

VISITORS COUNT UPDATE

2nd LIFESTYLE EXPO TOKYO JANUARY

February 19, 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 those who completed registration on-site are regarded as registrants. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

2) VIP Registrants

Only those who completed VIP registration on-site are counted. Also, one registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

3) Special Guests

Government-related visitors, embassy officials, members of the related associations are counted. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

	Jan. 30 [Wed]	Jan. 31 [Thu]	Feb. 1 [Fri]	3-days total
① On-site Registrants	3,315	3,309	3,257	9,881
② VIP Registrants	1,405	1,172	1,083	3,660
③ Special Guests	0	0	0	0
Total number of ① - ③	4,720	4,481	4,340	13,541

CONCURRENT SHOWS

MARKETING & SALES PROMOTION EXPO [Jan]	6,156	6,436	6,842	19,434
COSME TOKYO & 2 co-held shows	10,517	7,667	7,443	25,627

Total Number of Visitors	21,393	18,584	18,625	58,602
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All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

	Jan. 30 [Wed]	Jan. 31 [Thu]	Feb. 1 [Fri]	3-days total
Number of Conference Attendees of the day	255	689	205	1,149
Number of Press Registrants of the day	70	39	37	146

* 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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LIFESTYLE EXPO TOKYO Show Management