

The new holding structure of the Expotechnik Group

Strategic impulses for the path to the future

Taunusstein, 23 February 2011. 42 years after Heinz H. Soschinski founded the company, the Expotechnik Group has undergone a change in its global company structure. With immediate effect, Alexander D. Soschinski and Patrick O. Soschinski, as the second generation, shall jointly control the global Expotechnik Group in the function of Group Presidents. Henceforth, all shares are merged in the central group company Expotechnik International Holding GmbH & Co. KG, which is based in Taunusstein, and now owned by Alexander D. Soschinski and Patrick O. Soschinski at equal shareholding. This means that in future, both existing and newly established branches shall be 100% subsidiaries of the Expotechnik Group. The decision-making structures for all international business locations have been optimised and thus made more transparent.

This decision was based on the desire to strategically define the future development of the Expotechnik Group for the long term. The Expotechnik Group's goal is to meet international market requirements optimally in order to operate successfully worldwide. In an almost one-year development process, in intensive collaboration with the consulting company KPMG, a company concept was developed for the Group. This concept meets the requirements of a modern company both internally and externally and will contribute to the sustainable performance capability of Expotechnik for years to come.

In 1968, Heinz H. Soschinski laid the foundation for today's Expotechnik Group, which since advanced very successfully into international markets with the establishment of numerous international business locations. With its nine independent subsidiaries on three continents - Europe, America and Asia - Expotechnik has established itself as one of the leading international service providers for brand staging. The company's founder still has a keen interest in the company and continues to support it as an experienced consultant of the Group.

"We look forward to the strategic impetus arising from the new structure which will pave the way into a prosperous future. Our vision and desire is to lead Expotechnik to the top internationally and to ever greater success. Our strong advisory capacity, quality of performance and ability to provide our customers with high-quality service will continue to enable us to find the perfect solution for our clients and to implement this successfully in brand staging", say Alexander D. Soschinski and Patrick O. Soschinski, Group Presidents of Expotechnik International Holding GmbH & Co. KG.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Kronos and Phonak. Expotechnik International Holding GmbH & Co. KG is jointly managed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

For further information, visit www.expotechnik.com.

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