

Preliminary Report of Visitor Count

LIFESTYLE EXPO TOKYO (Former: GIFTEX TOKYO) 2019 JUNE

July 1, 2019

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 registration counter on-site, and will be counted as one visitor based on their business card 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 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 made 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.

| VISITOR FIGURES | | | | |
|--|---------------|-----------------|---------------|---------------|
| | June 26 [Wed] | June 27 [Thurs] | June 28 [Fri] | Total |
| 1) On-Site Registrants | 13,751 | 13,500 | 10,975 | 38,226 |
| 2) VIP Registrants | 4,520 | 3,661 | 2,497 | 10,678 |
| 3) Special Guests | 144 | 0 | 0 | 144 |
| Total Number of Visitors of ISOT/LIFESTYLE EXPO TOKYO[JUNE] (Total of 1), 2), 3)) | 18,415 | 17,161 | 13,472 | 49,048 |

All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

| | June 26 [Wed] | June 27 [Thurs] | June 28 [Fri] | Total |
|--|---------------|-----------------|---------------|--------------|
| Number of Conference Attendees of the day | 1,114 | 1,693 | 393 | 3,200 |

| | June 26 [Wed] | June 27 [Thurs] | June 28 [Fri] | Total |
|---|---------------|-----------------|---------------|------------|
| Number of Press Registrants of the day | 175 | 84 | 53 | 312 |

* In order to report the number of visitors stringently, the below changes are applied to the visitor count as of this year:

- Total Number of Visitors does not include the number of seminar 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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