Annual Report

2025

IFEMA MADRID

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01.

Welcome to IFEMA MADRID

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“IFEMA MADRID continues to evolve to be a catalyst for a new economic leap forward.”

José Luis Martínez-Almeida

President of the Governing Board*

Whereas before Madrid looked to the outside world for ways to stimulate growth, it has now become firmly established as a blueprint for hundreds of cities around the world. Although Madrid continues to send people out into the world in search of inspiration, it cannot be denied that the city belongs to a select group of modern, dynamic metropolises that many other cities aspire to join.

This is thanks to the collective work of institutions, companies, professionals and civil society. Hundreds of thousands of people have worked passionately to pave the way for Madrid to achieve the status it rightfully deserves as the capital of a country moving towards 50 million inhabitants and the indisputable bridge between Europe, North Africa and Latin America.

But, undoubtedly, society as a whole needs effective instruments with which to quickly meet its goals and set increasingly ambitious ones. As just such an instrument, IFEMA MADRID, in 2025, the year to which this annual report corresponds, steadfastly continued its evolution as a leading light of our economic progress.

With projects like the Formula 1 Spanish Grand Prix, IFEMA MADRID reaffirms its commitment to being a key player in the city's future. Its halls are moving from merely hosting innovation to being a catalyst for it. Its aisles, which in other times mainly provided access to the stands, are now meeting points for people from all over the planet. Its hustle and bustle, a boisterous witness to its success, is today the confirmation of the city's vibrant pulse.

Any excuse has always been a good one to come to Madrid, but for some years now a trip to the city has been an unmissable event on the calendar of millions of people from far-flung corners of the globe. And much of this can be attributed to IFEMA MADRID.

Not content with breaking its visitor record every single year, the "Institución Ferial de Madrid" (Madrid Trade Fair Institution), has taken the lead in the search for new projects and continues to move forward to anticipate the needs that both the capital and companies will have in the short and medium term.

As it looks forward to 2026, a year of great promise, and also to the years following it, the Institution aims to continue enriching Madrid's economic fabric, consolidating the city as a melting pot of projects and cultures and a hub of innovation and new technologies that will shape the future.

* As at 31 December 2025.

"IFEMA MADRID continues to grow at a double-digit rate, well above the global market for trade fairs and conventions."

José Vicente de los Mozos

President of the Executive Committee

Once again, I have the pleasure of chronicling a financial year that we can describe as very positive in line with the dynamic that the Institution has been fostering. This annual report describes 2025 and how the year certified IFEMA MADRID's strength and its capacity to generate resources and amplify the creation of wealth for the region.

IFEMA MADRID continues to grow at a double-digit rate, well above the global market for trade fairs and conventions. Specifically, in 2025 the Institution's revenue reached €216.8 million, an improvement of 22% compared to the last odd-numbered year (2023). EBITDA rose to €42.8 million, 56.8% higher than in 2023, while profits soared to €18.7 million, 165.8% higher than in 2023.

In short, these figures represent a new boost to the organisation's growth, reaffirm its leadership as the Spanish trade fair institution that holds the most events and enable it to continue to take on emblematic projects like the Formula 1 Grand Prix.

2025 and 2026, which will be a very important year for the Institution, conclude what we can categorically state to be a virtuous cycle thanks to the guidance of the 2022-2026 Strategic Plan, which was launched with the aim of having IFEMA MADRID emerge from the pandemic in a stronger position than ever and has succeeded in taking the Institution's international profile to new heights.

The keys to the Institution's positive evolution are based, as you will see, on the successful development of its most significant trade fairs, as well as an increase in exhibition space sales. The Institution's goal is to host world-leading trade fairs, as is now the case of its two flagship events, **FITUR** and **FRUIT ATTRACTION**.

The Institution's management of a wide portfolio of trade fairs has secured its position as Spain's leading organiser of in-house events and allowed it to obtain around 90% of its revenue from its core business: trade fairs and congresses.

Another significant achievement in 2025 was the extent to which IFEMA MADRID scaled up its international operations. Of the four trade fairs it holds outside Spain, **FRUIT ATTRACTION SÃO PAULO** stands out, as it is well on its way towards emulating the success achieved in Madrid. The other international events its manages are **ARCOlisboa**, **MOTORTEC CHILE** and a security fair in Colombia.

This international take-off is supported by an increase in IFEMA MADRID's international coverage, which has gone from 30 to 47 countries, thanks to the opening of new offices in India, the Middle East, the Nordic countries and South East Asia.

The results of these years ultimately give IFEMA MADRID the capacity to grow and the resources to invest in its future. The Institution is experiencing a period of expansion in which new projects are making it necessary to constantly update its infrastructure and facilities to make them more efficient, more digital, more competitive and better equipped to take on fresh challenges.

IFEMA MADRID is growing, and thanks to that growth, Madrid too is growing. That is its purpose, and an aim shared by everyone who works for the organisation. I would like to express my congratulations to them for their dedication and exemplary performance. I would also like to thank all the Institution's suppliers and all the companies and professionals who place their trust in IFEMAMADRID year after year.

This is also the objective of the bodies that make up the consortium, whose firm support is essential in this great collective task.

Thank you all very much.

Governing bodies

Governing Board

As at 15 June 2026

PRESIDENT
Isabel Díaz Ayuso

VICE-PRESIDENTS
José Luis Martínez-Almeida Navasqües
Ángel Asensio Laguna
Jesús Núñez Velázquez

MEMBERS

Autonomous Community of Madrid
Miguel Ángel García Martín
Rocío Albert López-Ibor
Mariano de Paco Serrano
M.ª del Carmen Tejera Gimeno
Luis Fernando Martín Izquierdo

Madrid City Council
Engracia Hidalgo Tena
Juan Antonio Peña Ochoa
Marta Rivera de la Cruz
Almudena Maíllo del Valle
María Inmaculada Sanz Otero

Official Chamber of Commerce, Industry and Services of Madrid
Carlos Cabanas Godino
Miguel Garrido de la Cierva
Gabriel García Alonso
Eva Serrano Clavero

Obra Social y Monte de Piedad de Madrid (Montemadrid) Foundation
Amaya de Miguel Toral

Spanish Ministry of Industry, Commerce and Tourism*
Pablo Garde Lobo

President of the Executive Committee*
José Vicente de los Mozos Obispo

Executive Vice-President*
Daniel Martínez Rodríguez

General Secretary*
Juan Saavedra Sánchez-Castillo

* According to the articles of association, they are not members, but they attend meetings in an advisory capacity without voting rights.

Executive Committee

PRESIDENT
José Vicente de los Mozos Obispo

VICE-PRESIDENTS
Miguel Ángel García Martín
Engracia Hidalgo Tena
Jesús Núñez Velázquez
Ángel Asensio Laguna

MEMBERS

Autonomous Community of Madrid
Rocío Albert López-Ibor
Mariano de Paco Serrano

Madrid City Council
María Inmaculada Sanz Otero
Inmaculada Sánchez-Cervera Valdés

Official Chamber of Commerce, Industry and Services of Madrid
Miguel Garrido de la Cierva
Alfonso Calderón Yebra

Executive Vice-President*
Daniel Martínez Rodríguez

General Secretary*
Juan Saavedra Sánchez-Castillo

* According to the articles of association, they are not members, but they attend meetings in an advisory capacity without voting rights.

Management bodies

Management Committee

As at 15 June 2026

Executive Vice-President
Daniel Martínez Rodríguez

General Secretary and Director of Legal Services
Juan Saavedra Sánchez-Castillo

General Director of Trade Fair and Congress Business
Arancha Priede Leza

Director of People, Quality, Sustainability and Compliance
María Sánchez Sanz

Director of Operations
Carlos Jiménez Luque

Director of Finance
Javier Bagües Oliver

Director of Communications and Institutional Relations
Raúl Díez Vázquez

Director of Marketing
Juan Manuel Sánchez Martínez

Director of MADRING - Formula 1 Spanish Grand Prix
Luis García Abad

Management team

As at 15 June 2026

CENTRAL AND TECHNICAL AREAS

Director of Corporate Communication
Nuria de Miguel Villarrubia

Director of Sponsorships
Berta Ruiz del Árbol

Director of Institutional Relations
Victoria Perezagua Antúnez

Director of Management Control
Javier Bagües Oliver

Director of Legal Services
Juan Saavedra Sánchez-Castillo

Director of Procurement and Logistics
Francisco José Monge Herrera

Director of Quality, Sustainability and Compliance
Santiago Quiroga Fernández-Ladreda

Director of Information Technologies
Rubén Rodríguez Casado

Director of Security and Self-Protection
Juan Carlos Castro

Director of Technical Operations
Francisco Javier Martín Rodríguez

Director of Event Production
Ángel Ballesteros Ballesteros

Director of Strategy Analysis
Emilio M. Cremades Rey

BUSINESS UNITS

Director of Trade Fair Group 2
David Moneo Vara

Director of Trade Fair Group 3
Alberto Leal Pablo

Director of Trade Fair Group 5
María Valcarce Rodríguez

Director of Trade Fair Group 12
María José Sánchez Moncada

Director of MBFWMadrid, Lifestyle and Healthcare
Asier Labarga Hermenegildo

- **Director of Trade Fair Group 8**
  Julia González Romo
- **Director of Healthcare Fairs**
  Félix Pérez-Fajardo

Director of Business Development and Innovation
Lola González Barbado

Director of Customer Services and Experience
Marcela Lupi Biondini

Director of Madrid Turismo by IFEMA MADRID
Juan Manuel Sánchez Martínez

Director of the Culture and Education Trade Fair Group
Gonzalo Cabrera Martín

- **Director of Trade Fair Group 1**
  Ana Rodríguez Muñoz
- **Director of Trade Fair Group 9**
  Maribel López Zambrana

02.

IFEMA MADRID'S activity in 2025

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The Executive Vice-President's Management Report

Daniel Martínez Rodríguez

2025 saw significant progress on IFEMA MADRID's growth path. The intense activity carried out during the year described in this annual report allowed the Institution to consolidate its role as one of Madrid's greatest economic drivers and, at the same time, strengthen its position as a leading player in the international trade fair and congress industry. The following pages describe the main milestones that supported the financial and operational results of an important year for the Institution, which were achieved thanks to the collective efforts of an entire team committed to excellence.

The Institution's favourable performance in 2025 was a result of effective calendar management, as well as the efficient use of resources, allowing it to continue progressing on rock-solid structural foundations. Strategic vision, constant innovation, business generation capacity and the continuous identification of new sectoral opportunities were also key factors in this evolution.

> "The Institution's favourable performance in 2025 was a result of effective calendar management, as well as the efficient use of resources."

Based on these firm pillars, the Institution was able to organise more than 700 events of different types in 2025. Specifically, it held 77 professional trade fairs (24 of them also in digital format), 14 congresses, 4 trade fairs abroad, 46 major leisure events and 566 conventions and other corporate events.

These outstanding figures were reflected in the financial results achieved by the Institution at the close of the fiscal year, confirming the acceleration of its growth and financial strength. IFEMA MADRID ended the year with a turnover of €216.8 million and a net profit of €18.7 million. These figures represent a 22% increase in revenue with respect to 2023 – a comparable year due to the composition of its trade fair calendar – while net profit registered a growth of 165.8% and EBITDA increased by 56.8% to reach €42.8 million.

This growth was based on the positive development of the Institution's biggest trade fairs, as well as an increase in exhibition space sales, which in 2025 grew by 28% over 2023 to 1,374,132 net square meters of exhibition space. The participation figures in 2025 were also outstanding, with 27,887 exhibiting companies and a significant increase in foreign companies to more than 23% of the total. In short, these figures confirm that the Institution's trade fairs serve as a vital marketplace for companies and professionals worldwide, thanks to their close connection and identification with the sectors they represent, and their ability to anticipate and respond to their needs.

In 2025, the Institution's biggest trade fairs performed extremely well. **FITUR** included the participation of 8,266 companies from 156 countries (an increase of 10% compared to 2024), and 251,000 visitors, while **ARCOmadrid** maintained its status as a leading fair for contemporary art worldwide, with 285 galleries from 36 countries and an attendance of 49,845 people. Due to their consolidation as global benchmarks, special mention should also be made of **FRUIT ATTRACTION**, which featured 2,395 exhibiting companies from 64 countries and more than 123,000 visitors, growing by 13% compared to its previous edition; the latest edition of the **INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION**, which brought together the fairs **GENERA**

and **MATELEC**, registering the participation of nearly 800 companies and more than 62,500 visitors from 76 countries, with a growth of 46% compared to the 2024 edition; and **MOTORTEC**, the leading trade fair for the automotive sector aftermarket, which featured 657 exhibiting companies and more than 60,100 visitors from 80 countries, registering a growth of 47% compared to its 2022 edition.

The major addition in 2025 was **PRIVEL**, the first trade fair dedicated to the private label industry in Spain, which was organised in collaboration with Alimarket and registered the participation of 4,924 professionals from 46 countries and 267 companies. The year also saw the launch of **DIGIeLEARNING**, a meeting point in Spain for the digital learning and technological innovation sector, and **EXPO SAGRIS**, the Countryside, Agriculture and Livestock Fair.

Analysis of the composition of IFEMA MADRID's activity also reveals a balance between events aimed at the capital goods sector (43%) and the

The consolidation of international operations was another significant achievement in 2025, with the organisation, among other events, of the second edition of FRUIT ATTRACTION SÃO PAULO.

consumer goods sector (46%), while services account for 11% of the total. This diversification makes it possible for the Institution to expand its offering to the biggest productive sectors of the economy.

It is also worth highlighting that IFEMA MADRID is maintaining its expansion in the digital sphere, holding digital fairs in parallel with the main exhibitions to increase their reach. Specifically, in 2025 it organised 24, with a community of buyers and professionals that exceeded 370,657 users, representing a growth of 27.4% over 2023. All of this was carried out on the liveconnect platform, IFEMA MADRID's proprietary development aimed at amplifying professional fairs and acting as a driver of business growth for different economic sectors throughout the year.

2025 also benefited from the excellent performance of IFEMA MADRID's congress and convention business line, with the Institution once again demonstrating its competitiveness as a venue for major international professional events. Over the course of the year, it held 14 congresses, including the **European Association of Urology (EAU) Congress**, which chose Madrid as its venue for the third time and brought together 10,000 attendees; the **World Congress of Cardiology**, which attracted nearly 30,000 doctors specialising in this field from all corners of the globe; and, in the corporate sphere, **SAP Sapphire**, the technology company SAP's flagship event, which had 7,000 visitors; and the **Amazon Web Services Summit**, with 9,000 delegates.

The consolidation of IFEMA MADRID's international operations was another significant achievement in 2025, particularly with the organisation, in March, of the second edition of **FRUIT ATTRACTION SÃO PAULO**, in collaboration with Fiera Milano Brasil, which grew by 66% in exhibition space compared to its previous edition. Furthermore, in May, **ARCOlisboa** held its eighth edition, maintaining its position within the international circuit of contemporary art. The fourth edition of **MOTORTEC CHILE** took place in June in conjunction with GL-FISA Events, and the international calendar ended in late August in Colombia with **ESS+ powered by SICUR**, organised with local operators PAFYC and Corferias.

This external expansion is complemented by a strong foreign presence at the trade fairs held in Madrid. 48% of international visitors came from the European Union, 20% from Central and South America, 9% from North America, 8% from the rest of Europe, 8% from Asia and 7% from Africa.

IFEMA MADRID's economic strength was also evident in its investment vitality, which focused heavily on ambitious goals linked to achieving excellence at its facilities, as well as in the area of sustainability. In 2025, it made investments totalling €49.6 million, addressing unique projects such as the development of a large solar power plant, the replacement of lighting fixtures, a new lorry park, and the renovation of catering infrastructure.

In environmental matters, the Institution continued to shape its commitment to sustainability. In 2025, the individual carbon footprint of approximately half of the events held was measured. This was complemented by high levels of recycling, the use of 100% certified green energy, and significant reductions in consumption and waste generation. Stands also started to be built with reusable modular aluminium structures. This represents another example of IFEMA MADRID's commitment to the circular economy, based on the use of materials that promote reuse, recycling and carbon footprint reduction, driving sustainable practices in all phases of trade fair activity.

Another aspect to highlight among 2025's achievements is that related to information security, cybersecurity and data privacy, through the implementation and certification of the ISO 27001 standard and the National Security Scheme, which allowed the Institution to increase the protection of its systems, as well as the data of its exhibitors and visitors.

And, before concluding this year's summary, I want to mention Madrid Turismo by IFEMA MADRID, a good example of the public-private collaboration model, in which the efforts of the Community of Madrid and Madrid City Council and consultation with the private sector came together for the promotion of the Institution's brand, achieving outstanding milestones over the course of 2025. Since its inception, this initiative has proven to be a key strategic project for attracting high-value tourism and enhancing Madrid's international profile as a premium destination. In 2025, it continued with the rollout of an international promotion model in distant markets – the United States, Canada, Latin America, Asia and the Middle East – with the aim of attracting travellers with greater economic impact, increasing their average stay and contributing to the deseasonalisation and decentralisation of the destination.

I will finish by talking about the people who form part of this Institution, whose hard work and talent made these results possible. From here I extend my gratitude for their dedication, as well as to the thousands of exhibitors and visitors for the trust they placed in IFEMA MADRID's events. The efforts of the Institution's employees were multiplied by all the work done to launch the Formula 1 project, an emblematic and transformative milestone for our organisation and an event that will generate wealth and compelling branding imagery for both Madrid and the country.

IFEMA MADRID, with the firm support of the bodies that make up this consortium – Madrid City Council, the Community of Madrid, the Madrid Chamber of Commerce and the Montemadrid Foundation – remains at your service.

Thank you all very much. I'll see you at IFEMA MADRID.

Internationalisation, innovation and diversification

IFEMA MADRID closed 2025 having achieved major milestones in its various lines of activity that allowed it to continue consolidating its position as a global benchmark in the sector, as well as financial results that gave a new boost to the organisation's growth.

International activity, constant innovation, the ongoing identification of new sectoral opportunities and the diversification of activity through new initiatives aimed at economic revitalisation and generating business, characterised IFEMA MADRID's actions in 2025.

The best example of this can be seen in the development of the trade fair calendar, with record participation figures at the main events and the addition of new ones to the roster.

FITUR, the International Tourism Fair once again positioned Madrid as the global capital of tourism with the participation of 8,266 companies from 156 countries, an attendance of 251,000 people and the joint commitment of the entire sector to a more sustainable and inclusive tourism model.

In terms of attendance, the following fairs once again stood out once in 2025: **ARCOmadrid**, **the International Contemporary Art Fair**; **FRUIT ATTRACTION**, **the International Trade Fair for the Fruit and Vegetable Sector**; **MOTORTEC, the International Trade Fair for the Automotive Industry and Aftermarket**; and the first joint celebration of **GENERA, the International Energy and Environment Fair**, and **MATELEC, the International Trade Fair for Electrical and Electronic Industry Solutions**, within an event specialising in electrification and decarbonisation.

The new fairs in 2025 were **PRIVEL, the Private Label Manufacturers and Retailers Trade Show**, the first trade fair dedicated to the private label industry in Spain; **EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair**, which adopts an informative approach to promoting agriculture and livestock farming; and **DIGIeLEARNING**, an event specialising in e-learning framed within **SEMANA DE LA EDUCACIÓN**.

The three proposals were very well received and exceeded initial expectations, in a further example of IFEMA MADRID's ability to identify opportunities and contribute to the progress and redefinition of business sectors.

In this same vein, it is worth mentioning the consolidation of international trade fair operations thanks to the four fairs organised abroad in collaboration with local operators.

Of them, the one that particularly stood out was **FRUIT ATTRACTION SÃO PAULO**, which has successfully managed to transfer the prestige and positioning of the original brand to in just two editions become Latin America's leading fruit and vegetable event. The other events were **ARCOlisboa**, **MOTORTEC CHILE** and **ESS+ POWERED BY SICUR**, **the Colombia International Security Fair**.

This expansion was complemented by strong foreign presence at the trade fairs organised in Madrid, the result of IFEMA MADRID's constant work to position itself abroad through the work of its local offices and initiatives such as the International Buyers Programme, developed in collaboration with other agents in the respective sectors.

Internationalisation was also central to activity in the MICE (Meetings, Incentives, Conferences and Exhibitions) sector, in which Madrid's appeal and the quality of IFEMA MADRID's facilities attracted events such as the **European Association of Urology (EAU) Congress** and the **World Congress of Cardiology**.

The year was also significant thanks to the activity of Madrid Turismo by IFEMA MADRID, which entered a key stage in its development with the signing of a second agreement between the Community of Madrid, Madrid City Council and IFEMA MADRID. This new phase will build on the work done since its creation in 2023 and promote new actions in strategic markets.

In the leisure and entertainment sector, IFEMA MADRID LIVE has managed to consolidate a solid and varied offering, with indoor events that are now considered an essential part of the city's cultural agenda.

2025's highlights included a growing number of electronic music festivals across various genres, the success of the Christmas events, and a new season of large-format exhibitions.

Finally, 2025 saw the first actions linked to the Formula 1 Spanish Grand Prix, which will be held at the MADRING circuit in September 2026. IFEMA MADRID held several events throughout the year to share with the public the progress made in organising this highlight of the sporting and social calendar, which once again reflects the Institution's commitment to holding events that generate economic impact in the surrounding area, boost global recognition and increase tourist attraction.

Boost to activity in an odd-numbered year

In 2025, IFEMA MADRID held a total of 77 trade fairs (36 in-house and 41 external), 4 projects abroad, 14 congresses with trade fairs, 46 concerts and long-running events, and 566 congresses, conventions, and functions.

These figures represent a 22% increase in income compared to 2023 and consolidate the momentum of the Institution's activity even in odd-numbered years, which include fewer biennial events on their calendars.

There were 27,880 exhibiting companies and a significant increase in those from abroad to account for more than 23% of the total.

Analysis of the general indicators also revealed an increase in the net surface area occupied by the activities held as a whole, which stood at 1,374,132 m², far exceeding the figures for both 2023 (+28%) and 2024 (+4%).

The net surface area occupied by in-house trade fairs amounted to 480,906 m² (35% of the total), while the figure for externally organised trade fairs was 316,419 m² (23%). By area of activity, trade fairs related to consumer goods (46%) and capital goods (43%) led the way, with those focusing on services (11%) trailing in third place.

Activity in 2025

77 trade fairs
36 in-house trade fairs
41 externally organised trade fairs

46 concerts and long-running events

1,374,132 m² of occupied surface area

4 projects abroad

27,887 exhibiting companies

14 congresses with a trade fair

566 congresses, conventions and functions

Volume of events

	2023	2024	2025
In-house trade fairs	42	46	36
Externally organised trade fairs	41	38	41
Projects abroad	4	4	4
Congresses with a trade fair	13	16	14
Congresses, conventions and functions	445	578	566
Concerts and long-running events	40	58	46
TOTAL	**585**	**740**	**707**

Distribution of trade fairs by sector

	2023	2024	2025
Consumer goods	41%	54%	46%
Capital goods	38%	26%	43%
Services	21%	20%	11%
Public	47%	51%	45%

These figures represent a 22% increase in income compared to 2023 and consolidate the momentum of the Institution's activity even in odd-numbered years, which include fewer biennial events on their calendars.

Occupancy (net occupied surface area in m²)

	2023	2024	2025
Total	1,072,577	1,317,503	1,374,132

Distribution of occupied surface area

	2023	2024	2025
In-house trade fairs	39%	44%	35%
Externally organised trade fairs	32%	24%	23%
Congresses with a trade fair	14%	13%	17%
Congresses, conventions and functions	–	–	9%
Concerts and long-running events	15%	19%	17%

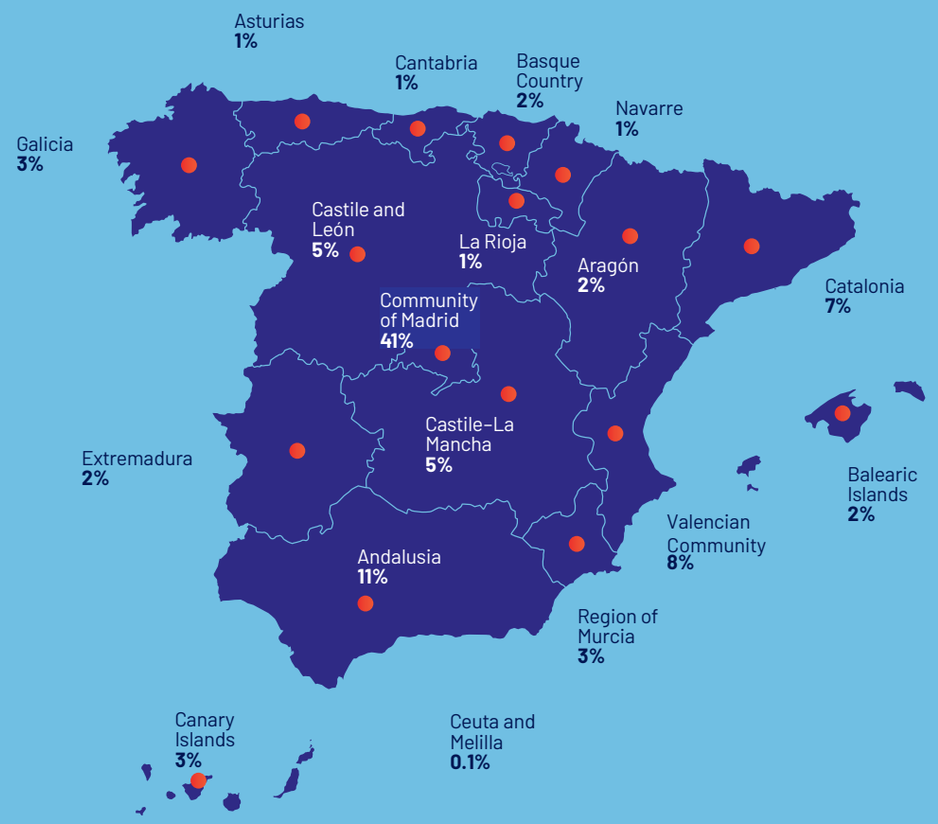
Exhibiting companies

	2023	2024	2025
Total	39,978	34,468	27,887

International participation by direct exhibitors

	2023	2024	2025
In-house trade fairs	67%	82%	75%
Externally organised trade fairs	33%	18%	25%

Origin of national professional visitors to trade fairs organised by IFEMA MADRID



Origin of international professional visitors to trade fairs organised by IFEMA MADRID

	2025
European Union	48%
Central and South America	20%
North America	9%
Rest of Europe	8%
Asia	8%
Africa	7%
Oceania	0.3%

Trade fair activity, IFEMA MADRID's engine of growth

IFEMA MADRID maintained its leading position in the organisation of in-house trade fairs in Spain once again in 2025, with a total of 36 events. The model common to all the Institution's fairs combines the solidity of the exhibition space, representing the entire value chain of the corresponding sectors, with the attractiveness of a programme of parallel activities.

The various events on the trade fair calendar are constantly innovating in terms of what they offer their visitors, with a variety of formats of conferences and debates, spaces dedicated to the exhibition of innovative solutions, and new awards that shine a light on participating companies.

Another feature shared by all events promoted by IFEMA MADRID is their international vision at various levels: from attracting exhibitors and visitors from all over the world to expanding the impact of the fairs by contributing to the development of foreign business in the respective sectors. In addition, several fairs have also been organised in other countries, representing a qualitative leap forward in the Institution's global presence and international profile.

For IFEMA MADRID and the co-organising bodies, collaboration with industrial associations and relations with the state and regional institutions involved are fundamental in this regard.

In 2025, IFEMA MADRID also continued to develop the digital sphere by holding online versions of its main trade fairs in parallel with the in-person events with the aim of increasing their reach.

Specifically, 24 trade fairs were also held in this digital format via the liveconnect platform, with a community of buyers and professionals exceeding 370,600 users. The development of digital activity made it possible to extend the impact of the fairs throughout the entire year.

FITUR's success in a record-breaking start to the year

PROMOGIFT, the International Trade Fair for Promotional Items and Personalisation Equipment, was the event that inaugurated the year's trade fair calendar. Held in the second half of January, the 2025 edition broke participation records, bringing together 160 companies from 12 countries and registering the visit of more than 11,000 professionals from 30 countries.

The event's constant growth in recent years made it necessary to once again expand its exhibition space. The 20% increase shown in the number of countries of origin of the exhibiting companies was a reflection of the fair's growing international importance and the fact that the industry is currently experiencing a boom.

The 45th edition of **FITUR, the International Tourism Fair** also surpassed expectations in a year of record figures that allowed it to reaffirm its leadership position thanks to corporate investment and strong institutional support. Attendance exceeded 251,000 visitors, with particular growth in the professional field, which reached 155,000 attendees on the days exclusively set aside for them. The fair, which was opened by Their Majesties the King and Queen of Spain, occupied nine halls of the Recinto Ferial, which hosted 884 stands with 8,266 companies from 156 countries around the world.

Under the banner "Proud. We Are Tourism" and with Brazil as the guest country, **FITUR** stood out due to the sector's strong defence of sustainability criteria to guarantee balanced and viable growth in the medium and long term. Experts emphasised aspects such as diversification and deseasonalisation, and the integration of new technological tools as key elements to promote an inclusive and competitive tourism model.

The high level of activity at the fair reflected the positive state of the global tourism industry, with a significant increase in the number of travellers and business volume, in Madrid, Spain and globally. The economic impact of this edition on Madrid amounted to €445 million.

Over the first weekend of February, IFEMA MADRID held the umbrella event combining the trade fairs **INTERGIFT, the International Gift and Decoration Fair**; **BISUTEX, the International Fashion Jewellery and Accessories Fair**; **MADRIDJOYA, the International Exhibition of Urban and Trendy Jewellery and Watches**; and **MOMAD, the International Fashion, Footwear and Accessories Fair**, consolidating its commitment to grouping different aspects of the lifestyle sector on the same dates. Attendance exceeded 47,000 visitors, with a general increase in exhibiting companies and more than 700 direct exhibitors and over a thousand brands represented.

IFEMA MADRID maintained its leading position in the organisation of in-house trade fairs in Spain once again in 2025, with a total of 36 events.

The four fairs incorporated interesting new features that were very well received by the attendees, including the "Dorian Gray Through Time" space and the first Awards for the Best Interior Design Projects at **INTERGIFT**; a renewed commitment to high-quality materials and innovation at **BISUTEX**; and a significant increase in the presence of prestige brands at **MADRIDJOYA** and **MOMAD**.

Fairs with institutional support

The 81st edition of the **MERCEDES-BENZ FASHION WEEK MADRID** catwalk show once again became a space for fashion, talent, and creativity. The 31 participating designers combined renowned names with emerging professionals supported by the EGO platform.

The alliance with Madrid City Council, through the Madrid Capital de Moda programme, proved key to the development of this event to jointly strengthen the capital's position as a benchmark in the sector. The shows held at various points in the city on the first day of the catwalk stood out In this regard. The edition closed with nearly 30,000 attendees at the catwalks and Cibelespacio, the area of stands and parallel activities.

MEAT ATTRACTION, **the International Meat Sector Fair**, and **IBERZOO+PROPET, the Pet Industry International Trade Fair** were held together over the last weekend of February.

The sixth edition of **MEAT ATTRACTION** established itself as an essential platform for the marketing and internationalisation of the meat industry, as well as a benchmark space for promoting innovation. The event attracted 9,800 visitors, with a 17% increase in professionals from 64 countries. The exhibition space, divided into the product and auxiliary industry areas, brought together nearly 200 companies.

The fair reinforced its internationalisation strategy through the B2Meat guest programme, which involved more than a hundred international buyers and led to more than a thousand meetings between exporters and buyers. The programme of parallel activities included the #Distrimeat debate space, which addressed the impact of political and socioeconomic changes on the industry, and the MeaTIC conference, which focused on artificial intelligence solutions.

For its part, **IBERZOO+PROPET** attracted 16,104 professional visitors from the pet sector, setting a new participation record. Following the trend of other trade fairs, its significant increase in the number of exhibiting companies was also noteworthy, rising to more than 270, 33% up on the 2024 edition. The event included the professional meetings of various veterinary and business associations, reflecting the boom in the sector and its innovative nature.

Meeting point for professionals from all over the world

The first weekend of March brought one of the most anticipated and socially impactful events on the calendar: the 44th edition of **ARCOmadrid, the International Contemporary Art Fair**, with the attendance of 49,845 people and the participation of 285 galleries from 36 countries.

The creative quality of the exhibited works allowed the event to continue to grow in importance and recognition in the current international art scene, consolidating its position as an essential event for the art market in Spain and a key point for meetings and exchanges between Europe and Latin America.

The fair was once again favoured by the attendance of Their Majesties the King and Queen of Spain at the opening ceremony, and was further strengthened by the presence of museums, institutions and major collections. A notable new feature was the launch of the first edition of the Juana de Aizpuru Award, which recognises galleries with a long history at **ARCOmadrid** and a special commitment to the fair.

It was followed by **ANTIK ALMONEDA, the Antiques, Art Galleries and Collectibles Fair**, which was held over the last nine days of March to great success at every level.

Attendance reached 12,595 visitors, an increase of 6% compared to the previous edition, while the number of direct sales of pieces increased by 10%. The "Time Capsule" space offered visitors an immersive, experiential journey to a city of the past.

SEMANA DE LA EDUCACIÓN, a leading event for education, training and academic guidance, took place in March.

SEMANA DE LA EDUCACIÓN, a leading week-long event for education, training and academic guidance, which included the **AULA**, **SALÓN DE POSTGRADO Y FORMACIÓN CONTINUA** and **SCHOOLS DAY** fairs and the new **DIGIeLEARNING** exhibition, also took place in the last week of March.

Over its five days of activity, it attracted more than 135,600 young people and families, who learned about the latest academic offerings from the 220 participating companies, organisations and institutions.

The theme of the week, sponsored by the Ministry of Education, Vocational Training and Sports, was "Multiply Your Future with Mathematics and STEM Vocations", with numerous activities aimed at promoting these specialities. For its part, **DIGIeLEARNING** presented the latest trends and technologies in e-learning, which were warmly received by professionals in the sector.

Held at the same time as **SEMANA DE LA EDUCACIÓN**, the fair **MADRID ES CIENCIA**, organised by the madri+d Foundation, received 10,376 visitors.

Recovery of the automotive sector

The last two events held before the summer break focused on the automotive world, with results that reflected the full recovery of the sector.

In late April it was the turn of **MOTORTEC, the International Trade Fair for the Automotive Industry and Aftermarket**. As the largest event of its kind in southern Europe, it attracted a record-breaking level of participation with 657 exhibiting companies and more than 60,000 visitors from 80 countries, representing an increase of 47% with respect to 2022.

This 17th edition showcased the remarkable efforts in innovation and development made by companies in the sector. It also registered an unprecedented and unanticipated number of international visitors, and presented initiatives such as the MOTORTEC Passport, with exclusive benefits for participating companies.

In the first week of June, **SALÓN DEL VEHÍCULO DE OCASIÓN Y SEMINUEVO, the Used and Pre-Owned Vehicle Show**, received more than 14,000 visitors interested in seeing the more than 2,000 vehicles on sale. The event highlighted the public's interest in accessible and sustainable mobility alternatives, with more than 1,300 purchases made.

INTERGIFT, BISUTEX, MADRIDJOYA and MOMAD consolidated their position as the largest multi-sector gathering of the season dedicated to lifestyle in Spain.

New lifestyle events

Activity returned in September with the second annual edition of **INTERGIFT**, **BISUTEX**, **MADRIDJOYA** and **MOMAD**, with a total of 40,819 visitors and a positive balance in business generation as well. Over four days, the trade fairs confirmed their status as the largest multi-sector event of the season dedicated to lifestyle in Spain, generating a dynamic environment for networking, exchanging knowledge and business opportunities.

The September edition of **MERCEDES-BENZ FASHION WEEK MADRID** marked its 40th anniversary, celebrated with five days full of history, renewal and Spanish talent.

The event generated significant media interest, with a substantial increase in accredited international press and a commitment to streaming the fashion shows on digital platforms. Its new features included the presentation of the first edition of the MBFWMadrid Awards and the launch of the Business Talks dialogue and reflection space.

ESTAMPA enjoyed great success, consolidating its status as autumn's biggest contemporary art event in Spain.

FRUIT ATTRACTION reinforces its global impact

The next event on the calendar was **FRUIT ATTRACTION, the International Trade Fair for the Fruit and Vegetable Sector**, the second largest fair of the year in terms of visitor numbers. The 2025 edition closed with a historic record of participation thanks to the attendance of 123,052 professionals from 152 countries. 49% of the attendees were international, showing the extent to which the event's global vision has been consolidated. Records were also shattered in terms of exhibitors, with 2,395 exhibiting companies from 64 countries.

Its international leadership was also reflected in the figures for parallel activities, such as the 3,200 attendees at the programme of technical conferences and congresses, and its multiple sector meetings, including the one held by the Joint Committee of Fruits and Vegetables of France, Italy, Spain and Portugal.

Also worth mentioning are the numerous activities carried out around the tomato, chosen as the star product of the meeting, as well as the presentation of the Innovation Hub Awards. **FRUIT ATTRACTION** generated an economic impact in Madrid of €407 million and contributed to the maintenance of more than 3,000 jobs.

Internationalisation was also one of the main pillars of development at the 43rd edition of **LIBER, the International Book Fair**, with 8,111 visitors of 50 nationalities, 236 exhibiting companies and the presence of Chile as the guest country.

The business engine of the fair was the new Rights space, which brought together 130 publishers and literary agents from 24 countries, generating more than 400 meetings and the conclusion of numerous agreements.

ESTAMPA, the Contemporary Art Fair, also enjoyed great success, consolidating its status as autumn's biggest contemporary art event in Spain. It received 11,409 visitors and the number of artists who sold works rose to 230, maintaining the constant growth trend of recent editions.

In an international context marked by instability and uncertainty in the art market, **ESTAMPA** showed that it was capable of generating a broad artistic and commercial movement, with a special focus on emerging galleries and spaces.

In the second half of October, three other leading trade fairs in their respective fields were held. **SALÓN LOOK, the International Image and Integral Aesthetics Fair**, confirmed the rise of the integral beauty sector in an edition with more than 250 participating brands and nearly 36,400 professional visitors. Among them, it is worth highlighting the attendance of more than 10,000 students, reflecting the fair's strategic commitment to training.

Its various workshops focused on the themes that underscore the current good health of the sector, such as digitalisation, experiential retail and internationalisation.

For its part, **FERIARTE, the Antiques and Art Galleries Fair** consolidated its position as a major event for art and antiques with 12,731 visitors and a positive rating from antique dealers, galleries and collectors.

The 65 participating antique dealers and galleries, mainly from Spain and Portugal, highlighted the influx of new customers and collectors and the quality of the visiting public. Over the course of the event, a total of 1,370 pieces were sold and delivered.

The last event of the month was **SIMO EDUCACIÓN, the International Exhibition of Educational Technology and Innovation**, which once again featured the latest technological innovations applied to education. The event included the participation of nearly one hundred companies and the attendance of approximately 7,000 professionals, and held more than a hundred conferences, workshops, and panels.

Its theme was "Technology and Pedagogy: The Alliance Driving Educational Innovation in Times of AI", consolidating artificial intelligence as the star concept of the year due to its cross-cutting presence in a wide variety of fairs and exhibitions.

Closing the year with new fairs and formats

November was the last month of trade fair activity before giving way to the Christmas season at IFEMA MADRID. The first weekend saw the joint organisation of **ACCOUNTEX ESPAÑA, the Future of Accounting and Business Management**, the leading event for professionals, consultancies and companies; and **HR EXPO, the People and Team Management Fair**, aimed at human resources professionals. The two professional events attracted a total of 8,970 visitors.

The main topic of debate addressed at **ACCOUNTEX ESPAÑA** was the implementation of electronic invoicing and the new VEFI*FACTU invoice verification tool. Meanwhile, the most discussed topic in the second edition of **HR EXPO** was the application of artificial intelligence to talent management.

November saw the launch of two new trade fairs organised by IFEMA MADRID: **PRIVEL, the Private Label Manufacturers and Retailers Trade Show**; and **EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair** (see full information in the box on page 36).

PRIVEL is a new professional fair for private label or distributor brands, designed as a meeting point between manufacturers and retailers. For its part, **EXPO SAGRIS** is an agriculture and livestock fair that focuses on educational aspects.

The trade fair calendar ended with the first joint organisation of **C&R, the International HVAC and Refrigeration Trade Show** and **GENERA, the International Energy and Environment Fair**, and **MATELEC, the International Trade Fair for Electrical and Electronic Industry Solutions**, grouped under the name of **INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION**. This comprehensive proposal on energy transition brought together around 97,000 professionals and 1,200 companies at the Recinto Ferial.

Through this new format, IFEMA MADRID reaffirmed its commitment to consolidating Spain as one of the most dynamic European hubs in electrification, decarbonisation and transformation of the building stock. **C&R's** activity was marked by an increase in the presence of high-efficiency solutions, the consolidation of the heat pump as a leading technology, and the growing integration of digitalisation.

For its part, **GENERA** reaffirmed its leadership in renewables, energy transition and storage solutions, while **MATELEC** established itself as a key event for the entire sector of electrification, automation, materials and efficiency in buildings and industrial environments.

GENERA reaffirmed its leadership in renewables, energy transition and storage solutions.

PRIVEL, the first professional trade fair exclusively for private label brands

In 2025, the IFEMA MADRID calendar incorporated the new professional fair **PRIVEL, the Private Label Manufacturers and Retailers Trade Show**, dedicated to the private label (also known as "distributor brand" or "white label") industry, held on November 5 and 6.

Its first edition exceeded expectations and concluded with than 4,900 professionals visiting from 46 countries, with extensive representation from Mediterranean Europe and Latin America.

In a context of international growth in the sector, **PRIVEL** responded to the demand for a specialised space for a segment of the consumer goods sector that is on the rise. It also reinforced the role of Madrid and Spain as a leading hub in private label brand development, production, innovation, exportation and consumption.

The fair was planned with a strictly B2B (business to business) format, with comprehensive representation of the entire value chain of the sector: manufacturers, distribution and intermediary companies, retailers and purchasing centres, and foreign trade.

Its programme of activities included the 1st PRIVEL Private Label Congress, which discussed the evolution of the private label: from the original white labels to the innovation and competitiveness that characterise the current private label sector.

This first edition of **PRIVEL** was recognised with the 2026 EMECA Bela Award for Best Trade Fair Launch in Europe, presented by the European Major Exhibition Centres Association (EMECA). The jury, made up of executives from the main European operators and exhibition centres, especially highlighted the innovative nature of the fair, the interest of the sector and its impact on the economic and social environment.

First edition of EXPO SAGRIS: bringing the countryside to the city

Another new feature on the 2025 calendar was **EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair**, which was launched with the aim of bringing the countryside closer to the city, shining a light on the sector's situation and the challenges it faces.

Held from 6 to 8 November, it offered an agenda of more than 200 activities aimed at both the general public and professionals in the agri-food industry.

The programme was based on three pillars: land, technology, and people. These topics were addressed in specialised forums, training workshops, demonstrations of machinery and digital solutions, as well as educational spaces aimed at connecting citizens with the reality of the rural world.

One of its strengths was institutional involvement, with the participation of the Ministry of Agriculture, Fisheries and Food and various autonomous communities, as well as research centres and universities. The event attracted more than 6,100 visitors to the Recinto Ferial.

A global leader in congresses and professional events

IFEMA MADRID reaffirmed its highly competitive and differentiated position in the professional field in 2025, consolidating its position as a leading global host of major congresses and events in a wide variety of sectors.

The quality, capacity and flexibility of the various venues managed by the Institution made it possible to host meetings, congresses and conferences held by professional associations, private companies and other types of organisations.

The MICE (Meetings, Incentives, Conferences and Exhibitions) sector added 14 events in 2025, which brought together more than 63,600 professionals.

Key events in the medical-scientific field included the **European Association of Urology (EAU) Congress** and the **World Congress of Cardiology**, while in the technological field it is worth mentioning **SAP Sapphire** and the **Amazon Web Services Summit**.

Through the development of this line of activity, IFEMA MADRID reaffirms its commitment to economic development and innovation in the professional events sector.

The biggest events of the year

- **ASLAN2025 Annual Congress (18-20 March).** Organised by @aslan, a non-profit association of technology companies, under the title "AI + Digital Innovation: Major Challenges and Opportunities", it brought together 5,700 professionals and nearly 150 speakers from the sector.
- **40th Annual Congress of the European Association of Urology – EAU25 (21-24 March).** Held for the third time in Madrid, it attracted nearly 10,000 attendees. Its activities included live surgeries, clinical presentations and debates, and public discussions about cases.
- **33rd European Congress of Psychiatry (5-8 April).** Organised by the European Psychiatric Association (EPA), it brought together 4,900 international professionals from the field of psychiatry and mental health under the motto "Towards Real-World Solutions in Mental Health". The congress presented scientific advances, the latest research and innovative therapeutic approaches.
- **INORMS Madrid (6-8 May).** The largest global gathering of research management professionals, organised by the European Association of Research Managers and Administrators (EARMA). More than 1,800 experts from around the world shared experiences, innovative approaches and best practices.

The biggest events of the year

- **Carrefour Trade Show (7-8 May).** This gathering of 2,000 retail professionals at the Recinto Ferial, whose central theme was "Driving the Future of Food", featured the presentation of the main advances in the application of artificial intelligence in the sector.
- **SECOIR (Spanish Society of Implant-Refractive Ocular Surgery) Congress (7-9 May).** The 49th edition of this leading event in implant-refractive surgery and ophthalmological innovation. Held at the Convention Centre, it was the IFEMA MADRID congress with the year's highest attendance, with more than 1,200 professionals.
- **National Congress of the Spanish Society of Rheumatology (SER) (13-16 May).** This high-level scientific meeting presented the most recent advances in the speciality and organised various forums for the exchange of knowledge. It brought together more than 1,300 attendees.
- **SAP Sapphire Madrid 2025 (26-28 May).** The European edition of the software provider's flagship event, Sapphire, with more than 7,000 visitors. The central theme was the application of generative artificial intelligence (AI) and the role of AI agents.
- **Amazon Web Services Summit Madrid (11 June).** The tenth edition of this annual meeting of technology leaders brought together more than 9,000 professionals. The event focused on the latest developments in cloud computing, digital infrastructure and artificial intelligence.
- **World Congress of Cardiology (9-13 September).** Held jointly with the Annual Congress of the European Society of Cardiology (ESC), it brought together more than 28,700 specialists from around the world.
- **62nd SECOT Congress (1-3 October).** A leading event in the field of musculoskeletal health, organised by the Spanish Society of Orthopaedic Surgery and Traumatology (SECOT), which brought together more than 2,400 professionals from the sector.
- **Spanish Breast Cancer Congress (16-18 October).** Organised by the Spanish Society of Senology and Breast Pathology (SESPM) and the Spanish Society of Breast Imaging Diagnosis (SEDIM), it brought together more than 1,300 specialists in breast pathology.

IFEMA MADRID LIVE, an essential event for leisure and culture

The IFEMA MADRID LIVE brand continued to add proposals and spectators in 2025. Created in 2021 to group the programme of cultural activities at the Recinto Ferial and the Palacio Municipal, it has managed to consolidate a stable and varied programme, integrating a wide diversity of genres to cater to all types of audiences.

The 2025 calendar once again combined long-running, logistically complex productions, large-scale exhibitions, and indoor festivals and concerts in a wide variety of musical styles, in addition to consolidating a Christmas offering that has reached iconic status for Madrid and its visitors.

IFEMA MADRID LIVE's variety and quality allowed it to welcome 812,234 visitors to 46 major events held throughout the year.

46
major leisure events:
shows, musicals, festivals, concerts and exhibitions

812,234
visitors

Consolidation of the musical events calendar

The strength of the IFEMA MADRID LIVE brand and the flexibility of the facilities managed by the Institution have consolidated in recent years a regular and continuous programme which takes full advantage of the possibilities offered by the venues throughout the year.

Its diversity makes it possible to reach a very broad audience, spanning different generations and all kinds of musical styles, who recognise IFEMA MADRID as a leading indoor leisure space.

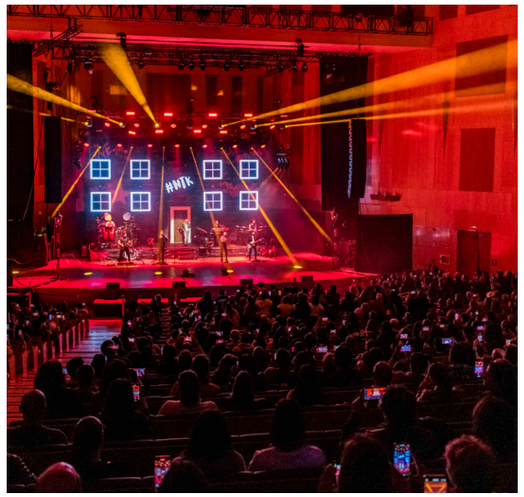
In the first half of the year, the halls of the Recinto Ferial hosted numerous electronic music festivals, conceived as visual spectacles offering immersive experiences. The Institution's commitment to these events has attracted the genre's top international stars year after year.

The first event of the season was once again **CIRCOLOCO**. This third edition in Madrid attracted 15,785 attendees in early February. It brings one of the island of Ibiza's most popular underground electronic music festivals to IFEMA MADRID.

It was followed by **DON'T LET DADDY KNOW** (7,531), a legendary electronic music event that returned after a seven-year absence.

In its first edition, the **MAYKA FESTIVAL** (1,455) took the concept of "experience" a step further with its policy of banning mobile phones so that attendees could fully immerse themselves in the music. State-of-the-art earplugs were also provided to help protect the public's hearing health. The festival commemorated the 25th anniversary of the iconic Cocoon brand and brought together leading artists from the current house and techno music scene.

In a very different musical style, **HORTERALIA** (2,700), an essential event on IFEMA MADRID's calendar in recent years, took place in late February with a fun and uncomplicated proposal. Its stage hosted leading figures of Spanish pop music from recent decades, including **KARINA, OBK, AMISTADES PELIGROSAS, VICKY LARRAZ, LA CASA AZUL, NEBULOSSA** and **SONIA Y SELENA.**



Immersive experiences

The calendar continued with new festivals dedicated to alternative musical trends.

The second edition of the hard techno festival **OUTWORLD KLANGKUENSTLER** (11,910) offered a spectacular production that broke its attendance record. The event was a success from the moment it was announced, with all available tickets selling out three months before it took place and the venue capacity having to be increased to meet demand.

In March, lovers of hard techno were also treated to the **BLACKWORKS WEEKEND FESTIVAL: REBIRTH EDITION** (21,768), which over two days brought together more than 40 international artists on various stages at the Recinto Ferial.

That same weekend, pop star **ANASTACIA's** #NTK25 tour (1,616) visited the Palacio Municipal, with Casey McQuillen as a special guest.

Other notable events in the first quarter of the year were the show **TARAKA** (5,565) by the Latin DJ and producer **GORDO**, a six-hour production of great technical complexity; and the spring edition of the event **POMPÄ 360°** (2,592), a day-into-evening experience with eight hours of indie and pop performances on a 360° circular stage.

Pop star ANASTACIA played to 1,616 fans at the Palacio Municipal as part of her #NTK25 tour.

In another display of flexibility and the ability to attract diverse audiences, the first weekend of April saw three events concentrated at the IFEMA MADRID venue: the first edition of the hard techno festival **FURY FEST** (5,800); the second edition of **JACKIES FESTIVAL** (6,000), Spain's largest house music event; and the experiential fair **SCRAPWORLD** (13,570), a unique proposal that mixed fashion, music, art and urban trends.

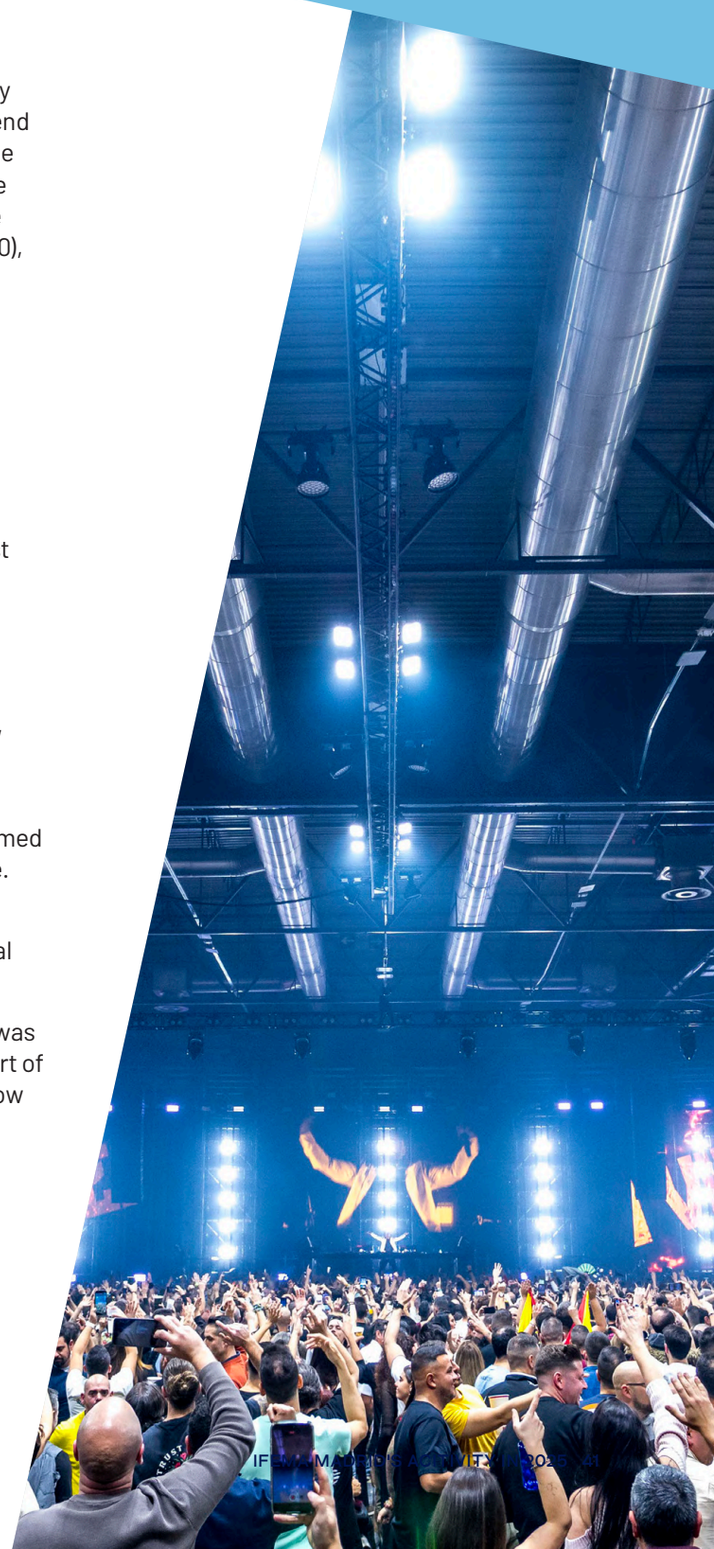
In late June, the Palacio Municipal hosted the second edition of the **AWARDS OF THE SPANISH MUSIC ACADEMY** (1,470), which recognised the most outstanding artists of the Spanish music scene in a gala broadcast on television.

After the summer break, the first event in September was **NOSTALGIA MILLENNIAL FEST** (10,279 attendees), with more than a dozen artists headlined by **CARLOS BAUTE**, **SAFRI DUO** and **FRAN PEREA**.

Also in September, the sixth anniversary of **BLACKWORKS** (15,658) once again transformed the Recinto Ferial into a hard techno temple.

In mid-October, it was the turn of the prestigious German electronic music festival **TIME WARP** (19,820), held over two days.

The last event before the Christmas period was a DJ show from **FRED AGAIN** (10,800), as part of his *10 Weeks, 10 Songs, 10 Cities* tour, in a show that emulated Berlin clubs.



Christmas at IFEMA MADRID

Once again, coinciding with the break in the trade fair calendar in December, IFEMA MADRID designed a full list of events for the Christmas period. In total, 22 events were organised in different formats (musicals, concerts, festivals and shows), attracting nearly 300,000 people.

The most popular event was the third edition of the **STARLITE Madrid** festival, with more than 65,000 attendees.

Among the artists featured in this edition were **RICKY MARTIN**, **INDIA MARTÍNEZ**, **MELENDI**, **MIGUEL POVEDA** and **MANUEL CARRASCO**. It also featured the shows **DISNEY IN CONCERT: THE SOUND OF MAGIC** and **BILLBOARD No. 1s**, a musical event held for the first time in Spain, celebrating the artists who lead the Billboard Spain charts.

The Christmas period also featured the concerts by **MANOLO GARCÍA** (3,450) at the Palacio Municipal, as part of his tour to present his latest album, *Drapaires poligoneros*.

The season was rounded out with the second edition of the **MUSIC HALL** festival with a highly eclectic programme that attracted more than 11,800 attendees; the event **ORO VIEJO BY DJ NANO** (8,633), which once again fused electronic music, urban art and Christmas celebrations; and **EXPERIENCE BY CAMELPHAT** (3,478), also based on electronic music, sound design and immersive projections.

The **MUSIC HALL** also included the **ÍDOLO AWARDS**, an initiative of the influencer Dulceida to recognise the talent of content creators, artists and public figures with an impact on digital culture, in the first edition open to the general public through ticket sales.

Exhibitions and shows

Along with musical events, IFEMA MADRID's Recinto Ferial once again hosted various shows and large-format exhibitions which took full advantage of everything the facilities have to offer.

They included another uninterrupted year of **WAH MADRID, Show Musical y Gastronómico** shows, which brought together approximately 147,000 people over the course of the season.

The two major exhibitions of the year were **MARVEL: UNIVERSE OF SUPER HEROES**, which opened in November 2024 and extended its stay until March 2025, attracting more than 43,900 new visitors; and **THE FRIENDS EXPERIENCE** (57,000), which recreated the universe of the successful television series with full-scale sets, costumes and a wide variety of souvenirs.

The offering for children included proposals established in recent years that continue to be successful season after season. This is the case of **CIRCLASSICA: LA HISTORIA DEL CIRCO MUNDIAL CONTINÚA** (January 2025, 47,500 spectators) and **NOEL** (December 2025, with 156,400).

Two other shows that made a repeat appearance at IFEMA MADRID were **EL SHOW DE BLUEY** (6,100), with large-format puppets and the sets from the popular series; and **LA GRANJA DE ZENÓN** (1,000), with an LED screen of more than 150 meters and surround sound effects.

Start of the second phase of Madrid Tourism by IFEMA MADRID

Madrid Tourism by IFEMA MADRID consolidated its position as a unique strategic project within the Institution's activity in 2025. This initiative was launched in late 2022 thanks to the joint efforts of the Community of Madrid, Madrid City Council and IFEMA MADRID, with the aim of attracting high-value tourism from geographically distant source markets – known in the tourism sector as "long-haul markets" – and consolidating Madrid as a premium destination.

In 2025, the project entered its second phase, focusing on strengthening the actions carried out to date and activating new actions, with a view to expanding the impact, scalability and long-term sustainability of the initiative. To this end, a second agreement between the institutions involved was signed to continue its development from 2025 to 2027 with an investment of €38.4 million.

One of the key events within the framework of this new agreement was the first meeting of the Madrid Tourism Board of Experts, made up of leading associations in the tourism sector and representatives of public bodies. Its function is to advise on the coordination and execution of strategies aimed at strengthening Madrid's position as a global tourist destination.

Focus on long-haul markets

At the same time, over the course of 2025 the communication actions started in the first phase of the project were continued and enhanced, with the objectives of attracting travellers with greater economic impact, increasing the average stay and contributing to the deseasonalisation and decentralisation of the destination.

The priority regions were North America, Latin America, Asia and the Middle East, with actions adapted to the profile of potential visitors from each market:

- **North America (United States and Canada):** in-person events and campaigns on specialised platforms for premium agents, along with appearances on popular television programmes and podcasts.
- **Latin America (Argentina, Mexico, Colombia and Brazil):** content management in magazines and digital marketing.
- **Asia (China, Japan and South Korea):** actions on social networks and marketing platforms.
- **Middle East (Saudi Arabia, United Arab Emirates and Qatar):** advertising and content management in specialised magazines.

The activity carried out in 2025 made it possible to lay the structural, operational and strategic foundations necessary for the large-scale rollout planned for 2026 and 2027.

Strategic value for IFEMA MADRID

This new phase of Madrid Turismo by IFEMA MADRID reinforces the Institution's role as a manager of highly complex international projects.

Specifically, it highlights its specialisation in consolidating an innovative public-private governance model, developing an advanced operating and measurement system, and strengthening IFEMA MADRID as an internationalisation platform.

Promotion of new air routes

In 2025, Madrid Turismo by IFEMA MADRID maintained and worked closely with a number of tourism ecosystem and air connectivity partners. In this area, its collaboration with Iberia and other key operators on the promotion of new long-haul air routes from 2026 onwards was of particular importance.

These actions reinforce the comprehensive approach of the project, aligning the international promotion of the destination with the improvement of Madrid's air connectivity and accessibility in priority markets.

Extension of the internationalisation strategy

One of the three pillars of IFEMA MADRID's current Strategic Plan is the promotion of the internationalisation of its activity, a line of action that reached new milestones in 2025.

The Institution's firm track record of internationalisation in recent years is a reflection of its status as a global benchmark in the sector, its ability to attract international buyers and its commitment to organising new trade fairs abroad, in collaboration with local operators.

A key development in 2025 was the increase in IFEMA MADRID's representation abroad, going from 30 to 47 countries worldwide, with new local offices opening in India, the Middle East, the Nordic countries and South East Asia.

The work done by these offices complements the International Buyers Programme, whose objective is to progressively increase the number of international buyers and boost business generation at in-house trade fairs.

With respect to the co-organisation of trade fairs abroad, it is worth mentioning the full consolidation of the international meetings on the calendar, with significant success in terms of both participation and value contribution. In this regard, the second edition of **FRUIT ATTRACTION SÃO PAULO** was particularly well received.

In addition, the year ended with the announcement of a new international trade fair for the 2026 calendar: **SICON MEXICO – INTERNATIONAL CONSTRUCTION WEEK MEXICO**, thanks to a new co-organisation agreement with Expo Guadalajara.

Projects abroad

The international calendar kicked off with **FRUIT ATTRACTION SÃO PAULO** (25-27 March), which in just two editions has established itself as the leading event for the fruit and vegetable sector in Latin America.

Organised by IFEMA Madrid and Fiera Milano Brasil, the fair brought together the main agents of the sector: producers, cooperatives, buyers, exporters, importers and business representatives. Its parallel activities included the Cooking Show by Observatório da Gastronomia, with interactive presentations by chefs, mixologists and baristas; and the Fruit Forum Congress, which addressed issues related to logistics, innovation, finance, technology and sustainability in agribusiness.

The success of this second edition meant that **FRUIT ATTRACTION SÃO PAULO** remains the most far-reaching trade fair project in IFEMA MADRID's international history.

The fair registered record figures that reflect its growing importance: 400 national and international exhibiting companies, 16,388 professional visitors from 63 countries and an exhibition area of 15,000 m^2, representing a growth of 66% compared to the previous year.

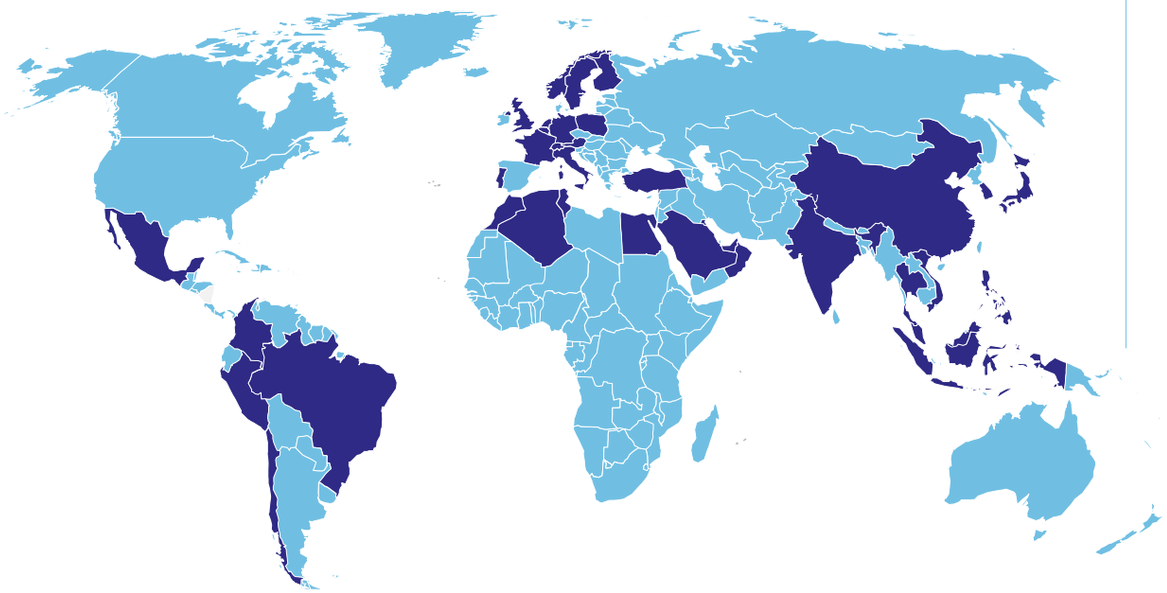
The International Buyers Programme also achieved great success, with more than 45 buyers and more than 1,500 business meetings.

The second event of the year was IFEMA MADRID's oldest international trade fair: **ARCOlisboa** (29 May to 1 June), which in its eighth edition reaffirmed its role as an international platform for contemporary art in Portugal.

The event attracted over 14,000 visitors and brought together 83 galleries from 17 countries. One of the new features of the fair, co-organised with Lisbon City Council, was the initiative of the Portuguese Ministry of Culture to provide free access to those under 25 years of age on two days, boosting the presence of young people and making it possible to bring contemporary art closer to new generations.

Once again, **ARCOlisboa** had the support of the Portuguese government, with the President of the Republic, Marcelo Rebelo de Sousa, and other top-level institutional representatives in attendance. The dynamism in sales expressed by the participating galleries reflected the firm commitment of collectors, both Portuguese and international, to contemporary art.

IFEMA MADRID's offices abroad



Excellent results were also achieved by **MOTORTEC CHILE 2025** (26-28 June), co-organised with Espacio Riesco. In its fourth edition, the biggest automotive aftermarket fair in Latin America reached record participation with nearly 8,000 professional visitors and more than 150 exhibitors.

The event was distinguished by its high international level and the excellent reception of activities such as the meeting of Ibero-American spare parts dealers; the Motortec Technical Olympics, which tested the analytical and problem-solving skills of future professionals in the sector; and the off-road vehicles exhibition.

Finally, **ESS+ POWERED BY SICUR** (27-29 August) held its 31st edition at the CORFERIAS trade fair centre in Bogotá (Colombia), with more than 16,000 attendees and a significant presence of international buyers.

The large number of new products presented at the fair reflected the growing importance of technology in the sector, with a particular surge in the use of artificial intelligence for the development of new solutions.

Co-organised with the Panamerican Federation of Associations of Security (PAYFC) and CORFERIAS, the event's success was also due to the value of its academic agenda and the trade meetings held during the fair, with 170 speakers and experts. The fair attracted nearly 250 exhibitors, representing more than 200 brands from 26 countries.

IFEMA MADRID's collaboration on **ESS+ POWERED BY SICUR** is part of the agreement signed in 2022 with CORFERIAS, Colombia's leading trade fair operator, and renewed in 2023 with the incorporation of ProColombia.

Agreement with Expo Guadalajara to co-organise a new fair in Mexico

In late 2025, IFEMA MADRID signed an agreement with Expo Guadalajara for the co-organisation of **SICON MEXICO – INTERNATIONAL CONSTRUCTION WEEK MEXICO**, whose first edition was held in April 2026.

The agreement represents a new example of the exportation of one of IFEMA MADRID's in-house trade fairs, positioned as a leading global professional event for the marketing of construction products and services.

The Institution contributes its experience and knowledge in organising the fair in Spain (it was the first one IFEMA MADRID held, in 1980), in addition to the work of its network of international offices, which will help boost the presence of visitors from all over the world to the new event.

SICON MEXICO – INTERNATIONAL CONSTRUCTION WEEK MEXICO was created with the ambitious goal of positioning itself among the biggest international trade fairs in the sector.

International Buyers Programme

In 2025, the International Buyers Programme was once again one of the strategic lines of action of IFEMA MADRID's internationalisation policy. The activity carried out throughout the year consolidated this initiative as a highly effective resource in its dual objective of attracting high-profile international importing companies and strengthening the global positioning of its in-house events.

A total of 20 trade fairs incorporated the International Buyers Programme throughout the year, resulting in the participation of 3,043 buyers from 65 countries, a significant increase compared to the figures of the previous year.

The fair that benefited most from this programme on the calendar was once again **FRUIT ATTRACTION**, with the participation of 630 buyers from 63 countries.

The other trade fairs that included the International Buyers Programme in 2025 were **ARCOmadrid, ARCOlisboa, C&R, FITUR, FRUIT ATTRACTION SÃO PAULO, INTERGIFT, BISUTEX, MADRIDJOYA, MOMAD, MEAT ATTRACTION, MOTORTEC, PROMOGIFT, PRIVEL** and **INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION**.

The implementation of these programmes makes a decisive contribution to generating qualified business opportunities for international buyers and exhibiting companies, reinforcing the added value of trade fair participation and IFEMA MADRID's positioning as a leading operator in the organisation of professional meetings with a global scope.

MADRING: from project to reality

2025 marked the public, institutional, commercial, and experiential consolidation of **MADRING – Formula 1 Spanish Grand Prix**, a strategic project for IFEMA MADRID and for the international profile of the city and the region.

The year saw the achievement of several milestones reflecting the progress of the initiative, which is intended to generate economic impact, global recognition, and tourist attraction in the city and the region.

The first milestone was the official launch of MADRING, with the presentation of the circuit's identity and the project's brand story. Held on 10 March, this action positioned Madrid as a unique venue on the international Formula 1 calendar and reinforced IFEMA MADRID's role as a promoter of major global events.

In late April, two other milestones caught the attention of both Formula 1 fans around the world and the people of Madrid. On 23 April, driver Carlos Sainz Cenamor completed the first lap of MADRING at the wheel of the Ford Raptor T1+ in which he competed in the 2025 Dakar Rally.

Two days later, the ceremony for the laying of the first stone of the circuit was held, following the approval of the building permit. This event featured broad institutional representation and was headlined by Carlos Sainz Jr., who was also named MADRING Ambassador.

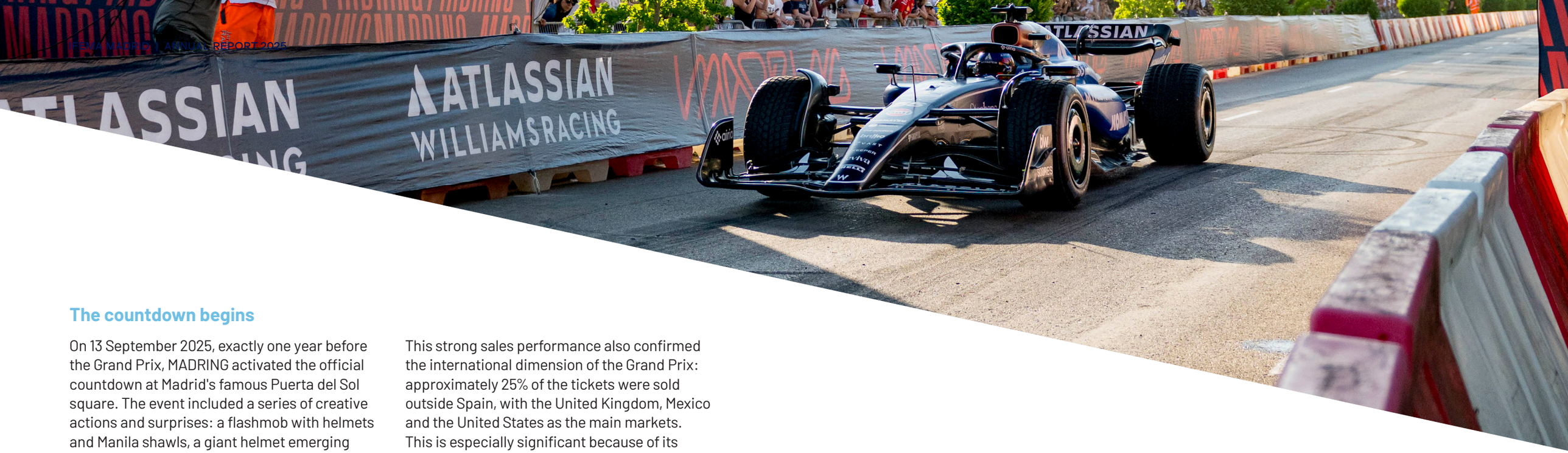
The public's first access to the MADRING circuit

On 7 June, the first major public event was held, presenting the Spanish Grand Prix through a roadshow in which Carlos Sainz Jr. participated alongside drivers Pepe Martí and Mari Boya.

The route, which was over a kilometre long at IFEMA MADRID's Recinto Ferial, ran along the streets Calle de la Ribera del Sena, Avenida del Partenón and Avenida de la Capital de España. In addition, IFEMA MADRID hosted the Paddock Experience, with simulators, live music, food and official stores. The success of the event highlighted the project's organisational and mobilising capacity, bringing together more than 80,000 people in a single day.

To facilitate attendee mobility, the use of public transport was reinforced by increasing the frequency of Madrid metro lines and implementing a shuttle bus service. Specific accessibility measures were also implemented for more than 100 people with reduced mobility.

2025 marked the public, institutional, commercial and experiential consolidation of MADRING – Formula 1 Spanish Grand Prix.



The countdown begins

On 13 September 2025, exactly one year before the Grand Prix, MADRING activated the official countdown at Madrid's famous Puerta del Sol square. The event included a series of creative actions and surprises: a flashmob with helmets and Manila shawls, a giant helmet emerging from a subway entrance and the installation of a countdown clock that will remain in the square until the start of the race.

Two days later, on 15 September, it was the turn of one of the main commercial milestones of the year: the release of tickets for the Grand Prix. In just one week, nearly 50,000 tickets were sold, more than 20,000 of them in the first 12 hours of general sales. The most affordable categories and the main stands sold out in a matter of minutes, confirming the public's interest and confidence in the project.

This strong sales performance also confirmed the international dimension of the Grand Prix: approximately 25% of the tickets were sold outside Spain, with the United Kingdom, Mexico and the United States as the main markets. This is especially significant because of its connection to Madrid's positioning as a major European capital with the capacity to attract high-value sports tourism.

The 2025 calendar of activities came to a close on December 12 with the Warm Up Party, the first official party of the Formula 1 Spanish Grand Prix, which was held at the Las Ventas historic bullring. The event featured performances by Mestiza, ARGIA and Claudia León, and fused electronic music, Spanish identity and the Formula 1 spirit.

Taken together, the milestones reached in 2025 reflected the evolution of MADRING from its public presentation phase in 2024 to its consolidation as a project with real traction.

The combination of institutional support, constructive progress, citizen engagement, commercial response, internationalisation of demand, and the attraction of strategic partners positions the Formula 1 Spanish Grand Prix as one of IFEMA MADRID's major initiatives and a platform with global reach for the city and the region.

The Formula 1 Spanish Grand Prix provides a platform with global reach for the city and the region.

Support from major firms

In the commercial and partnership scopes, MADRING closed the year having made strategic alliances with top-tier brands.

These included Banco Santander as a founding partner, in addition to American Express, Atlético de Madrid and Ford as event partners, and TAG Heuer as the title sponsor of the Grand Prix.

These partnerships reinforce the global dimension of the project and its ability to attract investment and generate long-term value.

Trade fair and event activity in 2025

In-house trade fairs

Dates held	Name	Tagline	Format	Net surface area	Total exhibitors	In-person and virtual visitors
14/1/25 - 16/1/25	PMG PROMOGIFT	International Trade Fair for Promotional Items and Personalisation Equipment	Hybrid	5,631	160	11,014
22/1/25 - 26/1/25	FITUR	International Tourism Fair	Hybrid	79,271	8,266	251,000
5/2/25 - 8/2/25	INTERGIFT (1st ed. February)	International Gift and Decoration Fair	Hybrid	18,528	192	23,250
6/2/25 - 9/2/25	BISUTEX (1st ed. February)	International Fashion Jewellery and Accessories Trade Fair	Hybrid	6,793	228	9,046
6/2/25 - 9/2/25	MADRIDJOYA (1st ed. February)	International Exhibition of Urban and Trendy Jewellery and Watches	Hybrid	3,313	86	7,096
7/2/25 - 9/2/25	MOMAD (1st ed. February)	International Fashion, Footwear and Accessories Fair	Hybrid	6,494	200	7,642
19/2/25 - 23/2/25	MERCEDES-BENZ FASHION WEEK MADRID (1st ed. February)	Spain's Great Fashion Show	In-person	6,163	18	17,559
25/2/25 - 27/2/25	MEAT ATTRACTION	Meat Sector Fair	Hybrid	6,079	196	9,805
26/2/25 - 28/2/25	IBERZOO+PROPET	Pet Industry International Trade Fair	Hybrid	9,629	270	16,104
5/3/25 - 9/3/25	ARCOmadrid	International Contemporary Art Fair	In-person	21,576	285	49,845
22/3/25 - 30/3/25	ANTIK ALMONEDA	Antiques, Art Galleries and Collectibles Fair	In-person	3,848	81	12,595
26/3/25 - 30/3/25	SEMANA DE LA EDUCACIÓN	AULA DIGIeLEARNING FORO DE POSTGRADO SCHOOLS DAY	Hybrid	10,330	159	135,696
27/3/25 - 29/3/25	MADRID ES CIENCIA		In-person	2,041	4	10,376
23/4/25 - 26/4/25	MOTORTEC	International Trade Fair for the Automotive Industry and Aftermarket	Hybrid	42,916	657	60,141
3/6/25 - 8/6/25	SALÓN DE VEHÍCULO DE OCASIÓN Y SEMINUEVO (VO)	Second-Hand Mobility Show	Hybrid	13,551	28	14,027

In-person trade fairs and events · Hybrid (in-person + digital) trade fairs and events

In-house trade fairs

Dates held	Name	Tagline	Format	Net surface area	Total exhibitors	In-person and virtual visitors
10/9/25 - 13/9/25	INTERGIFT (2nd ed. September)	International Gift and Decoration Fair	Hybrid	12,872	153	13,801
11/9/25 - 13/9/25	BISUTEX (2nd ed. September)	International Fashion Jewellery and Accessories Trade Fair	Hybrid	5,662	198	9,118
11/9/25 - 13/9/25	MOMAD (2nd ed. September)	International Fashion, Footwear and Accessories Fair	Hybrid	6,913	213	7,408
11/9/25 - 14/9/25	MADRIDJOYA (2nd ed. September)	International Exhibition of Urban and Trendy Jewellery and Watches	Hybrid	7,071	170	10,492
17/9/25 - 21/9/25	MERCEDES-BENZ FASHION WEEK MADRID (2nd ed. September)	Spain's Great Fashion Show	In-person	7,283	56	14,713
30/9/25 - 2/10/25	FRUIT ATTRACTION	International Fruit and Vegetable Sector Fair	Hybrid	79,758	2,395	123,052
7/10/25 - 9/10/25	LIBER	International Book Fair	Hybrid	3,872	236	8,111
9/10/25 - 12/10/25	ESTAMPA	Contemporary Art Fair	In-person	5,440	99	11,409
17/10/25 - 19/10/25	SALÓN LOOK	International Image and Integral Aesthetics Fair	Hybrid	9,931	179	36,336
18/10/25 - 26/10/25	FERIARTE	Antiques and Art Galleries Fair	In-person	3,996	65	12,731
28/10/25 - 30/10/25	SIMO EDUCACIÓN	International Exhibition of Educational Technology and Innovation	Hybrid	2,827	89	6,865
5/11/25 - 6/11/25	ACCOUNTEX and HR EXPO	The Future of Accounting and Business Management	In-person	6,454	205	8,970
5/11/25 - 6/11/25	PRIVEL	Private Label Manufacturers and Retailers Trade Show	Hybrid	5,777	267	4,924
6/11/25 - 8/11/25	EXPO SAGRIS	Countryside, Agriculture and Livestock Fair	Hybrid	3,696	33	6,155
18/11/25 - 20/11/25	GENERA	International Energy and Environment Fair	Hybrid	23,115	447	39,275
18/11/25 - 20/11/25	MATELEC	International Trade Fair for Electrical and Electronic Industry Solutions	Hybrid	11,776	346	23,318
18/11/25 - 20/11/25	C&R	International HVAC and Refrigeration Trade Show	Hybrid	26,445	405	34,314

In-person trade fairs and events · Hybrid (in-person + digital) trade fairs and events

Externally organised trade fairs

Dates held	Name	Tagline	Net surface area	Total exhibitors	Visitors
14/1/25 - 16/1/25	C!PRINT MADRID		7,191	145	13,182
27/1/25 - 29/1/25	MADRID FUSIÓN	Food from Spain	10,263	232	26,104
15/2/25 - 16/2/25	JAPAN WEEKEND MADRID (February edition)	Manga, Anime and Japanese Culture Fair	24,700	20	134,372
15/2/25 - 17/2/25	COFFEE FEST	The Biggest Event for Coffee Lovers and Professionals	2,431	166	43,798
5/3/25 - 6/3/25	NUTRACEUTICALS EUROPE SUMMIT&EXPO	International Fair for Functional Ingredients, Novel Foods and Finished Products	1,289	111	1,818
10/3/25 - 12/3/25	HIP - HOSPITALITY INNOVATION PLANET	Professional Exhibition for the HORECA Sector	23,181	577	56,793
11/3/25 - 12/3/25	WOOE	World Olive Oil Exhibition	1,256	309	2,130
20/3/25 - 23/3/25	CINEGÉTICA	Passion for the Countryside and Hunting	4,667	215	23,379
28/3/25 - 30/3/25	INTEROCIO	Choose Your Own Adventure	8,743	136	15,004
7/4/25 - 10/4/25	SALÓN GOURMETS	International Trade Fair for Quality Food and Drink	33,655	2,000	70,035
8/4/25 - 10/4/25	PASSENGER TERMINAL EXPO (PTE WORLD)		13,592	421	20,000
22/4/25 - 27/4/25	ZURICH ROCK 'N' ROLL RUNNING SERIES MADRID EXPO		4,278	82	55,093
23/4/25 - 25/4/25	REBUILD	Showroom and National Congress on Advanced Architecture and Construction 4.0	11,810	296	28,739
12/5/25 - 14/5/25	FEINDEF	International Defence and Security Exhibition of Spain	28,362	617	25,510
20/5/25 - 23/5/25	SIMA	Madrid Real Estate Exhibition	10,922	520	21,300
16/6/25 - 18/6/25	INTERAZAR	Spanish Gaming Trade Fair	2,055	40	5,000
16/6/25 - 20/6/25	CONNECTING GREEN HYDROGEN EUROPE		3,666	52	2,000
18/6/25 - 19/6/25	INDUSTRY LIVE	Event for Industrial Transformation	6,214	191	6,000
18/6/25 - 19/6/25	SPORTS SUMMIT MADRID		4,100	188	8,576
19/6/25 - 20/6/25	AOTEC	Technology Fair	3,105	101	5,340

Externally organised trade fairs

Dates held	Name	Tagline	Net surface area	Total exhibitors	Visitors
17/9/25 - 18/9/25	FARMAFORUM	Forum of the Pharmaceutical, Biopharmaceutical and Laboratory Technologies Industry	11,300	340	8,300
20/9/25 - 21/9/25	JAPAN WEEKEND MADRID (September edition)	Manga, Anime and Japanese Culture Fair	24,700	20	134,101
15/10/25 - 16/10/25	EMPACK / LOGISTICS	The Future of Packaging Technology	9,535	454	15,072
21/10/25 - 22/10/25	AUTOMOTIVE MANUFACTURING MEETINGS MADRID		3,000	130	1,200
24/10/25 - 26/10/25	FISIOEXPO	Professional Physiotherapy Exhibition	6,563	170	5,000
29/10/25 - 30/10/25	MADRID TECH SHOW	Cloud Expo, Cyber Security World, Data Centre, Big Data & AI, ESHOW, TFM	7,162	404	22,871
4/11/25 - 6/11/25	HYGIENALIA	Professional Cleaning, Hygiene and Laundry Trade Fair	5,825	145	6,703
5/11/25 - 6/11/25	ADVANCED MANUFACTURING MADRID	Part of Advanced Manufacturing Madrid The Future of the Performance Metal Working Industry	14,917	613	10,900
6/11/25 - 9/11/25	BIOCULTURA	Fair of Ecological Products and Responsible Consumption	3,991	392	35,501
8/11/25 - 9/11/25	BODAEVENTOS		1,298	90	6,800
8/11/25 - 9/11/25	MI BEBÉ Y YO	The Baby Show (Pregnancy, Baby and New Families Exhibition)	1,300	52	5,000
26/11/25 - 28/11/25	RAIL LIVE		4,024	250	8,000
28/11/25 - 30/11/25	RETROMÓVIL	International Exhibition of Vintage, Classic and Collection Vehicles	13,188	131	24,230
12/12/25 - 14/12/25	GAMERGY	E-sports & Gaming Festival	4,136	24	7,556

Congresses

Dates held	Name	Organiser	Net surface area	Total exhibitors	Visitors
18/3/25 - 20/3/25	@SLAN CONGRESS	@ASLAN	1,110	130	5,700
21/3/25 - 24/3/25	40th ANNUAL EAU CONGRESS (UROLOGY)	CONGRESS CONSULTANTS BV	46,800	133	10,000
5/4/25 - 8/4/25	(EPA) 33rd EUROPEAN OF CONGRESS PSYCHIATRY	MCI SUISSE, S.A.	617	30	4,900
7/5/25 - 8/5/25	SALÓN CARREFOUR	LIVE BY GL EVENTS	8,738	22	2,000
7/5/25 - 8/5/25	INORMS MADRID	INT. NET. OF RESEARCH MANAGEMENT ES	30,992	24	1,800
14/5/25 - 16/5/25	RHEUMATOLOGY-SER CONGRESS	UNIONTOURS, S.L.	563	29	1,300
4/6/25 - 5/6/25	NATIONAL SPINE CONGRESS	LOPEZ GARRIDO VIAJES Y CONGRESOS	10,464	64	1,100
4/6/25 - 6/6/25	SECOIR CONGRESS	SECOIR	600	45	1,200
29/8/25 - 1/9/25	ESC CONGRESS (CARDIOLOGY)	EUROPEAN SOCIETY OF CARDIOLOGY ESP	97,200	127	28,700
3/9/25 - 4/9/25	SICOT ORTHOPAEDIC WORLD CONGRESS	TORRES PARDO, S.L.	28,184	51	1,050
1/10/25 - 3/10/25	SECOT	S.E. CIRUGÍA ORTOPÉDICA Y TRAUMATOLOGÍA	450	36	2,400
8/10/25 - 9/10/25	SEC - SMART ENERGY CONGRESS	AMPLITEC PROYECTOS Y CONSULTORIA S.L.	632	20	800
16/10/25 - 17/10/25	SPANISH BREAST CONGRESS	THEORIA CONGRESOS	220	40	1,300
13/11/25 - 15/11/25	semFYC CONGRESS	SOC. ESP. MEDICINA FAMILIA Y COMUNITARIA	3,250	36	1,400

International projects

Dates held	Name	Tagline	Country	Net surface area	Total exhibitors	Visitors
25/3/25 - 27/3/25	FRUIT ATTRACTION Brazil	International Fruit and Vegetable Fair	Brazil	9,920	400	16,388
29/5/25 - 1/6/25	ARCOlisboa	International Contemporary Art Fair	Portugal	3,837	90	24,247
26/6/25 - 28/6/25	MOTORTEC Chile	International Aftermarket Exhibition Aimed at Chilean and Latin American Professionals	Chile	4,079	130	7,323
27/8/25 - 29/8/25	ESS+ BY SICUR COLOMBIA	International Security Trade Fair	Colombia	4,029	460	16,000

Concerts and long-running events

Dates held	Name	Name of the external co-organiser/ organiser	Total net surface area	Visitors
1/1/25 - 3/3/25	MALINCHE	MALINCHE THE MUSICAL	4,263	40,159
1/1/25 - 1/4/25	SOLDOUT EXHIBITIONS: MARVEL 2024/2025	SOLD OUT	4,000	43,921
1/1/25 - 31/12/25	WAH	PUM TOURS MEDIA, S.L.,	4,500	146,850
1/2/25 - 1/2/25	CIRCOLOCO	A&A MUSIC & PROPERTY S.L.	11,441	15,785
8/2/25 - 9/2/25	DON'T LET DADDY KNOW	EVENTOS SINGULARES FLANDER S.L.	10,855	7,531
14/2/25 - 15/2/25	MAYKA FESTIVAL	MAYKA FESTIVAL S.L	9,907	1,455
22/2/25 - 23/2/25	HORTERALIA	DISORDER EVENTS S.L.	4,075	2,708
1/3/25 - 2/3/25	OUTWORLD KLANGKLUENSTELER	PRODUCCIONES INVERSA S.L.	13,808	11,910
14/3/25 - 16/3/25	BLACKWORKS WEEKEND FESTIVAL	BW MUSIC S.L.	22,081	21,768
15/3/25 - 15/3/25	ANASTACIA	LIVE NATION ESPAÑA S.A.U.	2,460	1,626
17/3/25 - 29/6/25	PROACTIVE EHIBITIONS: FRIENDS 2025	PROACTIV, S.L.	3,820	57,000
21/3/25 - 22/3/25	DJ GORDO	DISORDER EVENTS S.L.	5,450	5,565
29/3/25 - 30/3/25	POMPÄ 360° (spring edition)	COOL ESSENCE S.L.	11,242	2,592
4/4/25 - 6/4/25	CMC CYCLE: FURY FEST AND JACKIES FEST	GMC WORLDWIDE PRODUCTIONS S.L.	3,275	11,835
5/4/25 - 6/4/25	SCRAPWORLD	SCRAP WORLD S.L.	10,080	13,570
4/6/25 - 5/6/25	AWARDS OF THE	SPANISH MUSIC ACADEMY	2,690	1,470
13/9/25 - 14/9/25	NOSTALGIA MILLENIAL	SHAREMUSIC CONCERTS S.L.	14,238	10,279
19/9/25 - 21/9/25	BLACKWORKS VI ANNIVERSARY	BW MUSIC S.L.	8,603	15,658
10/10/25 - 11/10/25	TIME WARP	PRODUCCIONES INVERSA S.L.	16,263	19,820
11/10/25 - 11/10/25	LA GRANJA DE ZENÓN	GREY CODA S.L.	6,519	968
17/10/25 - 18/10/25	FRED AGAIN	PRIMACITIES S.L.	6,447	10,800
31/10/25 - 31/12/25	CHRISTMAS CIRCUS	PRODUCTORES DE SONRISAS	3,644	203,875
6/12/25 - 20/12/25	MUSIC HALL	JG EVENTS LIVE S.L	4,731	11,822
12/12/25 - 23/12/25	CHRISTMAS BY STARLITE	BENDEUS S.L.	20,594	51,600
13/12/25 - 13/12/25	ORO VIEJO	DISORDER EVENTS S.L.	13,111	8,633
20/12/25 - 20/12/25	EXPERIENCE BY CAMELPHAT	ZAMNA MEDITERRANEO, SL	6,034	3,478
22/12/25 - 23/12/25	MANOLO GARCÍA	GIRAS LATINAS AIE	2,690	3,442
27/12/25 - 29/12/25	EL SHOW DE BLUEY	PROACTIV, S.L.	2,690	6,114
7/6/25 - 7/6/25	CARLOS SAINZ ROADSHOW - FIRST MADRING EVENT	MADRING	—	80,000

03.

Media impact

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IFEMA MADRID in the media

In 2025, IFEMA MADRID consolidated its strategic position in the media, building on its robust reputation. The Institution maintained a significant presence in both traditional and digital media through a comprehensive communication strategy that balanced institutional dissemination with the generation of high-value content. The impact indicators reflected the full activity and expansion of its trade fair and congress strategy.

IFEMA MADRID's total information activity, which integrates the management of its in-house fairs, institutional communication, the business of external organisers and international activity, materialised in excellent overall coverage, with 219,670 news items disseminated in media around the world. This constant presence reached a cumulative potential audience of 254.761 billion people, generating a global economic valuation of €2.1169 billion.

These figures confirm the Institution's great capacity to act as an engine of visibility and prestige, especially highlighting the impact of institutional communication (30,625 news items), external business (37,637 news items) and the MADRING project, which alone captured an audience of 26.400 billion people through 12,393 news impacts.

Regarding the trade fair activity itself, the communication indicators maintained an upward trajectory, reflecting the strength of a strategy that balances the dissemination of major events with the generation of high-value sectoral content.

This information activity resulted in 106,762 specific news items about events organised by the Institution, reaching a qualified audience of 148.751 billion people and an economic valuation of €1.0954 billion, consolidating IFEMA MADRID as an undisputed leader in the trade fair sector.

Once again, **FITUR, the International Tourism Fair** was the most significant news event on the national and international calendar in 2025. The event generated 69,694 news items, reaching an audience of 95.9 billion people, resulting in an economic valuation of €657 million.

In second place, **ARCOmadrid, the International Contemporary Art Fair**, reaffirmed its importance on the global cultural calendar by registering 7,351 news items, an audience of 15.6 billion and an economic valuation of €134 million.

It was followed by **FRUIT ATTRACTION, the International Trade Fair for the Fruit and Vegetable Sector**, with 5,346 impacts, an audience of 3.86 billion and a valuation of €27.9 million.

Once again, FITUR, the International Tourism Fair was the most significant news event on the national and international calendar in 2025.

MERCEDES-BENZ FASHION WEEK MADRID, which in 2025 celebrated its 40th anniversary, is worthy of special mention because throughout the year it achieved 7,478 media impacts, an audience of 17.54 billion and an economic valuation of more than €154.4 million across its February and September editions.

Other fairs that enjoyed significant media attention were **MOTORTEC, the International Trade Fair for the Automotive Industry and Aftermarket** (3,488 news items, 1.98 billion audience and €15 million valuation) and the **INTERNATIONAL WEEK OF ELECTRIFICATION AND DECARBONISATION**, which integrated **GENERA, the International Energy and Environment Fair**, and **MATELEC, the International Trade Fair for Electrical and Electronic Industry Solutions**, with a valuation of €7.45 million, an audience of 828 million and more than 2,000 media mentions.

Furthermore, the year's news narrative was enriched by the successful first edition of new fairs such as **PRIVEL, the Private Label Manufacturers and Retailers Trade Show** (€1.59 million, 189 million audience and 140 news items) and **EXPO SAGRIS, the Countryside, Agriculture and Livestock Fair** (€8.86 million, 1.25 billion audience and 1,182 impacts).

Impact of IFEMA MADRID in the media

News items:
219,670

Audience:
254.761
billion

Economic valuation:
€2.116.9
billion

Accredited journalists

The interest of communication professionals in the activities of IFEMA MADRID remained at high levels during 2025, reflecting the Institution's role as a prominent news generator. Over the year, its various events and fairs attracted the interest of 14,750 journalists.

The foreign contingent of the accredited communication professionals stood out with 1,241 international journalists attending the events and fairs at the Recinto Ferial. This figure underscores the growing global reach of the Institution's activities and Madrid's positioning as a leading information hub for the business, culture and lifestyle sectors.

FITUR, the International Tourism Fair once again stood out as the event with the greatest power to attract the media, bringing together a total of 7,404 accredited members, of which 734 were from international media. It was followed in terms of the number of professionals by **ARCOmadrid, the International Contemporary Art Fair**, with the accreditation of 1,748 journalists, reaffirming its leadership in the contemporary art circuit.

In third place was **MERCEDES-BENZ FASHION WEEK MADRID**, which across its February (1,144 journalists) and September (1,106) editions totalled 2,250 accredited journalists in its 40th anniversary year.

Other events also showed a significant ability to attract the media, reflecting the dynamism of the different economic sectors. These included **FRUIT ATTRACTION, the International Trade Fair for the Fruit and Vegetable Sector**, with 716 accredited journalists; **GENERA, the International Energy and Environment Fair** (232), and fairs linked to education and industry, such as the **SEMANA DE LA EDUCACIÓN** and **MOTORTEC, the International Trade Fair for the Automotive Industry and Aftermarket**, both with 213 accredited journalists.

Accredited journalists at IFEMA MADRID

Total journalists:

14,750

+ 4.5% with respect to 2023*

Spanish:

13,514

+ 3.3% with respect to 2023*

International:

1,241

+ 19.9% with respect to 2023*

* Previous odd-numbered year comparable to 2025 because it has an equivalent trade fair calendar.

The website as a digital showcase for the outside world

In 2025, IFEMA MADRID's digital ecosystem continued its evolution as the main tool for information and customer acquisition, with a particular focus on user experience.

Its web portals were the central focus of interaction with exhibitors and visitors, adapting to new privacy requirements and structural changes in digital measurement resulting from the advancement of the cookieless model and regulations such as the General Data Protection Regulation (GDPR) and ePrivacy.

Within the framework of the Institution's digital transformation strategy, in 2025 it achieved two key milestones aimed at improving the user experience and adapting the various platforms to sectoral requirements:

The complete overhaul of the **MERCEDES-BENZ FASHION WEEK MADRID** website was completed with a renewed information architecture and design specifically focused on the needs of the fashion sector.

As part of its commitment to digital transformation, IFEMA MADRID took a decisive step by incorporating the first 100% AI-driven virtual assistant on the website of **FITUR, the International Tourism Fair**. This system, which is available 24/7, has been designed to offer more efficient, practical and scalable service, adapting precisely to the diverse audiences participating in the event.

Beyond simple automation, this project has become a strategic asset. **FITUR's** chatbot not only holds natural and consistent conversations, but its true value lies in its ability to analyse and classify queries in real time, prioritise content, detect behavioural patterns, and learn from interactions to offer solutions increasingly tailored to the user's needs.

Since its launch, much smoother interaction has been observed: visitors find the information they are looking for more quickly, there are fewer repetitive queries, and the tool has established itself as an active listening channel, essential for the continuous improvement of the event's communication strategy.

In spite of regulatory restrictions and stricter interpretations of consent dialogues, which have affected the technical volumes registered, the operational robustness of the website is unquestionable. Over the course of the year, 12.1 million sessions and 6.3 million unique users were registered.

Interest in the Institution's trade fairs is evident in the site's 23.4 million page views.

Furthermore, the quality of traffic was reinforced, with an average time on page of 3.52 minutes, reflecting a highly qualified level of content consumption and navigation aimed at making business decisions, consolidating the website as the Institution's main window to the world.

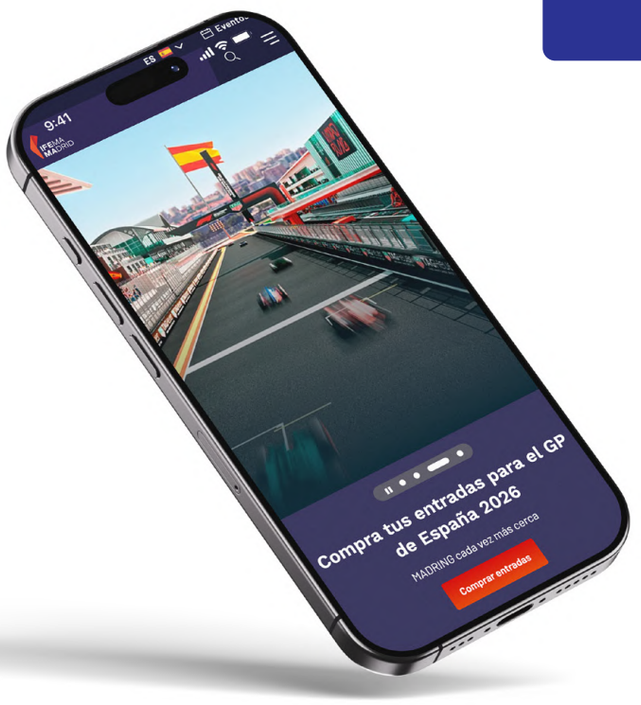
Audience of ifema.es

12.1
million sessions

6.3
million unique users

23.4
million page views

Average time on page:
3.52 minutes



Interest in IFEMA MADRID's trade fairs is evident in the site's 23.4 million page views.

The social media community

The 2025 social media strategy focused on adapting the message to each channel, with a clear focus on a B2B (business to business) content strategy.

With a rollout of 227 active profiles, representing 10% growth in its digital structure, the Institution achieved unprecedented informational reach, adapting its language to each platform and community.

The global community reached 2,250,731 followers, representing a 5% increase over the previous year. Beyond volume, the success of the strategy lay in the quality of the content, which had a direct impact on audience engagement: 1,810,513 interactions were recorded, representing a 16% increase compared to the previous year. This reflects a more active and participatory community, which finds valuable content in IFEMA MADRID's channels.

Additionally, content visibility remained strong, generating 126.2 million impressions and consolidating the brand's relevance on key business platforms, such as LinkedIn, and inspiration media, such as Instagram and TikTok.

IFEMA MADRID's social media

Total followers:
2,250,731
+5% compared to 2024

Total interactions:
1,810,513
+16% compared to 2024

Number of profiles on social media:
227
+10% compared to 2024

Impressions:
126,258,643
-24% compared to 2024

Advertising campaigns

In 2025, IFEMA MADRID's Marketing Department reinforced its role as a strategic ally for business growth. Its main objective was to act as the creative and media engine that drives the results of the fairs, ensuring that every euro invested generated a real return, both in visibility and sales.

Complementary lines of action

- **Promotional campaigns for 19 trade fairs**, with 5% more investment and higher audience qualification.
- **Corporate campaign**, aimed at consolidating IFEMA MADRID's position as a generator of value and an economic engine.

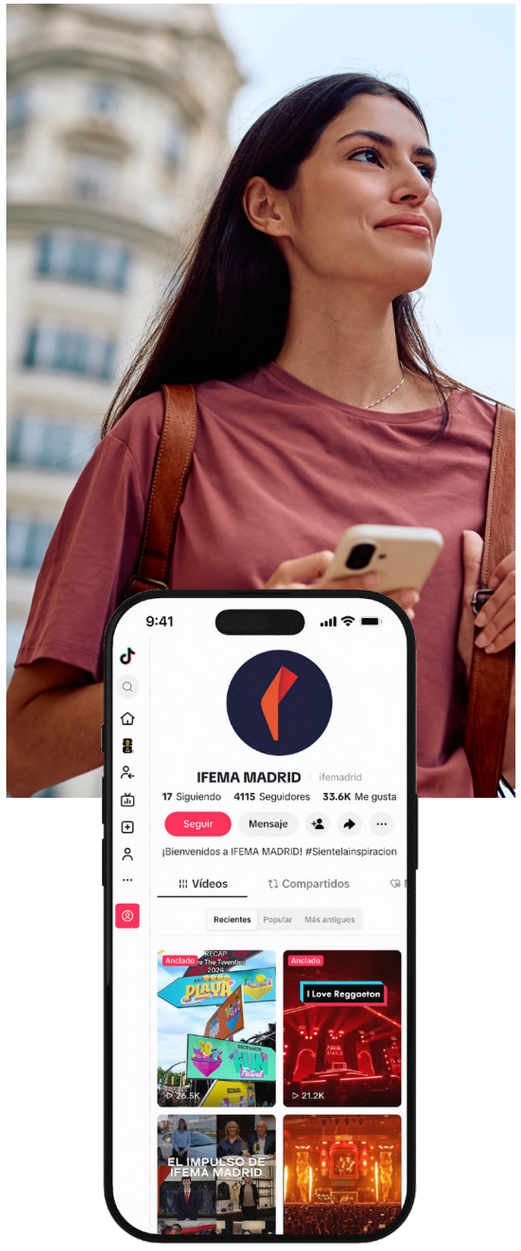
  Rolled out under a 360º strategy with an investment of just over €1 million, the corporate campaign combined reputational actions, participation in forums and debate panels, branded content and a high-performance digital campaign that achieved 112 million impressions and significantly strengthened qualified traffic to the Institution's website and the attraction of visitors to its fairs.

Thanks to this joint effort, the campaigns achieved 25% more conversions (professional registrations, ticket sales and leads).

Main improvements

- **Use of artificial intelligence tools:** to better identify interested users and optimise investment, as well as for the generation of creative content.
- **Collaboration with content creators:** especially on TikTok, in order to connect with younger audiences and generate more relatable messages.
- **Innovation in new, high-impact digital formats.**
- **Expansion of agreements with specialised media:** with the purpose of reaching highly specific audiences with more relevant messages.

In short, all these actions made it possible for the campaigns to be more efficient, visible, and profitable.



In 2025, IFEMA MADRID's Marketing Department reinforced its role as a strategic ally for business growth.

Success stories

2025 represented a significant step forward in how marketing is managed at IFEMA MADRID. The Institution opted for a more efficient, technological model that focused on real results, with creativity, both visual and through the use of different formats, playing a key role.

Thanks to this, the visibility of the fairs was increased, more qualified audiences were attracted, and a direct economic impact was generated for the Institution.

FITUR, the International Tourism Trade Fair

The **FITUR** campaign, one of the year's most strategic projects, pursued a dual objective: firstly, to gain a presence in new international markets where the fair was not yet well known, such as Asia-Pacific, the United States, and the Middle East; and secondly, to maintain and strengthen visitor presence in regions where **FITUR** was already very well positioned, such as Spain, Europe and Latin America.

MERCEDES-BENZ FASHION WEEK MADRID

MERCEDES-BENZ FASHION WEEK MADRID's 2025 strategy was designed with one main idea: to increase its relevance both in Spain and abroad, reaching more people and generating greater interest in the event.

To achieve this, it used different communication channels and formats, such as social media, digital advertising, and collaborations with content creators, with the aim of attracting new registrations and increasing the event's visibility. It also introduced new formats designed to improve conversion, that is, to get more people to complete their registration or purchase.

The campaign achieved very positive results, exceeding all expectations: greater participation, more interest and better financial results.

FRUIT ATTRACTION, the International Trade Fair for the Fruit and Vegetable Sector

FRUIT ATTRACTION was one of the year's most outstanding projects, with a 4% increase in profit and a direct contribution to 50% of total revenue.

An international campaign was carried out with a presence on four continents (Europe, America, Asia and Africa), in which adapting the message and creativity to the destination country proved key.

ANTIK ALMONEDA, the Antiques, Art Galleries and Collectibles Fair

ANTIK ALMONEDA's campaign also stood out for its efficiency and its ability to exceed expectations. It achieved 19% more conversions than estimated with 6% less investment, resulting in a cost per result that was 17% more economical.

This multi-channel campaign, with a presence on content and video platforms, reinforced the strategy launched in previous editions to attract a younger audience.

The fairs' marketing campaigns allowed them to increase their visibility, attract more qualified audiences and generate a direct economic impact for the Institution.

04.

Investing in our future

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IFEMA MADRID's investment strategy in 2025 followed a clear roadmap: continue supporting innovation and digital and technological transformation, and modernise the most important infrastructure.

These objectives not only seek internal operational efficiency, but also ensure that the Institution remains at the cutting edge, capable of hosting events of maximum technical complexity with the highest standards of safety and comfort.

Innovation and digitalisation

In 2025, digital transformation moved from the implementation phase to the advanced optimisation phase. The priority was the total integration of processes to offer a more agile service based on real data.

The evolution of liveconnect especially focused on improving usability and networking functionalities, as well as scheduling meetings and scanning.

Evolution of the liveconnect platform

In 2025, liveconnect continued its evolution in terms of functionality and design. In September, the platform underwent a complete overhaul to improve the user experience, making it more intuitive and tailored to customers.

The evolution especially focused on improving usability and networking functionalities, as well as scheduling meetings and scanning, in order to continue boosting connections and business opportunities.

Growth of liveconnect in 2025

24
hybrid fairs
held an event on liveconnect

6
in-person fairs
used the platform for catalogues and/or activities

Users
In 2025, liveconnect registered:

370,657
visitor users

25,453
exhibitor users

Digital activity

38,868
active visiting users
+23% with respect to 2024

13,862
active exhibitor users
+22% with respect to 2024

1,690
activities shared on the platform and on the website

Networking

241,944
requests for contact

46,145
contacts established

74,958
business leads
+73% with respect to 2024

11,979
meetings arranged
+200% with respect to 2024

Impact and visibility of exhibitors

16,314
exhibitor companies

13,603
products published
+49% with respect to 2024

Optimisation of the Visual Space digital twin

With the aim of optimising the planning, coordination and execution of events, as well as improving the level of customer service, in 2025 a set of key improvements were defined and implemented in the event management application based on the Visual Space digital twin.

These improvements increased operational efficiency, ensured information consistency, and strengthened collaboration between the various areas involved, consolidating data in a single environment integrated with the corporate systems Visual Space, Salesforce and SAP.

Main improvements

- Platform performance optimisation, significantly reducing loading and event query times, as well as improving the agility of the business, production and support teams.
- Evolution of the drawing repository with:
  - Automated daily export to standard formats.
  - Version logging.
  - Guarantee of integrity and continuous updating of information.
- Improved data exchange between internal platforms and external systems, ensuring centralised and reliable information management.

Impact of the improvements on the business

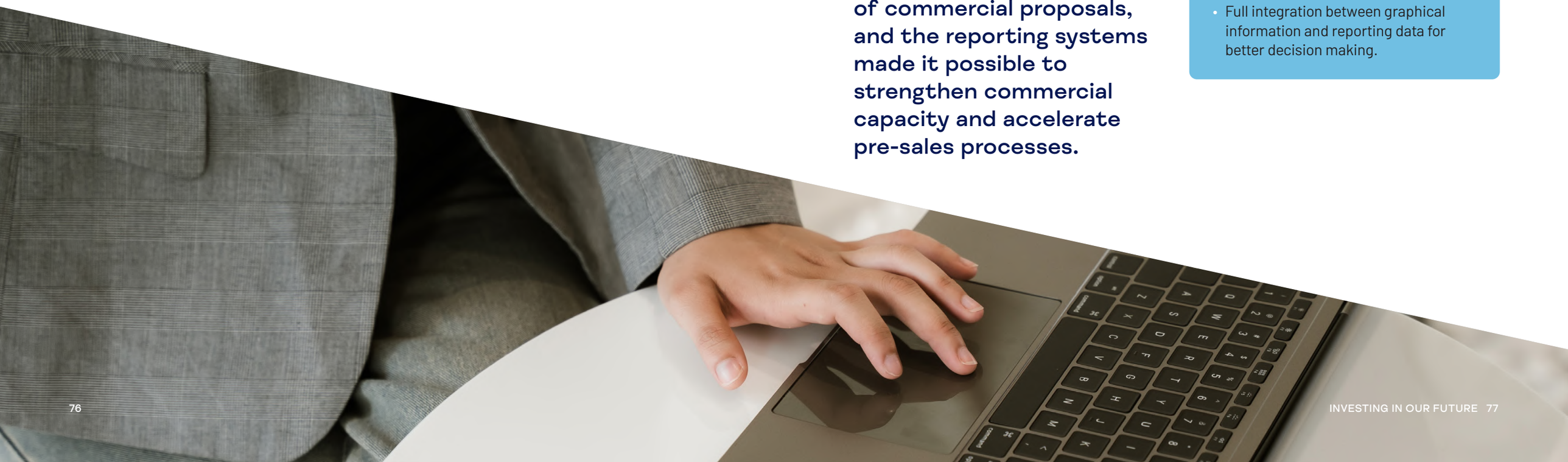
To strengthen commercial capacity and accelerate pre-sales processes, substantial improvements were made to the graphic management of drawings, the generation of commercial proposals, and the reporting systems.

This set of actions allows for more visual, agile and precise planning, aligning commercial information with the technical reality of the event.

The improvements made in the graphic management of drawings, the generation of commercial proposals, and the reporting systems made it possible to strengthen commercial capacity and accelerate pre-sales processes.

Main improvements

- Automatic generation of technical-commercial contractual drawings with dynamic updating in response to changes in dimensions or services.
- Proactive communication of changes to all areas involved.
- Advanced visualisation tools for intuitive space planning.
- Redesign of the business proposal panel, reducing times and simplifying the preparation of offers.
- Optimisation of the placement of identifiers and texts within the stands, improving visual clarity.
- More agile, intuitive reports that are aligned with the real situation of the stands.
- Full integration between graphical information and reporting data for better decision making.



Greater efficiency in event production

The consolidation of a single digital ecosystem has made it possible to integrate the management of drawings and production documentation into a centralised platform. This ensures that all operational areas work within a common environment, eliminating data fragmentation and guaranteeing various factors:

- Complete traceability of technical information at each stage.
- Immediate access to up-to-date documentation.
- Coherence between the various areas involved in the production of events.
- Reduction of errors resulting from non-aligned versions.

In order to reinforce operational accuracy, improve overall efficiency and eliminate manual and repetitive tasks, an advanced self-location and service control module was implemented, directly impacting both the Technical Office and the Halls and Production area.

This module, integrated with the Salesforce ecommerce platform and operating within the Visual Space digital twin, supports the entire event life cycle, from contracting to assembly, making it possible to work under a single source of data and raising the standards of quality and control.

System capabilities

- Smart self-location of services from the contracting stage (electricity, water, compressed air, connections, telecommunications, technical furniture, etc.), reducing errors and planning times.
- Unified coordination between the Technical Office and Production, ensuring the use of updated and consistent information.
- Quality control and certification module for stands and services, applicable to both internal and external fairs.
- Validation that what is installed matches what was contracted, improving transparency for exhibitors, suppliers and internal areas.
- Visual system using colour codes for the clear identification of services by type and power rating.
- Complete traceability and real-time monitoring within the digital twin.
- Integrated visualisation of drawings, 3D models, services and certifications in a single environment.

Additionally, the optimisations implemented in the Technical Drawing area were aimed at increasing team productivity, improving technical accuracy, and reducing errors in event planning.

Main improvements

- Consolidation of all available spaces into a unified repository, facilitating their reuse and allocation.
- New, more agile tools for technical drawing and event generation.
- Optimised methodology for managing marking versions.
- Improved carpet calculation algorithms, allowing:
  - Fine tuning of quantities.
  - Optimisation of factory orders.
  - Significant cost savings.
- Analysis and integration of artificial intelligence for the automatic generation of decoration budgets from CAD drawings, reducing times and errors.

The consolidation of a single digital ecosystem has made it possible to integrate the management of drawings and production documentation into a centralised platform.

Impact of improvements in the catering area

To improve administrative efficiency and accelerate contracting processes, various improvements were implemented in the automated generation system for administrative and technical specifications in the catering area.

Main improvements

- Redesigning the process to make it more agile, intuitive, and automated.
- Significant reduction in preparation times.
- Automatic generation of homogeneous and consistent specifications, ensuring regulatory compliance.
- Logging of versions, validations and approvals, improving traceability and internal control.

Safety and self-protection

2025 stood out as a year of high operational complexity, marked by the simultaneous undertaking of major infrastructure works (solar power plant, new lorry park and construction of the Formula 1 circuit) with an intense trade fair calendar.

The Security and Self-Protection Department successfully responded to this challenge thanks to various actions.

Main milestones

External security

Specific operations were designed and implemented for the Formula 1 project, including the roadshows (interior and exterior) and the event for the laying of the first stone.

Operational efficiency

The review of procedures and the reinforcement of training for emergency personnel generated a qualitative leap in operations, managing to halve the average time taken to form the self-protection teams (alarm and evacuation teams) from 7 to 3.5 minutes, doubling the speed of response to emergency situations.

Internal security

- The study necessary to obtain level 3 security for the facilities was carried out, although the associated project could not be executed in this phase and is planned for 2027.
- Development of cross-cutting improvements, including the expansion of the capacity control system.
- IFEMA MADRID's active participation in the audits of the National Security Scheme (ENS) (2025/2026).

Self-protection

- Renewal of the Self-Protection Plan for the Recinto Ferial and Palacio Municipal, obtaining a favourable report from the fire and rescue service.
- Specific training with a simulator for the kitchen staff of collaborating companies.
- Renewal audit of the ISO 22320 emergency management certification for the Recinto Ferial and the Palacio Municipal.
- Fire drill with fire protection systems in the halls, with the collaboration of the Madrid City Council Fire and Rescue Service.

Formula 1 Grand Prix

- Preparation of initial versions of the security, mobility, crowd management, accessibility and self-protection plans.
- Participation in circuit construction projects, systems development, accreditations, logistics plan, temporary structures and sports and recreational activities.
- Development of contact and communication with the following bodies and institutions: Formula One Management (FOM), Government Delegation, National Police, Municipal Police, Civil Guard, Madrid City Council Fire and Rescue Service, Municipal Emergency and Rescue Assistance Service (SAMUR), Regional Transport Consortium, Metro de Madrid, Empresa Municipal de Transportes (EMT – municipal transport company), Cercanías (commuter rail service), BiciMAD (bicycle sharing system) and Madrid City Council Mobility Department.

IFEMA MADRID LAB

In 2025, the IFEMA MADRID LAB R&D laboratory boosted innovation through the development and application of solutions based on artificial intelligence aimed at improving content generation, accessibility and user experience at different events organised by the Institution.

Key milestones

FRUIT ATTRACTION was the fair chosen to launch many of IFEMA MADRID LAB's most important innovations in 2025.

IFEMA MADRID LAB develops innovations that have a positive impact on the digitalisation of IFEMA MADRID's trade fair channel.

Implementation of:

- Proprietary tools such as ACM (AI Content Manager), an internal platform for the agile management of documentation and multimedia files, with capabilities for transcription, diarisation, machine translation and content generation.
- A chatbot powered by event information to streamline inquiries and facilitate internal access to information.

Development of two tools aimed at expanding the international reach of presentations and live sessions:

- SubLive, a real-time subtitle translation system with low latency architecture, designed to improve accessibility and multilingual understanding of live content on screens and trade fair displays.
- First pilot of V2V (Voice2Voice), a simultaneous voice-to-voice translation solution using artificial intelligence in which the user can listen to presentations in their own language on their own mobile device.

In the creative and audiovisual scope:

- Development of digital posters, social media pieces and visual content supported by generative artificial intelligence, CGI (computer-generated imagery) and 3D for different trade fairs.
- At **FRUIT ATTRACTION**, creation of a television studio whose design phase relied on generative artificial intelligence, exploring new possibilities in visual production and in the creation of physical environments.
- This trend continued into the Christmas campaign, with the production of an audiovisual piece created entirely with artificial intelligence, consolidating the use of these technologies in new communication formats.

Infrastructure and security improvements

In 2025, IFEMA MADRID's Technical Department implemented an ambitious improvement plan aimed at improving the venue's spaces and preparing it for major events such as the upcoming Formula 1 Grand Prix.

Renovation of the gastronomic heart and new toilets

In 2025, the central kitchen underwent a complete refurbishment. This project involved a thorough upgrade of infrastructure dating back to 1991, renewing both the physical spaces and the technical equipment to adapt them to current demand levels.

In addition, new toilets were built on Central Avenue (next to Halls 5 and 7) to serve the new restaurants and offer added comfort to visitors, exhibitors and users.

Logistics infrastructure and preparation for the Formula 1 Spanish Grand Prix

One of the largest projects was the renovation of block F of the green/orange car park. Given the need to use the old lorry park for the Formula 1 hospitality areas, the second floor of block F was demolished and its facilities were completely renovated to create a new logistics hub for lorries, forklifts and lifting platforms.

Improvement of convention spaces

In order to improve the customer experience and the versatility of the rooms, blackout blind systems were installed in all the rooms of the Palacio Municipal and in the Colón and Neptuno rooms of the North Convention Centre.

This improvement, which had been highly requested by users, allows for higher quality in projections and presentations.

Excellence in maintenance and workplace safety

- **Heating, ventilation, and air conditioning.** Critical work was carried out on the cooling towers of engine room no. 3 of the Recinto Ferial, including the replacement of fill media and filters and the waterproofing of the containment ponds.
- **Safety.** Safety platforms were installed in Halls 4 and 5 to protect the operators during maintenance work on the air conditioners, ensuring a collective protection environment while these works were carried out.
- **Sustainable and healthy mobility.** As part of the Institution's commitment to sustainability, a new parking area for bicycles and personal mobility vehicles for employees was inaugurated. The facility has anti-theft security systems and charging points for electric batteries.

Amounts invested

Logistics infrastructure of the Formula 1 project
€2,236,065.14

Renovation of the central kitchen
€1,496,679.34

New toilets on Central Avenue
€504,442.33

Blackout systems
€349,710.15

Cooling towers
€149,467.20

Safety platforms
€11,260.00

Parking facility for bicycles and personal mobility vehicles
€37,012.00

TOTAL INVESTMENT
€4,784,636.16

New management tools

In 2025, IFEMA MADRID's Information Technology Department consolidated its role as a strategic business partner, driving the digital transformation of the venue and ensuring the technological operation of top-level projects, including the preparation of the Formula 1 Spanish Grand Prix.

Throughout the year, the seven areas that make up the department worked in a coordinated manner to strengthen the security and resilience of the infrastructure, modernise corporate systems, evolve digital platforms, and optimise user and operational support.

The progress made reflects the department's contribution to technological modernisation, the improvement of the customer and employee experience, and the preparedness of the organisation to confidently face present and future challenges.

Telecommunications

The Telecommunications area focused its activity on providing cross-cutting support to the organisation's main strategic projects, including the Formula 1 Grand Prix, Open Spaces and the solar power plant, in addition to ordinary operations.

Most significant milestone

- **Comprehensive network security associated with IT and IoT environments.** This was a highly complex project from a network engineering perspective. This initiative involved exhaustive design and implementation work focused on segmenting the environment, with the aim of minimising the risks arising from cyberattacks and unauthorised access.

  A detailed analysis of the communication protocols used was carried out on an infrastructure composed of more than 3,000 network elements, defining specific security controls and policies for each case.

  As a result, safe, controlled and efficient network management was achieved by the various service providers, reinforcing operational continuity, compliance with security standards and the overall protection of IFEMA MADRID's technological ecosystem.

Systems and cybersecurity

The Systems and Cybersecurity area consolidated significant advances in governance, protection and technological resilience, reinforcing its critical role for the continuity and security of the organisation.

The achievements obtained in 2025 contributed directly to improving IFEMA MADRID's overall security posture, reducing vulnerabilities and strengthening protection controls.

The achievements made in 2025 contributed to reducing vulnerabilities and strengthening protection controls.

Main milestones

- **Obtaining certification in the National Security Scheme at the medium level**, which formally recognises the good practices implemented and reinforces internal and external confidence in technological management.
- **Effective segmentation of the corporate network**, aimed at protecting critical resources, optimising access control and improving operational efficiency, reducing risk exposure and facilitating incident management.
- **Start of the Disaster Recovery Plan (DRP) work**, establishing the foundations for a structured response to serious incidents in information systems and improving technological resilience.
- **Advances in the cybersecurity awareness platform**, increasing the level of cyber resilience of employees through continuous training, awareness and simulations.
- **Specific support for the organisation of the Formula 1 Spanish Grand Prix,** ensuring the availability and security of associated technological services.

Business applications

In 2025, decisive progress was made in modernising, consolidating, and expanding the ecosystem of corporate applications, aligning them with IFEMA MADRID's strategic projects and operational needs.

The ecosystem of corporate applications was aligned with IFEMA MADRID's strategic projects and operational needs.

Main milestones

Consolidation and improvement of CRM in relation to business processes, customer service management and marketing communications, evolving the Salesforce platform to adapt it to new needs such as building a portal for partners and the opening of new communication channels that support incident management in accordance with the demands of the Formula 1 Grand Prix.

Consolidation of Visual Space as a reference tool in design processes and as a strategic medium for the marketing of trade fairs, stabilising its use and expanding its reach to new operational areas. The efforts were aimed at:

- Improving and expanding functionalities, with a focus on assembly, certification and automation processes at the service location.
- Reducing manual tasks, operational errors and loss of information.
- Preparing its future evolution for the Formula 1 Spanish Grand Prix.
- Enhancing interactive maps with advanced features such as smart routes.
- Developing a web thin client that improves the accessibility and mobility of the tool.

Progress in visitor registration, with the culmination of the development of its minimum viable product (MVP), leaving it ready for its launch at the pilot fair **EXPOÓPTICA 2026**. Intensive work was carried out on:

- The technical and functional stabilisation of the platform.
- Its integration with corporate systems such as CRM and liveconnect, introducing improvements to optimise the professional visitor registration experience and strengthen internal operations.

First steps in defining the corporate robotic process automation (RPA) platform and configuring its governance model, approving improvements aimed at building on the success of the first RPA initiative and making progress in the identification of new automation opportunities in the scope of the Financial Management Department.

Implementation of the GoPeople talent platform, which went into production in early 2026 as a new working environment. Its main uses include:

- Comprehensive management of human resources processes.
- The automation of low value-added administrative tasks.
- Strengthening analytical capabilities and contributing to the business, improving the employee experience and talent retention.

The payroll management system was also updated, integrating it with the talent platform through a more modern and agile interface. In addition, a new attendance management system was implemented with the renewal of time clock terminals, facilitating automated and reliable timekeeping, and better monitoring of time compliance and internal efficiency.

Progress on the Data Driven project, consolidating data as a strategic asset for decision-making and business growth, through a more robust, efficient and easy-to-operate data platform, which incorporates automation improvements, optimisation of computing resources and reinforcement of information security and control.

Start of development of the first participant statistics use case, whose rollout is planned for the second quarter of 2026. The goal is to offer a unified and up-to-date view of participation and attendance at events, integrating the various pass and access systems into a single repository.

Modernisation and strengthening of the technological ecosystem, guaranteeing long-term stability, security and sustainability through:

- The updating of applications to recent versions.
- The implementation of a resilience improvement plan.
- The development of a new payment gateway with greater security and reliability guarantees.
- The adaptation of SAP to the new Formula 1 Grand Prix business line, with regard to the automation of financial operations and the improvement of project management, reducing manual tasks and increasing operational efficiency.

Development of digital solutions

In 2025, the visual interface of liveconnect, IFEMA MADRID's digital networking platform, which connects exhibitors and customers 365 days a year, was completely redesigned. In addition, multiple developments were implemented aimed at substantially improving usability and user experience.

This evolution allowed for a complete update of the product's image, offering customers, exhibitors, and visitors a more modern, intuitive and functional platform.

Technological optimisation actions were also undertaken to reinforce the efficiency, security and stability of liveconnect as a technological product in service mode.

This entire functional ecosystem operated as a unified and integrated platform with other corporate systems, such as the registry and CRM, contributing to a simpler, more efficient customer experience aligned with business needs.

liveconnect

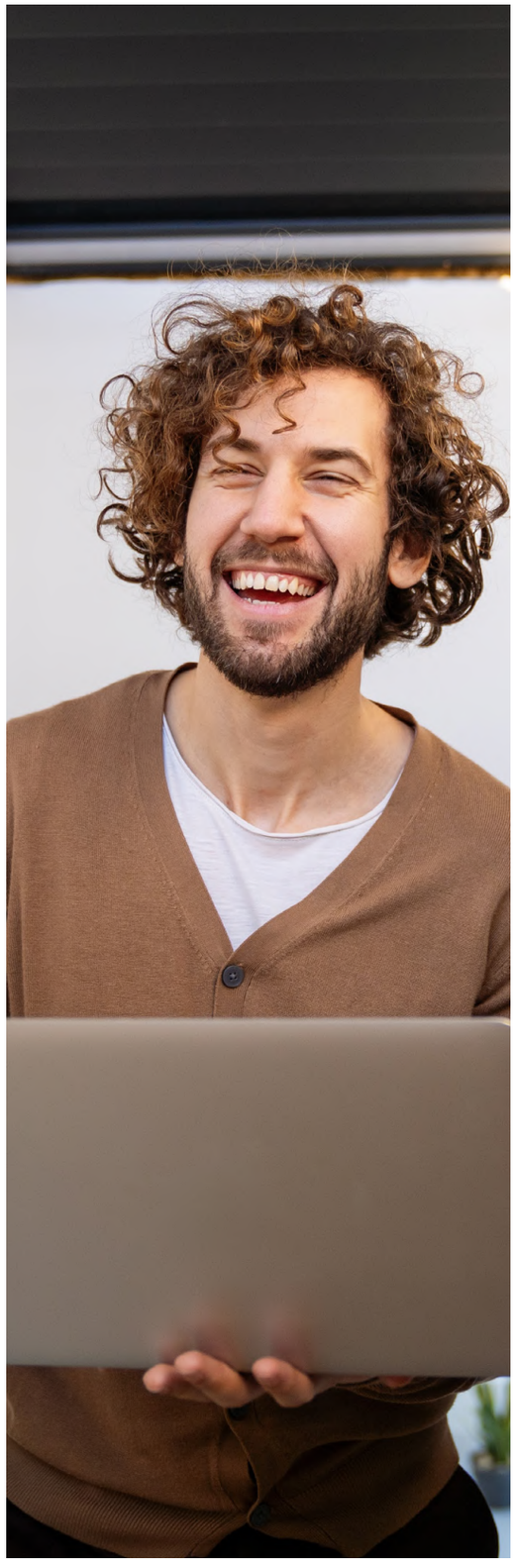
In 2025, the visual interface of liveconnect, IFEMA MADRID's digital networking platform, was completely redesigned.

User support

The User Support area worked on the continuous improvement of the user support service, as well as its alignment with the organisation's strategic projects.

Main milestones

- Corporate smartphone renewal tasks.
- Maintenance of workstations and computer equipment.
- Stabilisation of the IT support service.
- Implementation of the automated rollout of applications, increasing autonomy and flexibility in the management of workstations.
- Active participation in key projects such as network segmentation, contributing to the improvement of security, performance and control of access to systems.
- Collaboration, in the field of IoT, on migration to a new, more modern, faster and more secure infrastructure, aimed at increasing scalability, reducing latency, improving security and decreasing the energy consumption of IoT systems.



Audiovisual

In 2025, significant progress was made in IFEMA MADRID's technological and audiovisual modernisation, preparing it for major international events.

Main milestones

Comprehensive renovation of the meeting room ecosystem in the corporate offices, increasing the number of rooms, defining types adapted to different needs and improving flexibility of use.

The new rooms feature full integration with Outlook, sensors and reservation screens, as well as technological standardisation that combines spaces with and without room PCs, guaranteeing in all cases a USB-C connection point on the table to connect audiovisual peripherals (cameras, microphones, speakers and screens) to any laptop.

This model has significantly improved the videoconferencing experience, eliminating dependence on a fixed PC and making it easier for users to start meetings from their own devices, contributing to more agile, collaborative and efficient ways of working.

Planning, design and execution of the preliminary work necessary for the installation of two new outdoor LED screens on the main facade of the Recinto Ferial:

- A large-format curved screen.
- A state-of-the-art transparent LED screen, replacing an older unit. The project incorporates LED technology optimised for outdoor use, with high energy efficiency and a strong visual impact, reinforcing IFEMA MADRID's image of modernity and innovation. Furthermore, this new, lighter and higher-performing transparent screen improves visibility, reduces structural load, and decreases maintenance needs at the main entrance, which is a very critical point.

In 2025, significant progress was made in IFEMA MADRID's technological and audiovisual modernisation, preparing it for major international events.

Highly complex technical rollout for a temporary Formula 1 Spanish Grand Prix street circuit
The actions included:

- The planning and preliminary design for the temporary installation of large-format LED screens distributed around the circuit to ensure visibility of the race from the various stands.
- Audiovisual equipment for operational offices and spaces for VIPs with systems for the real-time monitoring of the official signal.
- Technical conceptualisation of the fan zones, including stages, sound, screens and entertainment systems for the public.
- Preliminary study and design of the distribution of the official event signal using a hybrid infrastructure that combines fibre optics, radio frequency and other systems adapted to the needs of the circuit.
- The preparation of the race's media centre as a reference space for the international press, equipped with LED screens, professional sound and high-performance audiovisual solutions.

New features of ServiceNow

In 2025, IFEMA MADRID continued to promote its technology service and project management model, based on the ServiceNow platform.

IFEMA MADRID's Event Production Department (Technical Drawing) and Technical Department were incorporated into the enterprise service management (ESM) module, exposing their service catalogues to the rest of the organisation.

Additionally, the program associated with the Formula 1 Grand Prix was incorporated into ServiceNow through the strategic portfolio management (SPM) module, centralising its management and aligning the planning, monitoring and control of the program with the rest of the company's strategic portfolio.

In 2025, IFEMA MADRID continued to promote its technology service and project management model, based on the ServiceNow platform.

05.

Annual accounts

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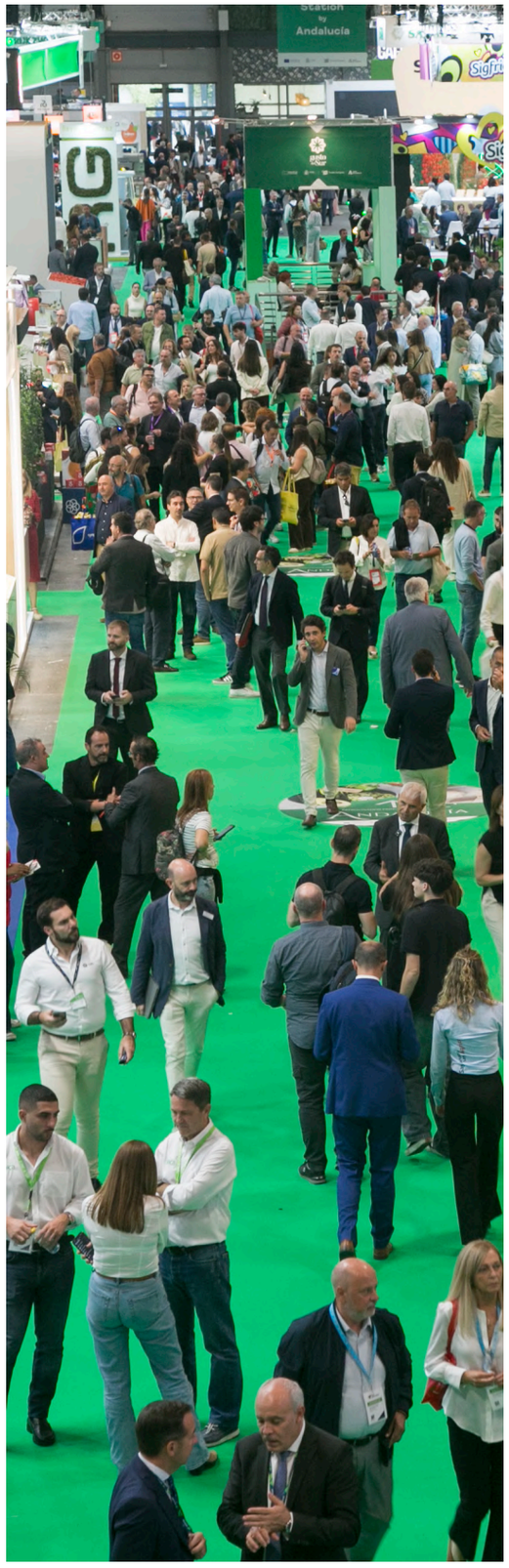
IFEMA MADRID began 2025 with a status quo budget estimate that was appropriate to the situation of economic uncertainty in September 2024. The year's performance was very positive, thanks to growth in the majority of the events held and the addition of new convention events.

In total, IFEMA MADRID's facilities hosted 707 events, including in-house and externally organised trade fairs, congresses, concerts, musical events and other professional and leisure activities, attracting a total of 27,887 participating companies.



Financial results

IFEMA MADRID closed the 2025 financial year with a total revenue of €216.8 million, a rise of 22% with respect to 2023, the last odd-numbered year and therefore with a comparable calendar of biennial fairs.

EBITDA stood at €42.8 million, 56.8% more than in 2023, and net profit at €18.7 million, 165.8% more than in 2023 and 1% more than in 2024.

The operating margin was 19.8% of revenue, and the net margin was 8.6%, well above the previous two years.

In summary, IFEMA MADRID's financial performance in 2025 was positive, as revenue from current activities improved compared to the previous comparable odd-numbered year (2023).

The trade fair business accounted for the majority of revenue (€193.2 million), with a gross margin of 58%, and continued to concentrate 95% of the total margin. Gross margin performance was very positive (€18.3 million more than budgeted), from both internal and external business.

Financial data

€ million	2023	2024	2025
Revenue	177.6	230.2	**216.8**
Expenses	150.3	182.2	**173.9**
Operating profit	27.3	48.0	**42.8**
Profit for the year	7.1	18.6	**18.7**

Profit

€18.7 M

165.8%
with respect to 2023*

* Previous odd-numbered year comparable to 2025 because it has an equivalent trade fair calendar.

Operating profit

€42.8 M

56.8%
with respect to 2023*

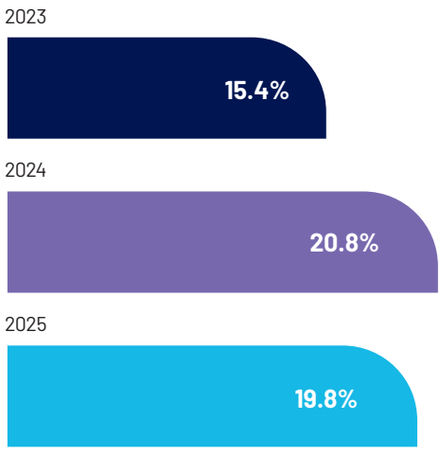
Profit for the year

€18.7 M

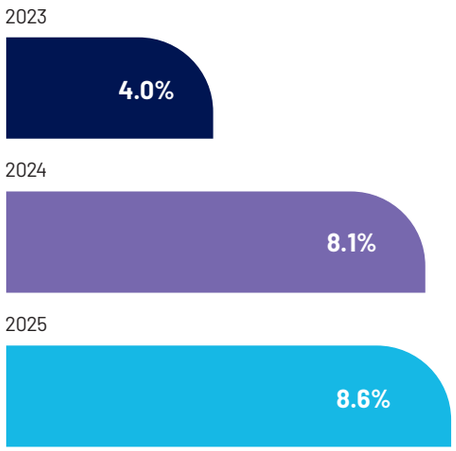
165.8%
with respect to 2023*

* Previous odd-numbered year comparable to 2025 because it has an equivalent trade fair calendar.

Operating margin



Net margin



Revenue

In 2025, an operating revenue volume of €216.8 million was reached, representing a variation of 22% over the 2023 financial year, an odd-numbered year comparable due to the composition of its biennial events trade fair calendar.

By business line, 56% of revenue came from in-house trade fairs, 14% from conventions and congresses, 12% from external fairs, 3% from concerts and long-term events, and 4% from the Palacio Municipal, with the remaining 11% from various sources including catering, trade fair services, institutional sponsorships and the Madrid Turismo by IFEMA MADRID project.

By venue, 91% of revenue originated from the Recinto Ferial, 2% from the Palacio Municipal, 1% from international venues, and the remaining 6% was not attributed to any specific venue.

Operating revenue

€216.8 M

22%
with respect to 2023*

* Previous odd-numbered year comparable to 2025 because it has an equivalent trade fair calendar.

Distribution of income by business line

	2023	2024	2025
In-house trade fairs	56%	59%	56%
Externally organised trade fairs	12%	8%	12%
Conventions and congresses	13%	9%	14%
Concerts and long-running events	5%	4%	3%
Palacio Municipal	3%	3%	4%
Other lines	11%	17%	11%

Distribution of income by business line at trade fairs organised by IFEMA MADRID

	2023	2024	2025
Exhibition space	58%	56%	56%
Services	18%	28%	29%
Other income	5%	4%	3%
Visitors	4%	4%	3%
Other exhibitors	15%	7%	9%

Expenses

Operating expenses (excluding depreciation and provisions for commercial operations as well as other current operating expenses) in 2025 amounted to €173.9 million, representing a decrease of 4.6% compared to 2024, and an increase of 15.7% compared to 2023, the latest comparable odd-numbered year.

Distribution of expenses by business line

	2023	2024	2025
In-house trade fairs	33%	33%	34%
Structural expenses	38%	36%	38%
Conventions and congresses	8%	6%	5%
Externally organised trade fairs	5%	4%	8%
Palacio Municipal	2%	2%	2%
Concerts and long-running events	3%	2%	3%
Other expenses	11%	17%	10%

Operating expenses

€173.9 M

15.7%
with respect to 2023*

* Previous odd-numbered year comparable to 2025 because it has an equivalent trade fair calendar.

Percentage distribution of expenses by activity over total revenue

	2023	2024	2025
Personnel	22%	19%	21%
Marketing, advertising and public relations	14%	16%	12%
Other expenses	16%	10%	9%
Assembly and services	21%	24%	29%
Overheads and maintenance costs	11%	10%	9%

Percentage distribution of expenses by activity over total expenses

	2023	2024	2025
Personnel	26%	24%	26%
Marketing, advertising and public relations	16%	20%	16%
Other expenses	19%	13%	11%
Assembly and services	25%	30%	36%
Overheads and maintenance costs	14%	13%	11%

Distribution of expenses by type at trade fairs organised by IFEMA MADRID

	2023	2024	2025
Infrastructure expenses	43%	48%	51%
Marketing, advertising and public relations	21%	18%	19%
Other expenses	22%	22%	18%
Personnel	14%	12%	12%

Other information

Given the nature of the Institution, it does not operate with its own shares, nor has it operated with derivative financial instruments.

Investments

Total investments in 2025 amounted to €49.6 million, of which €23.1 million corresponded to the Formula 1 project and €26.4 million to current investments and one-off projects, including actions carried out at the Recinto Ferial, the Palacio Municipal and IFEMA MADRID LAB, as well as own work capitalised.

Total investments

€49.6 M

Current investments and one-off projects
€26.4 M

Formula 1
€23.1 M

Main investments in 2025

Technological equipment and applications for digitalisation

- Software development / CRM licenses.
- New SAP R/3 developments.
- Communications facilities.
- Other management applications.
- Hardware replacement and software updating.

Construction, civil engineering and installations

- Open Space, office building.
- Solar power project.
- Replacement of lights in the Recinto Ferial and exteriors with LED lighting.
- Catering.
- Car and lorry parks.
- Electrical installations and equipment.

Business, markets, people, and processes

- IFEMA MADRID LAB.
- Purchase of works at ARCOmadrid.
- Materials for events.

Formula 1 project

- Work related to the circuit.

Balance sheet

As at 31/12/2025. Amounts in euros.

ASSETS	2025
NON-CURRENT ASSETS	**507,583,421**
Intangible assets	**298,189,470**
Development	2,450,883
Concessions	1,080,000
Patents, licences, trademarks and similar rights	2,356,974
Computer software	15,425,523
Other intangible assets	276,876,090
Property, plant and equipment	**203,369,255**
Buildings	100,252,209
Technical installations and other tangible assets	40,657,167
Assets in the course of construction and advance payments	62,459,879
Non-current financial investments	**535,296**
Other financial assets	535,296
Deferred tax assets	**5,489,400**
CURRENT ASSETS	**237,406,275**
Inventories	**563,834**
Raw materials and consumables	563,834
Trade and other receivables	**34,393,098**
Trade receivables	28,775,825
Amounts owed by group undertakings and associates	158,861
Sundry debtors	3,486,526
Amounts owed by staff	31,876
Current tax assets	–
Other taxation and social security receivable	1,940,010
Short-term financial investments	**120,426,093**
Debt securities	85,374,296
Other financial assets	35,051,796
Prepayments and accrued income	**3,088,364**
Cash and cash equivalents	**78,934,886**
Cash at bank and in hand	78,934,886
TOTAL ASSETS	**744,989,696**

EQUITY AND LIABILITIES	2025
TOTAL EQUITY	**333,204,586**
SHAREHOLDERS' EQUITY	**333,347,697**
Endowment fund	**60,356,483**
Endowment fund	60,356,483
Reserves	**2,243,190**
Legal and statutory reserves	378,766
Other reserves	1,864,424
Retained earnings	**251,999,340**
Retained profit brought forward	272,433,731
Accumulated losses	(20,434,391)
Profit for the year	**18,748,684**
VALUATION ADJUSTMENTS	**(143,111)**
Cash flow hedging reserve	**(143,111)**
NON-CURRENT LIABILITIES	**276,389,359**
Long-term borrowings	**276,389,359**
Other financial liabilities	276,307,906
Derivatives	81,453
CURRENT LIABILITIES	**135,395,752**
Short-term provisions	**11,946,807**
Short-term borrowings	**21,985,872**
Derivatives	82,102
Other financial liabilities	21,903,770
Amounts owed to group undertakings and associates	**6,000,000**
Trade and other payables	**89,813,664**
Trade payables	33,295,722
Sundry creditors	1,222,409
Wages and salaries accrued	3,675,723
Current tax liabilities	104,261
Other taxation and social security payable	3,685,106
Customer advances	47,830,443
Prepayments and accrued income	**5,649,409**
TOTAL EQUITY AND LIABILITIES	**744,989,696**

Profit and loss statement

As at 31/12/2025. Amounts in euros.

CONTINUING OPERATIONS	2025
Turnover	**208,819,749**
Sales	82,354,950
Rendering of services	126,464,799
Own work capitalised	**3,581,493**
Cost of sales	**(1,806,898)**
Consumption of raw materials and consumables	(1,806,898)
Other operating income	**4,350,591**
Ancillary income and other current management income	4,350,591
Staff costs	**(45,448,018)**
Wages, salaries and related expenses	(32,240,197)
Social security costs	(13,207,821)
Other operating expenses	**(136,618,041)**
External services	(119,770,118)
Taxes other than income tax	(6,887,532)
Impairment and movement in trade provisions	(797,291)
Other current management expenses	(9,163,000)
Depreciation and amortisation	**(18,495,057)**
Excess provisions reversed	**2,843,117**
Impairment and gain/loss on disposal of non-current assets	**(37,769)**
Impairment losses on financial instruments	6,274,972
Gains and losses on disposals	(6,312,741)
Other results	**78,137**
OPERATING PROFIT	**17,267,404**
Financial income	**4,511,400**
Income from equity instruments	–
From third parties	–
From negotiable securities and other financial instruments	4,511,400
From third parties	4,511,400
Finance costs	**(229,912)**
Interest payable to third parties	(229,912)
Net foreign exchange gains/losses	**34,323**
Impairment and gain/loss on disposal of financial instruments	**–**
Impairment losses on financial instruments	–
FINANCIAL RESULT	**4,315,811**
PROFIT BEFORE TAX	**21,583,215**
Income tax expense	**(2,834,531)**
PROFIT FOR THE YEAR FROM CONTINUING OPERATIONS	**18,748,684**
PROFIT FOR THE YEAR	**18,748,684**

Summary of expenses and revenue by activity

As at 31/12/2025. Amounts in euros.

REVENUE	
Exhibitors – in-house trade fairs	110,755,614
Visitors – in-house trade fairs	3,277,319
Other income from in-house trade fairs / on-site services	16,730,402
Externally organised trade fairs	25,676,157
Congresses and conventions	29,596,753
Concerts and shows	6,958,369
Palacio Municipal	9,480,319
Catering	9,926,308
Madrid Turismo Agreement	4,350,591
TOTAL INCOME	**216,751,833**

EXPENSES	
Marketing, advertising and public relations	26,907,691
Assembly and service expenses	61,906,518
Staff costs	45,448,018
Overheads and maintenance costs	19,839,940
Other expenses	19,810,397
TOTAL EXPENSES	**173,912,564**

OPERATING PROFIT - EBITDA	42,839,269
Direct financial charges	4,315,811
Operating cash flow	**47,155,080**
Depreciation, amortisation and impairment charges	(18,495,057)
Charges to provisions	(9,960,291)
Exception items	2,883,483
Corporation tax	(2,834,531)
PROFIT FOR THE YEAR	**18,748,684**

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