

Press release  
(English translation)

**Covid-19 TRADE SHOWS IN ABSOLUTE SAFETY,  
HERE'S ITALIAN EXHIBITION GROUP'S #SAFE BUSINESS PROJECT.  
SEROLOGICAL SCREENING FOR ALL THE GROUP'S EMPLOYEES**

*Rimini, 13<sup>th</sup> May 2020* – Holding and taking part in trade shows in Italy in complete safety, in total respect of the rules and healthcare protocols, protecting the health of companies and visitors.

#SAFE BUSINESS by IEG is the name of the project launched by IEG Italian Exhibition Group, the trade fair and conference organizer with head offices in Rimini, Italy and operative in Vicenza, Milan, Brescia, Rome, Arezzo and Naples as well as in China, the United States, and Dubai with associated companies.

Listed on the Italian Stock Exchange, IEG has devised this plan thanks to a working group together with its outfitting and catering companies, technicians and international operators.

The project (*the full, copyright-free document and infographics can be downloaded and published from [www.iegexpo.it/en/safebusiness](http://www.iegexpo.it/en/safebusiness)*) focuses on every phase in the trade show and conference experience.

“We have worked on this plan,” says **Corrado Peraboni, CEO of IEG**, “with the aim of providing a complete and reliable answer for our customers and the international public which, now more than ever, is asking us to be able to count on trade shows and conferences re-starting. We have done so in line with the anti-Covid-19 health regulations and documents drafted by AEFI, FEDERCONGRESSI, UFI and EMECA, which I would like to thank for their constant presence regarding the question concerned.”

The project provides over fifty guidelines with a rigorous regulatory and organizational protocol upstream. These include: sanitized shuttle transport between the airport, hotels and Expo Centres, all equipped with disinfectant, the obligation to wear face masks on board and a fixed number of passengers; conventions with bike sharing and electric scooter companies in accordance with hotels and the territory; ticket office and payments exclusively on line, scheduled entries according to hall capacity and extended trade show opening times, face mask distribution desks (with mandatory use and specific aids for those with special needs such as transparent face masks for IEG staff to facilitate relations with the hearing impaired); multiple entrances, safety aisles and distancing signage, dematerialized entry tickets, temperature checks on the public using thermo scanners and a sanitization route, wardrobe with automatic rack and disposable individual coverings.

The entire outfitting supply chain will be organized and managed in safety, visitor flows will be monitored with centralized digital tracking and on-site controls by remotely guided stewards.

All the areas, rooms and bathroom facilities will be sanitized on a continuous cycle and air-conditioning channel filters will be sanitized. Digitalized informative material, multi-media productions and live streaming to support events, conferences and the media.

Catering: temperature checks for the workers, gloves, face masks, disposable overalls, skip-the-line payment apps, single portion lunch and coffee boxes, coded delivery system to the stands.

A strict crisis management protocol will be established which defines on-site behaviour should suspected cases occur. IEG employees and trade show staff will also undergo training for their own safety and to ensure

the safe execution of their duties, the use of PPE, respect of the strict procedures for personal hygiene, sanitizing and distancing.

And, on the theme of employees, the **President of Italian Exhibition Group, Lorenzo Cagnoni** has announced that the company has decided on voluntary mass serological screening: “We are adopting screening to protect our collaborators, associated company employees and all our relational system. Operating in several regions, we will carry it out according to the already issued and further protocols and the relative instance has already been presented to the Emilia Romagna Regional Authorities.”

#### **FOCUS ON ITALIAN EXHIBITION GROUP**

Italian Exhibition Group (IEG), listed on the MTA (screen-based equities market) organised and managed by Borsa Italiana S.p.A., is a leader in Italy in the organisation of trade fairs and one of the main operators in the trade fair and conference sector at European level, with structures in Rimini and Vicenza, as well as further sites in Milan and Arezzo. The IEG Group is notable in the organisation of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness, Sport and Leisure; Green & Technology. In the last few years, IEG started a significant expansion process abroad, also through the conclusion of joint ventures with local operators (for example, in the United States, Arab Emirates and in China). IEG closed the 2019 financial year with consolidated total revenues of € 178.6 million, an EBITDA of € 41.9 million and a consolidated net profit of € 12.6 million. In 2019, IEG totalled 48 organised or hosted fairs and 190 conferences.

[www.iegexpo.it](http://www.iegexpo.it)

This press release contains forecast elements and estimates that reflect the management’s current opinions (“forward-looking statements”), particularly regarding future management performance, realization of investments, cash flow trends and the evolution of the financial structure. For their very nature, forward-looking statements have a component of risk and uncertainty, as they depend on the occurrence of future events. The effective results may differ (even significantly) from those announced, due to numerous factors, including, only by way of example: food service market and tourist flow trends in Italy, gold and jewellery market trends, green economy market trends; the evolution of raw material prices; general macroeconomic conditions; geopolitical factors and evolutions in the legislative framework. Moreover, the information contained in this release, does not claim to be complete, and has not been verified by independent third parties. Forecasts, estimates and objectives contained herein are based on the information available to the Company as at the date of this release.