

PRESS RELEASE // approx. 3,900 characters incl. spaces

NUSSLI Celebrates 75 Years of Passion for Temporary Structures

Hüttwilen, August 22, 2016 // **2016 is not only an anniversary year for NUSSLI, but above all also the beginning of a future with comprehensive new services and innovative products.** In celebration of its anniversary, NUSSLI has developed a new product innovation — a novel support system for event structures and the *MoMoCUBE* show container. Furthermore, NUSSLI will also be building the arena for the Swiss National Wrestling and Alpine Festival for the twentieth time — the largest temporary stadium in the world. "Swissness" at its best. The company from Hüttwilen realizes around 2,000 projects each year.

450 employees, including apprentices in five different specialist professions, live out their passion for temporary structures in a total of 20 NUSSLI branch offices.

After nine challenging large-scale projects at Expo Milano 2015, NUSSLI is already planning for the next 2017 World Expo in Astana, Kazakhstan, and is making preparations for the first country pavilions. Furthermore, the Formula 1 race in Mexico with a grandstand installation for 24,000 spectators will once again be taking place in October. NUSSLI is also responsible for the event constructions at the Basel Tattoo, the Swiss Indoors, and almost all major open-air festivals in Switzerland. In addition, the Swiss National Wrestling and Alpine Festival in Estavayer-le-Lac with an oval grandstand installation and seats for 52,016 spectators is also just around the corner. That perfectly sums up the daily dynamics at NUSSLI.

Innovations for the Future

In its anniversary year, NUSSLI is looking squarely towards the future, and bringing groundbreaking product innovations to market. Both the support system for event halls and the MoMoCUBE show container can be ordered today and set up tomorrow, even at highly unusual locations. At the beginning of this year, the system celebrated its first ever appearance on the Waisenhausplatz square in Bern in the form of the "theater cube".

This temporary theater structure will continue to serve as a venue for ballet and opera performances and plays until fall 2016.

Swiss National Wrestling Arena — For the Twentieth Time

In addition to anniversary celebrations, the construction of the arena for the Swiss National Wrestling and Alpine Festival in Estavayer-le-Lac will be another highlight for NUSSLI this year. The "Arène de la Broye" will comfortably seat 52,016 spectators, making it the largest temporary stadium in the world.

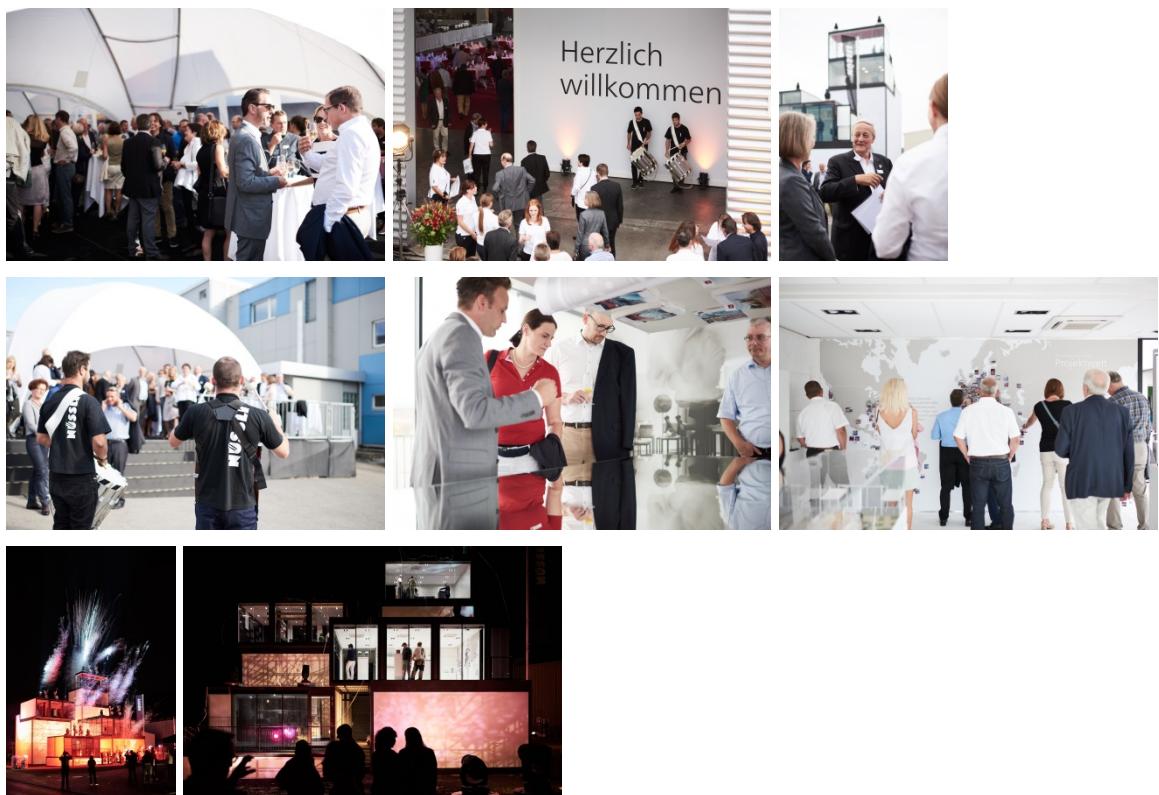
Anniversary Celebrations with a Competency Center for Temporary Structures

75 years ago, Heini Nüssli laid the foundations for what is today a globally active temporary construction company in Hüttwilen, Thurgau, Switzerland. This is where the strategies and the ideas of the future are developed. NUSSLI will also be managing an in-house project and construction site of its own this anniversary year: the NUSSLI Competency Center for Temporary Structures in the form of a tower. Also conceived as the inauguration of the improved product *MoMoCUBE*, the tower consists of five exhibition levels on the following topics: "Services and Products", "Projects and Clients", "Working at NUSSLI", "Vision", and "Outlook". "The tower symbolizes how we are looking toward the future of our company", explains CEO Martin A. Messner, "and also the future development of temporary construction, which we are passionately committed to".

Festivities for all Stakeholder Groups

Anyone who can look back on 75 years of company history definitely has a good reason to celebrate. NUSSLI invited clients and partners to a festive inauguration of the NUSSLI tower and to a gala dinner. NUSSLI gave local residents, employees and their relatives a look at the inner workings of the company on the open day, which also included the christening and maiden voyage of the NUSSLI balloon. More than 1,500 interested visitors attended the event.

Images:



Festive inauguration of the NUSSLI Competency Center for Temporary Structures. The exhibition, which covers five floors, provides insight into the NUSSLI project world and temporary construction.



Deeply rooted in Switzerland and in the town of Hüttwilen, Thurgau, the open day was dedicated to NUSSLI employees and their relatives, as well as the residents in the region.

About NUSSLI

With its temporary and modular event structures, NUSSLI ensures that events held throughout the world leave a lasting impression. Our product range includes temporary grandstands and arenas, stages, overlay structures, event halls, pavilions and roadshows, as well as trade fair booths and structures for museums and exhibitions. Since the establishment of the Swiss company in 1941, NUSSLI has been developing technically sophisticated and proven construction systems which serve as the basis for sports, cultural, and business events of all types and on all scales. Every day, 450 specialized professionals in 20 locations throughout Europe, North America, and the Middle East bring their in-depth know-how, innovative approaches and flexibility to the table as they go to work on multifaceted design and construction projects. NUSSLI designs and builds approximately 2,000 exceptional event structures throughout the world each year — right on time, with a reliable standard of quality, and precisely tailored to clients' requirements. For more information, please visit www.nussli.com

Contact:

The NUSSLI Group

Hauptstrasse 36

8536 Hüttwilen

Switzerland

Marike van der Ben

+41 52 748 2215

marike.vanderben@nussli.com