

| Total no. of CeBIT visitors                                                            |                                                                               | 495,000        |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------|
| <hr/>                                                                                  |                                                                               |                |
| <b>Location</b>                                                                        | <b>Germany</b>                                                                | <b>411,300</b> |
| Where is the registered office of your company?                                        | North Germany                                                                 | 201,700        |
|                                                                                        | Central/West                                                                  | 99,000         |
|                                                                                        | South/South West                                                              | 55,500         |
|                                                                                        | East                                                                          | 55,100         |
|                                                                                        |                                                                               |                |
|                                                                                        | <b>Other Countries</b>                                                        | <b>83,700</b>  |
|                                                                                        | EU countries (excl. Germany)                                                  | 50,500         |
|                                                                                        | Other Western European countries                                              | 7,000          |
|                                                                                        | Other Eastern European countries                                              | 2,000          |
|                                                                                        | North America                                                                 | 2,300          |
|                                                                                        | Central and South America                                                     | 2,300          |
|                                                                                        | East Asia                                                                     | 11,100         |
|                                                                                        | Middle East                                                                   | 4,500          |
|                                                                                        | Africa                                                                        | 3,300          |
|                                                                                        | Australia/Oceania                                                             | 700            |
| <hr/>                                                                                  |                                                                               |                |
| <b>Professional visitors</b>                                                           |                                                                               | <b>361,300</b> |
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| <b>Areas of interest</b>                                                               |                                                                               |                |
| Which of these sectors will you definitely visit?<br>(More than one reply possible)    | Business Solutions                                                            | 179,900        |
|                                                                                        | Public Sector Solutions                                                       | 48,800         |
|                                                                                        | Home + Mobile Solutions                                                       | 165,500        |
|                                                                                        | Technology + Infrastructure                                                   | 172,000        |
|                                                                                        | Banking + Finance                                                             | 35,800         |
|                                                                                        | future parc                                                                   | 76,200         |
|                                                                                        | Planet Reseller                                                               | 40,500         |
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| <b>Industrial sector</b>                                                               |                                                                               |                |
| To what sector of industry does your company belong?<br>(More than one reply possible) | Basic industry                                                                | 6,900          |
|                                                                                        | Capital goods                                                                 | 19,100         |
|                                                                                        | Automotive industry (incl. suppliers)                                         | 10,800         |
|                                                                                        | Consumer goods                                                                | 4,000          |
|                                                                                        | Food, beverages or tobacco                                                    | 1,400          |
|                                                                                        | Manufacture of hardware equipment of information technology                   | 10,100         |
|                                                                                        | Manufacture of hardware equipment of telecommunications                       | 3,600          |
|                                                                                        | Manufacture of hardware equipment of office equipment and automation          | 2,500          |
|                                                                                        | Consultants, engineering firm                                                 | 7,200          |
|                                                                                        | Architect                                                                     | 2,500          |
|                                                                                        | Other services, freelance professions                                         | 36,500         |
|                                                                                        | Software house, computer consultant                                           | 27,800         |
|                                                                                        | IT-Services, IT-Consultants                                                   | 68,600         |
|                                                                                        | Equipment wholesaler of telecommunications, information and office technology | 11,200         |
|                                                                                        | Equipment retailer of telecommunications, information and office technology   | 13,400         |
|                                                                                        | Equipment wholesaler and retailer of entertainment and consumer electronics   | 6,100          |
|                                                                                        | Trade, other                                                                  | 5,800          |
|                                                                                        | Telecommunication services                                                    | 34,700         |
|                                                                                        | Public authority, public services                                             | 44,100         |
|                                                                                        | Credit and financial institute, insurance company                             | 15,500         |
|                                                                                        | Health care                                                                   | 12,300         |
|                                                                                        | Traffic and logistics                                                         | 10,500         |
|                                                                                        | Energy sector, mining                                                         | 6,900          |
|                                                                                        | Construction                                                                  | 6,500          |
|                                                                                        | Crafts                                                                        | 9,400          |
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**Department or area within company**

|                                                                             |                                                   |         |
|-----------------------------------------------------------------------------|---------------------------------------------------|---------|
| Which area of the company do you work in?<br>(More than one reply possible) | Management                                        | 46,200  |
|                                                                             | Data processing/IT-management                     | 123,600 |
|                                                                             | Telecommunication                                 | 31,400  |
|                                                                             | Marketing, distribution, advertising, PR          | 43,400  |
|                                                                             | Purchasing                                        | 21,000  |
|                                                                             | Finance, accounting, controlling                  | 17,300  |
|                                                                             | Administration, organization, personnel, training | 34,000  |
|                                                                             | Research, development, design                     | 23,500  |
|                                                                             | Production planning, preparation of work          | 13,000  |
|                                                                             | Manufacturing, production                         | 14,800  |
|                                                                             | Manufacturing-/quality control                    | 6,100   |
|                                                                             | Transport/storage/logistics                       | 8,300   |
|                                                                             | Maintenance, repairs                              | 15,200  |

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**Position in company**

|                                           |                                                                |        |
|-------------------------------------------|----------------------------------------------------------------|--------|
| What is your position within the company? | Sole proprietor, partner, freelancer                           | 53,400 |
|                                           | Manager, director, board member, head of public authority      | 37,200 |
|                                           | Authorized signatory, division director                        | 16,200 |
|                                           | Manager of department, foreman, section manager, other manager | 51,200 |
|                                           | public servant, staff in public service                        | 31,000 |
|                                           | Other salaried staff                                           | 82,700 |
|                                           | Skilled employee                                               | 15,900 |
|                                           | Professor, university lecturer, teacher, assistant lecturer    | 8,300  |

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**Role in decision-making**

|                                                |                                        |         |
|------------------------------------------------|----------------------------------------|---------|
| Are you involved in your purchasing decisions? | I play a decisive role                 | 100,800 |
|                                                | I am involved in purchasing decisions  | 94,000  |
|                                                | I am consulted on purchasing decisions | 73,700  |

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**Size of company**

|                                               |                          |         |
|-----------------------------------------------|--------------------------|---------|
| How many people are employed at your company? | 1 to 99 employees        | 161,100 |
|                                               | 100 to 499 employees     | 67,900  |
|                                               | 500 to 999 employees     | 23,500  |
|                                               | 1 000 to 9 999 employees | 40,500  |
|                                               | 10 000 to more employees | 20,200  |

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