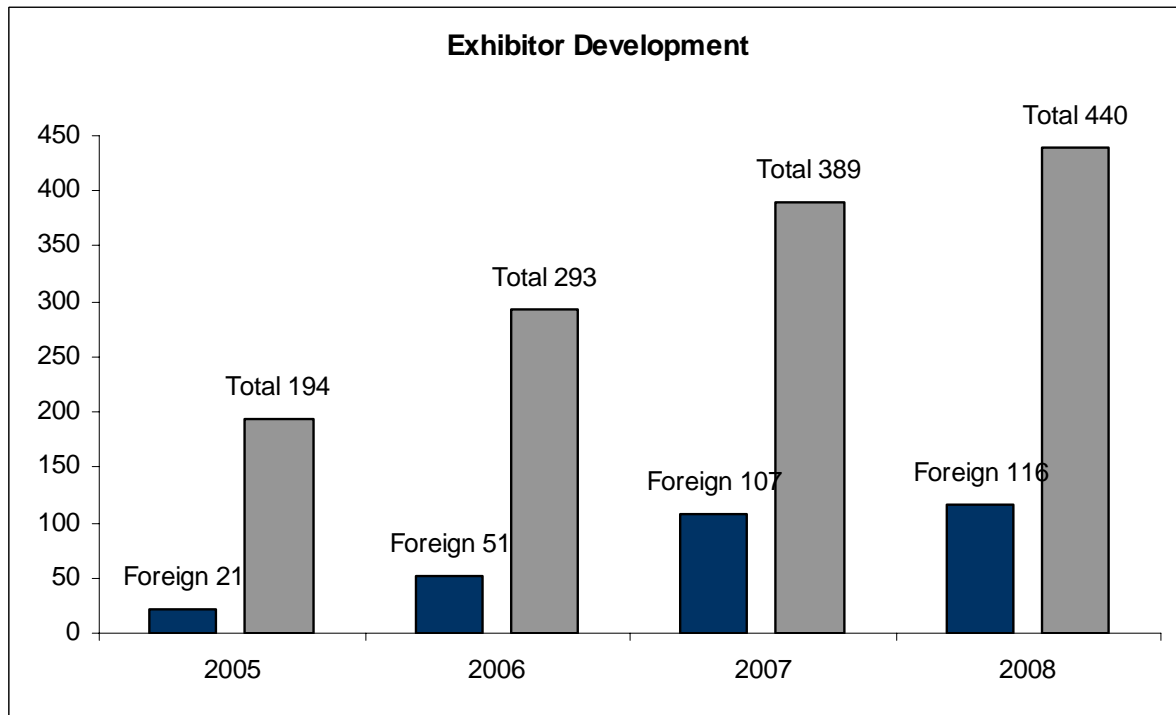


I Exhibitor development and points of focus (pages 1 & 2)

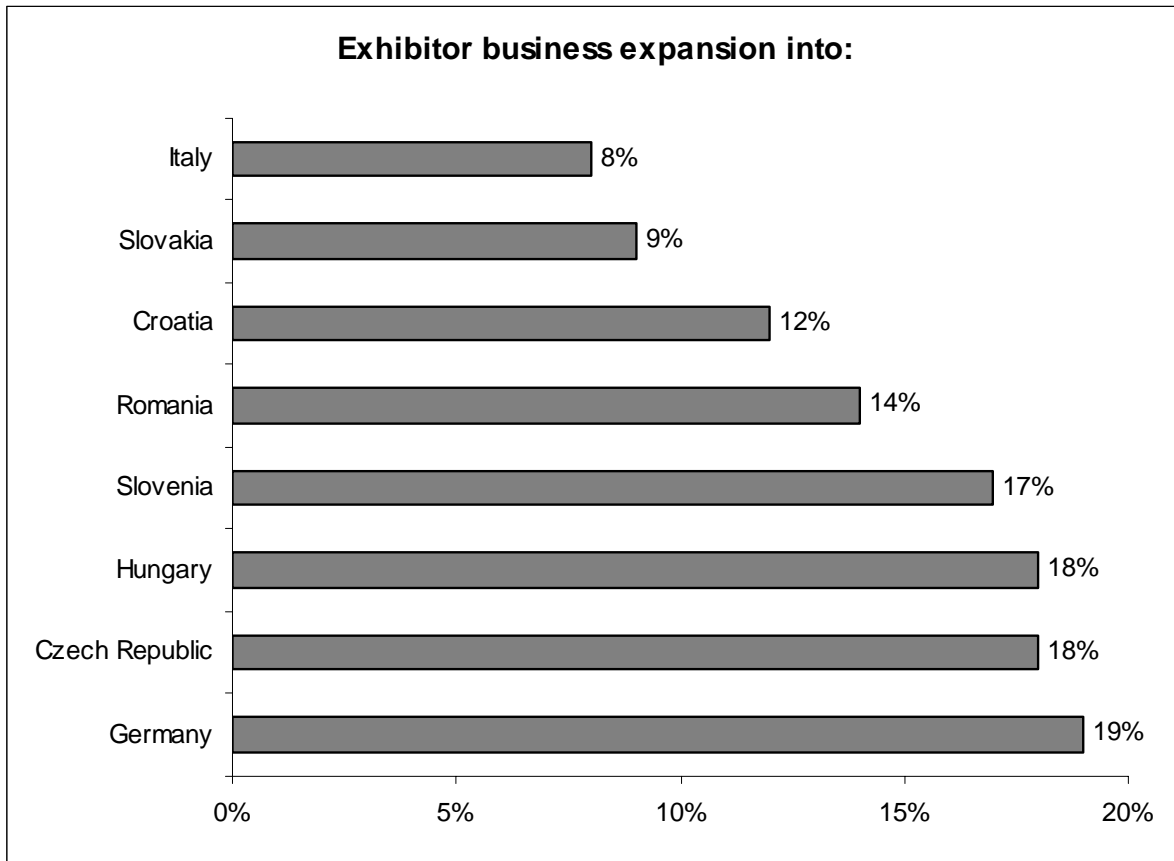
II Visitor poll evaluation (pages 3 to 8)

I Exhibitor development and points of focus

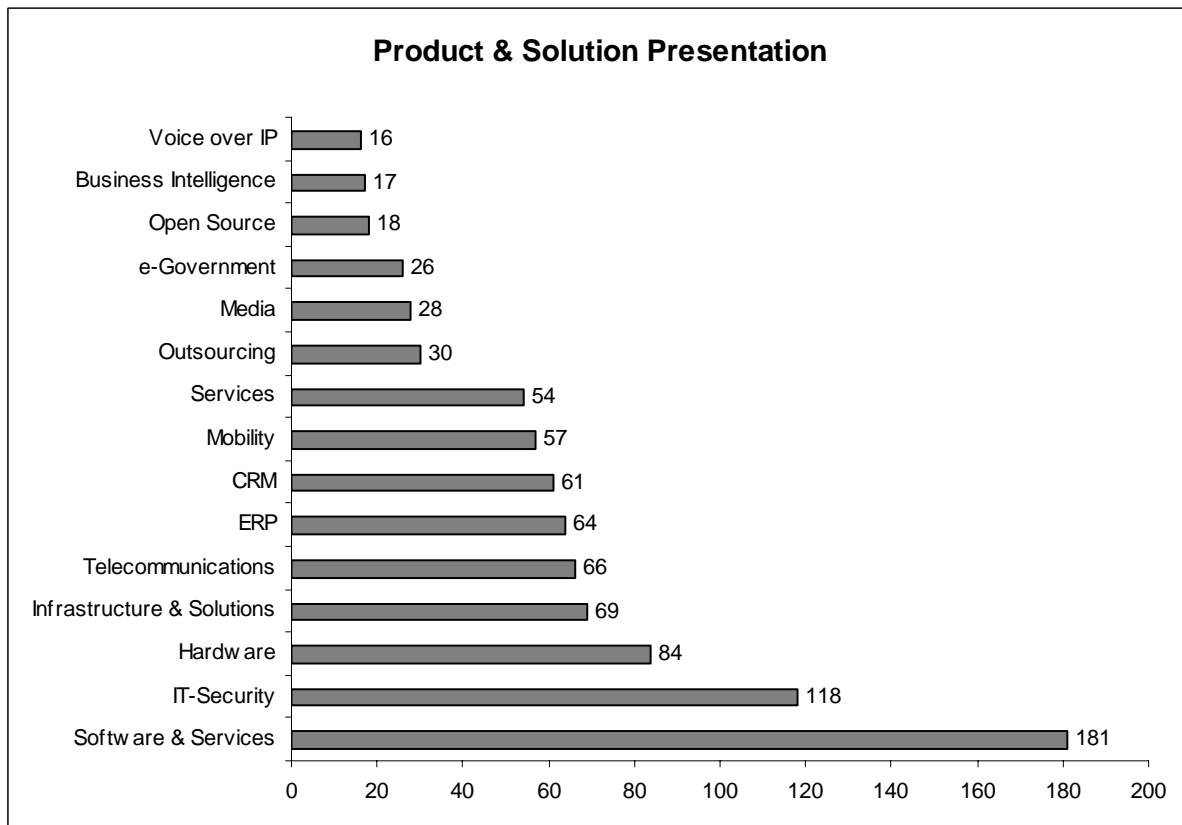
Following its launch in 2005 the ITnT has already become a 'must' for visitors and exhibitors at the beginning of the year. Having been clearly marketed as a trade fair for IT and telecommunication the ITnT has become a highly influential commercial base, setting the tone in Austria and increasingly in the whole of Central Europe. The concept for a compact B2B show has gone down very well throughout the entire ICT sector. The number of exhibitors has already doubled since the show's launch and the proportion of exhibitors from abroad has increased 5-fold over the same period.



ITnT exhibitors are planning to expand activities into the surrounding countries. As well as Germany, the neighbouring CEE/SEE countries are also in sharp focus.

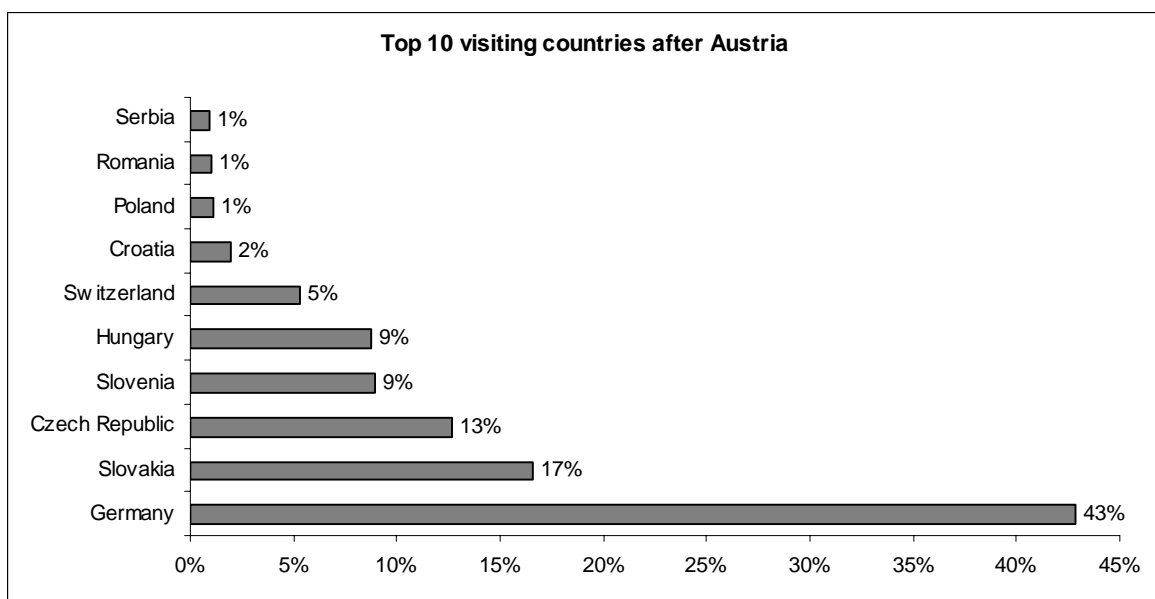
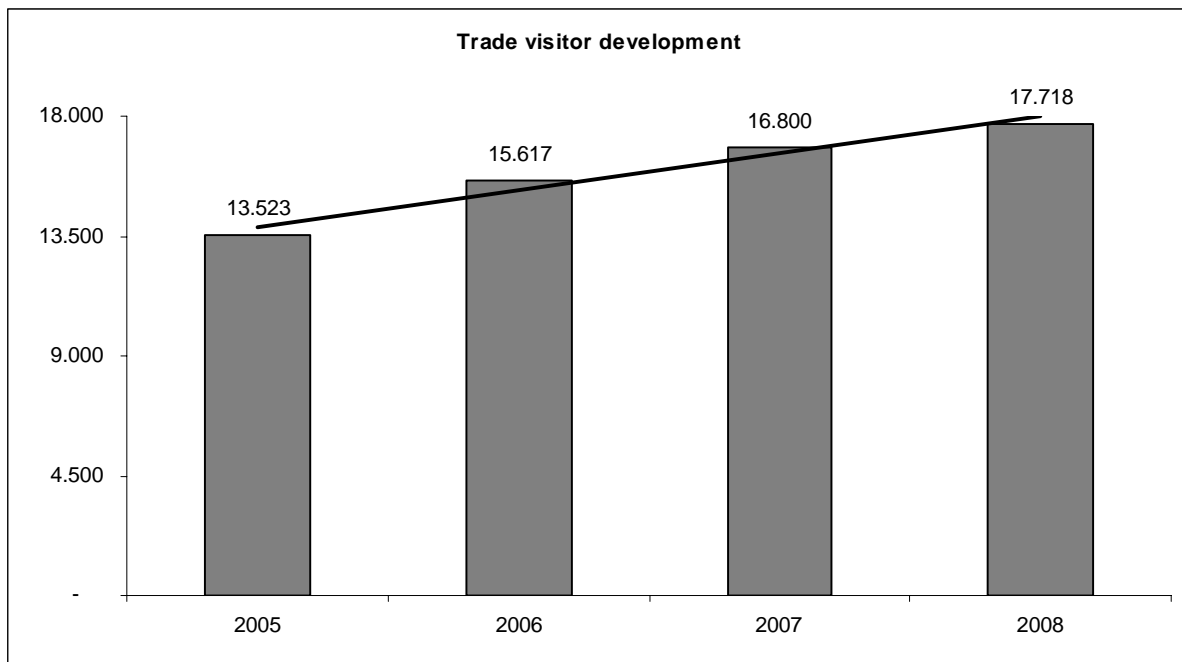


Number of exhibitor according to focus:



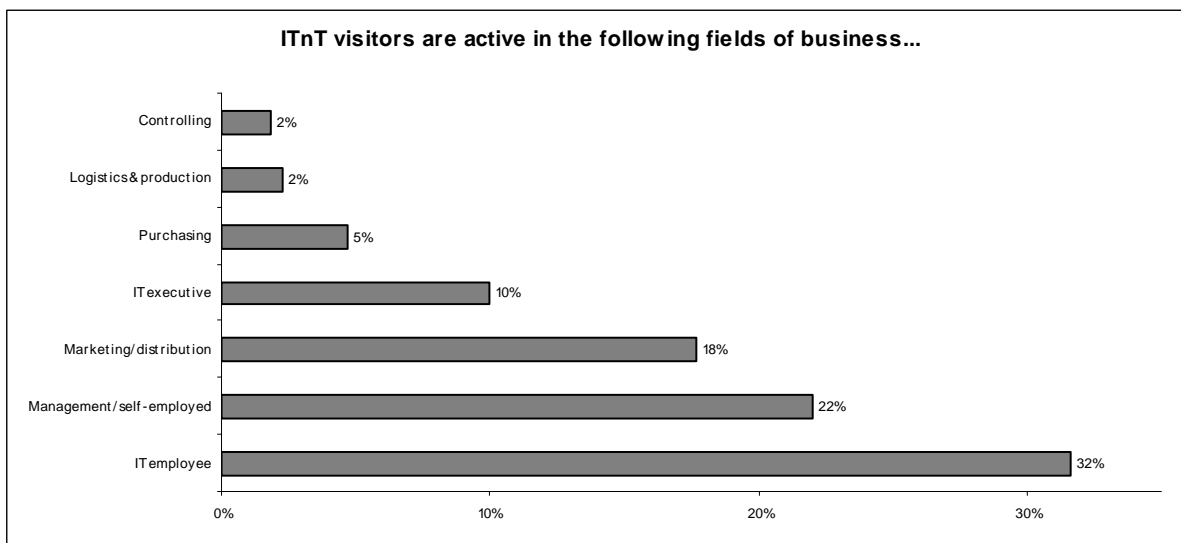
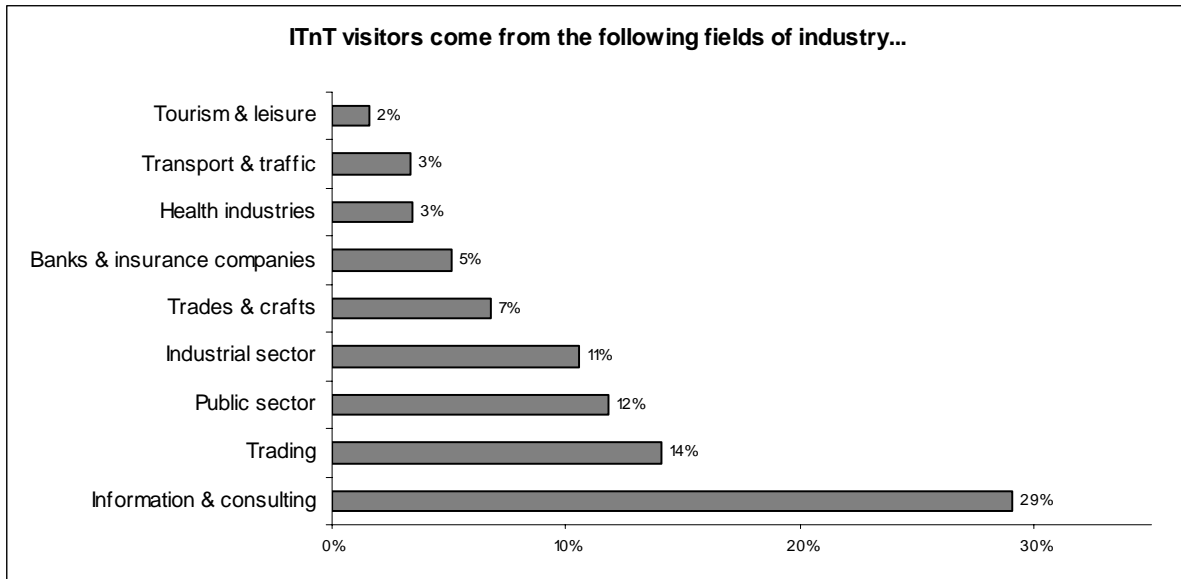
II Visitor poll evaluation

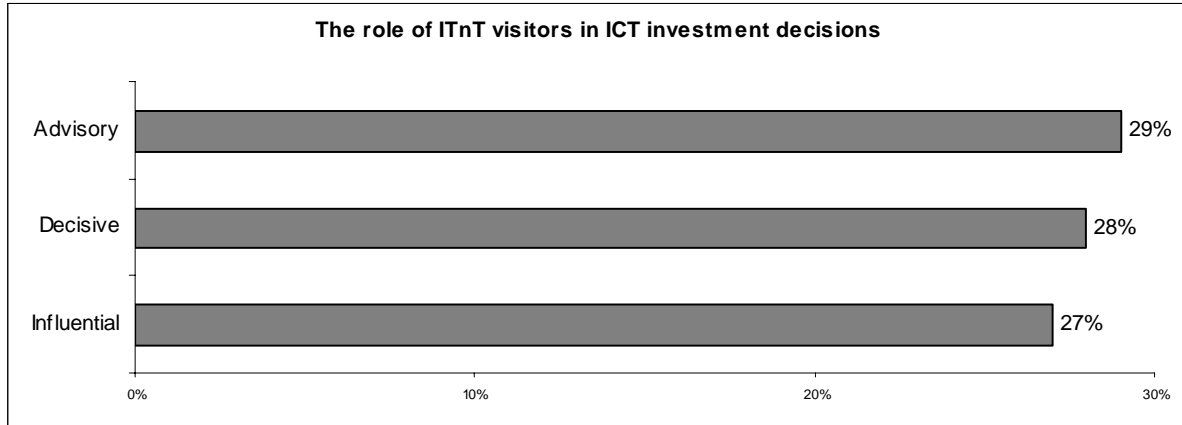
There has also been a continued increase in the number of trade visitors at the ITnT. The interesting exhibitors, fascinating projects and key players in each sector are also reflected in the increase in visitor numbers. The majority of visitors at the ITnT come from Austria, mostly from Vienna and Lower Austria. The visitors making the trip from further afield come from Germany, Slovakia, the Czech Republic, Slovenia and Hungary. Being positioned as a CEE/SEE platform the ITnT is most attractive to neighbouring countries; however numerous delegations and representatives from the public sectors in each country also attend the ITnT. The proportion of foreign trade visitors present has grown by 34% compared with 2007!



• **ITnT attracts visitors with executive purchasing functions**

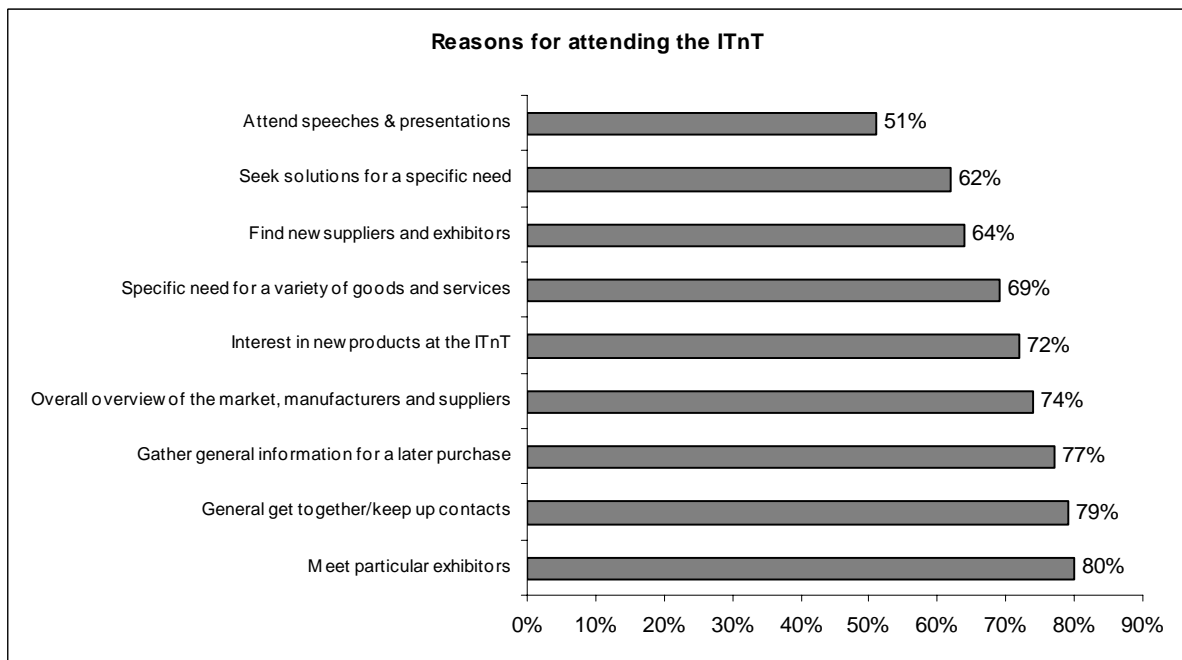
The majority of people attending the show are managers and sales executives. There was also a significant increase in the presence of buyers compared with 2007. 55% of these people play a decisive or influential role in their company's purchasing decisions. Over a quarter of them work in information and consulting. Another strongly represented group is made up of visitors from the industrial sector, public sector, wholesale and retail. The ITnT attracts trade visitors from small, medium and large-sized businesses, although this year half of the trade visitors came from larger-sized enterprises. Over 40% of the trade visitors present were regulars and a third were new this year.





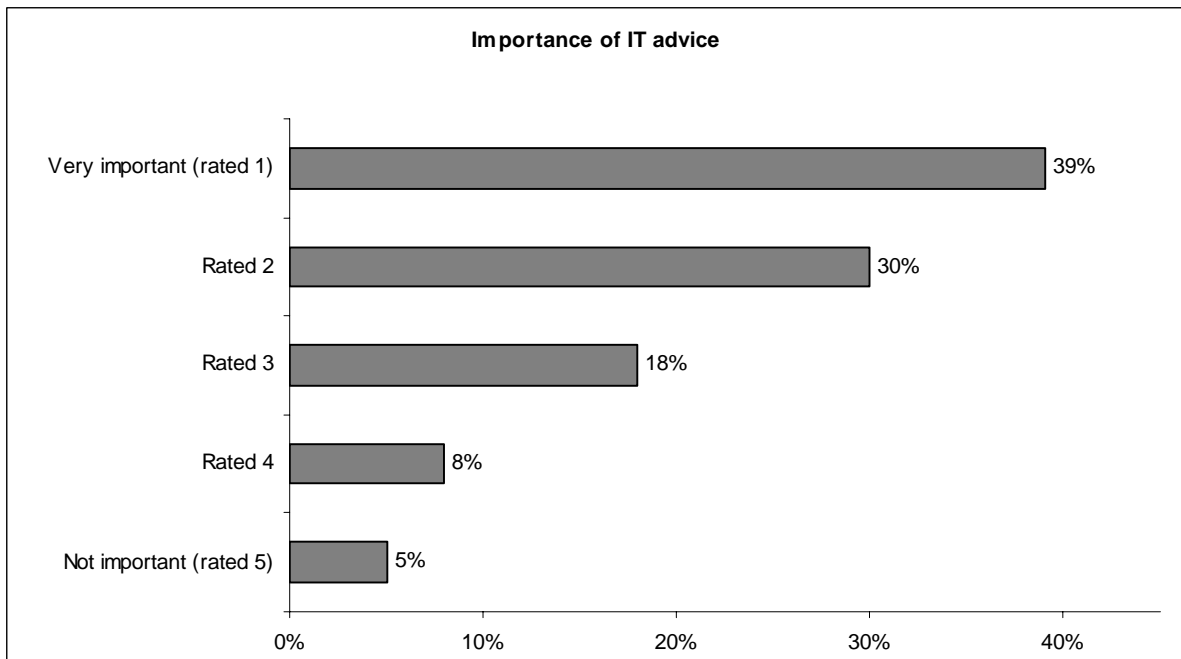
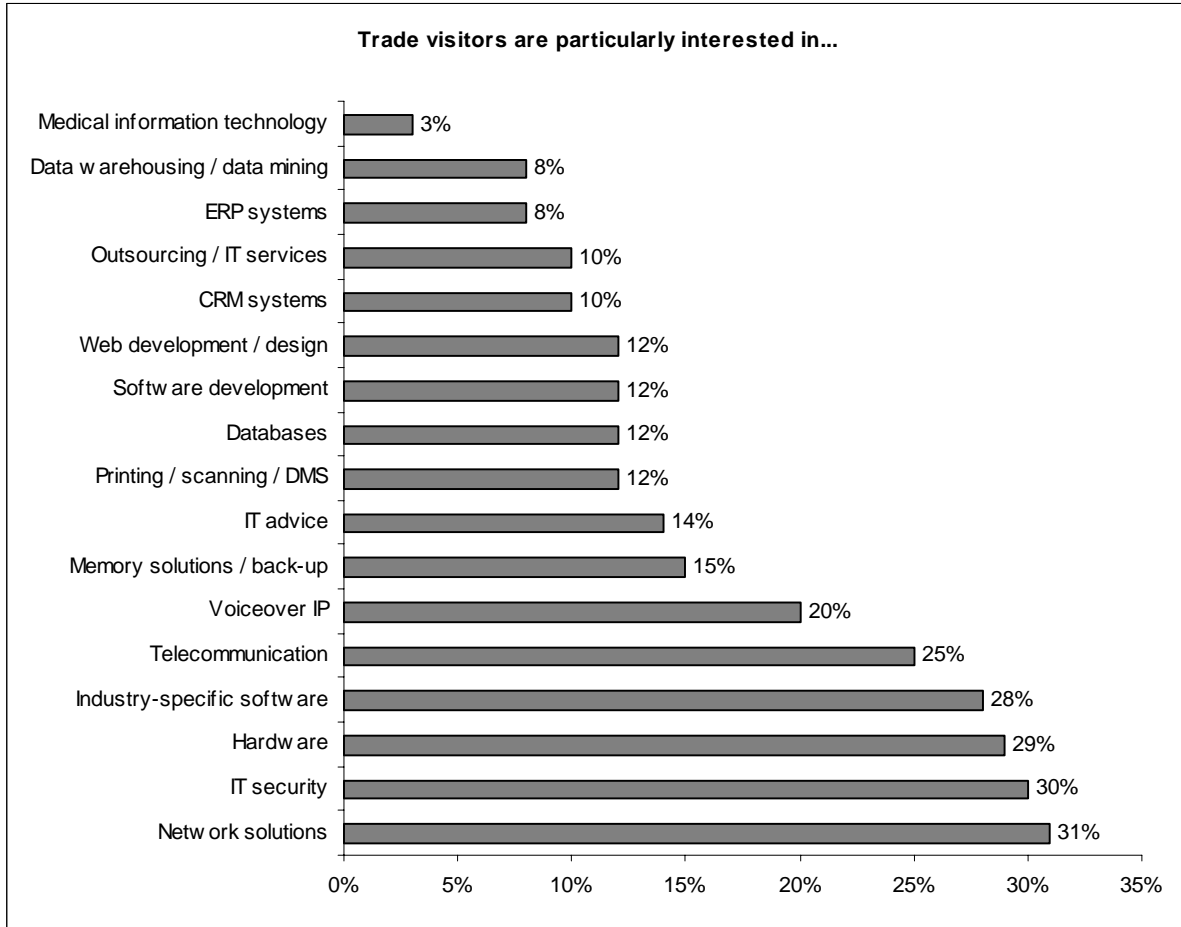
- **Interesting new products pull in trade visitors to the show**

Trade visitors come mostly to meet specific exhibitors, consolidate contacts and to gather information for later purchases. However, trade visitors also attend the ITnT to satisfy specific demands and to source new suppliers. Every second trade visitor comes to attend informative speeches and presentations.



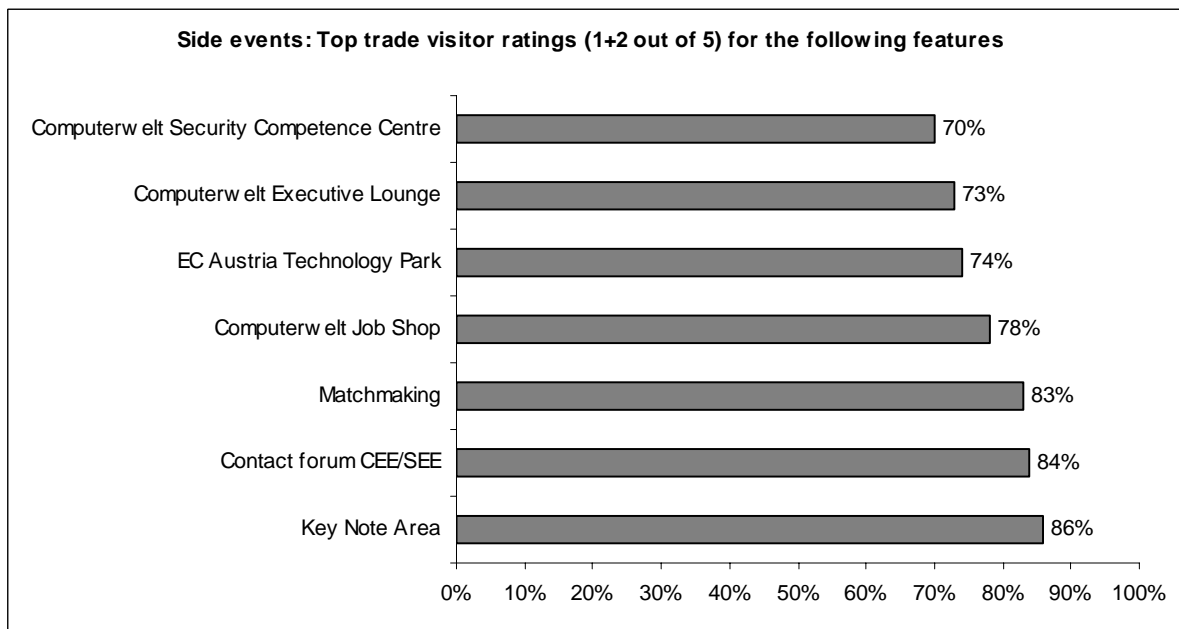
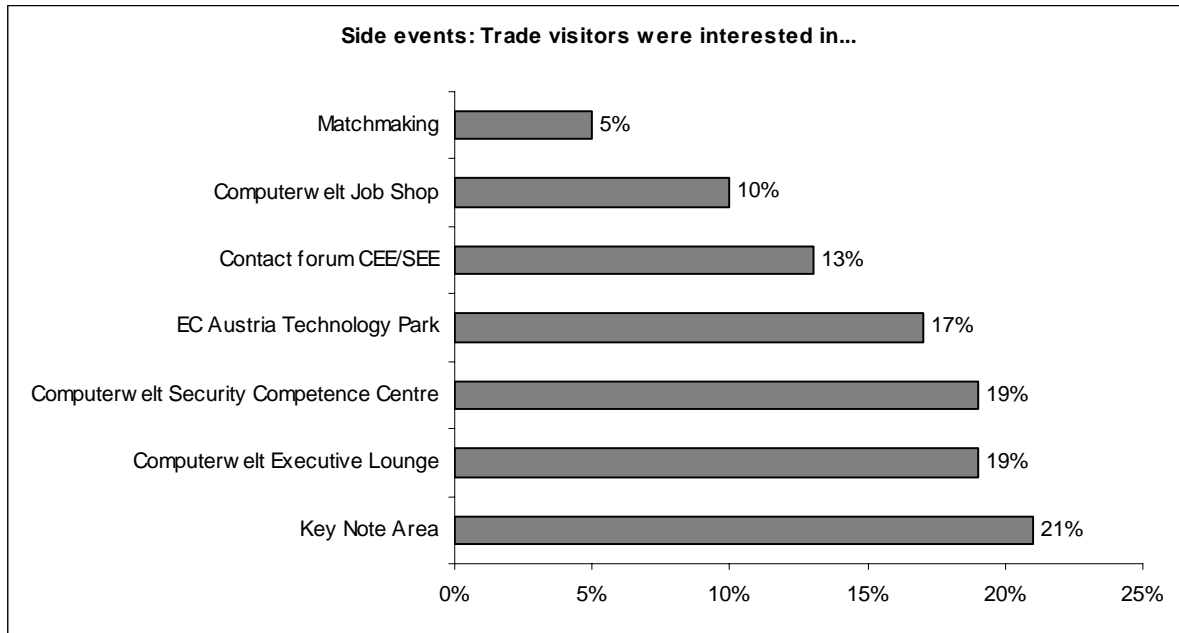
On the lookout for new products and solutions

Trade visitors showed most interest in network solutions, IT security, hardware, industry-specific software, and telecommunication; 14% of these trade visitors work mainly for larger scale companies and are also interested in IT advice. Over 2/3 of trade visitors believed this issue was either important or very important.



Superior side events

The ITnT is rounded off by a selection of premium quality side events and features. 21% of trade visitors expressed interest in the Key Note Area. 1685 trade visitors attended interesting specialist speeches and discussions in the Key Note Area (plus 8% compared to 2007). The quality of each of the items on the agenda was very high.



Great potential for the next edition

80% of trade visitors intend to return to the ITnT next year, showing good initial potential for the next edition.



Trade Fair for InformationTechnology and
Telecommunication focused on Central Europe

in partnership with  EXPO COMM

ITnT well advertised

Visitors at the ITnT mostly find out about the show via internet/e-mail or via invitations from visitors. However, information from the organisers and personal recommendations were also stated as reasons for visiting.

Poll details:

Results of a poll of 510 trade visitors at the ITnT. Questioning via CAPI. Poll duration: 5th – 7th February 2008