



Media Release

Pratteln, June 29, 2020

Highlight Event & Entertainment AG Partners with Nexway AG to Develop New Streaming and Edutainment Offers

Highlight Event & Entertainment AG, listed in Switzerland under HLEE: SWX, and Nexway AG, a leading software and service company with a dominant market position in the German language academic market for software and other digital products, have entered a strategic business development partnership.

Details of the strategic partnership are to be drawn up by the management boards of both organizations. It is aimed to augment Highlight Event & Entertainment AG's existing offering with the global streaming capabilities on the back of Nexway's 20 years of experience in marketing and selling digital products in over 180 countries around the world, and to enable the asknet Academics business unit of Nexway AG to develop and launch an edutainment content offering for its customers (German academic institutions) and their personnel and students.

"Expanding into edutainment business is one of the pillars of the new strategy of Nexway AG and a strategic partnership with Highlight Event & Entertainment AG gives our company incredible competitive advantage in designing and rolling out edutainment offering for academic institutions in German language Europe and beyond", commented Christian Herkel, CEO of Nexway AG.

"The Partnership with Nexway AG helps to create new markets and new audience for our content franchises and brands, bringing them closer to younger generations of consumers and benefitting from the latest advances in the use of digital distribution technologies", commented Bernhard Burgener, the Chairman of Highlight Event & Entertainment AG.

About Nexway

Nexway AG (formerly asknet AG) is a leading procurement, e-commerce and payment specialist. The company offers software procurement and sales services for European academic institutions, students and alumni. The procurement portals offered by Nexway are used by more than 80% of German colleges and universities. The headquarter of Nexway AG is Karlsruhe. The company is listed on the Frankfurt Stock Exchange (NWAY, ISIN: DE000A2E3707).

About HLEE

Highlight Event & Entertainment AG (HLEE: SWX, ISIN: CH0003583256) is a sports-to-movies media business listed in Switzerland. The core business of the HLEE group companies is the positioning and development of brands. Through its affiliate, Highlight Communications AG, the segments Film, Sport-and Event-Marketing as well as Sport are integrated.

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