

Preliminary Report of Visitor Count

6th "JAPAN'S FOOD" JFEX2022 EXPORT FAIR 2ND JAPAN INT'L FOOD EXPO

The Solemn Declaration of No Inflated Numbers

June 27, 2022

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

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 visitor registration counter on-site, and will be counted as one visitor based on their business cards 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 counter 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 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				
	June 22 [Wed]	June 23 [Thur]	June 24 [Fri]	Total
1) On-Site Registrants	4,611	4,630	4,518	13,759
2) VIP Registrants	1,999	1,724	1,364	5,087
3) Special Guests	0	2	0	2
Total Number of Visitors (1)+(2)+(3)	6,610	6,356	5,882	18,848

All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

	June 22 [Wed]	June 23 [Thur]	June 24 [Fri]	Total
Number of Press Registrants	54	39	36	129

*Stated numbers are flash numbers. Please note that the number might change slightly after the detailed confirmation.