

Preliminary Report of Visitor Count

8th **AUTOMOTIVE WORLD**

Jan.18, 2016

The Solemn Declaration of No Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

Fundamental Philosophy of the Total Visitor Number Announcement

1. The number of visitors will be stated honestly and will not be inflated. This is our duty to exhibitors.
2. The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors.
3. The number of visitors and also the counting method will be stringently announced in writing shortly after the exhibition.

Three Major Principles of the Counting Method

1. One business card submitted at the on-site registration counter is counted as one visitor.
2. Once registered, a visitor is counted only once, no matter how many times and days they enter the exhibition.
3. Counting the visitors each time they pass through the entrance is regarded as an actual inflation of the figures; therefore, this counting method is prohibited.

① On-Site Registrants

- Only visitors who completed registration on-site at are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

② VIP Registrants

- Only VIP badge holders who completed registration on-site are counted. Also, registrations are counted only once, no matter how many repeat days a visitor attends the show.

③ Special Guests

- Government related visitors, embassy officials, members of the related associations are counted. All registrations are counted only once, no matter how many repeat days a visitor attends the show.

VISITOR FIGURES

	Jan. 13 [Wed]	Jan. 14 [Thurs]	Jan. 15 [Fri]	Total
1) On-Site Registrants	5,707	7,512	9,110	22,329
2) VIP Registrants	1,992	1,347	1,337	4,676
3) Special Guests	83	0	0	83
Total number of visitors of AUTOMOTIVE WORLD 2016	7,782	8,859	10,447	27,088

Total number of visitors of NEPCON JAPAN 2016	8,555	9,246	10,440	28,241
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Total number of visitors of LIGHTING JAPAN 2016	3,216	3,640	3,712	10,568
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Total number of visitors of 2nd WEARABLE EXPO	4,117	5,928	7,615	17,660
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Total Number of Visitors	23,670	27,673	32,214	83,557
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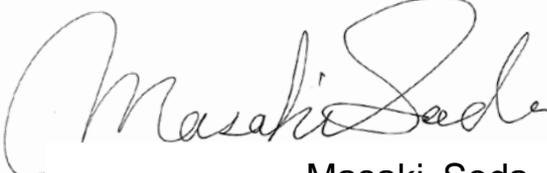
All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

	Jan. 13 [Wed]	Jan. 14 [Thurs]	Jan. 15 [Fri]	Total
Number of Seminar Attendees	6,071	6,930	6,136	19,137

	Jan. 13 [Wed]	Jan. 14 [Thurs]	Jan. 15 [Fri]	Total
Number of Press Registrants	472	209	160	841

* These figures are preliminary and they are subject to change after being certified by an official institute.

* The numbers of seminar attendees and press registration are not included in the total number of visitors.



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