



Press Release

Pratteln, April 20, 2020

2019 Annual Report

HLEE Group records significant growth in consolidated net profit in fiscal 2019

Business at Highlight Event and Entertainment AG developed successfully overall in 2019.

- Consolidated net profit attributable to shareholders improved to CHF 7.2 million (previous year: CHF -14.5 million).
- At CHF 32.5 million, EBIT was well above the previous year's level (CHF -0.5 million). In the previous year, there were investments, set-up and high project costs for the World Boxing Super Series (WBSS).
- Earnings per share increased to CHF 0.84 (previous year: CHF -1.69).
- Consolidated sales amounted to CHF 504.6 million.

At CHF 973.5 million, consolidated total assets were CHF 8.5 million higher than in the previous year (CHF 965.0 million).

Development of the operating segments in 2019

The **Film** segment achieved its targets in fiscal 2019. There were twelve in-house and co-productions in total in theatrical production, including the Bora Dagtekin comedy "Das perfekte Geheimnis" and "Kaiserschmarrndrama", the seventh big-screen adaptation of a Rita Falk novel. Home entertainment exploitation retained a strong market position thanks to a balanced portfolio, including theatrical successes such as "Der Fall Collini" and "Ostwind – Aris Ankunft". In free TV, sales were generated in particular by the start of initial licenses.

In the **Sport- and Event-Marketing** segment, the TEAM group successfully completed the development of commercial concepts and rights packages for the 2021/22 to 2023/24 cycle of the UEFA Champions League, the UEFA Europa League, and the new UEFA European Conference League in the reporting year. TEAM experienced a strong start to its sales operations on both the media and the sponsorship sides, closing several key deals early on.

In the reporting year, the **Sports** segment continued to focus on optimizing its portfolio of rights, improving existing digital content and creating new digital content for cross-platform exploitation. The World Boxing Super Series (WBSS) successfully held both the semifinals and the super lightweight final in London as well as the bantamweight final in Tokyo in 2019. The bantamweight final was named the Fight of the Year 2019 by many experts and specialist magazines.

The Annual General Meeting for fiscal 2019 is scheduled to take place on June 26, 2020.

The detailed 2019 annual report is available at <https://www.hlee.ch/en/Interim-reports.htm>.

The HLEE Group at a glance

Group figures in line with IFRS

CHF million	2019	2018	Change in %
Sales	504.6	564.1	-10.5
EBIT	32.5	-0.5	n/a
Consolidated net profit for the period (after taxes)	17.9	-20.2	n/a
Consolidated net profit attributable to shareholders	7.2	-14.5	n/a
Earnings per share (in CHF)	0.84	-1.70	n/a
Segment revenues			
Film	303.6	364.4	-16.7
Sports- and Event-Marketing	64.7	63.7	1.6
Sports	132.9	133.1	-0.2
Event Marketing	3.1	2.9	6.9
Segment earnings			
Film	16.3	12.1	34.7
Sports- and Event-Marketing	29.2	31.5	-7.3
Sports	-10.0	-34.8	n/a
Event Marketing	1.1	0.9	22.2
CHF million	Dec. 31, 2019	Dec. 31, 2018	Change in %
Total assets	973.5	965.0	0.9
Equity	360.4	391.3	-7.9
Equity ratio (%)	37.0	40.5	-3.5 points
Current financial liabilities	139.1	189.7	-26.6
Cash and cash equivalents	55.3	59.3	-6.7

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