



MONTREUX  
MUSIC &  
CONVENTION  
CENTRE

Press release  
Montreux, June 9th, 2008

## The 2m2c, a claimed success

With a profit surpassing the forecast, the 2007 fiscal year of the CCM S.A., confirms the legitimacy of the changes made since 2006.

The 117 carried out events of 2007 (22 conferences, 65 shows, 5 international congresses, 11 exhibitions, 8 corporate events and 6 special events) have generated a global income almost identical to 2006 (-5%) and superior to the budget (+17%) due to an unexpected growth of the reservation portfolio. The positive impact on the hotel and catering business is being confirmed thanks to more international and lasting events. The net profit (397'738 CHF), greatly exceeds the budget (+136%), and allows a refund of 52% of the grant given by Montreux.

Given this result, the city of Montreux, sole shareholder, has decided to trust once more the actual board of directors, and to create two new positions of trustee attributed to Mr Alain Imhof, 39 years old, Attorney, Director of UBS SA Geneva, and to Mr Jacques Serex, 54 years old, General Agent of "Nationale Suisse". Both are living in the city of Montreux.

In addition to this satisfactory evaluation, the future looks very promising: we can already forecast a continued growth in result in 2008 and new events have already been confirmed for 2009 and 2010.

The creation of a new yearly musical event, the "Montreux Sundance", the centralization of the "Montreux Jazz Festival" around the 2m2c, the broadened program of the "Fondation de la Saison Culturelle" and lastly the new enthusiasm experienced by the "Septembre Musical" as well as the "Festival du Rire", reinforce the dual vocation, cultural and economic, of the Montreux Music & Convention Centre.

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The Montreux Music & Convention Centre (2m2c) benefits from an exceptional location in the heart of Europe and Switzerland, and from a spectacular environment with Lake Geneva and the Alps. Its 18'000 m2 entirely adjustable and multifunctional enables the organisation of professional and cultural events up to 1800 persons in conference and 3500 for concerts. Close to the train station, the Casino, hotels and restaurants, as well as a shopping area, the 2m2c offers a perfect location to organize events, of which the most famous is beyond doubt the Montreux Jazz Festival.

**2m2c.ch**

Let's create together