

News Release, 1 December 2017

Masterpiece London joins MCH Group and plans international expansion as part of MCH Group's new Global Collector Events Strategy

On 30 November 2017, MCH Group acquired 67.5% of the shares in Masterpiece London Ltd, which organises the art fair at the Royal Hospital Chelsea in London each summer. The remaining shares are held by the current shareholders.

With the integration of Masterpiece London, MCH Group is further expanding its already strong position in the key global collectors' markets. Presenting the finest works of art from antiquity to the present day, and with a unique focus on cross-collecting, Masterpiece London ideally complements MCH Group's collector events portfolio with Art Basel (in Basel, Miami Beach and Hong Kong), the Design & Regional Art Fairs and the newly launched Grand Basel for exclusive automobiles, which will premiere in Basel in 2018. Masterpiece London and Grand Basel will be staged at further locations in the USA, Asia and the Middle East over the next few years.

Masterpiece London Ltd was founded in 2008, the first edition of the fair was in 2010. At the fair, 150 leading galleries and specialists present to new and established collectors, exceptional works of art from every major market discipline, including ancient and contemporary art, rare books and photography, design and antiques, jewellery and ceramics. Masterpiece London is one of the leading events of its kind today and will retain its unique DNA and autonomous brand. Managing Director Lucie Kitchener, with the current ten-strong team, will be responsible for the new Business Unit within MCH Group under the leadership of CEO René Kamm. She joined Masterpiece London in January 2017 having previously held senior roles in the luxury goods sector. Philip Hewat-Jaboor will continue as Chairman of the Fair. The three founders, Harry Apter, Simon Philips and Harry Van der Hoorn will continue to support the management team in the Board, together with Board Advisor, Ruth Kennedy.

René Kamm, CEO of MCH Group, commented: "We are impressed by the unique concept of Masterpiece London and its successful development in the past few years. Masterpiece London is the perfect match for MCH Group's 'Global Collector Events Strategy'. It unites collector groups from different sectors and holds great development potential. MCH Group is setting out to support the fair in its further development, enabling them to expand their position to new regions. It is our common objective to strengthen our position in the buoyant global collector market calling for new collector events."

Lucie Kitchener, Managing Director of Masterpiece London, said, "We are delighted to announce MCH Group's acquisition of a majority stake in Masterpiece London Ltd. Masterpiece London has established itself as one of the world's leading fairs for the finest works of art from antiquity to the present day since its first edition in 2010. With a focus on cross-collecting, Masterpiece London perfectly complements MCH Group's existing portfolio of high calibre art fairs. We are excited at the prospect of expanding Masterpiece London internationally. We believe that our unique approach and offer, will prove a great success in new territories."

Masterpiece London's ninth edition will take place from 28 June to 4 July 2018 at the Royal Hospital Chelsea.

Further Information

www.masterpiecefair.com/news

www.mch-group.com/en-US/news.aspx

MCH Group

MCH Group is a globally leading live marketing company with a comprehensive services network spanning the entire exhibition and event market. Headquartered in Basel, Switzerland, it takes in exhibition companies in Basel, Zurich and Lausanne. It organizes and hosts about 90 exhibitions. MCH Group's companies in the segment of "Live Marketing Solutions" – MCH Global, Reflection Marketing, Rufener, Expomobilia, MC2 and Winkler Livecom – are active all over the world and offer customized marketing solutions in the areas of strategy and conception, marketing consulting, event management, exhibition and event construction, and multi-media solutions. The shareholding in Masterpiece London is a further step in the implementation of MCH Group's "Global Collector Events Strategy", which includes the globally leading Art Basel shows in Basel, Miami Beach and Hong Kong, the Design & Regional Art Fair portfolio with a shareholding in Design Miami, Design Miami Basel, India Art Fair and ART DÜSSELDORF, and GRAND BASEL, an exclusive event for automotive masterpieces in the high-end sector, launched in 2017.

www.mch-group.com

Masterpiece London

Masterpiece London is one of the world's leading fairs for the finest art and objects from antiquity to the present day. Launched in 2010, Masterpiece offers exceptional works for sale in all price ranges, for new and established collectors. With a unique focus on cross-collecting, the Fair integrates 150 international exhibitors from every major market discipline, including ancient and contemporary art, rare books and photography, design and antiques, jewellery and ceramics. Exhibitors present carefully curated gallery booths, with extraordinary works on view from across categories. Masterpiece London is held in the South Grounds of the Royal Hospital Chelsea in London. It runs from 7 days from the end of June through to the first week in July.

www.masterpiecefair.com

Art Basel

Founded in 1970 by gallerists from Basel, Art Basel today stages the world's premier art shows for Modern and contemporary art, sited in Basel, Miami Beach and Hong Kong. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel's engagement has expanded beyond art fairs through a number of new initiatives. In 2014, Art Basel launched its Crowdfunding Initiative, in collaboration with Kickstarter. For Art Basel Cities, launched in 2016, Art Basel is working with selected partner cities to develop cultural programs specific to the individual city. The first partner city is Buenos Aires, where Cecilia Alemani will direct the first Art Basel Cities week in September 2018.

www.artbasel.com

Design and Regional Art Fairs

MCH Group announced its intentions to build a portfolio of leading regional art fairs in March 2016. Working with partners, the regional art fairs will continue to be developed as autonomous brands by local teams to develop their positions in the regions concerned. Regional Art Fairs sit within the Business Unit "Design & Regional Art Fairs" which also includes Design Miami (Basel and Miami), managed by Managing Director Marco Fazzino, who is responsible for the implementation of this strategic initiative. Since September 2016, MCH Group has a majority shareholding in India Art Fair (60.3%) and in February 2017, MCH Group acquired a minority shareholding (25.1%) in art.fair International GmbH in Cologne, the organiser of the new art fair ART DÜSSELDORF.

www.mch-group.com/en-US/exhibitions-events/exhibitions-regionalartfairs.aspx

Grand Basel

Grand Basel is the first global salon for the world's most important and valuable automobiles of the past, present and future. For the first time, cars will be set and presented in the cultural context of design, architecture and art. Grand Basel addresses international connoisseurs, experts and collectors with the highest standards, as well as a general audience interested in automobile aesthetics, technological sophistication, arts and culture. Organised by MCH Group, the first edition of Grand Basel will take place in Basel, 3 – 9 September 2018. Following this premiere, further events have been planned for Miami and Hong Kong.

www.grandbasel.com

Press Contacts

Masterpiece London

Rachel John, T: +44 20 7183 3577, M: +44 (0) 7808 039 664, E: rachelj@suttonpr.com

MCH Group

Corporate Communications

Christian Jecker, T: +41 58 206 22 52, E: christian.jecker@mch-group.com

Media representatives

Europe and Middle East: Claire Owen, T: +44 20 7183 3577, M: +44 (0) 752 5116991, E: claire@suttonpr.com

USA: Jennifer Benz Joy, T: +1 212 202 3402 M: +1 646 765 6599 E: jen@suttonpr.com

Asia: Annabelle Ku, T: +852 2528 0792, M: +852 6015 1050, E: annabelle@suttonpr.com