

PRESS RELEASE

Easyfairs and Malmö Mäss-Service strengthen their partnership as Easyfairs becomes co-owner

Göteborg, 10/10/2022: Malmö Mäss-Service is a leading exhibition stand construction and event services company situated in Malmö, Sweden. Easyfairs and Malmö Mäss-Service have a long-standing collaboration on creating inspiring and effective meeting places at Malmömässan. Now Easyfairs enters the company as co-owner.

As of 1 October 2022, Easyfairs assumes a 50% ownership in Malmö Mäss-Service from co-founder Lena Rosén Persson. Peter Hinderoth, co-founder and 50% owner, remains with Malmö Mäss-Service in the capacity of CEO.

"It is a great pleasure for us at Easyfairs to further strengthen the successful collaboration with Malmö Mäss-Service and CEO Peter Hinderoth. We strive to deliver inspiring, effective and sustainable meeting places for the communities we serve, and the partnership with Malmö Mäss-Service makes us better at doing just that. By working even closer together, we will be more efficient and able to deliver superior customer value whilst reducing our carbon footprint," says Joachim Warnberg, CEO of Easyfairs Nordic.

Malmö Mäss-Service will continue to operate as an independent company, servicing some of the most well-known Nordic companies in their event marketing efforts worldwide.

"With the leading event organiser Easyfairs as co-owners, we get an excellent platform to continue our growth journey. Access to financial muscles, technology and best practices from an international network of venues will make us even more competitive with our customers - locally and abroad.", says Peter Hinderoth, owner of Malmö Mäss-Service.

About Easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future. We currently organise 200 face-to-face events in 14 countries (Algeria, Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about "easifying" the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 700 highly committed talents, deploys the best marketing and technology tools, and develops brands with a strong appeal to our stakeholder communities.

For the fourth year running, Deloitte conferred "Best Managed Company" status on Easyfairs in 2022. In 2018 Easyfairs was named Belgium's "Entrepreneur of the Year®" and a "Great Place to Work". The company is ranked 17th in the list of the world's leading exhibition companies.

Visit the future with Easyfairs and find out more on www.easyfairs.com

For further information, please contact:

Kristian Karlsson, Press liaison
kristian.karlsson@easyfairs.com
073-638 59 15

Joachim Warnberg, CEO
joachim.warnberg@easyfairs.com

