

Press release +++

Messe Frankfurt becomes shareholder of Kingpins Show. This collaboration strengthens the future of the denim industry.

Frankfurt, July 19, 2023. A new era of collaboration: Messe Frankfurt's extensive experience and resources will combine with the Kingpins Show's unique expertise, amplifying global reach and industry influence.

Messe Frankfurt, a global leader in trade fair organization, and Kingpins Show, the premier tradeshow specializing in the denim industry, are pleased to announce a strategic partnership that will further strengthen their commitment to fostering innovation, collaboration, and growth within the denim community. Messe Frankfurt's new role as a shareholder in the Kingpins Show elevates the textile portfolio's presence in the denim industry as well as solidifies their dedication to supporting the industry's development.

Messe Frankfurt is the world market leader in trade fairs for the textile industry. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries. These form the core of Texpertise, the textile business network, which stands for Messe Frankfurt's entire textile commitment. Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands.

The Kingpins Show will continue to operate independently, maintaining its distinct identity and the essence that has made it a must-attend event for denim enthusiasts worldwide. As a shareholder, Messe Frankfurt brings its global network, unparalleled resources, and industry-leading expertise to strengthen the Kingpins Show's position as a premier denim platform.

Already today, the denim segment is served at Messe Frankfurt's own events such as Beyond Denim (Intertextile Shanghai Apparel Fabrics) and Denimworld (as part of Texworld Evolution Paris).

Andrew Olah, Founder and CEO of Kingpins, states "Since the day we started Kingpins in 2004, we aspired to one day sell our show or partner with Messe Frankfurt - we were never 'show people', we were 'industry people' where as Messe Frankfurt is an 800-year-old exhibition company with all the knowledge, technique, and data needed. Now almost 20 years later, a kind of dream has occurred - now we are both 'show people' and 'industry people'. We know this collaboration will really grow each other's opportunities and quality."

"Our partnership with the Kingpins Show is rooted in our admiration for their distinct vision and innovative approach to the denim industry. We recognize the opportunity to learn from Kingpins, and together with our expertise we believe we can continue to be the stage for business encounters in the denim industry." – Constantin von Vieregge, President & CEO, Messe Frankfurt Inc.

Messe Frankfurt and Kingpins share a deep commitment to fostering sustainability within the industry. The partnership aims to drive positive change by encouraging responsible production methods, promoting circular economy initiatives, and supporting sustainable sourcing practices and will serve as a catalyst for collaborative efforts that prioritize environmental stewardship and social responsibility, ensuring a more sustainable future for the denim industry.

Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH, the German parent company, emphasizes: "We are pleased that with Kingpins we are strategically complementing our worldwide textile trade fair portfolio in a meaningful way. The international events of our textile business network "Texpertise" cover the entire textile value chain. With the planned participation of Messe Frankfurt Inc. in Kingpins, we are adding an important premium brand in the denim sector and rounding off our existing portfolio."

Attendees and exhibitors can anticipate an enhanced platform that combines the Kingpins Show's signature flair with Messe Frankfurt's extensive network, global reach, and unrivaled resources. This synergy promises expanded business prospects, increased market visibility, and accelerated industry innovation.

Stay tuned for further updates on the dynamic developments and novel opportunities that will arise from this transformative partnership.

Completion of the partnership is subject to final approval by the shareholders of Messe Frankfurt GmbH.

Press contact:

Ivonne Seifert

Messe Frankfurt Exhibition GmbH

Tel.: +49 69 75 75-61 57

Ivonne.seifert@messefrankfurt.com

Walker Erwin

Messe Frankfurt, Inc.

3200 Windy Hill Rd. / Ste. 500 West

Atlanta, GA 30339

USA

walker.erwin@usa.messefrankfurt.com

www.messefrankfurt.com

www.texworldnewyorkcity.com

www.apparelsourcingnewyorkcity.com

www.hometextilessourcing.com

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Background information on Texworld New York City

Texworld NYC is one of the largest sourcing events on the East Coast for apparel fabric buyers, research and product development specialists, designers, merchandisers and overseas sourcing professionals. This international business platform offers a wide product range covering the entire fabric spectrum. From casual cotton to functional fabrics and sophisticated knits to intricate laces, season-to-season attendees discover textiles of innovative structures, material mixes and surprising color palettes.

For more information, please visit www.TexworldEvolutionNYC.com

Background information on Apparel Sourcing New York City

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-Tex, Apparel Sourcing New York City offers apparel brands, retailers, wholesalers and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. As the only event on the East Coast to focus on finished apparel, contract manufacturing and private label development, the show provides attendees direct access to suppliers specializing in ready-to-wear for men, women, children and accessories.

For more information, please visit: www.TexworldEvolutionNYC.com

About the Kingpins Show:

The Kingpins Show is a highly esteemed tradeshow focused on the denim industry, providing a platform for denim professionals worldwide. The event showcases the latest trends, innovations, and developments in the denim sector, offering networking opportunities, educational seminars, and a curated selection of industry-leading exhibitors. Known for its unique blend of creativity, community, and business, the Kingpins Show has established itself as an unmissable event for denim enthusiasts seeking to stay at the forefront of the industry.

Texpertise Network

Texpertise, the textile business network, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry.

Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands. <http://www.texpertise-network.com>
<https://www.linkedin.com/company/texpertise-network/>

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages shows within the United States, Canada, and Mexico. In addition to Texworld New York City, Apparel Sourcing New York City, and Home Textiles Sourcing, the North American portfolio of events includes Texworld Los Angeles, Apparel Sourcing Los Angeles, Techtextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico, Waste & Recycling Expo Canada, and Process

Expo. For more information, please visit our website at www.us.messefrankfurt.com