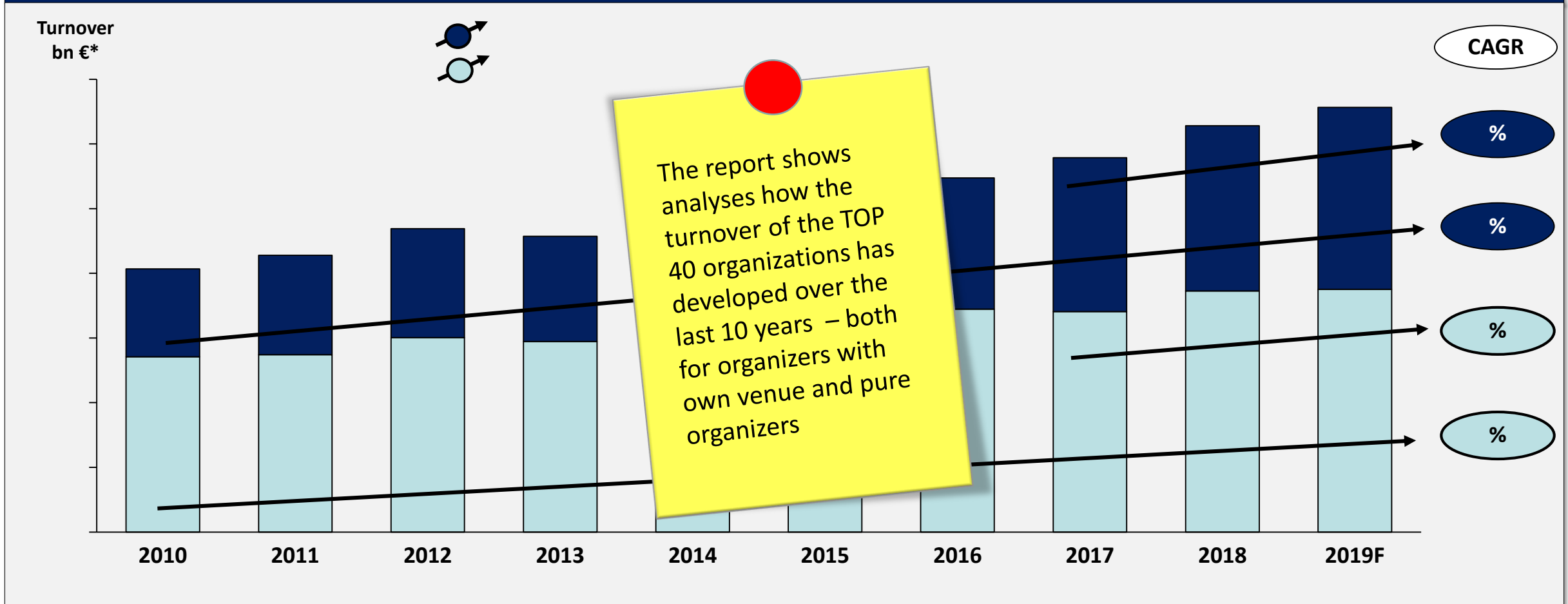




Global Exhibition Industry Performance Review (GIPR)

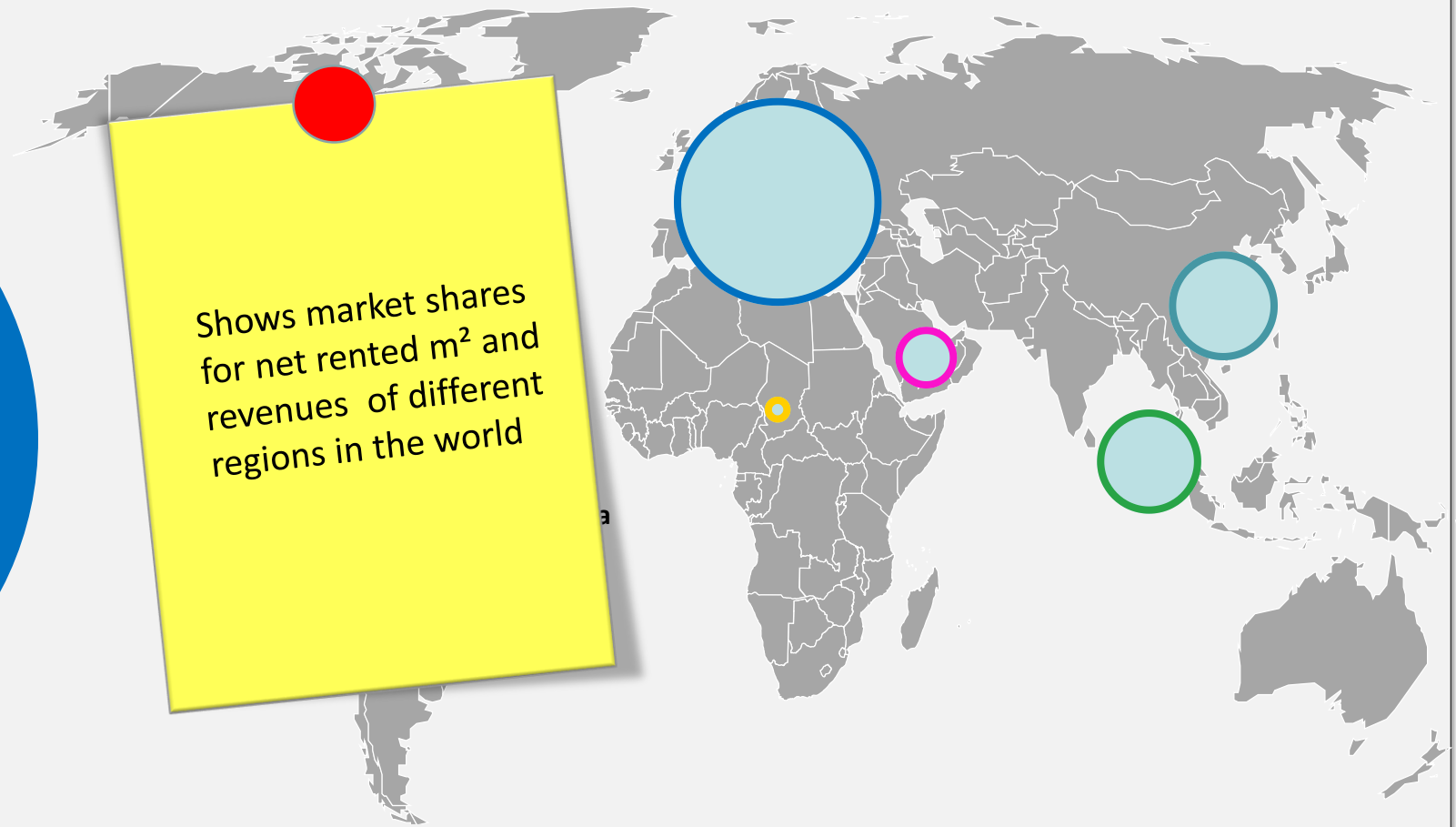
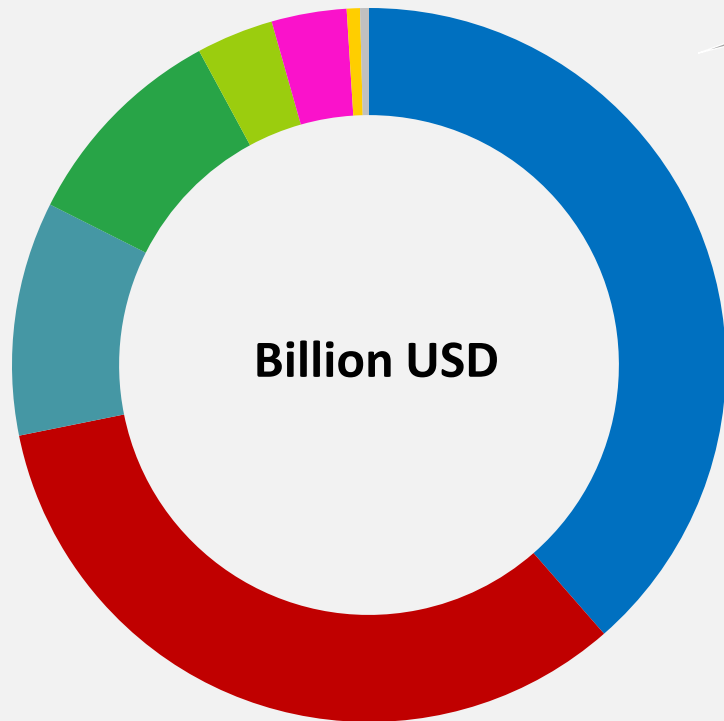
Growth rates of pure organizers differ much from organizers with own venue

Trade fair industry growth and global GDP, turnover of Top 40, 2010-2019



Europe and North America make up more than xxx% of the global market

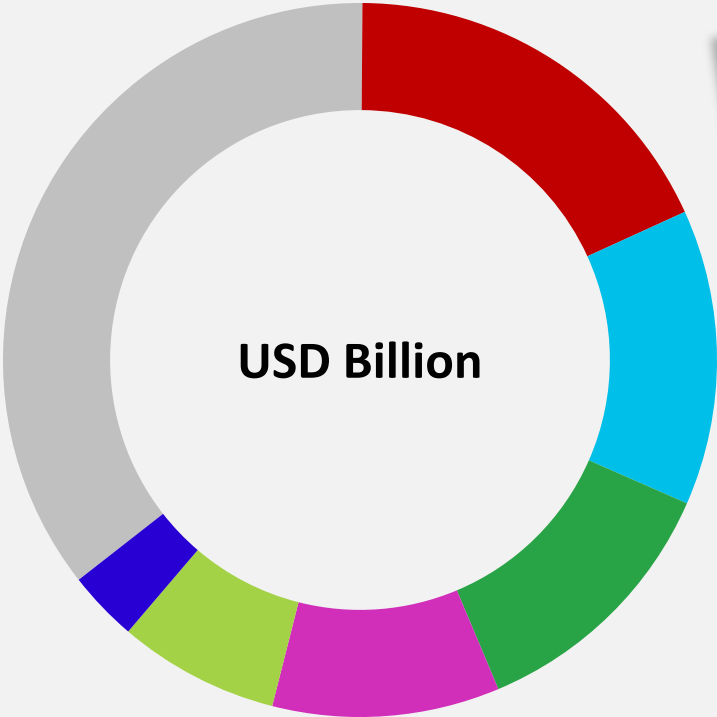
The global exhibition market - Shares of total revenue (in %)* 2018



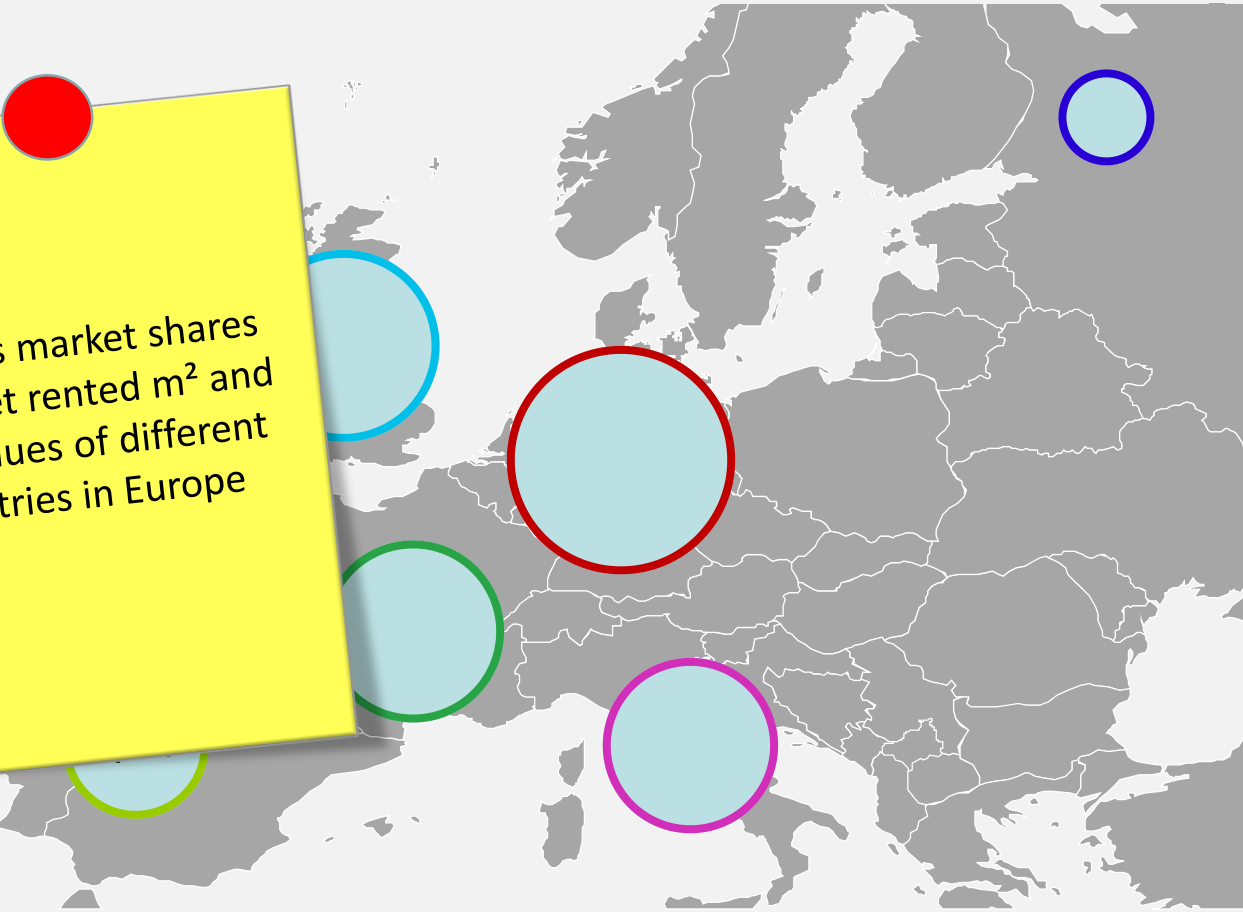
The European exhibition market is dominated by xxx countries

The European exhibition market – Shares of total net sqm (in %)* 2018

Revenue, in % of total

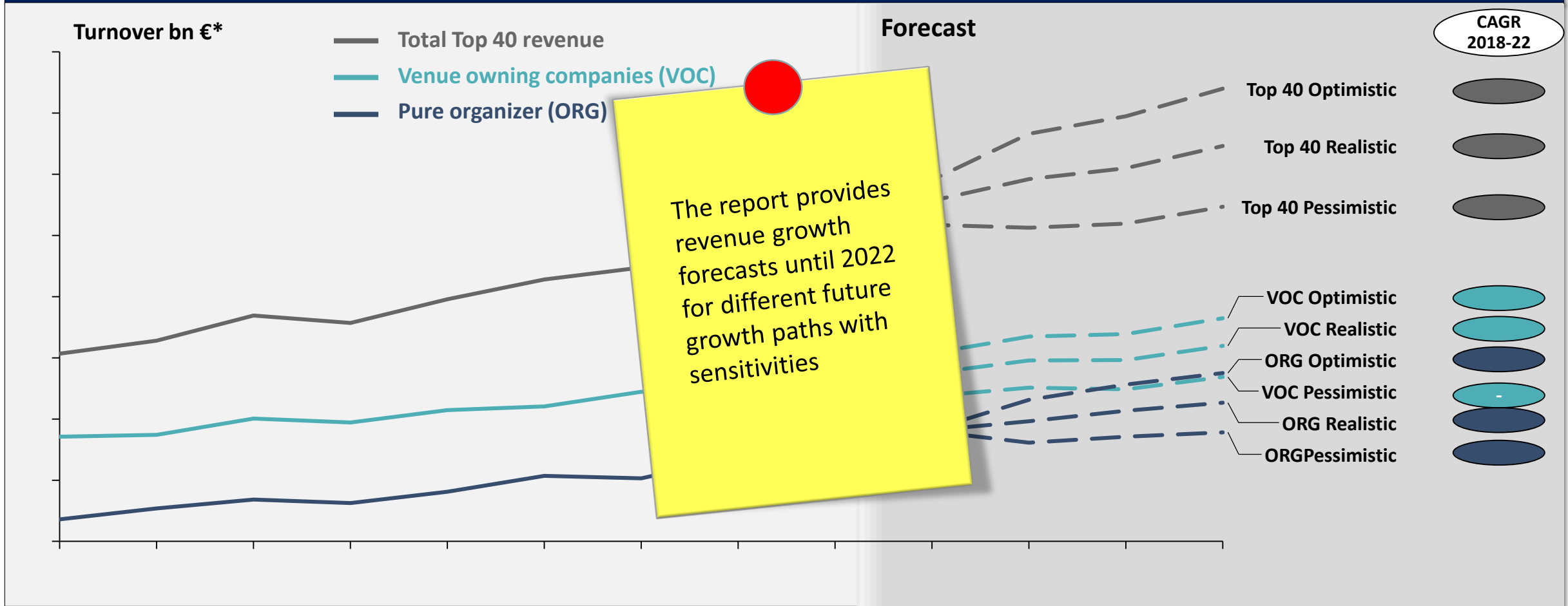


Shows market shares for net rented m² and revenues of different countries in Europe



Pure organizers are expected to continue growing faster than venue owning companies in the coming years

Trade fair industry growth, turnover of Top 40, 2010-2019 and forecast 2018 - 2022

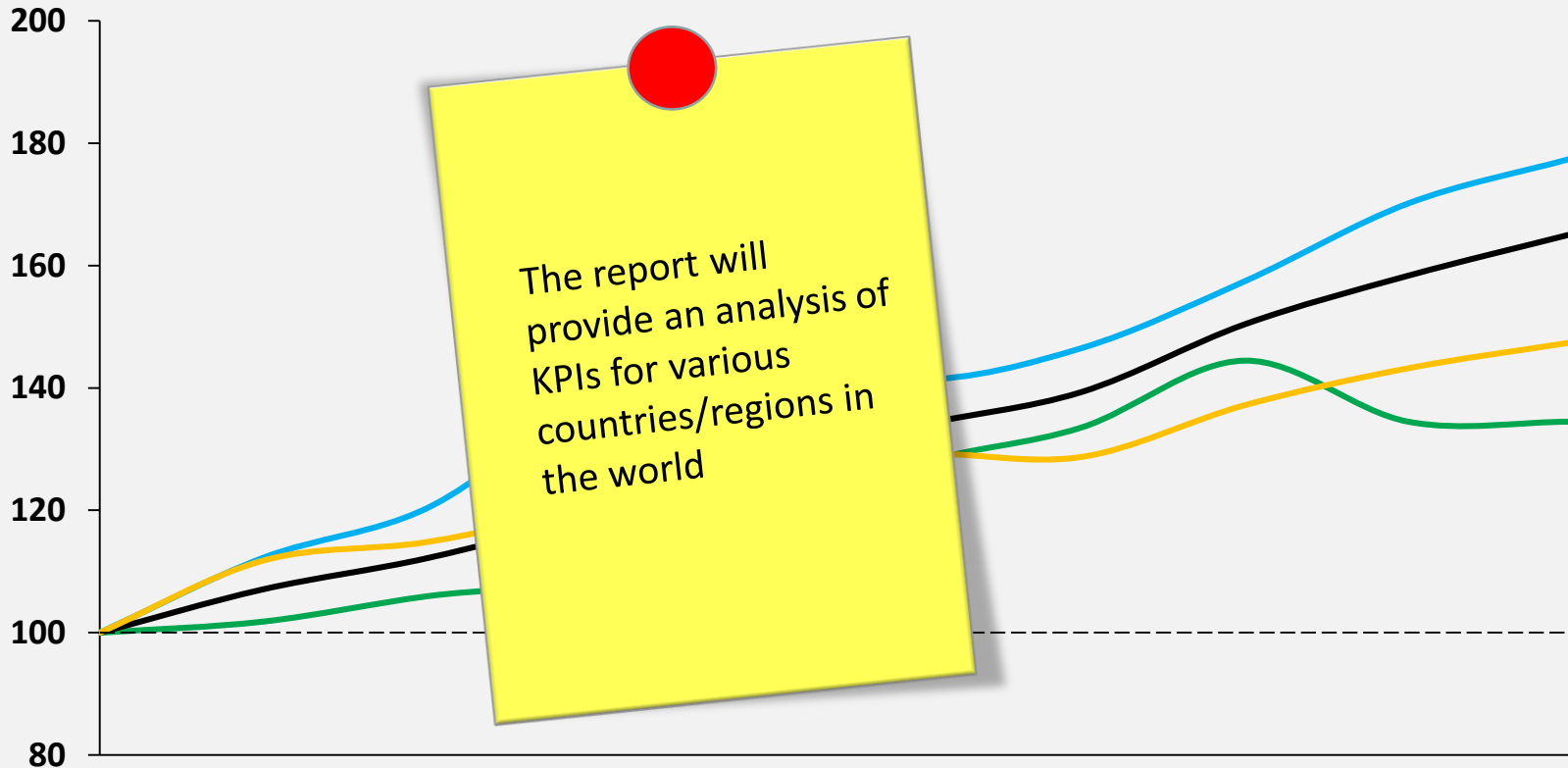


ASEAN: Continuing growth of the trade fair business

Trade fair industry KPIs ASEAN*, Index 2010=100



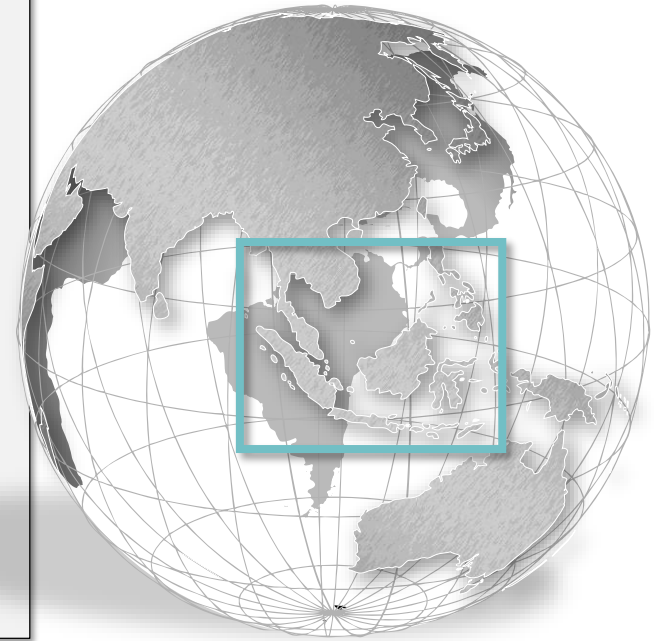
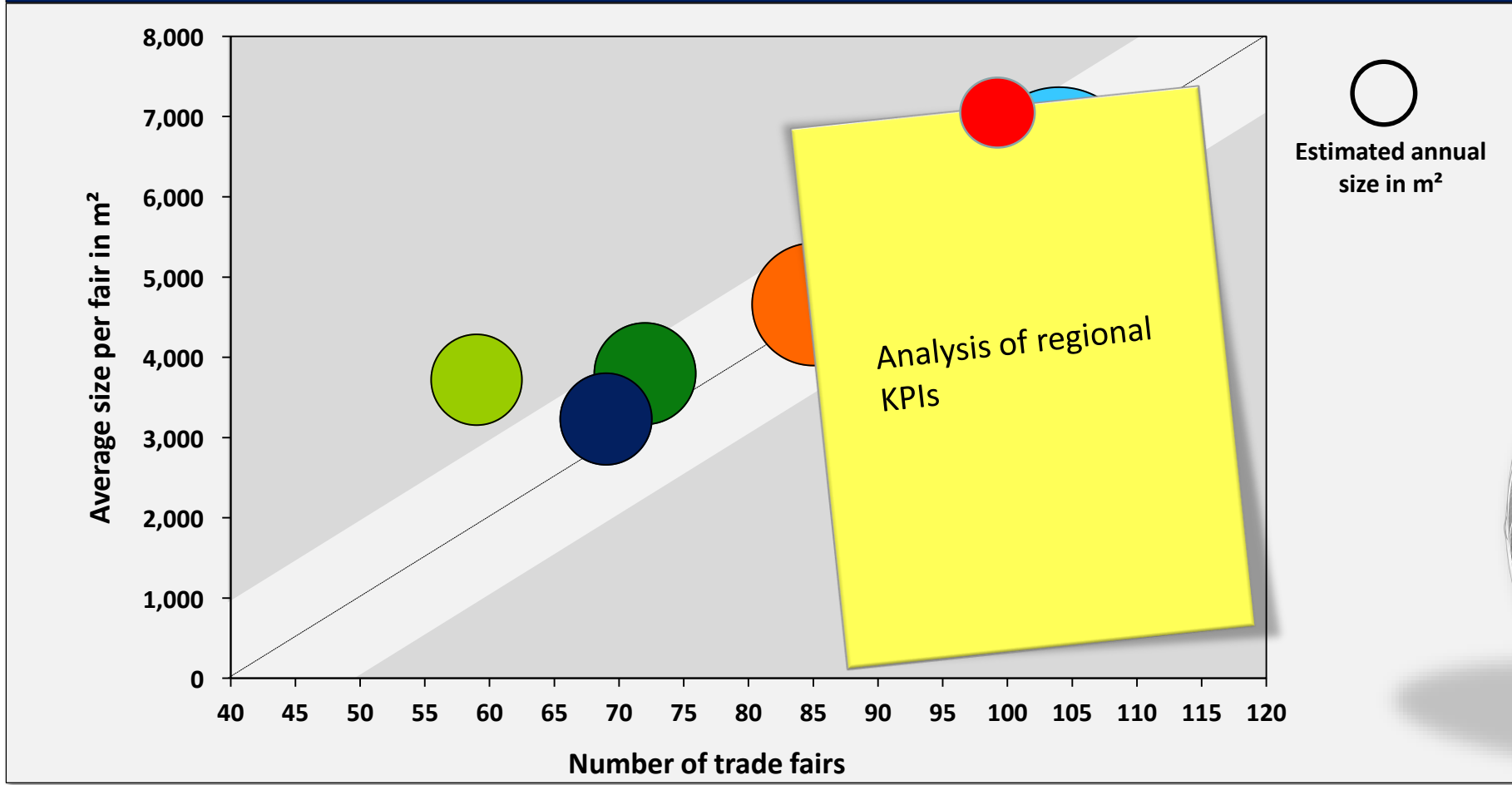
Detailed view 2018	
Hall capacity	
Net rented space	
Revenue	
Shows	



CAGR

XXXXXXXXXXXX is the market leader in ASEAN

Net m² sold in ASEAN, 2019

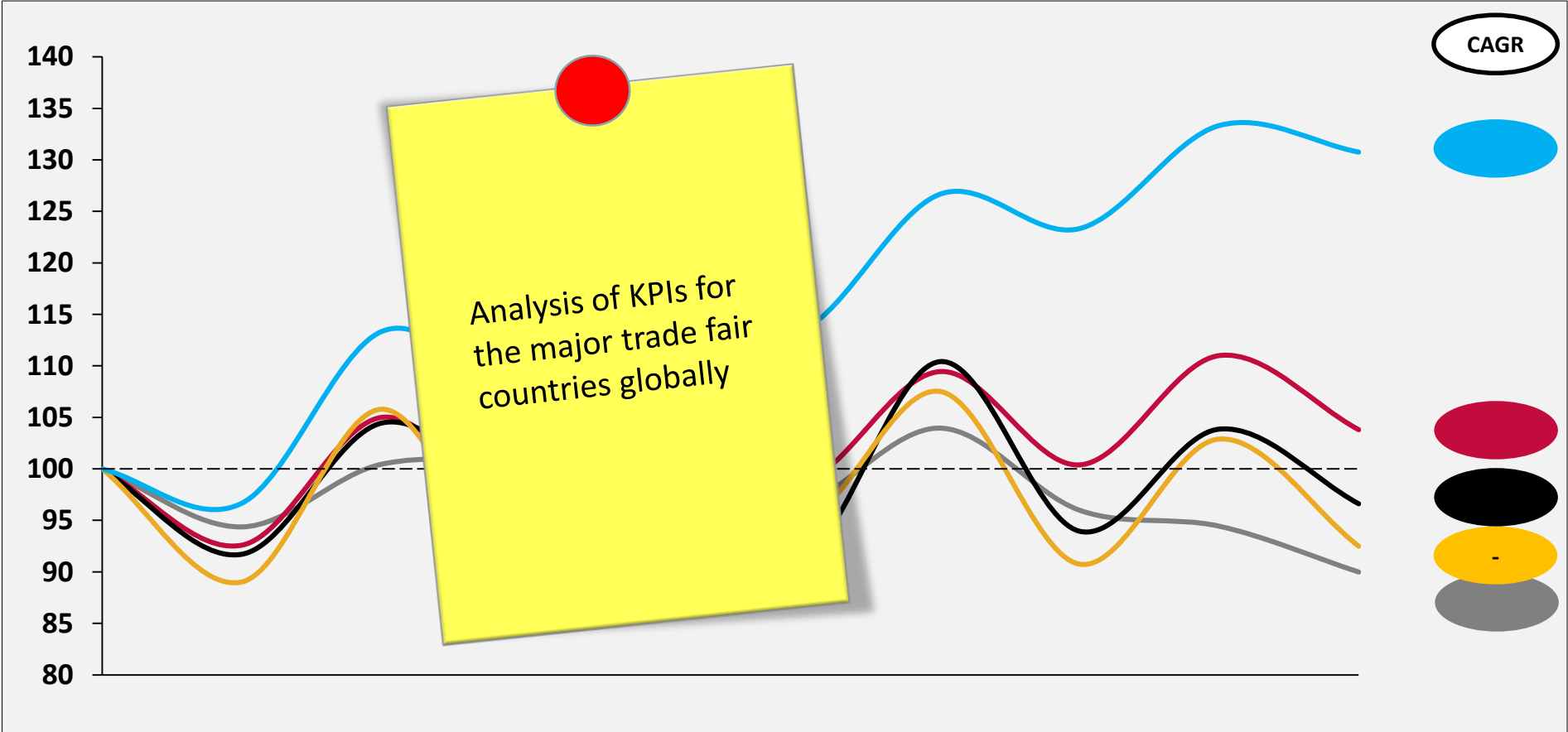


The German trade fair business is highly cyclical

Trade fair industry KPIs in Germany*, Index 2010=100



Detailed view 2018	
Exhibitors	
Visitors	
Net rented space	
Shows	
Revenue	



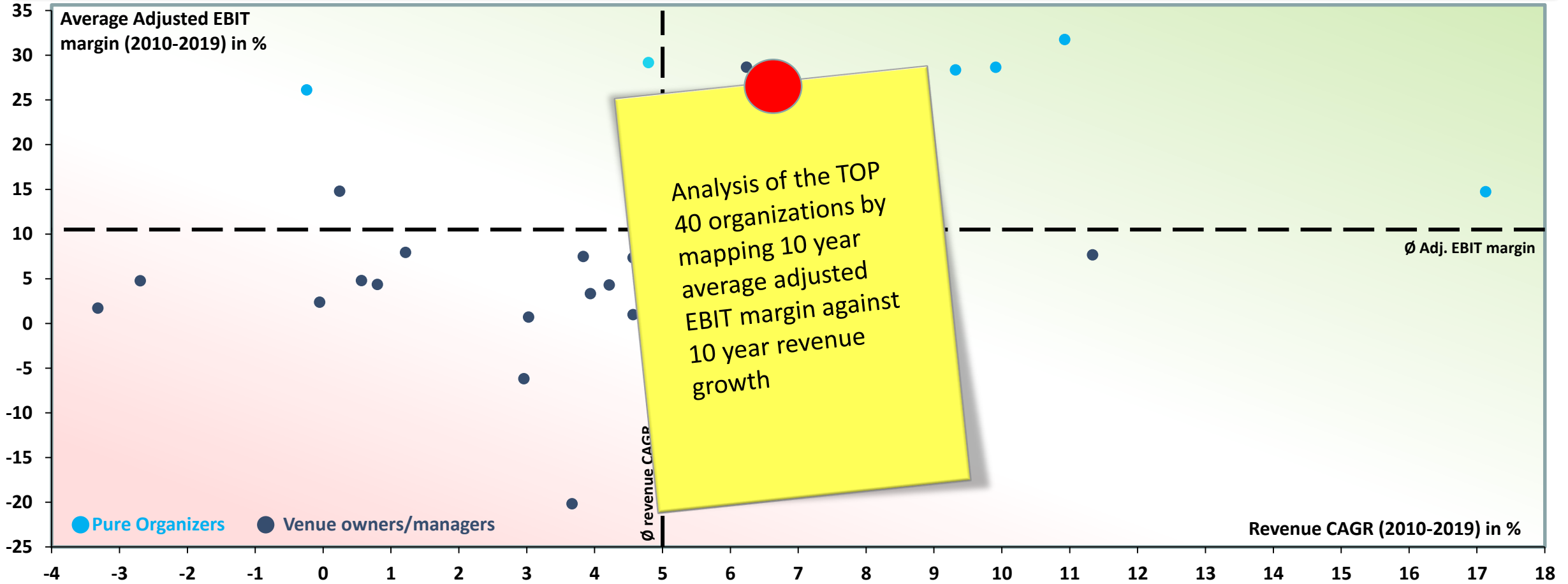
Messe xxxxxxxxxxxx has grown fastest over the last 10 years

Top 10 Companies 2018/19		
2-year average in Euro		
1.	xxxxxxxxxxxxxx	
2.	xxxxxxxxxxxxxx	
3.	xxxxxxxxxxxxxx	
4.	xxxxxxxxxxxxxx	
5.	xxxxxxxxxxxxxx	
6.	xxxxxxxxxxxxxx	
7.	xxxxxxxxxxxxxx	
8.	xxxxxxxxxxxxxx	
9.	xxxxxxxxxxxxxx	
10.	xxxxxxxxxxxxxx	



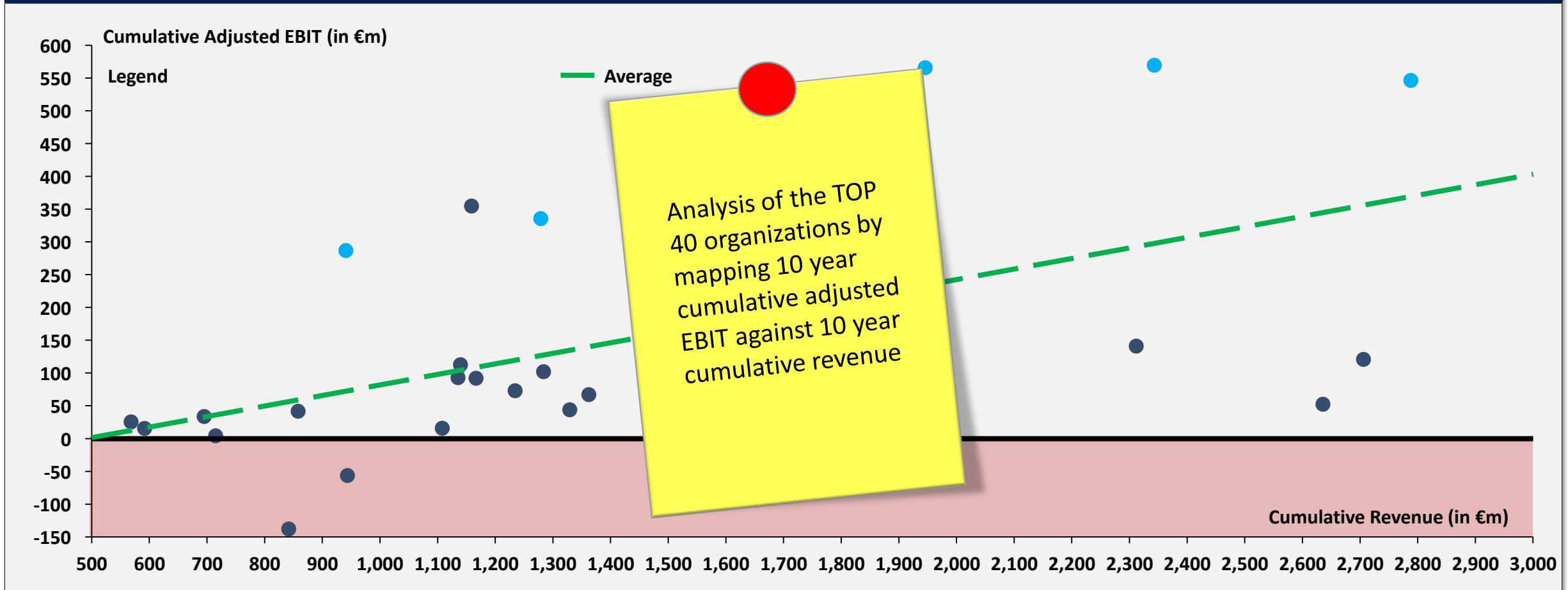
Organizers have outperformed venue owners

Average Adjusted EBIT Margin and revenue CAGR for the Top 40 exhibition companies, 2010-2019

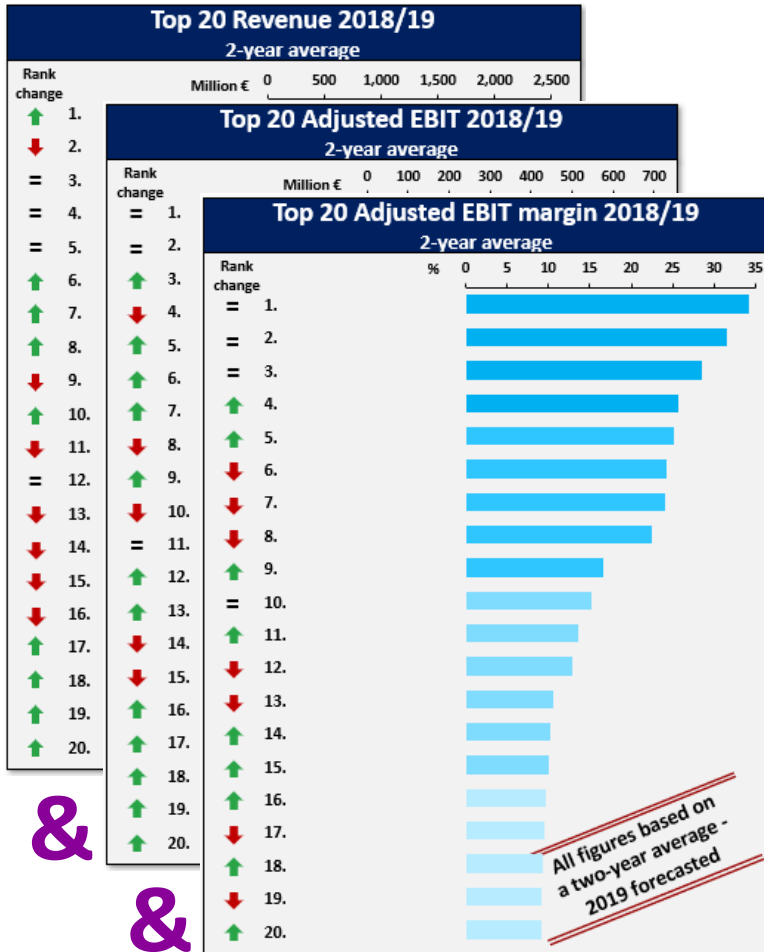


Cumulative figures for the last 10 years show a healthy industry

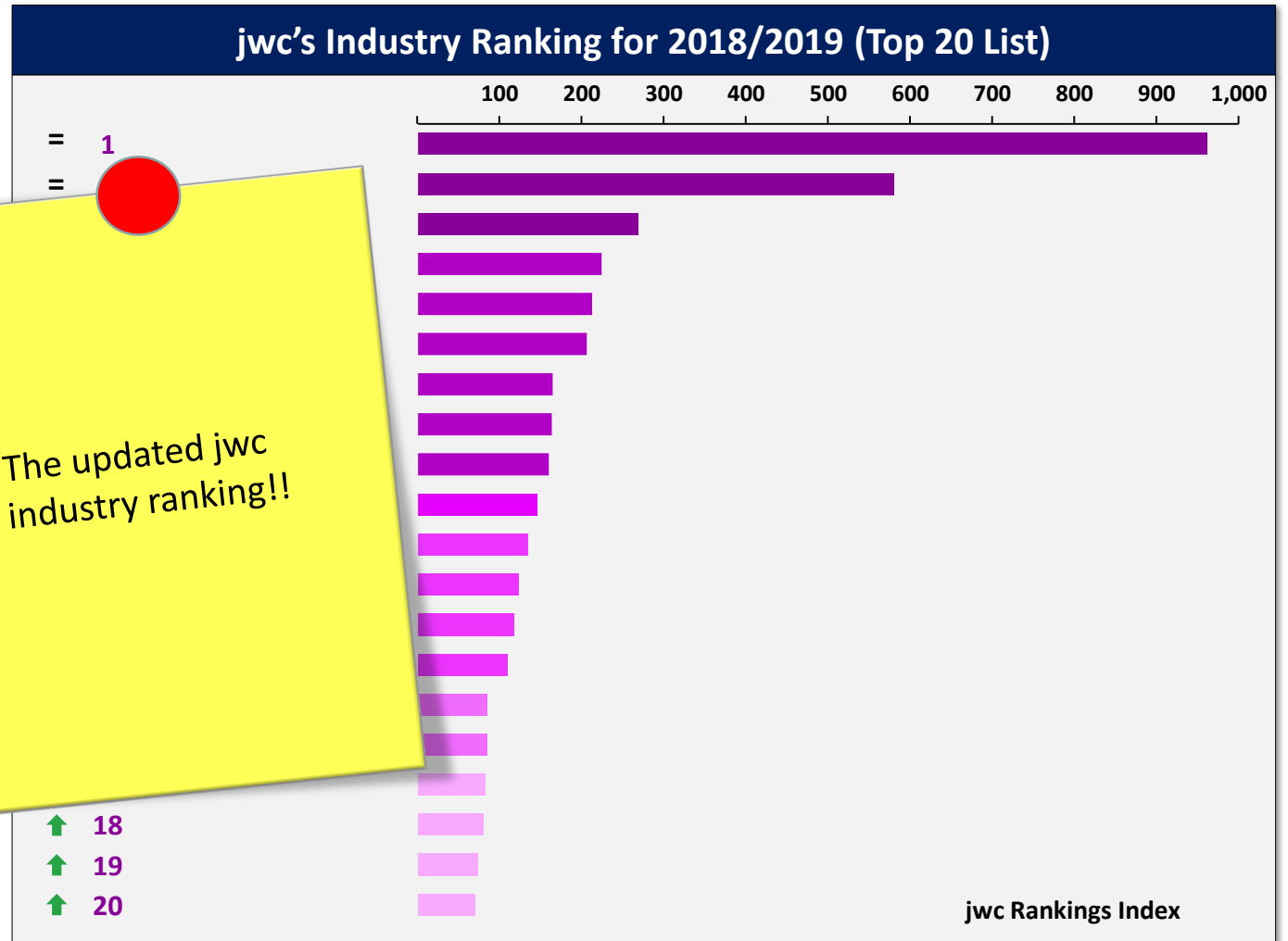
Cumulative Adjusted EBIT and Cumulative Revenue for Top 40 exhibition companies, 2010-2019



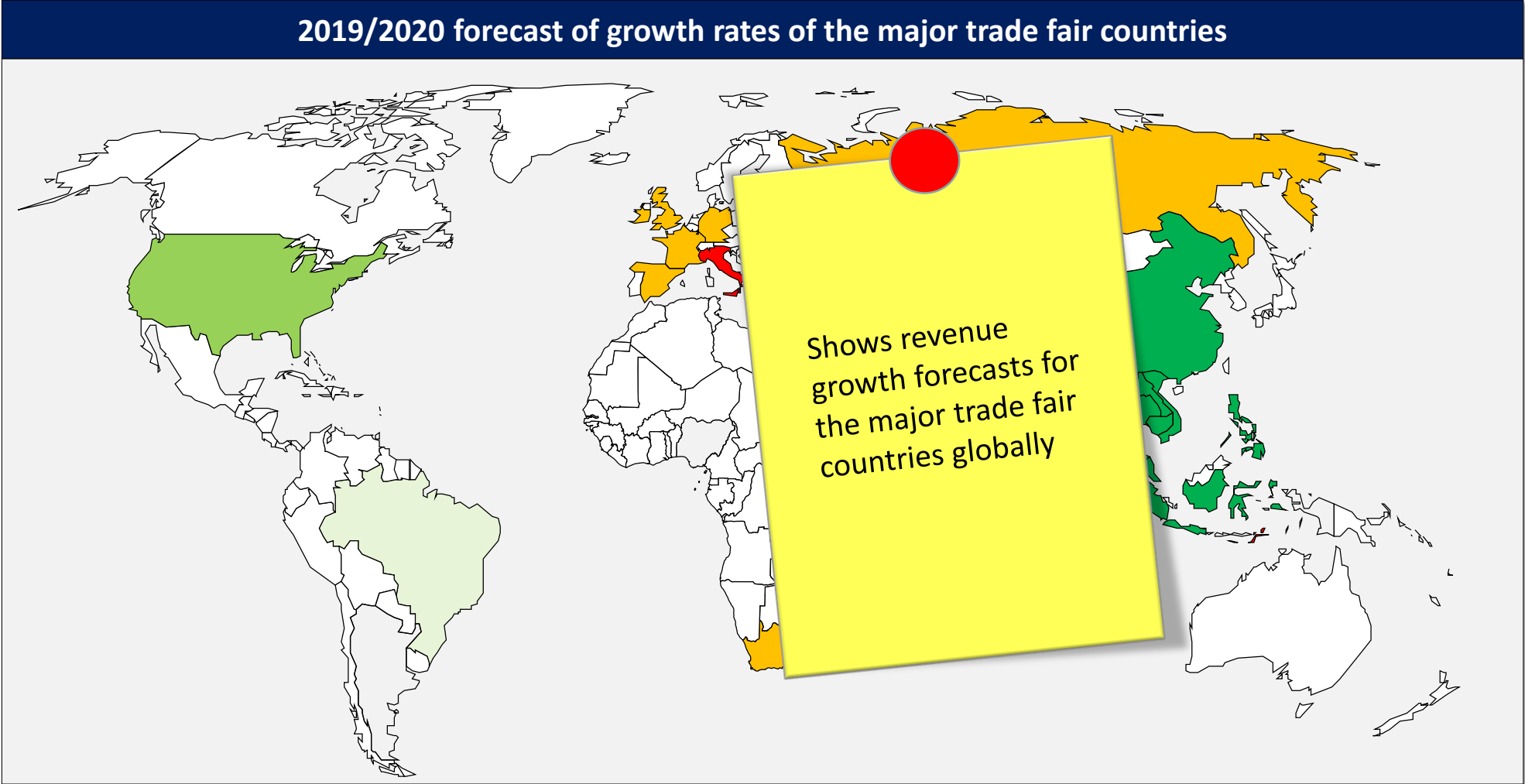
Xxxxxxxx dominates the adjusted jwc Industry Ranking



The updated jwc industry ranking!!



China and ASEAN will continue to be the main growth drivers in our industry



- Growth > x%
- Growth x% - x%
- Growth < x%
- Growth -x% - +x%
- Decrease of > x%



**jwc helps customers to grow
and increase profitability**

jwc