



**PRESS RELEASE**  
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**MCI MID-YEAR REVIEW: FINANCIAL RESULTS, GLOBAL EXPANSION, ENHANCED SERVICE OFFERING AND AWARDS IN 2011**

**Geneva, Switzerland – 23<sup>rd</sup> May 2011**

**MCI announces strong financial results for business year ending December 31<sup>st</sup> 2010.** MCI's gross margin continued to improve in 2010, reaching 80 million euro. A 13% increase compared to 2009, it represents an almost even split across Corporate and Institutional clients and is attributed to global acquisitions (5%) and organic growth mainly in the Asia-Pacific region (8%). Business operated by MCI offices outside of Europe representing over 350 employees, will count for more than 25% of the total gross margin in 2011, when organic growth is predicted to be 18%. Additional funding arising from an 8 million euro equity investment from Iris Capital will be used to reinforce MCI's position in key growth markets and add new service lines in 2011. Download the full MCI Annual Report 2010 [here](#).

**Acquisitions in key markets in 2011 enable MCI to enhance value proposition and fully integrated global service offering for clients worldwide.** In February, Kaizen Eventos, a market leader in Argentina in the field of corporate events became part of MCI, strengthening its value proposition in Latin America. Infomed Events in Dubai joined MCI in the same month. With expertise in event and congress management for corporations or associations, it specializes in the medical and pharmaceutical industries, enhancing MCI's offering in the Middle East & Gulf regions.

In March, MCI Munich was established following a merger with EMC Event & Meeting Company GmbH. EMC is one of the leading congress, incentive and event management agencies focusing on Pharma meetings and Strategic Meeting Management Programmes (SMMP) in Germany.

April saw the acquisition of Avanti Events and Pharma Events, both based in Sydney, fortifying MCI's position in Australia. Specialized in Meetings & Events and Pharma meetings management respectively, they also offer Destination Management (DMC) capabilities and perfectly complement MCI's existing Professional Congress Organization (PCO) offering in the region.

**MCI strengthens global Public Affairs offering to associations, partners with art director Luc Petit and expands Technical Production offering to clients in the Asia-Pacific region.** The appointment of Fred Soudain, founder and partner of LOGOS Public Affairs, in February enhances MCI's Public Affairs offering to association clients globally. MCI Public Affairs will focus on assisting organizations with strategy and public policy implementation through its expertise in a vast spectrum of policy fields including health, consumer, automotive, transport, energy & environment and sport.

A new partnership art director Luc Petit of Luc Petit Creation will enhance MCI's show production offering through expert art direction for live performances. With access to a platform of exceptional acts and performers among the best international artists, Luc uses audio visual techniques to illustrate client values or themes and produce spectacular events at a world-class standard.

In June, Perfectus AV will become part of MCI, operating together with Dorier and expanding MCI Group's Creative, Staging and Technical Production offering to clients in the Asia-Pacific region. With Perfectus offices currently in Singapore, Bangkok, Hong Kong, Shanghai and Beijing and a new office opening in Ho Chi Minh, this acquisition is a significant step in enhancing MCI's value proposition to clients in Asia-Pacific region.

**MCI voted Best Event Company in Asia and MCI in Australia awarded Top Meeting and Event Management Company.** For the second year running the readers of CEI Asia Magazine, one of the leading corporate event publications in the Asia-Pacific region, voted MCI the Best Event Company in Asia 2010. In 2010 MCI hosted 220 events across the region (an increase from 100 in 2009). Since its Asia debut in Singapore in 2006, MCI has grown from strength to strength within this exciting market.

MCI in Australia was awarded Top Meeting and Event Management Company at Meeting and Events Australia's National Awards for Excellence for its highly effective marketing and sponsorship sales strategies. Its efforts helped clients achieve an impressive 25% increase in delegate numbers and a 65% increase in sponsorship over revised targets, at the peak of the financial crisis from July 2009 to June 2010, a significant achievement for MCI in Australia who became part of MCI in June 2010.

#### **ABOUT MCI**

MCI is a globally integrated Association, Communication and Event Management Company. Since 1987, MCI has created corporate events, meetings and incentives; association and governmental conventions, congresses, exhibitions; and managed and provided consulting to associations. MCI's mission is to help companies, governments and associations bring people together to create meaningful connections and win.

MCI provides many stand-alone solutions designed for those who only need a specific service to complete their projects such as Destination Management, Sustainability Services, Technical and Creative Production, Event Hospitality, Event Furniture and Decoration and Registration Technology.

With offices currently in 45 cities in Europe, the Middle East, Asia-Pacific and South America, MCI is a thought leader in building community around brands, products and services for companies and institutions. MCI's 1000 plus employees represent 50 different nationalities and speak 60 different languages offering local knowledge in a completely international team.

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