



Press release

Augsburg, November 28, 2024

M-net and Messe Augsburg: New fiber optic power for events

Messe Augsburg has been relying on the telecommunications solutions from Bavaria's leading fiber optic provider M-net since summer 2024. With M-net, whose shareholders also include the Stadtwerke Augsburg, the trade fair has gained a strong, regional partner in fair competition. M-net has established itself as a provider of sophisticated telecommunications services with its dedicated fiber optic expansion, performance and reliability, particularly in the business customer environment.

Messe Augsburg has been connected to M-net's high-performance quantum network via a direct fiber optic connection (Direct Access) for several months now. The flexible system therefore enables Messe Augsburg to increase its standard transmission speed to ten times the bandwidth. This adaptability is extremely important for Messe Augsburg, as it enables us to respond to specific requirements or requests from its own customers at any time to ensure optimum data transmission for all events. As a back-up, the trade fair has currently installed an LTE router in its own network to secure the Internet line. A second fiber optic line could also be considered in the medium term as a redundant connection to the trade fair grounds. We can therefore guarantee that events will continue to run smoothly even if mechanical faults occur on a line. M-net will also provide high-quality IP-based telephony services for the trade fair via the new fiber optic connection.

Lorenz A. Rau, CEO of Messe Augsburg, is convinced by the cooperation with M-net: "Everything is a great fit, from the changeover to the flexibility to the high service quality of our new partner. The first events on our site have already taken place using M-net's new fiber optic connection. A stable and fast digital infrastructure is essential for modern trade fair grounds."



"As a Bavarian fiber optic pioneer, we can look back on almost 25 years of success," says Nelson Killius, spokesperson for the M-net management team. "We now supply over 500,000 private and business customers in Bavaria and Hesse with reliable, high-performance telecommunications services, and the number is growing all the time. With Messe Augsburg, we are delighted to convince another high-profile customer in the region to choose our services. Because what sets us apart is not only cutting-edge technology and the right solutions for every need, but also that we are close to our local contacts and speak the language of our customers."

Last but not least, M-net was awarded the 'climate-neutral' certificate by TÜV Rheinland for the third time in a row this year, making it the first CO₂-neutral telecommunications provider in Germany. Climate neutrality in accordance with Scope 1 and 2 of the Greenhouse Gas Protocol means that the company no longer generates any direct or indirect greenhouse gas emissions in its balance sheet, for example in its energy and heat supply, refrigeration technology or vehicle fleet. This makes them a great match for Messe Augsburg, which is not only relying on a renowned partner from the region with M-net, but is also taking another important step towards climate protection.

About M-net:

M-net is Bavaria's leading fiber optic provider and offers its customers fast Internet, low-cost telephone and mobile phone connections and a wide range of television services. M-net is also the right move for business customers, to whom M-net provides Internet, telephony, networking, data center services and individual on-site support. As a provider from the region for the region, M-net connects the local community and creates new opportunities in the digital world every day. The company is a pioneer in the use of future-proof fiber optic technology and has been awarded the 'very good' rating eight times in a row in the Connect Festnetztest. M-net also assumes social responsibility for a sustainable future: the company has been certified as climate-neutral by TÜV Rheinland since 2021, making it the first climate-neutral telecommunications provider in Germany.

M-net's coverage includes large areas of Bavaria, the greater Ulm region and the Main-Kinzig district in Hesse. M-net is backed by a group of renowned regional utilities, including Stadtwerke München and Augsburg, Allgäuer Überlandwerk, N-ERGIE, infra fürth and Erlanger Stadtwerke. M-net has over 500,000 business and private customer connections, employs around 850 employees and generated revenue of approx. €268 million in the 2022 financial year. For more information please visit <https://www.m-net.de/ueber-m-net>



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About Messe Augsburg:

Messe Augsburg is an economic driver whose influence extends far beyond the borders of Bavaria. Augsburg is an attractive location which has highly structured trade fair grounds that are also easily accessible from outside Germany, a high level of personal service and the charm of Germany's second oldest city. Messe Augsburg is a full-service partner for trade fairs and events: 7 halls that provide 48,000 m² of gross floor space, 10,000 m² of outdoor exhibition grounds, a conference center, four entrance areas, excellent transport links and 3,650 parking spaces in the immediate vicinity offer a wide range of event options that can be individually tailored to the client's requirements. www.messeaugsburg.de

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