



Invitation to the Annual General Shareholders' Meeting

Friday, May 28, 2010, 11.00 am at the Hotel Hilton in Basel

Agenda items and motions proposed by the Board of Directors

1. Approval of the Annual Report, the Financial Statements and the Consolidated Financial Statements for 2009. Acceptance of the statutory auditor report for 2009.

The Board of Directors moves that the Annual Report, the Financial Statements and the Consolidated Financial Statements for 2009 be approved.

2. Discharge of the members of the Board of Directors

The Board of Directors moves that its members be discharged of liability with regard to acts of management in 2009.

3. Appropriation of available retained earnings of Highlight Communications AG as per balance sheet and declaration of dividend

Profit carried forward	TCHF	9,129
Net profit for year 2009	TCHF	<u>7,378</u>
Retained earnings	TCHF	<u>16,507</u>

The Board of Directors recommends appropriating available earnings as per balance sheet as follows:

Dividend (rounded to TCHF)	TCHF	8,033
Amount to be carried forward	TCHF	<u>8,474</u>
	TCHF	<u>16,507</u>

The dividend amount of TCHF 8,033 corresponds to a gross dividend of CHF 0.17 per bearer share (at a nominal value of CHF 1) qualifying for dividend. Assuming this proposal for the appropriation of retained earnings is accepted, payment of the dividend will take effect on June 8, 2010.

The proposed dividend relates to all shares issued. Shares directly owned by the company at the time of the dividend payment do not qualify for dividend. The exact amount of the dividend is therefore dependent on the number of shares held directly by the company at the time of payment.

4. Authorized share capital and changes to the Articles of Incorporation

The Board of Directors moves Article 3 Paragraph 6 of the current Articles of Incorporation be replaced as follows:

“The Board of Directors is authorized to increase the company's share capital within a period of two years (up to May 27, 2012) by a maximum of CHF 12,750,000 through the issue of up to 12,750,000 fully paid-up bearer shares with a nominal value of CHF 1. An increase in installments is permissible. The Board of Directors is authorized to disapply shareholder subscription rights and assign these to third parties in the event of shares being used for the takeover of companies, parts of companies or participations or in the event of a share placement for financing transactions and investment plans of this kind by the company. Otherwise, bearer shares are issued at conditions established by the Board of Directors.”

5. Elections

5.1 Board of Directors

The Board of Directors moves that the following persons be re-elected to the Board of Directors for a further period of one year:

- Werner E. Klatten
- Bernhard Burgener
- Martin Wagner
- Antonio Arrigoni
- René Camenzind
- Erwin V. Conradi
- Martin Hellstern
- Dr. Ingo Mantzke

5.2 Election of statutory auditor

The Board of Directors moves that PricewaterhouseCoopers AG, Lucerne, be re-appointed as auditor for 2010.

Documents and admission tickets

Annual report

The Annual Report, the Financial Statements and the Consolidated Financial Statements for 2009 as well as the auditor reports can be viewed by shareholders with immediate effect at the company's offices at Netzbodenstrasse 23b, 4133 Pratteln, Switzerland. Shareholders will be supplied with a copy of the Annual Report free of charge upon request. The complete Annual Report for 2009 can also be viewed on and downloaded from the internet at www.highlight-communications.com.

Treasury stock of the company

The share capital of the company amounts to CHF 47,250,000 and is divided into 47,250,000 bearer shares with a nominal value of CHF 1 each. The number of voting rights totals 47,250,000, of which 1,146,567 relate to treasury shares and therefore cannot be exercised pursuant to Article 659a Paragraph 1 of the Swiss Code of Obligations (OR). This information is accurate as of the date of the publication of this invitation in the Swiss Official Gazette of Commerce (SHAB).

Admission tickets

Holders of bearer shares wishing to attend the Annual General Meeting can obtain tickets directly from the company up to and including May 21, 2010 upon (1) lodging their shares via their custodian bank or providing adequate proof of share ownership and (2) confirming that their shares are blocked until after the Annual General Meeting. For administrative reasons, it is not possible for tickets to be issued after this date.

Proxy voting

In accordance with Article 8 Paragraph 2 of the company's Articles of Incorporation, shareholders are permitted to be represented at the Annual General Meeting on the basis of a written authority. Shareholders may in particular be represented by the company, the independent proxy or their share custodian. For procedural reasons, it is not possible to retract authority once the proxy has been admitted to the meeting.

Shareholders wishing to attend by proxy are requested to sign their admission tickets and voting material and hand these to their proxy. Proxy voting forms can be requested from the company and are also available for downloading from the company website www.highlight-communications.com.

Holders of bearer shares wishing to authorize the company to vote on their behalf are requested to send a blank, signed proxy voting form to the company by May 21, 2010. In this case, the company will ensure that voting rights are exercised in favor of the motions proposed by the Board of Directors. The company only represents shareholders wishing to vote for the motions proposed by the Board of Directors. All voting forms containing instructions to the contrary will be forwarded to the independent proxy voter.

Any holders of bearer shares wishing to authorize the independent proxy voter to represent them (in accordance with Article 689c OR) are requested to send their admission ticket and written instructions for voting and election to Tobias Treyer, Rechtsanwalt, Gerbergasse 48, 4001 Basel, Switzerland by May 21, 2010. In the absence of written instructions to the contrary, he will exercise the voting rights in favor of the motions proposed by the Board of



Directors. The independent voting proxy is entitled to appoint a third person should urgent reasons compel him to do so.

Share custodians

Share custodians in accordance with Article 689d OR are requested to notify the company of the number, type and nominal value of the shares they represent by May 21, 2010 at the latest. Share custodians are defined as those institutions subject to the Federal Banks and Savings Banks Act (Bundesgesetz über Banken und Sparkassen) of November 8, 1934 as well as professional asset managers.

Pratteln, April 2010

Highlight Communications AG
The Board of Directors