

9,595 Visitors Increased from Last Year!

Preliminary Report of Visitor Count

Reed Exhibitions[®]
Feb. 10, 2020

7th Events & Amusement Expo TOKYO **3rd Sports Business Expo TOKYO**
7th Live Entertainment Expo TOKYO **3rd Local Value Creation Expo**

Reed Japan's Solemn Declaration of Non-Inflated Numbers

1. The reason for not inflating the visitor numbers

Inflating visitor numbers is a misrepresentation of the exhibition's content, and a fraudulent act toward the exhibitors. Therefore, Reed will not commit such an act.

2. The visitor number counting method

Every visitor is to submit one business card at the visitor registration counter on-site, and will be counted as one visitor based on their business cards no matter how many times he/she re-enters the show.

3. Visitor numbers will be verified by an external party

Once the exhibition is completed, all the business cards submitted at the visitor registration counter will be presented to a certified accountant, who will verify that they are the same number as the number of visitors announced by the organiser. Random checks will be conducted through phone calls to the persons on the business cards to confirm that they had attended the exhibition.

4. Written official announcement of the visitor count

Immediately following the exhibition, the visitor number will be announced alongside the counting method, in written form.

1) On-site Registrants

- Only visitors who completed registration on site are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

2) VIP Registrants

- Only VIP badge holders who completed registration on site are counted. Also, registrations are counted only once, no matter how many repeat days a visitor attends the show.

3) Special Guests

- Government related visitors, embassy officials, members of the related associations are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

| | Feb. 5 [Wed] | Feb. 6 [Thu] | Feb. 7 [Fri] | 3 Days Total |
|---|---------------|---------------|---------------|---------------|
| (1) <i>On-site Registrants</i> | 10,822 | 10,466 | 10,027 | 31,315 |
| (2) <i>VIP Registrants</i> | 1,785 | 1,325 | 1,040 | 4,150 |
| (3) <i>Special Guests</i> | 0 | 2 | 0 | 2 |
| TOTAL number of visitors (1) – (3) | 12,607 | 11,793 | 11,067 | 35,467 |

All registrations are counted only once. Those who registered on Day 1 and 2 are not included.

| | Feb. 5 [Wed] | Feb. 6 [Thu] | Feb. 7 [Fri] | 3 Days Total |
|--|--------------|--------------|--------------|--------------|
| <i>Number of Conference Attendees of the day</i> | 8,815 | 8,117 | 4,613 | 21,545 |

| | Feb. 5 [Wed] | Feb. 6 [Thu] | Feb. 7 [Fri] | 3 Days Total |
|---|--------------|--------------|--------------|--------------|
| <i>Number of Press Registrants of the day</i> | 134 | 58 | 55 | 247 |

*Total Number of Visitors' does not include the number of conference attendees and press registrants.

*These figures are preliminary and they are subject to change after being certified by an official institute.



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Events & Amusement Expo TOKYO/Live Entertainment Expo TOKYO/
Sports Business Expo TOKYO/Local Value Creation Expo Show Management