



Media release

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## Annual Report 2021

### HLEE Group closes fiscal 2021 positively

- Consolidated sales increased to CHF 508.9 million (previous year: CHF 414.7 million).
- EBIT increased to CHF 13.2 million (previous year\*: CHF 3.1 million).
- Consolidated net profit amounted to CHF -2.1 million (previous year\*: CHF -12.7 million).
- The equity ratio came to a sound 30.4 % (previous year\*: 31.3 %). Consolidated total assets amounted to CHF 875.9 million (previous year\*: CHF 875.8 million).

### Development of operating segments in 2021

All segments (Film, Sports- and Event-Marketing and Sports) generated higher external sales than in the previous year. In the Film segment, there were higher sales in theatrical distribution, home entertainment and TV service productions. Sports events were also held again.

In the **Film** segment, the effects of the COVID-19 pandemic could still be felt in movie theater business in 2021. The Constantin Group nonetheless implemented a total of nine in-house and co-productions in theatrical production, including the in-house production “Liebesdings”, “Guglhupfgeschwader” from the successful Eberhofer series, “Freibad” and the follow-up production to the hit movie “Der Vorname.” Ten movies were released in German movie theaters in theatrical distribution in the fiscal year, including “Kaiserschmarrndrama,” “Contra,” “After We Fell” and the next installment of the hit series “Ostwind – Der große Orkan.” In TV exploitation/license trading, several license sales of in-house and third-party productions took place with both new and established partners again in 2021. Among other developments, Constantin Film and RTL Deutschland plan to expand their successful cooperation. In free TV, sales were generated in particular by the initial licenses for “After” and “Papillon” (ProSieben), “Der Fall Collini” (ARD) and “Der Vorname” (ProSieben). In pay TV, the following premiere broadcasts were brought forward due to the pandemic: “Monster Hunter”, “Wrong Turn” and “Horizon Line” (all Sky).

In addition, there were numerous successful TV productions, including those for ARD and ZDF.

In the **Sports- and Event-Marketing** segment, the TEAM Group focused on the development of commercial concepts and rights packages for the 2022/23 to 2024/25 cycle of the UEFA Champions League, the UEFA Europa League and the UEFA European Conference League in the reporting year.

In the **Sports** segment, in 2021 Sport1 GmbH launched the new multisport streaming platform “SPORT1 extra” in Germany, Austria and Switzerland. When the DFB Cup media rights were awarded, SPORT1 acquired an extensive new package for the seasons 2022/2023 up to and including 2025/2026. Over the last year, on the basis of numerous new shows produced by Plazamedia, we also expanded the successful partnership with DAZN. The broadening base of the Sport1 pay TV

channels, SPORT1+ and eSPORTS1, was further expanded on the basis of cooperations with Joyn and Amazon Prime Video Channels.

### **Outlook for 2022**

The global spread of the COVID-19 virus as well as the effects of the Ukraine crisis continued to impact the HLEE Group's operating activities negatively in the first quarter of 2022.

As in the previous year, the Board of Directors is monitoring the current COVID-19 situation this year and regularly reviews the measures taken. With a strong theatrical program in the Film segment and the new Bundesliga rights for the 2021/22 season onward in the Sports segment, among other aspects, the HLEE Group plans with stable and economically successful business operations.

The Annual General Meeting for fiscal 2021 will be held on June 29, 2022.

The detailed Annual Report 2021 is available at <https://www.hlee.ch/en/Interim-reports>.

### **The HLEE Group at a glance**

Figures for the Group in accordance with IFRS

<b>in CHF million</b>	<b>2021</b>	<b>2020 (restated)</b>	<b>Change in %</b>
Sales	508.9	414.7	22.7
EBIT	13.2	3.1*	325.8
Net profit for the period	-2.1	-12.7*	n/a
Net profit attributable to shareholders	-4.0	-9.2*	n/a
Earnings per share (in CHF)	-0.44	-1.07*	n/a
<b>Segment sales</b>			
Film	331.5	261.3	26.8
Sports- and Event-Marketing	68.4	61.5	11.2
Sports	108.3	91.1	19.0
<b>Segment earnings</b>			
Film	15.9	13.8	14.8
Sports- and Event-Marketing	15.9	8.6	84.9
Sports	-9.6	-11.1	n/a
<b>in CHF million</b>	<b>Dec. 31, 2021</b>	<b>Dec. 31, 2020 (restated)</b>	<b>Change in %</b>
Balance sheet total	875.9	875.8*	0.0
Equity	265.9	273.9*	-3.0
Equity ratio (%)	30.4	31.3*	-0.9 points
Current financial liabilities	253.1	163.9*	54.4
Cash and cash equivalents	48.9	50.3	-2.8

\* The changes in the Sports- and Event-Marketing segment, in particular the new tender, resulted in a reassessment of the estimates made when initially consolidating Highlight Communications AG in 2017. The adjusted valuation and assessment of the initial consolidation of Highlight Communications AG, which was implemented in cooperation with an independent consulting company, resulted in a restatement for the 2020 reporting year. In the 2021 annual report, these effects are extensively described under «2.3 Restatement of prior-year figures in the consolidated financial statements» on pages 11 and 12.

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