, thereby laying down the foundation for today's growth plans. In addition to our highly motivated team, I would like to thank our exhibitors, our partners, and not least our many guests from around the world. We are also grateful to our Principal and our Supervisory Board for their meaningful assistance.

Having started together as a "young" CEO duo in January 2024, we appreciate this broad support very much and are looking forward to enjoying many events together with you, true to the motto of this report: "Zukunft verbindet" – The future unites!

Yours sincerely

Uwe Fischer CEO Heiko M. Stutzinger CEO



Hamburg Messe und Congress GmbH in Figures

During the years 2020 to 2022, the Covid pandemic caused trade fairs to be cancelled, postponed or conducted digitally.

	2023	2022	2021	2020	2019
Financial figures (in million euros)					
Revenues	84.7	108.7	28.0	20.2	67.9
Balance sheet total	116.3	118.0	108.8	103.3	89.7
Staff					
Employees (full-time equivalents/FTEs)	283	276	254	268	268
Trainees (average)	17	16	21	21	21
Hamburg Messe (2017-2021 incl. CCH events on exhibition campus)					
Total trade fair exhibitors	7,670	10,054	1,683	4,307	10,237
at HMC-organised events	2,233	5,465	150	1,504	2,996
at guest events	5,437	4,589	1,533	2,803	6,310
at CCH events	0	0	0	0	931
Total trade fair visitors	557,270	422,560	1,681,733	306,413	696,749
at HMC-organised events	191,770	165,374	11,705	93,767	204,572
at guest events	365,500	257,186	1,669,722	212,496	416,507
at CCH events	0	0	306	150	75,670
Total gross area used (excl. outdoor), m ²	842,347	927,114	338,250	430,708	1,264,036
Number of trade fairs and exhibitions	41	42	27+2**	35+1**	73+1*
at HMC-organised events	7	12	2+2**	4+1**	7+1*
at guest events	34	30	22	30	36
at CCH events	0	0	3	1	30

* External event **Digital events: WindEnergy 2020, SMM 2021 and IDX_FS powered by INTERNORGA DIGITAL 2021



	2023	2022	2021	2020	2019
Abroad					
Number of trade fairs and exhibitions	22	15+1**	8+2	5	19+1**
share of joint events	20	12	8+2	5	15
Total exhibitors	502	341	135	38	703
share of joint events	434	213	135	38	468

2 events were held digitally in 2021. The physical implementation of INMEX SMM India 2019 minus the joint stand and 2022 are accounted for. In addition, INMEX SMM India took place as a digital trade fair in 2020 and 2022. ** Expo participation: 2019 EXPO Beijing, 2022 Floriade EXPO, Almere (NL)

	2023	2022	2021
CCH – Congress Center Hamburg			
Total events	56	42	4
share of congresses and conferences	50	42	4
share of other events	6	0	0
Total participants	125,971	66,155	3,736
share of congresses and conferences	120,471	66,155	3,736
share of other events	5,500	0	0

The key figures for "CCH events on exhibition campus" for the years 2019 to 2021 can be found in the table on page 4.



Balance Sheet / Profit and Loss Account

2023 Financial Statements of Hamburg Messe und Congress GmbH

(EURk)	2023	2022
Balance Sheet – Assets as of 31 December 2023		
(1) Fixed assets	66,232	65,951
(2) Current assets	50,118	52,085
Total ASSETS	116,350	118,036
Balance Sheet – Liabilities as of 31 December 2023		
(1) Equity	11,679	11,679
(2) Liabilities	104,671	106,357
Total EQUITY AND LIABILITIES	116,350	118,036
Profit and Loss Account for the business year from 1 January to 31 December 2023		
(1) Total revenues	88,924	111,646
(2) Personnel costs	27,798	25,541
(3) Other costs	100,797	101,381
(4) Profit/loss before loss absorption	-39,671	-15,276



2023 Management Report

A. Business and Economic Environment

1. The German trade fair and exhibition market

After trade fair bans imposed by the authorities prevented the 2022 exhibition year from launching until late April 2022, 2023 was the first business year with a full twelve-month exhibition programme since the beginning of the Covid-19 pandemic. While as few as 280 trade fairs were held across Germany in 2022, that number rose to 322 in 2023. More than 330 trade fairs are planned in Germany for the 2024 business year, including close to 180 national or international flagship fairs for various industries. However, the trade fair bans imposed in response to the pandemic left such deep marks in the entire German trade fair sector that AUMA, the Association of the GermanTrade Fair Industry, doesn't expect the industry to recover fully until 2025. Despite these setbacks, the trade fair sector is dedicating significant effort to climate protection, aiming to be carbon-neutral as soon as 2040, five years ahead of Germany's national target.

2. International business

The international trade fair programme of the Federal Ministry of Economics and Climate Protection (BMWK) and the Federal Ministry of Food and Agriculture (BMEL) primarily support German small-to-medium-sized exhibiting companies that participate in foreign trade fairs, thereby securing and strengthening the export of German products and services. The number of participations in international trade fairs planned for 2023 was 256 (compared to 226 in 2022). Of the 258 participations with support from the Federal Government – in most cases from the Ministry of Economics and Climate Protection (BMWK) – that are planned for 2024, the majority are taking place in South-East Asia, followed by North America, the Middle East and Africa.

3. National and international congress and conference business

As a host nation for congresses, Germany saw over-proportional growth in the years 2022 and 2023, according to the Meeting- & EventBarometer (MEBa), and this trend might continue. The event industry in general is undergoing massive change, marked by new event formats, growing use of digital technologies, and focused eventisation. Furthermore, events increasingly blend physical with digital and hybrid formats. One key focus is to drive sustainability strategies, addressing not only venues such as congress centres, but also event planning and execution.



B. Business Development of HMC

In 2023 Hamburg Messe und Congress GmbH (HMC) generated sales revenues of 84.7 million euros, the highest in an odd year in company history. This outcome is 56.7 million euros better than that of the reference year 2021, which suffered heavily from the Covid pandemic. Compared to 2019, the last pre-pandemic year with the same event pattern, sales were up 16.8 million euros, a fact that is primarily attributable to the reopening of the CCH – Congress Center Hamburg. The largest portion of the sales revenues (68 per cent) was generated by the Exhibitions, Venues Guest Events and CCH divisions.

1. Exhibitions

The Exhibitions division held seven events on HMC premises, and one event in India. Furthermore, the OOHH! fair was organised by Messe Stuttgart for the first time. In addition, HMC was again appointed general contractor for the HAMBURG PORT ANNIVERSARY. The H2EXPO & CONFERENCE, which had originally been scheduled for June 2023, was cancelled following successful negotiations with Trans-Global Events Ltd. regarding HYDROGEN TECHNOLOGY EXPO, the world's largest hydrogen trade fair, which will take place in Hamburg from 2024 in cooperation with HMC.



On 18 and 19 January 2023, HAMBURG OPEN took place on the exhibition campus for the third time since 2022. Germany's Innovation

and Networking Event for Broadcast and AV Technology Professionals is jointly organised by Hamburg Messe, as the funding provider, and its cooperation partner, Studio Hamburg MCI. Because of the rescheduling of HAMBURG OPEN 2022 from January to June, which resulted in a shorter preparation period for the 2023 event, the number of exhibitors and the exhibition area booked were somewhat smaller than at the previous event. Nevertheless, the number of industry visitors increased noticeably.

The OOHH! fair, which had to be cancelled in 2022, was able to take place again on the exhibition campus from 8 to 12 February, 2023. "OOHH! FreizeitWelten" comprises five individual brands, including Reisen Hamburg, Caravaning Hamburg, Rad Hamburg, Kreuzfahrtwelt Hamburg and Fotohaven Hamburg. In the year under report, OOHH! was operated by Landesmesse Stuttgart for the first time. This partnership enables both exhibition companies to strengthen the positions of their respective holiday-themed trade fairs while further expanding their portfolios in the travel and caravanning segments. Within this segment, Landesmesse Stuttgart is the organiser of CMT in Stuttgart and Touristik & Caravaning in Leipzig.

With the pandemic restrictions lifted, INTERNORGA (from 10 to 14 March 2023) was able to resume its traditional March timing after a four-year break. The focus this time was on "Plant-based Food," a topic that is steadily gaining in importance. Food market leaders and start-ups alike showcased a full spectrum of vegan and plant-based foods. In addition, a new platform for Artificial Intelligence (AI) applications was created, called "KI Center." The latest developments in the start-up and newcomer segments were highlighted on the new "What The Food! – by foodlab" stage. Another successful debut, the after-work lounge "Off The Record" on three evenings of the fair provided guests with an additional opportunity to exchange views and news away from the daytime business talk.



Hamburg's PORT ANNIVERSARY likewise returned for the first time after the pandemic at the traditional time in May (from 5 to 7 May). It attracted over 1.1 million visitors and around 250 ships, and featured 10 stages. Highlights included a new arrangements of the tugboat ballet in conjunction with the German National Youth Ballet, as well as impressive ship parades and numerous concerts on the stages. HMC has been the official organiser of the HAMBURG PORT ANNIVERSARY on behalf of Hamburg's Business and Innovation Authority (BWI) since 1994. In particular, HMC is charged with coordinating and organising the event, handling public relations, and making arrangements for the on-water programme jointly with the Hamburg Port Authority (HPA).



came to celebrate the Hamburg Port Anniversary in May 2023 From 6 to 8 September 2023, HMC, in cooperation with Informa Markets, hosted the biennial Seatrade Europe Cruise and River Cruise Convention (SEATRADE EUROPE), an industry fair combined with a conference dedicated to passenger shipping, in particular cruise, river cruise and ferry destinations. The number of exhibitors increased by 6.6 per cent compared to the previous event. Held in parallel for the second time, MARINE INTERIORS was an additional point of attraction for attendees. This trade fair and conference specialises in interior design for passenger ships. Exhibitors from 10 nations welcomed architects, designers, technical experts and purchasers from well-known design firms, shipowners and shipyards. Featuring first-rate speakers, the 2.5-day conference

programme explored current industry trends and developments. MARINE INTERIORS takes place every two years. Coinciding with SEATRADE EUROPE, it creates synergies for all participants.

From 13 to 15 October 2023, the annual POLARIS convention took place at Halls A1 and A4 for the second time. Renowned enterprises such as Nintendo, Ubisoft, Capcom and Astragon showcased their latest games. TikTok sponsored an official new Guinness world record, gathering together 492 video game cosplayers on the grandstand on the main stage. Closely interlinked with the physical event, gaming visitors were able to play their way through the exhibition halls using the event app, collecting stickers from exhibitors and event partners. The number of visitors tripled from the previous event. The next POLARIS in October 2024 will occupy five halls in the B section of the campus.

From 4 to 6 October 2023, HMC and Informa Markets jointly hosted the biennial INMEX SMM INDIA for the fifth time. South Asia's largest maritime industry fair takes place at the Bombay Exhibition Centre in Mumbai. INMEX SMM INDIA covers the entire spectrum of maritime technologies and services. The exhibition was accompanied by a conference programme addressing current industry topics.



2. Venues Guest Events division

A total of 34 events in the Venues Guest Events division took place during the year. The unscheduled use of the exhibition campus to set up a refugee accommodation centre in Hall B5 from mid-October until the end of the year likewise deserves to be mentioned. What is more, many guest events had a more positive outcome than originally expected. In most instances, visitors booked more supplementary services offered by the organisers. Over the year under report, Venues Guest Events achieved higher sales revenues than originally planned (+33.4 per cent).

3. International Trade Fairs & Exhibitions

In past years, HMC organised numerous joint participations in trade fairs, mainly on behalf of the Federal Ministry for Economic Affairs and Climate Protection (BMWK) and the Federal Ministry of Food and Agriculture (BMEL). Focal areas of these participations include the maritime industry, oil and gas, hospitality, food service, and medical technology. In the year under report HMC implemented 15 joint participations on behalf of the BMWK, while two additional planned participations were cancelled. On behalf of the BMEL, HMC implemented five German participations, and five additional participations were cancelled.



4. CCH

For the first time since it reopened following revitalisation, the CCH was operated for a full twelve-month period in 2023. Among the 56 events carried out at the CCH, 16 were international congresses and 30 events were accompanied by exhibitions. National and international medical congresses formed the largest customer group, followed by corporate events as well as events and summits of the IT and digital industry.

Although the CCH had been fully commissioned in 2022, activities to eliminate open technical issues continued throughout the business year 2023, which had an impact on event planning and execution. Due to a shortage of resources among the contractors and supply chain delays, the elimination of defects is likely to

continue until the end of 2024 or early 2025. Since the elimination of defects is handled by the building owner, it is beyond the influence of HMC.

C. Economic Situation

1. Development of revenues

In 2023 HMC generated revenues of 84.7 million euros, compared to 28.0 million euros in 2021. These were the highest earnings in an odd year in HMC history. The contributions of the individual divisions to the 2023 combined sales revenues were as follows: Trade Fairs – 20.1 million euros; Venues Guest Events – 20.0 million euros; CCH – 17.4 million euros; International Trade Fairs & Exhibitions – 8.3 million euros; and Venues Services – 14.5 million euros. The Venues Facilities division generated 4.3 million euros in total sales revenues.



2. Profits and losses for the year

The business year 2023 ended with a loss for of roughly-39.7 million euros before loss absorption by HGV (2021: -48.0 million euros). The result for 2023 was 5.0 million euros better than the forecast. The variation from the reference year 2021 is mainly attributable to event cancellations in 2021 due to the pandemic. The annual result is lower than in 2019, the last pre-pandemic year with the same event pattern. This is mainly due to increased energy costs, steep cost increases in nearly all areas which cannot be fully passed on to customers, as well as higher expenditures for digitalisation.

3. Work force

By the end of 2023, 339 employees were working at HMC, not counting student interns (2022: 331). 324 of these had permanent contracts, and 15 had temporary contracts (2022: 321 permanent and 10 temporary contracts). Expressed in FTEs, HMC had 288 FTEs as of year-end (2022: 277 FTEs). Furthermore, HMC again provided 21 apprenticeships to prospective event and office clerks, event technology specialists and congress and event managers, as well as to Bachelor of Arts (BA) students participating in dual-study programmes in Business Information Systems.

At the end of 2023, women accounted for 43.2 per cent of management positions.

4. Net assets

Total assets dropped by -1.7 million euros to 116.0 million euros in the year under review, resulting in an increase in the equity ratio from 9.9 per cent to 10.0 per cent.

5. Financial position

A profit-and-loss transfer agreement and a group clearing agreement exist between HMC and its parent company, HGV.The liquidity of the company is thereby guaranteed at all times.



D. Outlook, Risks and Opportunities for Future Development

1. Outlook

Despite the market recovery over the course of 2023, the market environment remains challenging. Challenges mainly include the high general inflation rate and increased costs of energy and services, the latter leaving their mark on numerous HMC suppliers. Apart from a lower BIP growth expected for 2024 (refer to Section D.3), the longer-term effects of the Covid-19 pandemic will continue to show in many industries over the coming years. Based on current plans, eight HMC-organised events and over 36 guest events will take place on the exhibition campus in 2024. There are currently around 50 confirmed bookings for the CCH.



HMC plans to continue its profitable growth. To this end, a strategy review including a development process for the internal organisation was conducted in the years 2022 and 2023.

In the international trade fair participation business, HMC will continue to fulfil all of its contractual commitments and obligations towards the Federal Ministries in 2024 but will cease to apply for future such international participations. Reasons include increasingly restrictive contracting policies as well as a significantly poorer business environment making international participations increasingly unattractive and unfeasible.

2. Earnings

For the business year 2024 HMC has budgeted for revenues of 133.7 million euros, which represents an increase of 25.0 million euros from the reference year 2022. This increase in revenues is primarily attributable to the reduced negative impact of the pandemic on the events business as well as stronger business at the CCH. 70 per cent of the CCH – Congress Center Hamburg was commissioned in September 2021, with the remainder handed over to HMC on 22 February 2022. The budget plan for all of HMC assumes a loss for the year before loss absorption in the amount of roughly 3.0 million euros, mainly due to digitalisation and modernisation measures as well as higher energy costs. The annual result for 2024 is expected to be 1.4 million euros lower than in 2018, the last pre-pandemic year with the same event pattern.

HGV will absorb the expected losses pursuant to the existing profit-and-loss transfer agreement.

A leasing arrangement was chosen to finance the expansion and modernisation of the existing buildings on the exhibition campus. The resulting real estate leasing costs have since been a particular burden on HMC. In November 2023, the parliament of the Free and Hanseatic City of Hamburg (FHH) approved a market-based adjustment proposal submitted by the Senate. From 2024, the commercial rights and obligations in the HMC property and buildings are to be transferred to FHH, including an existing early buy-back right for 2028. This means that the financial burden of the contractual leasing payments up to 2034 in the amount of 22.0 million euros annually will be transferred to FHH. In return, HMC assigns all existing rights to FHH. Furthermore, HMC agrees to pay a market-based annual rental fee of 7.0 million euros to FFH.

3. Risk report

Risk management

HMC maintains a risk management system which enables a timely and systematic analysis and evaluation of the company's risk exposure as well as the development of countermeasures. The subjects of the analyses and assessments are strategic and operational risks.

At present, HMC is unaware of any risks that could jeopardise its future development.

No financial risks are apparent.

Hamburg, 8 March 2024

Uwe Fischer CEO Heiko M. Stutzinger CEO



Report of the Supervisory Board

The Supervisory Board reviewed the situation and development of Hamburg Messe und Congress GmbH regularly during the past business year. In the year under review, it performed the duties incumbent upon it by law and the Articles of Association. The Supervisory Board advised and monitored the Management Board of Hamburg Messe und Congress GmbH in its management of the company continuously.

The Supervisory Board complied with the requirements of the Hamburg Code of Corporate Governance and issued a Statement of Compliance together with the company's Management Board.

The Management Board informed the Supervisory Board regularly, in a timely manner, and comprehensively in written and oral form about the relevant issues of corporate planning, strategic development, and the results achieved in the company, including the risk situation.

The Supervisory Board held four ordinary meetings during the year under review. Furthermore, one Supervisory Board resolution was passed by circulation of documents. The Financial Committee and the Building Committee each met twice. Three ordinary sessions of the Human Resources Committee were held, and one decision was made by the Human Resources Committee in a written procedure.

On 13 June 2023, the Annual General Meeting of Hamburg Messe und Congress GmbH appointed RSM Ebner Stolz GmbH & Co. KG (RSM EbnerStolz) to audit the company's annual financial statements and to ensure the company's due and proper conduct of business for the business year from 1 January to 31 December 2023.

RSM EbnerStolz audited the annual financial statements – consisting of the balance sheet, income statement, and notes – together with the bookkeeping system and the Management Report for the fiscal year from 1 January to 31 December 2023.

The audit has not led to any reservations. In the opinion of RSM EbnerStolz based on the findings of its audit, the annual financial statements comply with the legal requirements and give a true and fair view of the company's net assets, financial position, and results of operations in accordance with the German principles of proper accounting. The Management Report is consistent with the annual financial statements, provides a correct overview of the company's situation, and duly presents the opportunities and risks of future development.



The Finance Committee at its meeting on 15 May 2024, and the Supervisory Board at its meeting on 31 May 2024, examined the annual financial statements, the Management Report, and the report from RSM EbnerStolz in detail. The Supervisory Board has no objections to these documents and agrees with the results of the auditor's report. The Supervisory Board approves both the management report and the annual financial statements as of 31 December 2023.

The Supervisory Board would like to thank both the company's management and all employees for their dedication and the successful business year 2023.

Hamburg, June 2024

State Secretary Andreas Rieckhof Chairman of the Supervisory Board



Supervisory Board

Andreas Rieckhof	Hamburg Ministry for Economics and Innovation
Brigitte Allkemper	City Management Hamburg
Dr. Malte Heyne	Hamburg Chamber of Commerce
Kai Hollmann	Gastwerk Hotel Hamburg Verwaltungsgesellschaft mbH
Oliver Jensen	Hamburger Gesellschaft für Vermögens- und Beteiligungsmanagement mbH
Dr. Bettina Schomburg (left the Board on 30 June 2023)	Hamburg Financial Authority
Konstanze Wagner (joined the Board on 1 July 2023)	Hamburg Financial Authority
Dr. Christopher Schwieger	Hamburg Ministry for Economics and Innovation
Julia Wöhlke (left the Board on 31 August 2023)	lwan Budnikowsky GmbH & Co. KG
Franziska Wedemann (joined the Board on 1 September 2023)	Back-Haus Wedemann KG
Hartmut Hofmann	Hamburg Messe und Congress GmbH
Matthias Balz	Hamburg Messe und Congress GmbH
Loretta Marsh	Hamburg Messe und Congress GmbH
Frank Minak	Hamburg Messe und Congress GmbH



Statement of Compliance

with the Hamburg Code of Corporate Governance (HCGK)

The Management Board and the Supervisory Board of Hamburg Messe und Congress (HMC) hereby declare:

"During the business year 2023 Hamburg Messe und Congress GmbH complied with all regulations of the Hamburg Code of Corporate Governance which are subject to the responsibility of the Management Board and Supervisory Board, with three exceptions. The following items were not observed:

Section 5.1.5:

The six-week period for distributing the minutes regarding resolutions made by the Supervisory Board could not be adhered to at all times as the draft minutes had to be approved prior to execution and the approval processes were not completed in time.

Section 5.4.7:

One member of the supervisory board of Hamburg Messe und Congress GmbH presides over more than five (5) supervisory boards or their committees. This is not problematic since the topics discussed by the supervisory boards are part of the person's main responsibilities and the relevant mandates consequently do not represent a significant additional time investment.

Section 5.4.8:

Two members of the Supervisory Board personally participated in half of the Supervisory Board sessions only during the business year 2023.

During the fiscal year 2023, Mr. Aufderheide received total gross compensation in the amount of \notin 306,572.88, and Mr. Fischer received total gross compensation in the amount of \notin 306,572.88. The breakdown of the total compensation can be viewed online at www.hamburg-messe.de."

Hamburg, June 2024

State Secretary Andreas RieckhofUwe FischerChairman of the Supervisory BoardCEO

Heiko M. Stutzinger CFO





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