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Company Portrait

Making Brands a Three-Dimensional Experience

The Expotechnik Group creates distinctive design concepts for three-dimensional brand presentations all over the world

Taunusstein near Frankfurt on the Main, June 2011. Emotionality, sustainability and increased brand recognition: These are important prerequisites for a brand perception that provides for successful performance in competitive environments. The Expotechnik Group, a leading international service provider for three-dimensional brand presentation in the premium segment, establishes the basis for successful performance by coming up with individual design concepts with high standards of design and aesthetics. The company transfers the key messages of the product or company communication into a 3D-architecture that can be actively experienced and provides brands with an emotional dimension.

Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments": National and international trade show presentations, challenging major events as well as brand and experimental environments for reception areas, exhibition spaces or office rooms. Every year, the company services more than 1,500 projects worldwide with building areas of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Yet the Expotechnik Group is more than just a service provider for architectural solutions. The company looks at communication tasks from a holistic point of view. This includes a complete analysis of the problem and precise recommendations for action to accomplish strategic three-dimensional brand positioning. The advisory skills of the Expotechnik Group are a result of 40 years of market experience and the company's proximity to its customers.

Unlike its competitors, the Expotechnik Group covers the whole value-added chain in the field of brand presentation thanks to its comprehensive offer from concept and design to project management, production, add-on services (event, graphics, media, catering) as well as transport, logistics and installation management. Expotechnik's clients include leading international concerns such as BMW, Deutsche Telekom, Honda, Lufthansa, manroland, Sony and Volvo. Yet the business group serves small and medium-sized enterprises such as Mitsumi, Phonak, SEW or Schwan Stabilo as well. Headquarters of the Expotechnik Group is the Expotechnik Heinz H. Soschinski GmbH located in Taunusstein near Frankfurt on the Main.

In 1968, Heinz H. Soschinski founded the business company for exhibition stand rental and successfully led it to its international top position. He later retired from the operational business, but still acts as advisor to the company's new top management today. His brother Peter W. Soschinski, Managing Partner, has been working for the Expotechnik Group for

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20 years now. He planned and coordinated the company's expansion to the international market. The second generation of the family and the new members of the corporate management, Alexander D., Patrick O., and Philip A. Soschinski, have been fully-integrated and successful members of the business group for many years now.

Today, the Expotechnik Group with its 500 employees and eight independent subsidiaries in Europe, Asia, North America and Australia is one of only a few companies in the market environment doing business around the world. The company disposes of production and logistics centers worldwide with a hall capacity of 60,000 square meters. An international team of architects, designers, key-account and project managers working at in-house production facilities around the globe develops and realizes creative concepts for 3D-architectures than can be actively experienced.

The great benefit of the Expotechnik Group's manufacturing facilities is the extraordinarily high share of in-house production: Carpentry, painting, metalwork, digital printing, electrical and media technology, logistics and assembly are united under one roof and allow for the complete range of services offered from a single source. The close collaboration and communication between the individual locations and departments is crucial for assuring quality and finding flexible and quick solutions. Dedicated teams and contact persons ensure reliability, professionalism and conceptual uniformity of the offers.

Since businesses increasingly act on a global basis, the Expotechnik Group uses its subsidiaries around the world to support and accompany companies on-site with appropriate planning and local implementation. At the same time, the group takes into account the presentation purpose as well as the cultural particularities of each country. This kind of support provides for a market-specific yet uniform brand appearance while maintaining a high level of quality, irrespective of location or availability of space.

The basic design of the architectural concepts is established with especially developed modular concepts build from high-quality materials used by the Expotechnik Group exclusively. Individual designs, structural elements and accessories are added to finally develop outstanding creative concepts that present messages, brands, products and people in a both professional and emotional way.

The concept of providing architectural solutions on a rental basis is innovative and customer-oriented at the same time. Clients rent only those structural elements and accessories that they need for a single planned presentation. This approach leads to the creation of individual architectures that can be used again at any time, at the same time minimizing transport, storage and maintenance costs. With this effective, resource-efficient business model, the Expotechnik Group takes over environmental and social responsibility and supports its sustainable long-term business approach.

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As a creative and innovative company, the Expotechnik Group does not settle for standard solutions. The group's employees are constantly searching for new ways to optimize processes and results. Since the company's establishment, employees continuously reinvestigate and further develop materials, material combinations, logistics solutions and conceptual approaches.

The success of the products and concepts has been repeatedly acknowledged with renowned national and international design awards. Numerous awards including the iF product design award, the red dot design award, the ADAM Award for Outstanding Exhibition Presentations and the AIT Innovations Award in the category "Products of high architectural quality" have been given to the Expotechnik Group. Furthermore, the company has been nominated for the Design Award of the Federal Republic of Germany in 2006, 2007, 2009, and 2010.

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. The global management of Expotechnik Group is jointly headed by the Group Presidents Alexander D. Soschinski and Patrick O. Soschinski.

For further information, visit www.expotechnik.com.

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