

Ideas Impulse Enthusiasm Innovation.

Annual report 2021



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01.

Greeting from the Chairman of the Governing Board of IFEMA MADRID.

Ángel Asensio Laguna

I am delighted to address you as the Chairman of the Governing Board of IFEMA MADRID having come through 2021, one of the most difficult years in our history due to the impact of the terrible pandemic.

This year will be remembered in IFEMA MADRID as the year when we got back to business following the prolonged shutdown caused by the health crisis. We got back into gear after the summer with some 60 trade fairs, congresses and events in our facilities. We have started hosting major events from all economic sectors again, in a safe environment, opening up new business opportunities for companies and professionals.

These events were all successful experiences that have started to open up a gap in the reactivation of the trade fair sector internationally. We can be very proud that IFEMA MADRID is one of the few organisations worldwide to have been committed to guaranteeing the safety of its facilities for events in the post-COVID-19 world since March last year.

IFEMA MADRID believed it was essential for companies to be able to reactivate their businesses and achieve a measure of profitability in the final four months of a year sadly scarred by the pandemic. That is why we set ourselves the challenge of arranging a host of events to end the year, offering the safest and smartest commercial environments to help rebuild commercial relationships, generate contacts and drive sales.

2021 was a year of digital transformation for us. Building on our digital development, most of our events have been supported by a powerful digital platform. This platform enhances the scope for sectoral communities, offering more contacts and, therefore, more business opportunities to exhibitor companies and professionals. It also extends the experience beyond the dates of the trade fair itself and increases the size of the potential audience.

Our trade fair model now extends beyond just being there in person. This is the start of a new era for IFEMA MADRID. To continue being global leaders and supporting Madrid's business fabric, we have embarked on a stage where digital transformation will become ever more important in increasing the competitiveness of our events, while never forgetting the value-added by the off-line experience.

IFEMA MADRID is committed to continuing to improve its bottom line while helping the companies and professionals of Madrid. This means it is essential that we remain at the cutting edge in everything we do. Our trade fair organisations are dedicated to continuing to add value for Madrid.

“We have started hosting major events again from all economic sectors, in a safe environment, opening up new business opportunities for companies and professionals”



Presentation by the Chairman of the Executive Committee of IFEMA MADRID.

José Vicente de los Mozos

The year described in this report has been exceptional in every respect. This is not just because of the economic backdrop and health crisis that have had such an impact on our business. It is also about how we have developed as an organisation and how we have handled this situation. We have spearheaded the global recovery in trade fair activity and meetings, fostering hybrid and digital formats that have enabled us to remain in touch with our customers and society.

Following months of enforced shutdown of in-person events, getting back to business was the overwhelming priority to overcome an unprecedented crisis, with all sectors, companies and actors in the economy undertaking to address this recovery intelligently. This requirement was even greater for IFEMA MADRID as Madrid's second largest economic driver and because of our responsibility to generate wealth and employment in our environment.

With this always in mind, 2021 was a time of opportunities. It was a new stage that required open minds and a decisive commitment to innovation and digital transformation. It was a time for driving forward an effective alternative that would enable us to open up markets and explore new avenues for diversification, while also seeking alliances that enable us to create an environment in which business can flourish. These are the foundations on which we based IFEMA MADRID's strategy for its recovery and future in a critical year.

2021 was a year in which we learnt to promote change in the ways we work, in which we led a digitalisation process capable of developing platforms that open up new audiences and enable us to offer services to companies 365 days a year. We have overcome a situation in which we were unable to hold physical events. We have reinvented ourselves by specialising in virtual and hybrid trade fairs. But we have never lost sight of what makes trade fairs intrinsically valuable - human contact, which is indispensable for inspiring projects, connecting companies and generating business.

We can be truly proud that the first post-COVID-19 trade fair in Europe was held at IFEMA MADRID, in March 2021. We can also be proud that we made a decisive commitment to host FITUR in our facilities in May. This was a landmark for international travel and the greatest test of our health protocols and measures in making trade fairs not just a key element for the recovery of tourism - as recognised by Spain's government, which designated it an Event of Exceptional Public Interest - but also for stimulating the return of safe tourism for Spain and the entire world. These successes were followed by other iconic events, such as ARCOmadrid. From September, we hosted many more major exhibitions and meetings, with over 300 events in all. We also saw the return of major international congresses to Madrid.

We wanted to take a step forward during this exceptional year by changing our brand image. We have now become IFEMA MADRID, which symbolises our new positioning and the approaches that will guide our recovery and leadership, through digitalisation, internationalisation, diversification and a sustainable vision of our activity and business.

2021 was an emotional year but one that ended with positive results from an accounting perspective. We are in a robust financial position, with no debt and sufficient capital to continue pursuing our ambitious projects for the future. This has been a long and arduous journey in which we have received tremendous support from the consortium members, the Regional Government of Madrid, Madrid City Council, the Official Chamber of Commerce, Industry and Services of Madrid and the Montemadrid Foundation.



I would like to round off by expressing my sincere thanks and congratulations to the IFEMA MADRID team for what they have achieved. I would like to recognise their self-sacrifice, commitment and collective demonstration of responsibility. There should be no doubt that our most precious asset, and the best guarantee of our future, is our human capital and talent, which we have managed to keep intact during these difficult times and actually strengthen.

Thank you very much.

Governing bodies.

Governing Board

At 31 December 2021

CHAIRMAN

Ángel Asensio Laguna

DEPUTY CHAIRPERSONS

Isabel Díaz Ayuso
Begoña Villacís Sánchez
Jesús Núñez Velázquez

BOARD MEMBERS

Madrid Regional Government

Enrique López López
Javier Fernández-Lasquetty y Blanc
Marta Rivera de la Cruz
Manuel Llamas Fraga
Carlos Daniel Martínez Rodríguez

Madrid City Council

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
Miguel Garrido de la Cierva
Gabriel García Alonso
Eva Serrano Clavero

Obra Social and Monte de Piedad de Madrid Foundation

José Guirao Cabrera

Ministry of Industry, Commerce and Tourism*

Pablo Garde Lobo

Chairman of the Executive Committee*

José Vicente de los Mozos Obispo

Managing Director*

Eduardo López-Puertas Bitaubé

General Secretary*

Soledad Borrego Martínez

* Not members of the Governing Board under the articles of association. They attend and can participate in meetings without voting rights.

Executive Committee

At 31 December 2021

CHAIRMAN

José Vicente de los Mozos Obispo

DEPUTY CHAIRPERSONS

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Engracia Hidalgo Tena
José Guirao Cabrera
Ángel Asensio Laguna

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Madrid City Council

Begoña Villacís Sánchez
Miguel Ángel Redondo Rodríguez

Official Chamber of Commerce, Industry and Services of Madrid

Miguel Garrido de la Cierva
Alfonso Calderón Yebra

Managing Director*

Eduardo López-Puertas Bitaubé

General Secretary*

Soledad Borrego Martínez

* Not members of the Executive Committee under the articles of association. They attend and can participate in meetings without voting rights.

Management bodies.

Management Committee

At 31 December 2021

MANAGING DIRECTOR

Eduardo López-Puertas Bitaubé

GENERAL SECRETARY

Soledad Borrego Martínez

DIRECTOR OF BUSINESS DEVELOPMENT

Carlos González García de la Barga

DIRECTOR OF EXHIBITION BUSINESS

Ana Larrañaga Larrañaga

DIRECTOR OF HUMAN RESOURCES, QUALITY AND CSR

María Sánchez Sanz

ECONOMIC-FINANCIAL AND INFRASTRUCTURE DIRECTOR

Alberto de la Torre López

DIRECTOR OF OPERATIONS

Carlos Jiménez Luque

DIRECTOR OF COMMUNICATION AND MARKETING

Raúl Díez Vázquez

DIRECTOR OF INNOVATION

Telma Carlini Biagioli

Management team

At 31 December 2021

MANAGEMENT OF CENTRAL AND TECHNICAL AREAS

Controller

Rafael Company Fernández

Director of Procurement and Logistics

Francisco José Monge Herrera

Director of Security and Self-Protection

Alfonso Illescas Riaño

Director of Exhibition Services

Jesús Navarro Lorenzo

Director of Communication and Press

Marta Cacho Calleja

Director of Marketing and Digital Strategy

José Javier Blanquer Sierra

Director of Institutional Relations

Victoria Perezagua Antúnez

Director of Information Technologies

Carlos Jiménez Luque

Technical Director

Javier Martín Rodríguez

Director of Quality and CSR

Santiago Quiroga Fernández-Ladreda

Director of Digitalisation and Business Diversification

Raúl Calleja Rocha

TRADE FAIRS AND CONVENTIONS DIVISION

Director of Trade Fair Group 1

Ana Rodríguez Muñoz

Director of Trade Fair Group 2

Juan David Moneo Vara

Director of Trade Fair Group 3

Lola González Barbado

Director of Trade Fair Group 5

María Valcarce Rodríguez

Director of Trade Fair Group 8

Julia González Romo

Director of Trade Fair Group 9

Maribel López Zambrano

Director of Trade Fair Group 10

Nuria de Miguel Villarrubia

Director of Trade Fair Group 12

María José Sánchez Moncada

Director of Conventions

Belén Mann Cerdeira

Director of International Development

Jaime de la Figuera Coterón

Director of Public Exhibitions and Leisure Events

Asier Labarga Hermenegildo

IFEMA MADRID.

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02.

The Managing Director's vision.

Eduardo López-Puertas Bitaubé

2021 was an ongoing challenge for IFEMA MADRID. But rather than losing heart in an industry severely affected by the limitations on mobility and gatherings of people, we concentrated on how we could refocus our business and convert the crisis we were all experiencing into an opportunity.

Against this backdrop, it is enormously satisfying that we achieved our overriding objective: to generate a positive result for the year. In 2021, we generated income of 98.6 million euros, EBITDA of 7.3 million euros and net profit of 100,000 euros. These figures are quite an achievement given the health crisis and the restrictions on how we could operate. This demonstrates the talent of the exceptional IFEMA MADRID team. The collective and responsible efforts of the whole team enabled us to open up the path to the reopening of in-person activity, not only in Spain but also in Europe, fostering a gradual recovery in business.

We set the pace in establishing health protocols and re-establishing confidence in business tourism. We started to host trade fairs again in March, opening the way for major international events – such as FITUR and ARCOmadrid – in the first half of the year. This enabled the second half of the year to become a turning point, resulting in a total of 301 events in 2021, with 75 trade fairs, 8 congresses, 22 concerts and long-term events, and 196 conventions, attracting over 1.4 million visitors and more than 16,000 participating companies.

Our progress in the digital sphere merits its own section. In 2021, we held 24 hybrid or digital trade fairs. These offered an alternative when it was impossible to host physical events. However, they also enhanced the in-person formats of our events, expanding their reach and capacity to generate business. This transformation has required great effort from our team and a huge amount of training for our professionals, together with significant investment in the latest technology.

The diversification of our activity is also gathering pace. IFEMA MADRID is establishing itself as a major venue for first-class leisure activities for Madrid, offering spectacular productions that complement the rich offering of our region and its attractiveness as a tourist destination.

I invite you to discover more in this report. What it describes is the fruit of the work of everyone in the organisation, all pulling in the same direction, and of our partner companies, which I would like to thank for their indispensable contributions and commitment.

I would also like to thank the companies that have returned to IFEMA MADRID and our visitors – both professionals and the public – who come to us in search of moments of inspiration.

Regards.



“It is enormously satisfying that we achieved our overriding objective: to generate a positive result for the year.”

The year of getting back to business.

Trade fairs, congresses and events: a gradual return to in-person activity.

IFEMA MADRID was a pioneer in reactivating the exhibition sector by organising in-person events in 2021. Two processes were happening in parallel during the year. First, we were continuously developing new virtual solutions, enabling us to maintain our exhibition activity even during those months with the most rigorous restrictive measures in response to the pandemic. And second, there was a gradual return to in-person events, with some of the most iconic trade fairs in our calendar.

However, following the digital development during the months of lockdown, many of our events were supported by a powerful digital platform. This solution enabled us to extend the scope of the sectoral communities, offering a larger number of contacts and, therefore, new business opportunities outside the dates of the trade fairs themselves.

LEADERS IN REACTIVATING EXHIBITIONS WORLDWIDE.

Our trade fair activity in the first three months of the year included two events in digital format: **PROMOGIFT INTERNATIONAL DIGITAL SHOW** and **InterSICOP LIVE Connect**, helping companies promote the generation of wealth and business, and facilitating networking among professionals worldwide through our LIVE Connect digital platform.

The first crucial step was on 22 March with **HIP - HOSPITALITY INNOVATION PLANET**, the first in-person trade fair in Europe after a shutdown lasting almost a year. This event took place under a strict health and safety protocol defined by IFEMA MADRID respecting the recommendations of the health authorities.

We then combined virtual and in-person exhibitions, exploiting the possibilities of both formats to the full, even organising hybrid events. In addition to being able to enjoy the event without needing to travel, the hybrid model also makes it possible to multiply business and development opportunities by reaching professionals anywhere in the world virtually. Another advantage is that meeting spaces and commercial relations can be developed beyond the in-person event.

The landmark in the return to in-person events was **FITUR**, which was held under the title "Tourism recovery special". This was the first international mobility experience in Europe following the outbreak of the pandemic. This event marked a turning point in the response of exhibitors and the public, and in media interest and institutional support, highlighting the urgent need to revive the tourism sector worldwide.

The event attracted over 5,000 companies from 49 countries, with 62,000 attendees in person. There were also more than 14,000 digital visitors, as FITUR was held in hybrid format for the first time. The attendees on the opening day included Their Majesties the King and Queen of Spain, together with members of the Spanish government. The five-day event was also attended by tourism ministers from 28 countries, members of the World Tourism Organization and many representatives of Spanish regional, autonomous community and municipal authorities.

IFEMA MADRID developed a special COVID-19 protocol to ensure the safety of this first major in-person event in the sector following the pandemic, including requiring all attendees to have negative PCR and antibody tests.



New mobility services

IFEMA MADRID's innovative vision extends to all of the services offered at the its trade fairs and events.

Mobility is one area for continuous improvement, because of its importance for overall visitor satisfaction and its impact on sustainability. In 2021, we developed a number of pioneering actions in this area with leading companies in the sector. These included a collaboration with Uber to offer an easy and safe transport option for attendees of our events. This involved establishing an exclusive pick-up point for Uber users and visual signposting inside our facilities.

In 2021, we signed a collaboration agreement with Radioteléfono Taxi de Madrid, so that taxi associations have a space to request transport for visitors to IFEMA MADRID. Information and services for users of this service are available in several languages.

The organisation of events including **MERCEDES-BENZ FASHION WEEK MADRID**, **the SECOND-HAND VEHICLE SHOW**, **ANTIK PASSION ALMONEDA** and **ESTAMPAS** made IFEMA MADRID one of the few organisations in the world to commit to ensuring the safety of its facilities for holding events post-COVID-19. We rounded off the first half of the year with another iconic event: **ARCOmadrid**, which was celebrating its 40th anniversary.

The return from the summer holidays marked a new key stage in the activity of IFEMA MADRID, with the return of many in-person exhibitions that had been postponed or, in some cases, replaced by digital events. These included **INTERGIFT**, **BISUTEX**, **MADRIDJOYA**, **MOMAD**, **FRUIT ATTRACTION**, **TRAFIC**, **GENERA**, **DIGICOM**, **PROMOGIFT** and **1001 BODAS**.

The final four months of the year included around 60 trade fairs, congresses and events, confirming the recovery in activity and, as a result, the value of trade fairs as drivers of the economy.

Recovery in activity.

In 2021, IFEMA MADRID held 75 trade fairs (47 in house and 28 externally organised), 8 congresses with exhibition, 22 concerts and long-term events, and 196 professional and leisure events. It also organised 24 events on its digital platform (14 hybrid and 10 totally digital).

Despite the difficulties of the situation, the figures for activity, exhibitors and visitors all outstripped those for the previous year. There were 10,165 direct exhibitors, 53.2% more than in 2020, and 1,427,890 visitors, an increase of 26.1% on the previous year. International participation in externally-organised trade fairs increased by 69.9%.

By area of activity, professional trade fairs for consumer goods (63%) led the way, followed by those related to the public (43%), investment goods (33%) and services (4%).

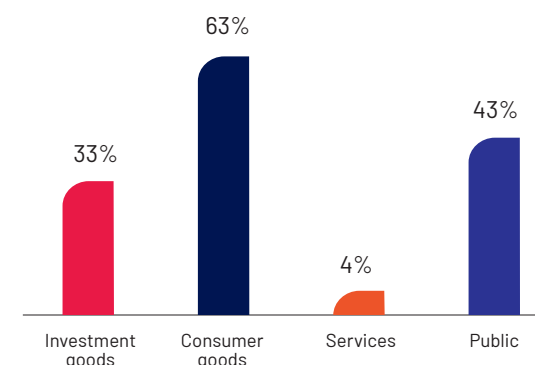
The net surface are occupied by in-house trade fairs amounted to 290,833 square metres, 50% of the total, while externally-organised trade fairs amounted to 187,107 square metres, 32%.

Volume of events.

	2018	2019	2020	2021	% change 2021-2020
In-house trade fairs	57	61	26	47	80.8%
Externally-organised trade fairs	42	41	3	28	833.3%
Congresses with exhibition	8	18	5	8	60.0%
Concerts and long-term events	10	26	15	22	46.7%
Other professional and leisure events	601	749	187	196	4.8%
TOTAL	718	895	236	301	27.5%

Distribution of trade fairs by sector.

2021



	2018	2019	2020	2021
Investment goods	39%	36%	38%	33%
Consumer goods	39%	42%	52%	63%
Services	22%	22%	10%	4%
Public	31%	30%	51%	43%

Occupancy figures.

	2018	2019	2020	2021
Net surface area occupied (m²)	1,299,798	1,447,538	334,770	584,130

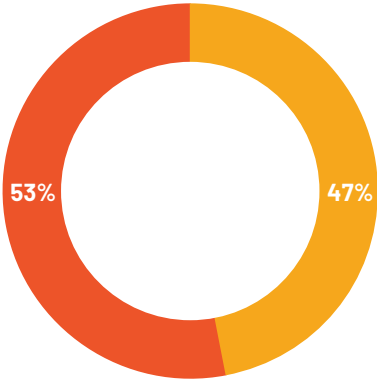
Distribution of occupied surface area.

	2018	2019	2020	2021
In-house trade fairs	51%	42%	70%	50%
Externally-organised trade fairs	33%	18%	17%	32%
Congresses with exhibition	8%	21%	2%	6%
Concerts and long-term events	-	10%	11%	13%
Other professional and leisure events	8%	10%	-	-

Direct exhibitors.

	2018	2019	2020	2021
Number of direct exhibitors	18,132	16,902	4,756	10,165

international participation
by direct exhibitors



	2018	2019	2020	2021
In-house trade fairs	83%	76%	92%	53%
Externally-organised trade fairs	17%	24%	8%	47%

Visitor data.

	2018	2019	2020	2021
Number of visitors	3,605,247	4,323,775	1,055,146	1,427,890

Source of national professional visitors to
trade fairs organised by IFEMA MADRID.

	2021
Community of Madrid	41.0%
Andalusia	11.6%
Valencia region	8.8%
Catalonia	6.6 %
Castilla-La Mancha	5.3%
Castilla-Leon	4.5%
Murcia	4.3%
Galicia	3.0%
Basque Country	2.7%
Extremadura	2.3%
Aragón	2.2%
Canary Islands	2.1%
Balearic Islands	1.7%
Asturias	1.4%
Navarre	1.0%
Cantabria	0.8%
La Rioja	0.6%
Ceuta and Melilla	0.1%

Source of international professional visitors
to trade fairs organised by IFEMA MADRID.

	2021
European Union	60.2%
Central and South America	17.0%
Rest of Europe	8.2%
North America	7.4%
Africa	3.9%
Asia	3.3%

FITUR generates global debate on the recovery of tourism

The FITUR trade fair in May achieved enormous media attention. The event was attended by 2,500 journalists from 33 countries and generated over 120,000 news stories across all communication platforms (press, digital, radio, television and social media). This achieved a global audience of 6,180 million people, with enormous impact on social media (3 million hits and 60,600 interactions on its official profiles).

There were two main reasons for this extraordinary response. First, holding FITUR marked the start of the return of major in-person events of a global nature in the sector. This was only possible due to the strict health safety measures implemented by IFEMA MADRID. The other factor was the debate about the need for a recovery in international tourism –the overriding theme of the event – as one of economic pillars most affected by the health crisis worldwide.

TRADE FAIRS AND EVENTS 2021.

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

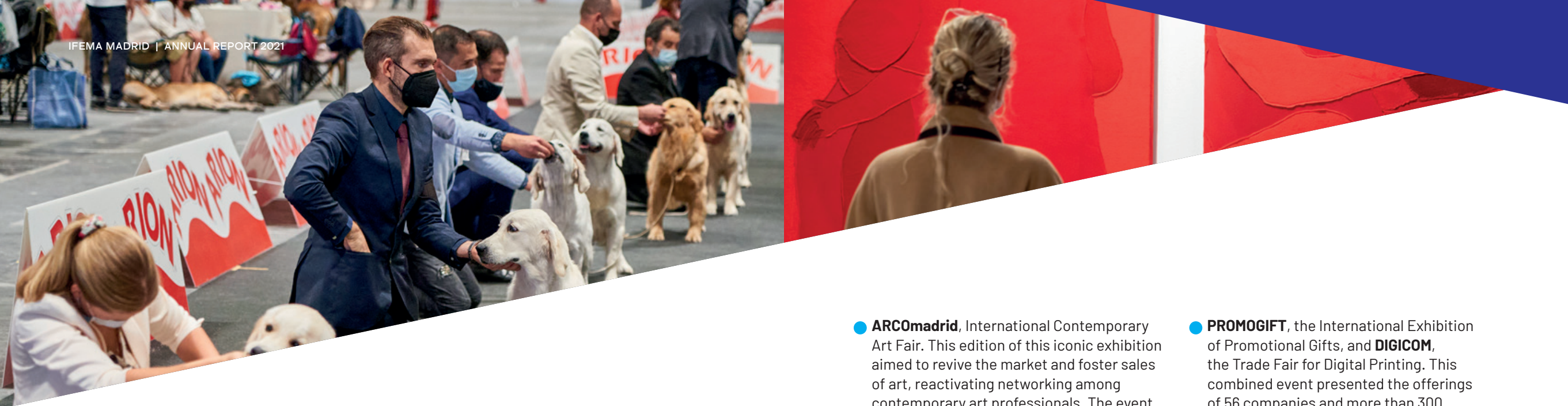
- **PROMOGIFT INTERNATIONAL DIGITAL SHOW**, an event organised as a taster for the in-person event to be held in September. The exhibitors had a personalised virtual space in the platform developed by FYVAR (the International Association of Manufacturers and Vendors of Advertising and Promotional Products) and Cibershow.
- **HIP – HOSPITALITY INNOVATION PLANET**, a professional exhibition for the HORECA sector. This was the first in-person trade fair of the year in Europe, conceived as an activity to support and recognise hospitality businesses. The event attracted almost 400 exhibitor companies and more than 11,800 visitors, with an economic impact of over 23 million euros in Madrid.
- **InterSICOP LIVE Connect**, the International Exhibition of Bakery, Pastry, Ice Cream, Coffee Shop and Equipment. This event was hosted using the LIVE Connect virtual community, with activity 365 days a year. Special events and activities were held during the dates of the exhibition, including championships, conferences and training sessions, involving over 1,800 professionals. The first actions to prepare for an in-person trade fair in 2022 were started at the end of the year.

- **EDUCATION WEEK LIVE Connect**. This meeting point for students and educational professionals exploited the possibilities of the LIVE Connect platform to hold conferences and presentations. This event included **AULA LIVE Connect**, the International Student and Educational Offering Exhibition; **EXPOEARNING LIVE Connect**, an international congress and professional trade fair; **ONLINE CONGRESS + Interdidac LIVE Connect**, a congress of educational resources and commercial exhibition; **INTERNATIONAL POSTGRADUATE AND CONTINUOUS TRAINING EXHIBITION LIVE Connect**; and **SCHOOLS DAY LIVE Connect**. Through these events, our virtual platform attracted over 6,000 virtual visits and the presence of 115 exhibitors.
- **THE SUMMIT by SIMO EDUCACIÓN**. This special event was held as part of **AULA Live Connect** to contribute to the debate in the educational community about learning following the crisis.
- **MERCEDES-BENZ FASHION WEEK MADRID**. There were two in-person editions of this fashion show in 2021. The event held in April was the first in the sector worldwide with an in-person catwalk show. The event attracted over 4,400 people, with a further 30,000 visitors following the shows online. The September event was attended by more than 6,300 people, with 22,100 people streaming the shows.



LIVE  Connect

LIVE Connect is the digital platform IFEMA MADRID provides to its customers to get the most out of taking part in its trade fairs and events, extending the duration of the event and providing unique content and professional networking throughout the year.



● **ESTAMPA**, a flagship show for galleries and collecting in Spain, which held a special edition in April and its regular edition in October. Around 26,600 people visited the event during the year, with more than 150 artists selling their work.

● **FITUR**, the international tourism trade fair. Held under the title "Tourism recovery special", this was the first in-person international trade fair in Europe. The numbers for the event confirm that it was a turning point: 5,000 companies and 62,000 attendees in-person from 55 countries, more than 14,000 digital visitors and seven halls occupied (44,000 square metres). The event received enormous official support, headed by Their Majesties the King and Queen of Spain, and many members of the Spanish government.

● **The Madrid Second-Hand Vehicle Show.** This event was successful in terms of participation and its high profitability considering the economic conditions. It attracted 41,599 visitors and achieved over 1,430 direct sales - 88% of the vehicles displayed - beating the ratios for previous years.

● **ANTIK PASSION ALMONEDA**, trade fair for Antiques, Art and Collector's Items. Two events were held in 2021, one in June and one in December. The June event was the 30th anniversary of this gathering. The two events attracted more than 120 exhibitors, who displayed 20,000 pieces of art, decoration, jewellery and vintage fashion to more than 4,300 visitors.

● **IBERZOO + PROPET**, International Trade Fair for Professionals in the Pet Industry. More than 2,000 professionals from the sector connected to our new digital platform to network and to access content, activities and exclusive events. The platform remained live throughout the year.

● **EXPODENTAL SCIENTIFIC CONGRESS.** This was the first edition of this multidisciplinary congress for the dental sector, which attracted more than 8,400 professional visitors from 14 countries. Around 70 activities took place, including speeches, workshops and product presentations, with an exhibition area featuring 135 exhibitors.

● **ARCOmadrid**, International Contemporary Art Fair. This edition of this iconic exhibition aimed to revive the market and foster sales of art, reactivating networking among contemporary art professionals. The event attracted 164 collectors from 24 countries. The event was opened by Their Majesties the King and Queen of Spain.

● **Organic Food Iberia**, the International Professional Trade Fair for the Organic Food Sector, and **Eco Living Iberia**, the International Professional Trade Fair for Natural, Ethical and Sustainable Cosmetics, Fashion and Homeware. This combined edition of the largest event in the Iberian Peninsula for the organic sector attracted almost 5,000 professionals and more than 230 domestic and international companies.

● **ARCOlisboa**, International Contemporary Art Fair. This edition was exclusively digital. It was held from 13 to 19 September, with VIP access on the 12th, through the ARCO E-XHIBITIONS platform. The galleries presented exclusive exhibitions of the projects offered with private tours for collectors. ARCO E-XHIBITIONS is the digital space for the ARCO community. It aims to help galleries and their artists in their creative endeavours, introducing collectors and others interested in contemporary art to new projects and giving them a chance to revisit past projects.

● **PROMOGIFT**, the International Exhibition of Promotional Gifts, and **DIGICOM**, the Trade Fair for Digital Printing. This combined event presented the offerings of 56 companies and more than 300 brands, attracting more than 5,800 professional visitors.

● **INTERGIFT**, International Exhibition of Gifts and Decoration; **BISUTEX**, International Exhibition of Jewellery and Accessories; **MADRIDJOYA**, International Exhibition of Urban and On-Trend Jewellery and Watches; and **MOMAD**, International Exhibition of Fashion, Footwear and Accessories. These three events were held together in a hybrid edition that exploited all of the possibilities of the LIVE Connect platform. This edition attracted over 600 companies and brands, and more than 52,800 professionals from 44 countries.

● **100x100 MASCOTA**, Trade Fair for the Pet Industry. Following a digital edition at the start of the year, the in-person event attracted around one hundred companies, 54 animal shelters and more than 6,000 dogs. 56 activities were organised under the banner of responsible pet ownership, attracting more than 15,600 visitors.

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

● **FRUIT ATTRACTION**, Trade Fair for the Fruit and Vegetable Sector. This was the 13th edition of this event and it exceeded all expectations, attracting 69,500 professionals from 110 countries, and 875 companies from 38 countries.

● **Fresh Food Logistics**, International Trade Fair for Fresh Food Logistics, Mobility, IT and cold chain management. The first edition of this event brought together all of the stakeholders involved in cold chains for fresh food. This unique event in the European Union was held in hybrid format to serve the whole of the international industry.

● **LIBER**, International Trade Fair for Books. 4,800 in-person and virtual visitors attended this three-day trade fair, exceeding initial expectations. 108 companies from 10 countries were involved, highlighting the industry's commitment to a social compact to encourage reading.

● **1001 BODAS**, Exhibition of Products and Services for Weddings. 11,800 visitors, exhibitors and professionals attended the event - similar to the numbers before the pandemic.

● **GRAN CANARIA SWIM WEEK BY MODA CÁLIDA**. 38 designers and brands took part in this trade fair on the island of Gran Canaria. The new developments for this edition included the presence of leading international companies and the inclusion of a reverse trade mission programme through ICEX.

● **SALÓN LOOK**, International Image and Aesthetics Fair. This event was visited by more than 35,000 professionals - far more than initially expected - confirming the gradual return of activity and recovery of the sector.

● **TRAFIC**, International Exhibition of Safe and Sustainable Mobility. More than 2,100 influential professionals and 56 exhibitors met in the largest commercial event in the Iberian Peninsula dedicated to management of the new mobility, under the banner "Get connected to urban mobility".

● **FERIARTE**, Antiques and Galleries Fair. This nine-day event received more than 16,500 visitors with sales of 3,000 pieces, confirming the upward trend compared to previous editions.

● **GENERA**, International Energy and Environment Fair. This hybrid event was the 24th edition, attracting more than 21,400 participants from 23 countries and a digital community of over 4,000 professionals. There were 200 direct exhibitors, consolidating its position as the international platform for businesses in the renewable energy sector.

● **CLIMATIZACIÓN Y REFRIGERACIÓN (C&R)**. This hybrid event attracted more than 23,300 professionals in person and more than 18,000 on the digital platform. It brought together the offerings of over 300 companies, with an impressive number of useful meetings and contacts during the four days of the event.

● **VIDA SILVER**. This was the first in-person edition of this event for the "silver generation" (people aged over 50), with 142 speakers and conference participants, and more than 2,100 visitors. The activity for this event continued throughout the year on the digital platform.

● **SIMO EDUCACIÓN LIVE Connect**, International Exhibition of Education Technology and Innovation. The digital platform launched in collaboration with EDUCACIÓN 3.0 brought together 25 participating companies and was visited by more than 1,600 professionals from the educational sector.

● **MADRID COMIC POP UP**, Comic exhibition. The first edition of this event was a huge success, attracting more than 9,600 visitors who enjoyed a wide range of comics, merchandising and recreational and cultural activities related to the world of comics. The event featured 80 authors signing examples of their work and in the Artist Alley space.

● **AMAZON GAMERGY MAPFRE EDITION**, E-sports & Gaming Festival. The 12th edition of this festival exceeded all expectations for attendance and involvement, with all the projected capacity being used. 65,800 visitors attended the competitions, games and performances.

● In-person trade fairs and events

● Digital trade fairs and events

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

Major cultural and society events

The quality, scale and safety of IFEMA MADRID's facilities, together with its organisational capacity, enabled our exhibition centre and Palacio Municipal to host major cultural and social events throughout the year.

For example, the Palacio Municipal hosted two award ceremonies for the José María Forqué cinema awards in 2021, together with the awards ceremony for the Platino Awards for Ibero-American cinema.

Other major events outside the MICE (Meetings, Incentives, Conventions and Exhibitions) world included the selection process for induction into the national police force, which attracted 3,800 people; elections for the Madrid Regional Government, with installation of a number of electoral boards; and the graduation ceremony for the Pontificia Comillas University.

Digital and hybrid delivery of events.

As during much of 2020, digitalisation of our events enabled IFEMA MADRID to maintain its exhibition activity during the first quarter of 2021, by using virtual platforms as meeting points and spaces for commercial exchange.

With the gradual return of activity, the trend we expected previous year has become firmly established, combining physical and virtual formats to exploit the full value of both environments. At the end of the year, we had held 24 trade fairs in digital format, of which 10 were 100% digital and 14 were hybrid.

This digitalisation and hybridisation of the sector is something we had already been working on, but which sped up in the final months when it was impossible to hold in-person events.

The objective is to incorporate digital products and services that enable us to reach new international audiences, facilitating a new space for ongoing relationships and contact between global customers and suppliers. We made significant progress with this in 2021.



NEW INNOVATION DIVISION.

We are committed to accelerating the transformation. This led us to create a new Innovation division in the first quarter of the year. The main responsibility of this division is to design and develop the innovation plans that IFEMA MADRID needs to transform its business model, adapt its strategy to the new digital era and promote the positioning of its brands in the digital space.

One of the priorities for this division was to incorporate the digital business, the opportunities offered by global audiences, internationalisation and content management into IFEMA MADRID's productive structure. The hybridisation of events must be consistent with the new challenges and opportunities in the sector, and with market conditions, connecting communities of interest among professionals and among the general public.

The core building blocks of this strategy include managing the historical knowledge built up by IFEMA MADRID and its relations of trust with all of its stakeholders, and its capacity to generate content that adds value to the new digital platforms.

New business formats and projects

The new Innovation division is taking an integrated approach to the transformation and the development of the sector beyond digitalisation. It is dedicating time and resources to competitive intelligence to develop the new businesses deriving from a context of ceaseless change, at both national and international levels.

This enables it to identify best practices, products, services and opportunities, and potential strategic alliances. As a result of this vision, and despite the difficult circumstances, the new Innovation division was involved in the launch of six new trade fairs and events in 2021: **EXPODENTAL SCIENTIFIC CONGRESS**, **VIDA SILVER**, **Fresh Food Logistics**, **FORMANDO FUTURO**, **WORLD PANDEMICS FORUM** and **MADRID CÓMIC POP UP**.

DEVELOPMENT OF THE IN-HOUSE LIVE Connect PLATFORM.

Two complementary lines of work came on stream in 2021 in the development of the tools and structures needed for the hybridization of events: identification of the platforms available in the market to meet the specific needs of each event; and the design of LIVE Connect, IFEMA MADRID's in-house digital platform.

LIVE Connect was conceived as a year-round on-line platform offering new digital services, virtual events and content on demand. It achieves this through two main modules, which have the following objectives:

- To support and complement the in-person event, fostering networking and value-added digital services.
- Creating a "365 community" that supports activity and interaction related to the event throughout the year.

The LIVE Connect platform was launched in 2020 as part of the fully digital **FRUIT ATTRACTION** exhibition and extended to practically all of our other trade fairs in 2021.

In parallel to its extension to new events, we are constantly working to develop the platform at the functional and technological levels. We have developed a modular and configurable structure that allows us to meet the huge range of needs of the events held at IFEMA MADRID. We have also undertaken market research into the services and technical requirements our in-house platform needs to enable us to market it to others.

Ongoing measures to fight COVID-19.

The health and safety of our employees and visitors to IFEMA MADRID has been our priority since the declaration of the COVID-19 pandemic. Our Security and Self-Protection division, working with the Quality and CSR division, developed a series of protocols in 2020 that were initially implemented as emergency measures but became permanent as the months passed. We also set up a Health and Safety Control unit, tasked with assessing all risks and facilitating application of the measures implemented. IFEMA MADRID's rapid reaction to the emergency enabled us to become the first Spanish trade fair organisation to achieve AENOR certification, among other accreditation.

In 2021, the continuing restrictions resulting from new coronavirus outbreaks obliged us to continue to apply the measures defined in 2020 during the gradual return of exhibitions, congresses and cultural activities to our facilities. These measures were set down in IFEMA MADRID's Pandemic Contingency Plan. They are adapted to the nature of each event and the risk of infection at the time the event is held.



FIGURES FOR THE LIVE CONNECT PLATFORM

Exhibitors:

3,152

Visitors:

121,367

Digital events:

24



The measures we implemented can be divided into the following areas:



Exterior areas

- Installation of clearly signposted, separate pedestrian entrances and exits, to manage the flow of people.
- Use of one-way routes in interior areas and enhancement of signs to direct flows to the event spaces.
- Creation of new waiting spaces in halls hosting events with large numbers of visitors. Application of queuing systems for services such as taxi ranks, ticket offices and ATMs.
- Organisation of vehicle traffic to ensure the mobility of people at pedestrian crossings and the fluidity of traffic flows at taxi ranks.
- Specific information for drivers of delivery vehicles on the health and safety measures introduced and the established working areas and schedules.



Access controls

- Horizontal signs for the requirement to maintain social distancing.
- Mandatory use of masks throughout our facilities, except as provided for in law (checked by the emergency medical services).
- Mandatory temperature checks using digital thermometers.
- An action protocol for the emergency service in the case of visitors with temperatures of 37.5°C or higher and other medical incidents.
- Installation of points with sanitising material.



Interior safety

- Control and security in halls with active events, with signposting of the direction of the visit for visitors, and checks on compliance with mask-wearing and social-distancing requirements.
- Real-time monitoring of capacity using an online application. If the maximum capacity is exceeded at any time, a protocol is implemented to cut off access.
- Differentiation of interior areas based on the activity being performed and the people authorised to be in them, with differing degrees of application of the health and safety regulations.

Bolstering safety at large events

Additional measures were applied at events that were expected to attract the largest number of visitors, to ensure the safety standards established by IFEMA MADRID were maintained. **FITUR** was a prime example of this, with a requirement to show a PCR or antibody test valid for a maximum of three days at the access control.

A hall was also set up for testing of people who did not bring such a test, or who needed one for their return. On a smaller scale, attendees at the **ARCOmadrid, HIP – HOSPITALITY INNOVATION PLANET** and **DES-DIGITAL ENTERPRISE SHOW** events were also given the option of taking a test on site. This option was also made available to Peruvian citizens who came to our facilities to vote in their presidential election.

Our Security and Self-Protection division was in constant contact with the Madrid Regional Government's Health Department about the most popular events. A dossier was prepared for each event that was expected to attract more than 600 visitors (subsequently increased to 1,000 visitors).

This dossier included a generic risk assessment, a summary of the activity at each event (expected attendance, maximum permitted capacity, description of spaces, etc.), details of the action plan or a declaration of responsibility for the information and measures implemented, among other technical information. In 2021, we filed 75 such dossiers with the health authorities.

Conventions and congresses.

MICE – Meetings, Incentives, Conferences and Exhibitions – activity has cemented its position as one of our key pillars for generating and attracting new business opportunities, both through organising major in-house trade fairs and as the hosts of large events and international congresses.

With the return of in-person activity following the enforced break caused by the pandemic, IFEMA MADRID has led the hosting of major congresses and international MICE events in Spain. The first half of the year was still severely affected by restrictions on in-person events and mobility. The first congresses held during the year were **MADRID FUSIÓN** and **CONAMA 2020** at the end of May. Activity began to kick back into gear following the summer.

The main congresses held at IFEMA MADRID in 2021 were:

- **MADRID FUSIÓN**, which moved its 19th edition from its usual dates in January to the end of May. This event was held in hybrid format, offering attendees the option of attending in person or following the presentations live through a powerful digital platform.
- **CONAMA 2020 – the 15th National Environmental Congress**, a biennial event that has become the flagship in Spain because of the quality and scale of the subjects addressed, the high level of participation and the variety of the professional profiles and environmental sectors represented.



- **ESTRO 2021 – European Society for Radiotherapy and Oncology**, organised by the European Society for Radiotherapy and Oncology, held in Madrid for the first time. This event raised the profile of radiation oncology in the scientific community, the public arena and civil society. Covering almost 5,000 square metres of exhibition and plenary space, the event attracted 4,120 attendees and was followed by around 1,800 people via streaming.
- **WATM 2021 – World Air Traffic Management Congress**, the largest congress worldwide specialising in management of air traffic. The event was opened by King Felipe VI. The Congress attracted 5,400 professionals from more than 100 countries, representing over 172 aeronautical companies.
- **Critical Communications World**, held in hybrid format and featuring some of the leading experts in critical communications. New developments this time included the Government Authority Global Village and the VR & AR Zone.
- **IEEE GLOBECOM 2021 – Global Communications Conference**, focusing on innovation in communications and involving some of the top researchers in the sector. This event was held in hybrid format.



Best European Convention Centre for the second year running

In 2021, IFEMA MADRID held its position as the Best Conventions Centre in Europe and Spain at the second World MICE Awards.

These international awards have the twin objective of recognising excellence in institutions and entities that promote tourism throughout the world and contributing to raising standards in the sector.



IFEMA MADRID LIVE, safe culture for everyone.

In recent years, IFEMA MADRID has been gradually adding more cultural events and performances to its programme, opening our facilities up to everyone, not just professionals who attend trade fairs and congresses.

The success of the initiatives we have organised and our commitment to continue to foster access to culture led us to set up **IFEMA MADRID LIVE**, our brand for all in-person cultural and leisure activities organised by IFEMA MADRID. This brand was created to offer a regular cultural programme throughout the year with something for everyone, featuring

a huge range of art forms and styles. This initiative is helping to revitalise live performances and to boost cultural tourism.

NEW CONCERT VENUES.

Music is one of the cornerstones of IFEMA MADRID LIVE, with festivals and concerts organised by a range of promoters to ensure a comprehensive range that appeals to every audience.

One new development in 2021 was the opening of our open-air "La Explanada" space outside our exhibition facilities, with a surface area of more than 28,000 square metres and a refreshment and recreational area of over 12,000 square metres. This venue can hold from 2,000 to 3,800 people, depending on the format, and also applies IFEMA MADRID's health measures and protocols. It achieves this with a performance space offering the highest quality sound and closeness to the show. Concerts were also held during the year at IFEMA MADRID's Palacio Municipal and Espacio Raro.



The variety of styles presented by IFEMA MADRID LIVE is demonstrated, for example, by the **COCA-COLA MUSIC EXPERIENCE FESTIVAL**, a live music festival with a limited capacity, which sold out. The artists who took part were Nicki Nicole, Manuel Turizo, Tini, Ana Mena, Cepeda, Rocco Hunt, Aleesha, Funzo & Baby Loud, Eva B, Hugo Cobo, Samantha, Ptazeta, Marc Seguí, Walls, Marlena, Luna Valle, Valantain and Unique.

Another successful event was the start of the **EL ÚLTIMO APLAUSO** tour. This was created to celebrate the longing for the end of the pandemic, featuring a range of major artists from the Spanish pop-rock scene over recent decades, including Marta Sánchez, Carlos Segarra, Ramoncín, Javier Andreu, Javier Ojeda and José Manuel Casañ.

We also hosted the **TOMAVISTAS EXTRA** festival, with two days of performances featuring Rufus T. Firefly and Maika Makovski, and León Benavente and Chaqueta de Chándal. IFEMA MADRID LIVE's year of music ended at the Palacio Municipal with a performance by Los Planetas and El último vecino.

However, the changing restrictions on holding public performances due to the waves of coronavirus did have a significant impact on our musical programme. A number of planned concerts had to be suspended, with most being postponed until the final quarter of the year.



Drama, music and magic

In addition to concerts and music festivals, our new IFEMA MADRID LIVE brand has also been organising theatrical performances in our facilities since 2021. This year our schedule was again dominated by two main forms - musicals and magic.

IFEMA MADRID's Espacio Raro hosted shows such as **THE MAGIC OF BROADWAY**, **ANNIE THE MUSICAL** and **THE WIZARD OF OZ** during the year. And halfway between a concert and a musical, **CRUZ DE NAVAJAS** was the first show in Spain to feature technology with LED screens in the staging. Around 60,000 people attended the performances of this show, which was the most successful of the year for IFEMA MADRID LIVE.

One of our main magic shows was again **HANGAR 52 REVOLUTION**, the largest production of magic, developed by the world-champion magician Mago Yunke. We hosted two other innovative and amazing shows in December: **WAH**, a unique show combining music and gastronomy, and **CIRCO DE LOS HORRORES** (Bacanal version), which blends theatre, circus, dance and music.



The largest film set in Spain

In 2021, we made great progress in our project to convert our facilities into major studios for filming audio-visual productions. Following in-depth analysis of the technical and structural needs of such productions, we have positioned IFEMA MADRID as a preferred destination for all types of filming, particularly large-scale productions over an extended period.

The main qualities we offer for such projects include the special nature, versatility and adaptability of our halls, which offer the highest quality infrastructure and technical services.

This is a new line of business for IFEMA MADRID, meeting the increasing demand for large spaces for film productions. This is a particularly attractive proposition for us, as it enables us to fill the troughs in trade fair activity.

This qualitative leap forward mainly took place in 2021 with the filming of the blockbuster **SIN LÍMITES**, an action and adventure series based on Magallanes and Elcano's circumnavigation of the globe, produced by Amazon Prime Video and RTVE.

Filming this series involved converting IFEMA MADRID's hall 12 into the largest film set in Spain, with a surface area of around 14,000 square metres and a height of 22 metres. This enabled a replica of Magallanes and Elcano's ship to be created indoors, measuring 27 metres long and 15 metres high, with four sails. The ship was installed on a 30 metre by 12 metre pool, surrounded by a 140-metre long, 9-metre high chroma screen. The set took two months to build, with filming taking place from April to June, involving more than 200 people.

International projection.

One of the keys to our development strategy is accelerating the internationalisation of IFEMA MADRID to build our presence in foreign markets and attract customers from outside Spain. We are doing this in two ways:

- Organisation and participation in trade fair projects abroad, contributing our experience and the value of our brand.
- Attracting international customers to our activities in Madrid and attracting new events with global reach.

Our international consultancy and advisory service helps position IFEMA MADRID as a leading player in the exhibition sector worldwide.



TRADE FAIRS HELD ABROAD.

Our involvement in projects outside Spain mostly involves Europe and Ibero-America – the markets offering the greatest value and business potential for Spanish companies. In 2021, we were involved in two trade fairs abroad: **ARCOLisboa** and **Salón Look Santiago**.

ARCOLisboa (12 to 19 September)

The latest edition of **ARCOLisboa**, organised by IFEMA MADRID and the Municipal Chamber of Lisbon, was initially conceived as an in-person format but was held virtually due to uncertainty about the international health situation and its impact on travel.

For the second year in a row, the ARCO E-XHIBITIONS digital platform hosted the collections of 40 participating galleries, enabling them to keep in touch with collectors and buyers worldwide.

Guided tours were organised for the public and sponsors, together with a programme of closed-door meetings for galleries, professionals and collectors.

Salón Look Santiago (5 to 7 December)

The second edition of this event for professionals in the beauty, aesthetics and image industry was held in the main exhibition space in Chile: the Espacio Riesco Conventions Centre in Santiago.

The objective of this trade fair is to promote and raise the profile of a sector that is becoming ever more professional. In addition to the exhibition space, the event included activities such as training courses, championships and fashion shows.

Salón Look Santiago was organised by IFEMA MADRID and Espacio Riesco and attracted 6,500 visits. The event was rated positively for the generation of new contacts and business opportunities.

We were in contact throughout the year with the main parties involved in transport and sustainability in Colombia on the organisation, with our partner Plaza Mayor Medellín, of the third **TRAFIC LATIN AMERICA and Forum of Cities – Medellín Dialogues**, which will be held shortly.



INTERNATIONAL CONSULTANCY.

The main international consultancy project in 2021 involved working with a number of institutions in the Dominican Republic on the construction of the Santo Domingo Convention and Exhibition Centre. This Centre aims to lead the development of MICE tourism in the Caribbean.

The IFEMA MADRID team is working with local institutions on the development, construction and subsequent management of the Centre. Our professionals were involved in analysing the strategic positioning of Santo Domingo in the Caribbean region, preliminary planning, and definition of the business model and business and financial plan.

REPRESENTATION IN OTHER COUNTRIES AND INTERNATIONAL BODIES.

IFEMA MADRID has 15 representative offices in 27 countries on all five continents, which are responsible for marketing our trade fairs and events. In Latin America, Asia and Africa, our offices also help identify opportunities for trade fair business and international consulting.

IFEMA MADRID has representation in:



America:
Brazil, Colombia, Chile, Mexico and Peru.

Europe:
Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, Portugal, San Marino, Switzerland, the Netherlands and the UK.

Asia:
China, Hong Kong, India, Japan, Singapore, South Korea and Taiwan.

Africa:
Algeria, Morocco and Tunisia.

We are also active participants in international bodies that represent the trade fair industry. We have been full members of the UFI, the Global Association of the Exhibition Industry, since 1988. We are also members of the European Major Exhibition Centres Association (EMECA) and are involved in its

activities. In Ibero-America, the managing director of IFEMA MADRID is a member of the management committee of the Asociación Internacional de Ferias de América (AFIDA - the International Association of American Trade Fairs), of which we are the only European member.

Return to activity in the buyers' programme

Our buyers' programme is an important initiative for attracting international business and investment to IFEMA MADRID. This activity was seriously curtailed by the restrictions on international travel during much of the year. Despite this, the buyers' programme featured in more than 10 events in 2021, attracting over 1,300 international purchasers from more than 60 countries.

This programme is based on developing a schedule of business meetings to foster potential international business with exhibitors who attend our trade fairs in Spain. The first event during the year that enabled these meetings was **FITUR MICE**, involving 56 buyers from more than 10 countries. Highlights in this activity during the year included the increase in international involvement in **FRUIT ATTRACTION**, with 579 buyers from 59

countries, and the **45th ILO/CINTERFOR-Fundae Technical Meeting**, involving 123 participants from 28 countries.

The trade fairs that attracted potential purchasers in 2021 were: **FITUR**, International Tourism Trade Fair; **PROMOGIFT**, International Exhibition of Promotional Gifts; **INTERGIFT**, International Exhibition of Gifts and Decoration; **BISUTEX**, International Exhibition of Jewellery and Accessories; **MADRIDJOYA**, International Exhibition of Urban and On-Trend Jewellery and Watches; **MOMAD**, International Exhibition of Fashion, Footwear and Accessories; **ARCOmadrid**, International Contemporary Art Fair; **MBFWMadrid**, Mercedes-Benz Fashion Week Madrid; **GRAN CANARIA SWIM WEEK BY MODA CÁLIDA**, **FRUIT ATTRACTION**, **CLIMATIZACIÓN Y REFRIGERACIÓN** and **GENERA**.



Trade fair and event activity in 2021.

IN-HOUSE TRADE FAIRS.

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

Date	Trade fair name	Description	Format	Net surface area	Total exhibitors	In-person visitors	Virtual visitors
1/3/21-28/3/21	INTERSICOP LIVE Connect	International Exhibition of Bakery, Pastry, Ice Cream, Coffee Shop and Equipment	Digital		60		1,881
1/4/21 - 21/4/21	AULA LIVE Connect	International Educational Opportunities Exhibition	Digital		115		6,370
1/4/21 - 21/4/21	CONGRESS RED + Interdidac LIVE Connect	Educational Resources Congress and Trade Fair	Digital				
1/4/21-21/4/21	EXPOEARNING LIVE Connect	International Congress and Professional Trade Fair	Digital				
1/4/21-21/4/21	INTERNATIONAL HIGHER EDUCATION AND ONGOING TRAINING FAIR LIVE Connect		Digital				
1/4/21-21/4/21	SCHOOLS DAY LIVE Connect	Family and Schools Day	Digital				
7/4/21-8/4/21	THE SUMMIT BY SIMO EDUCACIÓN SPECIAL EDITION	Learning for after a crisis	Digital				
8/4/21-11/4/21	MERCEDES-BENZ FASHION WEEK MADRID 1st ED		In-person	6,161	20	4,407	
8/4/21-11/4/21	ESTAMPA SPECIAL EDITION	Contemporary Art Fair	In-person	2,831	72	13,942	
19/5/21-23/5/21	FITUR	International Tourism Trade Fair	Hybrid	44,039	5,225	62,000	14,194

CONTINUE >

Date	Trade fair name	Description	Format	Net surface area	Total exhibitors	In-person visitors	Virtual visitors
4/6/21-13/6/21	SECOND-HAND VEHICLE SHOW		In-person	14,365	33	41,599	
12/6/21-20/6/21	ANTIK PASSION ALMONEDA	Antiques, Art Galleries and Collectors Fair	In-person	2,748	80	3,369	
17/06/21-19/6/21	IBERZOO + PROPET LIVE Connect	International Trade Fair for the Pet Industry	Digital		49		2,004
24/6/21-26/6/21	EXPODENTAL SCIENTIFIC CONGRESS		In-person	2,732	135	8,463	
7/7/21-11/7/21	ARCOmadrid	International Contemporary Art Fair	In-person	15,296	164	20,500	
8/9/21-9/9/21	Organic Food Iberia	International Professional Trade Fair for the Organic Sector in the Iberian Peninsula	In-person	5,192	232	4,978	
8/9/21-9/9/21	Eco Living Iberia	International Professional Trade Fair for Natural, Ethical And Sustainable Cosmetics, Fashion and Homeware in the Iberian Peninsula	In-person				
12/9/21-19/9/21	ARCOlisboa	International Contemporary Art Fair	Digital		29		ND
14/9/21-16/9/21	DIGICOM	Digital Printing and Visual Communication Trade Fair	In-person	2,229	77	3,672	
14/9/21-16/9/21	PROMOGIFT	International Exhibition of Promotional Gift and Personalisation Machinery	In-person	1,027	56	2,217	

CONTINUE >

Date	Trade fair name	Description	Format	Net surface area	Total exhibitors	In-person visitors	Virtual visitors
15/9/21-19/9/21	INTERGIFT	International Gift and Decoration Fair	Hybrid	16,322	150	26,460	30,722
16/9/21-19/9/21	BISUTEX	International Fashion Jewellery and Accessories Fair	Hybrid	4,110	179	7,761	
16/9/21-19/9/21	MADRIDJOYA	International Urban and Trendy Jewellery and Watch Exhibition Fair	Hybrid	3,908	137	9,937	
17/9/21-19/9/21	MOMAD	International Fabrics, Footwear and Accessories Trade Show	Hybrid	4,737	154	8,660	
16/9/21-19/9/21	MERCEDES-BENZ FASHION WEEK MADRID 2nd ED		In-person	6,658	15	6,354	
25/9/21-26/9/21	100 X 100 PET	Pet Industry Trade Fair	In-person	19,996	98	15,675	
5/10/21-7/10/21	FRUIT ATTRACTION	Trade Fair for the Fruit and Vegetable Sector	Hybrid	41,073	875	69,448	22,504
13/10/21-15/10/21	LIBER	International Trade Fair for Books	Hybrid	2,198	108	8,360	2,387
15/10/21-17/10/21	BODAS 1001	Exhibition of Products and Services for Weddings	In-person	2,110	101	11,877	
21/10/21-24/10/21	ESTAMPA	Contemporary Art Fair	In-person	3,598	86	12,706	
21/10/21-24/10/21	GRAN CANARIA SWIM WEEK BY MODA CALIDA		In-person	2,000	10	5,250	
22/10/21-24/10/21	SALON LOOK	International Image and Aesthetics Fair	In-person	4,735	164	35,122	
2/11/21-4/11/21	TRAFIC	International Exhibition of Safe and Sustainable Mobility	Hybrid	2,685	56	2,117	2,394

CONTINUE >

Date	Trade fair name	Description	Format	Net surface area	Total exhibitors	In-person visitors	Virtual visitors
11/11/21-13/11/21	MAÑANA	Tomorrow begins today	Hybrid	3,507	6	954	5,346
13/11/21-21/11/21	FERIARTE	Antiques and Galleries Fair	In-person	3,296	63	16,507	
16/11/21-18/11/21	GENERA	International Energy and Environment Fair	Hybrid	7,159	239	21,414	4,626
16/11/21-18/11/21	FORMANDO FUTURO (FUNDAE)	International Exhibition of Training for Employment	Hybrid	933	59	3,565	4,269
16/11/21-19/11/21	CLIMATIZACIÓN Y REFRIGERACIÓN (C&R).	International Exhibition of Industrial and Commercial Air Conditioning, Heating, Ventilation and Cooling	Hybrid	15,580	313	23,345	18,047
18/11/21-20/11/21	WORLD PANDEMICS FORUM		In-person	966		1,222	
25/11/21-27/11/21	VIDA SILVER		Hybrid	6,500	54	2,127	5,250
26/11/21-28/11/21	MADRID HORSE WEEK		In-person	13,218	88	12,508	
30/11/21-1/12/21	SIMO EDUCACIÓN LIVE Connect	International Exhibition of Education Technology and Innovation	Digital		25		1,623
3/12/21-8/12/21	JUVENALIA	Leisure Exhibition for Infants and Children	In-person	11,804	33	21,931	
4/12/21-6/12/21	MADRID CÓMIC POP UP	Comic Exhibition	In-person	1,390	53	9,639	
15/12/21-19/12/21	ANTIK PASSION ALMONEDA NAVIDAD	Antiques, Art Galleries and Collectors Fair	In-person	1,209	43	1,028	
17/12/21-19/12/21	AMAZON GAMERGY MAPFRE EDITION	E-sports & Gaming Festival	Hybrid	8,343	18	65,820	9,502

INTERNATIONAL PROJECTS.

Date	Trade fair name	Description	Net surface area (m²)	Total exhibitors	Total visitors
5/12/21 - 7/12/21	SALÓN LOOK SANTIAGO DE CHILE	International Image and Aesthetics Fair	987	47	6,500

EXTERNALLY-ORGANISED TRADE FAIRS.

Date	Trade fair name	Description	Net surface area (m²)	Total exhibitors	Total visitors
22/3/21 - 24/3/21	HIP - HOSPITALITY INNOVATION PLANET	Professional Exhibition for the HORECA Sector	21,800	396	11,841
18/5/21 - 20/5/21	DES-DIGITAL ENTERPRISE SHOW	The leading global event for company digitalisation	11,230	211	8,134
27/5/21 - 30/5/21	SIMA	Madrid International Real Estate Exhibition	2,096	140	2,508
31/5/21 - 2/6/21	MADRID FUSION		11,032	183	14,300
10/6/21 - 13/6/21	CINEGÉTICA	Passion for the countryside and hunting	3,510	250	18,000
21/9/21 - 23/9/21	REBUILD	Show Room and National Congress of Advanced Architecture and Construction 4.0	20,830	401	10,673
24/9/21 - 25/9/21	EXPODEPOR	Sports exhibition	3,000	49	ND
25/9/21 - 26/9/21	JAPAN WEEKEND MADRID	Manga, Anime and Japanese Culture Festival	11,500	18	12,700
18/10/21 - 21/10/21	SALÓN GOURMETS	International Trade Fair for Quality Food and Drink	25,387	1,548	74,914
27/10/21 - 28/10/21	MADRID TECH SHOW	Cloud Expo, Cyber Security World, Data Centre, Big Data & AI, ESHOW, TFM	6,897	184	ND
3/11/21 - 4/11/21	FARMAFORUM	Forum of the Pharmaceutical, Biopharmacy, Cosmetics and Laboratory Technology industry	6,120	246	5,400
3/11/21 - 4/11/21	Biotechforum	Forum of the Pharmaceutical, Biopharmacy, Cosmetics and Laboratory Technology industry			
3/11/21 - 4/11/21	Cosmeticaforum	Forum of the Pharmaceutical, Biopharmacy, Cosmetics and Laboratory Technology industry			
3/11/21 - 4/11/21	Labforum				

CONTINUE >

Date	Trade fair name	Description	Net surface area (m²)	Total exhibitors	Total visitors
3/11/21 - 5/11/21	FEINDEF	International Defence and Security Trade Fair	15,359	606	19,269
5/11/21 - 7/11/21	STOCK! MADRID OUTLET TRADE FAIR	Fashion, Accessories, Surf, Snow, Sport, Kids, Home	4,139		ND
11/11/21 - 14/11/21	BIOCULTURA	Organic products and Responsible Consumption Trade Fair	4,121	408	27,860
17/11/21 - 18/11/21	METAL MADRID	"Part of Advanced Manufacturing Madrid. The future of performance metal working industry"	14,033	585	12,630
17/11/21 - 18/11/21	COMPOSITES MADRID	"Part of Advanced Manufacturing Madrid. The future of composites engineering, materials & technology"			
17/11/21 - 18/11/21	ROBOTICA MADRID	Part of Advanced Manufacturing Madrid. The future of industrial automation & robotics			
22/11/21 - 23/11/21	XXI Peñín Exhibition of the Best Wines of Spain		5,720	356	2,800
24/11/21 - 25/11/21	ARCHITECT@WORK Madrid	Architect, meets, innovations	2,313		ND
24/11/21 - 25/11/21	EMPACK MADRID	The future of packaging technology	7,380	311	9,696
24/11/21 - 25/11/21	LOGISTICS & AUTOMATION MADRID	The future of intralogistics technology			
24/11/21 - 25/11/21	EXPO FOODSERVICE	The B2B Food & Beverage, Equipment and Machinery Show	1,900	92	3,700
26/11/21 - 28/11/21	RETROMÓVIL MADRID	18Th International Exhibition of Period, Classic and Collectors' Cars	13,591	150	30,175
26/11/21 - 28/11/21	SIMA OTOÑO	Madrid International Real Estate Exhibition	3,121	160	6,700
30/11/21 - 1/12/21	RAIL LIVE	Technology, innovation & strategy for the entire rail supply chain	3,060	130	4,000

CONGRESSES WITH EXHIBITION.

Date	Trade fair name	Description	Net surface area (m²)	Total exhibitors	Total visitors
31/5/21 - 3/6/21	CONAMA 2021	15th National Environment Congress	468	19	3,028
27/8/21 - 31/8/21	ESTRO 2021		4,838	67	4,120
10/9/21 - 11/9/21	DS WORLD DENTAL		522	4	1,300
9/10/21 - 11/10/21	SEPES MADRID 2021	50th Annual Congress of the Spanish Society for Stoma and Aesthetic Prosthetics	1,597	51	1,500
26/10/21 - 28/10/21	WATM Congress (World ATM)	The largest Air Traffic Management exhibition and industry forum in the world	8,819	172	5,400
27/10/21 - 28/10/21	SMART ENERGY CONGRESS & EXPO	Technology for a green digital revolution	992	28	700
3/11/21 - 5/11/21	CRITICAL COMMUNICATIONS WORLD		4,400	56	2,500
7/12/21 - 11/12/21	IEEE Global Communications Conference	Connecting Cultures around the Globe	234	12	500

CONCERTS AND LONG-TERM EVENTS.

Date	Trade fair name	Description	Net surface area (m²)	Total visitors
1/1/21 - 8/1/21	HAMILTON FEVER	Homage to Lin-Manuel Miranda	1,050	970
3/1/21 - 3/1/21	PINTURILLA and LA PANDILLA VAINILLA		1,050	181
1/1/21 - 9/1/21	TUTANKHAMUN. The Tomb and its Treasures		2,338	40,282
19/2/21 - 28/2/21	ANNIE THE MUSICAL		1,050	2,818
20/2/21 - 28/2/21	THE WONDERFUL WIZARD OF OZ		1,050	1,313
18/2/21 - 28/2/21	THE MAGIC OF BROADWAY		1,050	1,415
13/5/21 - 16/5/21	SAN ISIDRO		10,513	24,600

CONTINUE >

Date	Trade fair name	Description	Net surface area (m²)	Total visitors
4/9/21 - 4/9/21	COCA-COLA MUSIC EXPERIENCE FESTIVAL		14,151	2,700
11/9/21 - 11/9/21	EL ÚLTIMO APLAUSO	Javier Andreu, Carlos Segarra, Ramoncín, Javier Ojeda, Jose Manuel Casañ	12,711	1,753
17/9/21 - 18/9/21	TOMAVISTAS EXTRA	Rufus T. Firefly + Maika Makovski + León Benavente + Chaqueta de Chándal	2,274	2,310
20/10/21 - 20/10/21	LOS PLANETAS ESSENTIAL CON-CERT + EL ÚLTIMO VECINO		2,338	964
19/3/21 - 26/9/21	SUPERTHINGS. THE OFFICIAL EXHIBITION		2,338	91,598
18/12/21 - 19/12/21	CANTAJUEGOS		2,810	N/a
26/12/21 - 26/12/21	SUPERTHINGS LIVE! - THE SHOW	Rivals of Kaboom	2,810	N/a
30/9/21 - 31/12/21	BACANAL CIRCUS		2,198	57,498
1/10/21 - 31/12/21	HANGAR 52 REVOLUTION		1,440	24,468
7/10/21 - 31/12/21	WAH Madrid	"The most spectacular show on earth ... until they ban it"	1,440	31,263
28/10/21 - 31/12/21	BODY WORLDS	The Rhythm of Life	1,403	21,937
18/11/21 - 31/12/21	JOY TO THE WORLD	Experience the Great Adventure of Christmas!	4,626	34,096
19/11/21 - 31/12/21	CIRCLASSICA	Miliki's Dream	2,198	91,598
5/5/21 - 27/6/21	CRUZ DE NAVAJAS	Mecano musical experience	1,050	59,663
19/3/21 - 31/12/21	DINO WORLD	Experience a Jurassic Adventure	1,403	70,681

OTHER EVENTS.

EVENTS IN THE IFEMA MADRID EXHIBITION SPACE

- SELECTION PROCESS FOR INDUCTION INTO THE NATIONAL POLICE FORCE
- MSD MOVE ON - PACIFIC MEETING
- METRO DE MADRID EXAMS
- ELECTIONS FOR THE MADRID REGIONAL GOVERNMENT
- EXAMINATIONS FOR THE SAN SEBASTIÁN DE LOS REYES MUNICIPAL POLICE
- PERUVIAN ELECTIONS, 1ST ROUND
- MMT SEGUROS AGM
- PERUVIAN ELECTIONS, 2ND ROUND
- EUROPEAN UNIVERSITY (UE) GRADUATION
- UNIVERSIDAD PONTIFICIA COMILLAS GRADUATION
- ESTRO CONGRESS 2021
- XXI PEÑÍN EXHIBITION OF THE BEST WINES OF SPAIN
- HYROX - VICTUM SPORTS
- SCAT - TAXIMETER UPDATING 2022
- CEPESA AWARDS



EVENTS IN IFEMA MADRID'S PALACIO MUNICIPAL

- 26TH JOSÉ MARÍA FORQUÉ FILM AWARDS
- PRESENTATION OF THE IFEMA MADRID BRAND
- MEDITERRANEAN CORRIDOR
- PLATINO AWARDS FOR IBERO-AMERICAN CINEMA
- SMART ENERGY CONGRESS AND EXPO
- 27TH JOSÉ MARÍA FORQUÉ FILM AWARDS
- 143rd IPU ASSEMBLY



New corporate identity.

New brand and branding_58

Launch actions_64

03.

New brand and branding.

Our new corporate identity answers the need to reposition our brand to meet the new challenges associated with changes in the market, our audiences and the competitive environment.

We therefore undertook a comprehensive repositioning of our brand - both its visual image and concept - to contribute actively to driving our Institution forward, reconfirming our vocation of service to society.

Starting point and challenges for the brand.

We embarked on this project in 2020 by reflecting on the attributes our brand communicated and the opportunities at the time. This involved intensive research, including qualitative interviews with our main internal and external stakeholders. This research aimed to gather their vision of the development and future challenges of the sector, and their perceptions of the IFEMA brand at the time and its outlook for the future.

Based on our analysis of the development of the sector and our positioning, this research and reflection phase established three main challenges for the brand:



IFEMA
Feria de Madrid

- 1 **Define a unique brand space for IFEMA, capable of giving it content and differentiating it from its competitive backdrop.**
- 2 **Update and boost the brand, preparing it for current and future challenges, identifying IFEMA's positioning focus.**
- 3 **Identify and create the brand assets that can best help to promote IFEMA in a credible, relevant and differentiating way.**

Strategic pillars of the new proposal.

In the following phase we identified the strategic objective of the renewal of our identity, which we can summarise as: "demonstrate IFEMA's capacity as a value ecosystem where inspiration is experienced at first hand".

Four strategic pillars were defined for the new value proposition to meet this challenge:

Redefining our corporate identity is a way of actively contributing to driving it into the future.

Impact

As an expression of a brand that transcends and impacts companies, communities and sectors. It is a driver of inspiration and innovation, a tangible source of growth and development. It is an icon of the vitality and energy needed to build the future.

Connection

As a representation of the capacity to build and enrich relationships, to generate bonds and inspire projects for the future. It expresses consistency and knowledge, effort to understand the needs of its audiences and to respond to changes and developments in their sectors.

Vitality

As something that is much more than a brand. It is an ambassador for Spain and Madrid to the world, representing their vitality and ambitious, motivating and energetic character. It is a symbol of the capacity to inspire, enthuse, generate value and conquer the future with passion.

Ingenuity

As a creative, smart and inspiring brand. As a driver of talent and innovation, and a generator of projects of value for its audiences. A maker of experiences, ideas, major contributions and business innovations.

Definition and design.

This work all came together in the development of a new corporate identity. This is a firm declaration of our intentions, starting with the name of our Institution: the integration of “MADRID” into the brand name adds value and importance to the Madrid brand, positioning Madrid’s exhibition institution as one of its leading international ambassadors.

This new essence imbues all of the elements that express the brand: the symbol and logo, slogan, colours, fonts and photography style. This defines a unique space for IFEMA MADRID, establishing the main pillars for promoting the brand in a credible, relevant and differentiating way.

These new elements were implemented gradually during the year in everything that expresses the Institution, including its in-person and digital communication channels, and all of its facilities.

ELEMENTS IN THE NEW CORPORATE IDENTITY.

The development of the new image seeks to emphasise the strengths of IFEMA MADRID through a new visual universe tailored to digital environments. This new visual universe aligns with and identifies our business strategy and can continue driving our business into the future.

LOGO

The new IFEMA MADRID logo replaces the one we have used over the last 30 years. It graphically summarises the new strategy, generating an emotional and moving connection with its audiences. One major development is the addition of “MADRID” to the brand name (previously it was just “IFEMA”).



The new logo is inspired by the I, reflecting the symbol of our Institution. The I harnesses the force of the open universe on which we base our impact, internationalisation and inspiration.

It is a graphic representation of our new strategic platform and identifies everything that represents us. It encapsulates everything we do and say.

SLOGAN

Feel the inspiration.

The cornerstone of our new corporate concept is the inspiration that IFEMA MADRID invites its audiences to experience at first hand. Our slogan occupies a prominent position in all of our communications, as a transmitter of a new long-term brand meaning: a brand that seeks to communicate a proactive and positive attitude; a driver of knowledge, creativity and talent, highlighting the contribution intended by “Live the experience”.

It also enables us to place IFEMA MADRID at the forefront, as a venue that produces inspiration, connects people and generates knowledge.

COLOUR

Our new corporate identity is completed by a visual and graphic environment that communicates leadership, the future and our people-first approach. The main colour is “IFEMA MADRID deep blue”, which symbolises the essence of our transformation. Our colour communicates leadership, impact and future.



TYPEFACE

The typeface is one of the most important graphic resources in the IFEMA MADRID identity. Constant use of this typeface gives the brand personality and consistency.

IFEMA MADRID’s visual identity features two corporate typefaces, FS Meridian and Barlow, providing visual contrast.

FS Meridian Bold contributes expressiveness and is used in titles, while Barlow Regular is more functional and legible and is used in body text.

FS Meridian Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 €?%&/@#

Barlow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 €?%&/@#

PHOTOGRAPHY

Our photographic style communicates the potential of IFEMA MADRID as an epicentre of inspiration where everything is in continuous movement.



ILLUSTRATIONS

IFEMA MADRID's illustrations are simple and functional, continuing our synthetic, two-dimensional style.

The style is not limited to representing reality as we see it; rather, it seeks to highlight forms that communicate ideas and evoke emotions.



Aebrand Brand Repositioning Award

Aebrand (the Spanish Branding Association) has recognised the work IFEMA MADRID and its agency Brandfor have done on its new brand identity with the Aebrand Brand Repositioning Award.

These awards recognise excellence and best practices in branding in Spain and Latin America, as a platform to foster, drive and promote professional branding.



NEW BRAND ARCHITECTURE

The branding project was completed with the design of a relevant and consistent brand architecture, with the IFEMA MADRID brand as the umbrella, identifying the portfolio of in-house trade fair brands and clarifying communication with our audiences.



Our new business line for concerts and performances was also identified using the IFEMA MADRID LIVE brand.



In summary, this is a creative universe for activating the brand in all of our contact points (communication, spaces, trade fairs, digital environments, etc.).

It is a brand with musical DNA and sonic branding that connects with the multicultural essence of its audiences, inviting them to live the experience.

Because at IFEMA MADRID, inspiration is the start of everything.



VIDEO
IFEMA MADRID,
INSPIRATION
YOU LIVE AND FEEL



VIDEO
IFEMA MADRID, NEW
BRAND POSITIONING

Launch actions.

The importance of our brand identity as a communicator of IFEMA MADRID's strategy was expressed using a teaser for the new brand in the centre of Madrid and a launch event attended by the highest levels of our Institution. An advertising campaign was then run with strong positioning in digital media and the streets of Madrid.

Teaser for the new brand.

Madrid was the setting for surprise actions in two iconic locations: Plaza del Callao and Paseo de Recoletos, in front of Madrid's town hall. On 29 March, a three-metre-tall metal sculpture of the new symbol of IFEMA MADRID appeared on a plinth with no further explanation in both of these locations, remaining in place until 28 April.

The sculpture quickly grabbed the attention of the locals and visitors to the city. To increase expectations, a campaign was organised with influencers who posted the mystery on their Instagram, Twitter and TikTok profiles.



This group of influencers raised interest and expectations among their followers, who also joined in by posting their photos and videos.

This action had a powerful effect, with more than 4.2 million impacts on Instagram and Twitter over a single weekend, with 1.5 million unique users.

When the action was complete, the sculptures were dismantled and moved to the IFEMA MADRID's exhibition space for display.

Presentation event.

The launch event was held on 13 April 2021 at IFEMA MADRID's Palacio Municipal, presided over by Their Majesties the King and Queen of Spain. The event was also attended by leading figures from the worlds of government and business, including the president of the Senate, María Pilar Llop; the president of the Madrid Regional Government, Isabel Díaz Ayuso; the minister for Industry, Trade and Tourism, Reyes Maroto; and the mayor of Madrid, José Luis Martínez-Almeida.

The event began with a screening of the video "Very Madrid, belonging to all of us" and a performance of "Feel the inspiration" presenting the new slogan of IFEMA MADRID. The event also featured El Mago Yunke, who unveiled the new brand.



The managing director of IFEMA MADRID, Eduardo López-Puertas, said that "the magic of IFEMA MADRID is in its capacity to connect ideas and people, and to generate ecosystems for innovation and development. It is in its capacity to harmonise the intelligence, ingenuity and creativity of so many companies, people and sectors, who share their talent and knowledge".

The Chairman of the Executive Committee, José Vicente de los Mozos, highlighted the importance of hosting exhibitions on digital platforms and "the twin challenge for IFEMA MADRID of digital and hybrid events: revolutionising the business model and leading it in Spain and international markets".



Advertising campaign.

In the days following the launch event, we ran an intensive campaign for our new identity, with a strong presence in digital media and the streets of Madrid.

This campaign communicated the youthful and renewing vibe of the new brand, with adverts featuring the new symbol of IFEMA

MADRID (the stylised “i”) and images of a wide range of types of users and customers of all ages. These users were shown in photographs that captured moments of inspiration, accompanied by texts referencing the four pillars of our new value proposition – impact, connection, ingenuity and vitality.



Media impact.

These actions achieved significant impact in the media and society. The presentation event was reported in 311 media outlets, with a potential audience of 49.4 million people and a economic valuation of more than 939,000 euros.

The first phase of the communication campaign (14 April to 15 May 2021) achieved 161 million impressions in digital media, with an audience of 9.3 million unique users.

The page views in IFEMA MADRID's new website – which also adopted the new image – were around 75% higher than the same period last year.

The presentation of the IFEMA MADRID brand achieved impact in more than 300 media outlets, reaching more than 49 million people.

Impact in communication.

IFEMA MADRID in the media_71

New website experience_74

Digital community_76

04.

IFEMA MADRID in the media.

The role of IFEMA MADRID in the reactivation of the sector, the launch of new events and the presentation of the new brand identity in 2021 all achieved significant media impact. This interest from the Spanish and international media enabled us to remain a global benchmark for the sector.

We also beefed up our commitment to digital channels in order to achieve social impact beyond the traditional media, including refreshing the corporate website and communication through our social channels.



In the difficult conditions of 2021, the activity of IFEMA MADRID's communication channels was crucial in communicating and emphasising the stages in the reactivation of our operations. Together with the communication campaigns for each of our trade fairs and events, we issued releases on the return of in-person activity at the end of the first quarter of the year, our cultural programme over the summer months, and our planned actions for the final quarter.

We also complemented our launch campaign with specific communication with Spain's leading media outlets to mark the presentation of our new corporate identity. This action was designed to ensure the linking of our refreshed image to the pillars of our business plan.

Our total impact in Spanish and international media in 2021 amounted to 333,188 news items, with an audience of 15,609 million people. This equates to a economic valuation of around 600 million euros.

In terms of volumes of interest, **FITUR**, the international tourism trade fair, was once again in the lead, with 173,000 media impacts and an audience of 203 million people. This was followed by our major events in the fashion sector: **GRAN CANARIA SWIM WEEK BY MODA CÁLIDA** (80,697 impacts and 1,600 million people) and **MERCEDES-BENZ FASHION WEEK MADRID** (11,078 mentions and an audience of 931 million people for the April edition, and 3,840 impacts and an audience of 700 million people in September).

ARCOmadrid, the international contemporary art fair also achieved significant impact (7,529 impacts and an audience of 7,932 million people), as did **FRUIT ATTRACTION**, the trade fair for the fruit and vegetable sector (3,594 impacts and an audience of 434.7 million people).





IMPACT OF IFEMA MADRID IN THE MEDIA

Institutional

News stories:

8,020

Audience:

1,480 mn

Economic valuation:

€40.5 mn

Total

News stories:

333,188

Audience:

15.6 mn

Economic valuation:

€600.5 mn

mn = million



Accredited journalists.

During the year, 5,748 journalists from more than 5,150 media outlets were accredited to report on events organised by IFEMA MADRID. As in 2020, the restrictions on travel and the cancellation of numerous physical events affected the attendance of members of the international media, with just 245 accredited journalists in 2021 (4.3% of the total).

FITUR, the international tourism trade fair, attracted the most members of the media (2,346 accredited journalists and 1,967 media outlets), followed by **ARCOmadrid**, the international contemporary art fair (1,041 journalists and 981 media outlets) and **Amazon GAMERGY MAPFRE EDITION** (923 journalists from 876 media outlets).



VOLUME OF ACCREDITED JOURNALISTS AND MEDIA AT IFEMA MADRID

Total journalists:

5,748

Spanish:

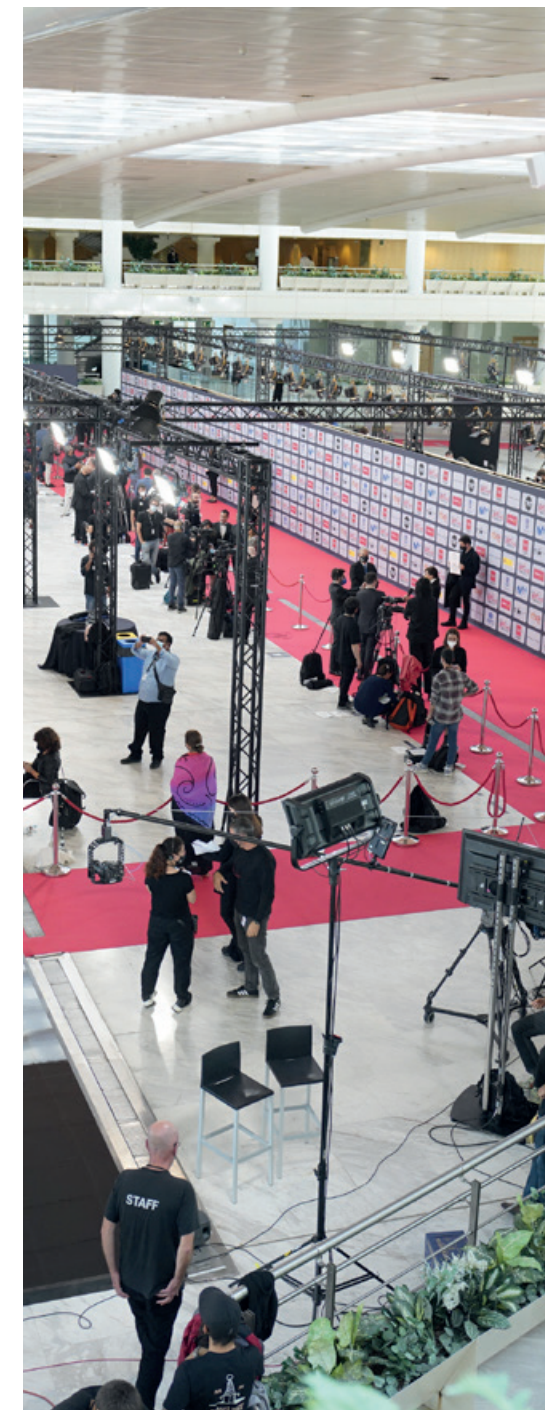
5,503

International:

245

Media outlets:

5,153



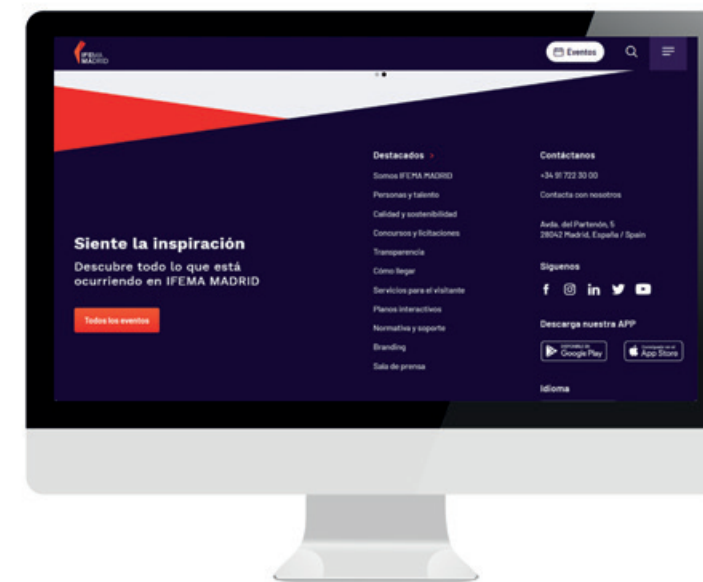
New website experience.

The acceleration of the digital transformation and the increasing number of users of virtual platforms led us to completely overhaul the IFEMA MADRID website in 2021, just two years after the last such rebuild. This project enabled us to implement our new corporate identity while focusing on ensuring the best user experience for all of the most common users of the platform: visitors, exhibitors, organisers of events and professionals interested in promoting their brands.

Users are now asked about the main reason for their visit to the site on the home page. They can state their interests to refine the results they are shown by answering three simple questions. This approach involved a complete restructuring of the architecture of the site, including adapting the names of some sections to achieve a more inviting tone. We also provided more direct access to the events and a new search tool.

The figures for visits to the website of IFEMA MADRID and its trade fairs demonstrate the importance of digital communication channels. In 2021, IFEMA MADRID's platforms received 10 million visits, up 101% compared to 2020. The number of page views increased by 59% compared to the previous year, to around 26 million.

The development of the LIVE Connect platform played a key role in the increased use of our digital platforms. We adopted the LIVE Connect platform for all of our trade fairs in 2021, as a continuous relationship channel for professionals in their sectors beyond the dates of the in-person event.



AUDIENCE FOR THE IFEMA MADRID WEBSITES

Sessions:

10,529,930

(+101% on 2020)

Page views:

25,902,426

(+59% on 2020)

New interactive calendar

When we rebuilt our website, we paid careful attention to the presentation of the calendar of events. This is one of the most frequently visited parts of the site, where we display the diversity of the activities we offer.

The calendar now incorporates a new search tool that allows searches by event categories, in addition to searches by dates. The search tool has developed into a recommendation tool for the user and for designing specific marketing campaigns.

Digital community.

In 2021, IFEMA MADRID's social media presence continued the extraordinary growth experienced in the previous year, with its accounts becoming established as indispensable communication tools for contact with all types of users.

Our strategy is to tailor the content for each platform. This has resulted in increases in both the number of our social media profiles and the number of users we have on social media. At the end of 2021, IFEMA MADRID had 67 Twitter accounts, 65 Facebook profiles, 64 YouTube profiles, 57 Instagram profiles and 52 LinkedIn profiles.

IFEMA MADRID ended the year with a digital community of 2,316,868 followers: Facebook had the most users (1,056,467), followed by Twitter (600,931), Instagram (515,891), LinkedIn (107,383) and YouTube (36,196). There was particularly impressive growth on Instagram and YouTube, with more than 24 million views.

The leading events on social media were **MERCEDES-BENZ FASHION WEEK MADRID** (364,370 followers in total); **FITUR**, the international tourism trade fair (268,811 followers); **ARCOmadrid**, the international contemporary art fair (207,379); and **AMAZON GAMERGY MAPFRE EDITION** (126,015). IFEMA MADRID's corporate channels on Facebook, Twitter, Instagram and LinkedIn had 168,668 followers.



FOLLOWERS OF IFEMA MADRID ON SOCIAL MEDIA

Total followers:

2,316,868

Facebook:

1,056,467



Twitter:

600,931



Instagram:

515,891



LinkedIn:

107,383

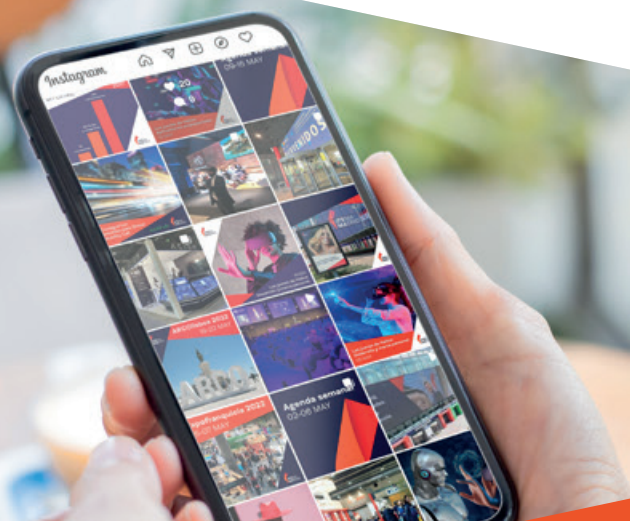


YouTube:

36,196



Views on YouTube: 24,268,342



Innovation and development.

Innovation and digitalisation, drivers of growth_81

Technological advances_82

IFEMA MADRID LAB, pioneering solutions for new needs_87

Continuous investment to improve our services and facilities_91

05.

Innovation is one of the pillars on which IFEMA MADRID is built, as a universal driver of growth and progress. That is why the new Innovation division was created in 2021 to focus on this. This unit is responsible for the transformation of the digital business through the design and integration of technologically advanced solutions that enable us to offer new products and services, and to implement new internal processes and methodologies.

The work of IFEMA MADRID LAB, our incubator of technological and mixed reality projects, which was created in 2017, is particularly important in this area. Its initial objective of developing innovations for our trade fairs has expanded over recent months in response to the need to develop new models for events that ensure the best possible experience for both in-person and virtual visitors. In 2021, it was particularly active in the design and practical application of these innovations.

In parallel, in a year when we refreshed the image of our facilities with the application of our new corporate branding, IFEMA MADRID has bolstered its infrastructure investment policy to ensure its spaces remain cutting edge and ready to ensure the best service for all visitors.



Innovation and digitalisation, drivers of growth.

IFEMA MADRID's current transformation strategy involves incorporating innovation and digitalisation as indispensable drivers of growth. This approach is based on the conclusions of analysis undertaken to determine the actual contribution we make to each sector. The results of this analysis were used to reformulate our strategy and positioning with our customers and the competition, based on new technologies and digital formats.

Promoting innovation.

Our new Innovation division was presented in the first quarter of 2021 to manage this strategic approach. It is responsible for design and management of the innovation plans IFEMA MADRID needs to transform its business model and update its role as one of the main drivers of growth in the economy. This new division is responsible for adapting our strategy to the digital era and enhancing our positioning in the digital sphere.

The main objectives of this division include incorporating the digital business and the opportunities offered by global audiences, internationalisation and content management into IFEMA MADRID's productive structure. We are doing this by working on transformation plans for our brands that fuse the physical and digital worlds, through a hybrid space developed for the new challenges and opportunities of each sector. We are also implementing new projects, defining recovery strategies and developing alliances to accelerate our transformation.

The core building blocks of this strategy include managing the historical knowledge built up by IFEMA MADRID and its relations of trust with all of its stakeholders, and its capacity to generate content that adds value to the new digital platforms.

Technological advances.

IFEMA MADRID has continued the digitalisation of its management and incorporation of new technologies that it began in earlier years. The new solutions developed include various pioneering initiatives for the exhibition sector at European level.



New corporate CRM system for an improved customer experience.

In 2021, we began implementing our new CRM (Customer Relationship Management) system, based on Salesforce functional clouds for Sales, Marketing Commerce and Services. Our action in these areas enables us to cover the entire life cycle for IFEMA MADRID customers, giving us a holistic vision of the customer, enhancing their experience, ensuring control and quality of information, and increasing the growth potential of the business.

During the year, we developed the two initial phases of the project: analysis of the main processes in our organisation, involving our whole team; and standardisation of these processes.

The first milestone was implementation of the platform for management of externally-organised trade fairs. We have also defined possible customer journeys to guide our customers through the brand experience, improving communication and their relationship with IFEMA MADRID.

The platform's other functionality will be implemented gradually during 2022, with adoption being completed in the final quarter of the year.



LIVE Connect, a development platform for a new model of trade fair activity.

The gradual implementation of our LIVE Connect digital platform is another technological milestone for the year, demonstrating IFEMA MADRID's expertise in the trade fair business and its capacity to react to new demands in the sector.

In 2021, we made significant progress with its development and on bringing it into operation. We used in it many of our trade fairs and intend to use it for all our events in 2022.

LIVE Connect's functionality includes matchmaking, the customer portal, formation of communities, a catalogue of exhibitors and organisation of activities. Its potential as a B2B (business-to-business) relationship platform has led us to develop a version that we can market separately from IFEMA MADRID's activity.



Visual Space, comprehensive control of event production.

ARCOmadrid launched its Visual Space platform in the final quarter of the year. This platform combines a range of solutions for digitalisation and online control of the end-to-end production process for in-person and hybrid events. This solution covers space management for the event and pre-sales, marketing, construction, management and dismantling operations.

We will incorporate this platform into new trade fairs in 2022, in parallel with a continuous improvement process to enhance its versatility and functionality.





Changes to the corporate telephony system.

We migrated our landline telephone system to a voice over IP (Internet protocol) solution in the second half of 2021, using CISCO UCM technology. This offers voice, video, messaging and mobility solutions with the features and benefits of IP devices.

This new system offers commercial value and competitive advantages that will drive the profitability and growth of business opportunities in IFEMA MADRID.



Expansion of digital services.

In 2021, we made significant progress with the expansion and improvement of IFEMA MADRID's digital services, while meeting the challenges of the health emergency. The actions undertaken include:

- Integration of in-house systems with solutions from the health-service supplier engaged to perform health checks to control access. This enabled us to create a COVID-19-free space where events could be held safely.
- Development of the architecture of our current applications to streamline the delivery of value and quality to the business, and to facilitate integration with the implementations of the corporate CRM system and LIVE Connect platform.
- Improvement of some applications used by customers: online visitor registration, registration at the desk, and simplification of the press registration process.

We also developed the digitalisation and optimisation of a number of internal processes that are particularly important for IFEMA MADRID's day-to-day activities:

- Development of new solutions for the management of requests and internal incidents, and for recording correspondence received.
- A new application to manage Trade Fair Club Gold cards for IFEMA MADRID's VIP customers.
- A new application to manage access to the exhibition space and to streamline incident resolution.

In 2021, IFEMA MADRID continued to develop as a data-driven organisation, through the design of a new information management architecture, giving it a shared repository of corporate data and the analysis capabilities needed for strategic decision-making.

Pioneering integration of checks on COVID-19 certificates at access points

In 2021, IFEMA MADRID became the first exhibition centre in Europe to incorporate a recognition and approval solution for European Union COVID-19 certificates (green pass) into its access control system. This procedure enables checking of the COVID-19 certificate's QR code at the access gate to the exhibition space and integration into accreditation of access to the exhibition.

This system was only available in three football stadiums in Germany and one building in Austria when it was implemented in IFEMA MADRID.



IFEMA MADRID LAB, pioneering solutions for new needs.

Smart capacity control system at FITUR

The FITUR trade fair implemented an analysis solution for the behaviour of attendees, in order to ensure safety and to improve the operational efficiency of the event. This system is based on information collected by cameras that count people, and devices connected to the venue's wireless systems.

Big data and artificial intelligence techniques are used to provide information on the location and routes of the attendees, and how long the spend in particular areas and at entrances and exits, among other information. This information is collected anonymously and presented dynamically using heat maps. For example, analysis of the information enables the detection of areas of high density or traffic in real time, so that action can be taken straight away to generate a natural distribution of visitors in the space.

This functionality was particularly useful in trade fairs during the pandemic when it was necessary to guarantee social distancing.



In order to meet the need to streamline the implementation of new solutions, the activity of IFEMA MADRID LAB in 2021 combined two areas of work: development of experimental projects to test their potential integration over the medium term; and practical application of new innovations in some of the most important trade fairs in our calendar.

The projects being developed mainly involve investigation of technologies that have not yet been incorporated into the exhibition sector, to explore new opportunities for distributing content and improving the visitor experience. The Demo Podcast project is one such initiative. This project assessed the viability of implementing an audio broadcast platform on the websites for IFEMA MADRID events, which can be played in real time or on demand. Another area being investigated is the possibilities of blockchain technologies, which are the subject of internal research.





Virtual integration.

The IFEMA MADRID LAB projects implemented in trade fairs in 2021 shared a commitment to taking advantage of digitalisation to develop virtual spaces that offer visitors unique experiences.

One of the most active trade fairs in this area was **FRUIT ATTRACTION**, which created the Fruit Tech space to present technology applications such as 3D and virtual reality. The new developments included a 3D stage for the production of audio-visual pieces in personalised environments through virtual reality and the AR Space – the Supermarket of the Future, combining the real and virtual worlds using augmented reality glasses. There were also live streams from the areas and aisles at FRUIT ATTRACTION, with holographic content and 3D elements.

Virtual and augmented reality were also in use at **MEAT ATTRACTION**, demonstrating the functionality of the restaurants of the future and offering a virtual tour of a livestock area. This trade fair also featured a POV (point of view) action, in which a streamer broadcast a burger competition live from their own viewpoint, adding holographic content.

ARCOmadrid also exploited the possibilities of augmented reality to present a virtual tour of an art gallery in which the art works and their descriptions were 3D holograms.



The main lines of work at IFEMA MADRID LAB revolve around a portfolio of five patents, which were begun in 2020 and completed in 2021:

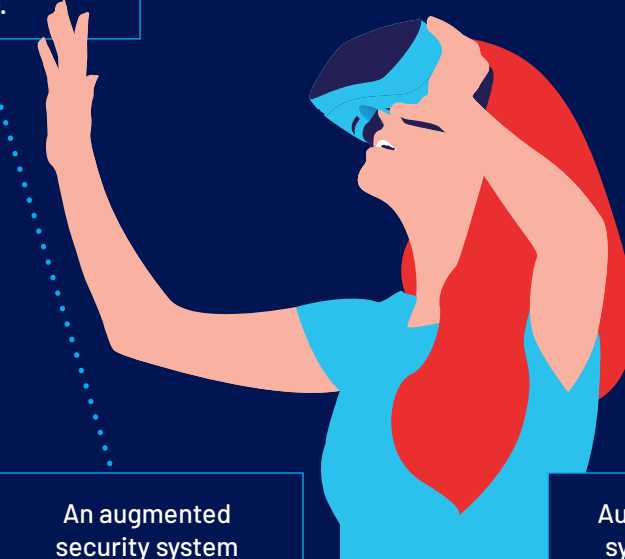
A multi-signal localisation method for smart environments with sensors (IoT).

An experience combining augmented and virtual reality and the presence of the user in real time with ultra-precision.

A multi-platform, multi-environment platform in real time for multiple users (augmented desk).

An augmented security system for locations using machine learning and artificial intelligence (universal control glasses).

Augmented reality system, methods and techniques with holographic headsets for networking at commercial trade fairs (augmented sociability).



La Pasarela, the first hyper-connected space for the production of virtual and hybrid events

One of the main achievements in 2021 in the development of virtual and hybrid events was the presentation of La Pasarela space, equipped with the most advanced digital and audio-visual technology. This is a digital stage with a maximum capacity of 600 people offering four options:

- **Panoramic scenario**, designed for recording training sessions, conferences, workshops, meetings and internal communication actions.
- **Integrated scenario**, for the production of product launch events, congresses, television programmes, awards ceremonies and AGMs.

- **Immersive scenario**, for the production of congresses, trade fairs, galas, concerts, AGMs and product presentations.

- **XR scenario**, tailored to the needs of the customer.

This connected space is a pioneering development in Spain due to its interactive capabilities, being the only one capable of establishing direct connections with other connected spaces around the world.



Continuous investment to improve our services and facilities.

One of the highlights in the investment to improve the quality of IFEMA MADRID's services and facilities in 2021 was the installation of a sixth-generation CISCO Wi-Fi network - one of the largest in a conference centre - in the Palacio Municipal. This network enables faster connections, a larger number of simultaneous users and lower energy consumption.

The project involved the installation of 200 access points, 1,500 metres of fibre optic cable and over 15,000 metres of network cabling. The sixth generation Wi-Fi network uses OpenRoaming technology, which facilitates switching between Wi-Fi and 5G mobile networks to eliminate connection barriers between networks. This facilitates hyper-connectivity and the best connection availability for IFEMA MADRID's guests.

Another priority area of investment in 2021 was access control, which involved a specific project. This initiative integrated measures such as the installation of hydraulic bollards to improve security at entrances and an automatic counting system to control capacity. This system enables us to determine the number of people in the parts of the exhibition space in real time.

General improvements to our facilities included the renovation and refurbishment of the changing rooms for IFEMA MADRID personnel, upgrading work on gas regulation cabinets in cafeterias and replacement of the metallic flooring of the access walkways for the Violeta car park. We increased the available electricity supply at transformer centre 11 to meet the electricity demands of new projects and expansion of the Explanada Norte section of our site.

We also invested in improving the comfort of users of IFEMA MADRID's Palacio Municipal. This included: construction of a toilet block next to Tower 4, resolving the lack of toilet facilities on the ground floor; replacement of the flooring in the halls of the Palacio with something more functional that is easy to clean while still aesthetically in keeping; and renovation of the control system for cooling.

Financial management report.

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06.



IFEMA MADRID achieved its overriding financial objective for 2021: to avoid making a loss following the lockdown in the previous year due to the COVID-19 pandemic.

This objective was achieved due to the wide-ranging health measures introduced, exhibitor and visitor loyalty, the ceaseless work of our in-house teams and partner companies, and the support of public administrations.

Actions were introduced throughout the year to control costs, including:

- Cost synergies in the holding of events, taking advantage of resources and fostering shared services.
- Strict cost control, particularly during the first few months when there was very little activity, and definition of hiring policies that only included short-term commitments.

Continuing the actions launched in 2020, internal projects were developed focusing on the digital and cultural transformation and innovation in the business model.

In 2021, IFEMA MADRID's facilities hosted 301 events, including in-house and externally-organised trade fairs, congresses, concerts, musical events and other professional and recreational activities, attracting 16,357 exhibitors. In-person events attracted 1,427,890 visitors, 11% of whom were international.



Financial results.

IFEMA MADRID recorded turnover of 98.6 million euros in 2021, up 63.3% on 2020, when the figures were affected by the impact of the COVID-19 pandemic on its activity.

EBITDA stood at 7.3 million euros, an increase of 153% on the previous year. The result for the financial year was a profit of 0.1 million euros. The operating margin was 7.4% of income and the net margin was 0.1%.



Operating profit or loss

€7.3 million

(+287% on 2020)

Result for the year

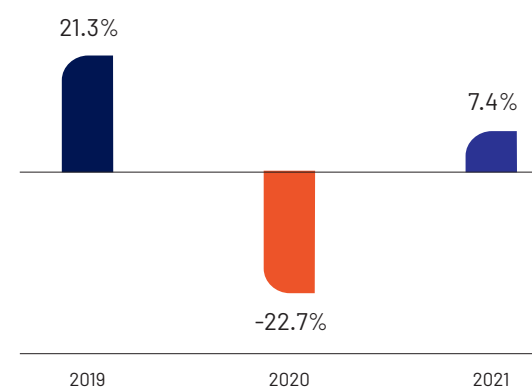
€0.1 million

(+22,836.8% on 2020)

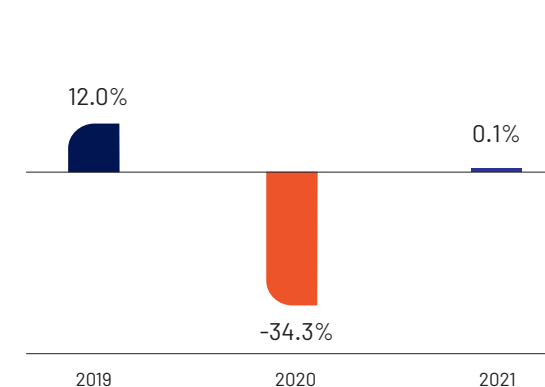
Operating profit or loss

Million euros	2019	2020	2021	% change 2021-2019	% change 2021-2020
Income	187.2	60.4	98.6	-47.3%	+63.3%
Expenses	147.2	74.1	91.3	-38%	+23.3%
Operating profit or loss	40	-13.7	7.3	-81.7%	+287.5%
Result for the financial year	22.5	-20.7	0.1	-99.6%	+22,836.8%

Operating margin.



Net margin.



Balance of activity and business lines.

Exhibition activity in the first quarter of the year was marked by hosting a number of events in digital format, due to restrictions on mobility. However, we still maintained our objective of supporting the generation of business between companies and professionals.

In-person activity returned in the second quarter when we hosted **HIP - HOSPITALITY INNOVATION PLANET**, **ESTAMPA** and the "Tourism recovery special" edition of **FITUR**, which was the only trade fair organised in Europe for this sector. Highlights of the third

quarter included **ARCOmadrid**, which achieved satisfactory results despite the difficulties at the time, and the first **Expodental Congress**.

The return of exhibition activity following the summer was marked by the impact of the fifth wave of coronavirus. However, we were still able to hold new editions of the **PROMOGIFT**, **INTERGIFT**, **MADRIDJOYA**, **BISUTEX** and **MOMAD** trade fairs.

Nearly all of the planned trade fairs were held in October and November, although they were affected by the health and travel restrictions in place at the time. And we also hosted some events that had not initially been programmed, such as the **Assembly of the Inter-parliamentary Union (UIP)** and the **FORMANDO FUTURO** congress.

Finally, in December we held a number of leisure events for the general public and company meetings, a business line that also was also hit by the consequences of the latest wave of COVID-19.

Digital involvement in various formats was an important feature of the in-house events organised in 2021. Another major development in the year was the signing of an agreement with the Madrid Regional Government for international and business promotion, which fostered the participation of exhibitors, external organisers and visitors in events from August to December.

Together with our trade fair events, our intensive activity in congresses, conventions and professional and leisure events also stands out, both in our exhibition facilities at IFEMA MADRID and the Palacio Municipal.



Income.

Operating income in 2021 amounted to 98.6 million euros, a 63.3% increase on 2020.

By business lines, 66% of this income came from in-house trade fairs, 12.3% from externally-organised trade fairs, 9.3% from concerts and long-term events, 6% from conventions and congresses, and 4% from IFEMA MADRID's Palacio Municipal.

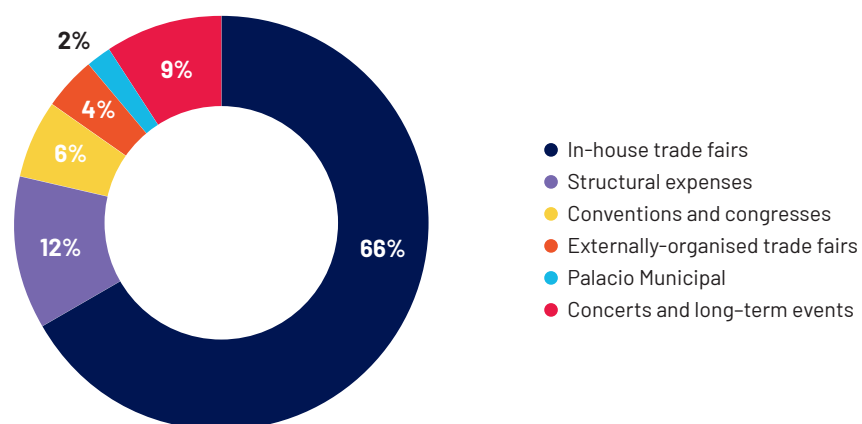
Income by year (million euros).

	2019	2020	2021	% change on 2021-2019	% change on 2021-2020
	187.2	60.4	98.6	-47.3%	+63.3%

Income by business line (euros).

From exhibitors at in-house trade fairs	52,898,917
From visitors to in-house trade fairs	4,810,915
Other income from in-house trade fairs/on-site services	9,589,284
Externally-organised trade fairs	12,155,538
Congresses and conventions	5,678,853
Concerts and shows	9,228,130
Palacio Municipal	4,230,262
TOTAL	98,591,900

Distribution of income by business line.



Distribution of income by business line in trade fairs organised by IFEMA MADRID.

	2018	2019	2020	2021
Exhibition space	65%	65%	-	62%
Services	20%	19%	-	22%
Other income	9%	10%	-	7%
Visitors	3%	3%	-	5%
Other exhibitors	3%	3%	-	4%

Expenses.

Operating expenses in financial year 2021 (excluding amortisation and depreciation, provisions for trade operations and other current administrative expenses) amounted to 91.3 million euros. This is an increase of 23.3% on the previous year, but down 38% compared to 2019.

* FIXED EXPENSES RELATE, MAINLY, TO PERSONNEL EXPENSES, MAINTENANCE OF FACILITIES AND IT SYSTEMS, REPAIRS, PROCUREMENTS AND CONSUMPTION OF STOCKS, INSTITUTIONAL AGREEMENTS WITH SECTOR ASSOCIATIONS AND FEES FOR BELONGING TO GROUPS OF INTEREST, INSTITUTIONAL PROMOTION, INSURANCE FOR OUR FACILITIES, AND LOCAL TAXES.

Expenses include:

- **Variable expenses** (directly related to hosting events and trade fairs): the fall in these during the year was due to the reduction in activity.
- **Fixed expenses** (recurrent items that provide the basis for the operational structure of the business and its premises*): the reduction was due to implementation of measures to contain expenses in using the facilities.

By business line, structural expenses accounted for 41% of the total, followed by expenses related to the trade fairs organised by IFEMA MADRID (35%).

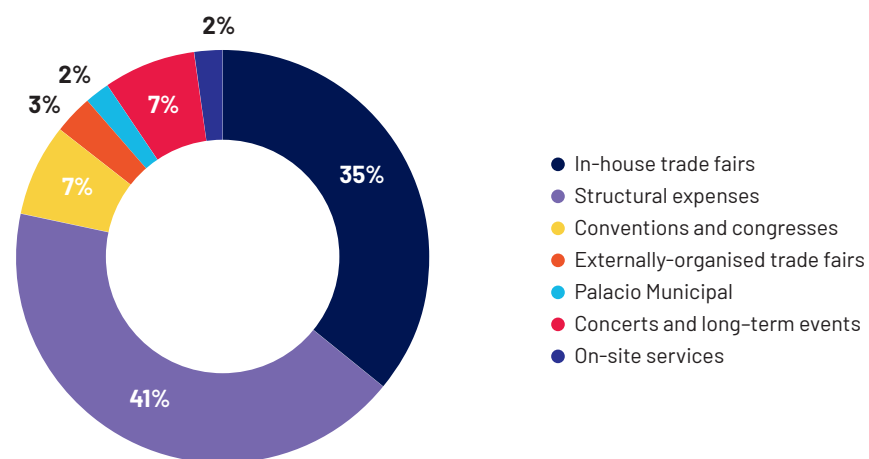
Expenses by year (million euros).

	2019	2020	2021	% change on 2021-2019	% change on 2021-2020
	147.2	74.1	91.3	-38%	+23.3%

Expenses by business line (euros).

Promotion, advertising and public relations	13,084,980
Assembly and service expenses	21,232,428
Personnel	24,426,564
General expenses and upkeep	16,460,017
Other expenses	16,083,748
TOTAL	91,287,737

Distribution of expenses by business line.



Distribution of expenses by type in trade fairs organised by IFEMA MADRID.

	2018	2019	2020	2021
Infrastructure expenses	37%	36%	-	35%
Promotion, advertising and public relations	28%	25%	-	23%
Other expenses	23%	26%	-	29%
Personnel	12%	13%	-	13%

Percentage distribution of expenses by activity over total expenses.

	2018	2019	2020	2021
Personnel	26%	22%	40%	27%
Promotion, advertising and public relations	16%	16%	12%	14%
Other expenses	22%	18%	21%	24%
Assembly and services	21%	33%	11%	23%
General and upkeep	15%	12%	16%	12%

Percentage distribution of expenses by activity over total income.

	2018	2019	2020	2021
Personnel	21%	17%	49%	25%
Promotion, advertising and public relations	13%	13%	15%	13%
Other expenses	17%	14%	26%	22%
Assembly and services	17%	26%	14%	22%
General and upkeep	12%	10%	19%	11%



Balance sheet.

At 31/12/2021. In euros.

Assets	
NON-CURRENT ASSETS	233,016,693
Intangible fixed assets	16,440,237
Development	1,492,228
Concessions	1,320,000
Patents, licences, trademarks and similar	4,936,295
Computer applications	8,691,714
Property, plant and equipment	185,450,036
Land and buildings	131,131,035
Technical facilities and other property, plant and equipment	45,328,818
Property, plant and equipment in construction and advance payments	8,990,183
Non-current financial assets	21,040,735
Other financial assets	21,040,735
Deferred tax assets	10,085,685
CURRENT ASSETS	113,954,656
Inventories	457,710
Raw materials and other consumables	457,710
Trade and other receivables	26,738,181
Trade receivables for sales and services	20,927,339
Receivable from Group companies and associates	165,712
Sundry accounts receivable	3,440,326
Personnel	557,973
Current tax assets	2,290
Other accounts receivable from public authorities	1,644,540
Non-current financial assets	84,174
Other financial assets	84,174
Current accruals	3,411,964
Cash and cash equivalents	83,262,627
Cash at bank and in hand	83,262,627
TOTAL ASSETS	346,971,350

Total equity and liabilities	
EQUITY	289,784,966
SHAREHOLDER EQUITY	289,784,966
Capital	60,356,483
Capital	60,356,483
Reserves	1,858,799
Legal and statutory	378,766
Other reserves	1,480,033
Results from previous financial years	227,478,648
Retained earnings	247,913,039
Prior years' losses	(20,434,391)
Result for the year	91,036
NON-CURRENT LIABILITIES	730,759
Non-current payables	730,759
Other financial liabilities	730,759
CURRENT LIABILITIES	56,455,625
Current provisions	140,067
Current payables	4,886,842
Other financial liabilities	4,886,842
Trade and other payables	51,428,716
Trade payables	28,323,286
Other payables	407,621
Personnel (salaries payable)	677,391
Other payables to public authorities	1,005,405
Customer advances	21,015,013
TOTAL NET EQUITY AND LIABILITIES	346,971,350

Profit and loss statement.

At 31/12/2021. In euros.

Continuing operations	
Turnover	80,243,629
Sales	37,394,664
Provision of services	42,848,965
Capitalised expenses of in-house work on assets	5,348,271
Procurements	(703,397)
Consumption of raw materials and consumables	(703,397)
Other operating income	13,000,000
Non-core and other current operating income	13,000,000
Personnel expenses	(24,426,564)
Wages, salaries and similar expenses	(17,951,125)
Social security contributions	(6,475,440)
Other operating expenses	(66,289,440)
External services	(61,123,375)
Taxes	(5,034,399)
Losses, impairment and changes in trade provisions	(131,666)
Depreciation and amortisation	(8,188,415)
Excess provisions	487,210
Impairment and gains (losses) on disposal of non-current assets	(487)
Gains/(losses) on disposals and others	(487)
Other results	501,986
OPERATING PROFIT/(LOSS)	(27,207)
Financial income	31,993
From marketable securities and other financial instruments	31,993
In third parties	31,993
Financial expenses	(55,634)
Debts to third parties	(55,634)
Foreign exchange gains (losses)	507
FINANCIAL RESULT	(23,134)
PROFIT/(LOSS) BEFORE TAX	(50,341)
Corporate income tax	141,377
PROFIT/(LOSS) FOR THE PERIOD FROM CONTINUING OPERATIONS	91,036
RESULT FOR THE FINANCIAL YEAR	91,036

Summary of income and expenditure.

In euros.

Income.	
From exhibitors at in-house trade fairs	52,898,917
From visitors to in-house trade fairs	4,810,915
Other income from in-house trade fairs/on-site services	9,589,284
Externally-organised trade fairs	12,155,538
Congresses and conventions	5,678,853
Concerts and shows	9,228,130
Palacio Municipal	4,230,262
TOTAL INCOME	98,591,900

Expenses.	
Promotion, advertising and public relations	13,084,980
Assembly and service expenses	21,232,428
Personnel	24,426,564
General expenses and upkeep	10,846,395
Other expenses	21,697,370
TOTAL EXPENSES	91,287,737

Operating profit or loss - EBITDA.	7,304,163
Direct financial charges	-23,134
Operating cash flow	7,281,029
Allocations for amortisation and impairment	-8,188,415
Allocations for provisions	355,544
Non-recurring results	501,501
Corporate income tax	141,377
RESULT FOR THE FINANCIAL YEAR	91,036

Published by
IFEMA MADRID

Editorial management
IFEMA MADRID, Communication
and Marketing Department

Photography
© IFEMA MADRID photo library
© Getty Images
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Editing, design and layout
www.cegegglobal.com

Printing
COYVE Artes Gráficas

Legal deposit
M-18568-2022

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