

Results VNU&VIV of VIV Europe 2022

21 June 2022

vnu | EUROPE

ZOOM OUT – Before the pandemic hit the world

YOUR EVENT ORGANIZER



VIV worldwide is much more than the sum of its parts. The company VNU is the organizer and owner “behind” the VIV brand. Operating within the VNU Group, which in turn represents Jaarbeurs internationally, VIV worldwide is a network of intimate local knowledge and global industry connections, which exists to offer our partners unique business opportunities. You find our VNU offices in Utrecht, Bangkok and Shanghai.

Worldwide specialist in Feed to Food



In English, Jaarbeurs means “yearly fair”. The first Jaarbeurs was in Utrecht back in 1917 and today is one of the Netherlands most successful global corporations, serving customers throughout Europe and via Jaarbeurs International’s VNU Group, the rest of the world.

VNU GROUP

Outside the Netherlands, Jaarbeurs International is represented by the VNU Group. The group is divided into three separate and distinctive companies, which closely cooperate. Each VNU office has independent exhibition and conference brands. VIV is one of the brands that leverage from specialized project teams in all three VNU regional offices.

VNU EUROPE



VNU Europe is a subsidiary company of Jaarbeurs, the Dutch trade show organiser. VNU Europe is located in Utrecht within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly focused on the livestock sector, and specialised on the VIV worldwide portfolio.

VNU ASIA PACIFIC



VNU Asia Pacific is a joint venture between Jaarbeurs and ICC Assets (Thailand). From its business hub located in Bangkok the company develops exhibitions in the fast growing, dynamic markets of South East Asia in agri-tech, animal husbandry, animal companion, food, life sciences and biotechnology industries.

VNU 万耀企龙



Based in Shanghai, Keylong Exhibitions was established in 1993 in China. In 2001 Royal Dutch Jaarbeurs Group and Keylong founded a joint venture company: VNU Asia (万耀企龙). The company develops exhibitions in China, in many fields and more recently in agriculture and horticulture.

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WHY PARTNER WITH VIV?

If you are in the Feed to Food supply chain, VIV is first and foremost your business partner. As part of the industry we serve with dedication, we offer you a wide and selected range of other partners, key stakeholders, associations and industry connections. And no matter in which sector of the animal production you operate, from upstream to downstream we have it all professionally covered for you at VIV worldwide. Including all species spectrum.

From the VIV teams you can expect a personal approach rather than a corporate one. We help our partners enter new markets. We offer you platforms to launch innovative products into new regions, to adapt to changing laws, customs and regulations.

Introducing fast growing markets to innovations and new ideas is our speciality. We like what we do, and always strive to provide enjoyable business for everyone.

Partner instead of supplier

Profit maximalization is never the only aim for Jaarbeurs. A considerable amount of revenue is used to reinvest thus to create additional value at the shows and/or spend to attract high level stakeholders to the event! (Hall 9 at VIV Europe)

VIV BRANDS

VIV worldwide is organised on hub and international levels. From local to hub shows, the events work in synergy resulting in a complimentary and diversified offer.



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GLOBAL PASSIONATE TEAM

of specialists in event management. Some of our team members have been in the VIV related industry for a long time, thus their knowledge and experience is always available to help your business thrive.

OUR PARTNERS

are also friends. It's not just business... it's personal. As one of our partners, whether exhibitor, visitor, supporter or supplier, we care about delivering to you a great business experience, in a vibrant atmosphere.

Exhibition	M2 net	Exh nr Inc. indirect	Visit nr	Exh mark	Visit mark
VIV MEA 2018	7,512	368	6,660	7.3	8.3
VIV Europe 2018	24,430	588	18,363	7.6	7.9
VIV Asia 2019	31,007	1,245	45,023	8.1	8.6

WORLDWIDE COVERAGE

is what VIV is good at. Global presence is our strength. The hub shows welcome more than 65% of the audience from outside of their hosting countries. For the international brands we think local and act global. We efficiently serve the local communities while bringing in the VIV global assets.

FAIR BUSINESS

is our purpose. We look after win-win partnerships with clients. Their vision, strategy, needs and final satisfaction are our priorities. That means being open and honest at all times and creating opportunities with real ROI for your business is our mission.

PIONEER THINKING

is part of the VIV "DNA". We believe in forward thinking and have been pioneering new concepts and untapped markets. It's called know-how and our clients, suppliers and partners can rely on us to deliver!

Onsite

Exhibition	M2 net	Exh nr Inc. indirect	Visit nr	Exh mark	Visit mark
VIV MEA 2018	7,512	368	6,660	7.3	8.3
VIV MEA 2021	8,524	469	6,671	8.0	8.5

Hybrid

VIV MEA 2021 conference:

- Onsite audience & moderator
- Online speakers
- Recording for replay

Online

VIV Europe 2022
Webinars Feed series



VIV ONLINE

24/7 knowledge networking from Feed to Food

VIV online is a business initiative from VIV worldwide. It serves as an added dimension to the onsite trade events, by facilitating the sharing of content & knowledge and networking within the feed to food supply chain 24/7
www.viv.net

Facts & figures (end of 2020)

16,300+ personal users
2,557 company pages
1,334 articles and 192 active writing accounts
4,000 – 5,000 unique visitors per month outside campaign periods
15,000 – 19,000 unique visitors per month within campaign periods



V-CONNECT.NET

DIGITAL PLATFORM FOR
LEARNING, NETWORKING
& DEAL MAKING

40+ years of live networking event experience “translated” for the first time into the V-Connect management platform online. Web-based, smartphone-supported ecosystem for all attendees to meet, network and make deals. Responsive and reliable platform to continue business growth during the current global climate.

ZOOM IN – The pandemic ceases ... all better now?

The health pandemic ceased, but new severe challenges arose worldwide

- Situation Russia / Ukraine
- High increase in raw material cost and other resource cost
- No qualified staff available
- Further consolidation in the Feed sector
- Outbreak avian influenza
- Company travel restrictions

Not all better yet – worldwide challenges influence company decisions AND work handling

VIV Europe 2022:

- 50% of registration confirmed only in 2022 by exhibitors
- 75% of operations completed 3 months before show opening by exhibitors
- Late show promotion by exhibitors

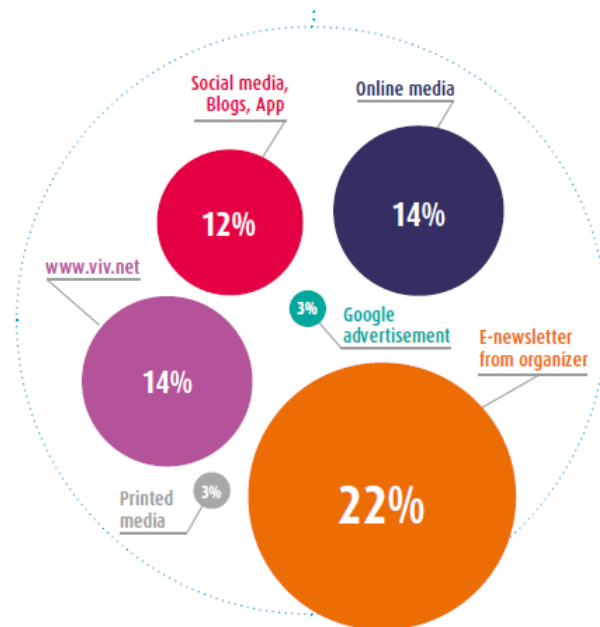
ZOOM IN – The pandemic ceases ... all better now?

Much better –
Visitors & Exhibitors want to meet LIVE again



CAMPAIGNS OVERVIEW (from Survey Results)

How did you hear about VIV Europe 2022? (multiple choice)



ZOOM IN – The pandemic ceases ... all better now?

Additional ways to recovery – Visitors & Exhibitors are exploring digital connections

- VIV continues the development & improvements of the 24/7 online community
 - Creating more contact moments through-out the year
- VIV follows the digitalization taking place within Jaarbeurs
 - Beacons in venue
 - Crowd analysis via heat scans
 - Samsung screens for promotion
 - Eye movement counting
- VIV follows the usage of digital data taking place within Jaarbeurs

In this new area VIV worldwide remains dedicated, as an Exhibition/Marketing Partner via its onsite & online platforms, to attract, engage and accelerate trade business by bringing Producers & Buyers in contact in a Professional & pleasant surrounding



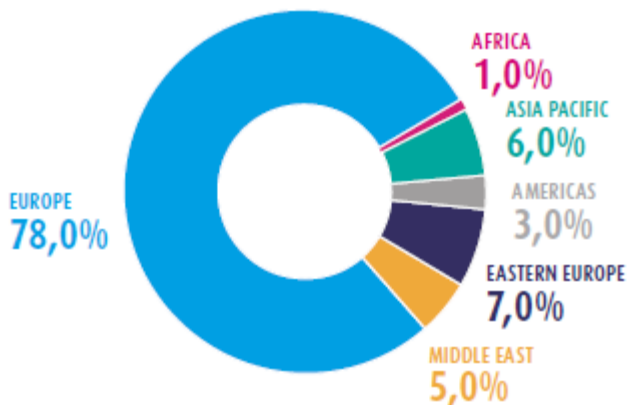
VIV Europe 2022 – Facts & Figures - SUMMARY

Exhibition	M2 net	Exh nr Inc. indirect	Visit nr	Exh mark	Visit mark
VIV Europe 2018	24,430	588	18,363	7.6	7.9
VIV Europe 2022	19,215	435*	19,024	7.5	7.9
VICTAM Int'l 2022	7,816	150	?	?	?

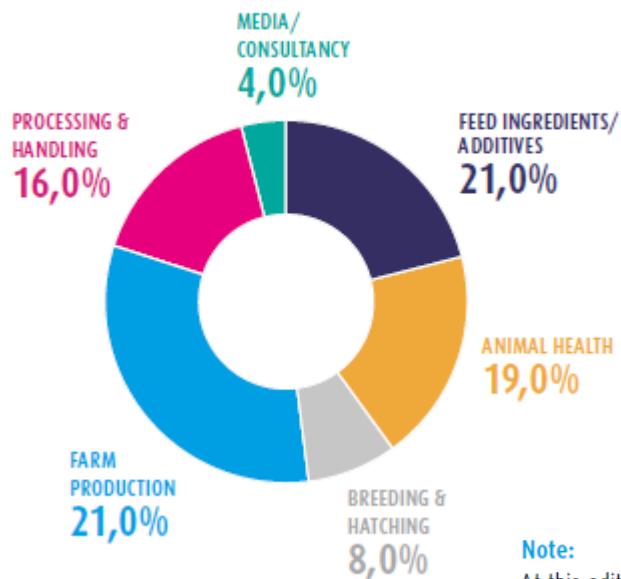
** Excluding 38 exhibitors from China*

VIV Europe 2022 – Facts & Figures - EXHIBITORS

EXHIBITORS BY REGION



EXHIBITORS BY SECTOR



Note:

At this edition of VIV EUROPE 2022, the Feed CropTech - FeedTech sector was displayed at the co-located VICTAM International halls.

VIV Europe 2022 – Facts & Figures - EXHIBITORS

MORE ON EXHIBITOR SATISFACTION

- **89%** intend to exhibit again at the next edition
- **74%** of the exhibitors found the quality of visitor “good” to “excellent”
- **75%** is likely to recommend VIV Europe to a friend or colleague in the industry
- **71%** regards VIV Europe as “fairly” to “very important” show for their business and **25%** “somewhat important”.

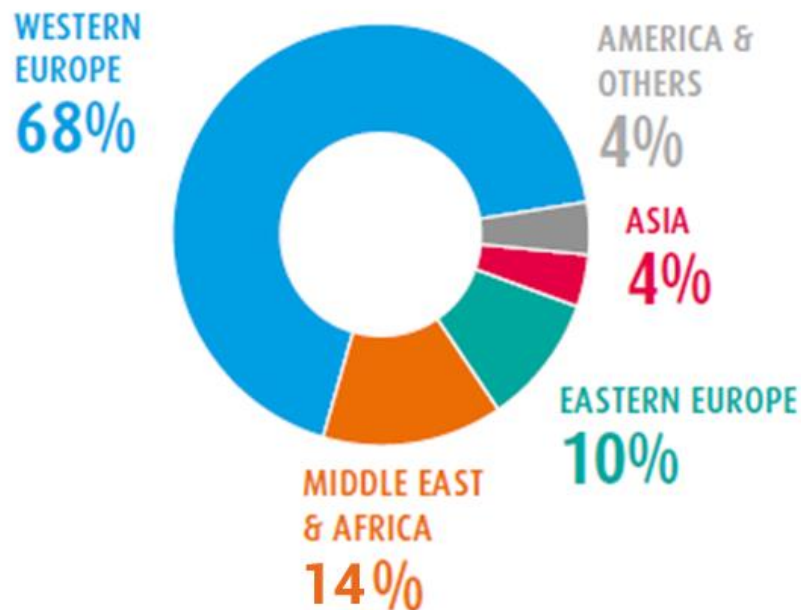
Exhibitors rate



7.5 out of 10

VIV Europe 2022 – Facts & Figures - VISITORS

VISITORS BY REGION



TOP VISITING COUNTRIES

- | | |
|--------------------|-------------|
| 1. The Netherlands | 7. Italy |
| 2. Germany | 8. Israel |
| 3. Belgium | 9. Spain |
| 4. France | 10. Iran |
| 5. United Kingdom | 11. Denmark |
| 6. Poland | |

Total number of visiting countries: 142!

VIV Europe 2022 – Facts & Figures - VISITORS

HIGH PERCENTAGE OF DECISION MAKERS AT THE SHOW

Final decision makers	30%
Co-decision makers	36%
Influencers	17%
No decision makers	17%
Total	100%

VISITING COMPANIES Y-O-Y TURNOVER

USD \$ 0 – 100000	5%
USD \$ 100000 – 500000	6%
USD \$ 500000 – 1 million	6%
USD \$ 1 million – 10 million	18%
USD \$ 10 million – 50 million	13%
USD \$ 50 million – 100 million	6%
USD \$ 100 million – 500 million	7%
More than USD \$ 500 million	7%
Unknown	32%
Total	100%

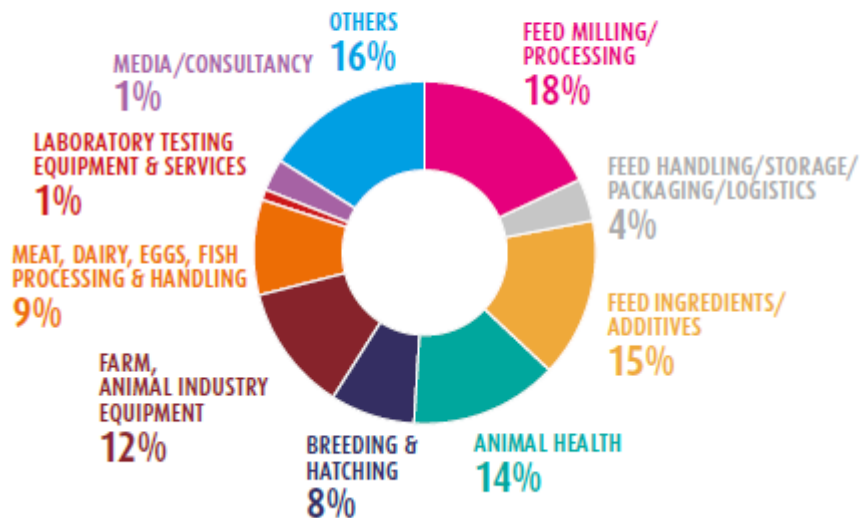
VISITORS JOB FUNCTION

General manager/CEO/Director	28%
Technical manager/engineer/technician	16%
Marketing/sales manager/representative	13%
Farm owner	3%
Farm employee	1%
Veterinarian	2%
Nutritionist	2%
Researcher	1%
Buyer/purchase/procurement manager	4,5%
Consultant	5%
Producer/processor	2%
Distributor/dealer/retailer	3%
Product/project manager	5%
Government representative	0,5%
Press	0,5%
Academic/professor	1%
Regulatory manager	0,5%
Other	12%

VIV Europe 2022 – Facts & Figures - VISITORS

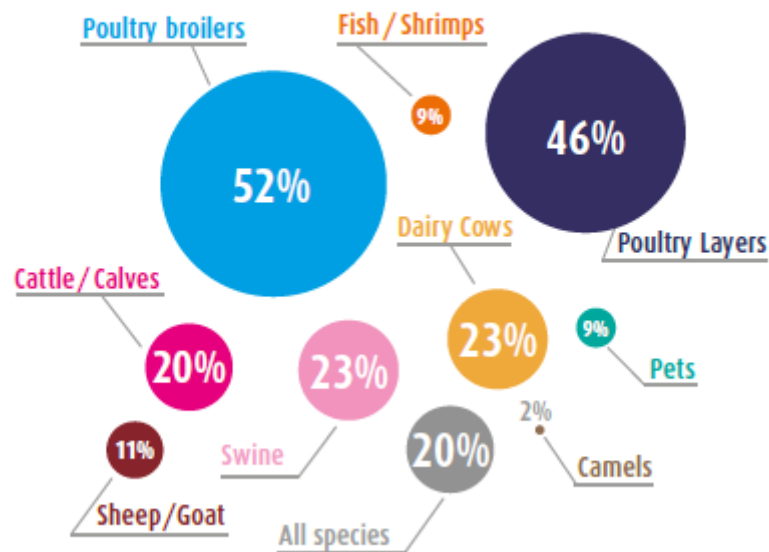
VISITORS BY SECTOR

Which sector do you belong to?



VISITORS BY SPECIES

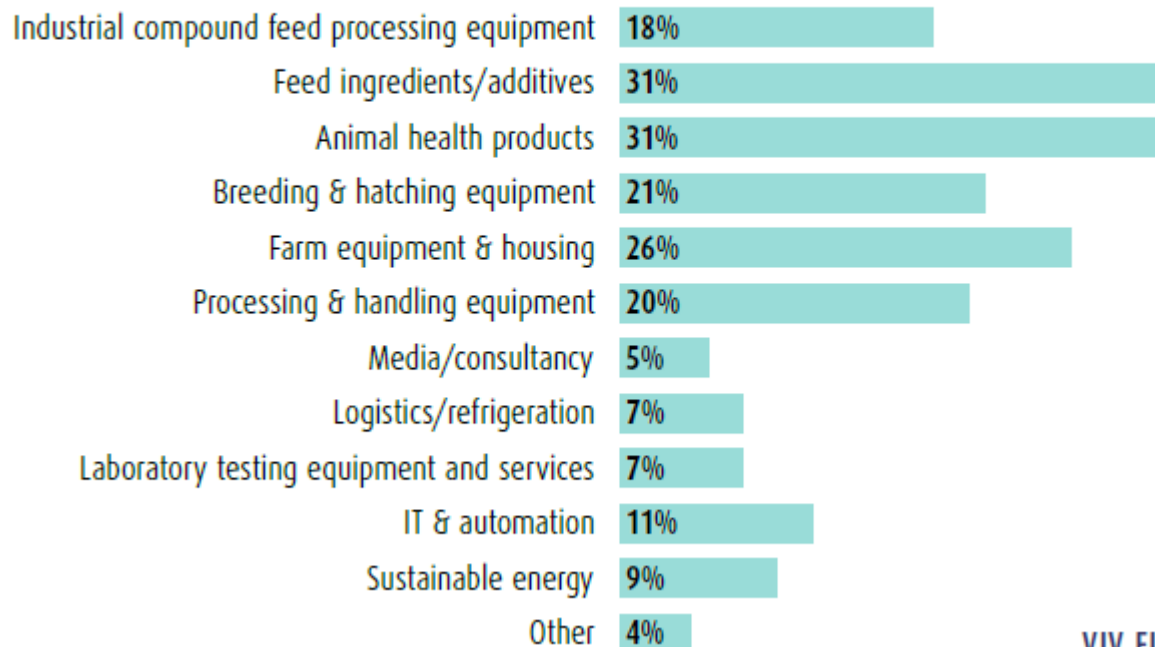
To which specie is your company mainly related?



VIV Europe 2022 – Facts & Figures - VISITORS

VISITORS MAIN INTERESTS

In which range of products are you interested?



VIV EUROPE 2022

VIV Europe 2022 – Facts & Figures - VISITORS

MORE ON VISITOR SATISFACTION

- **43%** of the visitors spent between 5 and 8 hours at the show and **45%** spent more than 1 day onsite
- **82%** of the visitors found the content sessions “good” to “very good”
- **86 %** intend to visit again the next edition
- **84%** is likely to recommend VIV Europe to a friend or colleague in the industry
- **75%** regards VIV Europe as “fairly” to “very important” show for their business and **20%** “somewhat important”

ABOUT DISRUPTIVE ELEMENTS IN 2022

Is any of the following matters currently of influence on your business?

Visitors responses:

Covid-19	28%
Russia/Ukraine matter	57%
Avian Influenza	28%
None	33%

Visitors rate

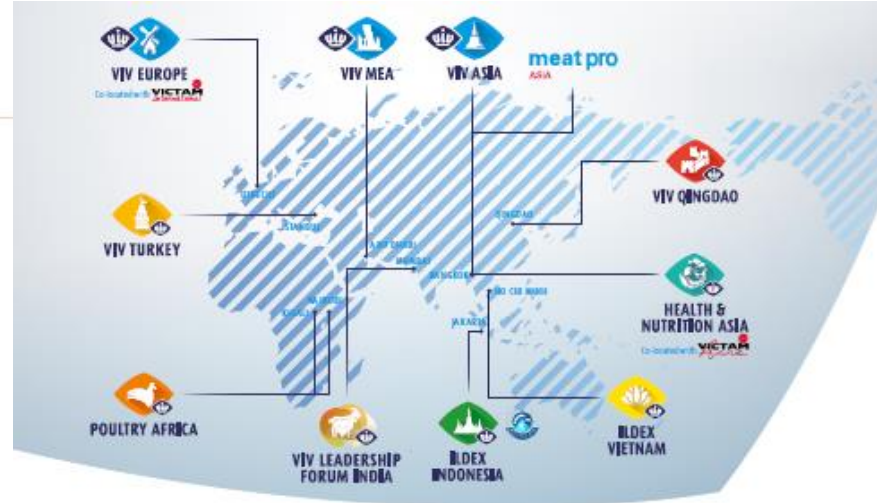
7.9 out of 10

VIV Europe 2022 – Result by ShowCo

							2.018		
Subject		Number	Rate	Total			Number	Rate	Total
ShowCo receives € 0.50 for every visitor		19.024	€ 0,50	€ 9.512,00			18.363	€ 0,50	€ 9.181,50
ShowCo receives € 6 for every visitor generated by a ShowCo-member		511	€ 6,00	€ 3.066,00			631	€ 6,00	€ 3.786,00
ShowCo receives € 500 for every 0.1 point rating by exhibitors above 6.5	7.9 =	14	€ 500,00	€ 7.000,00		7.9 =	14	€ 500,00	€ 7.000,00
ShowCo receives € 500 for every 0.1 point rating by exhibitors above 6.5	7.5 =	10	€ 500,00	€ 5.000,00		7.6 =	11	€ 500,00	€ 5.500,00
				€ 24.578,00					€ 25.467,50

ZOOM FURTHER

Future events on the calendar



VIV EUROPE 2022 co-located with VICTAM International
UTRECHT | MAY 31-2 JUNE

VIV Connect Europe Edition 2022
Digital Event on Mobile APP | May 31-2 June

IDEX VIETNAM 2022
HO CHI MINH CITY | AUGUST 3-5

VIV Connect Vietnam Edition 2022
Digital Event on Mobile APP | August 3-5

HEALTH & NUTRITION ASIA 2022 co-located with VICTAM Asia
BANGKOK | SEPTEMBER 7-9

VIV QINGDAO 2022
QINGDAO | SEPTEMBER 22-24

POULTRY AFRICA 2022
KIGALI | OCTOBER 5-6

IDEX INDONESIA 2022
JAKARTA | NOVEMBER 9-11

AQUATICA ASIA 2022
JAKARTA | NOVEMBER 9-11

VIV ASIA 2023
BANGKOK | MARCH 8-10

MEAT PRO ASIA 2023
BANGKOK | MARCH 8-10

VIV TURKEY 2023
ISTANBUL | JULY 6-8

VIV MEA 2023
ABU DHABI | NOVEMBER 20-22

vnu | EUROPE

Thank you for your attention