

## Merger of Brace Group & Zeeh Design

Two strong brands join forces

Dear Madam or Sir,

Zeeh Design GmbH from Munich and BRACE Group GmbH from Münster, which includes the brands conform, Schendel & Pawlaczyk, and MMD, are joining forces. Together, we will form one of the leading platforms for live communication in Germany.

For more than four decades, Zeeh Design has stood for tailor-made exhibition construction and complex event projects at the highest level. The BRACE Group brings together strong companies that passionately create creative brand experiences in space, interior architecture, and exhibition construction. We believe this is an excellent match and a complementary partnership—in terms of expertise, capacity, and regional strength.

For our clients, nothing will change because of this merger: contacts, contracts, and processes will remain unchanged.

At the same time, our customers and prospects can look forward to even more value: a broader joint market approach covering exhibition construction, events, and interior fit-out, combined expertise, and additional operational synergies will enable us to respond to needs even more efficiently and flexibly in the future.

If you have any questions, please feel free to contact your usual points of contact at any time - we are always happy to assist you.

We look forward to continuing our successful collaboration.

Yours sincerely,

Patrick Jürgens  
conform GmbH