

Internal wording for postponement of DOMOTEX 2021 from January to May 2021

1. Why is DOMOTEX 2021 being postponed to May?

The reasons for the postponement lie in the latest developments of the coronavirus pandemic and that, in view of these developments, our clients (exhibitors and attendees) have asked for DOMOTEX to be postponed. It is important to note that over four-fifths of the exhibitors and around two thirds of the visitors come from abroad - and many of them from overseas. So we decided to postpone it to May 2021. The fact that such a decision is imminent was already apparent before the summer break. We wanted to wait for the developments over the summer month and make a decision by September at the latest, because from now on, most of our exhibitors would have to start designing and producing the collections for DOMOTEX. A postponement has already been very positively welcomed in the preliminary talks with most of our clients and after numerous exchanges with the market we have now mutually decided to postpone DOMOTEX 2021 from January to May.

2. Why did you opt for a different day sequence (Thursday to Saturday)?

We have been contemplating the sequence for some time already. Many exhibitors and attendees would like to be offered two consecutive working days as it was some years ago. With the decision to postpone the show to May 21, we decided to simply test this new sequence alongside, thus again responding to our customers' needs.

3. Why did you opt for a shorter duration (from 4 to 3 days)?

To be honest: We expect limited travel activities also in May and assume that a trade show duration of 3 days is sufficient and enables a focused process, especially in pandemic times.

4. What are the plans for 2022: Also in May? Also Thursday to Saturday? Also 3 days?

We are now putting all our energy and our efforts into DOMOTEX 2021. Our aim is to use this shift to May to provide the industry with the best possible conditions for a successful restart and to revive international business. We are currently planning to hold DOMOTEX 2022 in January 2022 with a modified sequence (Thursday to Sunday).

5. How many attendees will you expect for May 2021?

This is a total look into the crystal ball, for us, as well as for all trade show organizers worldwide. It depends on how COVID-19 will be developing in the upcoming months and specifically in the first half of 2021, whether a vaccine will be available by then and what travel opportunities and travel activities will look like in this context. And honestly, in the past it has already always been difficult to predict the number of attendees, but currently impossible or even unserious. However, the discussions show that there is also a high interest in the market in joining

DOMOTEX in May. Additionally and for the very first time, we are planning DOMOTEX 2021 as a hybrid show (see question 11), which means that we will be offering a virtual participation to all attendees not able to travel or who do not yet want to travel, to participate in DOMOTEX anyway. In this case digitally. As a renowned platform, this means that we will also reach out digitally to our attendees. We even anticipate a wider reach than at a purely physical trade show.

6. Will all exhibition topics as usually be displayed in May?

Yes. That's our assumption as of today. We already received exhibitor registrations who would not have been participating in January 2021 but will join in May instead.

7. How much space in square meters will you expect for May?

This is just as difficult to predict as the expected number of attendees. For May, we currently have a strong commitment from the market and we will do everything to ensure that DOMOTEX in May remains also strong. However, the extent to which we will be succeeding in doing so extremely depends on the global COVID-19 development in the upcoming months.

8. How many exhibitors will you expect for May?

This is also just as difficult to predict as the expected number of attendees. For May, we currently have a strong commitment from the market and we will do everything to ensure that DOMOTEX in May remains also strong. The extent to which we will be succeeding in doing so extremely depends on the global COVID-19 development in the upcoming months.

9. Do you have exhibitor confirmations or registrations for May already?

When we discussed the postponement to May, we had good exchange with the market to find out whether our clients would follow the postponement. The feedback was absolutely positive and we already received some verbal confirmations. But the decision is still far too fresh for written confirmations. In direct comparison of January vs. May, we can say that there is currently much more confidence in May than it was for January.

COVID-19 shows both, light and shadow. Of course we had cancellations for 2021 due to the pandemic. And there are some exhibitors who have even cancelled all their trade show participations for 2021. Some of them are now at least considering a digital participation though.

10. Are there any significant exhibitor cancellations for 2021? And if so, who will not attend?

Since we are still in exchange with many exhibitors who are re-planning for 2021 now, due to the new dates, either with the usual physical participation or with a digital one, a statement

regarding cancellations is currently not possible.

11. DOMOTEX 2021 as a hybrid trade show - what does that exactly mean?

COVID-19 is changing markets worldwide. In times where no personal meetings and networking is possible, online channels usually ensure direct contact. There is a need for complementary digital offers in order to respond to the rapidly rising number of online channels in the flooring industry. And there is a need for an international, neutral platform such as DOMOTEX. In the last few years, the DOMOTEX Advisory Board, on which exhibitors and visitors are represented, has held intensive discussions about the significant increase in online offerings and online sales of floor coverings and how DOMOTEX can contribute to this new sales channel.

This is why we are planning DOMOTEX 2021 as a "hybrid event" – that means a physical event complemented by virtual formats. Thus, attendees unable to travel in May will at least have an option to join digitally. For exhibitors, the hybrid format also extends the wide international range for which DOMOTEX is known: physically, in the exhibition halls and supplemented by digital formats, using new presentation forms to achieve an even greater range of customers. We are currently working at full speed on the specific formats and will announce further details shortly.

12. A DOMOTEX Digital Conference on January 15, 2021 – what can I expect and why is such a format taking place on the former first DOMOTEX day?

Quite simply:

- a. To shorten the waiting time until DOMOTEX in May
- b. To stay in active dialogue with the market and our communities
- c. To lead DOMOTEX into a digital future
- d. To offer our clients digital lead generation as well

There are so many questions and topics concerning the flooring industry. This is the reason why participants from all over the world have joined DOMOTEX in Hannover year by year. These questions do not just stop with the pandemic. On the contrary, they are more urgent and more diverse than ever. As a marketplace, we want to offer a platform which delivers answers to all these questions by offering a hybrid trade show. And to bridge the gap until May, we would like to offer a digital conference in between. We will be sharing further information as soon as possible.

13. Will all the DOMOTEX special displays be staged in the well-known manner?

Taking into account our own current financial situation, we will have to proceed with even more sense of proportion and we'll have to focus more than ever on the core of DOMOTEX. But for example, we will offer the well-known award ceremonies as a hybrid format, i.e. physically but

also digitally as livestreams. Staging a costly display like the Flooring Parks, however, largely depends on the overall exhibitor participation. For the time being, it is still too early to take a final decision. But in future, special displays will rather have to be designed in such a way, that they are also suitable for digital transmission.

14. The duration of DOMOTEX was reduced from 4 to 3 days. From an exhibitor's point of view, the scope of services the trade show offer is thus smaller. How does DOMOTEX help me in terms of pricing in this context?

We can't confirm, that we offer a smaller scope of services. Quite the opposite. First the first time, DOMOTEX 2021 will be organized as a hybrid event. Next year, we are investing heavily in a combination of physical and digital formats in order to realize our service promise of providing access to international participants and thus leads on the usual scale. By offering digital participation opportunities, we are even increasing the reach of the event by enabling those who cannot or do not want to travel, to attend digitally. Beyond that, digital formats even enable us to reach completely new contacts, which means access to new leads for you. In addition to the pure space rental, we intensify our marketing services for you by organizing new or extending existing elements, such as (virtual) hosted buyer tours, (virtual) factory tours, networking on-site and online, etc. You will therefore not suffer any loss of performance related to the shorter duration. Furthermore, our price per square meter is not based on the duration of an event, but on its value and the range you can achieve with it.

(for more details on the duration of DOMOTEX 2021, please also refer to question 3)

No Go's for external communication:

- We do **NOT** provide any concrete figures - exhibitors, space, visitors!