



Ad hoc disclosure

Pratteln, September 30, 2016

Highlight Event and Entertainment AG resolves strategic, structural, and personnel changes

The Board of Directors of Highlight Event and Entertainment AG has resolved strategic, structural, and personnel changes at its meeting on September 30, 2016.

Highlight Event and Entertainment AG is selling its non-controlling interests in Kuuluu Interactive Entertainment AG, Holotrack AG, Paperflakes AG, and Pulse Evolution Corp. together with the loans granted to Highlight Ventures Corp., USA. The non-controlling interests sold in these companies, which perform services in the fields of digital entertainment, software development, and gaming, will benefit from an international field of investors in their new company.

Through a convertible loan in the amount of EUR 2 million, Highlight Event and Entertainment AG has an investment in the new company being founded, Highlight Finance Corp., British Virgin Islands. Following the conversion of the loan, the company will have a 20% financial investment in Highlight Finance Corp.

René Eichenberger is declaring his resignation from the Board of Directors of Highlight Event and Entertainment AG to serve as a member of an executive body of the investment companies sold, thereby overseeing the ongoing development of their business. The other members of the Board of Directors will step down from all executive positions at the investment companies sold.

The company is assuming that the property of Escor Automaten AG, which has been available for sale for some time, can be sold in the coming weeks. An agreement has been reached with the buyer on the terms of the sale.

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