

Chargeurs Museum Solutions strengthens its global leadership with the acquisition of Event Communications, a key player in museum project design and planning

- Based in London, Event Communications ranks among the Top 5 museum designers worldwide
- Highly complementary expertise with current Chargeurs Museum Solutions (CMS) activities and potential to generate significant development synergies
- Strong operating profitability and order book, providing clear visibility

Chargeurs Museum Solutions is pleased to announce the finalization of the acquisition of 100% of the capital of Event Communications Ltd, one of the global leaders in museum planning, design and delivery. Event's acquisition significantly strengthens the breadth and depth of expertise with Chargeurs Museum Solutions and further extends its worldwide leadership in the fast-growing and fragmented museography market.

Founded in 1986 and with bases in London (UK), and Dublin (Ireland), Event employs around 50 talents and has an effective and well-developed business model that will have an accretive impact on the Group's operating profitability.

Over the last four decades Event has worked with museums in all areas including natural history, sport, science and fine and decorative arts. Event pioneered the development of the immersive museum and prides itself in the delivery of powerful narratives, communicated through imaginative design solutions that combine traditional object display with interactive installations. Museums designed by Event have, uniquely, won the European Museum of the Year Award five times, in five dramatically different institutions.

Recognized internationally for its consistent ingenuity, design, storytelling excellence and exemplary project management, Event produces masterplans for museums, heritage attractions, and cultural quarters as well as brand and corporate experiences. It creates interpretive and interactive design concepts along with technical specification and creative direction for permanent and temporary exhibitions and has provided integrated program and cost management for many of the world's largest experience projects. Event will perfectly complement the expertise and creativity of CMS and will enable the platform to be ideally positioned on a wide range of projects with customers from both the public and private sector.

Commenting on the acquisition, Michaël Fribourg, Chargeurs Chairman and CEO, stated: *"The Event Communications acquisition represents a new decisive step in building a global offering in museography services. It will considerably enhance the ability of Chargeurs Museum Solutions to meet strong demand for the creation or renovation of cultural institutions and to offer new forms of experiential luxury to visitors. Increasingly, Chargeurs Museum Solutions' leadership enables it to attract the best talent in the area of museum creation and take an active role in the transformation of this fast-growing sector."*

Chargeurs welcomes the talented and committed team from Event, which will continue to be managed by its CEO James Alexander, a market professional with highly recognized expertise. James Alexander, added: *"I am*

delighted that Event has joined the team at Chargeurs Museum Solutions, a step that will launch our next stage of growth and development. I am convinced, as are my senior colleagues, that not only will this move underscore Event's position in the market, but that we can make a significant contribution to Chargeurs' ambition to create an innovative offer to the sector. The Event team is excited by the prospect of working closely with the CMS group of companies and the opportunities that lie ahead."

The Event Communications acquisition will be cash funded. The company will round out the Chargeurs Museum Solutions business line which already includes D&P, Design PM, Hypsos, Leach, MET Studio, and Senfa.

To learn more about Event Communications: <https://eventcomm.com/>

2022 Financial Calendar

Thursday, February 17, 2022 (before market)

2021 Annual Results

ABOUT CHARGEURS

CHARGEURS is a world leader of niche technologies and services, offering integrated, high value-added solutions to its B2B and B2C customers. Active in 90 countries with nearly 2,500 employees, the Group, whose global signature is High Emotion Technology®, develops its manufacturing and technological expertise across a range of sectors including premium materials protection, fashion and luxury goods, museum services, and healthcare.

As the Group begins a new chapter in its history of nearly 150 years, the Leap Forward 2025 strategic plan is aimed at seizing market opportunities linked to developments in production, distribution and consumption methods and widespread demand for sustainable manufacturing solutions. Recognized for their highly responsive, agile manufacturing and their global footprint, Chargeurs' many areas of expertise are intended to support its profitable and sustainable growth. In 2020, the Group generated revenue of €822m.