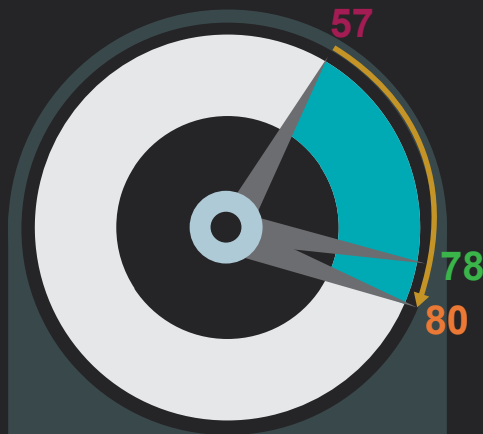


Global Exhibition Industry Sentiment

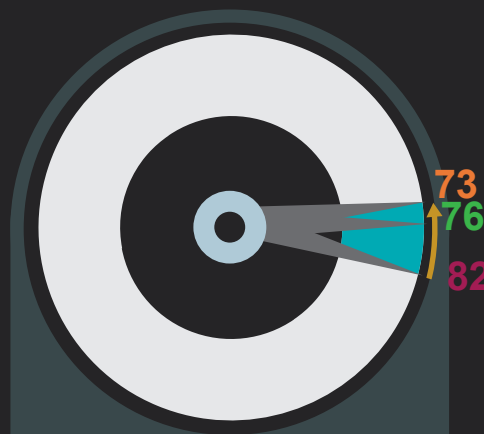
Expected developments 2021 - 2022

“Yes” or “Most probably”

● June 2020 ● June 2021 ● January 2022



Covid-19 confirms the value of face to face events - sector bounces back quickly



A push towards “hybrid” events, more digital elements at events



“Virtual” events replacing “physical” events

Based on data from 401 exhibition industry companies globally