



Ad hoc disclosure pursuant to Art. 53 LR
Pratteln, August 18, 2021

2021 Half-Year Report

Highlight Event and Entertainment AG posts positive sales performance in first half of 2021

Highlight Event and Entertainment AG, a leading international company in the fields of film, sports and event marketing, and sports that is headquartered in Pratteln (Switzerland) and listed on the SIX, has closed the first half of fiscal 2021 with significant sales growth and an increase in the equity ratio.

Consolidated sales climbed by 20.3% to CHF 207 million. Due to production-related consolidated expenses and a lack of sales in theatrical distribution, EBIT amounted to CHF 1.4 million.

The Film segment increased its sales by 24% from CHF 98 million to CHF 121.6 million in the first six months of 2021 due to service productions and the continued positive development of digital distribution forms.

The Sports- and Event-Marketing segment (marketing of major international sports events) increased its sales from CHF 31.2 million to CHF 34.5 million.

The Sports segment increased sales by 17.9% to CHF 50.9 million. This is mainly due to advertising income and realized sport events after Covid 19 restrictions were eased.

As a result of the successful capital increases, equity increased from CHF 352.3 million at the end of 2020 to CHF 363.4 million, with the equity ratio rising from 36.6% to 37.3%.

The detailed 2021 half-year report is available at <https://www.hlee.ch/geschaeftsberichte>.

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The HLEE Group at a glance

Disclosures for the Group in accordance with IFRS

in CHF million	H1 2021	H1 2020	Change in %
Sales	207.3	172.3	20.3
Operating result	1.4	11.0	n/a
Consolidated net profit (after taxes)	-7.6	1.1	n/a
Net profit attributable to shareholders	-6.3	0.4	n/a
Earnings per share (CHF)	-0.71	0.05	n/a
Segment sales			
Film	121.6	98.0	24.0
Sports- and Event-Marketing	34.5	31.2	10.5
Sports	50.7	43.2	17.4
Event Marketing			
Segment earnings			
Film	4.8	8.8	-54.5
Sports- and Event-Marketing	14.0	14.7	-4.7
Sports	-13.2	-10.3	-28.1
Event Marketing			
in CHF million	June 30, 2021	Dec. 31, 2020	Change in %
Total assets	973.0	962.7	1.1
shareholders of HLEE	363.4	352.3	3.2
Equity ratio (%)	37.3	36.6	0.7 points
Current financial liabilities	182.6	163.9	11.4
Cash funds	36.7	50.3	-27