



Ad hoc disclosure

Pratteln, July 20, 2017

Highlight Event and Entertainment AG invests in 5EL SA

The Board of Directors of Highlight Event and Entertainment AG (the "Company") has resolved to acquire a further 544,409 no-par value shares (17.49%) in 5EL SA, a Lausanne-based company listed on the SIX Swiss Exchange.

Instead of a cash payment, the Company has taken the opportunity to offset the purchase price against the loan receivable from Highlight Venture Corp. (USA). The purchase price for the shares in 5EL SA amounted to CHF 3,941,521. The acquisition was a non-cash transaction.

Following the transaction, the Company has a 19.99% financial investment in 5EL SA (post restructuring and capital increase).

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