

## **Chargeurs Museum Studio confirms the very strong acceleration of its growth, with the signature and delivery of numerous projects, reinforcing its position as world leader in the design and production of major cultural projects**

- In the USA, Chargeurs Museum Studio's (CMS) order book continues to grow. The signing of new contracts and the delivery of projects for prestigious institutions have strengthened CMS's visibility in all American states
- In Europe, CMS is increasing its footprint with the signing of numerous contracts for the design of a wide range of cultural projects, notably in the United Kingdom, Denmark, the Netherlands, Monaco and Italy
- In Asia, Chargeurs Museum Studio is expanding further and has just signed its first design contracts for cultural and educational projects, in China and Indonesia; in the Middle East, the joint venture created in Saudi Arabia has entered a promising phase, competing in more than ten tenders since its creation last June
- Recent museum deliveries and openings this summer, both in Europe and the United States, are powerful references for promoting Chargeurs Museum Studio's expertise and know-how globally
- These commercial successes enable **Chargeurs to confirm Chargeurs Museum Studio's sales target of €120 million for 2023, and to announce that the 2024 sales target has been raised to almost €150 million, with organic growth expected to be close to 25%.**

**Michaël Fribourg, Chairman and Chief Executive Officer of Chargeurs group, stated:** *"Chargeurs Museum Studio confirms its strong commercial appeal to a global customer base, from the United States to Asia, Europe and the Middle East. The unique range of solutions and products developed by Museum Studio enables this branch, headed by Delphine de Canecaude and her team of top professionals, to support institutions and creative brands in their cultural, technological and educational development. **The commercial acceleration of Chargeurs Museum Studio makes it a strategic growth pole for Chargeurs. By 2024, this strong momentum will boost the division's worldwide sales to nearly 150 million euros, with solid profitability.** Museum Studio helps its customers increase their visibility and attractiveness, raise their educational power, broaden their sources of revenue and deepen their relationships with all their reference communities. The Group's position as world leader multiplies its **strategic potential** and its role as a performance driver within the luxury goods division. Chargeurs confirms its ability to build global champions in its high value-added niche sectors."*

In the United States, Chargeurs Museum Studio, through its subsidiary Design and Production Incorporated (D&P), has for decades been a key player and the preferred partner of American institutions for their cultural and educational projects. CMS today announces the signature of major projects in the country:

- In Ohio, D&P will develop the new project for the Cleveland Museum of Natural History. The museum is currently undergoing the largest transformation in its 100-year history. Chargeurs Museum Studio will provide a full range of services, including the audio-visual integration, lightings and exhibits, and the creation of graphics and casework. Chargeurs Museum Studio's major involvement in the transformation of the American Museum of Natural History in New York was a catalyst in the signing of this new contract.
- In Washington DC, CMS has been awarded for the new Terminal D project located at the new Reagan National Airport. The American subsidiary brings its expertise in the design, engineering, production and installation of scenography and various digital interactives. This is a remarkable reference for future airport projects, in the United States and elsewhere in the world.

In Europe, CMS continues its expansion with the signing of prestigious contracts including:

- In Denmark: another victory for the CMS British team, which was chosen by the Natural History Museum to design all the galleries in its new building, due to open in 2025. As a reminder, Chargeurs Museum Studio was chosen to create innovative, hyper-connected scenography for the Hans C. Andersen Museum
- In the Principality of Monaco, Hypsos, CMS's Dutch subsidiary, won a three-year renewal of its prestigious contract to design the Monaco Yacht Show, the leading event in international yachting, which will take place from September 27 to 30, 2023
- In Italy, the publishing subsidiary for art books Skira, which also produces temporary exhibitions, is actively preparing the opening of Milan Fashion Week. Skira has been selected to design and organize the exhibition of works by renowned photographer Jimmy Nelson at Palazzo Reale.

The numerous awards won by the Burrell Collection, in Glasgow, and the success of the immersive touring exhibition created for the Van Gogh Museum in Amsterdam, have contributed significantly to the accelerated international deployment of Chargeurs Museum Studio. Studies are underway not only in Europe (Bristol Zoo), but also in Asia (China, Indonesia) and the Middle East through the joint venture created with the two Saudi companies Knowliom and Zamil Group. These local capabilities will enable the joint venture to address a total market estimated at over €600 million by 2030.

Chargeurs Museum Studio has already won several contracts in Saudi Arabia, including the following projects:

- Diriyah Gate, which aims to transform the historical city of Diriyah into a cultural and entertainment area promoting Saudi Arabian heritage
- JAX SAMOCA (Saoudi Museum of Contemporary Art), a project to be delivered this autumn in Riyadh, which will be the region's first museum of contemporary art
- The creation by Skira, the publishing subsidiary, of around a hundred works of art for the Ministry of Culture
- And numerous design and consulting contracts for the kingdom's various cultural institutions.

Chargeurs Museum Studio is the leading company in cultural engineering and production. We provide comprehensive services for institutions, museums, foundations, and brands. By combining international creative and technical talents, Chargeurs Museum Studio offers unique support to major decision-makers and their teams, turning their cultural projects into landmark destinations and world-class experiences.

Chargeurs Museum Studio brings together experts and talented teams all stages of museum creation, from the initial consultation to the grand opening. Every project reflects our devotion to pushing creative boundaries, delivering high-quality experiences and exceeding client expectations: from The Burrell Collection and the National Museum of Denmark to The Smithsonian Institute, The Richard Avedon exhibition at Palazzo Reale, Noor Riyadh festival, and Gregory Crewdson's latest opus.

## 2023 Financial Calendar

Thursday, September 7, 2023

First-half 2023 results

Thursday, November 9, 2023

Third-quarter 2023 revenue



### ABOUT CHARGEURS

CHARGEURS is a family-owned entrepreneurial Group and world leader in high value added niche markets. Located in nearly 100 countries with nearly 2,500 employees, the Group is organized into two strategic business segments: Technologies and Luxury.

Benefiting from the long-term strategy of the Fribourg Family Group, its reference shareholder via Columbus Holding, Chargeurs serves sectors with strong structural growth and expresses its know-how of excellence in the commercial, industrial, marketing and logistics fields. The Group, whose global signature is High Emotion Technology, achieved revenues of €746 million in 2022 and celebrated its 150 years of entrepreneurial boldness.

The Chargeurs share is listed on Euronext Paris and is PEA-PME eligible.

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