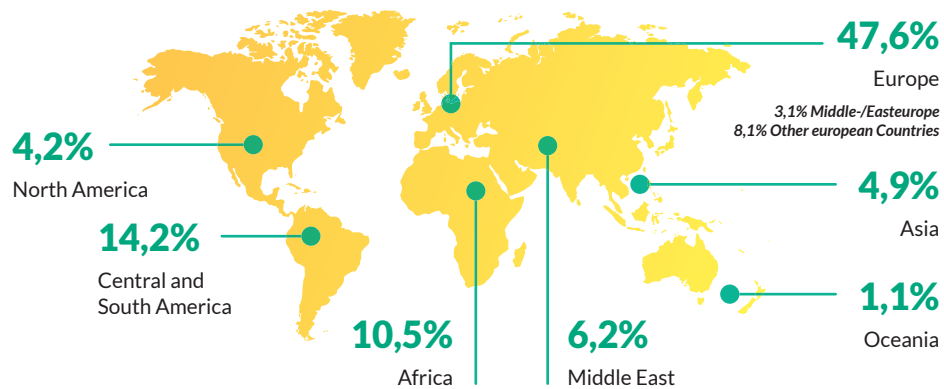


STATUS

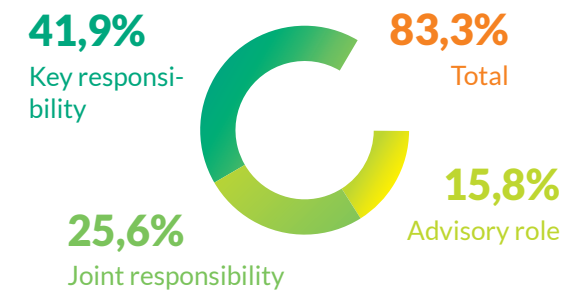
76,1% of trade visitors hold a leading management position.*



ORIGIN OF TRADE VISITORS



LEVEL OF RESPONSIBILITY



Collated and analysed by Gelszus Messe-Marktforschung GmbH, Dortmund

*managing director, partner, member of the board of management, head of department, independent businessperson etc.

OVERALL IMPRESSION AND OUTLOOK

92,9%

92,9% had an overall positive impression of FRUIT LOGISTICA.

93,8%

93,8% would recommend FRUIT LOGISTICA to others.

90,9%

90,9% intend to visit the next FRUIT LOGISTICA.



RANGE OF PRODUCTS

92,2% of trade visitors rate the range of products on offer at FRUIT LOGISTICA positively.



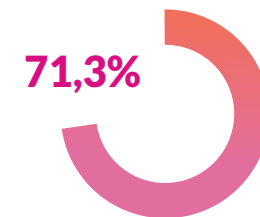
COMMERCIAL SUCCESS

81,4% of trade visitors rate the commercial success of their visit to the exhibition as good or very good.

INTEREST IN PRODUCTS ON OFFER

(Multiple citations, no. of citations N >=1,9%)

| | | | | | |
|---------------------|-------|---------------------------------|-------|---|------|
| Fresh fruits | 44,8% | Potatoes | 10,7% | Fresh cut/Convenience/Food service products | 7,4% |
| Fresh vegetables | 29,9% | Frozen fruits and vegetables | 10,6% | Mushrooms | 6,5% |
| Packaging | 17,9% | Marketing/Market research | 9,6% | Associations/Institutions | 5,3% |
| Packaging machinery | 14,3% | Digital technology/Applications | 9,0% | Waste management | 4,4% |
| Technical services | 12,8% | Storage | 9,0% | Self-service flowers/Potted plants | 1,9% |
| Transport/Logistics | 11,2% | Dried fruits/Nuts | 8,9% | | |



FOLLOW-UP BUSINESS

71,3% of trade visitors expect a good volume of business resulting from the exhibition.