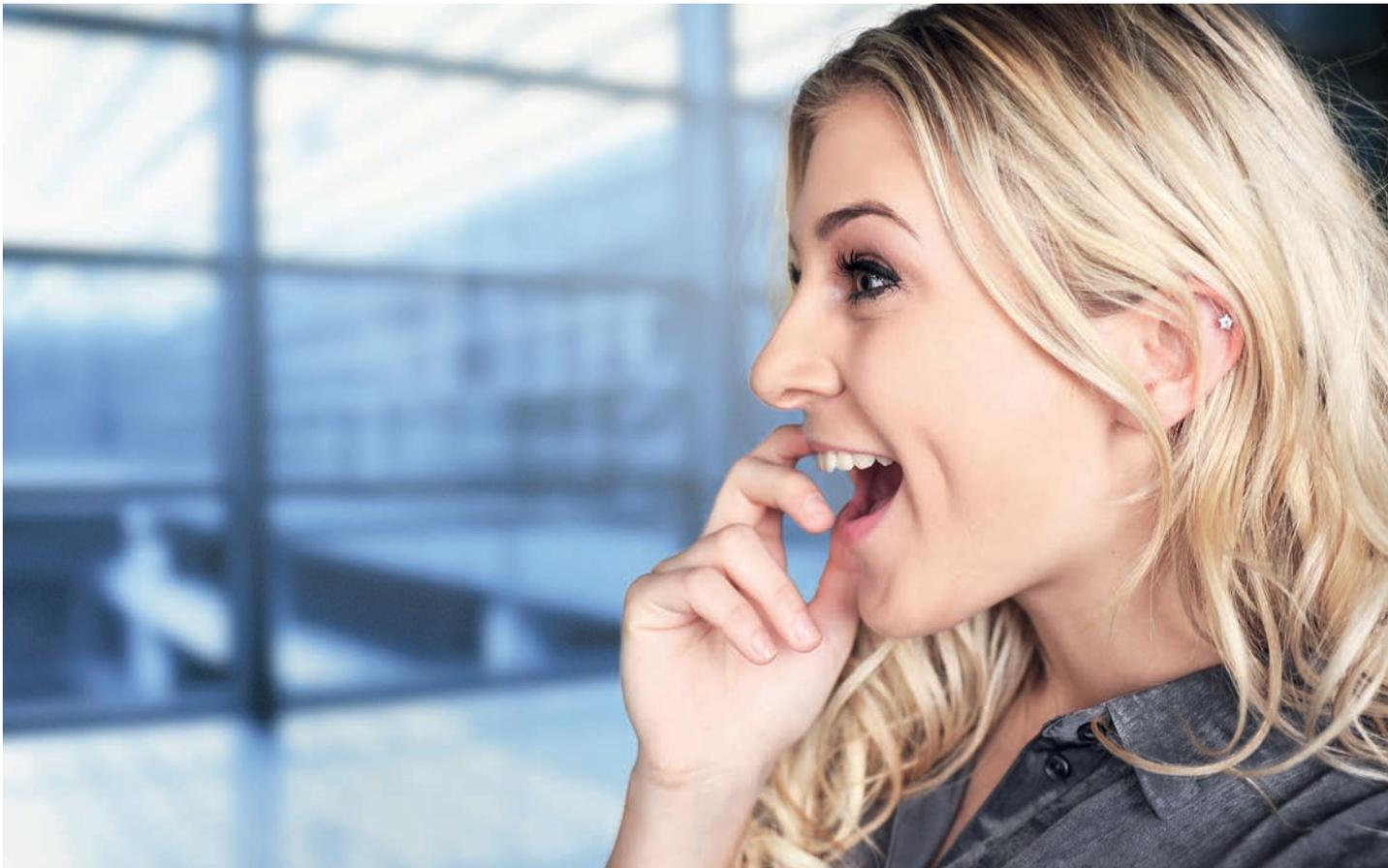


# We build inspiration

Company Profile



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# Editorial

## Dear Readers

From its roots as family enterprise the SYMA Group grew organically to become a global player in exhibition stand construction. How does one successfully go from local provider to become a recognized global player? Innovative strength, flexibility and an ergonomic market approach are the basic factors on which our strong market position is built. On top of that we invest a lot of effort into cultivating our commitments to maintain a solid, worldwide network. So for our clients we can always draw on a strong local presence wherever there is a need for a sustained, three-dimensional, visual and audio brand experience at trade shows and events. Working closely with clients and contract partners we have a clear mission: As developers, producers and providers of modular construction systems we offer unique SYMA technology for flexible, temporary, permanent and even mobile constructions. Uniform presentation of the brand worldwide is always the common thread.

SYMA's slogan: "We build inspiration" stands for a comprehensive brand promise in its fullest sense. Inspiration as central factor – you can sense it, touch it, experience it in all dimensions. That is how prestigious international solutions are produced. Solutions that excite. Solutions that set new accents. Solutions that move. The slogan itself unites the two corporate divisions: Inspiring Solutions (custom solutions for trade shows and events) and Inspiring Systems (systems and products for exhibition stand construction and architecture). The highly developed and carefully refined way these two divisions interact provides clients with clear added value – every day and around the world.

Global programs for global clients – we look after you with our own network on every continent. As holistic provider the SYMA Group creates unique moments, fascinating people around the world. Be inspired too...



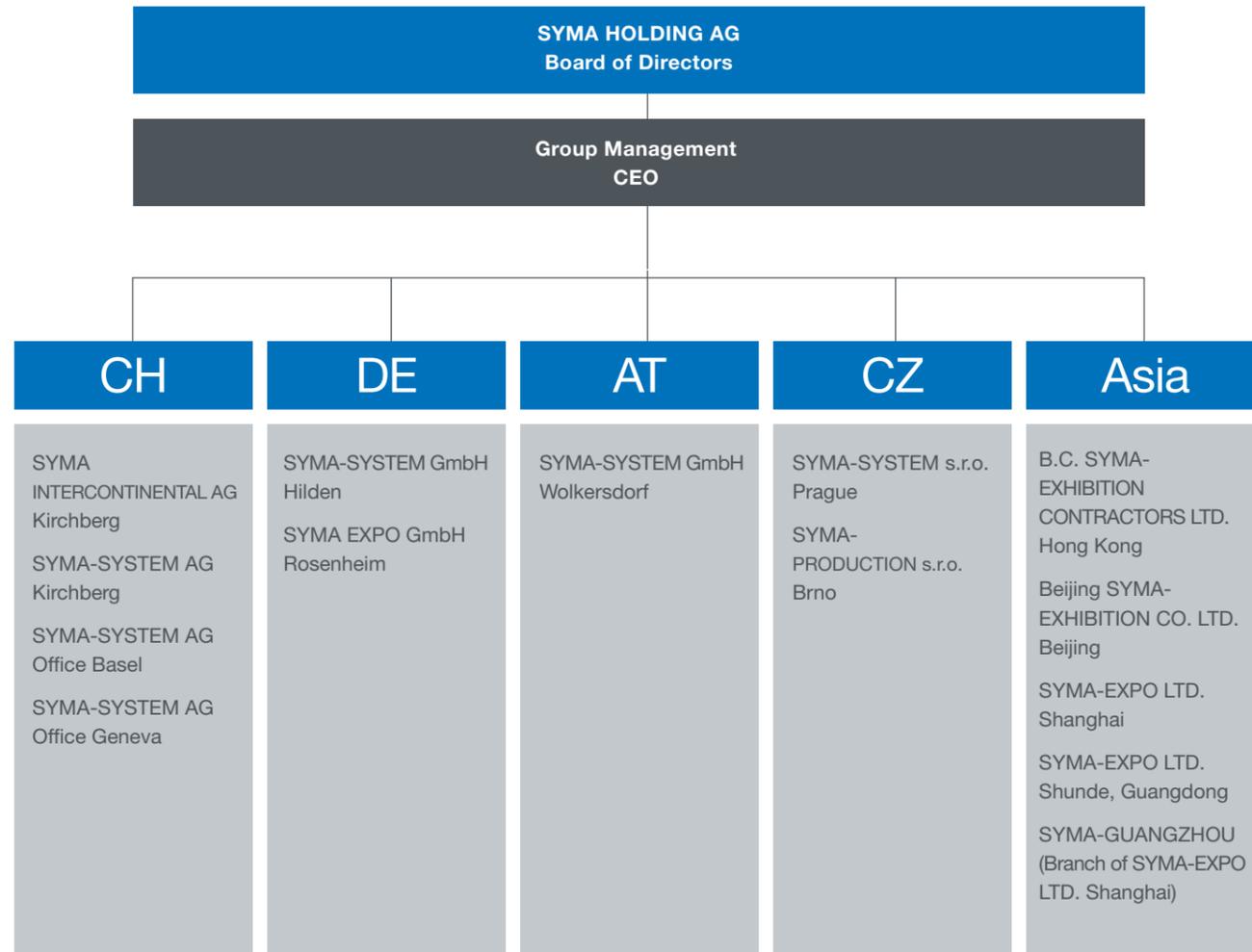
Werner Stucki  
CEO SYMA HOLDING AG

# 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 Management



Group Management (f.l.t.r.): Roger Wyss (Head of Exhibit Services), Werner Stucki (CEO), Silvan Breitenmoser (COO), Marc Melly (CFO) Beat Müller (Head of Exhibit Systems)

### Country-specific marketing

SYMA HOLDING AG is the financial umbrella company of the SYMA Group. It increases the global market position with its own subsidiaries and shareholdings in industry-related companies. In addition, SYMA HOLDING AG coordinates the worldwide marketing of system technology with distributors and partners. The group management, which reports directly to the board of directors, is responsible for achieving the professed aims of the company. This body also coordinates worldwide marketing. True to the motto: "The world's local exhibition company", the parent com-

pany in Kirchberg assumes an important nerve center function as it maintains contact with subsidiaries, distributors and partners the world over. With the emphasis very much on open dialog, experiences are exchanged continually and valuable synergies derived. SYMA uses local branches in order to identify signals from the market in good time and adapt itself in the best way possible to changing market conditions. In addition to the confidence shown in SYMA products over many years, this high flexibility forms a key part of the growing worldwide success enjoyed by SYMA.

# SYMA global presence

SYMA subsidiaries and agencies – worldwide



- + SYMA headquarters
- SYMA subsidiaries
- SYMA license holders/contractual partner

## SYMA Market performance



### Two segments, one brand

SYMA operates in the "Solutions" and "Systems" segments. Our Solutions set the international standard for creative, individual concepts at events and trade fairs. Our Systems concept leads the global market for exhibition stands and architecture. Our strong overarching SYMA brand is more than just the sum of these two segments, our focus is on producing maximum value for our customers.

### Performance you can trust

SYMA gives advice. SYMA creates designs. SYMA plans, engineers and executes. Our offer includes options to rent or buy. We provide custom solutions: from small, but perfectly formed modular stands to generously proportioned major projects. We are also involved in a wide range of areas including shopfitting, showroom design, POS, display, building services technology and machine enclosures.

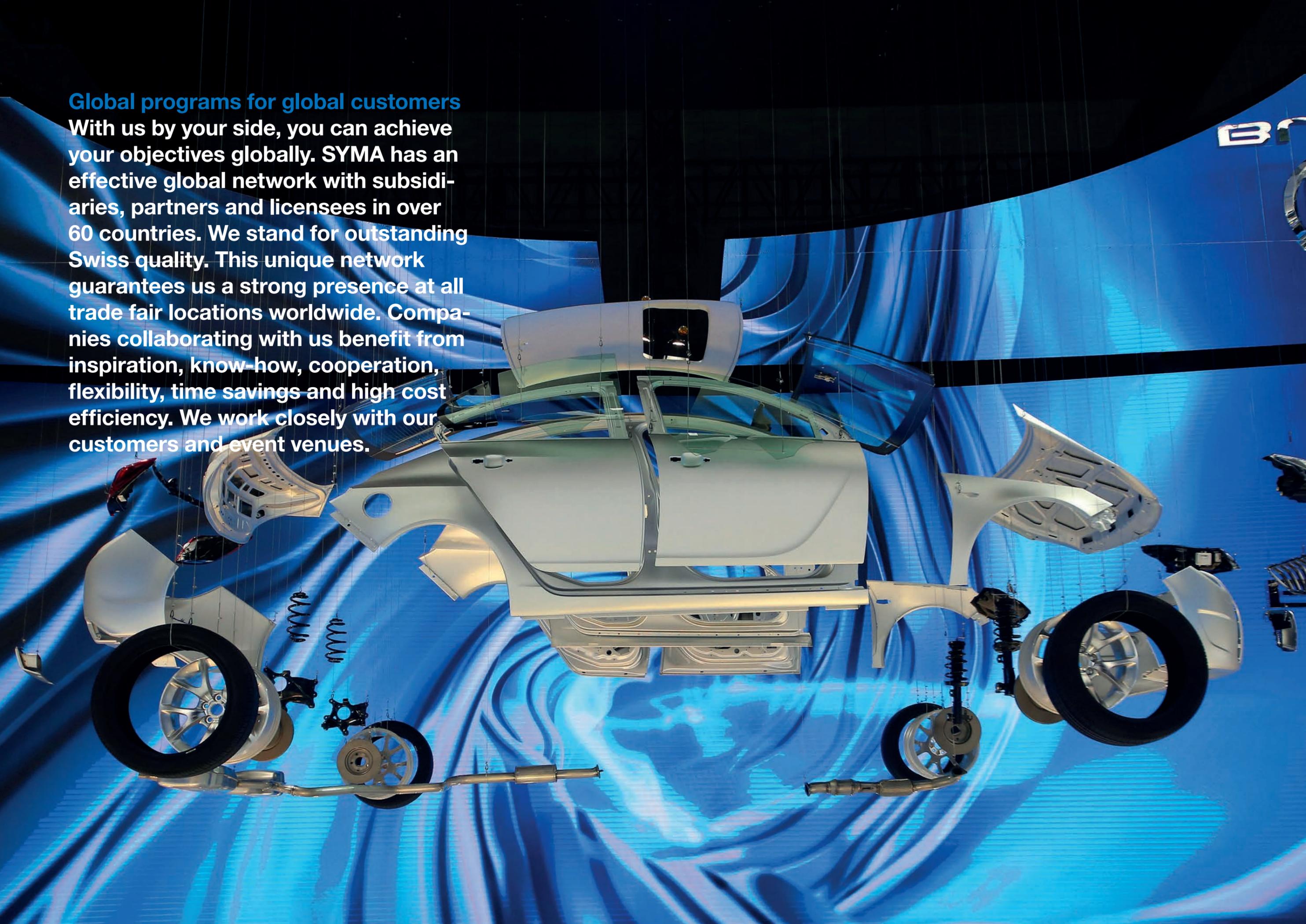
### Creativity and technology in harmony

Our customers value our inspiration, creativity and intelligent system components. The successful realisation of our internationally sought-after services is made possible by the harmonious combination of custom design and sophisticated technology. At SYMA we love the projects our customers entrust to us!

### Coordinate locally, act globally

SYMA HOLDING AG coordinates and cultivates marketing at the local level, with a firm focus on global positioning. We act as a major global hub, working with contract partners worldwide through open dialog and exchange of knowledge. This produces valuable synergies. SYMA values the local roots its subsidiaries grow: they help it detect early signals from the market and make the best adjustments to changing market conditions.

**Global programs for global customers**  
With us by your side, you can achieve your objectives globally. SYMA has an effective global network with subsidiaries, partners and licensees in over 60 countries. We stand for outstanding Swiss quality. This unique network guarantees us a strong presence at all trade fair locations worldwide. Companies collaborating with us benefit from inspiration, know-how, cooperation, flexibility, time savings and high cost efficiency. We work closely with our customers and event venues.



BR

# Inspiring Systems

At SYMA we have developed our own intelligent approach. Our name is synonymous with this system. Yet each of our developments is also rooted in inspiration – and is designed to be inspirational. In real terms, SYMA offers profile systems with connector technology and accessories for applications in exhibition stand construction, architecture and industry. SYMA's modular system components provide practically unlimited freedom of design.



"Technical superiority  
makes us global  
market leader"

Beat Müller  
Group Management  
Head of Exhibit Systems

#### Stability, reliability, creativity

The flexibility offered by SYMA profile systems guarantees stability and reliability and promotes creativity. Our globally renowned SYMA system solutions are based on the harmonious combination of sophisticated technology and custom design. Our system solutions are unparalleled in terms of setup speed and flexibility. They are also easy to adapt, combine or expand.

#### A systematic approach with design freedom

How do our system options work together? We have four different basic systems to which the SYMA user may add any of our options. Based on their individual requirements, customers decide on a system

comprised of basic profiles that meet their needs and objectives. Coordinated accessories for walls, ceilings, floors, shelving and furniture complete our product range.

#### Compatible add-ons and solution packages

SYMA's add-on solutions are compatible with all our basic systems and provide attractive design options. Our solution packages offer a choice of multi-storey designs, domes, cylinders and tented roofs. They all save planning time because of their modular structure and allow you to achieve impressive results, simply. We recommend you use SYMA textiles for an efficient and extremely cost-effective solution.

In 1961 the founder of SYMA, Marcel Strässle, laid the foundation for a pioneering system development in exhibition stand construction. Then SYMA opened up the playing field with a sophisticated standardization of common products, for the repeated use of construction components.

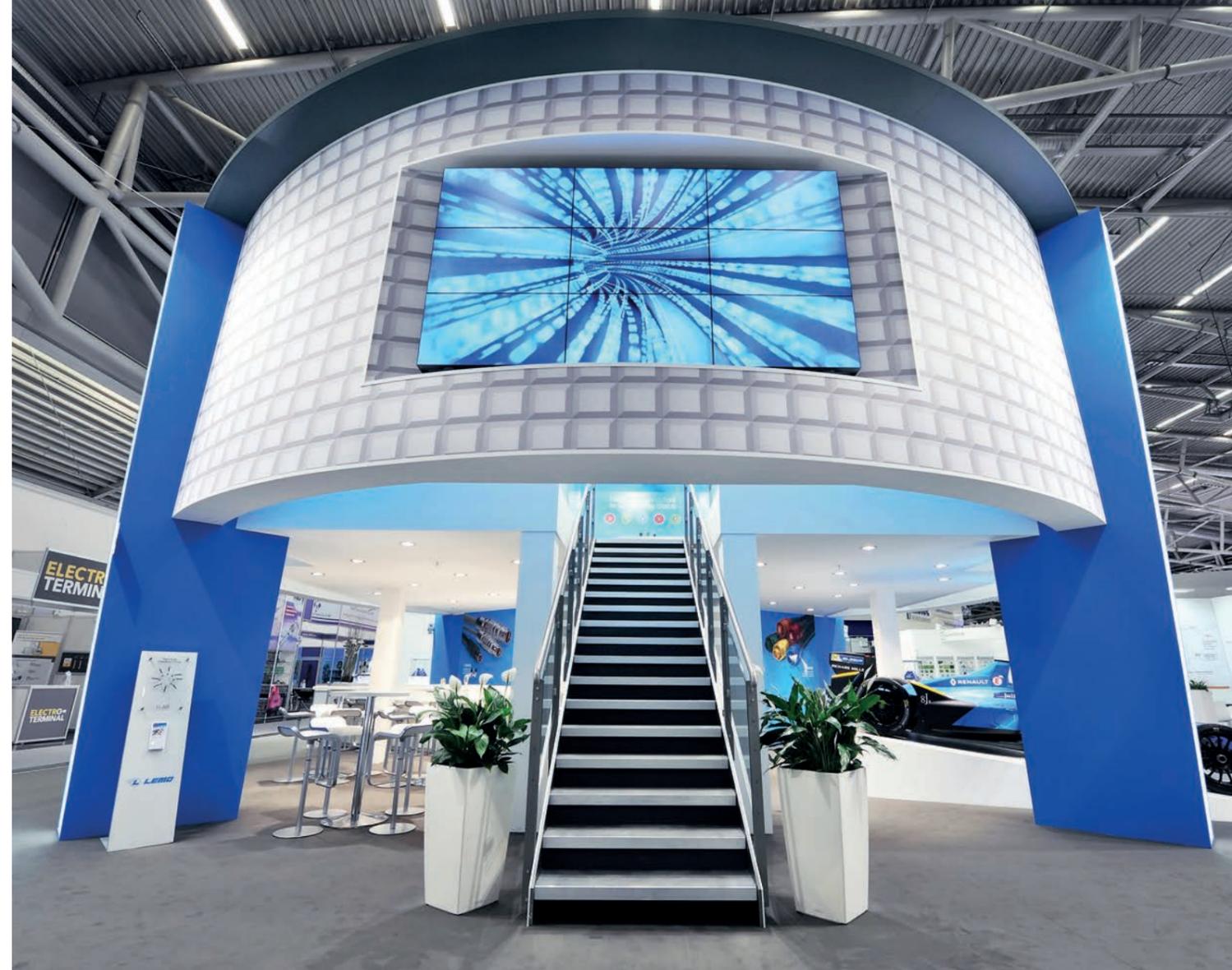
# Inspiring Solutions

How do we appeal to modern, trend-conscious exhibition and event visitors? Moments of satisfaction. Unforgettable, inspiring experiences. Information. Fascination. Enduring impressions. These kinds of sublime, momentous dynamics are supplied by SYMA to customers worldwide. To achieve presentations that stand out as electrifying memories, concept, design, planning and application are indispensable.



"Systematic creativity breeds success"

Roger Wyss  
Group Management  
Head of Exhibit Services



## Create and realise

What do you want to achieve? What are your objectives? We take a focused and systematic approach to creating your event or trade fair concept. We have the industry knowledge and the inspiration to realise that design. Our creativity goes hand in hand with tailoring to your objectives for value, efficiency and cost-sensitivity. The trade fair setting is one thing, and enlivening it is quite another. Our constant motivation at SYMA is to make you more successful.

## We live for inspirational moments

Events and trade fairs are all about the experience. The things we experience stay with us longer and more strongly than anything we hear

or read. You can create this experience by staging your company and brand for a few short, intense days in front of a large audience. Each day will provide you with countless opportunities to present your company. A unique overall impact will captivate your target audience, as well as other interested parties and visitors.

## A sense of commitment

We are committed to working at venues large and small, worldwide, to create a custom, all-round experience of your company. We help ensure that our customers are right at the center of things. Our excellent reputation is underpinned by our commitment to the values of continuous innovation and global performance.

## Seamless event and exhibition planning

Your success at a trade fair or event depends heavily on forward planning. As a full-service provider, SYMA offers the ideal basis for implementing your creative solutions. We are happy to work closely with you or your events/advertising agency throughout the planning phase. We undertake planning and detailed design on the basis that "you never get a second chance to create a first impression".

## Methods that work

We apply our methodology right from the outset when ideas may still be vague, or just starting to take shape. In no time at all, SYMA delivers a realistic photographic mock-up of your future trade fair stand to help during the design phase. We are with you every step of the way, from design to realisation. We pay attention to every last detail.

## Built-in stand elements

We plan the construction of your stand with all basic elements. We fit it out with furniture and accessories. We choose materials, colours and shapes to match the image you want to project. We know you care a lot about design, multimedia, light,

sound, layout and large communication areas. We enhance your performance with authentic visualisations and dynamic immersive experiences that send a clear message.

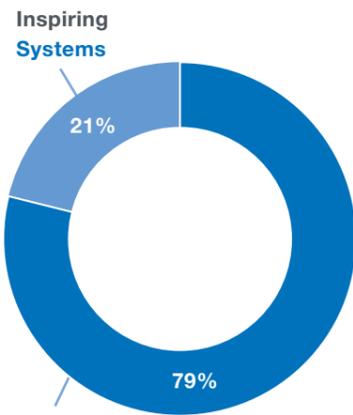
## All in: SYMA as general contractor

As a general contractor specialising in exhibition stand construction and events, we offer a compact one-stop service. Our offer covers everything you need for a strong presence and impact. These services are provided by a unified, dedicated team. SYMA's project managers and technicians know their responsibilities. They are committed, focused and precise.

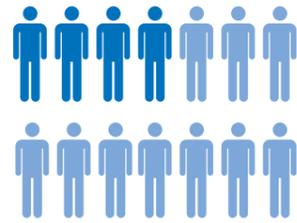
As service provider itself, SYMA has been putting its own products to use for the exhibition stand branch since 1971. The consistent utilization of local resources guarantees an ecological and sustained organizational structure.

# Facts & Figures

## Sales composition



Inspiring Solutions



**1000 employees**  
Europe 400  
Asia 600

# 48%

of our sales are generated in Asia

## SYMA Group structure

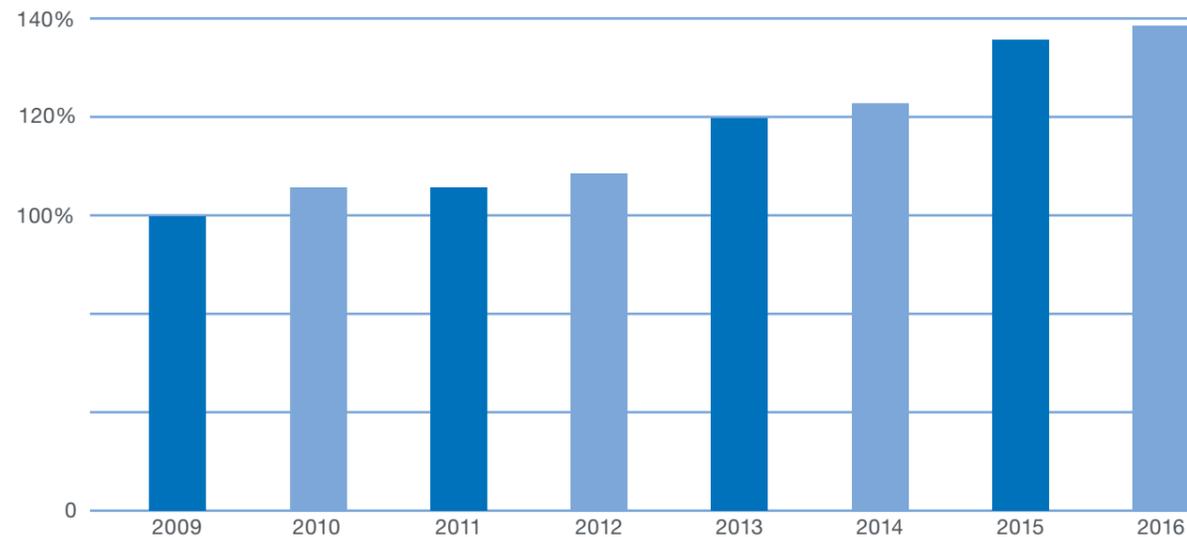


**SYMA HOLDING AG** holds investments in other companies, mainly in the trade fair sector



**SYMA INTERCONTINENTAL AG** develops, produces and markets SYMA systems with a worldwide network of licensees

## Sales development in local currency



### 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



**1972**  
Construction of the SYMA-SYSTEM AG administration building

**1973**  
Establishment of the SYMA Licensee Network

**1976**  
The first SYMA REPORT is published

**1979**  
Relocation of SYMA-SYSTEM GmbH from Düsseldorf to Neuss



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

**1963**  
Construction of the first production facility in Kirchberg

**1967**  
Establishment of SYMA-SYSTEM AG in Kirchberg

Establishment of SYMA-SYSTEM GmbH in Düsseldorf



**1984**  
Opening of SYMA-Hong Kong

**1985**  
SYMA workforce reaches 100 employees for the first time



**1971**  
Establishment of the Exhibition Services business unit

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

**1972**  
First participation at Euro-Shop in Düsseldorf

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

**1991**  
Opening of SYMA-Beijing



**1994**  
Opening of SYMA-Shanghai

**1999**  
SYMA takes part at EuroShop in Düsseldorf for the 10th time



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

**2014**  
SYMA takes part at EuroShop in Düsseldorf for the 15th time

**2016**  
Establishment of SYMA-PRODUCTION s.r.o Brno (CZ)

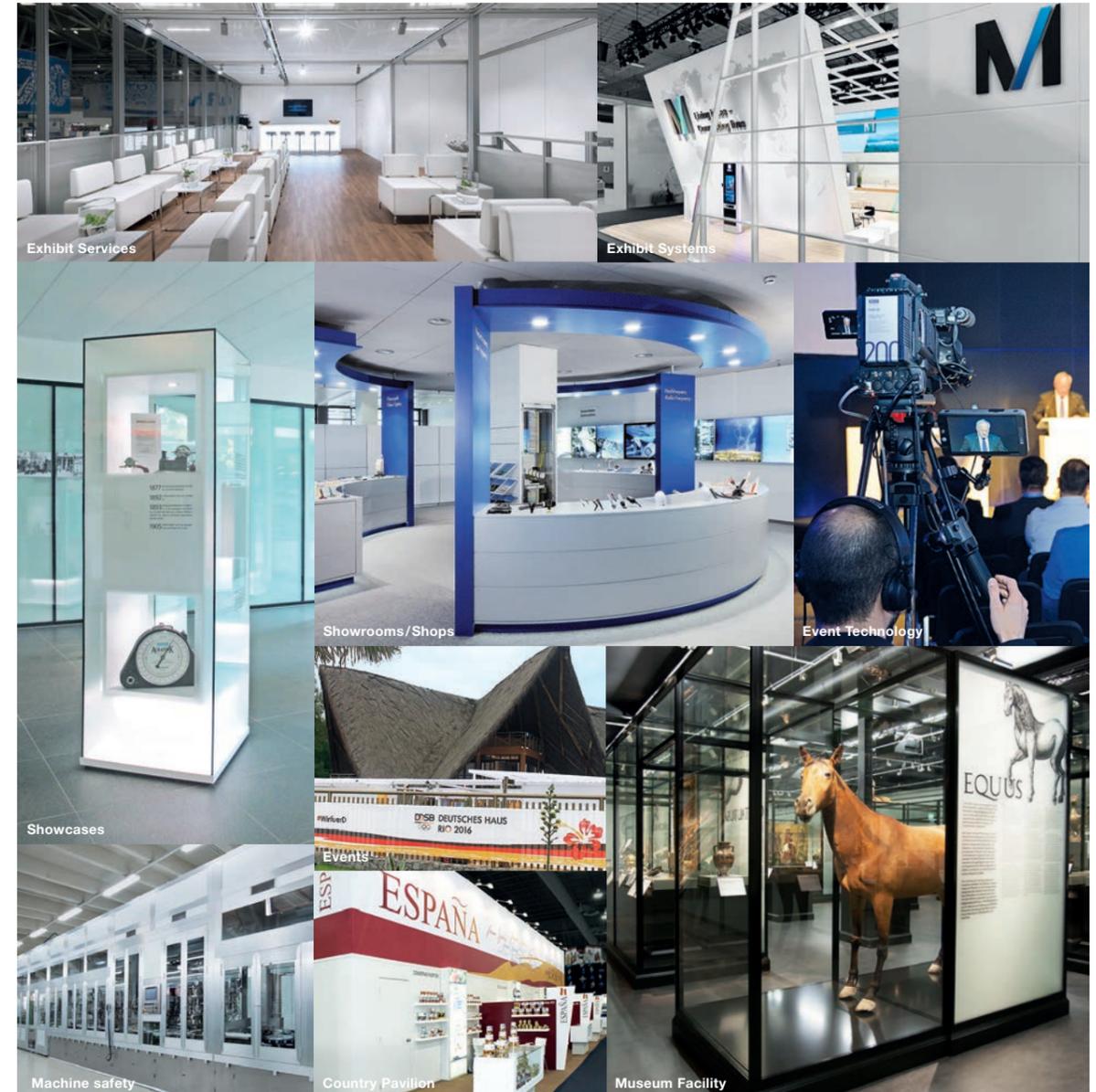
**2017**  
Host for a panel discussion with the Federal Councillor



# Inspiring Projects

Based on the dual strategy SYMA realizes and supports global projects with high efficiency and flexibility. This symbiosis of system technology and service promotes individual solutions for the logical care of a global brand culture.

## All from one Hand



### Successful range

Fast throughput times in production and a growing range of products with ever shorter delivery cycles are increasingly shaping the competitive marketplace. SYMA's "dual strategy" with its two-component package ensures the best possible value added. The proven strategy is based

on two complementary service levels. On the one hand the system components, on the other comprehensive service for individual solutions. As a leading main contractor and system developer, SYMA always has its finger on the pulse and is well versed in current trends. Where do the benefits lie for customers?

They can expand in line with SYMA technology's continuous innovation and also benefit from the vast pool of knowledge available for planning, design and implementation. The upshot? Anyone relying on SYMA is well equipped for the future.

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

