

# Preliminary Report of Visitor Count

## 11th AUTOMOTIVE WORLD

### Reed Japan's Solemn Declaration of Non-Inflated Numbers

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

Feb. 7, 2019

#### 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 registration counter on-site, and will be counted as one visitor based on their business card 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 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 made 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 visitors who completed registration on-site 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. 16 [Wed]	Jan. 17 [Thurs]	Jan. 18 [Fri]	Total
1) On-Site Registrants	8,193	10,030	12,342	30,565
2) VIP Registrants	3,222	1,896	1,901	7,019
3) Special Guests	73	1	2	76
<b>Number of Visitors (11th AUTOMOTIVE WORLD)</b>	<b>11,488</b>	<b>11,927</b>	<b>14,245</b>	<b>37,660</b>

#### Concurrent Shows

	Jan. 16 [Wed]	Jan. 17 [Thurs]	Jan. 18 [Fri]	Total
48th NEPCON JAPAN	8,101	9,063	9,684	26,848
5th WEARABLE EXPO	3,899	4,443	5,409	13,751
3rd RoboDEX	5,358	6,875	8,195	20,428
3rd SMART FACTORY Expo	4,569	6,382	6,613	17,564
<b>Total Number of Visitors</b>	<b>33,415</b>	<b>38,690</b>	<b>44,146</b>	<b>116,251</b>

These numbers don't include the number of visitors who registered on the previous days.

	Jan. 16 [Wed]	Jan. 17 [Thurs]	Jan. 18 [Fri]	Total
Number of Seminar Attendees	8,359	11,191	7,145	26,695

	Jan. 16 [Wed]	Jan. 17 [Thurs]	Jan. 18 [Fri]	Total
Number of Press Registrants	429	220	149	798

\* 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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