

Official Announcement of Visitor Count

5th Live Entertainment Expo TOKYO 5th Event Expo TOKYO 1st Sports Business Expo TOKYO 1st Local Value Creation Expo

February 26, 2018

The Solemn Declaration of No Inflated Numbers

We consistently count visitor numbers stringently based on the following principles.

1. Fundamental Philosophy of the Visitor Number Announcement

The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors. As such, we do not inflate the numbers whatsoever.

2. The Principle of the Counting Method

One business card submitted at the on-site registration counter is counted as one visitor no matter how many times the person enters the exhibition.

3. Verification of the Number Announced

After the exhibition, a certified public accountant will verify that the number of the business cards collected at the registration is equivalent to the number that is announced by the organizer, and to telephone visitors at random to verify their authenticity.

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.

VISITOR FIGURES

	Feb 21 [Wed]	Feb 22 [Thur]	Feb 23 [Fri]	3-days Total
1. On-site registrants	6,728	6,955	6,561	20,244
2. VIP Registrants	1,455	1,187	985	3,627
3. Special Guests	2	1	2	5
Total number of visitors	8,185	8,143	7,548	23,876

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

<i>Number of Exhibitor Registrants of the day</i>	3,522	409	305	4,236
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<i>Number of Press Registrants of the day</i>	92	51	48	191
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Total number	11,799	8,603	7,901	28,303
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* These figures are an advance announcement before the verification process.