

Official Announcement of Visitor Count

6th **Live Entertainment Expo TOKYO**

6th **Events & Amusement Expo TOKYO**

2nd **Sports Business Expo TOKYO**

2nd **Local Value Creation Expo**

March 4, 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 visitor registration counter on-site, and will be counted as one visitor based on their business cards 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 counter 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 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.

VISITOR FIGURES

	Feb 27 [Wed]	Feb 28 [Thur]	Mar 1 [Fri]	3-days Total
1. <i>On-site registrants</i>	7,835	6,417	7,878	22,130
2. <i>VIP Registrants</i>	1,455	1,150	1,135	3,740
3. <i>Special Guests</i>	1	0	1	2
Total number of visitors	9,291	7,567	9,014	25,872

**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>	6,594	4,974	5,220	16,788
<i>Number of Press Registrants of the day</i>	86	56	46	188

* These figures are an advance announcement before the verification process.