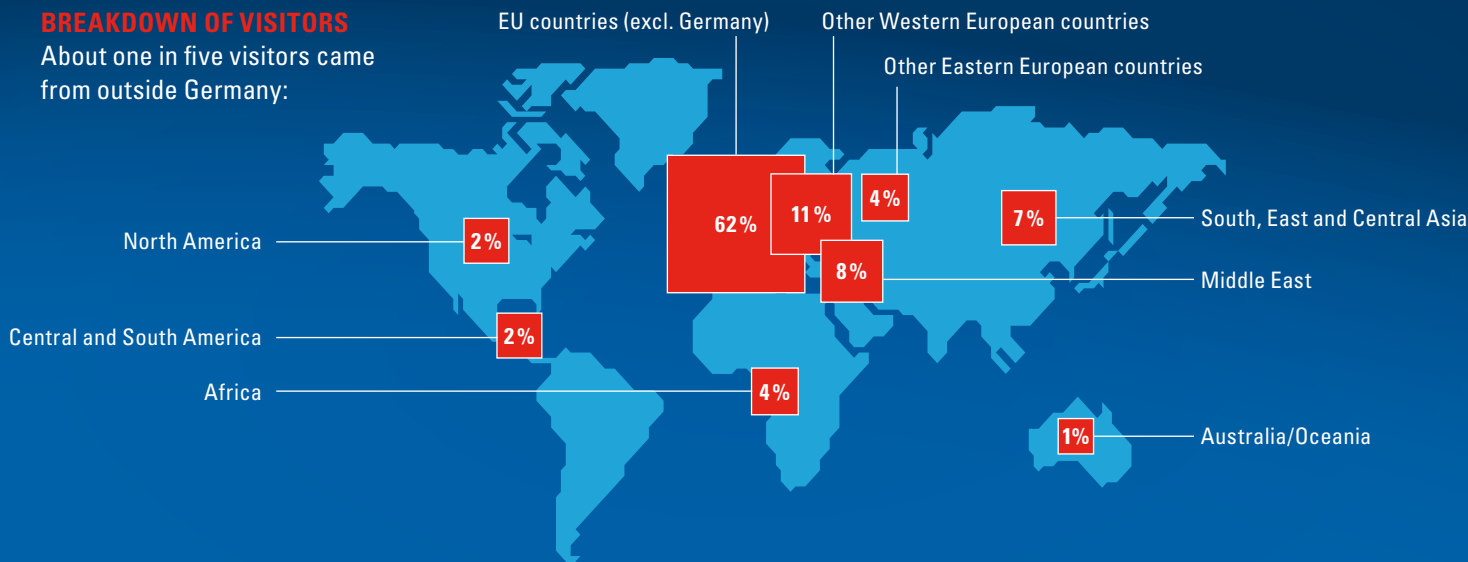


CeBIT 2013 – a guarantee of good business leads!

- More than 280,000 visitors, journalists and members of delegations attended CeBIT 2013.
- 2013 saw a further increase in the proportion of professional visitors at CeBIT (82% compared with 80% in 2012).
- The proportion of visitors from top management rose to 30.4% in 2013 (compared with 28.7% in 2012).
- 72 % of the trade visitors are involved in their company's buying and investment decisions (2012: 70 %), while 28 % play a "decisive role" in such decisions, compared with 26% in 2012.
- Almost one third of the trade visitors (32%) came to CeBIT with concrete investment plans in mind (2012: 28%).
- The planned volume of investment per trade visitor grew by 5% and is now equivalent to an average EUR 106,100 per visitor (2012: EUR 100,800). Visitors from abroad intend to invest an average of EUR 26,500 more than in 2012 (up from EUR 145,000 to EUR 171,500).
- 58% of the trade visitors at CeBIT attend no other event dedicated to related keynote or core themes. In other words, the significance attached to CeBIT has increased since 2012, when 51% reported it was the only event they attended.

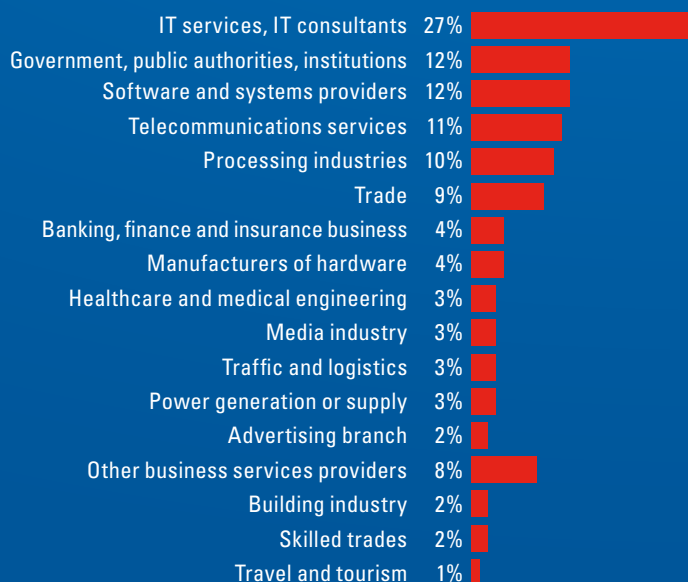
BREAKDOWN OF VISITORS

About one in five visitors came from outside Germany:



BUSINESS SECTOR/INDUSTRY*

Visitors at CeBIT 2013 predominantly represented the following industrial branches/service sectors:

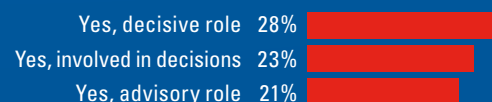


AREAS OF INTEREST

- On average, trade visitors attended the event for 1.5 days. During this time they visited 21 stands (average value).
- 2/3 of all the trade visitors prepared their trade fair trip in advance. Some 40 % of the trade visitors arranged business meetings in the run-up to CeBIT.
- One in four visitors took part in at least one of the conferences, forums or workshops at CeBIT.

DECISION-MAKING AUTHORITY

The proportion of decision-makers taking part in CeBIT 2013 was also up on previous years. 72% of the trade visitors are involved in purchase decisions.



* More than one reply possible