

Company Profile

December 2023



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Editorial

Hello and greetings to you

Since 1961 the SYMA Group has developed from its roots as a family company into an international operator in trade fair construction. How were we able to make the leap from a local provider to a global player? A clear system of values and principles create orientation, while curiosity and courage pave the way for something new. However, the basis is formed by sustainable relationships with people – dedicated employees, loyal customers and fair partners. Our partners, many of whom have become genuine friends through our many years of collaboration, enable us to act as a local service-provider internationally, while using resources sparingly. We support exhibitors worldwide in implementing impressive, aesthetically demanding brand settings, which are as sustainable as possible. We achieve this objective by creating outstanding individual stands with their finger on the pulse and by using our versatile, modular and reusable construction systems.

Inspiration and change are more than just words for SYMA. We have always tried to not only see the world in the way it is, but also to be actively involved in helping to shape how it will become. This is how solutions arise step by step, focusing on new, inventive ideas to make a difference to people and technology. This thought unites our two central corporate divisions: trade fair construction (individual solutions for exhibitors and event organisers) and systems (profile systems and finished products for trade fair constructors and system users). The finely tuned interplay between both sides releases synergies and facilitates SYMA's constant progress supported by an open corporate culture.

We create numerous unique trade fair stands and system products for our satisfied customers every year – but our favourite job is to build interpersonal relationships. You can also get to know us in person.

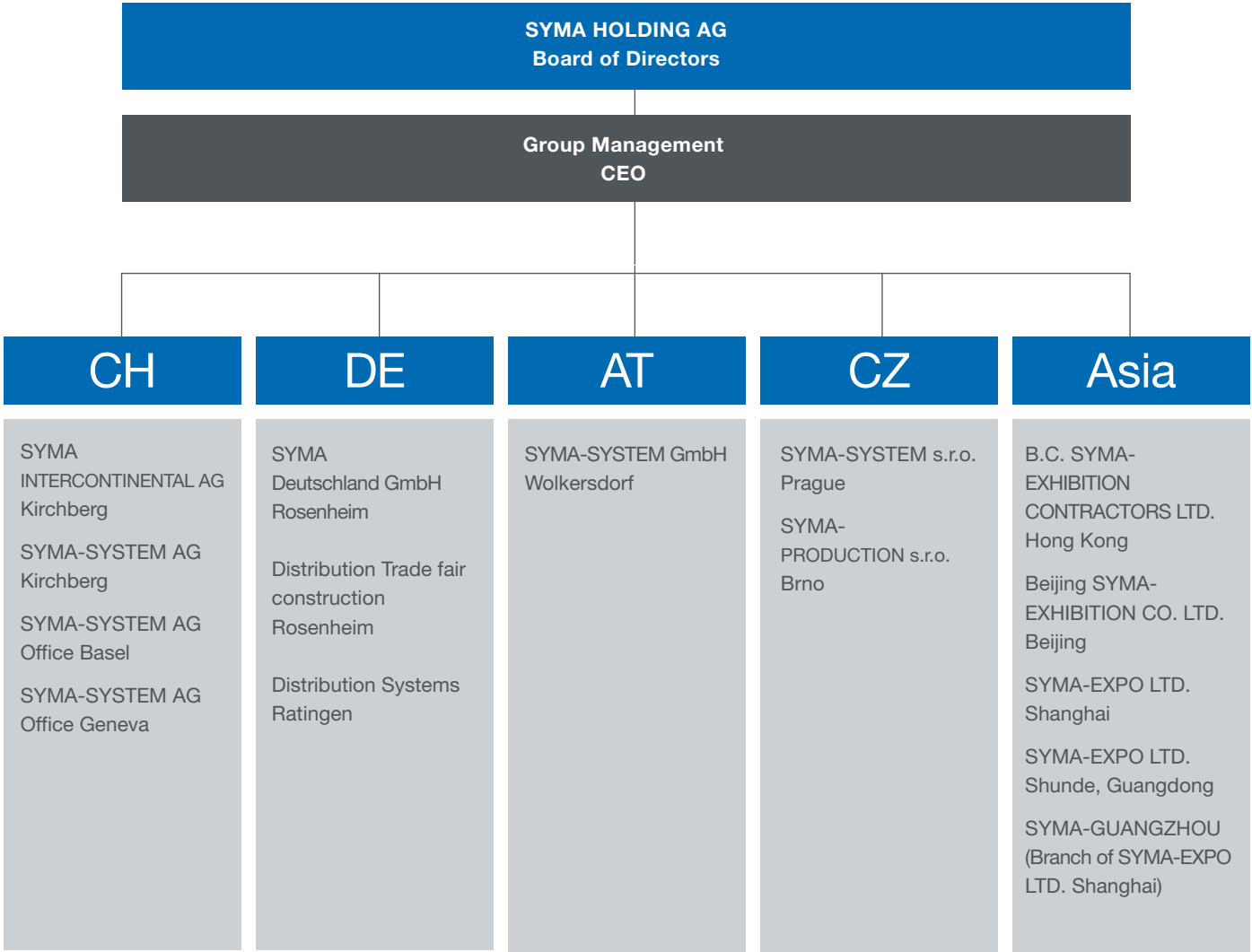


Werner Stucki
CEO SYMA HOLDING AG

We build inspiration

Inspiring solutions for exhibitions, events and architecture. That's what the name SYMA stands for, worldwide. The central factor is inspiration. It can be sensed, felt, and experienced in every dimension. That is how solutions of international prestige are produced. Solutions that excite. Solutions that set new accents. Solutions that move. As integral provider, SYMA creates unforgettable, unique moments for people around the world.

The SYMA organisation



SYMA HOLDING AG Coordination



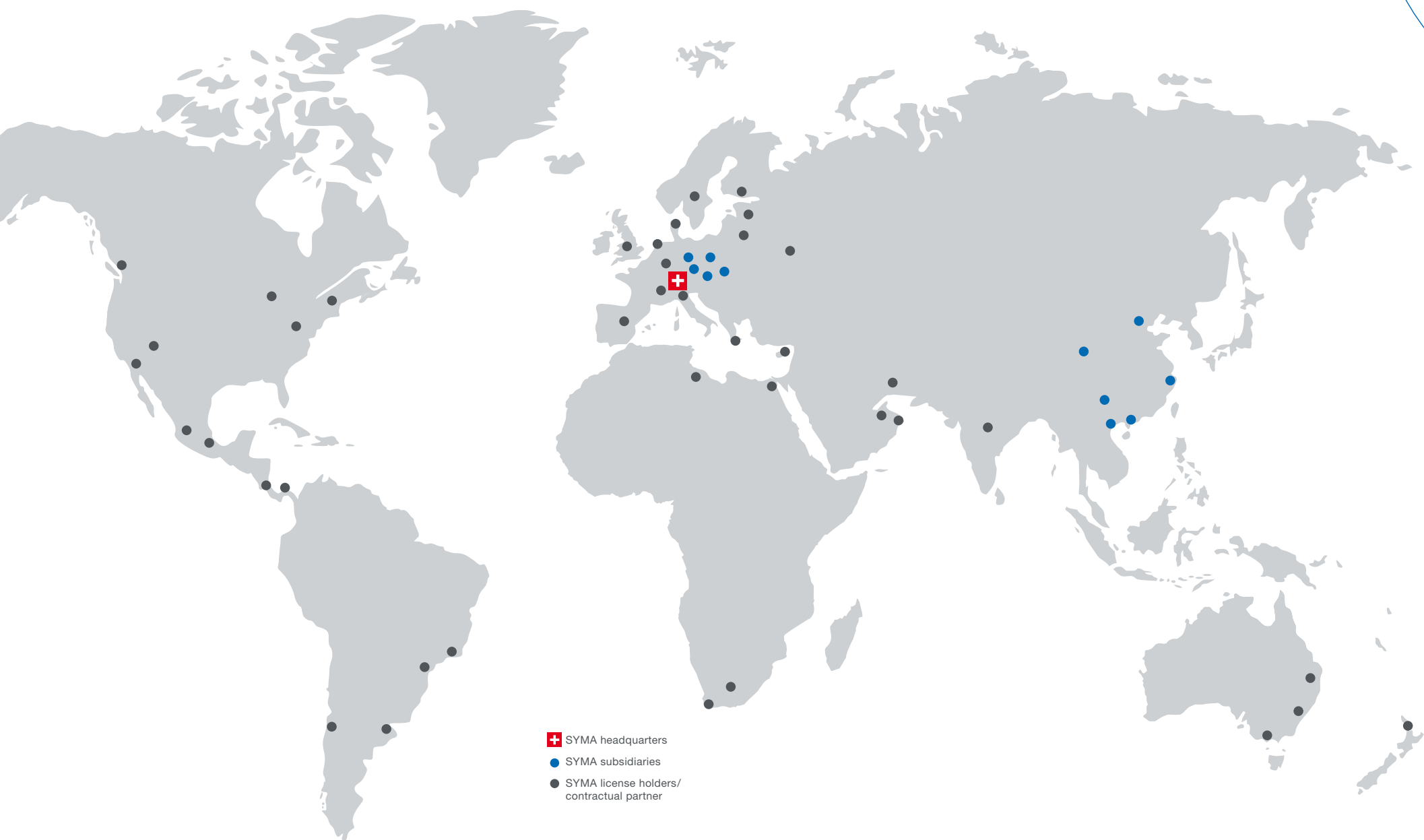
Country-specific market development

SYMA HOLDING AG is the holding company of the SYMA Group. It coordinates the global presence of the group and expands its worldwide market position through further subsidiaries and participations. It also organises the worldwide marketing of SYMA system technology with distributors and partner companies. The Group Management, which reports directly to the Board of Directors, is responsible for achieving the set objectives. Faithful to the motto: "The world's local exhibition company", the parent company in Kirchberg assumes an important hub function in contact with subsidiaries, distributors and

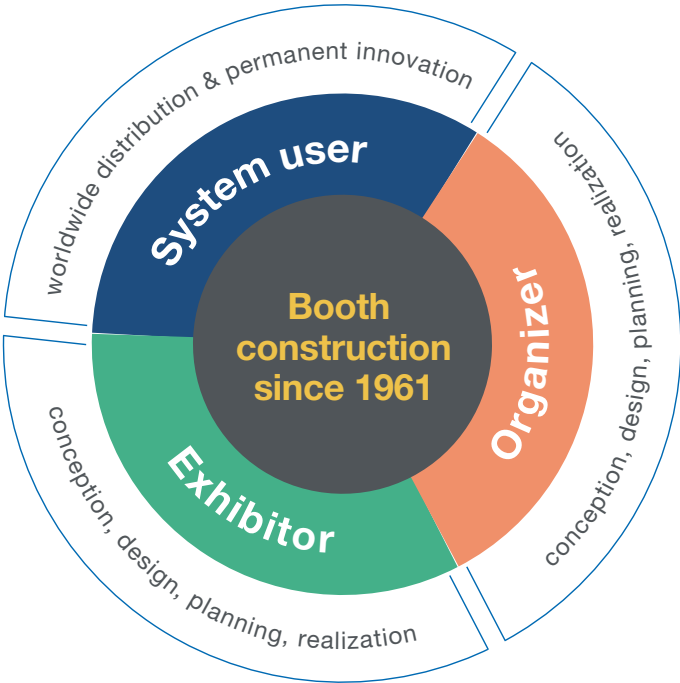
partner companies throughout the world. In an open dialogue, experience is constantly exchanged and added value synergies are gained. SYMA uses the local anchoring of its subsidiaries to detect signals from the market at an early stage and to adapt optimally to changing circumstances. This high degree of flexibility and the long-standing trust of customers in SYMA products are a decisive part of SYMA's growing worldwide success.

SYMA global presence

SYMA subsidiaries and agencies – worldwide



SYMA Market performance



Three target groups, one brand

SYMA's market presence is defined by its focus on three central target groups. For exhibitors worldwide, we realise individual exhibition stands at the cutting edge. We support organisers in the successful preparation and implementation of events of all sizes. System users have appreciated working with our versatile SYMA profiles for decades. The combination of all three areas of target groups results in the strong overall brand SYMA, which has stood for inspiring trade fair solutions since 1961.

Success through synergy

Thanks to its expertise in all three areas, SYMA knows the trade fair and event industry in its entirety and understands the requirements and wishes of its customers. This head start in knowledge also enables the bundling of synergies for the benefit of the target groups. Unique individual stands for exhibitors benefit from the addition of modular elements or tried-and-tested finished products. SYMA's own elegant pro-

files for system users, on the other hand, also inspire organisers in the long term as the basis of a complete modular superstructure.

Trust through performance

SYMA advises. SYMA creates design. SYMA designs, plans, constructs and implements. Our offer is based on both rent and purchase. We provide individual fulfilment. From the small jewel of the modular stand to the elaborate, individual large-scale project. Our catalogue of services ranges from trade fair solutions par excellence to showrooms and POS concepts to a wide variety of finished products for events, offices & industry. The harmonious interaction of individual design and sophisticated technology is the recipe of the success of our services, which are in demand worldwide. Our customers appreciate our creativity and reward their trust in SYMA with consistently exciting project orders.

Exhibitor

The successful and inspiring support of exhibitors at trade fairs and events is the basis of our long-standing success. SYMA inspires this target group with individual stand construction at the highest level and professional support from the initial meeting to handover.



"The inspiring presentation for your products and services"



Your experienced partner

Do you want to exhibit at a trade fair or event? Then SYMA is definitely the right partner for your needs. Discover the benefits of over 60 years of active trade fair know-how and our customer-oriented philosophy. Thanks to the knowledge advantage and the use of modern technologies, your individual SYMA stand will be a lasting experience for your customers and visitors. Because for the first impression there is no second chance.

Common vision as a basis

Behind every successful trade fair presentation stands a perfectly realised vision. Together with you, we therefore cast your ideas and wishes into a well thought-out concept during the initial consultation. As a general contractor, SYMA takes over every single step of the planning and

implementation of your exhibition stand. From the first sketch to the construction at the exhibition site - everything from SYMA.

Individuality that inspires

As an exhibitor, all options are open to you at SYMA. No exhibition stand is too small, no challenge too demanding for us. Our experts will advise you comprehensively on the choice of the right materials and the integration of modern technologies that appeal to all the senses. The element that connects all individual exhibition stands is the SYMA quality promise and our worldwide all-round service.

Environmentally conscious exhibition stand

With the certified "Green Stand" from SYMA, you can make your trade fair appearance more ecological. Our

sustainably experienced team uses only durable and reusable materials for these stands. The offer for our particularly ecologically minded customers who pursue the environmental idea as a company holistically.

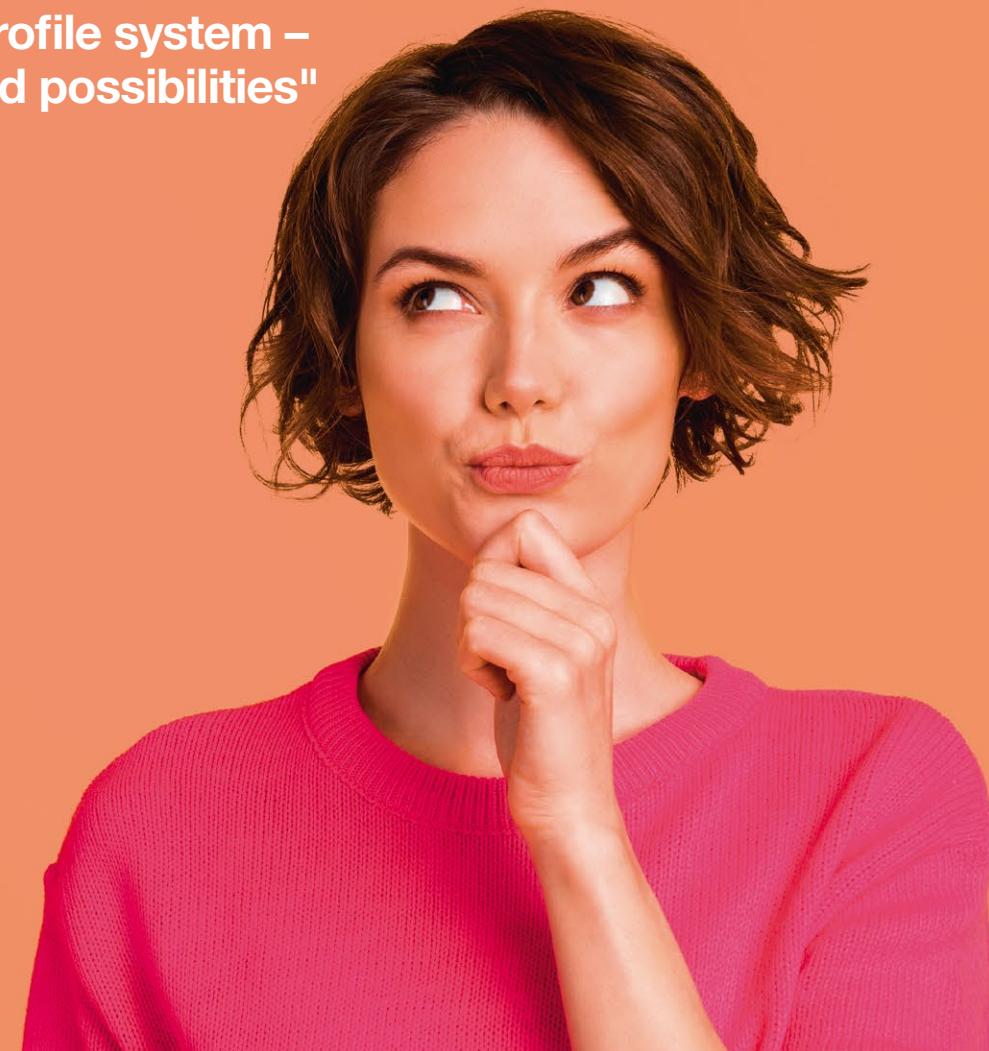
Did you know?

SYMA has also been active as a trade fair service provider since 1971 and successfully plays trade fair venues all over the world. The use of SYMA's own profile system and the use of local network partners have emerged as our strengths from the very beginning.

Event Organiser

Organisers from all over the world know and appreciate our work and the quality of SYMA's proven system and modular stands. Whether trade fair, congress or event – as a reliable partner, we offer this target group the right modular solution for every form of event.

"Our profile system – manifold possibilities"



Did you know?

SYMA has also been represented in Asia since 1984 and is one of the most important stand builders in China. Thanks to the close-knit SYMA network, we can support organisers all over the world with our distinctive stand construction.

Stand construction with system

Are you organising a trade fair or congress? Then SYMA's tried and tested modular stands are the perfect basic equipment for your event. These completely scalable stands are made from our unique profile

systems and can be used for any event space and for any presentation purpose. SYMA's own system is constantly being further developed and is represented at all the important trade fair venues in Europe and Asia.

Modular diversity

At SYMA, organisers can choose from a wide range of possible profile systems and combine them freely. Our wide selection gives all system and modular stands an unmistakable, individual SYMA touch. Together with you, we put together intelligent packages and enable your exhibitors to ideally represent brands and products. The elegant offer for trade, commercial and public fairs.

Service with an extra quality

Whether as a service provider or

trade fair partner – with SYMA you can focus entirely on your tasks as an organiser. We take care of all organisational steps, from the module superstructure to the equipment of meeting places and the set-up of a digital extension of your event. For perfect event planning, we also offer a comprehensive selection of room dividers, information boxes and many other practical ready-made products.

Experience country and theme pavilion

As an association or interest group, are you looking for an extraordinary element for your next group stand? SYMA creates theme and country pavilions for umbrella associations and industry representatives that are reliably remembered.

System User

Our profiles are an on-going inspiration for system users. With SYMA systems, this target group is capable of swiftly realising impressive exhibition stands and other structures on their own - or enhance their events by using our numerous finished products.



"Masterful systems and ready-made solutions"



Design freedom with profile

Are you planning an exhibition stand for yourself or your customers? With the versatile trade fair systems from SYMA, there are no limits to your creativity. Whether it's tried-and-tested modular stand construction, open-plan room constructions or elaborate multi-storey buildings: The combination of four proven basic systems with countless extensions leaves nothing to be desired.

Multidimensional quality

Depending on your requirements, you can choose between square, polygonal or even round basic profiles. SYMA's own sophisticated system allows you to create comprehensive modular combinations. The individual elements are connected by unmistakable patented connection technology. With the modular

system, our prefabricated frames can also be quickly integrated into your stand. Played with wood, textiles or other materials, your range is thus elegantly extended by a further dimension.

Fabulous finished products

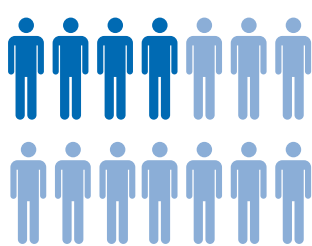
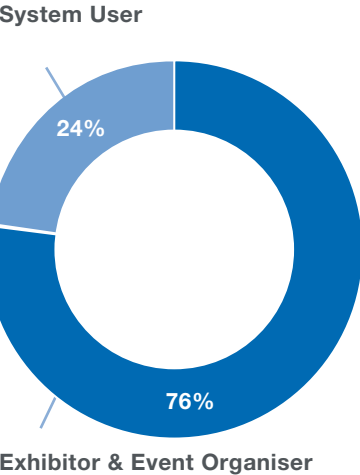
SYMA has a wide range of high-quality finished products. Based on the tried and tested system profiles, we offer you display cases, information and display boxes, practical folding furniture and many other elements. Furnish your SYMA system stand or add practical room dividers or bar tables to events or celebrations. All finished products are characterised by high stability and durability - perfect for long-term use at events, in the office and even in industry.

Did you know?

In 1962, company founder Marcel Strässle created a system trade fair stand to be able to present a collection of the family-run furniture company in Cologne. However, even more than the furnishings on display, visitors to the fair were thrilled by the novel stand made of SYMA's own profiles. This overwhelming interest was the launch signal for systematic development of countless stand construction profiles, which have delighted 1000s of customers to this day.

Facts & Figures

Composition of turnover by target groups



620 employees
Europe 360
Asia 260

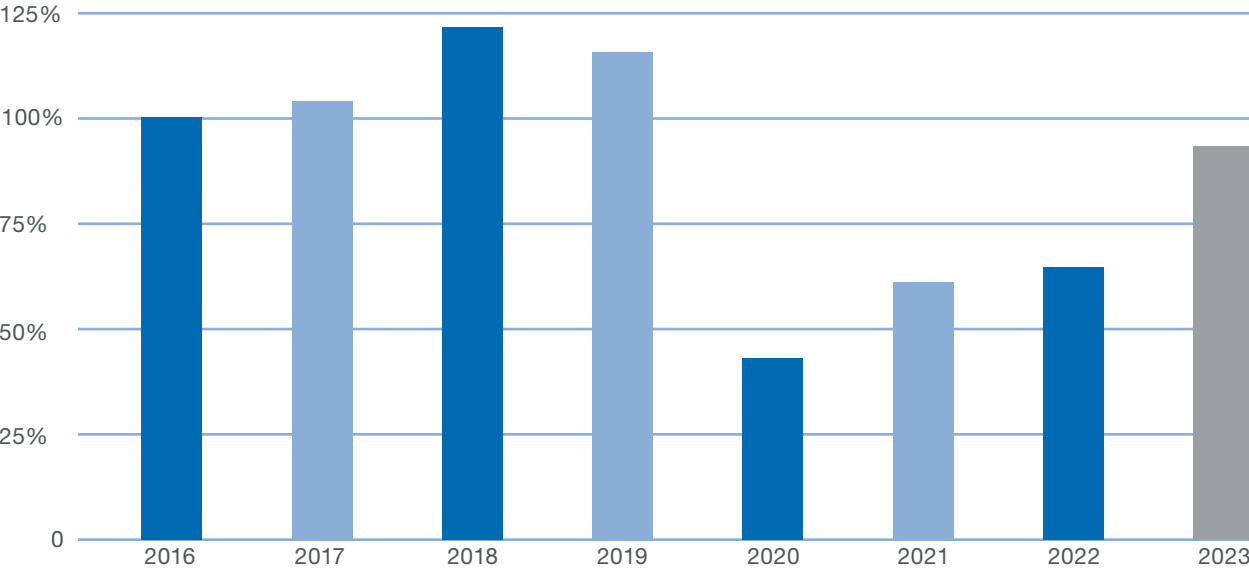
54%

of our sales are generated in Asia

SYMA Group structure

- SYMA HOLDING AG**
holds investments in other companies, mainly in the trade fair sector
- SYMA INTERCONTINENTAL AG**
develops, produces and markets SYMA systems with a worldwide network of licensees
- SYMA subsidiaries:**
CH | AT | DE | CZ | HK | CN

Turnover development

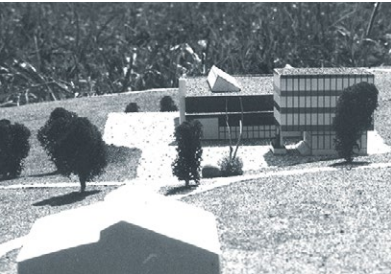


Global basis: SYMA HOLDING AG

The high level of flexibility and the many years of trust in the solutions and products of SYMA are factors contributing to its increasing worldwide success. SYMA HOLDING AG plays a decisive role in this. As the umbrella

company of the SYMA Group, it reinforces the global brand positioning of the company. The country-specific presence is increased substantially through its own subsidiaries and holdings in companies in related industries.

SYMA History



1961
Invention of the SYMA-SYSTEMs by Marcel Strässle in Kirchberg, Switzerland

1963
Construction of the first production facility in Kirchberg

1966
Founding of today's SYMA-SYSTEM Vertriebs GmbH, Vienna

1967
Establishment of SYMA-SYSTEM GmbH in Düsseldorf



1971
Establishment of the Exhibition Services business unit

Construction of the SYMA-SYSTEM AG factory building in Panoramastrasse in Kirchberg

1972
First participation at EuroShop in Düsseldorf

1972
Construction of the SYMA-SYSTEM AG administration building



1973
Establishment of the SYMA Licensee Network

1976
The first SYMA REPORT is published



1984
Opening of SYMA-Hongkong

1985
SYMA workforce reaches 100 employees for the first time



1988
Purchase of SYMA-SYSTEM GmbH offices and company buildings in Hilden

1991
Opening of SYMA-Beijing



1994
Opening of SYMA-Shanghai

2009
SYMA establishes SYMA-SYSTEM s.r.o. in Prague

2012
New construction of the office building of SYMA-SYSTEM GmbH, Vienna

2017
Opening of the SYMA-PRODUC-TION s.r.o. Brno (CZ)



2019
Conversion and extension of the production hall of SYMA-SYSTEM GmbH



2020
17. participation at the EuroShop

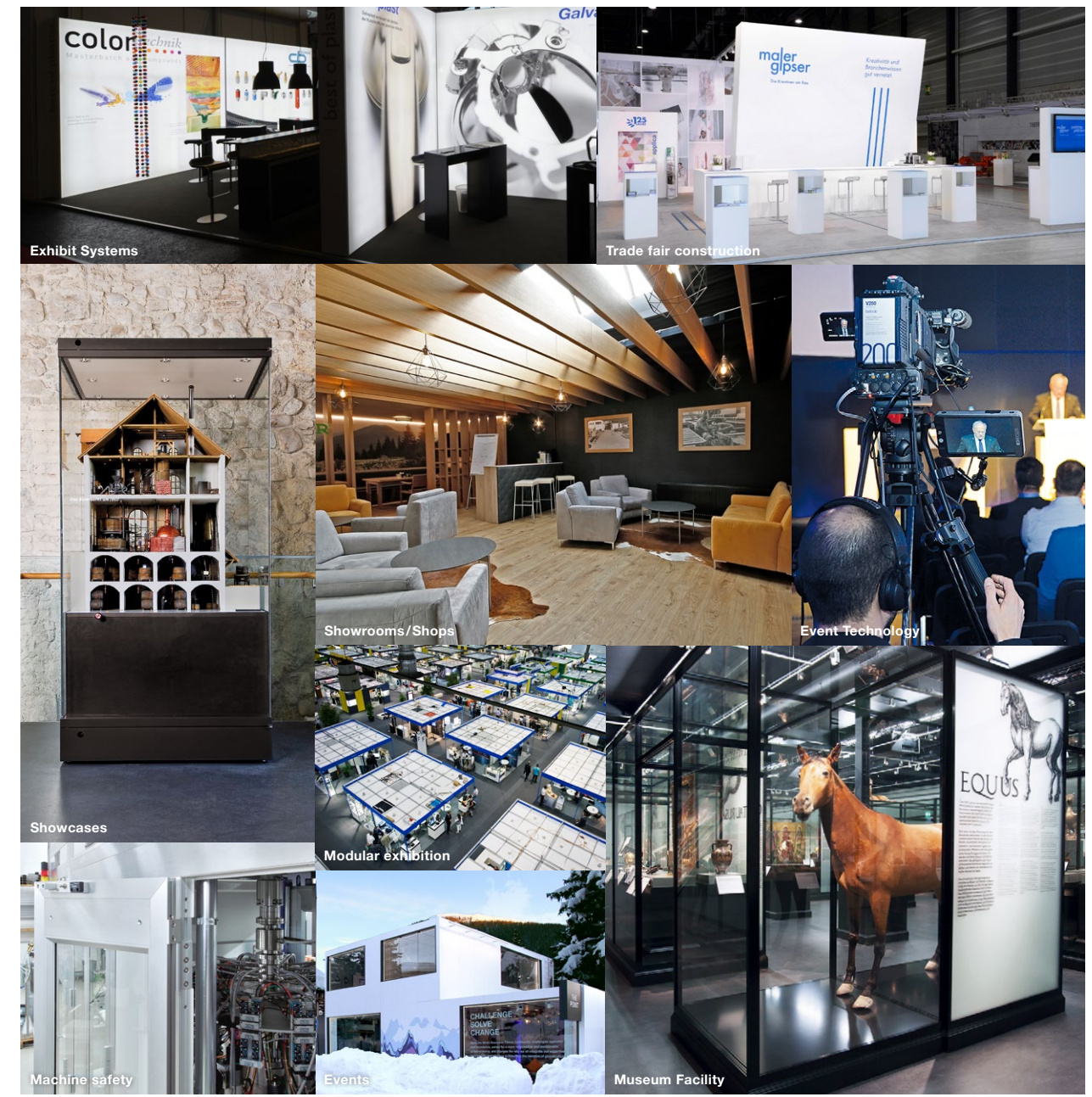
2022
Construction of a 70 kWp photovoltaic system SYMA-SYSTEM GmbH, Vienna



Inspiring Projects

SYMA manages and implements projects worldwide that are characterised by their high efficiency and flexibility. The symbiosis of tried-and-tested exhibition stand construction and our own system technology creates exceptional stands and buildings that our customers will remember for a long time to come.

Everything from one source



Comprehensive service package
Even in times of increased competition and demands, our target group orientation has proven to be a key success factor. As a holistic generalist, SYMA always has its finger on the pulse and is familiar with the current trends and developments on the market. These insights are continuously incorporated into the development of new products that complement the comprehensive SYMA range. The complete range of planning, design and realisation is a central USP from which exhibitors, organisers and system users benefit decisively. By combining experience and inspiration, SYMA creates exhibition stands, event solutions, stand construction systems, modular superstructures, showrooms, display cases, museum furnishings, solutions for office & industry and much more.

SYMA HOLDING AG

Panoramastrasse 19
CH-9533 Kirchberg
P +41 71 932 32 32
syma@syma.ch
www.syma.com

