



Sale of shares in Highlight Event & Entertainment AG

Pratteln, February 2, 2016

At today's extraordinary meeting of the Board of Directors of Highlight Communications AG (ISIN: CH 000 653 9198), the Board of Directors has resolved to sell the entire stake of 1,305,860 shares (75.374%) in Highlight Event & Entertainment AG to Bernhard Burgener, Chairman of the Board of Directors and CEO. According to the purchase agreement, the total sales price will be CHF 18,282,040, corresponding to a value of CHF 14.00 per share in Highlight Event & Entertainment AG. CHF 13,650,560 of the total amount of CHF 18,282,040 will be paid by the buyer by way of transfer of 2,200,000 bearer shares in Highlight Communications AG (ISIN CH 000 653 9198). The respective value per Highlight Communications AG share was calculated on the basis of the closing price as of December 31, 2015 of EUR 5.60 and the exchange rate as of February 1, 2016 of EUR/CHF 1.108. The remainder of CHF 4,631,480 will be settled by the buyer in cash.

Furthermore, the Board of Directors resolved to no longer pursue the activities detailed in the annual report in the "Other Business Activities" segment. To implement this strategic decision, the Board of Directors intends in particular to sell the non-controlling interests (including those held indirectly) in Paperflakes AG, Holotrack AG and the equity investment in Pulse Evolution as at their respective carrying amounts as of December 31, 2015, plus the loans granted to these companies, to Highlight Event & Entertainment AG. The loan receivables from the Highlight companies currently in place are also to be repaid by Highlight Event & Entertainment AG in cash. The implementation of these disposals is planned for the first quarter of 2016.

For further information:

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