



## PRESS RELEASE

Highlight Group enjoys positive first quarter of 2021

- Consolidated revenue up CHF 17.2 million to CHF 106.5 million
- EBIT rises by CHF 0.1 million year-on-year to CHF 1.3 million
- Consolidated net profit down CHF 1.0 million year-on-year to CHF -2.1 million due to currency effects

Pratteln, May 27, 2021 – The Highlight Group’s consolidated revenue and EBIT developed positively in the first quarter of 2021.

### Group development in the first quarter of 2021

- At CHF 106.5 million, consolidated revenue was up CHF 17.2 million on the figure for the first quarter of 2020. The growth was primarily due to higher sales in the Film segment, whereas sales in the Sport- and Event-Marketing segment were up slightly and sales in the Sport segment were down on the same period of the previous year.
- The increase in the external revenue of the Sports- and Event-Marketing segment is primarily due to currency effects.
- Despite higher consolidated operating expenses, EBIT increased to CHF 1.3 million (previous year: CHF 1.2 million).
- Consolidated net profit declined by CHF 1.0 million to CHF -2.1 million in total. Earnings of CHF -1.9 million were attributable to Highlight’s shareholders (previous year: CHF -0.9 million), translating into earnings per share of CHF -0.03 (previous year: CHF -0.02).
- At CHF 207.3 million, consolidated equity was almost unchanged compared with the end of 2020.

The global coronavirus pandemic will remain a key issue beyond the first quarter of 2021. The Board of Directors is continuously monitoring the situation and has already taken corresponding measures.

The quarterly statement as of March 31, 2021 is available for download at [www.highlight-communications.ch](http://www.highlight-communications.ch) from today.



## The Highlight Group at a glance

Group figures in line with IFRS

CHF million	Q1 2021	Q1 2020	Change in %
Sales	106.5	89.3	19.3
EBIT	1.3	1.2	6.9
Consolidated net profit for the period (after taxes)	-2.1	-1.1	n/a
Consolidated net profit attributable to shareholders	-1.9	-0.9	n/a
Earnings per share (in CHF)	-0.03	-0.02	n/a
<b>Segment sales</b>			
Film	67.9	48.1	41.2
Sports- and Event-Marketing	16.9	16.2	3.1
Sports	21.8	25.0	-12.8
<b>Segment earnings</b>			
Film	3.3	0.4	n/a
Sports- and Event-Marketing	8.0	7.8	3.1
Sports	-8.5	-5.2	n/a
CHF million	March 31, 2021	Dec. 31, 2020	Change in %
Total assets	663.4	661.3	0.3
Equity	207.3	207.0	0.1
Equity ratio (%)	31.2	31.3	-0.1 points
Current financial liabilities	83.5	69.4	20.2
Cash and cash equivalents	66.3	48.2	37.6

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