

PRESS RELEASE

Nestlé places its bets on the competence of Expotechnik Group

Five-year framework agreement for Nestlé trade show presentation

Taunusstein, February 2011. Expotechnik Group has won Nestlé as a new customer by asserting itself in a pitch against four competitors. Based on a five-year framework agreement, Expotechnik Group will realize trade show presentations for the world's leading food company as of 2011. Nestlé consciously places its bets on the service provider for three-dimensional brand presentations and trusts in its professionalism in the execution of about 30 national and regional trade shows.

Objective of the brand communication is to increase the personal contact with customers in three different presentation areas – new products are presented to customers and dealers in a most appealing way. The trade show presentation is based on a scalable concept: it is designed for booth sizes from 32 to 175 square meters. Large-scale media walls provide a clear structure for the different areas and form the basis of the booth. Live cooking events make the Nestlé brand a three-dimensional experience for visitors: at a high-end cooking station, chefs turn Nestlé products into delicious meals and give valuable advice on nutrition. In addition to the conventional product presentation, the aim is to strengthen the brand image and improve the visual effect from a distance.

The brand architecture of the individual trade show concept is adapted to Nestlé's language of shapes in every detail: round, wave-like elements dominate the booth design. Large brand walls, communication tables and the entire furniture reflect the round shapes in an authentic way. Indirect lighting dominates the lighting concept. Product novelties are staged in a high-quality way on back-lit platforms close to the audience. To provide the brand with an optimal visual effect from a distance, the booth construction integrates extensive backlit elements with large company logos. The visitor's emotions are engaged by the harmonious interplay of graphics, shapes, colors and lighting creating a warm atmosphere in the brand space.

Nestlé, the world's leading food company, is represented in more than 80 countries. With about 13,000 employees, Nestlé Germany is the third biggest country market of the company. The well-known brand portfolio includes brands such as Mövenpick, Nescafé, Thomy and Maggi.

About EXPOTECHNIK Group

Expotechnik Group is a leading international service provider for three-dimensional brand presentation. Headquarters of the company is the Expotechnik Heinz H. Soschinski GmbH in Taunusstein near Frankfurt am Main founded in 1968. Expotechnik Group is represented around the globe and disposes of nine independent subsidiaries in the business regions EMEA, The Americas and Asia Pacific. Expotechnik Group designs and realizes projects all over the world with individual architectural and communication concepts that make brand worlds an experience. Main activity field of the Expotechnik Group are "Exhibitions", "Events" and "Environments" – national and international trade shows and events as well as brand and experimental environments for lounges & showrooms, exhibition spaces or office rooms. Every

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year, the company carries out 1,500 projects worldwide with scalable sizes of between 12 and 12,000 square meters – altogether 150,000 square meters per year. Expotechnik Group's recyclable modular elements ensure a particularly sustainable presentation form. The whole value-added chain is covered by a comprehensive offer – from concept to design, project management, production, add-on services (event, graphics, media, catering), to transport, logistics and installation management. Expotechnik's customers include international concerns such as Siemens, BMW, Lufthansa and Deutsche Telekom as well as leading medium-sized enterprises such as SEW-EURODRIVE, Phoenix Contact, Kronos and Phonak. Alexander D. Soschinski and Patrick O. Soschinski jointly manage Expotechnik Group as Managing Partners.

For further information, visit www.expotechnik.com.

Press contact:

Kristin Kadler, Andrea Paechnatz
Tel.: +49. 6128. 269 152
E-mail: [presse\(at\)expotechnik.de](mailto:presse(at)expotechnik.de)