This statement of attendance contains a detailed analysis of the registration data.

Contents

Confirmation of the Exhibitor & Attendance Data
An analysis of the pre-registration received over the period leading up to Surfex
An analysis of visitors by job function
A record of the daily visitor arrival timings
An analysis of visitor attendance at the TechFocus and Industry Insight sessions

Results from analysis of the registration data and reports from exhibitors confirm that Surfex attracted visitors from a cross section of the market including formulating, development and R&D chemists; brand / product managers; buyers; senior company executives; international attendees and students.

Here is a breakdown of the overall attendance figures:

<table>
<thead>
<tr>
<th>Exhibitor Summary</th>
<th>2016</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Exhibiting Stand Holders</td>
<td>75</td>
<td>87</td>
</tr>
<tr>
<td>Total Number of Exhibitors Incl Sharing Companies</td>
<td>-</td>
<td>141</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visitor Attendance Summary</th>
<th>Day 1 (22 May)</th>
<th>Day 2 (23 May)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined 2-Day Attendance</td>
<td>1183</td>
<td></td>
</tr>
<tr>
<td>Day 2 re-entries</td>
<td>148</td>
<td></td>
</tr>
</tbody>
</table>

Attendance Notes
1. There were 1,341 pre-registrations during the months leading up to Surfex. Of that number, 70% (937 visitors) actually attended. This is an encouraging conversion rate which offers opportunities a) to increase the number of pre-registrations in 2020 and also to enhance the conversion proportion.
2. There were 98 on-site registrations.
3. The 148 re-entries are 23% of the day 1 attendees. A key strategy for 2020 will be to increase the number of visitors that attend for 2 days. There are a number of strategies that can encourage that outcome.
Visitor Reasons to Attend

Results from the survey of attendees (over 250 replies) indicates that the key reasons to attend were as follows:

- To solve product issues/problems: 17%
- To attend the TechFocus / Industry Insight sessions: 17%
- Requested further information from an exhibitor: 60%
- Arranged further meetings / discussions with an exhibitor: 49%
- Requested samples from an exhibitor: 33%

Other significant reasons to attend include:

- To find new ideas: 40%
- To meet with existing suppliers: 38%
- To find industry innovations: 38%
- To solve product issues/problems: 17%
- To attend the TechFocus / Industry Insight sessions: 17%

From an exhibitor viewpoint, it is encouraging to see how significant visitors rated finding new suppliers and to meet existing ones. A number of the following outcomes also appear in the visitor responses.

- Requested further information from an exhibitor: 60%
- Arranged further meetings / discussions with an exhibitor: 49%
- Requested samples from an exhibitor: 33%

Exhibitor Outcomes

Exhibitors too can be seen to have achieved a number of their objectives from Surfex. Almost every exhibitor that responded to the Surfex survey attended to meet new contacts at Surfex (97%) – nicely correlating with a significant number of visitors attending to find new suppliers.

Exhibitor aims, and outcomes achieved:

- To build company / brand awareness: 90%
- To grow business / market share: 77%
- To maintain company visibility in the market: 71%
- To meet with existing clients: 61%

A Sales Opportunity

There have been significant outcomes reported by exhibitors who completed the survey with 87% reporting that they had sent further product, technical or commercial information to visitors. Other significant outcomes include:

- Arranged a subsequent meeting/meetings: 74%
- Sent a quotation: 58%
- Met with visitors new to them: 55%
- Sent samples: 52%

Other significant outcomes are:

- Discussed new product development opportunities: 48%
- Arranged to attend the site of a visitor: 35%
- Processed an order: 16%
Further Analysis

Pre-registration data

<table>
<thead>
<tr>
<th>Details</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20% of the total pre-registrations were made during the week of Surfex.</td>
<td></td>
</tr>
<tr>
<td>50% of the pre-registrations were made over the period of 5 – 23 May 2018.</td>
<td></td>
</tr>
<tr>
<td>70% of the number of people who pre-registered converted to actual attendance. This compares reasonably with other similar events where pre-registration attendance varies from 65% - 90%.</td>
<td></td>
</tr>
</tbody>
</table>

A key conclusion of this analysis is to identify means of:

a. Encouraging more people to pre-register.
b. Adding visitor incentives to build the conversion of pre-registrations from 70% to 90%.

Demographics

- South (inc London & SE) 26%
- Midlands 24%
- North 35%
- International 8%

Visitors were attracted to Surfex from around the UK, with a number also attending from abroad.

TechFocus & Industry Insight Attendance

- Attendance at TechFocus 30%
- Attendance at Industry Insight 16%
- Attendance at TechFocus / Industry Insight 39%

Analysis of the attendance at TechFocus and/or Industry Insight sessions indicates that nearly 40% of visitors attended a TechFocus or Industry Insight session.

Further Analysis

Visitor Analysis by Job Function

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific / Technical Attendees</td>
<td>41%</td>
</tr>
<tr>
<td>Management</td>
<td>20%</td>
</tr>
<tr>
<td>Visitors Active in Development</td>
<td>34%</td>
</tr>
<tr>
<td>Sales / Business</td>
<td>33%</td>
</tr>
<tr>
<td>Education</td>
<td>1%</td>
</tr>
</tbody>
</table>

Analysis of Arrival Times

<table>
<thead>
<tr>
<th>Day</th>
<th>Up to 10.00</th>
<th>Up to 12.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 May</td>
<td>33%</td>
<td>80%</td>
</tr>
<tr>
<td>23 May</td>
<td>40%</td>
<td>90%</td>
</tr>
</tbody>
</table>

The analysis indicates the need to increase incentives for more visitors to arrive by 10.00. Such incentives – including attractive content – can include complimentary parking, free market reports, complimentary snacks and other such initiatives.

The content of Surfex 2018 was significantly modified to attract a higher number of technical attendees and to encourage face-to-face and business discussions where the emphasis was on technology.

The data included in this Organisers’ Statement indicates specific areas of Surfex for development/enhancement and also provides a benchmark for future attendance.

For more information, analysis or feedback about Surfex call: +44 (0) 1892 518877 or email Katie Jamieson, katiejamieson@step-exhibitions.com www.surfex.co.uk