

CLOSE
DYNAMIC
TRANSPARENT
INSPIRING
EFFICIENT
SUSTAINABLE

IFEMA
2019 ANNUAL
REPORT



MAIN FIGURES

OUR ACTIVITY

Events

898

Trade fairs and congresses
with exhibition

123

In-house trade fairs 61	Externally- organised trade fairs 41
Congresses with an exhibition 18	Trade fairs abroad 3

Festivals, concerts and
long-term events

26

Others

749

FINANCIAL RESULTS

Income

€187,2 M.

Expenses

€147,2 M.

Net profit

€ 22,5 M.

Investments

€16,6 M.

EBITDA

€ 40,0 M.

Financial debt

0 €

Net wealth

€ 310,1 M.

VISITORS

Visitors

4,323,775

International visitors

26%

EXHIBITING COMPANIES

Participating companies

33,292

Direct
exhibitors

16,902

International
exhibitors

22%

OCCUPATION

Net surface area

1,447,538 M²

Gross surface area

3,500,000 M²

COMMUNICATION

Media impact

1,119 M.

Audience

51,518.7M.

Websites viewed

27.7 M.

Accredited
journalists

13,193

Social media
followers

2.1 M.

Accredited
media

21,225

Economic
valuation

€919,245.9 M.

ECONOMIC IMPACT ON MADRID REGION*

€ 5,104 M.

3.8%

of the GDP
of the city of
Madrid

2.2%

of the GDP
of the Madrid
Region

M.: million.
€---M.: millions of euros.

*Source: "Study of IFEMA's socioeconomic impact".
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CLOSE

01

The voice of IFEMA

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LETTER FROM THE CHAIRMAN OF THE GOVERNING BOARD

José Luis Martínez-Almeida Navasqüés



"It's a pleasure to address you all, as Chairman of IFEMA's Governing Board, and use these pages to tell you about the results of the work of a great team of professionals who have managed to make this year the most relevant of the company's history in so many ways."

It's a pleasure to address you all, as Chairman of IFEMA's Governing Board, and use these pages to tell you about the results of the work of a great team of professionals who have managed to make this year the most relevant of the company's history in so many ways.

The figures clearly show that 2019 was the financial year that achieved the best financial figures in the company's history: 187.2 million euros' income. Over the past five years, this entity has doubled its income, which is yet another sign of the success it represents, and precisely what we are celebrating now that it's been four decades since the company opened its doors in 1980.

But the true value of this growth, in the case of IFEMA, is that it signifies the consolidation of its position as a great economic driving force for the Madrid Region. Specifically, according to the latest report by the consultancy firm KPMG in relation to the impact of the institution's activity, its operations are worth 5,104 million euros to Madrid and 39,343 jobs, or to put it another way, 3.2% of the city's gross domestic product (GDP) and 2.1% of that of the Madrid Region.

Madrid is, definitively, a global point of reference for business tourism. In recent months, this has been recognised through awards such as the "World's Leading Meetings & Conference Destination for 2019" award, handed out at the latest edition of the World Travel Awards. Also supporting our claim is our third place position on the global ranking of cities for meetings compiled by the International Congress and Convention Association (ICCA), only behind Paris and Vienna, and ahead of huge cities like Barcelona, Berlin and London. Although the best international demonstration of IFEMA's capacity and that of Madrid in this field was the successful hosting of the COP25 World Climate Change Conference.

Likewise, I would like to point out that 2019 was the first year in which IFEMA managed the Palacio Municipal Hall, Madrid's Municipal Congress Hall, having been awarded the contract by the Madrid City Council. It was a period during which its occupancy grew and during which extensive investment was made to update this extraordinary infrastructure.

To conclude, I would like to congratulate all of you who, in some way or other, have formed part of this great collective feat. It's thanks to you that over the last forty years, more than 100 million visitors and 760,000 companies have come together to participate in more than 2,100 trade fairs and 10,000 conferences, conventions and business and leisure events.

Thank you all for your trust.

LETTER FROM THE CHAIRMAN OF THE EXECUTIVE COMMITTEE

Clemente González Soler



I'm proud to present to you, on the pages of this publication, the key data for a year that could be considered extraordinary; a financial year full of significance that has come to demonstrate the opportunity and good judgement of the decisions made over the last four-year period in IFEMA.

As you can see in the 2019 report, we have opened up to new sectors, to national and international markets previously unknown to us, and to leisure and entertainment activities that many would never have imagined finding in these facilities; we incorporated strategic infrastructures like IFEMA Palacio Municipal Hall into our management portfolio; and finally, and also emblematic within this summary of milestones, we organised a global event, COP25, in record time.

In quantitative terms, this strategy led to the obtaining of the highest figures in history for this consortium in 2019 in terms of income, with a turnover of 187.2 million, 35.1% more than in 2018, and 58.5% more than in 2017. Likewise, the year's activity also obtained the best figures of IFEMA's 40 year career with 898 events, 123 trade fairs and conferences with exhibitions, 33,292 participating companies and 4.3 million visitors.

"I'm proud to present to you, on the pages of this publication, the key data for a year that could be considered extraordinary; a financial year full of significance that has come to demonstrate the opportunity and good judgement of the decisions made over the last four-year period in IFEMA."

These are figures that speak for themselves of the extreme determination and efficiency achieved by our organisation. We can be completely satisfied in the knowledge that Madrid is one of Europe's most important trade fair and conference locations. It's not just about having the best infrastructures and the most efficient conference and convention venues and centres, but also having a highly experienced and qualified professional team, capable of accepting challenges like that of the Global Climate Change Conference.

In a year in which we will begin to celebrate IFEMA's 40th anniversary, it's important to insist on the characteristics that make IFEMA a unique trade fair institution in our country; a national and I dare say even international model and reference in its sector. We are the only Spanish trade fair institution that is debt-free, obtains net book profit and receives no subsidies; we are the second largest driving force for the Region's economy; we are the leaders in Spain in our activity; the ratio of use of our venues, that is, the profitability obtained from our facilities in terms of occupancy, is one of the industry's highest on a global scale.

How do we make this possible? The answer is simple, we seek out excellence and channel all our resources into meeting our clients' highest expectations. This is achieved by our strong commitment to people, training and qualifying our professionals, and also through an ambitious five-year investment plan set at 100 million euros.

You'll find more information on this subject later on. Also, you can see that we have made our corporate social responsibility report a document in its own right, as a way of reinforcing the purpose and commitment of our organisation.

Today, on signing this letter, while the world is going through a very complex situation as a result of the COVID-19 pandemic, the work carried out by IFEMA in recent years has become particularly relevant. We're a very strong, consistent, flexible, committed institution. We have financial muscle, but above all, we have collective intelligence. We know that we have an important role to play in the recovery of the economy. That's why we're not renouncing anything, including the expansion plans for Valdebebas which we presented in 2019 with a budget of 180 million euros for the initial phases.

I want you to know that you can always count on us.

Many thanks.

GOVERNING BODIES

As at 31/12/2019 and at 12/05/2020

GOVERNING BOARD

Chairman

José Luis Martínez-Almeida Navasqüés

Deputy chairmen

Isabel Díaz Ayuso
Ángel Asensio Laguna
Jesús Núñez Velázquez

Members

Madrid Regional Government

M^a Eugenia Carballado Berlanga
Isaac Martín Barbero
Eva María Blázquez Agudo
Carlos Daniel Martínez Rodríguez*
José Ramón Castiñeira Sobrido**

Madrid City Council

Begoña Villacís Sánchez
Engracia Hidalgo Tena
Miguel Ángel Redondo Rodríguez
Andrea Levy Soler
Almudena Maíllo del Valle

Official Chamber of Commerce, Industry and Services of Madrid

Augusto de Castañeda García-Manfredi
Carlos Cabanas Godino
Juan Pablo Lázaro Monteo de Espinosa
Gabriel García Alonso
Eva Serrano Clavero

Montemadrid Foundation

Cristóbal Sánchez Blesa

Chairman of the Executive Committee

Clemente González Soler

Managing Director

Eduardo López-Puertas Bitaubé

General Secretary

Elena Roldán Centeno

MANAGEMENT COMMITTEE

Chairman

Clemente González Soler

Deputy chairmen

M^a Eugenia Carballado Berlanga
Engracia Hidalgo Tena
Cristóbal Sánchez Blesa
Ángel Asensio Laguna

Members

Madrid Regional Government

Enrique Ossorio Crespo
Isaac Martín Barbero

Madrid City Council

Begoña Villacís Sánchez
Miguel Ángel Redondo Rodríguez

Official Chamber of Commerce, Industry and Services of Madrid

Juan Pablo Lázaro Montero de Espinosa
Alfonso Calderón Yebra

Managing Director

Eduardo López-Puertas Bitaubé

General Secretary

Elena Roldán Centeno

* As 31/12/2019.

**At 12/05/2020.

MANAGEMENT BODIES

As at 12/05/2020

MANAGEMENT COMMITTEE

Managing Director

Eduardo López-Puertas Bitaubé

General Secretary

Elena Roldán Centeno

Director of Business Development

Carlos González García de la Barga

Director of Human Resources, Organisation, Quality and CSR

María Sánchez Sanz

Director of Financial Services and Infrastructure

Alberto de La Torre López

Director of Corporate Communication and Marketing

Raúl Díez Vázquez

Director of Trade Fair Business

Ana Larrañaga Larrañaga

MANAGEMENT TEAM

Central and Technical Areas

Controller

Telma Carlini Biagioli

Director of Procurement and Logistics

Francisco José Monge Herrera

Director of Communication and Press

Marta Cacho Calleja

Director of Marketing and Digital Strategy

José Javier Blanquer Sierra

Director of External Relations

Nuria Hernández de Tejada y Busqué

Technical Director

Javier Martín Rodríguez

Director of Security and Self-Protection

Alfonso Illescas Riaño

Director of Exhibition Services

Jesús Navarro Lorenzo

Director of Information Technologies

Carlos Jiménez Luque

Director of Quality and CSR

Santiago Quiroga Fernández-Ladreda

Director of International Institutional Relations

Victoria Perezagua Antúnez

Director of Exhibition Groups and of IFEMA Conventions and Events Madrid

Director of Exhibition Group 1

Ana Rodríguez Muñoz

Director of Exhibition Group 2

Juan David Moneo Vara

Director of Exhibition Group 3

Lola González Barbado

Director of Exhibition Group 4

María José Sánchez Moncada

Director of Exhibition Group 5

María Valcarce Rodríguez

Director of Exhibition Group 8

Julia González Romo

Director of Exhibition Group 9

Maribel López Zambrano

Director of Exhibition Group 10

Nuria de Miguel Villarrubia

Director of Exhibition Group 12

Raúl Calleja Rocha

Director of IFEMA Conventions and Events Madrid

Belén Mann Cerdeira

Director of International Development

Jaime de la Figuera Coterón

Director of Public Trade Fairs and Leisure Events

Asier Labarga Hermenegildo



DYNA- MIC

02

2019: a lot to celebrate

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THE MANAGING DIRECTOR'S VISION

Eduardo López-Puertas Bitaubé

It gives me great satisfaction to present the results of the 2019 financial year, which constitute an undisputed milestone in the history of IFEMA's results, in the various sections of this Report. The fact is that, if we look back over its 40 year career, I would certainly say that this has been a decisive year for the consolidation of the economic growth and activity of IFEMA. An extraordinary balance sheet that has recorded the best figures across the board, which has been possible thanks to the collective talent and effort of all those who make up IFEMA, making us a company that is even more productive, competitive and efficient.

The good progress of the financial year has not only allowed us to take an extraordinary quantitative leap in terms of financial results, but also, and what's even more significant, a giant leap in terms of qualitative management aspects, where the improved activity, constant development of processes and services, an effective business diversification strategy and the consolidation of strategic alliances have been key factors in the success of the results.

In fact, this progress has allowed us to reach a turnover of 187.2 million, which represents an increase of 35.1% compared to 2018 and 58.5% if we compare it to the results of 2017. This means that in three years, IFEMA has almost

achieved the five-year growth target established in its Strategic Plan of doubling its turnover.

A financial analysis of the financial year sets the EBITDA at 40 million, with an increase of 44.3% compared to 2018 and 76.7% compared to 2017, whilst its net profit is close to 22.5 million, twice that recorded in 2018 and four times that of 2017. Profit that, as indicated in IFEMA's articles of association, is reinvested into the activity itself to launch new projects, as well as in infrastructures and equipment where significant investment is made.

At the same time, the activity section also showed never-before-seen figures. During the last financial year, a total of 898 events took place, signifying a 25% increase in the number of events. If we break these down into categories, in 2019 there were over a hundred trade fairs, specifically 102 held in Spain and 3 international projects (ARCOLisboa, the International Franchise Fair in Santiago de Chile and TRAFIC LATIN AMERICA in Medellín, Colombia).

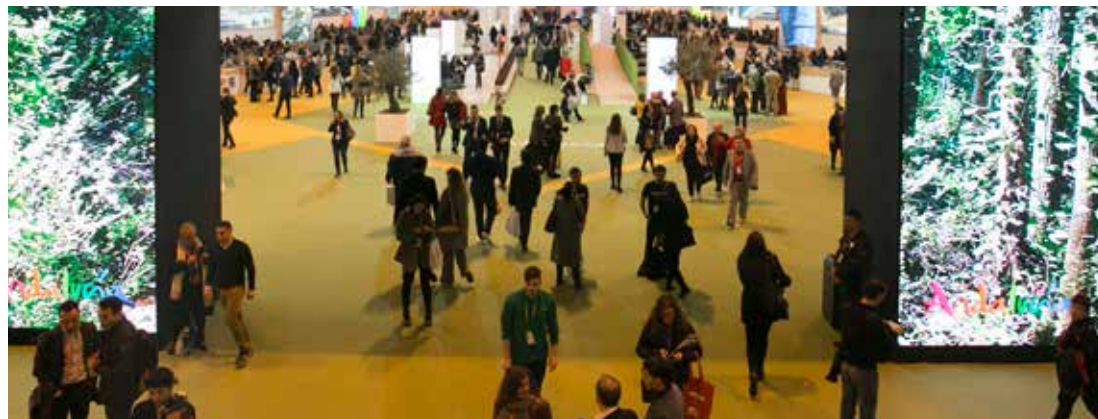
This growth has also had an effect on the public's response to our events. In fact, in 2019, IFEMA achieved its highest ever number of visitors, reaching 4.3 million. This implies growth of 19.9%, with a notable increase in professionals, which reached one million, which translates to an increase of 10% and a positive effect on Madrid's economy. Still more significant has been the

growth in international visitors, which increased by more than 26% and more than doubled the 12% achieved in 2018 and the 10% in 2017. In terms of participation, the figure stands at 33,292 companies that participated in IFEMA's various events.

The sum of activities and strategies undertaken with a view to strengthening the business also had an effect on the occupancy results of the venues. In 2019, the gross square metres sold reached a figure of 3.5 million, with growth of 16.6%. This figure currently places IFEMA amongst the trade fair institutions that get the most out of their facilities on a global scale. A fact that makes it essential for us to forge ahead with the IFEMA expansion project in Valdebebas, in which we will be investing 180 million euros over the next three years to add additional surface area of up to 80,000 m² for trade fairs and conferences in the first two phases planned.

"It gives me great satisfaction to present the results of the 2019 financial year, which constitute an undisputed milestone in the history of IFEMA's results, in the various sections of this Report."





This high level of occupancy is achieved, in the first instance, through the growth of the trade fairs organised by IFEMA, many of which consolidate its global leadership position, as is the case of FITUR, ARCOmadrid and FRUIT ATTRACTION, with almost all its events having seen positive progress. Likewise, what has been noteworthy has been the growth of activity through the creation of events that have come to increase the portfolio of projects organised by us, as is the case of ORGANIC FOOD IBERIA, DIGICOM EXPO, MAÑANA, CAMPUS IFEMA, THINKIDS and SEMANA DE MODA BAÑO GRAN CANARIA.

In parallel to the trade fairs, the conference unit has also seen its activity greatly increased, with the capturing of more conference business. Specifically, in 2019, 18 conferences with exhibitions were held, ten more than in the previous year and some of great importance like the EULAR Congress, which brought together 15,500 attendees; the 29th ERS Annual Congress, with 32,000 attendees, and the 28th EADV Congress, which drew more than 15,000 people.

The leisure events line has been one of the determining factors for growth due to the way it took off in 2019. Throughout the year, a total of 26 music concerts and long-term events were scheduled, compared to the 10 hosted in 2018. Amongst the main ones, worth mentioning are

HANGAR 52 - YUNKE THE MAGICIAN, co-organised with IFEMA, CIRCO DE HIELO 2, the ICE RINK and 33 EL MUSICAL; the exhibitions JUEGO DE TRONOS: LA EXPOSICIÓN OFICIAL, JURASSIC WORLD EXHIBITION, BANKSY: GENIUS OR VANDAL?; and the RÍO BABEL FESTIVAL, amongst others.

Also, the incorporation of the IFEMA Palacio Municipal Hall into our portfolio of venues spelled the expansion and diversification of our activity, with the capturing and organisation of numerous events over the year. In order to start to use this space and attract new projects, considerable investment was required to restore and update the installations, with the resulting improvement in the occupancy ratio.

On top of this investment is that allocated to IFEMA's commitment to constant improvement of its infrastructures and facilities, and the creation of new projects, with a total of 16.6 million euros allocated in 2019. An investment plan that will continue to accelerate notably over the coming years, both to make progress in the fields of innovation, management, digitalisation and customer experience and to expand our facilities, adapt the IFEMA Palacio Municipal Hall and expand Valdebebas. On top of this there will also be investment aimed at the implanting of systems to guarantee security, health and the mobility of attendees.

"This year's balance sheet will serve to definitively strengthen IFEMA's financial capacity and its drive to always take on the necessary projects to ensure its important role in society and the economy of Madrid and that of our country."

I wouldn't want to end this letter without making special mention of the United Nation's appointing of IFEMA as the venue and organiser of the COP25 World Climate Change Conference, one of the greatest challenges this institution has faced and which has enhanced the international visibility of IFEMA, Madrid and Spain.

This year's balance sheet will serve to definitively strengthen IFEMA's financial capacity and its drive to always take on the necessary projects to ensure its important role in society and the economy of Madrid and that of our country.

Rest assured that the great team I'm proud to be at the head of have their determination and commitment intact.

Thank you for your trust.

A YEAR OF INTENSE ACTIVITY

A record number of trade fairs, events, exhibitors and visitors marking a new milestone in our 40 years of history.

This is the excellent level of activity achieved by IFEMA in 2019 through which we have yet again reinforced our position as a meeting point of reference for industries, companies, professionals and society.

The expansion of our trade fair programme and the incorporation of new projects, together with the improvement of the facilities and opening of new spaces, have favoured the connection of interests, challenges and passions to generate business and unforgettable experiences.

The boosting of the internationalisation of the business and the organisation of the COP25 World Climate Change Conference in record time and with extraordinary results have put us in a highly competitive position on a global scale from which to continue working on the sustained growth targets of our 2018-2022 Strategic Plan.



Growing more than ever

Motivated by the desire to build business platforms and relationships, and to continue offering people new and enriching experiences, in 2019, we recorded our best activity figures in the four decades of our existence, securing our position once again as leaders of the trade fair sector in Spain.

The targets established for the volume of exhibitions, exhibitors and visitors have been more than met in a year of intense work for us.

The total events hosted, 898, almost 25% more than in 2018, constitutes a magnificent example of the notable increase in activity achieved, work that has allowed us to continue taking an interest in people and promote the work of the corporate and professional world.

In 2019, visitors were able to discover the latest trends showcased at the 123 trade fairs and conferences with exhibitions we hosted in our venues, with the noteworthy volume of in-house brands, which has increased by almost 7%, going from 57 in 2018 to 61, and conferences with exhibitions, from 8 the previous year to 18, constituting an increase of 125%. There were 41 externally-organised trade fairs, a figure similar to that of 2018, on top of which there were 3 trade fairs in other countries.

Volume of trade fairs and events

	2017	2018	2019
In-house trade fairs	53	57	61
Externally-organised trade fairs	28	42	41
Congresses with an exhibition	10	8	18
Trade fairs abroad	6	12	3
Concerts and long-term events	0	10	26
Other professional and leisure events	497	601	749
Total	594	720	898

Events

898 **+25%**
COMPARED TO 2018

In-house trade fairs

61 **+7%**
COMPARED TO 2018

Congresses with an exhibition

18 **+125%**
COMPARED TO 2018

Concerts and long-term events and other professional and leisure events

775 **+27%**
COMPARED TO 2018

Festivals, concerts, shows and long-term events, together with other professional and leisure events, saw a more notable increase of 27%, with a total of 775 events compared to 611 in 2018.

In a year of successes and extraordinary results, all these activities served to enrich the business opportunities and the range of experiences IFEMA offers professionals and the general public, reaffirming us as a top-ranking place in which to discover, share and grow.

Diversity of sectors and areas of activity

As a specialist in the organisation and operating of trade fairs, conferences and events, IFEMA is open to all sectors, an aspect that is reflected by the wide range of activities represented in our events both for professionals and open to the general public.

Professional trade fairs represented around 70% of the total, whilst the remaining 30% corresponded to trade fairs open to the public.

By area of activity, amongst the professional trade fairs, those related to consumer goods stood out with 42% of the total, followed by those linked to investment goods (36%) and services (22%).



Distribution of trade fairs



Professional trade fairs



Trade fairs open to the public

	2017	2018	2019
Professional trade fairs	78%	69%	70%
Trade fairs open to the public	22%	31%	30%

Distribution of trade fairs by sector



Investment goods



Consumer goods



Services

	2017	2018	2019
Investment goods	40%	39%	36%
Consumer goods	41%	39%	42%
Services	19%	22%	22%

Welcoming new events

The new events, organised together with first-class partners, expanding and diversifying our events portfolio, contributed to the notable growth of IFEMA's activity in 2019. Specifically, the official calendar incorporated six new events:



DIGICOM EXPO, Digital Print and Visual Communications Show (11-13 June, FERIA de Madrid), created as an innovative project, in collaboration with eWorld, focussed on showing the professionals of the industry the latest trends and new developments, boosting the transversal nature of a field that is present in the activity of numerous economic sectors.



FIMI, International Fair for Children's and Young People's Fashion (1-3 February and 5-7 July, FERIA de Madrid), hosted by IFEMA for the first time thanks to an agreement with FERIA de Valencia. As a benchmark event in the sector of children's and youth fashion and childcare, FIMI is a showcase that brings together over 400 exhibiting brands each year.



MAÑANA (12-14 June, FERIA de Madrid), a revolutionary event that uses a novel method to seek to resolve the imminent challenges of our society through a collective, multidisciplinary approach. The initiative brings together companies, institutions, startups, industry, culture, education and science to address the concepts of habitability, well-being and sustainable growth. The first edition was held in IFEMA in 2019 in collaboration with Barrabes.biz.



ORGANIC FOOD IBERIA, Iberia's First Organic International Trade Show, & ECO LIVING IBERIA, Iberia's First Organic International Trade Show, Ethical and Sustainable Cosmetics, Fashion and Household Items of the Iberian Peninsula (6-7 June, FERIA de Madrid), the most important date for ecological and sustainable products for professionals of the Iberian Peninsula. Co-organised with Diversified Communications, this event has launched the sector's largest international buyer programme. At the same time, ORGANIC FOOD IBERIA has allowed us to increase IFEMA's already significant food and agriculture offer and has reinforced us as the largest operator in Spain for the food and agriculture sector.



CAMPUS IFEMA THINKIDS (1-12 July, Feria de Madrid), an innovative summer course, co-organised with Thinkids Project and aimed at 9 to 16 year-olds, which promotes creativity, leadership and entrepreneurship from an early age.



SEMANA DE MODA BAÑO GRAN CANARIA (3-6 October, Expomeloneras), Europe's only professional swimwear fashion show which, in collaboration with the Island Council of Gran Canaria, was managed by IFEMA for the first time, reinforcing its leadership as Europe's largest fashion and beauty events organiser.

Likewise, the collaboration we have traditionally maintained with the Horse Fair took a significant leap with the 2019 edition as we merged our brands with the sponsorship of the naming of this great event, now known as **IFEMA MADRID HORSE WEEK** (29 November to 1 December). As a result, the trade fair has made decisive progress in terms of its positioning as a large equestrian event in Spain, uniting its name with that of the country's number one trade fair operator and one of the largest in Europe.



More space, more experiences

The gross surface area we have dedicated to our trade fairs and events also reached a record figure in 2019, passing the barrier of three million square metres for the first time in our history.

To be specific, we have filled a total of 3.5 million gross square metres with new trade fairs and experiences and opportunities, the equivalent of 490 football pitches, representing 16.6% more than in 2018. This figure currently places IFEMA amongst the world's top trade fair and conference organisers in terms of getting the most out of their facilities.

The net occupancy of the trade fairs, conferences, festivals, concerts and long-term event activity and that of other professional and leisure events was 1,447,538 m², 11.4% more than the year before. The growth of IFEMA's main trade fairs, many of which have consolidated their position amongst the world's top trade fairs, like **FITUR, International Tourism Trade Fair**, and **FRUIT ATTRACTION, International Trade Show for the Fruit and Vegetable Industry**, has substantially influenced these excellent results.

IFEMA's in-house trade fairs occupied the majority of the surface area, with 42% and 605,330 m², whilst the externally-organised trade fairs represented 18% of the

space, occupying 266,707 m². 575,501 m² were dedicated to conferences, conventions and other professional and leisure events, including concerts and long-term events.

Occupancy data

Net surface area occupied (m ²)	2017	2018	2019
In-house trade fairs	570,407	661,571	605,330
Externally-organised trade fairs	175,016	426,050	266,707
Congresses with an exhibition	232,368	106,050	297,191
Concerts and long-term events	–	–	139,700
Other professional and leisure events	–	106,127*	138,610
Total	977,790	1,299,798	1,447,538

Distribution of the surface area occupied (%)	2017	2018	2019
In-house trade fairs	58%	51%	42%
Externally-organised trade fairs	18%	33%	18%
Congresses with an exhibition	24%	8%	20%
Concerts and long-term events	–	–	10%
Other professional and leisure events	–	8%*	10%

* This figure also includes the square metres occupied by concerts and long-term events.

Total net surface area occupied

1,447,538 M² **+ 11.4%**
COMPARED TO 2018

Total gross surface area occupied

3,500,000 M² **+ 16.6%**
COMPARED TO 2018

Participation of businesses and exhibiting companies

Exhibiting at IFEMA is an excellent opportunity for exhibiting companies, a unique opportunity to get closer to their customers, provide them with advice and solutions for their various needs, access a greater number of contacts and exchanges and open themselves up to other international markets. The growth of IFEMA's activity in 2019 went hand in hand with an increase in business participation and, as a result, the number of exhibiting companies. This has made it possible to share new experiences and knowledge and discover the latest developments in an infinite number of sectors.

The total volume of exhibitors at IFEMA's various events stands at 33,292 participating companies, 0.3% more than in 2018. Of these, 16,902 participated directly: 9,692 in IFEMA's in-house trade fairs, 5,623 in externally-organised trade fairs, 1,367 in congresses with an exhibition and 220 in other professional and leisure events. The international participation percentage of direct exhibitors in In-house trade fairs was 76%.

Exhibitor figures

Total participating companies

33,292

Direct exhibitors

16,902

In-house trade fairs	Externally-organised trade fairs
9,692	5,623
Conferences with an exhibition	Other professional and leisure events
1,367	220

	2017	2018	2019
In-house trade fairs	9,403	10,205	9,692
Externally-organised trade fairs	4,981	7,755	5,623
Congresses with an exhibition	1,031	172	1,367
Other professional and leisure events	—	—	220

Total 15,478 18,132 **16,902**

International participation of direct exhibitors



In-house trade fairs



Externally-organised trade fairs

	2017	2018	2019
In-house trade fairs	67%	83%	76%
Externally-organised trade fairs	33%	17%	24%

Record number of visitors

One of the most outstanding figures of 2019 shows us that, for the first time in our history, we have exceeded the figure of 4 million visitors, going from 3.6 million in 2018 to 4.3 million. This has meant a considerable double-figure increase, specifically 19.9%, in the volume of visits to our spaces, reflecting our wish to

put people at the centre of our activity.

Professional visitors reached 1 million, representing 10% more than in the previous year and an improvement in the economic impact this business tourism has on the city of Madrid.



Volume of visitors

Total visitors

4,323,775

+19.9%
COMPARED TO 2018

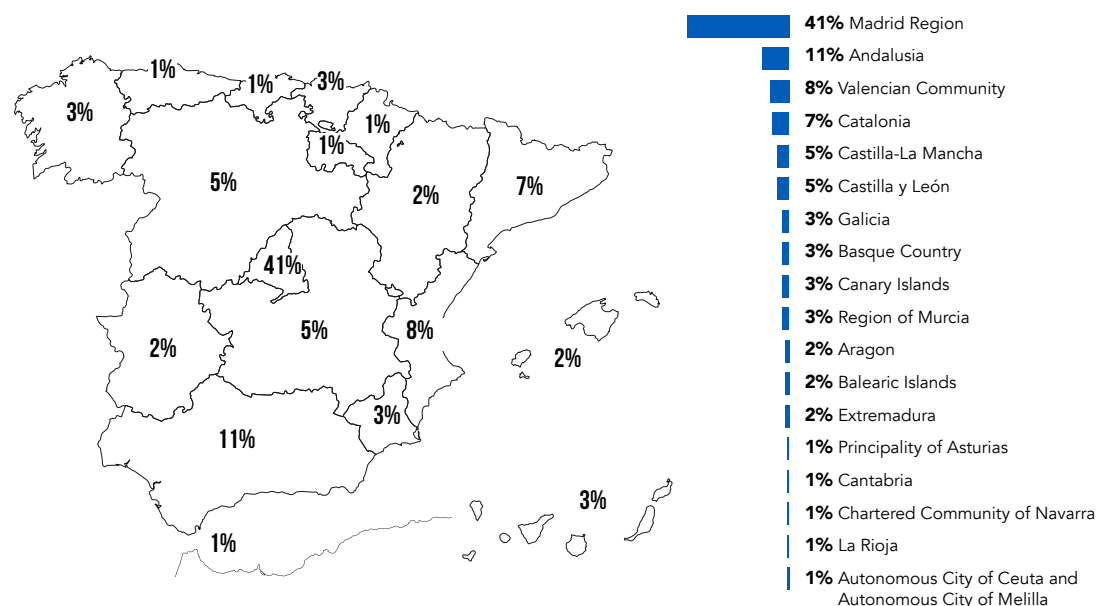
For the first time in our history, we have exceeded the figure of 4 million visitors, going from 3.6 million in 2018 to 4.3 million, which implies significant growth.

In-house trade fairs	Externally-organised trade fairs	
2,223,312	690,399	
Congresses with an exhibition	Concerts and long-term events	Other professional and leisure events
103,400	1,111,664	195,000

Total visitors	2017	2018	2019
In-house trade fairs	2,361,812	2,086,066	2,223,312
Externally-organised trade fairs	563,991	719,218	690,399
Congresses with an exhibition	86,017	43,800	103,400
Concerts and long-term events	—	—	1,111,664
Other professional and leisure events	—	756,163*	195,000
Total	3,011,820	3,605,247	4,323,775

*This figure also includes visitors to concerts and long-term events.

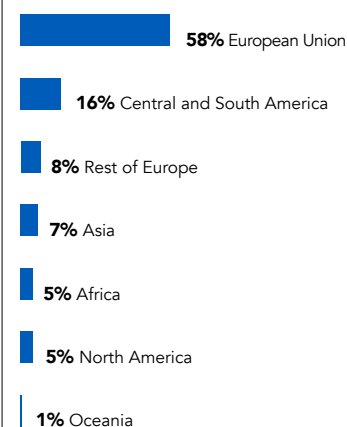
Origin of national professional visitors to trade fairs organised by IFEMA



The figures for the internationalisation of the visitors to the trade fairs organised by IFEMA have also stood out, as the number of professional visitors from other countries came to 26% of the total, more than doubling the percentage from the previous year (12% in 2018). The European Union was the main origin of these visitors with 58%, followed by Central and South America (16%) and the rest of Europe (8%).

As regards the national professional visitors to the trade fairs organised by IFEMA, the largest number corresponded to those from the Madrid Region (41%), followed by Andalusia (11%), the Valencian Community (8%) and Catalonia (7%), although representatives from all the Spanish autonomous communities were present.

Origin of international professional visitors to trade fairs organised by IFEMA



COP25 World Climate Change Conference, an enormous challenge successfully overcome

In 2019, we took on one of the greatest challenges we've ever faced in our four decades of history: the process of organising the COP25 World Climate Change Conference in just 18 days. Bearing in mind that an event of this magnitude and level of infrastructure would under normal conditions require a minimum of 18 months to execute, in addition to the image of great efficiency and technical and professional skill we have shown the world, COP25 was a success story for IFEMA and for our country. It was the first time that, in such a small space of time, we faced such high standards in terms of the technical specifications in concepts such as cybersecurity, communications and audiovisual production, with strict compliance with all the requirements established.

IFEMA's rapid response in the organisation of the COP25 was possible thanks to our excellent coordination of specialised human teams and the mobilisation of numerous technical means. The quality of our professionals and the perfect harmony established between all the teams of the different bodies involved in the event played a decisive role.



Various United Nations representatives, together with teams from IFEMA and the Ministry for Ecological Transition and Demographic Challenge of the Government of Spain, participated in highly efficient meetings to meet all the needs established in the technical requirements in the areas of telecommunications, IT systems, security, equipment, construction, communication, human resources and logistics, amongst others, and thus have the maximum guarantees in place when the 29th of November came around, the date on which the facilities were handed over to the United Nations.

IFEMA's rapid response in the organisation of the COP25 was possible thanks to our excellent coordination of specialised human teams and the mobilisation of numerous technical means.

The hosting of COP25 offered extraordinary results and has placed IFEMA in a highly competitive position on an international scale for the capturing of future big events.

Of the total surface area dedicated to COP25, there were two main zones defined:

- The Blue Zone, a space governed by United Nations which occupied more than 90% of the total and in which the country halls, meeting and plenary session rooms, press centres and press conference rooms were installed.
- The Green Zone, a space of 3,000 m² where a programme of informative and awareness activities took place, open to the public, at which various groups were present in addition to the sponsor companies.

The hosting of COP25 offered extraordinary results and has placed IFEMA in a highly competitive position on an international scale for the capturing of future big events, consolidating us as one of the world's largest trade fair and conference operators. Additionally, it constituted a huge economic injection for the city of Madrid, with extraordinary effects on all the city's sectors and services (hotels, transport, restaurants, trade, etc.).

The impressive figures from this unique event

113,000 M²

distributed between 7 halls

55,000

attendees from 200 countries (Blue Zone and Green Zone)

200

million euros of economic impact in Madrid



COMMUNICATIONS DATA

2,500

accredited journalists from all over the world

392,000

media impacts

26.1

million-strong audience

450

million euros' worth (of media coverage)



HUMANS MEANS

1,500 operators for the construction of the spaces for the conference

60+ engineers to configure the telecommunications and networking project

300 local staff contracted (hostesses, support for the management of audiovisuals, technology, digital environment, registration of visitors, interpreters, etc.)

1,400 hours dedicated to carrying out the design of the spaces

35,000 hours employed in the IT design

36,000 hours of labour dedicated to assembly and the hosting of the event

4,400+ hours of work by technical staff

45,000+ hours of work by subcontracted staff



COMMUNICATIONS

4,096 public IP addresses

20,000 WiFi connections

900 WiFi access points

25,000m+ of network cable

10,000m of optical fibre

3,000+ wired network connections

3 symmetrical 8Gb internet connections with connection through 2 operators (Telefónica and Vodafone)

700 laptops

100 network printers

Exclusive Network Coordination Centre for the event with over 700 m² and more than 50 specialist engineers managing the different networks



TECHNICAL AND MATERIAL MEANS

1,000 tonnes of material for the conference spaces

570 electrical connections

30,000m of wiring

6,400 sockets

2,900 light fittings

390 electric panels

3,000 m of conduits

8,500 m² of drapery in plenary sessions

10,500 m² of fabric ceilings

40,000 m² of reusable carpet

4,000 m² of soundproof, air conditioned rooms

4,200 m² of modular stands

13,000 m of sustainable, reclaimed aluminium

11,500 m² of flooring made of recycled chipboard

24,000 m² of white melamine for meeting rooms

1,100 speakers' tables

2,875 m² of printed canvas

4,600 tables

5,200 chairs

More than 2,250 pieces of furniture (armchairs, stools, lamps and chests of draws)

10,549 m² of graphic materials



SECURITY

600 people dedicated to the security of the different zones

65,000+ hours of work

38 walk-through scanners, metal detectors and hand-held scanners

115+ cameras

1 armoured camera

1 control centre to monitor incidents 24/7

4km perimeter security fence



HEALTH AND SAFETY

22 nurses

8 doctors

6 healthcare assistance technicians

2 ambulances

2,280 hours of service



MICE, a blossoming line of business

The quality and diversity of our services and facilities, and the growing recognition of IFEMA on an international level, together with our commitment to the capturing and marketing of conferences and other professional events, have been decisive factors in the prominent growth of activity in our MICE* line of business in 2019. To be specific, we have hosted 749 professional conventions and events, 25% more than in 2018, and 18 large conferences with exhibitions, ten more than the previous year, constituting an increase of 125%.

For the last two decades, MICE activity has represented an important business sector for IFEMA. The trust deposited in us by the world's most relevant conference operators has contributed to positioning Madrid as a centre for large international events. We currently have two spaces for the holding of conferences and conventions, IFEMA Feria de Madrid and, since January 2019, IFEMA Palacio Municipal Hall, both well-connected to the city centre and close to the airport.

By area of activity, the medical sector has stood out once again, holding three of its most notable conferences on a global scale at our venues: the **29th ERS (European**

Respiratory Society) Annual Congress, with more than 32,000 attendees; the **28th EADV (European Academy for Dermatology and Venereology) Congress**, with 16,000 people, and **The EULAR (European League against Rheumatism) Congress**, with more than 15,000 participants.

We have also hosted other important medical events within the Spanish field, like the **4th Spanish Mamma Congress**, organised by the Spanish Society of Senology and Breast Pathology (SESPM) and the Spanish Breast Diagnostic Imaging Society (SEDIM), which brought 3,800 people together, and the **2019 SEIMC CONFERENCE, the 13th National Conference of the Spanish Society of Infectious Diseases and Clinical Microbiology**, with 3,900 participants.

Within other sectors, worthy of mention is the **WATM Congress, The largest Air Traffic Management exhibition and industry forum in the world**, which took place once again in IFEMA with 6,700 attendees; and the large gastronomy summit **Reale Seguros Madrid Fusión**, attended by 11,500 people.

IFEMA PALACIO MUNICIPAL HALL, THE NEW HOME OF OUR MICE ACTIVITY

The incorporation of the Madrid's Municipal Congress Hall into our portfolio of spaces for the capturing and organisation of conferences, conventions and other events in January 2019 allowed us to expand and diversify our activity and improve our occupancy ratio. This has allowed us to reinforce the MICE sector, in which we are leaders on a national scale, and create significant opportunities to reaffirm our position as one of the main international operators.

The management of IFEMA Palacio Municipal Hall, a unique work by the Architecture Firm of Ricardo Bofill, is the fruit of a licence agreement with the Madrid City Council for a period of 25 years. Located on the Campo de las Naciones, just a few metres from the Feria de Madrid venue, this iconic venue possesses more than 30,000 m² of usable surface area, divided into large exhibition areas, an auditorium with capacity for 1,812 seats, a multi-purpose hall with a gross surface area of 2,414 m² and 28 rooms of various sizes. All these spaces facilitate the holding of large events of global scale and perfectly complement the spaces previously offered by IFEMA.

In order to start to use this centre and attract new projects, considerable investment was required to restore and update the installations, with an outlay of more than 5 million euros. The main actions we have carried out include the technological and functional updating of the venue, necessary to host large events, the waterproofing of the roof and the replacement of the seats and the truss (metal framework) of the auditorium.

Our end goal is to boost the competitiveness of IFEMA Palacio Municipal Hall and its commercial strategies, particularly aimed at the international market, and consolidate Madrid as one of the world's main destinations for business tourism as a result of its large offer of spaces and the specialisation and high management capacity of IFEMA.

IFEMA Palacio Municipal Hall has a usable surface area of more than 30,000 m², with large exhibition areas, an auditorium with 1,812 seats and numerous multi-purpose rooms.



*MICE: meetings, incentives, conferences and exhibitions.



An exceptional place for music, culture and entertainment

Concerts, festivals, shows and other leisure activities have burst onto our agenda in recent years, consolidating us as a space open to the multiple interests of all people. Since IFEMA opened a new line of activity in 2016 including all types of cultural, musical and entertainment show aimed at large audiences, we have become a space of reference for Madrid's entertainment scene. Numerous events have been taking place in our facilities that have been well-received by the spectators.

With key growth and venue profitability goals, in 2019 we have committed strongly to opening up our spaces to the production and organisation of shows, concerts, exhibitions and all types of event for large audiences. Our extensive, varied programme has connected with the tastes, passions and hobbies of those around us and has made us an exceptional place for music, culture and entertainment. Thanks to the hosting in our centres of unique, high-quality events that have brought together thousands of people, IFEMA has positioned itself at the epicentre of the capital's musical, cultural and entertainment agenda.

We have hosted a large range of festivals and concerts for all tastes and audiences, a programme with no lack of musicians and groups of huge national and international importance, with urban, indie, electronic, pop, rock and jazz rhythms, amongst other styles.

IFEMA's collaboration agreement with the Musical Promoters Association of Spain (APM), whereby we have become a Venue Partner with the goal of improving our positioning as a space of reference for the holding of concerts, events and festivals for large audiences, has played an important role in all of this.

Festivals, concerts and long-term events

	Attendees
Circlassica	185,477
Jurassic World: The Exhibition	150,000
Circo de Hielo 2	150,000
Banksy: Genius or Vandal?	124,268
33 El Musical	117,962
Madrid Salvaje	60,000
JUEGO DE TRONOS: La Exposición Oficial	48,675
Hangar 52 - Yunke the Magician	40,899
Les Luthiers - Viejos Hazmerreires (anthology)	40,000
TUTANKHAMÓN: La Tumba y sus Tesoros	36,932
Love The Tuenti's Festival	27,081
Río Babel Festival	25,180
DGTL Madrid Concert	22,050
The Pink Floyd Exhibition - Their Mortal Remains	20,000
Taburete Concert	13,628
ASOT 900 Spain Concert	10,605
Oro Viejo by DJ Nano	8,000
Premier: El viaje de tu vida	7,100
Contra.punto concert: Iván Ferreiro & Zahara	7,000
Unidas Podemos Concert	5,000
FITUR es Música	3,042
Friend Fest Madrid - Comedy central	2,000
Manolo García Concert	1,812
Ricky Gervais: Supernature	1,812
Municipal Orchestra Concert	1,812
Playa Cariño Mix	1,329

1,111,664

In 2019 we hosted 26 festivals, concerts and long-term events, a spectacular 160% more than in the previous year, with over a million attendees.

We have made a decisive commitment to opening up our spaces to the production and organisation of shows, concerts, exhibitions and all types of event for large audiences.

The success of our line of trade fairs and entertainment shows has led us to set up our own ticket sale portal, where tickets can be purchased for the events quickly and securely, with reliable, legal prices authorised by the representatives and the artists, in addition to many other services like parking and accommodation which are very useful for those attending.

Our prominent positioning in this line of entertainment and shows is largely thanks to the versatility and security of our facilities, as well as the quality of our services and

infrastructures. The two IFEMA venues – Feria de Madrid and IFEMA Palacio Municipal Hall – are set up to host high capacity events, for which purpose they are equipped with first-class technological equipment and Public Trade Fair and Leisure Events Management with a human team that specialises in the capturing of concerts and festivals. Additionally, the connection and transport services to reach both facilities make them two of the most ideal spaces to hold this type of event in Madrid.

THE SHOW STARTS WITH HANGAR 52

Our flagship event for the year 2019 in the entertainment and show sector was Hangar 52, the greatest magic show ever seen in Spain presented by Yunke the Magician, one of the best illusionists of the international scene.

Hangar 52 not only lends its name to the show of this great magician, winner of the World's Best Big Stage Illusion Act Award in the FISM's World Championship of Magic of 2018, but also to the IFEMA space that hosted this colossal production: a huge marquee auditorium with a capacity for more than 1,100 spectators. Yunke the Magician staged a stunning big stage montage with bright lights, music and special effects which included up to 15 spectacular original numbers and was seen by over 40,000 spectators.

With Hangar 52, we took a great leap in the area of shows and fully immersed ourselves in this sector, opening the door to future entertainment events and top-quality shows that complement our programme for the professional and business sectors.



EXPANDING HORIZONS

One of our strategic goals is IFEMA's international activity, which in 2019 continued to take shape through three main courses of action: the launching of trade fair projects abroad, the comprehensive management of international buyer programmes and specialised international consultancy and advisory work, particularly in the MICE business sector (meetings, incentives, conferences and exhibitions).

Expanding our horizons and expanding internationally through our trade fairs, conferences and activities is fundamental for us to be able to contribute to the growth and stimulation of the Spanish economy, in addition to generating new business opportunities. Added to this goal is our wish to promote the image of our country abroad through these events and thus contribute to reinforcing the Spanish brand beyond our borders.

The enormous leap in the economic impact of IFEMA's activity for Madrid, in key sectors like hotels and restaurants, trade and transport, has also been reinforced by the greater internationalisation of our work. In this respect, foreign exhibitors reached 76% of the total at our in-house trade fairs and 24% at the externally-organised ones, whilst visitors from other countries stood at 26%.

Expanding internationally is fundamental for us to be able to contribute to the growth and stimulation of the Spanish economy, in addition to generating new business opportunities.



We lead projects outside of Spain, in markets that can bring value to Spanish companies and which in themselves have great potential for the development of business opportunities.

Trade fair projects abroad

At IFEMA we are working on the organisation of trade fair projects outside of Spain, in markets that can bring value to Spanish companies and which in themselves have great potential for the development of business opportunities. That's why our main activity abroad is aimed at the Ibero-American market (in addition to the European market), with which we not only share a language but also a framework for trade collaboration and the transfer of trade fair projects and know-how.

In 2019, we held our first in-house event in Colombia, specifically in the city of Medellín. The event was **TRAFIC Latin America, Smart Mobility, Sustainability & Innovation**, which took place from the 13th to the 15th of June in co-organisation with the operator Plaza Mayor. With TRAFIC Latin America,



we transferred our event **TRAFIC, International Safe and Sustainable Mobility Exhibition** to Latin America for the first time. 2,779 people attended the event to see the latest innovation in the area of mobility and sustainability.

These visitors also had the chance to participate, on the same dates, in the first edition of **The Forum of Cities – Medellín Dialogues**, which was the Colombian version of **The Forum of Cities of Madrid**, an event that has already seen three editions organised with the support of the UCCI (Union of Ibero-American Capital Cities), amongst others. The Forum of Cities – Medellín Dialogues, was a meeting point for the exchanging of ideas, projects and visions regarding the path cities should take to become more habitable, sustainable, participative and resilient spaces.

Within Europe, **ARCOLisboa, the International Contemporary Art Fair**,

co-organised by IFEMA and the City Council of Lisbon, celebrated its fourth edition from the 16th to the 19th of May with positive sales results and around 11,000 visitors. The good purchase rates experienced by the galleries confirmed the commitment of the Portuguese and international collectors to contemporary art. Lisbon and its institutions gave it their all once again with events and exhibitions in the city's main museums, galleries and collection centres.

At the same time, IFEMA International has continued to support the international expansion of Spanish companies through its "Franchising Beyond Borders" programme which, with the support of the Spanish Association of Foundations (AEF), suggested that the companies attend the following international trade fairs in strategic destinations:

IFS, International Franchise Show, from the 7th to the 9th of March in Seoul (South Korea).

International Franchise Expo, from the 30th of May to the 1st of June in New York (United States).

FIF Chile, International Franchise Fair, on the 5th and 6th of June in Santiago de Chile (Chile).

VIETRF, Vietnam International RetailTech and Franchise Show, from the 31st of October to the 2nd of November in Ho Chi Minh City (Vietnam).

TGFM, The Global Franchise Market, on the 5th and 6th of November in Dubai (United Arab Emirates).

The "Franchising Beyond Borders" programme is based on a model of management, advice and the accompanying of companies that wish to position their brand abroad through their presence at a selection of fairs with considerable potential for this goal and which, together, make up a catalogue of alternatives and participation opportunities.

Buyer programme: towards the globalisation of our trade fairs

In 2019, 25 of our events had a specific buyer programme. In total, 5,967 buyers participated, of which 3,017 (51%) were from outside Spain (from more than 100 countries), thus supporting our commitment to the internationalisation of our trade fairs.

Through the international buyer programme, which increases each year and constitutes a very effective tool to reel in international trade and investment, IFEMA has decisively committed to the globalisation of its trade fairs.

The buyers follow an agenda of trade meetings that serve as a starting point for potential

international business with the exhibitors.

The events that saw the largest increase in participation of international buyers were **FRUIT ATTRACTION, International Trade Show for the Fruit and Vegetable Industry; MEAT ATTRACTION, International Trade Fair for the Meat Industry; ARCOMadrid, International Contemporary Art Fair; INTERGIFT, International Gift and Decoration Fair; BISUTEX, International Fashion Jewellery and Accessories Trade Fair; MADRIDJOYA, International Urban and Trendy Jewellery and Watch Trade Fair**, and **FITUR, the International Tourism Trade Fair**.



International consultancy and advisory services

IFEMA is present abroad through 15 local offices operating in 26 countries of the five continents, through which we capture exhibitors and visitors for our trade fairs and manage our international projects.

As a reference company in the trade fair sector on a global scale, for years IFEMA has been carrying out specialised international and advisory work, particularly in the MICE sector and focussing on Latin America, principally Peru, Colombia and Mexico. Since 2017, in the latter of these countries, we have been participating in the strategic and business consultancy services for the two convention centres of Los Cabos and La Paz, in the Baja California Sur state, which has incentivised the meeting tourism in the area.

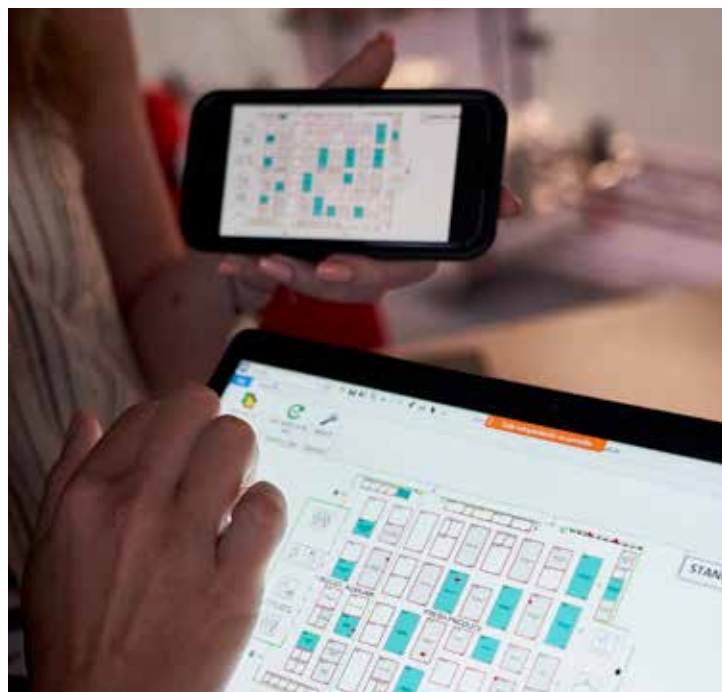
In 2019, we expanded our scope of activity to North Africa and the Middle East.

Representation in other countries and international entities

IFEMA is present abroad through 15 local offices operating in 26 countries of the five continents, through which we capture exhibitors and visitors for our trade fairs, as well as business opportunities in the MICE sector within their geographical area.

Additionally, we form part of various international entities of the trade fair industry. Since 1988, we have been a full member of the Global Association of the Exhibition Industry (UFI) and our Managing Director, Eduardo López-Puertas, is on the governing board of this institution. We also belong to the European Major Exhibition Centres Association (EMECA) and participate actively in its activities.

In the Ibero-American scene, IFEMA's Managing Director forms part of the Management Committee of the International Association of Exhibitions in Latin America (AFIDA), where he is the only European member.



BUSINESS COLLABORATION TO IMPROVE THE FUTURE

Through the new strategic agreements we have secured in 2019 with first-class companies, we hope to have a positive impact on the economic and environmental areas to contribute to a better future.

At IFEMA we firmly believe in the importance of business and institutional alliances aimed at positive goals of collaboration, internationalisation, business support and the generation of wealth, goals that are ever-present in our day-to-day work.

Iberdrola, new strategic partner for sustainable mobility

In 2019, Iberdrola became IFEMA's strategic partner with the goal of jointly promoting sustainability and the electrification of transport through various courses of action. The agreement we have signed with this leading company in the energy industry represents a big step forward in our social responsibility policy and our commitment to the United Nations Global Compact.

The first of our initiatives as a result of this collaboration was the creation of the first sustainable public carpark at a trade fair venue in Spain, available to our exhibitors and visitors. The Iberdrola Electric Vehicle Charging Carpark has been operational since November 2019 and was opened on the occasion of the **COP25 Climate Change Conference**, which IFEMA hosted at the end of this year.

The infrastructure deployed in our facility by Iberdrola allows the simultaneous charging of 34 electric vehicles and supplies 100% green energy, from clean generation sources, with Renewable Energy Guarantee of Origin Certificates (GOs). Additionally, users of this

infrastructure can also carry out the charging simply and on-line, using Iberdrola's Public Charging app, through which they can geolocate, reserve and pay using their mobile phone.

Our collaboration with Iberdrola will allow us to develop other initiatives down the line to transmit, both to the business sector and society in general, messages aimed at raising awareness for an economic and environmentally-friendly transition through the use of electric vehicles, such as the organisation and participation in activities for the dissemination and promotion of electric mobility.



Alliance with Iberia to promote Madrid as a global centre for trade fairs and conferences

A new agreement has made Iberia IFEMA's official airline. Iberia is a company with which we have been collaborating on various programmes and initiatives for more than 20 years.

The ultimate goal of this strategic alliance is to position Madrid as one of the main cities for trade fairs and conferences on an international level, improving its connections with the rest of the world.

As IFEMA's official partner, Iberia offers significant discounts to those participating in our trade fairs and conferences on flights operated by this company.

As IFEMA's official partner, Iberia offers significant discounts to those participating in our trade fairs and conferences on flights operated by this company. In this way it brings added value to our activity, as well as to our exhibitors and visitors, facilitating the connections between the destinations and, at the same time, the attendance at each event scheduled on our calendar.

Through this new agreement, we at IFEMA wanted to strengthen the collaboration relationship that has existed with Iberia for many years to join forces and generate value in business tourism, for both the companies and the professionals participating in our trade fairs.



This new collaboration agreement with the airline includes other activities in the framework of IFEMA's main events. This is the case with **FITUR, International Tourism Trade Fair**, with which Iberia has historically maintained a close relationship and the Organising Committee of which it has chaired since the event was first launched as Spain's number one airline and one of the world's largest. It also sponsors 50% of the flights of the professionals and journalists who attend FITUR.

Another main focal point of Iberia's sponsorship is the fashion world. Since the year 2018, it has been present in this sector through the company's VIP Lounge on the main Spanish design platform, the **MERCEDES-BENZ FASHION WEEK MADRID**.

For its part, **ARCOmadrid, International Contemporary Art Fair**, also constitutes one of Iberia's important sponsorship collaborations. Its affinity for contemporary art has led it to generate content of interest for the fair, in addition to creating the Dialogue Awards and aligning itself with the goals to support the creation of art.





12 MONTHS OF EXPERIENCES

Business, new developments, knowledge, entertainment...2019 has been an exceptional year for IFEMA in every sense. Due to our record event, visitor and results figures. Due to the considerable impact of our activity on the city of Madrid and the Spanish economic sector. Due to the immense variety of experiences we have offered those around us. Due to the huge progress we've made...

We hosted 898 events, 123 trade fairs and congresses with exhibitions and an endless number of experiences, exchanges and rewarding moments.

On an international level, in addition to the trade fairs and events we organised beyond our borders, we took a great leap thanks to the organisation of the **COP25 World Climate Change Conference**, in record time and with great efficiency, the success of which has brought us important recognition the world over.

The incorporation of the Madrid's Municipal Congress Hall into our portfolio of spaces allows us to host a greater number of events, whilst the start of IFEMA's expansion works in Valdebebas is laying

the foundations for a future of growth.

In infrastructures, we have also made great progress thanks to the improvement of the lighting and sound systems, the introduction of 5G connectivity and other advances in relation to digitalisation, amongst other aspects.

We will now present a summary of all the activity that has taken place in 2019, with the trade fairs and events we have organised and the main details of each one. Once again, companies, people and society at large have made IFEMA a place to meet and connect.



IN-HOUSE TRADE FAIRS

Start Date	End date	Name	Legend	Net area (m²)	Total exhibitors	Total visitors
15 January	17 January	PROMOGIFT	International Trade Fair for Promotional Gifts and Personalization Equipment	6,198	215	18,986
23 January	27 January	FITUR	International Tourism Trade Fair	67,501	8,313	270,403
24 January	29 January	MERCEDES-BENZ FASHION WEEK MADRID		5,365	50	53,477
01 February	03 February	FIMI	International Fair for Children's and Young People's Fashion	4,079	110	8,430
06 February	10 February	INTERGIFT	International Gift & Decoration Trade Fair	42,669	410	49,272
07 February	10 February	BISUTEX	International Fashion Jewellery and Accessories Trade Fair	8,510	347	14,248
07 February	10 February	MADRIDJOYA	International Urban and Trendy Jewellery and Watch Trade Fair	3,363	120	10,356
08 February	10 February	MOMAD	International Clothing & Accessories Trade Show	13,507	427	27,901
23 February	26 February	INTERSICOP	International Bakery, Pastry, Ice Cream and Coffee Show	13,382	292	32,953
26 February	01 March	CLIMATIZACIÓN Y REFRIGERACIÓN - C&R	International HVAC & R Exhibition	29,749	628	70,287
26 February	01 March	GENERA	Energy and Environment International Trade Fair	3,585	184	17,092
26 February	01 March	SIGA	Trade Fair for Innovative Water Management Solutions	1,439	79	3,137
26 February	01 March	Tecnova - PISCINAS	Technology and Innovation Trade Show for Aquatic Installations	5,268	182	5,030
26 February	01 March	HydroSenSoft	International Symposium and Exhibition on Hydro-Environment Sensors and Software	129	4	206
27 February	03 March	ARCOmadrid	International Contemporary Art Fair	19,665	277	222,007
01 March	03 March	ShoesRomm by MOMAD	International Innovation for Footwear and Accessories Trade Show	1,666	83	3,243
13 March	16 March	MOTORTEC AUTOMECHANIKA MADRID	Spain's Leading International Trade Fair for the Automotive Industry Targeting Trade Visitors from the Iberian Peninsula, Latin America and North Africa	40,200	1,047	73,590
21 March	23 March	IBERZOO+ PROPET	Pet Industry International Trade Fair	7,957	476	18,831
22 March	24 March	REHABITAR MADRID	Home Reform & Refurbishment Show	540	76	7,000
27 March	31 March	AULA (Education Week)	International Educational Opportunities Exhibition	10,661	276	195,934
28 March	29 March	EXPOLEARNING (Education Week)	International Congress & Professional Fair			
28 March	30 March	CONGRESO RED + Interdidac (Education Week)	International Educational Equipment Show and Teaching Resources Congress			
28 March	30 March	INTERNATIONAL HIGHER EDUCATION AND ONGOING TRAINING FAIR (Education Week)				
30 March	31 March	SCHOOLS DAYS (Education Week)	Family and Schools Day	1,210	58	6,739
28 March	31 March	MADRID FAIR FOR SCIENCE AND INNOVATION (Education Week)				
27 March	29 March	SPAINSKILLS		10,000	45	16,848
30 March	07 April	ANTIK PASSION ALMONEDA	Antiques, Art Galleries and Collectors Fair	4,121	137	26,352
04 April	06 April	EXPOFRANQUICIA	International Franchising Trade Fair	4,187	534	21,085

Start Date	End date	Name	Legend	Net area (m²)	Total exhibitors	Total visitors
26 April	28 April	MULAFEST	Urban Life & Arts Festival	7,927	59	4,384
27 April	28 April	100 x 100 MASCOTA	Madrid Pet Fair	14,738	132	38,253
24 May	02 June	TRADE FAIR FOR SECOND HAND NEARLY NEW CARS	Show	38,776	89	68,973
06 June	07 June	ECO LIVING IBERIA	Iberia's first natural, ethical and sustainable trade show for beauty and eco living	5,455	179	5,240
06 June	07 June	ORGANIC FOOD IBERIA	Iberia's First Organic International Trade Show	4,803	170	12,369
11 June	13 June	DIGICOM EXPO	Digital Print and Visual Communications Show	5,000	10	2,644
12 June	14 June	MAÑANA		10,549	78	72,692
21 June	23 June	GamerGy	E-sports & Gaming Festival	1,000	200	600
26 June	27 June	AUTOMOTIVE MANUFACTURING MEETINGS	Matchmaking event for the Automotive supply chain			
01 July	12 July	CAMPUS IFEMA THINKIDS				
05 July	07 July	FIMI	International Fair for Children's and Young People's Fashion	372	118	8,000
05 July	10 July	MERCEDES-BENZ FASHION WEEK MADRID		5,365	50	40,372
11 September	15 September	INTERGIFT	International Gift & Decoration Trade Fair	40,347	443	42,265
12 September	15 September	BISUTEX	International Fashion Jewellery and Accessories Trade Fair	8,220	338	11,945
12 September	15 September	MADRIDJOYA	International Urban and Trendy Jewellery and Watch Trade Fair	4,860	169	12,532
12 September	14 September	MOMAD	International Clothing and Accessories Trade Show	11,962	392	24,051
17 September	19 September	MEAT ATTRACTION	International Trade Show for the Meat Industry	8,744	271	22,906
20 September	22 September	ShoesRoom by MOMAD	International Trade Show for Innovative Footwear and Accessories	1,616	86	3,574
27 September	29 September	EXPOTURAL	The Nature and Sustainable Tourism Fair	1,628	52	4,613
03 October	06 October	SEMANA DE MODA BAÑO GRAN CANARIA				
03 October	06 October	MADRID GAMES WEEK	Video Game and Entertainment Electronics Fair	17,662	167	193,631
08 October	11 October	TRAFIC	International Safe and Sustainable Mobility Exhibition	2,951	103	4,426
09 October	11 October	LIBER	International Book Fair	4,148	416	14,353
17 October	20 October	ESTAMPA	Contemporary Art Fair	2,971	80	25,198
18 October	21 October	SALÓN LOOK	The International Image and Integral Aesthetics Exhibition	12,322	294	76,459
22 October	24 October	FRUIT ATTRACTION	International Trade Show for the Fruit and Vegetable Industry	56,028	1,657	131,159
25 October	27 October	1001 MOMENTOS	Exhibition of Products and Services for Celebrations	5,086	211	38,687
05 November	07 November	SIMO EDUCACIÓN	International Exhibition for Technology and Innovation in Education	4,712	203	11,858
13 November	15 November	EAT2GO	The Southern Europe Show for the Take Away & Delivery Industry	4,847	177	12,793
13 November	15 November	VENDIBÉRICA	International Vending & Automatic Food Services Show			
16 November	24 November	FERIARTE	Antiques and Art Galleries Fair	3,750	73	28,500

Start Date	End date	Name	Legend	Net area (m²)	Total exhibitors	Total visitors
05 December	09 December	JUVENALIA	Children and Young People Leisure Show	12,931	45	127,604
14 December	18 December	ANTIK PASSION ALMONEDA NAVIDAD	Antiques, Art Galleries and Collectors Fair	1,618	73	9,824

TRADE FAIRS ABROAD

Start Date	End date	Name City/Country	Legend	Net area (m²)	Total exhibitors	Total visitors
16 May	19 May	ARCOlisboa (Lisboa)	International Contemporary Art Fair	3,295	92	
13 June	15 June	TRAFIC LATINOAMERICA (Medellin, Colombia)	Smart Mobility, Sustainability & Innovation	96	9	
05 June	06 June	FIF Chile (Santiago de Chile)	International Franchise Fair		—	

EXTERNALLY-ORGANISED TRADE FAIRS

Start Date	End date	Name	Legend	Organiser	Net area (m²)	Total exhibitors	Total visitors
16 February	17 February	JAPAN WEEKEND MADRID	Manga, Anime and Japanese Culture Fair	Jointo Entertainment, S.L.	6,528	105	30,000
18 February	20 February	HIP-HOSPITALITY INNOVATION PLANET	HORECA Professional Expo	Next Business Exhibitions, S.L. (Nebext)	12,540	110	25,314
27 February	28 February	NUTRACEUTICALS		Aude Business Events, S.L.	5,992	5	1,500
21 March	24 March	CINEGÉTICA	Spain's Hunting and Fishing Show	Expocinegética, S.L.	4,364	296	40,000
27 March	28 March	WORLD OLIVE OIL EXHIBITION	The International Meeting for Large Volumes of Olive Oil	Pomona Keepers, S.L.	680	88	3,400
27 March	28 March	XII JOB FAIR FOR HANDICAPPED PEOPLE/ V EMPLOYMENT ACTIVATION FORUM OF THE REGION OF MADRID		Comunidad de Madrid	10,849	93	11,651
28 March	29 March	FARMAFORUM					
28 March	29 March	BIOTECHFORUM	Forum Pharmaceutical, Biopharmaceutical, Cosmetics and Technology Laboratory	Exposiciones y Eventos, S.L.	12,540	734	4,895
28 March	29 March	COSMETICAFORUM					
28 March	29 March	LABFORUM					
08 April	11 April	SALÓN GOURMETS	International Fine Food and Beverage Fair	Progourmet, S.A.	28,053	2,024	107,050
09 April	10 April	INTERNATIONAL GAMING AND GAMBLING TRADE SHOW		Grupo Random Comunicación, S.L.	10,492	209	8,891
25 April	26 April	EXPODEPOR	Sports Fair	Elipse Iniciativas, S.L.	4,200	2,603	55,000
27 April	28 April	MANGADRID	Manga, Anime and Japanese culture in all its forms	Jointo Entertainment, S.L.	5,200	100	44,000
7 May	9 May	CHEMPLAST EXPO	Chemical and Plastics Innovation Tradeshow	Next Business Exhibitions, S.L.	5,500	50	8,000
8 May	9 May	GLOBAL ROBOT EXPO	International Exhibition of Robotics, Technology and Innovation	Global Robot Expo, S.L.	3,874	144	6,435
10 May	11 May	SPORT WOMAN	Health, Women and Sports Expo	Motorpress Ibérica, S.A.	1,400	25	34,500
21 May	23 May	DES-DIGITAL ENTERPRISE SHOW	The Digital Transformation Global Leading Event	Next Business Exhibitions, S.L.	9,500	125	26,342
29 May	30 May	ARCHITECT @ WORK MADRID		Xpo Kortrijk Organizaciones España	3,500	25	3,000
29 May	31 May	FEINDEF	International Defense and Security Exhibition	Metalia Gestión Integral, S.L.	12,432	157	12,812
30 May	02 June	SIMA	Madrid International Real Estate Exhibition	Planner Exhibitions, S.L.	5,736	309	20,014
08 June	09 June	SPORT is PARTY!	The Sports Fair				
08 June	09 June	GYM FACTORY ACTIVE!	The Trade Show for Fitness and Sports Facilities	Ledo Sports&Events, S.L.U.	2,800	80	2,500
12 June	13 June	ALTFUELS IBERIA	Sustainable Energies for Land and Maritime Transport	Altfuels, S.A.	2,500	52	
27 June	28 June	EXPODRONICA	The Definitely Drone trade Show	Expodrónica, S.L.	2,470	49	6,090
03 July	04 July	evento DAYS	The meeting point for the events sector	EVENTOPLUS MEDIOS, S.L.	1,972	114	2,100

In 2019, we hosted numerous enriching experiences, exchanges and moments that allowed us to grow on all levels.



Start Date	End date	Name	Legend	Organiser	Net area (m²)	Total exhibitors	Total visitors
09 September	10 September	GYM FACTORY PROFESIONAL		Ledo Sports&Events, S.L.U.	6,792	24	1,000
17 September	19 September	REBUILD	Show Room and Advanced Architecture and Construction 4.0 Congress	Next Business Exhibitions, S.L.	5,000	200	9,742
21 September	22 September	JAPAN WEEKEND MADRID	Manga, Anime and Japanese Culture Fair	Jointo Entertainment, S.L.	8,625	105	80,000
08 October	09 October	EXPOCECOFERSA	Industrial Hardware Trade Meeting	Central de Compras y Serv. Profesionales, S.A.	864	73	425
25 October	27 October	SIMA AUTUMN	Madrid International Real Estate Exhibition Autumn	Planner Exhibitions, S.L.	1,900	79	
29 October	30 October	E-SHOW	E-Commerce – Digital Marketing Exposition & Conference	Closer Still Media Tecnologías S.L.U	3,370	115	8,473
07 November	10 November	BIOCULTURA	Organic Product and Responsible Consumption Fair	Asociación Vida Sana	6,781	625	50,202
13 November	14 November	EMPACK	The Future of Packaging Technology	Easyfairs Iberia, S.L.	4,401	418	6,335
13 November	14 November	LABEL & PRINT	The Future of Packaging Printing, Labelling & Converting				
13 November	14 November	PACKAGING INNOVATIONS	The Future of Branded and Inspirational Packaging				
13 November	14 November	LOGISTICS & DISTRIBUTION	The Future of Material Handling, e-logistics, Distribution & Systems				
16 November	17 November	FERIA BEBÉ	The Baby and New Families Exhibition	Feria Bebé, S.L.	3,000	172	8,260
27 November	28 November	METALMADRID	The Leading Annual Industrial Show	Easyfairs Iberia, S.L.	12,758	654	12,638
29 November	01 December	RETROMÓVIL MADRID	XVI International Classic Motor Show	Eventos del Motor, S.L.	14,000	175	30,478
14 December	15 December	HEROES COMIC CON MADRID		Conceptum Spain, S.L.	4,940	215	25,000

CONGRESSES WITH AN EXHIBITION

Start Date	End date	Name	Organiser	Net area (m²)	Total exhibitors	Total visitors
28 January	30 January	REALE SEGUROS MADRID FUSION	Foro de Debate, S.L.U.	5,992	60	11,500
11 February	12 February	CONGRESO & EXPO FACONAUTO	Faconauto	468	200	
12 March	14 March	WATM CONGRESS The largest Air Traffic Management exhibition and industry forum in the world	Air Traffic Control Association (ATCA) Civil Air Navigation Service Organization (CANSO)	18,691	242	6,700
03 April	04 April	ASLAN 2019 CONGRESS Enabling Digital Transformation	ASLAN	5,992	56	1,350
25 April	26 April	BUSINESS TRAVEL & MICE SHOW	IBTA Iberian Business Travel Association	1,258	44	1,500
23 May	25 May	SEIMC 2019 CONGRESS European Congress of Clinical Microbiology and Infectious Diseases	SEIMC	5,992	27	3,900
03 June	06 June	25 th CIRED 25th International Conference on Electricity Distribution	AIM (Association des Ingénieurs de Montefiore)	12,610	140	2,500

Start Date	End date	Name	Organiser	Net area (m²)	Total exhibitors	Total visitors
12 June	15 June	EULAR - Annual European Congress of Rheumatology	EULAR (European League Against Rheumatism)	52,900	89	15,500
17 June	19 June	INTER.NOISE Madrid 48th International Congress and Exposition on Noise Control Engineering-Acontecimiento	Instituto Internacional de Ingeniería y Control de Ruido (I-INCE) / Sociedad Española de Acústica (SEA)	5,992	62	1,200
28 June	29 June	Dentsply Sirona World Madrid	Lamar de Eventos	5,992	25	1,200
22 July	24 July	12 th EUROPEAN BIOPHYSICS CONGRESS EBSA	European Biophysical Societies' Association	5,992	23	900
03 September	07 September	IFSO 2019 24th World Congress of the International Federation for the Surgery of Obesity and Metabolic Disorders	International Federation for the Surgery of Obesity	5,992	70	3,000
25 September	28 September	95 th NATIONAL CONGRESS OF THE SPANISH SOCIETY OF OPHTHALMOLOGY	Spanish Society of Ophthalmology	5,992		
28 September	02 October	29 th ERS Annual Congress	European Respiratory Society – ERS	85,242	235	32,000
2 October	04 October	27 th NATIONAL CONGRESS OF NEONATOLOGY & PERINATAL MEDICINE / 7 th NATIONAL CONGRESS OF NEONATAL NURSING	SENEO (Spanish Society of Neonatology)	5,992	45	
09 October	13 October	28 th EADV Congress	EADV (European Academy for Dermatology and Venereology)	57,524	157	16,000
17 October	19 October	4 th SPANISH MAMMA CONGRESS	The Spanish Society of Diagnostic Breast Imaging (SEDIM)/ Spanish Society of Senology and Breast Pathology (SESPM)	8,578	52	3,800
05 November	06 November	World Business Forum Madrid	WOBI España	5,992	15	1,500

FESTIVALS, CONCERTS AND LONG-TERM EVENTS

Start Date	End date	Name	Organiser	Net area (m²)	Total visitors
01 January	22 April	JURASSIC WORLD: The Exhibition	SOLD OUT	1,500	150,000
01 January	19 May	BANKSY: GENIUS OR VANDAL?	SOLD OUT	1,000	124,268
01 January	03 March	CIRCLASSICA	PRODUCTORES DE SONRISAS, S.L.	2,500	185,477
25 January	26 January	FITUR ES MÚSICA	PLANET EVENTS, S.A.U. Promueve: IFEMA	33,745	3,042
09 March		ASOT 900 SPAIN Concert	PLANET EVENTS, S.A.U.	7,710	10,605
10 May	19 May	FRIENDSFEST Madrid - Comedy Central	PRODUCCIONES KOMODO, S.L.	1,200	2,000
10 May	27 October	PINK FLOYD Exhibition: THEIR MORTAL REMAINS	SOLD OUT	2,000	20,000
28 June		TABURETE Concert	PROUD EVENTS S.L.	1,500	13,628
29 June		LOVE THE TUENTI'S FESTIVAL	SHAREMUSIC! CONCERTS S.L.	12,000	27,081
30 June		PLAYA CARIÑO MIX	SHAREMUSIC! CONCERTS S.L.	12,000	1,329
04 July	06 July	RÍO BABEL Festival	PROUD EVENTS S.L.	1,500	25,180
04 October	05 October	MADRID SALVAJE	THE MUSIC REPUBLIC	7,710	60,000

Start Date	End date	Name	Organiser	Net area (m²)	Total visitors
10 October	31 December	33 EL MUSICAL	THIRTY THREE MUSICALS, A.I.E.	2,000	117,962
10 October	27 October	LES LUTHIERS VIEJOS HAZMERREIRES – Antología	LES LUTHIERS PROD. Y DIST. SL	1,405	40,000
26 October	31 December	JUEGO DE TRONOS: La Exposición Oficial	SOLD OUT	2,338	48,675
08 November	09 November	UNIDAS PODEMOS Concert	UNIDAS PODEMOS	10,110	5,000
09 November		PREMIER: El viaje de tu vida	SHAREMUSIC! CONCERTS S.L.	2,400	7,100
15 November	31 December	CIRCO HIELO 2	PRODUCTORES DE SONRISAS, S.L.	2,500	150,000
16 November		RICKY GERVAIS: SUPERNATURE	LIVE NATION ESPAÑA, S.A.U.	1,405	1,812
21-24/29-30 November		MANOLO GARCÍA Concert	GALEA PRODUCCIONES S.L.	1.405	1,812
22 November	31 December	TUTANKHAMÓN: La Tumba y sus Tesoros	SOLD OUT	2,338	36,932
23 November		DGTL Madrid Concert	EX-CENTRIS PRODUCTION, S.L.	10,110	22,050
05 December	31 December	YUNKE PRESENTS HANGAR 52 The great magic show	ESFERATUM S.L.	2,500	40,899
14 and 21 December		ORO VIEJO BY DJ NANO	PLANET EVENTS, S.A.U.	7,710	8,000
18 December		ORQUESTA MUNICIPAL Concert	AYUNTAMIENTO DE MADRID	1,405	1,812
19 December		CONTRA.PUNTO: IVAN FERREIRO & ZAHARA Concert	PLANET EVENTS, S.A.U.	7,710	7,000

CONGRESSES, CONVENTIONS AND OTHER PROFESSIONAL & LEISURE EVENTS

Conventions with an exhibition

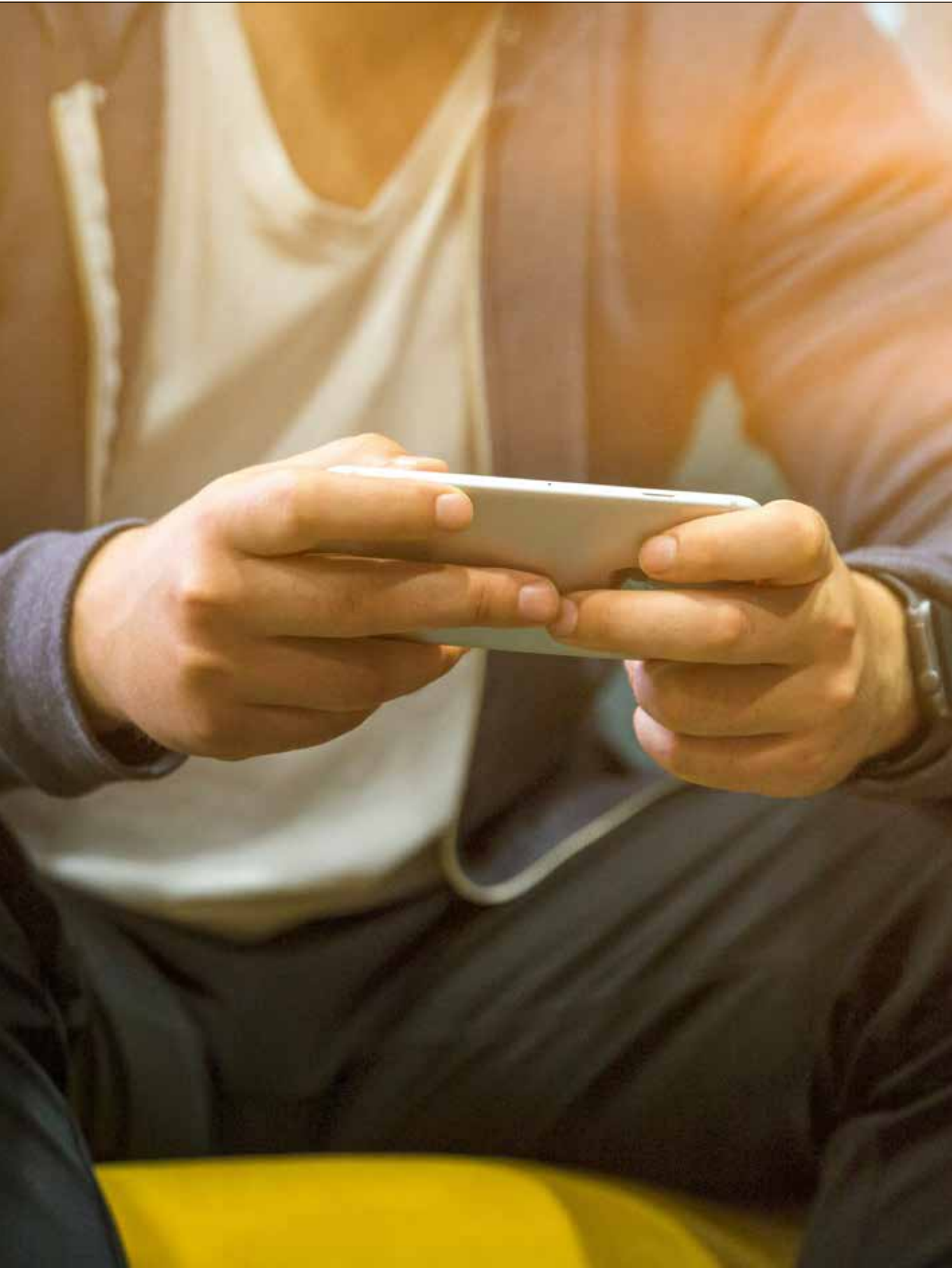
Start Date	End date	Name	Organiser	Net area (m²)	Total exhibitors	Total visitors
29 November	01 December	IFEMA MADRID HORSE WEEK	Madrid Horse Week SL	40,000	30	45,000
02 December	15 December	COP25: UN CLIMATE CHANGE CONFERENCE	Naciones Unidas	98,610	190	150,000

Other congresses, conventions and professional and leisure events

IFEMA Feria de Madrid
EXPOCOACHING SPAIN
AEPAP CONGRESS
INSURANCE WEEK
JGA NATURGY
FERROVIAL SHAREHOLDERS’ MEETING
MOVISTAR HALF MARATHON MADRID
MAERSK
DATA CENTRE FOR 2019 GENERAL ELECTIONS
AWS SUMMIT
WOMAN EVOLUTION
DATA CENTRE FOR 2019 REGIONAL ELECTIONS
SIMAPRO The Pro Real Estate Experience
ESIC HEM 2019
JGA TELEFONICA
EXPO QA 2019
IVECO CONVENTION
INNOVATION FASHION FORUM
INSTITUTO DE EMPRESA GRADUATION CEREMONY
GOOGLE FIREBASE SUMMIT
VODAFONE 5G
GUIA PEÑIN
ESRI 2018 CONFERENCE
KPMG Management Meeting 2019
40th ANNIVERSARY AHORRA MÁS
REAL MADRID. INSIGNIA PRESENTATION CEREMONY

IFEMA Palacio Municipal Hall
SIMPOSIO IBERICO ZIMMER BIOMET
GENERAL MEETING MAPFRE 2019
AECOC Congress
JGA REPSOL 2019
MABS – Managment & Business Summit
UNIVERSIDAD LA SALLE. GRADUATION CEREMONY
APD EVENT – Association for the Advancement of Management
SUPPLY CHAIN
LO QUE DE VERDAD IMPORTA
CANTAJUEGO
LADYBUG





TRANS- PA- RENT

03

**Communicating more
and better**

Accessible and functional | **56**

ACCESSIBLE AND FUNCTIONAL

Being a company of reference in image and reputation means we're present in all the media and communication channels within our reach, sharing information on our work and our main actions.

Once again, we have managed to increase the impact of our activity in the media and social networks, multiplying the visibility of IFEMA and its clients.

At the same time, the updating of our website and its new functions, on top of the implementation of a powerful positioning strategy on the internet and the launching of advertising campaigns in the digital environment, have allowed us to reinforce our position as a reference in the trade fair sector.



IFEMA, with a growing presence in the media

IFEMA's actions in the communications field have a decisive influence on the image and reputation of both the institution and its clients. For this reason, communication constitutes one of our strategic values, and is an aspect to which we dedicate a considerable part of our work and resources.

Through the various communication channels, in 2019 we told people about the intense activity carried out during the financial year, in addition to all the initiatives and new developments in relation to IFEMA. In this way, in addition to keeping our stakeholders and the general public up-to-date, we have also increased the transparency of our work and have contributed value in the promotion and mentioning of the companies and sectors that participated in our fairs and events.

The total number of news items we published in the media, both national and international, was 1.2 million, with an audience of 51,518.7 million, 64.8% higher than in 2018. We have also increased the financial value of these media impacts by 23.8% compared to the previous year to reach 919,245.9 million euros.

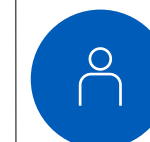
IFEMA'S impact on the media

Institutional



News items

391,474



Audience

25,700 M.



Financial value

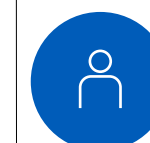
€ 467,000 M.

Totals



News items

1,118,971



Audience

51,518.7 M.

+64.8%
COMPARED
TO 2018



Financial value

€ 919,245.9 M.

+23.8%
COMPARED
TO 2018

M.: Million. €---M.: Millions of euros.

By volume of impacts, the greatest number of appearances in the media was recorded by **FITUR, the International Tourism Trade Fair**, which achieved 257,000 mentions, a figure that corresponds to the large number of Spanish and foreign journalists, 7,777 authorised for this event.

In second place, **GamerGy, E-sports & Gaming Festival**, the event of reference for the gamer community, generated 211,096 news items and an audience of 380 million, followed by **MADRID GAMES WEEK, Video Game and Entertainment Electronics Fair**, with 72,829 impacts and

an audience of 528 million, and **ARCOmadrid, International Contemporary Art Fair**, with 27,111 appearances in the media and an audience of 2.98 billion people.

The audience achieved by **FITUR, the International Tourism Trade Fair**, of 12 billion people, was the highest of all the events hosted by IFEMA in 2019, followed by that of **ARCOmadrid, International Contemporary Art Fair**. Other events that achieved a large audience were Spain's large fashion show **MERCEDES-BENZ FASHION WEEK MADRID** with 2.07 billion (20,938 impacts on the media) and the **COP25 World Climate**

Change Conference, which achieved an audience of 26.1 million (392,000 news items).

At the same time, the 18,725 journalists from all over the world who sought authorisation to cover one of these events are a good indication of the interest IFEMA's activity has awoken on an international level, interest that is growing year by year.



Our digital community is growing

Part of our communications strategy is focussed on boosting our presence on the social networks, a channel that helps us to connect easily and dynamically with our users, as well as to improve our brand image and that of the exhibiting companies, channel traffic to our website and reinforce the advertising and promotion of the activities we carry out.

During 2019, our digital community achieved a new record, reaching over 2 million followers, signifying an increase of 9% compared to 2018. On Facebook, we have recorded 1,060,388 followers, 596,451 on Twitter, 39,801 on LinkedIn and 33,290 on YouTube, with 15,826,469 views in total.

On Instagram, a platform on which we have intensified our presence with the opening of more than 20 new profiles, we have reached a total of 359,523 followers.

As success stories, the events that stand out are the **MERCEDES-BENZ FASHION WEEK MADRID**, with a total of 361,701 followers; **FITUR, the International Tourism Trade Fair**, with 223,742; **ARCOmadrid, International Contemporary Art Fair**, with 180,906; and **GamerGy, E-sports & Gaming Festival**, with 129,262. On the YouTube channel, the event that excelled was **FIMI, International Fair for Children's and Young People's Fashion**, which has had 7,717,471 views.



IFEMA's followers on the social networks

Total followers

2,089,453

YouTube Views

15,826,469

Facebook

1,060,388



Twitter

596,541



YouTube

33,290



Instagram

359,523



LinkedIn

39,801



Always contactable

We are aware of the power of digital tools in increasing our visibility, strengthening our brand image and, above all, developing solutions that allow us to offer our clients a flexible, quality service.

For this reason, in 2019, we have launched a new, more up-to-date, simpler and more practical website that incorporates new user-orientated functions. Thanks to the migration of the platform from Oracle UCM technology to the more powerful and flexible Oracle WebCenter Sites, we have been able to create social, interactive on-line experiences in line with IFEMA's needs through various channels and capable of promoting sales and customer loyalty on a global scale.

Along the same lines, a CDN DDoS system has been implemented that allows us to protect our corporate and trade fair web platform from Distributed Denial-of-Service attacks.

ifema.es has renewed architecture that is structured around the fairs, conferences, conventions and other professional and leisure events that take place at our venues, so that users can easily access the information they need, from the general trade fair calendar to registering as an exhibitor for any of the events organised. At the same time, carefully studied assistance for visitors and exhibitors has been



incorporated, and machine learning has been included to detect the needs of the organisers, exhibitors, etc. and streamline the documentation search process for them.

Additionally, the website links directly to another of the new developments launched during this financial year: a ticket sales portal that facilitates the acquisition of tickets for concerts, festivals and other cultural events held in Feria de Madrid and IFEMA Palacio Municipal Hall.

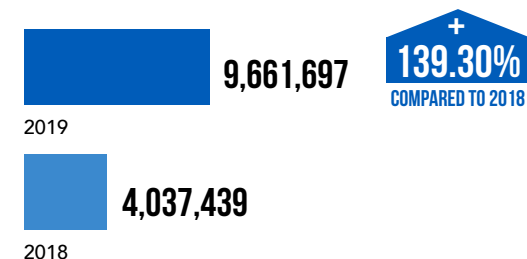
The development of the new ifema.es website forms part of our digital strategy, which is accompanied by intensive work on the network with the aim of positioning us as an events organiser and reference in the sectors that offer trade fairs and events.

Amongst other elements, the strategy is complemented with the creation and launch of on-line advertising campaigns, with a total investment of almost two million euros, which has had a favourable effect on the number of visits, users and impressions recorded on our website.

In 2019, the IFEMA website and its associated trade fairs reached 9,661,697 visits, which signified an increase of 139.3% compared to 2018. The page views also rose to over 28 million, a spectacular 237.64% increase compared to the previous financial year.

IFEMA's website

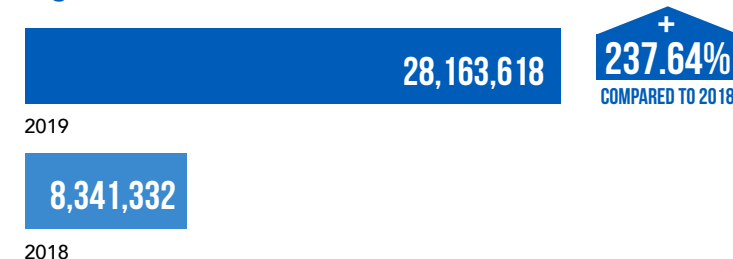
Sessions



Investment in on-line advertising campaigns
€ 1,978,373.92



Page views





INSPIR -ING

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Innovation and technology, the key to progress

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THE FUTURE IS NOW

We firmly believe that innovation, technology and digitalisation are inspirational, powerful tools of the here and now, capable of helping us to improve the experience of our users, multiply our activity and contribute to changing society.

For this reason, we have set in motion an expansion project of our Valdebebas facility which will not only multiply our trade fair capacity but will also allow us to put into practice initiatives and the latest technology to help us to grow and continue generating wealth, employment and modernity.

Additionally, during 2019, we began to deploy 5G connectivity in our facilities. We have brought the future to the present through the innovative projects of the IFEMA LAB Foundation and we have renewed part of our infrastructure to equip it with more efficient, safer and more modern services that will help everyone to progress.

We firmly believe that innovation, technology and digitalisation are inspirational, powerful tools of the here and now, capable of helping us to improve the experience of our users, multiply our activity and contribute to changing society.



IFEMA EXPANSION IN VALDEBEBAS

In the month of September, coinciding with the start of the celebration of our 40th anniversary, we announced a big, ambitious, exciting project that foresaw the expansion of our facility in Valdebebas.

This expansion will allow us to add additional surface area of 79,670 m² for exhibitions, meetings and services equipped with the latest advances in innovation, digitalisation and technology to offer visitors and exhibitors

a modern, accessible and hyperconnected space. At the same time, it will contribute to ensuring the ambitious growth plan we have established which aims to exceed 200 million in annual income by 2022 by multiplying our trade fair and exhibition capacity. In total, up to the year 2023, we plan to invest a total of 180 million euros in the project, from resources generated by our own activity.

IFEMA's Valdebebas works will take place in various phases on a plot of land with a total surface area of 500,662 m² and a maximum buildable area of 250,000 m². This plot of land is already connected to the current enclosure through a 26 metre-wide tunnel under the M11, which connects the North Entrance of Feria de Madrid to the new spaces.

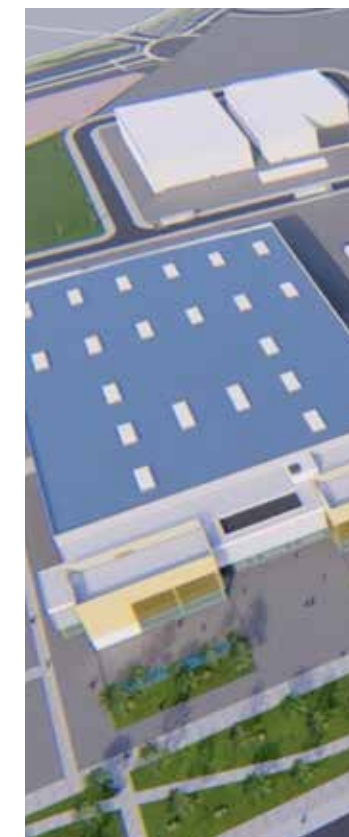
The first phase of the project, which began in the month of October and is expected to finish during 2021, will allow us to add more than 50,000 m² of surface area for exhibitions, meetings and services with the construction of two new halls (21 and 22), a distribution and service building and a convention centre, as well

as three parking areas. The investment budget for this phase stands at 125 million euros.

The unique features and most prominent services included in the new buildings notably include the possibility of one of the halls being broken down into compartments using mobile partition walls, so that it can host up to four different events at the same time, and the flexible distribution of Edificio Avenida and the Convention Centre, which will have the option of arrangement in different formats with a minimum of 11 and a maximum of 19 rooms. Additionally, the venue will include 2,440 m² of restaurant area, including a unique 1,000 m² restaurant with views of Hall 23, which will be built in phase 2. Other relevant services due to their dimensions will be, for example, the creation of a huge cloakroom, with capacity for more than 40,000 hangers and 6,000 suitcases.

The Valdebebas project will continue with a second phase that will include Hall 23, of around 22,000 m², in addition to the extension of Edificio Avenida, which contains identification and service areas, and a parking area for logistics purposes. Later on there are plans for the expansion of the convention centre and enhancing of the area allocated to associated uses.

This expansion will allow us to add additional surface area of 79.670 m² for exhibitions, meetings and services equipped with the latest advances in innovation, digitalisation and technology.



A project of magnitude

OVERALL DATA
FOR EXPANSION
PROJECT

Surface area:
500,662 m²

Maximum buildable area:
250,000 m²

Implementation phase
1: 2021/2: 2023

Investment:

Phase 1
€125,000,000

Phase 2
€55,000,000

Total investment:
€180,000,000

Halls and connecting buildings:
48,181 m²

Edificio Avenida:
13,475 m²

Warehouses and office:
4,733 m²

Convention centre: 13,281 m²

Restaurant area in Edificio
Avenida: 2,440 m²

Power station:
2,572 m²

External area:
64,604 m²

Carpark:
111,483 m²



PHASE 1
OF THE
EXPANSION

(October 2019 – June 2021)

Investment:
125
million euros

Total buildable area:
52,763 M²

- Hall 21: 10,800 m²
- Hall 22: 10,800 m²
- Connecting buildings between halls 21-22 and 22-23: 4,846 m²
- Edificio Avenida: 9,425 m²
- Convention centre: 13,281 m²

Meeting rooms
2,370 m²
11-19 configurable rooms

Restaurant area:
2,440 m²
6 spaces:
> 3 on the ground floor
> 3 on the first floor
1 VIP restaurant

- SE carpark: 35,446 m² (1,090 spaces)
- NE carpark: 38,639 m² (1,151 spaces)
- SW carpark: 21,273 m² (300 light commercial vehicles and 200 industrial vehicles)
- Power station: 2,572 m²
- General warehouse: 2,400 m²
- Perimeter warehouses: 931 m²
- Perimeter offices: 280 m²

PHASE 2
OF THE
EXPANSION

(2021-2023)

Investment:
55
million euros

Total buildable area:
26,907 M²

- Hall 23: 21,735 m²
- Edificio Avenida: 4,050 m²
- NW Carpark: 16,125 m²
- Warehouses and office: 1,122 m²

THE POWER OF CONNECTIVITY

We want to be at the forefront of technological infrastructures and offer our clients and exhibitors a service based on excellence in which the digitalisation and connectivity of the spaces takes on a new dimension.

5G connectivity comes to IFEMA

In 2019, we opted to upgrade to 5G connectivity, which we began deploying in our IFEMA facilities in the month of October through Vodafone and which has made us the first venue in Spain and one of the

first in the world to have the latest generation of connectivity installed.

As a result, the more than 33,000 exhibitors and 4 million visitors we receive each year will be able to enjoy speeds of up to 1Gb and latency of less than 5 milliseconds, connect 100 times more objects to the internet, set up multimedia services and applications that require super fast connections and launch new business models linked to the Internet of Things or virtual reality.

As part of our collaboration with Vodafone, at the end of October, Hall 14.1 hosted the first European forum on 5G, "Let's 5G European Forum", which included the

participation of the IFEMA LAB Foundation. During the event, a pilot demonstration took place, never before performed in a trade fair venue, which consisted of deploying a layer of interactive augmented reality accessible using portable holographic glasses and supported by the 5G network. An additional layer of ultra precise indoor positioning was also added, designed for augmented reality experiences, over the whole surface area of the hall.



Prepared for the future

Ensuring and improving the connectivity of the events and of the organisation itself is a priority for IFEMA and a critical factor to meet the high expectations of our clients in relation to digital experience. Convinced of this, we have taken on important projects directly related to this improvement.

In 2019, IFEMA completed its classification as an operator by the European IP Networks Coordination Centre (RIPE NCC). The assigning of a new Autonomous System (AS) has allowed us to configure our own internet access node which in turn is connected to two of the largest international operators: Telefónica and Vodafone.

Thus, IFEMA has high redundancy, multi-operator access that ensures the resilience of its internet connection, achieving availability rates of close to 100%. This improvement provides us with a symmetrical flow of up to 10 Gbps, sufficient to meet the current demand of the most demanding events and even allow the growth expected over the coming years. Along the same lines, during the last quarter, a cluster of four Fortinet NGFW firewalls



was also incorporated which allows us to secure all the traffic generated by IFEMA's non-corporate activity, with a maximum throughput capacity of 11.5 Gbps. These next generation firewalls incorporate an IPS anti-intrusion system, SSL inspection and advanced threat protection, amongst other security features.

IFEMA has high redundancy, multi-operator access which ensures the resilience of its internet connection, achieving availability rates of close to 100%.



New management functions and tools

Within our modernisation strategy, the digitalisation of management is also a critical line of action. For this reason, during 2019, we made notable progress in the implementation of various tools.

On the one hand, we started a corporate project to install Microsoft 365 through a business licence scheme that includes a complete suite of systems tools for collaborative work and information management. Associated with this project and taking advantage of the capacities of Microsoft Sharepoint, in the last quarter of 2019 we began the installation of a new corporate intranet that will come into service in the first half of 2020.

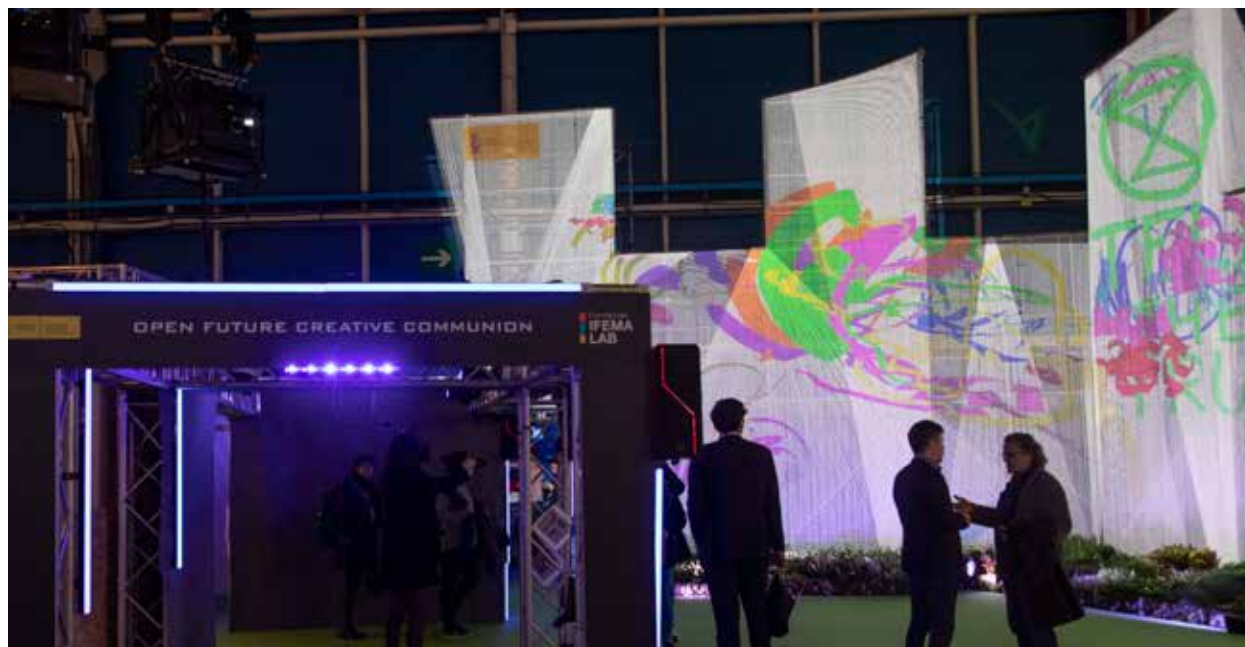
At the same time, during this year, various important projects kicked off that will have a significant impact on IFEMA's commercial and support processes. Along the same lines, the project began for the acquisition and installation of a new corporate CRM system, which will be supported on the Salesforce platform, and we also made progress in the definition of requirements for its installation.

Another pillar of action was our progress in the development of an internal project to modernise the current GIS/CAD software, going on to develop a tailored platform for spatial management based on Bentley technology. During the year 2019, we also completed the functional and requirements design and, in the last quarter, began its installation. We expect production of the first version to start in the third quarter of 2020.

In addition to the mentioned projects, important operating improvements supported by technological tools have also been developed. In this area, noteworthy is the implementation of new workflows for internal processes based on the SAP platform; the setting up of the budget control module (BPC) of the SAP platform itself; the installation of the initial phase of the Economic Control Panel Management software, Tableau; the use of the Proquo tool to support the Integrated Management System (IMS), and the adaptation of the business applications to comply with Personal Data Protection legislation, amongst other projects.

In the last quarter of 2019, we began the installation of a new corporate intranet that will come into service in the first half of 2020.





BOOSTING INNOVATION

Without a doubt, innovation is currently the greatest catalyst for the transformation of companies, as a result of the need to set themselves apart in the currently particularly competitive environment.

IFEMA LAB Foundation: looking towards the future

IFEMA has chosen the path of innovation, through the IFEMA LAB Foundation, to evolve the trade fair market, investing in the development of patents that

will allow us to move towards the future with new business models that can be exported to any sector.

During the COP25 World Climate Change Conference, we were able to share one of the fruits of this research work, a previously unheard of project of the IFEMA LAB Foundation in the area of virtual reality called "Open Future Creative Communion", which was selected by the Ministry for Ecological Transition to be exhibited during the fair.

The installation, conceived as ephemeral mobile architecture applied to artistic creation, combined the use of virtual reality, mapping, architecture,

3D design and musical creation in a large area, wrapped in 170km of thread making it a work of art in itself.

On the occasion of COP25, the chosen architecture was a large ephemeral structure that evoked the skyline of a sustainable city of the future, where users could draw their proposal, making this a multidimensional open canvas representing the point where the present and the future meet. The works were projected onto the architecture in real time and were recorded using digital means.

The installation also included El Jardin, a real garden that made reference to the green, sustainable city of the future, virtualised within the experiences and completely interactive for users in the virtual world. El Jardin was donated for the MAÑANA event, a space for collaboration and co-creation created to find solutions to our country's most imminent challenges, focussed on habitability, well-being and progress with sustainability as a common theme.

The "Open Future Creative Communion" project joins other initiatives the IFEMA LAB Foundation is working on, like the Augmented Trade Fair, a technological platform the goal of which is to increase the whole of the physical world on an unlimited scale, accurate down to the millimetre, adapting itself to all markets, business models and physical means. Additionally, FOMONM Signage takes advantage of the potential of augmented reality in this case to create a previously unseen digital signage system equipped with cameras and motorised laser beams, which allow users to explore the most relevant events that are happening around them in real time and that their visual perspective cannot reach, thus contributing to combating the Fear Of Missing Out, known as FOMO syndrome (Fear of Missing Out).

Safe, effective communication

Continuing with the technological transformation process included within our philosophy of constant innovation, during 2019, we have adapted our sound and voice evacuation system to the international EN54 regulations, making the installation the best created recently in Europe.

The project involved the application of all the standards required by said regulations in the installation of a sound system for a million square metres, for which 385,640 watts of sound have been employed, distributed between electro-acoustic and amplification systems.

All these elements are supplied through robust, certified control equipment capable of emitting up to 52 simultaneous, different evacuation messages and supported by scalable and expandable tailored management software that allows us to operate the sound system of the whole venue or add areas based on the future needs of IFEMA.

The system can also function locally and independently, and is based on redundant servers that guarantee the functionality of the installation and the security of the venue in case of emergency.

The new sound and voice evacuation system in statistics



Coverage of 100% of the venue, including indoor and outdoor areas

Possibility of simultaneous broadcasting of up to **52 different emergency and evacuation messages** in different areas

Division into sectors with over **200 zones**

More than **5,400 loudspeakers**

221 multi-channel amplification units

516 speakers

1,200 amplifiers of 250, 500 and 1,200 W to achieve a **total power of 385,640 W**

200km of fireproof cable used for the installation of the loudspeakers

Text-to-speech and multi-lingual voice systems

During 2019, we adapted our sound and voice evacuation system to the international EN54 regulations, making the installation the best created recently in Europe.

Technology at our service

Our new display system based on LED technology signifies the start of the digitalisation of IFEMA's advertising supports, with a significant environmental contribution associated with the elimination of printing and installation of temporary vinyl signs on the façade.

At IFEMA we want to offer exhibitors and visitors the best possible experience and we know that to do this, it is vital for us to work on an innovative environment that, thanks to the implementation of technological infrastructures, offers them the greatest convenience and ease of use, without losing sight of the environmental impact.

In this respect, we have worked to renovate the lighting network of the halls using LED technology, which improves the comfort of the venues and offers the option of regulating the intensity of the lighting

point by point. The change constitutes energy savings and material replacement savings of 45%, which equates to 280,000 euros per year and 897.57 tonnes less CO₂ emissions, equivalent to that produced by 600 vehicles during a whole year.

Another measure taken to improve user's experience was the installation of a new display system on the façade of the South Entrance in Feria de Madrid based on LED technology and allowing the high quality projection of videos and images.

With a total surface area of more than 210 m², this LED screen is the largest translucent curtain-type screen installed in Europe to date. Its incorporation signifies the start of the digitalisation of IFEMA's advertising supports, with a significant environmental contribution associated with the elimination of printing and installation of temporary vinyl signs on the façade. At the same time, it allows us to give the emblematic South entrance a modern look, at the same time preserving the view towards the outside and the natural light within the internal spaces of the South Office Building.

In another line, the procedure to equip the more than 80 manned ticket and cloakroom sales points IFEMA currently has with contactless technology for card payments has also begun. This renovation began in 2019 and will be completed in the first few months of 2020.



IFEMA'S TRANSFORMATION OFFICE

Our commitment to innovation is also encouraged amongst our employees thanks to IFEMA's Transformation Office, an initiative aimed at promoting a connected, innovative culture within the organisation.

Through the adoption of a work methodology based on the management of transversal projects autonomously managed by work groups, IFEMA shows its commitment to the necessary constant improvement, transversal relationships, empowerment and innovation to position us as a reference on the current economic scene.

The transformation project is based on the voluntary participation of IFEMA's employees, organised into high performance teams who are trained on a common methodology aimed at working on initiatives, from creation to implementation.

With different modes adapted to the level of participation of each volunteer, the Transformation Office also allows IFEMA's Management to relate to the teams in a different, more inclusive and effective manner, with a view to making the organisation less hierarchical and more level, flexible and approachable.



In 2019, six high performance teams participated in 16 strategic projects aimed at:

- > Improved functioning of the internal tools for the production of events and the creation of an on-line products and services catalogue that will allow us to offer our clients a better, more efficient service.
- > The improvement of the client's experience, in particular where exhibitors and visitors come together.
- > The optimisation of our physical space, putting technology at the service of this fundamental goal for a trade fair venue.

- > Improved management of technical incidents.
- > The design and implementation of an innovative trade fair digitalisation project.
- > The implementation of IFEMA's PMO (Project Management Office).

Transformation School

One of the new developments in 2019 was the opening of the Transformation School, aimed at providing volunteers with the necessary knowledge and skills to work in the Transformation Office and at the same time, ensure that the work method is in line with IFEMA's culture.



EFFI- CIENT

05

Financial management report

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FINANCIAL RESULTS

IFEMA ended 2019 with its best ever financial results. The institution's extraordinary level of activity during this financial year, never before seen, led to turnover figures that exceeded all expectations.

We are proud of the 898 events we have hosted, including trade fairs, conferences, concerts and other professional and leisure acts; of the more than 4 million people that visited our venues, and of the more than 33,000 participating companies that have grown financially in our facilities. And we are also proud to say that we are the only trade fair institution that received no public funding and which is also debt-free.

Thanks to the intense activity carried out, our contribution to Madrid's finances in 2019 was 5,104 million euros, which represents an impact of 3.8% of the gross domestic product (GDP) of the city of Madrid, as well as an increase of 16.7% with respect to our income in 2018.*

A record year

IFEMA's 2019 turnover has seen significant growth, reaching 187.2 million euros, representing an increase of 35.1% with respect to 2018 and 58.5% compared to 2017.

Its EBITDA stood at 40 million euros, increasing 44.3% compared to the previous year and 76.7% compared to 2017.

Its net profit doubled that of 2018, reaching 22.5 million euros. As established by IFEMA's articles of association, this profit will be reinvested in its activity with the launching of new projects, as well as in the improvement, modernisation and digitalisation of its infrastructures and processes.

Operating profit

Millions of euros	2017	2018	2019
Income	118.1	138.5	187.2
Expenditure	95.4	110.8	147.2
Operating profit	22.6	27.7	40.0
Profit for the financial year	4.9	10.8	22.5

Operating profit

€ 40 M.

+
44.3%
COMPARED
TO 2018

+
76.7%
COMPARED
TO 2017

Net profit

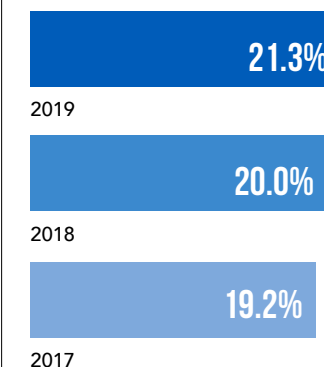
€ 22.5 M.

+
108.3%
COMPARED
TO 2018

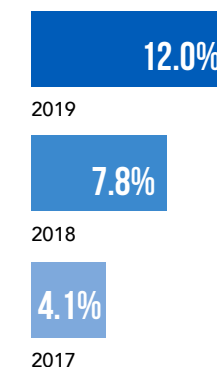
To sum up, the 2019 financial year has broken all the records, with very prominent increases compared to the two previous years, both in terms of income and EBITDA and profit.

The operating margin was 21.3% of income, and the net margin for the year was 12%, also exceeding the two previous financial years.

Operating margin



Net margin



The institution's extraordinary level of activity during this financial year, never before seen, led to turnover figures that exceeded all expectations.



*Source: "Study of IFEMA's socioeconomic impact".
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Income

The 2019 financial year achieved a volume of operating income of 187.2 million euros, which represents an increase of 58.5% compared to 2017, an odd-numbered year with a similar events calendar, and 35.1% with respect to 2018.

This income came from the various lines of business: in-house fairs, with a weight of 53.4%; leases to external organisers (trade fairs, congresses, conventions, festivals, conferences, conventions, concerts and long-term events), with 40.6%; IFEMA Palacio Municipal Hall, with 3.4%; and other services with 2.6%.

Evolution of income

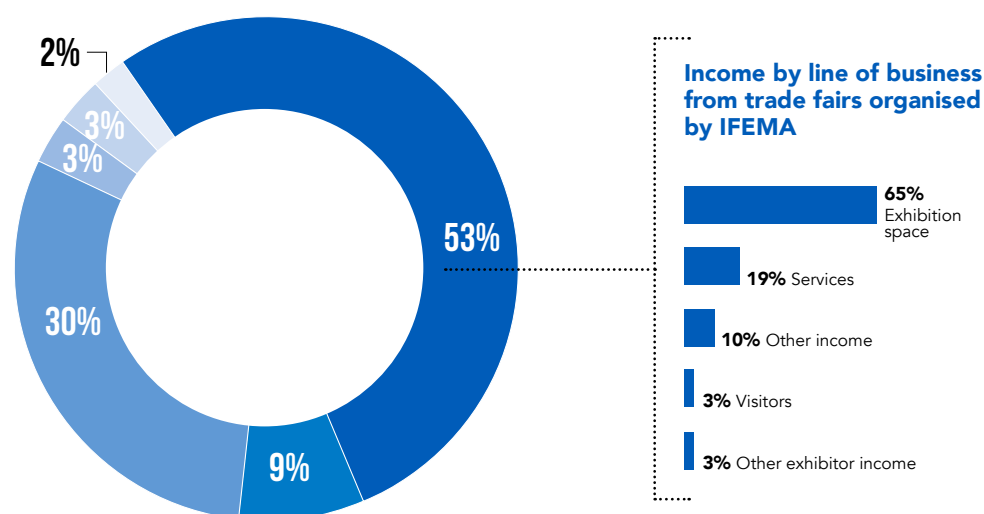
€187.2 M.

+35.1%
COMPARED
TO 2018

+58.5%
COMPARED
TO 2017

€---M.: millions of euros.

Income by line of business



- In-house trade fairs
- Externally-organised trade fairs
- Conventions and conferences
- IFEMA Palacio Municipal Hall
- Other venue services
- Concerts and long-term events

Balance of activity and lines of business

In terms of activity, we achieved levels never before seen by IFEMA. In 2019, a total of 898 events took place, signifying a 25% increase in the number of events. If we break these down into categories, this year 123 trade fairs and conferences with exhibitions were held: 61 in-house trade fairs and 41 externally-organised ones, 18 conferences with exhibitions and 3 trade fairs held abroad.

We also registered a record number of visitors, more than 4.3 million, constituting an increase of 19.9%. The volume of professional visitors was noteworthy, more than 1 million, with growth of 10% in the last financial year, with the resulting affect this business tourism has on the economic impact for Madrid.

The internationalisation of the visitors also stood out, as the number of international professionals who attended our events came to 26% of the total, more than doubling the percentage from the previous year (12% in 2018 and 10% in 2017).

As regards the volume of exhibitors, this also grew, the total standing at 33,292 companies participating in IFEMA's various events.



This set of figures therefore shows a milestone in the institution's 40 year career and has been possible thanks to various factors that were decisive in consolidating the growth as set out in the Strategic Plan, the annual forecast of which, estimated at 20%, has been doubled.

The occupancy of the venues was also notable, reaching a total of 3.5 million gross square metres in 2019, signifying an increase of 16.6%. This figure currently places us amongst the world's top trade fair institutions in terms of making the most out of their facilities.

The high occupancy level was largely due to the growth in IFEMA's main trade fairs, many of which consolidated their position amongst the best in the world, as is the case of

FITUR, International Tourism Trade Fair, and FRUIT ATTRACTION, International Trade Show for the Fruit and Vegetable Industry.

Equally remarkable was the increase in activity achieved thanks to the execution of projects that expanded our in-house events portfolio. Specifically, six new events were incorporated into the official calendar for 2019: **ORGANIC FOOD IBERIA, Iberia's First Organic International Trade Show, & ECO LIVING IBERIA, Iberia's First Organic International Trade Show, Fashion and Household Items of the Iberian Peninsula; DIGICOM EXPO, the Digital Printing and Visual Communication Trade Show; MAÑANA; CAMPUS**

IFEMA THINKIDS; SEMANA DE MODA BAÑO GRAN CANARIA, and FIMI, International Fair for Children's and Young People's Fashion

In parallel with the exhibitions, IFEMA's conference unit has also seen its activity greatly increased, with the capturing of a larger volume of conference business. Specifically, in 2019, 18 conferences with exhibitions were held, ten more than in the previous year, including some of great importance like the **29th ERS Annual Congress, the 29th Annual Congress of the European Respiratory Society; the 28th EADV Congress, the 28th Congress of the European Academy for Dermatology and Venereology, and Annual European Congress of Rheumatology.**

The leisure events line was one of the determining factors for growth due to the way it took off in 2019. 26 music concerts and long-term events were scheduled over the course of the year, compared to the 10 hosted in 2018, in addition to 749 professional and leisure events. Amongst the main events, the most notable were **YUNKE THE MAGICIAN - HANGAR 52** and **CIRCO DE HIELO 2**; the exhibitions **JUEGO DE TRONOS: La Exposición Oficial, JURASSIC WORLD Exhibition; and "BANKSY: Genius or Vandal?"**; and the **Río Babel Festival.**

Also, the incorporation of the IFEMA Palacio Municipal Hall into our portfolio of venues spelled the expansion and diversification of our activity, with the hosting of more than 80 events and consequently, an improvement in the occupancy ratio.

Expenditure

The operating expenditure of the 2019 financial year came to 147.2 million euros, representing an increase of 32.9% compared to the previous year and 54.3% compared to 2017.

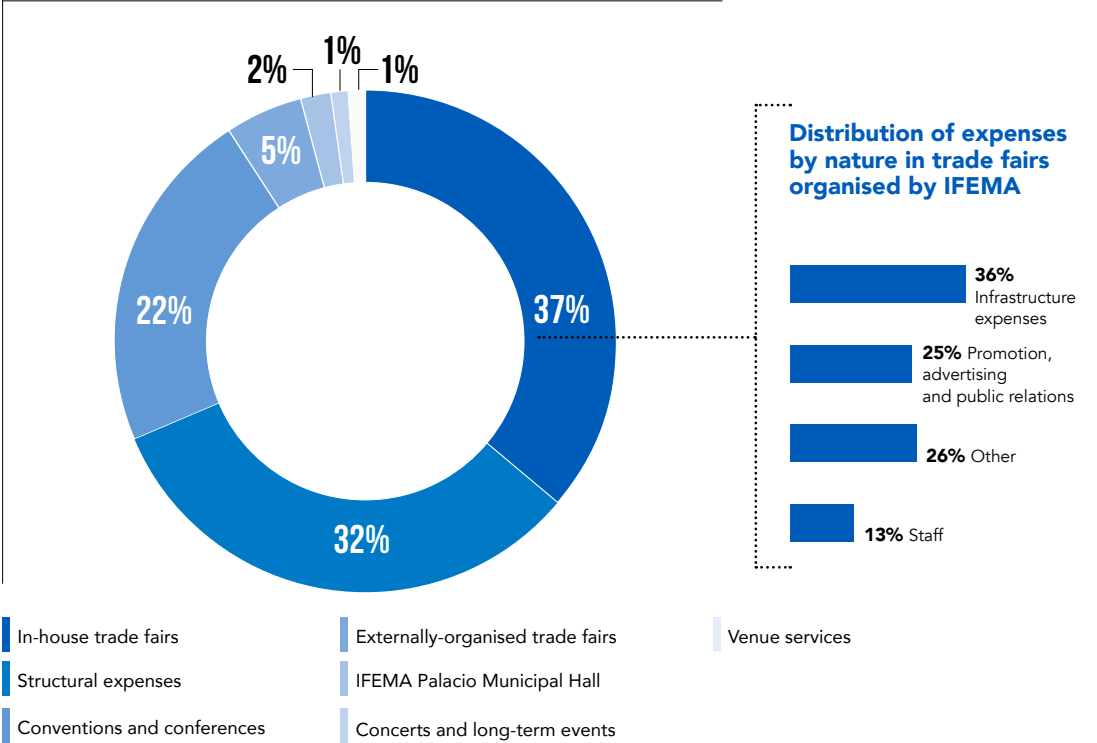
By business line, the expenditure of the trade fairs organised by IFEMA constituted 36% of the total, followed by structural expense (32%) and that of conferences and conventions (22%). Within our in-house trade fairs, the greatest volume of expenditure arose from infrastructures (36%) and, in second place, promotion, advertising and public relations (25%).



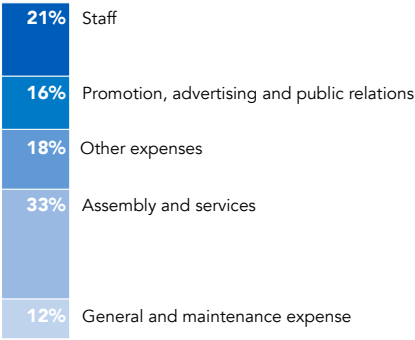
Evolution of expenditure



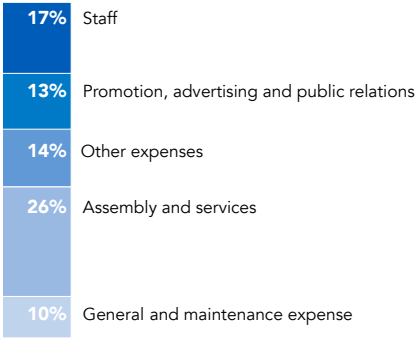
Distribution of expenditure by line of business



Percentage distribution of expenses by activity of the total expenditure



Percentage distribution of expenses by activity of the total income



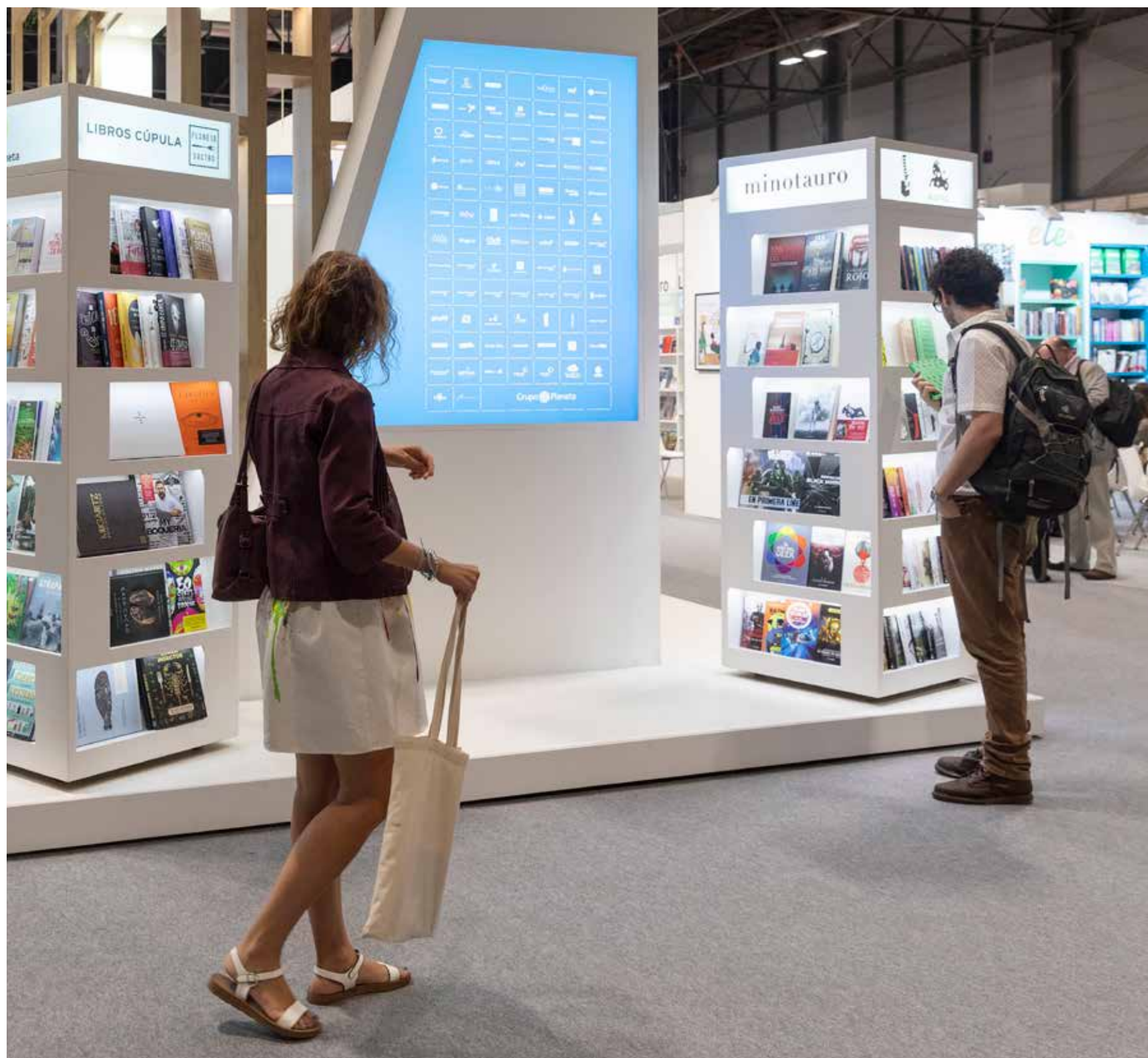
Invest to improve

With people at the centre of our activity and seeking excellence in the experiences we offer our clients, in 2019, we continued to make large-scale investment to allow us to expand and improve our facilities and infrastructures and accelerate our digital transformation.

The investment made came to 16.6 million euros and included highly relevant projects like the incorporation of Madrid's Municipal Congress Hall into our portfolio of spaces, with the consequent technological and functional updating of this venue and a whole series of other installation and systems improvements.

We also invested in the purchasing of new IT equipment for the COP25 World Climate Change Conference, the projects carried out by the IFEMA LAB Foundation, the renovation of the LED lighting in all our facilities, the digitalisation of information and advertising supports and security.

With a view to continuing to improve in the areas of innovation, organisation and the client's perception and experience, in addition to the expansion of our facilities, our investment will continue to grow notably over the coming years.



Financial aspects and other matters of interest

IFEMA maintained its zero debt status in 2019, in addition to a solid position in terms of liquid assets.

The funding of provisions for the depreciation and impairment of the fixed assets during the financial year came to 15.8 million euros, representing approximately 2.8% of the institution's fixed assets.

The profit for the 2019 financial year, of 22.5 million euros, will be allocated to Surplus and Capitalisation reserves.

The net worth as at 31 December 2019 stood at 310.1 million euros.

In 2019 we continued to make large-scale investment that has allowed us to expand and improve our facilities and infrastructures and accelerate our digital transformation.

BALANCE SHEET

As at 31/12/2019

ASSETS

Euros

Non-current assets	209,727,108
Intangible fixed assets	5,604,152
Development	571,181
Concessions	1,440,000
Patents, licences and brand names and similar	1,920,011
IT applications	1,672,960
Tangible fixed assets	190,735,341
Land and building	144,244,658
Technical facilities and other tangible fixed assets	45,608,365
In-progress tangible fixed assets and advance payments	882,318
Long-term financial investments	10,353,117
Debt securities	10,106,768
Other financial assets	246,349
Deferred tax assets	3,034,498
Current assets	187,217,680
Stock	467,170
Raw materials and other consumables	467,170
Trade debtors and other accounts receivable	69,468,941
Trade receivables for sales and services	64,995,226
Clients, group companies and associates	143,499
Sundry accounts receivable	2,857,483
Personnel	275,742
Other amounts owed to Public Administration entities	1,196,991
Short-term financial investments	31,044,100
Debt securities	31,001,036
Other financial assets	43,064
Short-term accruals	2,193,117
Cash and other cash equivalents	84,044,352
Liquid assets	84,044,352
TOTAL ASSETS	396,944,788

EQUITY AND LIABILITIES

Euros

Equity	310,139,687
Own funds	310,139,687
Capital	60,356,483
Authorised capital	60,356,483
Reserves	1,053,309
Legal and statutory	378,765
Capitalisation reserve	674,544
Profit from previous financial years	226,230,484
Surplus	226,230,484
Profit for the financial year	22,499,411
Non-current liabilities	400,237
Long-term debt	400,237
Other financial liabilities	400,237
Current liabilities	86,404,864
Short-term provisions	1,554,790
Short-term debt	2,913,704
Other financial liabilities	2,913,704
Trade creditors and other payables	81,936,370
Suppliers	45,029,131
Sundry creditors	536,387
Staff (salaries pending payment)	2,102,850
Current tax liabilities	871,326
Other amounts owed to Public Administration entities	6,270,257
Customer advances	27,126,419
TOTAL EQUITY AND LIABILITIES	396,944,788

PROFIT AND LOSS STATEMENT

CONTINUING OPERATIONS

	Euros
Net turnover	147,714,847
Sales	74,272,446
Provision of services	73,442,401
Work carried out by the company for its assets	1,468,000
Procurements	(2,258,701)
Consumption of raw materials and other consumables	(2,258,701)
Other operating income	38,004,934
Non-core and other current operating income	38,004,934
Personnel expenses	(31,576,907)
Wages, salaries and similar	(23,001,089)
Social security contributions	(8,575,818)
Other operating expense	(113,743,020)
External services	(106,721,874)
Taxes	(6,672,240)
Losses, impairment and variation of provisions for commercial transactions	(348,906)
Depreciation of fixed assets	(16,300,259)
Impairment and profit from disposal of fixed assets	535,765
Impairment and losses	569,585
Profit/loss from disposals and others	(33,820)
Other profit/loss	(28,959)
Operating profit	23,815,700
Financial income	133,565
From participation in equity instruments	128,249
In third parties	128,249
From marketable securities and other financial instruments	5,316
From group and associated companies	5,316
Financial expenses	(443)
Due to debts with group and associated companies	(443)
Exchange rate differences	(3,196)
Financial profit	129,926
Profit before tax	23,945,626
Tax on earnings	(1,446,215)
PROFIT FOR THE FINANCIAL YEAR	22,499,411

SUMMARY OF INCOME AND EXPENDITURE BY ACTIVITY

	Euros
Income	
From exhibitors at in-house fairs	88,498,770
From visitors to in-house fairs	3,433,195
Other income/Other venue income	12,863,189
Externally-organised trade fairs	15,868,626
Conferences and conventions	55,578,579
Concerts and shows	4,544,672
IFEMA Palacio Municipal Hall	6,400,750
TOTAL INCOME	187,187,781
Expenditure	
Promotion, advertising and public relations	23,487,009
Assembly and service costs	48,144,119
Staff	31,576,907
General and maintenance expense	17,667,567
Other expense	26,354,120
TOTAL EXPENDITURE	147,229,723
Operating profit - EBITDA	39,958,058
Direct financial charges	129,926
Operating cash flow	40,087,984
Funding of provisions for depreciation and impairment	(15,764,494)
Funding of provisions	(348,906)
Extraordinary profit/loss	(28,958)
Company tax	(1,446,215)
PROFIT FOR THE FINANCIAL YEAR	22,499,411



SUSTAIN- ABLE

06

40 years of IFEMA

40 years growing together | **94**

40 YEARS GROWING TOGETHER



Four decades after its creation IFEMA continues to be Spain's leading trade fair operator and one of the largest in the world. Today our goal is the same as in our early years: to be the epicentre of business and economic activity for all professional sectors, and make people, companies and society grow by contributing value, information and experiences.

In 40 years we have shared and helped others to share. And we have progressed and helped others to progress. With our sights set on contributing to a better future through knowledge, innovation and technology, we will now look back on the main milestones of our career, a rewarding path we have travelled alongside companies, visitors, partners, employees and friends. A time during which we have been one of Madrid's main economic driving forces. Thank you all for making the journey with us.

1979



Signing of the articles of incorporation of Institución Ferial de Madrid (IFEMA) by the Mayor of Madrid, Luis María Huete, and the chairmen of the Chamber of Commerce and Industry, Adrián Piera Jiménez, the Provincial Council of Madrid, Enrique Castellanos, and The Caja de Madrid Savings Bank, Felipe Ruiz de Velasco.



Start of IFEMA's trade fair activity in the halls of the Casa de Campo and the Palacio de Exposiciones on Paseo de la Castellana. Some of the first trade fairs held were FITUR and SICUR, which are still running today.

1980



Faced with the need to increase the space to accommodate a larger number of trade fairs, IFEMA started the construction of a new venue in the **Campo de las Naciones** area.

1987

1981



IFEMA reached **18 trade fairs** held in its facilities just one year after it started its activity.



Official inauguration of the **Parque Ferial Juan Carlos I**, now Feria de Madrid, by King Juan Carlos I.

1991

Celebration of IFEMA's **20th anniversary** with dozens of activities for the visitors and exhibitors that visit our facilities each year.



1999

1996



Holding of the first edition of the **Automotive Trade Fair of Madrid**, one of IFEMA's most popular trade shows.



Inauguration of IFEMA's **First Expansion** (halls 9 and 10) and the **North Convention Centre** by the mayor of Madrid, Alberto Ruiz-Gallardón.

2002



Setting in motion of IFEMA's **Second Expansion** with halls 12 and 14, thanks to which the institution reached 200,000 m² of covered exhibition space.

2007

2004



Inauguration of the **remodelling of the Avenida Central** of Feria de Madrid to join the North and South entrances.



First edition of **FRUIT ATTRACTION** which would go on to become the world's second largest trade fair for the food sector and the fastest-growing.

2009



Beginning of IFEMA's **international expansion** with the holding of some of its in-house trade fairs abroad, like SICUR Latin America.

2013

2015



Inauguration of ARCOMadrid by **King Felipe and Queen Letizia** as King and Queen of Spain for the first time.



Diversification of IFEMA's activity through the holding of **music concerts and festivals** in its venues. The Río Babel festival was the first event of these characteristics held in Feria de Madrid.

2016



Madrid, the world's third city for congresses thanks to IFEMA's activity, according to the ranking of the International Congress and Convention Association (ICCA).

2018

IFEMA's **own station on the Metro de Madrid network:** the name of the Campo de Naciones stop was changed to Feria de Madrid.



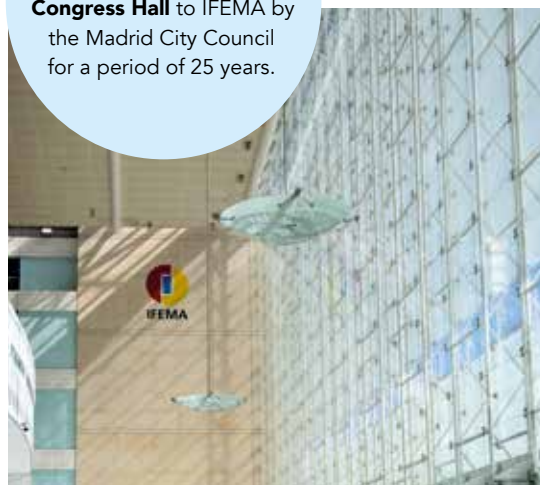
2017

Coinciding with the start of the celebration of IFEMA's 40th anniversary, announcement of the ambitious **Expansion project for Valdebebas**, with the addition of 100,000 m².



2019

Awarding of the management of the **Madrid's Municipal Congress Hall** to IFEMA by the Madrid City Council for a period of 25 years.



2020

Year of IFEMA's 40th anniversary.



**40 years,
big numbers**

2,100

trade fairs

10,000

conferences, conventions and corporate and leisure events

760,000

exhibiting companies

100

million visitors

€ 50,000 M.

of economic impact



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MISSION, VISION AND VALUES

FOCUSSED ON THE MISSION

We create and promote environments on a global scale in which people, companies and society can connect, promoting competition based on excellence and added value.

At IFEMA we have one very clear goal: to contribute value to make people, companies and society grow by being a driving force for economic and social value for those around us. A window through which to observe the future up close, looking out onto knowledge, innovation and what is important today and tomorrow.

WITH A VERY CLEAR VISION

We want to make Madrid, and by extension, Spain, a reference on the global economic scene, favouring the generation of wealth through our leadership as a source of inspiration, knowledge and the creation of business opportunities.

We seek to maintain our position of national and international leadership in the organisation of trade fairs, conventions and all types of leisure event through operational excellence and the quality of the services we offer you.

ALWAYS TRUE TO OUR VALUES

Close and comitted

Empathetic, human, close and committed, we are close to what matters to you, helping you along the way. We believe in a new shared horizon that we seek together. We understand you, we put ourselves in your place.

Dynamic and inspiring

Creative, dynamic and innovative. We strive to discover new opportunities, always go beyond, and bring the future today. We are a source of knowledge and answers for those who have questions. We have a proactive attitude.

Efficient and flexible

Simple, useful and decisive, we overcome barriers and find the most appropriate solution to each problem. Agile, flexible and realistic, we accomplish what we say, seeking excellence.

Sustainable and transparent

All our actions are based on transparent relationships, guided by rigour and objective criteria. We offer relevant, accurate information. We are responsible with regard to our environment and our society. We promote change, the dissemination of culture and respect for the environment and sustainability.

