

## Press Release

24 September 2013

### MC Services AG Takes Over as a Lead Sponsor and Press Lounge Gatekeeper at the German Equity Forum in Frankfurt/Main from 11–13 November 2013

**Munich and Duesseldorf, 24 September 2013:** MC Services AG, the international Investor Relations and Public Relations firm, has taken over as a main sponsor of this year's German Equity Forum and coordination of the event's press lounge and media events.

Showcasing up to 200 presenting public companies and around 50 private firms, and over 6,000 attendees, the German Equity Forum is Europe's largest and most important capital market event. The Forum serves as a central networking platform for entrepreneurs from a variety of industries as well as for investors, analysts and representatives of the German and international financial media. This year about 15 DAX and MDAX companies will be presenting for the first time. Journalists have the opportunity to spend three days meeting a whole range of German companies and business personalities from a wide variety of sectors. Many companies traditionally plan their annual events and analyst meetings at the Equity Forum.

"For years now, MC Services has been using the German Equity Forum as a means of doing active press and media work on behalf of its clients during which time we have introduced numerous companies and media representatives", said Anne Hennecke, Managing Partner at MC Services. "We are delighted to be a lead sponsor and providing access to an outstanding press lounge with a new ambience. We are proud to offer companies and representatives of the press an exceptional place to meet and exchange ideas."

Alongside the opportunity to get to know companies through face-to-face discussions, broaden one's knowledge and extend one's networks, the press lounge also provides accredited journalists with a wide range of information comprising company profiles and corporate materials, current press releases, event information, computer workstations and active assistance in the organisation of meetings and logistics.

The German Equity Forum is taking place from Monday to Wednesday (11–13 November 2013) in the Congress Center and Hall 5.1 of the Messe Frankfurt exhibition centre. You can find more information on the event programme as well as times and places on the event website: <http://www.eigenkapitalforum.com>.

#### About MC Services

MC Services AG, based in Munich and Duesseldorf, is an international Public Relations and Investor Relations firm specializing in financial communications. The Company's long-standing clients include leading, international public and private companies as well as venture capitalists and investment firms. Established for many years as a link between industry and the financial markets, MC Services provides comprehensive services in the fields of IR, PR, financial reporting as well as capital and corporate transactions. We leverage our extensive network in the international financial community and in the industry in a targeted way for the benefit of our clients in order to best prepare for financing rounds by means of qualified investor relations and media work, for example, or to visibly position our clients and their successes in the German and international finance, economic and trade media.

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