



Media Release

Pratteln, August 31, 2016

2016 Half-Year Report

- The purchase of strategic investments in the media and digital entertainment sectors increased total assets from CHF 20.2 million as of December 31, 2015, to CHF 52.7 million as of June 30, 2016.
- Consolidated net loss amounted to CHF 0.5 million (compared to CHF 0.4 million net loss for the same period of the previous year). The loss is largely attributed to various expenses related to reorganization and new investments.

With the acquisition of 75.4% of the shares in Highlight Event and Entertainment AG (HLEE) by Bernhard Burgener (Chairman and Delegate of the Board of Directors) in February of this year (current shareholding 64.5%), the Company began implementing its new business strategy. In addition to the expanded operating focus, this also includes investment activities. To supplement the traditional activity as marketer of the Eurovision Song Contest and the concerts of the Vienna Philharmonic, the acquisition of strategic investments in selected media, technology, and entertainment companies is intended to lay the foundation for the establishment of a global marketing platform for live entertainment.

The largest investment in the first half of 2016 was the acquisition of 10.29% of the shares in Constantin Medien AG, which is listed on the German stock market. This investment was booked at a market value totaling CHF 27.7 million as of June 30, 2016. In addition, HLEE concluded a pooling agreement with a number of other shareholders of Constantin Medien AG on June 16, 2016. Altogether, the pool members had a 29.28% stake in Constantin Medien AG as of June 30, 2016.

HLEE is planning further strategic investments in the global entertainment marketing sector to be managed under the heading "Highlight Investments."

"We are focusing on the establishment of a forward-looking event-marketing company that will benefit from the radical global changes in the live entertainment sector," says Bernhard Burgener, Chairman and Delegate of the Board of Directors of HLEE.

The detailed 2016 Half-Year Report is available at www.hlee.ch.

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