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Ad hoc announcement pursuant to Art. 53 LR

Pratteln, 25 September 2023

HLEE plans to strengthen equity through a capital increase of up to CHF 66 million.

The Board of Directors of Highlight Event & Entertainment AG ("HLEE") decided on a plan to carry out a capital increase in the amount of approximately CHF 33 to 66 million.

The capital increase is to be effected through a rights offering to all existing shareholders by issuing up to 4'730'000 shares with a nominal value of CHF 9 each from the existing capital band. The issue price is expected to be in a price range between CHF 12 to 14, depending on market developments. Shareholders with existing loans shall have the option to pay by offsetting instead of cash. There will be no rights trading.

The planned capital increase is intended to strengthen HLEE's equity and reduce financial liabilities.

The Board of Directors of HLEE plans to publish the offer prospectus for the capital increase with the definitive terms and the detailed timetable in the second half of October. Subsequently, the capital increase will be carried out with a subscription rights period of five trading days.

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