

EXPO
2035
BERLIN

Holding company to the EXPO 2035 Berlin

Beteiligungsgesellschaft der Deutschen Wirtschaft

 mexico
mbH & Co KG

EXPO 2035 Berlin

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The world is currently in a state of change: economically, politically as well as in regard to the use of resources.

Berlin in the heart of a liberal Europe stands for transformation and innovation while being faced with global changes.

Europe, Germany and the metropolitan area Berlin-Brandenburg can therefore profit from innovation and a regeneration of its infrastructure over the coming years.

Additionally: Only an attractive and strong location will keep attracting high-growth companies and the best minds.



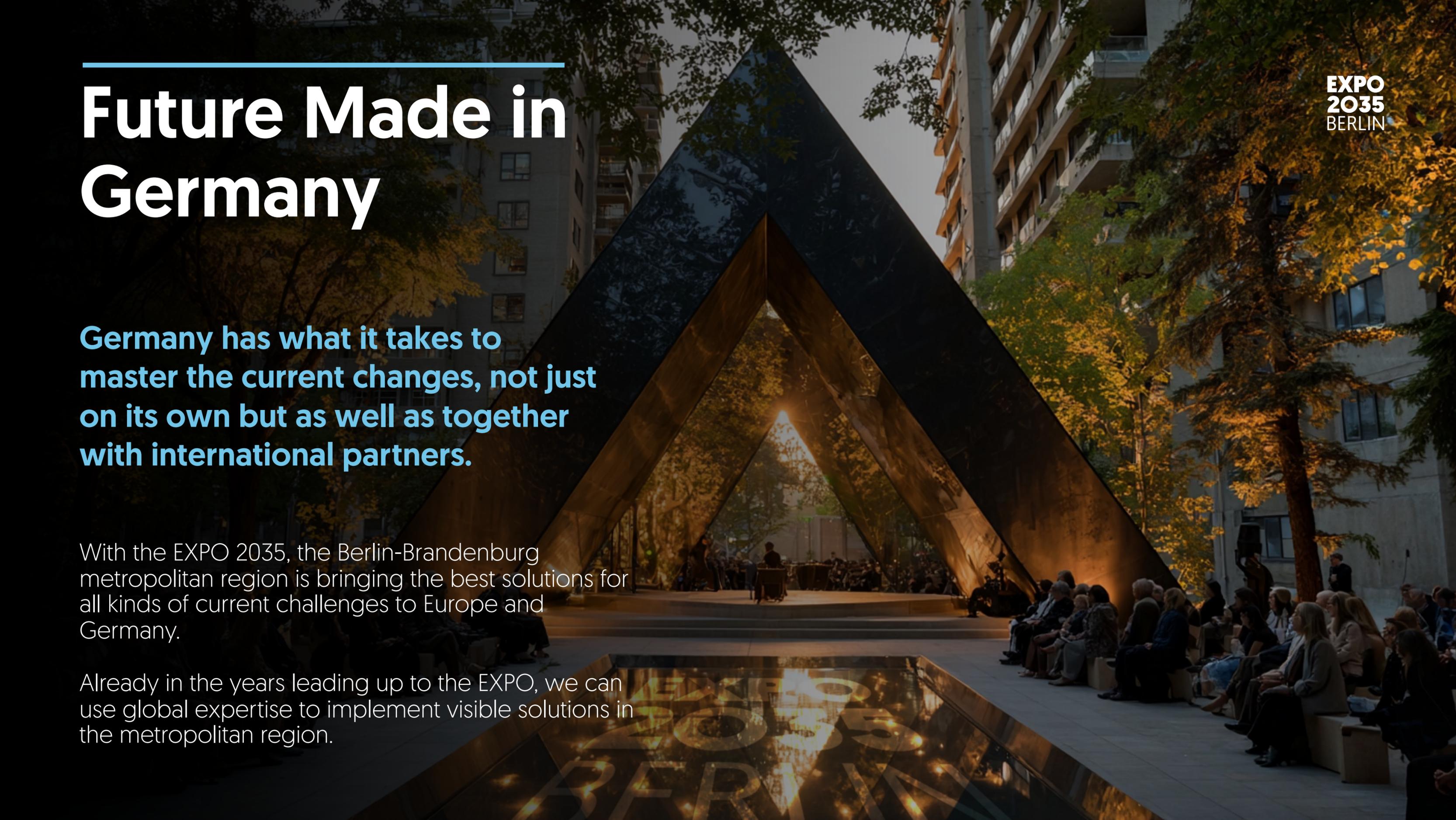
Future Made in Germany

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Germany has what it takes to master the current changes, not just on its own but as well as together with international partners.

With the EXPO 2035, the Berlin-Brandenburg metropolitan region is bringing the best solutions for all kinds of current challenges to Europe and Germany.

Already in the years leading up to the EXPO, we can use global expertise to implement visible solutions in the metropolitan region.



Europe and Germany can regain visibility and appeal through bold initiatives:

- Reduction of bureaucracy
- Modernisation of infrastructure
- Implementation of the transition to renewable energies
- Targeted promotion of skilled workers
- Addressing demographic change
- Strengthening social and health systems
- Transformation of key industries
- Catching up in global technological competition
- Digitisation in business, administration and education
- Encouragement of innovation
- Creation of affordable housing
- Future-oriented urban development

and much more

The whole city is the EXPO.

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The concept: a world exhibition that does not take place in one location, but lives throughout the entire metropolitan region.

Main Venue

Example BER

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Innovation and Collaboration Hub

Space for new experiences

Innovators, policy makers and citizens meet in one place

Bringing communities and regions together



Main Venue

Example TXL urban tech republic

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Unity in Diversity

Ideas and innovations shape the future
Berlin portrays the world's global challenges
A celebration of creativity, progress, and shared potential



EXPO Satellites

Tempelhof Airport Building

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Decentralized Strategy

Transformation of existing landmarks
Open space and interaction
Local impact as a key goal for the future



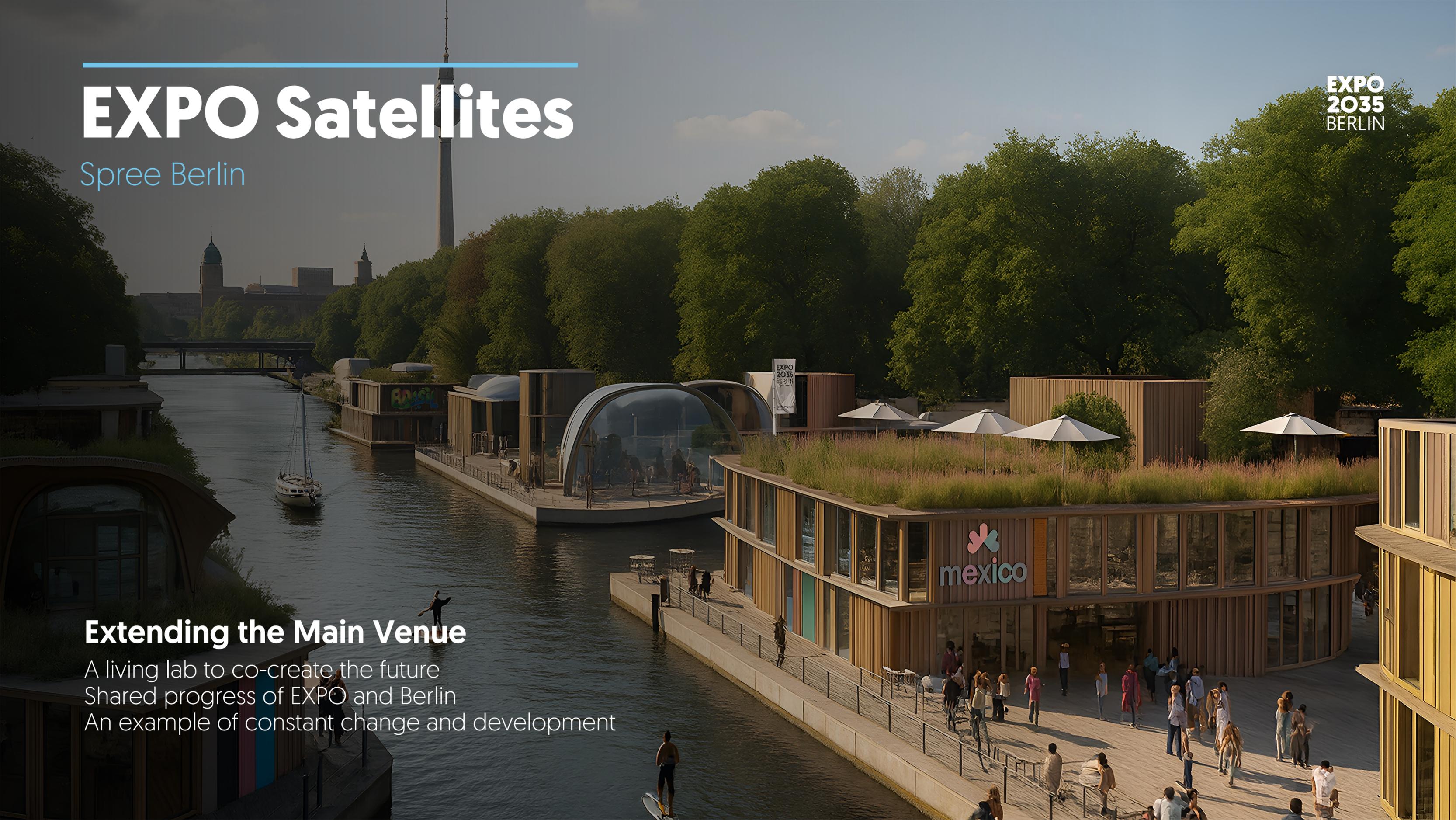
EXPO Satellites

Spree Berlin

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Extending the Main Venue

A living lab to co-create the future
Shared progress of EXPO and Berlin
An example of constant change and development

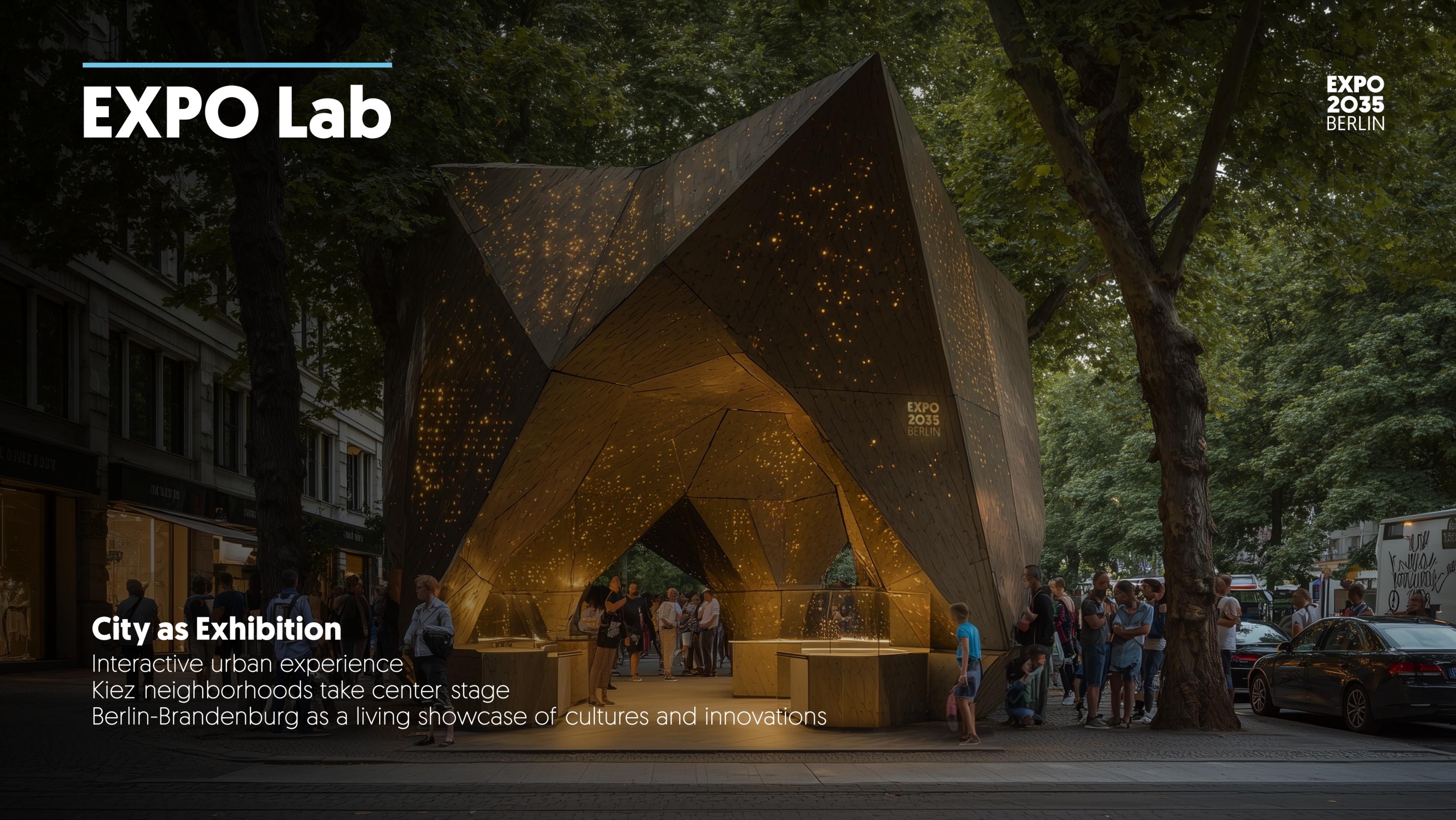


EXPO Lab

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City as Exhibition

Interactive urban experience
Kiez neighborhoods take center stage
Berlin-Brandenburg as a living showcase of cultures and innovations



EXPO Lab

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City in Dialogue

A city-wide platform for open conversation
Connecting communities through dialogue and exchange
Fostering understanding across cultures and generations



Expos consist of...

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Self-built Pavilions

average
60 pavilions



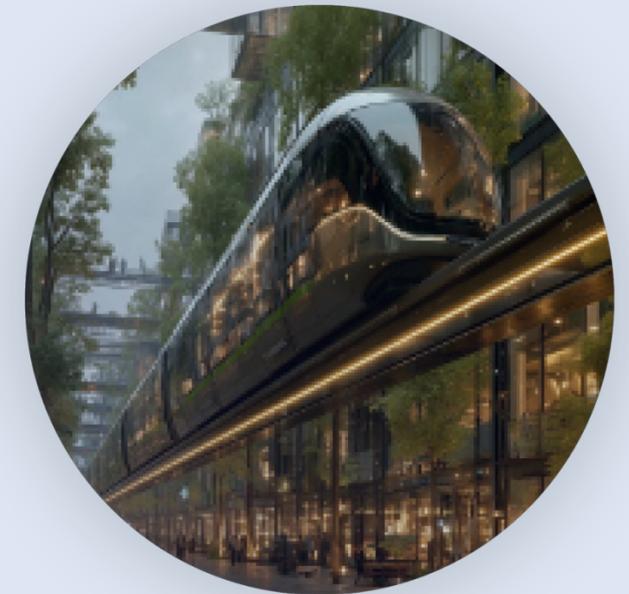
Type B Pavilions

average
100 pavilions



Thematic Pavilions

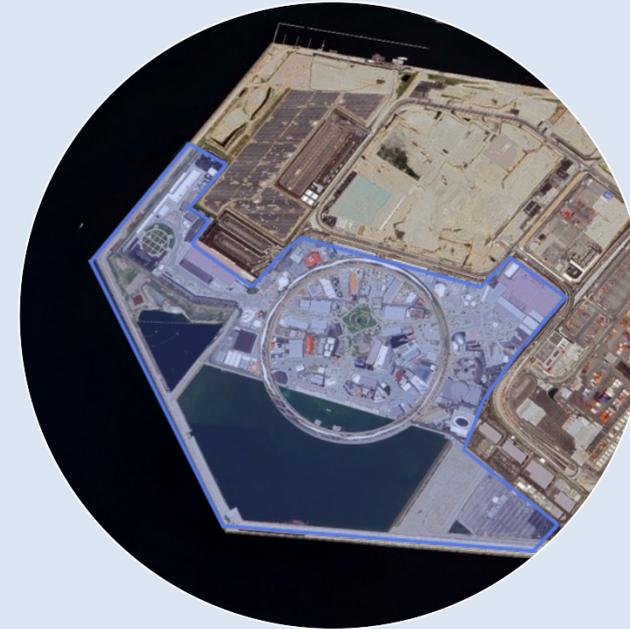
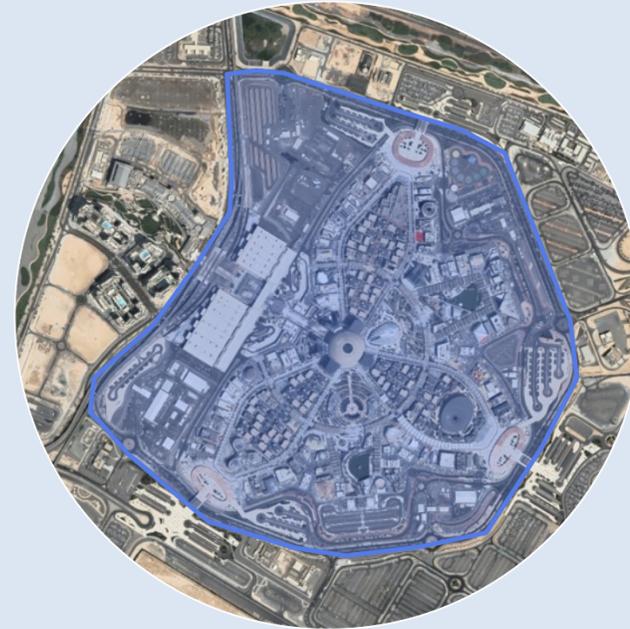
average
10 pavilions



Core Infrastructure

Main Venue
Transportsysteme
Expo Village

Potential



EXPO Milan [2015]

Motto: Feeding the Planet,
Energy for Life

Area: 200 ha

Participants: 147 Countries

Visitors: 22.2m

Investment: ca. 2.6b €

Revenue: ca. 5 – 10b €
[City & Country]

EXPO Dubai [2020]

Motto: Connecting Minds,
Creating the Future

Area: 438 ha

Participants: 193 Countries

Visitors: 25m

Investment: ca. 30b €

Revenue: ca. 40b €

EXPO Osaka [2025]

Motto: Designing Future
Society for Our Lives

Area: 155 ha

Participants: 158 Countries

Visitors: 28m

Investment: ca. 8b €

Revenue: est. 30b €

EXPO Riad [2030]

Motto: Foresight for Tomorrow

Area: 600 ha

Participants: 195 - 197 Countries

Visitors: est. 25 – 30m

Investment: tbd

Revenue: tbd

Business Model

**EXPO
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BERLIN**

2.1 b€
Revenue from tickets and marketing

685 m
+X b€
Additional revenue and structural funds

22 b€
Increase in GDP

Revenue from tickets and marketing

| Description | Revenue | million € | Expenditure | million € |
|---|--------------|--------------|----------------|--------------|
| All income and expenditure borne directly by the organizer | Ticket sales | 1 000 | EXPO venue | 1 100 |
| | Sponsorship | 200 | Administration | 240 |
| | Licensing | 200 | Marketing | 250 |
| | Events | 500 | Content | 400 |
| | Building use | 200 | Other | 100 |
| | Total | 2 100 | | Total |

Additional revenue and structural funds

| Description | Revenue | million € | Expenditure | million € |
|---|----------------------------------|----------------|----------------|--------------|
| All revenue and expenditure of the State of Berlin required for hosting the EXPO | Taxes (e.g., hotel) | 85 | Security | 270 |
| | Transportation revenue | 350 | Infrastructure | ? |
| | Land use after the EXPO | 250 | | |
| | Federal infrastructure subsidies | ? | | |
| | Total | 685 + ? | | Total |

The infrastructure is highly concept-dependent
Milan: €2.5 billion | Shanghai: €40 billion

Increase in GDP

| Description | Revenue | million € | Expenditure | million € |
|---|--|-----------|---|--------------|
| All revenue expenditure related to | €22 billion growth in GDP and associated federal tax revenues over 5 years | 5 000 | Financial support for infrastructure and operating expenses | 4 000 |
| Total | 5 000 | | Total | 4 000 |

EXPO 2035 BERLIN

Revenue
2 100 m €

Expenditure
2 090 m €

Your contact
for inquiries:

Volker Halsch
Senior Advisor
at PwC Germany

pwc

Volker.halsch@pwc.com
+49 171 6516754

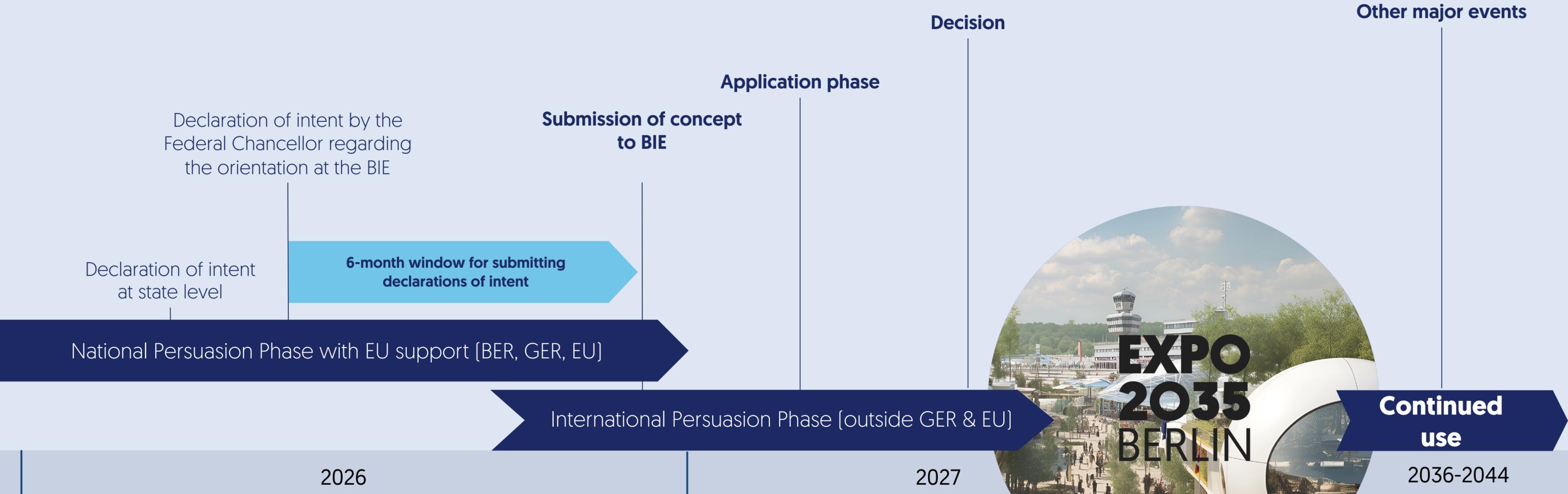
| Deep Dive | | Sponsorship | | Licensing | | Deep Dive | | Building usage | |
|----------------|---------------|---------------|-------------|----------------------------------|-------------|----------------------------|-------------|---|-------------|
| Tickets sales | | | | | | Events | | | |
| Visitors [#] | 30m | Platinum [#€] | 2 10 m€ | Visitors [#] | 30m | Tickets per concert | 70 000 | reselling price as % of | 12% |
| ∅ Ticket price | 35€ | Gold [#€] | 8 7,5 m€ | ∅ Spendings per visitor | 45€ | ∅ Ticket price concert [#] | 200€ 36 | Building costs for pavilions covered by countries | 80 m€ |
| | | Silver [#€] | 15 4,5 m€ | Licensing for catering and shops | 15% | | | | |
| | | Bronze [#€] | 25 1,5 m€ | | | | | | |
| | | Partner [#€] | 50 0,5 m€ | | | | | | |
| Gesamt | ~1 000 | | ~200 | | ~200 | | ~500 | | ~200 |

| Deep Dive | | Deep Dive | | Marketing | | Content | | Other | |
|-----------------|---------------|--------------------|-------------|-----------------------|-------------|-----------------------|-------------|------------------------|-------------|
| Venue | | Administration | | | | | | | |
| Building costs | 890 m€ | '28-'35 ∅ FTE | 116 FTE | Marketing [% revenue] | 25% | ∅ Entertainment / day | 500 000€ | BIE-Fee [% of revenue] | 2% |
| Operating costs | 200 m€ | '35 ∅ FTE | 207 FTE | | | Days | 180 | Insurance | 3% |
| Staffing | 45 m€ | '36-'45 ∅ FTE | 13 FTE | | | Production | 5 m€ | | |
| | | ∅ Staff costs p.a. | 85 000 € | | | Artist | 4 m€ | | |
| | | External | 100 m€ | | | Concerts [#] | 36 | | |
| Gesamt | ~1 100 | | ~240 | | ~250 | | ~400 | | ~100 |

All values have a margin of uncertainty of 20% and may change further if the concept is modified; source: PwC; date: 20.10.2025

Timeline & Milestones

**EXPO
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BERLIN**



**EXPO 2035
May-October 2035**

The Organisation



*In Verhandlungen stand September 2025.

The Team

Management and Supervisory Board – Efficient structures for management and control.



Henning Wehmeyer,
CEO



Daniel-Jan Girl,
Chairman of the Supervisory
Board



Evelyne de Gruyter,
Member of the Supervisory
Board



Dirk Geuer,
Member of the Supervisory
Board



Dr. Hinrich Thölken,
Member of the Supervisory
Board

EXPO-Board – Independent advisory body.



Jens de Buhr,
Publisher DUP-Magazin



Brigitte Zypries,
Former Federal Minister



Manja Schreiner,
CEO IHK Berlin



Prof. Dr. Philipp Bouteiller,
Entrepreneur



Dr. Edelgard Bulmahn,
Former Federal Minister

The Committees

Future Council – Internal think-tank for the development of an AI-based, virtual and global EXPO-format.



Prof. Dr. Laura Bechthold,
Bavarian Foresight-
Institut, TH Ingolstadt



Harald Neidhardt,
futur/io



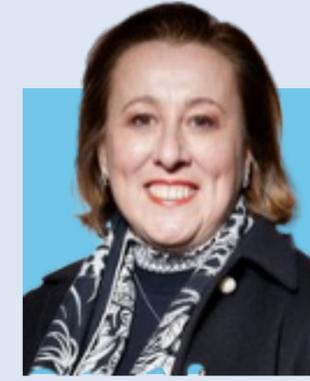
Dr. Annika von Mutius,
KI Bundesverband
& Empion



Nicola Bramkamp,
SAVE THE WORLD e.V.



Prof. Dr. Tom A. Rösen,
WIFU-Stiftung



Marie-Eve Schroeder,
Meta Europe



Sandor Horvath,
European Institute
for Future Generations



Beate Gleitsmann,
Rheinische
Hochschule Köln



Andre Weber,
Bankhaus Bauer
Privatbank



Caroline Heil,
IU – Internationalen
Hochschule



**Prof. Dr. Jochen
A. Werner,**
Smart, Green und
Human Hospital



Michael Geike,
Blockchain Expert



Nicola Bramkamp,
Art meets Science
Initiative Save
the World



Dr. Leon Tsvasman,
Founder of Sapiocracy



Christina Moser,
Technischen
Hochschule Ingolstadt



Stefan Tewes,
FOM Hochschule



The Committees

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Concept Team – Experts in architecture and urban development to create the concept for the application to the BIE.



Christian Tschersich,
L-A-V-A



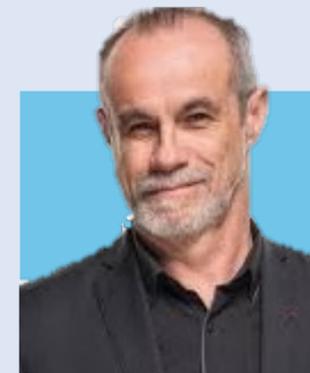
Thomas Willemeit,
GRAFT Architects



Detlef Wintzen,
insglück
Gesellschaft für
Markeninszenierung



Prof. Lutz Engelke,
NeoNext Berlin GmbH



Prof. Carlos Moreno,
Urbanist IAE Paris
– Sorbonne Business
School



Nicole Srock.Stanley,
dan pearlman



Christoph Langhof,
Langhof

The holding company

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Global Goals für Berlin e.V. & EXPO 2035 Berlin GmbH

The association Global Goals für Berlin e.V. connects politics, business as well as civil society and is striving to bring a world exhibition to the Berlin-Brandenburg metropolitan region. In addition to the association, the EXPO 2035 Berlin GmbH has been founded in 2024. Its main focus is promoting the bid for the world exhibition with various committees, such as the Concept Team and the Future Council.

EXPO 2035 Beteiligungsgesellschaft der Deutschen Wirtschaft mbH & Co KG

The EXPO 2035 Beteiligungsgesellschaft der Deutschen Wirtschaft mbH & Co KG complements this commitment with the entrepreneurial component: it creates structures, investment frameworks and visibility, thereby becoming the economic backbone of the bid.



With strong commitment from the private sector, a unique innovation ecosystem is emerging that generates synergies between business, science and society. Companies are taking responsibility for global issues and actively shaping a sustainable future.

The EXPO 2035 will become a crosssector platform where business, research, civil society and the public can work together to find solutions for the future.

**EXPO
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Beteiligungs-
gesellschaft
der Deutschen
Wirtschaft
mbH & Co. KG

By investing in "EXPO 2035 Berlin Beteiligungsgesellschaft der Deutschen Wirtschaft mbH & Co. KG", you acquire an indirect stake in "EXPO 2035 Berlin GmbH".

This means that you will be closely involved in the subsequent implementation right from the start – as one of only 10 planned shareholders from the economy. The Berlin Chamber of Commerce and Industry is already a shareholder.

**EXPO
2035
BERLIN**

GmbH

Following approval by the BIE (Bureau International des Expositions), "EXPO 2035 Berlin GmbH" will be converted into an implementation company or will establish such a company for the purpose of organising the EXPO.

**Global Goals
Berlin** e.V.

Your participation: Your advantage

Set-Up & participation

Direct influence on the application through the appointment and possible selection of supervisory board members. The investment company will hold 3 of 12 seats on the supervisory board of the EXPO 2035 Berlin GmbH. This ensures that the shareholders of the investment company have a say in the planning and organisation of the EXPO.

Shareholders are informed at an early stage about strategic developments, location decisions, funding programs and political processes. Through their participation, shareholders have direct access to future investments, project companies and development structures related to EXPO 2035. This knowledge advantage opens up opportunities for projects, partnerships and investments.



Investment of €250,000 for a 10% stake in the EXPO 2035
Berlin Beteiligungsgesellschaft der Deutschen Wirtschaft mbH & Co. KG.



Your participation: Your advantage

Increase in investment value

An investment of €250,000 for 10% offers the opportunity to achieve a significant increase in value through several clearly defined de-risking milestones (state commitment, federal commitment and BIE subsidy) — with calculable risk and strategic added value. The resale of shares is generally possible. So is pooling the investment with partners is possible.

Reputation & visibility

Visibility in national and international communications relating to EXPO 2035 via press releases and social media. Positioning as a partner for innovation and sustainability in a global context. Visibility of the company logo through inclusion on the website and in documents. Visibility of the commitment through permission to use the EXPO 2035 logo.

Location and economic development

Contribution to strengthening Germany and Europe as a business location. Implementation of an innovation acceleration act as part of the EXPO 2035 bid.

Network & Partnerships

Access to a high-level network of pioneers and positioning as part of Europe's economic leadership. Regular dinners with personalities from the fields of politics, business, society, art, culture, sport and science – all at one table. As a shareholder, you belong to an exclusive circle that defines future strategies, initiates projects and forges alliances.

Holding structure

Overall strategic planning and objectives for financing and shareholder structure



Our partners:



Application of funds

Financing of the application phase by the investment company

Bid preparation

National Persuasion Phase: Private sector financing

Promotional phase

International Persuasion Phase: Funding from state and federal government

Application of funds

| | |
|-----------------------|--------------------|
| Concept & Application | 1,120,000 € |
| Staff | 796,380 € |
| Marketing | 197,500 € |
| Operations: | 138,600 € |
| Travel expenses: | 100,000 € |
| Total: | 2,352,480 € |

2.5m €

**Holding
company**

2.5m €

Berlin



2.5m €

Germany



2026

2027

Become a shareholder of the future and help shape our future

By getting involved early on, you are already positioning yourself with Europe in the face of international competition and standing up for our rights to social justice, democratic freedom and economic sovereignty.

An investment in the holding company will finance the application phase for EXPO 2035 Berlin, laying the foundation for a successful bid.

**Become a shareholder in EXPO
Beteiligungsgesellschaft Berlin 2035 mbH &
Co KG – and join us in shaping one of Europe's
most significant projects for the future. Lay the
foundation now for a partnership with the
EXPO 2035 Berlin and secure an opportunity to
be a preferred partner of the world's largest
event in the heart of Europe.**

Contacts

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Together, we are setting off now.

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EXPO 2035 Berlin GmbH

Henning Wehmeyer

CEO

+49 30 85 99 46 143

henning.wehmeyer@expo2035-berlin.com

Daniel-Jan Girl

Chairman of the supervisory board

+49 30 85 99 46 143

daniel-jan.girl@expo2035-berlin.com

||| **NOERR**

Noerr PartGmbB

Dr. Harald Selzner

Partner / Lawyer

+49 211 49986155

harald.selzner@noerr.com

pwc

PricewaterhouseCoopers GmbH

Volker Halsch

Senior Advisor

+49 171 6516754

volker.halsch@pwc.com



EXPO 2035
Henning Wehmeyer

EXPO 2035
Daniel-Jan Gird

GLOBAL GOALS
Theresa Hümmer

GLOBAL GOALS
Christine Brummer

GLOBAL GOALS
Dario Dill

Dirk Geuer

Dr. Hinrich Thölken

Evelyne de Gruyter

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Prof. Dr. Stefan Tewes

André Weber

Prof. Dr. Jochen A. Werner

Nicola Bramkamp

Jens de Buhr

Brigitte Zypries

Prof. Dr. Philipp Boutellier

Dr. Andreas Rickert

Prof. Ph.D. Jutta Allmendinger

Antje Trölsch

Dr. Stefan Franzke

Carola Zarth

Prof. Dr. Günter M. Ziegler

Prof. Dr. Sascha Friesike

Prof. Dr. Maike Sander

Lu Yen Roloff

Dr. Johanna Spröndel

Nikolai Zaitsev

Sebastian Gernhardt