



Show Report O&S 2016

International trade fair for surface treatments & coatings



1. Statistics

| | Total | Germany | International |
|------------------------------|--------|---------|---------------|
| Exhibitors | 274 | 211 | 63 |
| Visitors | 6,631 | 5,238 | 1,393 |
| Net exhibition area in sqm | 7,214 | 6,238 | 976 |
| Gross exhibition area in sqm | 15,200 | | |

2. Selected results of the visitor survey

| | |
|--------------------|-------------------------|
| Trade visitor rate | 100% |
| Germany | 79% |
| International | 21% (from 35 countries) |

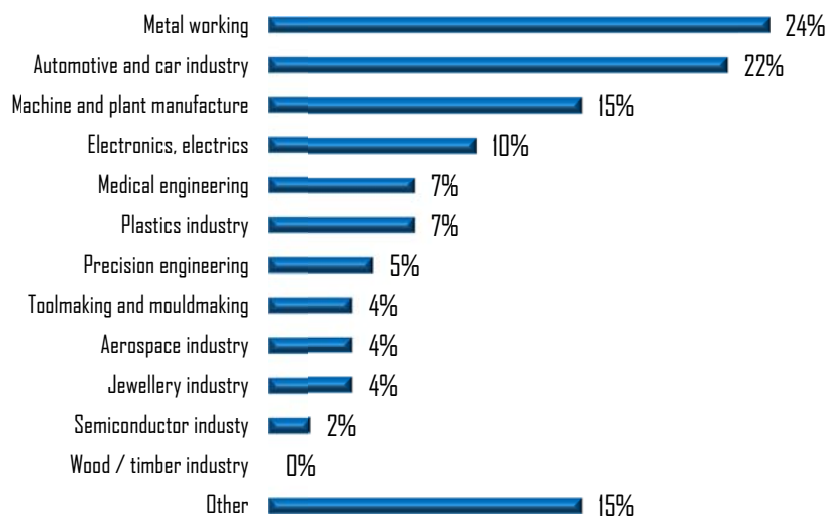
2.1 Origin of visitors from Germany

| | |
|------------------------|-----|
| Baden-Württemberg | 52% |
| Bavaria | 21% |
| North Rhine-Westphalia | 8% |
| Hesse | 5% |
| Lower-Saxony | 3% |
| Rest | 11% |

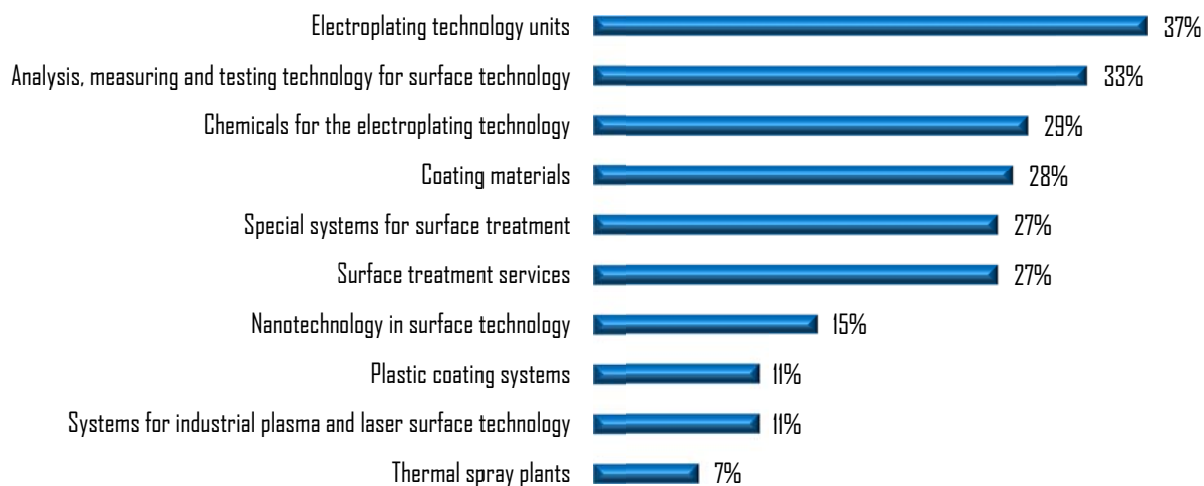
2.2 Origin of visitors from abroad

| | |
|-------------|-----|
| Switzerland | 20% |
| Austria | 18% |
| Italy | 8% |
| France | 5% |
| Turkey | 5% |
| Rest | 44% |

2.3 Branch of industry



2.4 TOP 10 Interest in the exhibition offer



2.5 Decision-making authority of visitors*

| | |
|------------------|-----|
| Decisive | 20% |
| Jointly decisive | 39% |
| Consultative | 25% |
| Not involved | 10% |

2.6 Investment / purchase intention

| | |
|---------|-----|
| Yes | 30% |
| Perhaps | 51% |
| No | 19% |

2.7 Intention to recommend O&S to others

| | |
|------------------|-----|
| Yes / rather yes | 80% |
| Perhaps | 18% |
| Rather no / no | 1% |

2.8 Intention of revisitation

| | |
|------------------|-----|
| Yes / rather yes | 63% |
| Perhaps | 30% |
| Rather no / no | 7% |

2.9 Characteristics

60% of all visitors were new to O&S.

26% of visitors get their information exclusively at O&S and don't visit any other show.

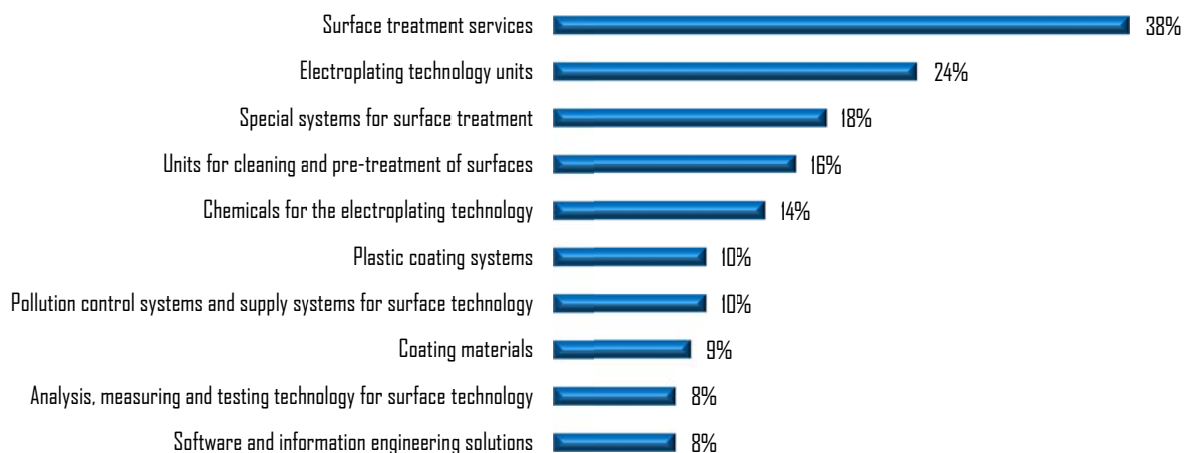
45% of visitors think that O&S will be even more important for the branch of industry in the future.

* difference to 100% = pupil / student / not working

The representative survey covers a sample of 625 asked persons.
15 June 2016, Market Research Messe Stuttgart, subject to modifications)

3. Selected results of the exhibitor survey

3.1 TOP 10 Affiliation according to offer segments



3.2 Assessment of visitors' expertise

| | |
|------------------|-----|
| Very good / good | 79% |
| Moderate | 19% |
| Poor / very poor | 2% |

3.3 Intention to exhibit again

| | |
|-------------------|-----|
| Yes / rather yes | 86% |
| Rather no / no | 3% |
| Not (yet) decided | 11% |

3.4 Intention to recommend O&S to others

| | |
|------------------|-----|
| Yes / rather yes | 86% |
| Perhaps | 12% |
| Rather no / no | 2% |

3.5 Market situation of the industry

| | |
|------------------|-----|
| Very good / good | 73% |
| Moderate | 25% |
| Poor / very poor | 1% |

The survey was carried out in writing and covers a sample of 239 questioned exhibitors.
(15 June 2016, Market Research Messe Stuttgart, subject to modifications)