

Chargeurs acquires luxury Italian publisher and producer Skira Editore to join its Museum Studio division

- Almost 100 years old, Skira is one of the most prestigious global cultural brands in the world and one of the iconic publishing references in the arts, design, luxury, fashion and prestige hospitality worlds
- More than a publisher, Skira has established itself worldwide as a multimedia expert in the production of multilingual cultural content: publishing of high-end books and catalogs, audiovisual production, design and production of major exhibitions, digital creations, virtual tours, design of augmented reality, development of derivative products, space management...
- Chargeurs Museum Studio confirms its leadership and now houses a unique range of products and solutions for its customers in the world of cultural, luxury and prestige brands

Chargeurs Museum Solutions (CMS), the world's largest content creation studio for cultural institutions, foundations and iconic corporate brands, announces that it has completed the acquisition of an 80% stake in Skira Editore S.p.A., a global leader in the publishing of classic and modern art and design books.

The Skira publishing house was founded in Lausanne in 1928 by Albert Skira, an art and literature enthusiast, whose first major work - which marked the beginning of Skira - was the edition of Ovid's *Metamorphoses* illustrated by Pablo Picasso.

After this first publication, Skira continued to surround itself with prestigious intellectuals, artists and writers who accompanied it in its development. From Aragon to Tzara, many women and men behind the cultural greatness of the 20th century maintained very close ties with the publishing house. Since its foundation, the Skira house has successfully published, out of Milan, Geneva and Paris, more than 6,500 titles, which have entered the world's cultural, artistic and creative heritage.

Based in Milan, Skira has a subsidiary in France, employs close to 45 staff and generates normative revenue of more than €15m. Led by Chairman Massimo Vitta Zelman, the main shareholder in Skira before the acquisition by Chargeurs, the publishing house has diversified its offering around four complementary areas of expertise:

- Publishing of very upscale art books, catalogs of artists' works, exhibition catalogs and limited editions for collectors, covering a broad spectrum ranging from classical art to architecture, design, fashion, photography and cinema. Skira Editore also publishes essays and fictions related to the arts. All told, it publishes more than 250 new original works every year. Backed by a network of experts and its own resources, Skira designs, produces and distributes its works in many countries and in several languages. Within its publishing activity, Skira develops a majority of commissioned publishing projects, pre-ordered on behalf of leading clients, cultural institutions, corporate brands and foundations. For

example, Skira is the reference publisher for the Abu Dhabi Louvre Museum, and the Quai Branly - Jacques Chirac Museum in Paris, and all of the museum and artistic works of the Intesa Sanpaulo group. It is the only Italian publisher present in ALTAGAMMA, the association that houses and promotes brands that are symbols of Made in Italy and Italian creativity, across the globe. For example, it has worked for prestigious brands such as Ferrari, Lamborghini, Bulgari, Loro Piana, Kartel, Van Cleef & Arpels, Zegna, Tod's, Hogan, Ferrero etc.

- Production and operation of temporary exhibitions, from design and curation through to ticket sales and bookshop activities. Skira is behind the exceptional exhibitions dedicated to Renoir, Cezanne, Bacon, Leonardo da Vinci, Monet, Titian, Picasso or Caravaggio as well as to Futurism and Pop Art, which have welcomed millions of visitors. Skira is preparing to produce new exhibitions, including one dedicated to the photographer Richard Avedon and another to the painter and illustrator Hokusai.
- Creation and management of museum book stores operated via concessions, book stores created as part of temporary exhibitions produced by Skira or shop-in-shop book stores operated by major banners.
- Coproduction of films and documents with high cultural content.

Synergies with the current activities of Chargeurs Museum Studio - the umbrella brand of the CMS museum activities - are numerous and natural.

Skira's publishing and production capacity in cultural content is a significant complementary fit with the Chargeurs Museum Studio offering, downstream of the museum services value chain, with recurring relations with major clients. Skira's expertise and reliability in curation and publishing of reference works strengthens the status of Chargeurs Museum Studio with cultural institutions and major global luxury, fashion design and creation brands

At the same time, the top-level relationships forged by Skira with brands and cultural institutions over the decades provide significant leverage to promote the project management, design and realization capacities which are at the heart of Chargeurs Museum Studio's offering.

The consolidation of Skira will enable Chargeurs Museum Studio to support cultural institutions permanently and no longer just during the design and renovation phases of their cultural spaces. It will also enable the Group to accompany these same customers in their dialog with their audiences and partners, notably sponsors.

Conversely, the geographical reach of Chargeurs Museum Studio should contribute significantly to Skira's international expansion. Skira will also be able to draw on Museum Studio's expertise for the production of its temporary exhibitions.

In all, the complementary nature of Skira's intimate knowledge of cultural circles will strengthen the leading position of Chargeurs Museum Studio with major clients such as cultural institutions, foundations and corporate brands.

"Around Museum Studio, Chargeurs has built the world's most powerful brand and platform for creating cultural content, which forms one of the new categories of experiential luxury of tomorrow. The acquisition of publishing and production house Skira Editore will considerably expand our product and service offering,

combining the excellence of Italian know-how with the French and Anglo-Saxon creativity of our other houses, each of which remains true to their brand integrity. Led by its President Massimo Vitta Zelman and all its employees, Skira Editore is an icon of content creation that we are proud to welcome to Chargeurs Museum Solutions. Chargeurs will actively pursue its consolidation in these sectors as part of its strategy to expand into new luxury goods areas, with strong growth and profitability potential in line with our entrepreneurial, family-owned business model," said Michaël Fribourg, Chairman and Chief Executive Officer of Chargeurs Group.

The current Chairman of Skira Editore, Massimo Vitta Zelman, will continue to manage the publishing house. He stated: "I am delighted to place the future of our near century-old publishing house within a project resolutely dedicated to the promotion of an offering targeting distinctive cultural institutions, foundations and companies. By joining a global champion that shares our values and disciplines of excellence and is supported by the entrepreneurial vision and long-term shareholding of the Fribourg Family Group, we are convinced that we will be able to significantly enrich Chargeurs Museum Studio's offering and look forward to new development opportunities in Europe and around the world.

Skira Editore will be consolidated within Chargeurs Museum Solutions in the Group's accounts. This cash-funded acquisition represents Chargeurs' seventh acquisition in museum services. It accelerates the consolidation of this high growth market where the offering remains fragmented.

To learn more about Skira Editore: <https://www.skira.net>

2022 Financial Calendar

Thursday September 8, 2022 (before market)

First-half 2022 results

Wednesday, November 9, 2022 (before market)

Third-quarter 2022 financial information

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, museography, health and well-being.

In 2022, the Group celebrates its 150th year of entrepreneurial boldness. With its Leap Forward 2025 strategic plan, the Group aims to step up the game by seizing market opportunities linked to developments in production, distribution and consumption methods and widespread demand for sustainable manufacturing solutions. Recognized for their highly agile manufacturing and their global footprint, Chargeurs' many areas of expertise are intended to support its profitable and sustainable growth. In 2021, the Group generated revenue of €736.6m.