

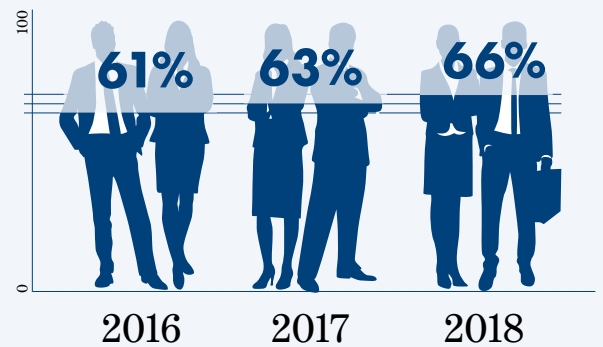
Formex

Visitor profile August 2018

Below is an extract from the survey among Formex Visitors held on the 21 to 24 August 2018. The survey was conducted by an external research company, Fairlink.

If you would like to get some more information about the event or to book a standplace, please contact our sales team. You can find more information on our website Formex.se

Share of visitors who are CEO/owner or buyers



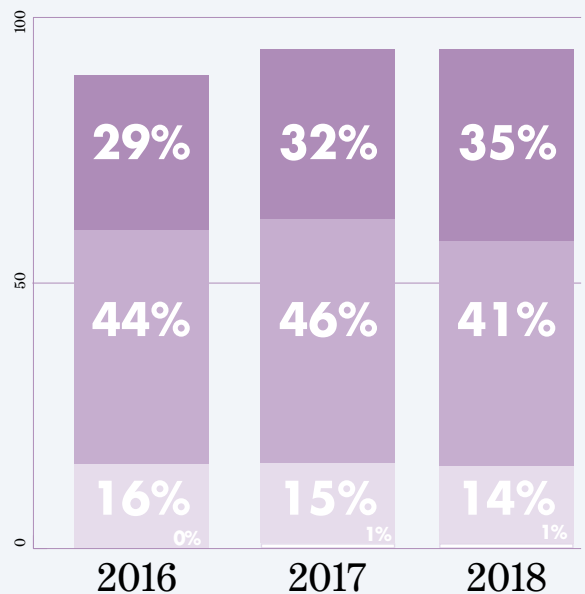
92%

Of the visitors will recommend others to visit the fair!



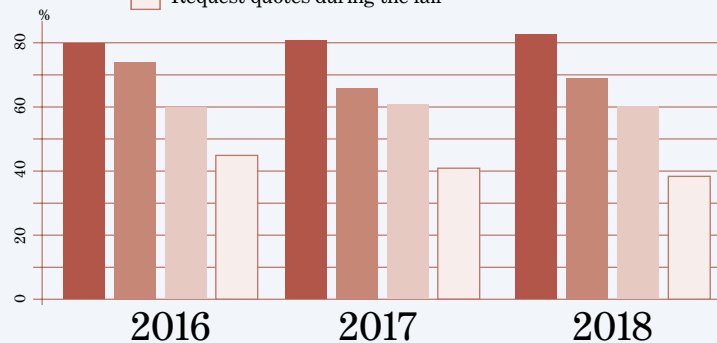
Visitors overall impression

- Very good
- Good
- Neither good or bad
- Bad



Visitors with purchasing power

- Purchasing power (Crucial, very large or quite large influence)
- Planned purchase within the next 12 months
- Signing orders during the fair
- Request quotes during the fair



Number of visitors

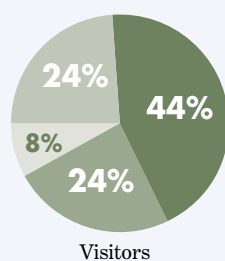
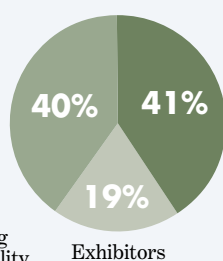


Meet new customers/suppliers

Have your participation at Formex resulted in new sales to stores that you would not have been selling to otherwise?

Have your visit at Formex made that you have found and will buy from a supplier that you would not otherwise have purchased from?

- Yes
- Maybe
- No
- Have no purchasing responsibility



Most visitors outside Sweden comes from:

- | | | | |
|---------|---------------|---------|---------|
| Finland | Japan | Iceland | Estonia |
| Norway | China | France | Russia |
| Germany | Switzerland | Holland | Austria |
| Denmark | USA | Poland | Latvia |
| England | Åland Islands | Italy | |