

Transparency Reactivation Connection Transformation

Annual Report 2022

Transparency Reactivation Connection Transformation

Annual Report 2022

Contents.

01.

Transparency.

Welcome to IFEMA MADRID_04

Chairman of the Governing Board
of IFEMA MADRID_06

Chairman of the Executive Committee
of IFEMA MADRID_08

Governing bodies_12

Management bodies_14

02.

Reactivation.

Our activity in 2022_16

Report of the Managing Director's of
IFEMA MADRID_18

We regained the momentum_22

03.

Connection.

Impact in communication_60

IFEMA MADRID in the media_62

Portals and digital strategy_65

The social media community_66

Enhancing the visibility of events_68

05.

Contribution.

Our accounts_84

Financial results_87

Investments_96

Balance sheet_98

Profit and loss statement_100

Summary of income and expenditure
by activity_101

04.

Transformation.

Looking to the future_72

Innovation and digitization_74

Infrastructure and security
improvements_80

New management tools_82

Transparency.

01.

Welcome to IFEMA MADRID.

Chairman of the Governing Board of IFEMA MADRID_06

Chairman of the Executive Committee of IFEMA MADRID_08

Governing bodies_12

Management bodies_14

“In 2022, IFEMA MADRID has served as a beacon to other large-scale international operators”

José Luis Martínez-Almeida Navasqués

Chairman of the Governing Board of IFEMA MADRID




“The work of IFEMA MADRID has meant a boost for the recovery of companies and sectors, at a time when this was most needed”

Madrid is a big city that's competitive, innovative, creative and increasingly attractive to businesses and investments. All these values are positioning it as one of the global cities with the greatest international projection. And this is thanks to such ambitious and promising projects as the one represented by IFEMA MADRID, which, in 2022, has served as a beacon to other major international operators, earning it recognition for the third consecutive year as the Best Convention Centre in Europe.

These accomplishments are highly appreciated in a context as extraordinary as the one we've experienced in recent years and are deemed exceptional due to the boost that IFEMA MADRID's work has meant for the recovery of companies and sectors, at a time when this was most needed.

Equally admirable is the resilience that the institution has shown throughout these 12 months of the year, adapting its activity to new ways of doing business; making the use of its spaces more flexible to accommodate not only fairs and congresses but also large leisure events; creating new projects; and accelerating their digitization and internationalization.

In short, 2022 was a difficult but at the same time exciting year for all those of us in positions of responsibility at IFEMA MADRID. An institution in which the four consortium members – Community of Madrid, Madrid City Council, Madrid Chamber of Commerce and Industry, and Montemadrid Foundation – have placed their trust due to its capacity to pull off major international events and to be a decisive factor in our nation's capital being considered one of the cities with the greatest international influence and the most promising prospects for the future, without forgetting its impact on the Madrid city brand.

I would therefore like to extend my congratulations to the whole organisation and encourage everyone involved to continue advancing in their ambitious projects.

Congratulations!

“Despite its complexity, 2022 has been, for IFEMA MADRID, the best financial year in its history”

José Vicente de los Mozos Obispo

Chairman of the Executive Committee of IFEMA MADRID



It's always an honour to present the results of 12 months of strategy and effort, but this time that feeling is even greater when it comes to analysing an exceptional year like 2022, which, despite its complexity, has been, for IFEMA MADRID, the best financial year in its history. And not only because of the excellent financial results achieved, but also because of the international recognition it gained by being the only organisation to keep its calendar of events active compared to others in Europe and worldwide.

Our decisive commitment to reactivation was, at that time, a determining factor to achieving the excellent results contained in this report, undoubtedly resulting from the market's recognition of the global leadership that IFEMA MADRID has exercised in the recovery of trade fair and congress activity during the years 2021 and 2022.

In those years we were able to mobilise the sectors and restore activity to the point that we achieved the institution's highest-ever turnover of 187.7 million euros and the extraordinary increase of more than 90% compared to 2021.

To achieve these results, and analysing 2022 in detail, we cannot ignore the knock-on effect of the decision to kick off the year with FITUR, the only tourism fair held anywhere in the world in the first half of the year, with excellent results, and its part in encouraging the economic and industrial sectors to return to normal. The impact of this strategy was to reactivate more than a hundred fairs and congresses, more than 400 business events and 21 major leisure events. Without forgetting the added effort of launching new projects onto the market, as well as putting the Palacio Municipal of IFEMA MADRID back into operation, with good results that have positioned it as a venue for holding congresses and conventions of more moderate dimensions.

“We were able to mobilise the sectors and recover activity to the point that we achieved the institution’s highest-ever turnover of 187.7 million euros and the extraordinary increase of more than 90% compared to 2021”

The desire for recovery that has overflowed IFEMA MADRID throughout 2022 also led us to assess the profitability of our infrastructures, finding new uses for them in off-peak moments, such as leisure events, company events and events aimed at the general public, which has also helped to increase profits and has contributed significantly to the recovery of leisure activities.

We must also not forget, in this quick overview and as the culmination of an exceptional year, the impact of celebrating such an exceptional event as the NATO Summit, whose production was entrusted to us by the Government of Spain and which represented a boost not only to our finances but also to our reputation, while likewise placing IFEMA MADRID centre stage internationally and showing off our facilities as a benchmark space for hosting major global events.

I would also like to point out another of the factors that have been decisive in the 2022 results: the success of defining and implementing IFEMA MADRID's Strategic Plan, based on three pillars that are key in our day and age: diversification, internationalization and the commitment to digitization.

A strategic plan with a broad scope that has the invaluable support of our consortium partners, the Community of Madrid, the Madrid City Council, the Madrid Chamber of Commerce and Industry, and the Montemadrid Foundation, and I am sure that it will aptly guide our steps in the coming years.

I would like to conclude by acknowledging not only all the IFEMA MADRID staff, who in the most adverse circumstances have been able to give it their all, but also all the exhibitors and visitors who have placed their trust in our organisation.

Thank you very much.

“The NATO Summit represented a boost not only to our finances but also to our reputation, while likewise placing IFEMA MADRID centre stage internationally and showing off our facilities as a benchmark space for hosting major global events”



Governing bodies.

Governing Board.

At 31 December 2022

CHAIRMAN

José Luis Martínez-Almeida Navasqüés

DEPUTY CHAIRPERSONS

Isabel Díaz Ayuso
Jesús Núñez Velázquez
Ángel Asensio Laguna

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

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

Official Chamber of Commerce, Industry and Services of Madrid

Augusto de Castañeda García-Manfredi
Carlos Cabanas Godino
Miguel Garrido de la Cierva
Gabriel García Alonso
Eva Serrano Clavero

Fundación Obra Social y Monte de Piedad de Madrid

Amaya de Miguel Toral

Ministry of Industry, Commerce and Tourism*

Pablo Garde Lobo

Chairman of the Executive Committee*

José Vicente de los Mozos Obispo

Managing Director*

Juan Arrizabalaga Azurmendi

General Secretary*

Soledad Borrego Martínez

* Non-members according to the Articles of Association, who attend and can participate in meetings without voting rights.

Executive Committee.

CHAIRMAN

José Vicente de los Mozos Obispo

DEPUTY CHAIRPERSONS

Enrique López López
Engracia Hidalgo Tena
Jesús Núñez Velázquez
Ángel Asensio Laguna

MEMBERS

Madrid Regional Government

Javier Fernández-Lasquetty y Blanc
Marta Rivera de la Cruz

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*

Juan Arrizabalaga Azurmendi

General Secretary*

Soledad Borrego Martínez

* Non-members according to the Articles of Association, who attend and can participate in meetings without voting rights.



Management bodies.

Management Committee

As of publication date

MANAGING DIRECTOR

Juan Arrizabalaga Azurmendi

GENERAL SECRETARY

Soledad Borrego Martínez

DIRECTOR OF HUMAN RESOURCES, QUALITY AND SUSTAINABILITY

María Sánchez Sanz

DIRECTOR OF CORPORATE COMMUNICATION AND MARKETING

Raúl Díez Vázquez

FINANCIAL DIRECTOR

Rafael Company Fernández

DIRECTOR OF OPERATIONS AND R&D

Carlos Jiménez Luque

BUSINESS DIRECTOR

Arancha Priede Leza

DEPUTY BUSINESS DIRECTOR

Ana Larrañaga Larrañaga

DIRECTOR OF MADRID TURISMO

Yolanda Perdomo Aparicio

Management team.

MANAGEMENT OF CENTRAL AND TECHNICAL AREAS

Director of Management Control

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

Ángel Ballesteros Ballesteros

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 Sponsorships

María Aranguren Romeo

Director of Information Technologies

Rubén Rodríguez Casado

Technical Director

Javier Martín Rodríguez

Director of Quality and Sustainability

Santiago Quiroga Fernández-Ladreda

TRADE FAIRS AND CONVENTIONS CENTRE DIVISION

Director of Planning and Control

José Luis García Seijas

Director of Business Development and Innovation

Lola González Barbado

Director of International Development

Jaime Martín Bernard

Director of Customer Services and Experience

Marcela Lupi Biondini

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 Public Exhibitions and Leisure Events

Asier Labarga Hermenigildo

Reactivation.

02.

Our activity in 2022.

Report of the Managing Director of IFEMA MADRID_18

We regained the momentum_22

Report of the Managing Director of IFEMA MADRID.

Juan Arrizabalaga



2022 has been a year of great milestones and achievements for IFEMA MADRID, but it has also been one of the most complex years that the institution has experienced, representing an important challenge for the whole organisation: it required that we focus all our energy on boosting the recovery of activity after the pandemic years and on serving as a invigorating force to help reactivate the various sectors and industries that are represented at our fairs.

That's why the content of this report is especially valuable for all of us at IFEMA MADRID, because, despite the unique circumstances and against all predictions, the balance sheet resulted in 2022 being a great year for IFEMA MADRID.

The year began full of uncertainty, faced with the omicron wave. Kicking off with FITUR in January was going to set the tone for a year in which it was essential to overcome the negative impact of past events, and indeed, IFEMA MADRID demonstrated its commitment and determination once again, as well as its audacity and rigour in the face of an immense organisational and health challenge. Fortunately, and with total humility, I believe that we must acknowledge the success of our institution. And I'm not referring merely to what it meant for the trade fair sector, but also for

world tourism and, why not say it, for business confidence in our country.

This, what we might call, epic start allowed us to develop practically our entire schedule: 105 trade fairs and congresses, of which 28 were also held in digital format through the LIVE Connect platform; nearly 400 events and conventions; and 21 leisure events and music festivals. And some trade fairs, such as FRUIT ATTRACTION, celebrated what they considered their best editions. Considerable activity that – and this is the most substantial achievement – supported the economic recovery of 21,360 companies and 3.7 million professionals and visitors. In this regard, let me point out the excitement we experienced throughout 2022 at each of the fairs that were held. They were true moments of professional and sector reunions after some very hard times. And the opportunity to participate in these occasions will forever be inscribed in our collective memory.

Equally relevant was the fact that, despite the context, new trade fair projects were created in 2022, such as Global Mobility Call, the great congress with exhibition supported by the Government of Spain, as well as by the Regional Government and City Council of Madrid, which seeks to lead the process of transformation towards sustainable mobility; the Helixa Summit, focused on investigating the opportunities of the metaverse for growth of the business sector; and Accountex Spain, the new event that specialises in the digitization of administrative and accounting processes of consultancies, law firms and SMEs.

For IFEMA MADRID, 2022 will also be remembered as the year in which the Leisure and Public Events area took off, representing a major impact on our diversification. A new line of activity that covers the dual purpose of

“Let me point out the excitement we experienced throughout 2022 at each of the fairs that were held. They were true moments of professional and sector reunions after some very hard times”

adding value to the business with new revenue streams and making profitable use of the facilities. That's why it's so relevant that, in 2022, the total of 21 major leisure events were reached, including shows, musicals, festivals, concerts and exhibitions, having managed to attract 1.1 million visitors.

With respect to our internationalization, another pillar of our Strategic Plan, we should note, on the one hand, the attraction of major international events, such as the World Dog Show, which is the largest dog breeders' competition worldwide and in which more than 55,000 people and 16,500 breeds of dog took part; and on the other hand, the return of major international congresses, for which IFEMA MADRID was the leader worldwide, having held 10 such events, many of them from the medical-scientific field. IFEMA has consequently positioned itself as a world reference, notably including congresses such as the Heart Failure Congress of the European Society of Cardiology (4,000 attendees), or the World ATM Congress, the world's largest air traffic management event (7,000 attendees), among others. A history of development that has once again earned IFEMA MADRID the international MICE award for Best Convention Centre in Europe.



The international strategy also focuses on attracting the interest of foreign companies and international visitors to our fairs, therefore organising buyers programmes from target countries and implementing IFEMA MADRID's network of international branches. Thus, the results for 2022 show statistics for international participation that place international exhibitors at 17% and foreign visitors at 11%.

And our third line of international action is represented by projects for expansion, both in the creation of fairs in collaboration with local operators in different countries and in strategic consulting for the creation and management of exhibition centres. The agreement reached in 2022 with CORFERIAS - the largest operator and congress centre in Colombia - for the joint organisation of events in that country stands out among our expansion projects; as well as the advising provided to the Dominican Republic for its new Santo Domingo Exhibition Centre.

Technology and innovation were confirmed as pillars of IFEMA MADRID's transformational Strategic Plan throughout 2022 regarding progress in the area of digitization, both from a business point of view, with the organisation of hybrid and virtual events, as well as from the perspective of operational processes.

Within this context, developments such as the LIVE Connect platform have been launched, a virtual community that totals 300,000 visitors and is open 365 days a year, thereby setting up the trade fair in the cloud to connect supply and demand. Also throughout 2022, we have implemented proprietary solutions, such as Visual Space, for digitalizing the production of physical events with 2D and 3D maps and geopositioning information, as well as other

initiatives, such as the implementation of CRM, via Salesforce, with five "clouds" functional at the same time.

The pandemic also drove the process of cultural transformation and restructuring that IFEMA MADRID is undertaking, in line with the needs of the Strategic Plan, comprising a process of adaptation to digital processes, to cultural change and to the management of new platforms and tools. During 2022, forty new profiles joined the workforce, highly specialised in customer management and data management tools, such as ticketing, digital content generation, CRM, digital trade fair marketing, etc., with the aim of attracting talent and adapting the structure of IFEMA MADRID to its new organisational, strategic and business requirements. Furthermore, the organisational structure has been reconfigured with the same objective of adding value to the pillars of the Strategic Plan and optimising resources, processes and lines of business, consequently bringing in new professionals - with extensive international experience and specialised in leisure events management - to IFEMA MADRID.

It is also noteworthy that IFEMA MADRID launched Madrid Turismo, the result of an agreement signed with the Community of Madrid and the Madrid City Council for the design and implementation of a plan aimed at promoting and enhancing the city's international positioning for long-haul tourist destinations, with a strategy of public-private collaboration.

Cutting across all of the preceding, the qualitative leap that the institution has made in terms of sustainability over the last six years is vitally important to us. The commitment to sustainability became very tangibly apparent in 2022 due to having overcome significant milestones that, at the year end, showed data such as the 90% reduction of scope 1 and 2 CO₂ emissions over the last six years; the recycling of 83% of the waste generated by trade fair activities, and in the last five years, also the decrease in the ratio of natural gas consumption by 42%, electricity by 33% and water consumption by 40%.

I will conclude by mentioning the NATO Summit, which we produced after being engaged by the Government of Spain and which received unanimous worldwide recognition. Producing and running this global event, at a particularly critical time, allowed us to assert our technical and human capabilities, demonstrating the commitment and dedication of a professional team whom I wish to congratulate on the successes it achieved throughout this year.

It only remains for me to thank our consortium partners: Community of Madrid, Madrid City Council, Madrid Chamber of Commerce and Industry, and Montemadrid Foundation, as well as all our suppliers, partners and sponsors, in addition to our exhibitors and visitors, for putting their trust in IFEMA MADRID.

“The qualitative leap that the institution has made in terms of sustainability over the last six years is vitally important to us. The commitment to sustainability became very tangibly apparent in 2022 due to having overcome significant milestones”

We regained the momentum.

Leaders in the reactivation of global activity in the sector.

2022 has been exceptional for IFEMA MADRID at all levels and in its various fields of action. In an environment still conditioned by the restrictions derived from the Covid-19 pandemic, which mainly impacted our performance in the first quarter, the institution revalidated its global leadership in recovery of the sector. At the same time, it has made significant progress in diversifying its activities through different types of initiatives that have contributed very directly to the strategic objective of value creation and economic momentum.

In the field of trade fairs and congresses, IFEMA MADRID began the year with a firm commitment to in-person events, always respecting the prevention measures in force. Finally, not only did it complete the entire planned calendar of events, it also incorporated new events, which were enthusiastically received. In-house trade fairs, such as **FITUR** or **FRUIT ATTRACTION**, exceeded all expectations and demonstrated IFEMA's ability to boost the activity of any sector through the participation of all stakeholders involved.

The organisational effort to restore the calendar of events resulted in the organisation of a total of 86 trade fairs (including both in-house and external) – some of which were also

held in digital format through the **LIVE Connect** platform – and 16 congresses with exhibition.

The LIVE Connect virtual tool, which arose during the pandemic in order to maintain an active networking forum in response to restrictions on in-person meetings, has transcended its initial function and has solidified as a first-rate resource in the transformation and digitization process of the sector.

The basic indicators of activity are topped off by having held 21 concerts and long-term events and another 389 professional and leisure events. In just a few short years, IFEMA MADRID has fully consolidated itself as a leisure venue thanks to events that allow taking advantage of the facilities in moments that are off-peak for trade fair activity. To top it all off, the **NATO Summit** was organised on behalf of the Government of Spain, which gave us a new opportunity to demonstrate our ability to organise and host events of the highest international relevance, as it had already happened with COP25 in 2019.

The internationalization strategy has also continued to evolve in several ways. On the one hand, the welcoming of large global events and the return of international congresses, which have led to IFEMA MADRID earning, for the third consecutive year, the international MICE award for the **Best Convention Centre in Europe**. On the other hand, the international strategy has also focused on attracting the interest of foreign companies and international visitors to our in-house trade fairs, as well as on the development of expansion projects with a focus on the Ibero-American market.



Knowledge of the international market and the institution's proven management capacity have also led to driving the initiative, Madrid Turismo by IFEMA MADRID, together with the Community of Madrid and the Madrid City Council. The initiative's mission is to enhance the international positioning of the city and of the region for tourism. IFEMA MADRID is in charge of implementing this project, a new example of the relevance of public-private collaboration in social and economic development.

In 2022, IFEMA MADRID not only completed the entire planned calendar of events, it also incorporated new events, which were enthusiastically received.

Progressive return to the pre-pandemic level of activity

In 2022, IFEMA MADRID held a total of 86 trade fairs (56 in-house, of which 5 are foreign projects, and 30 were organised externally), 16 congresses with exhibition, 21 concerts and long-term events, and 389 professional and leisure events. We also organised 28 events on the LIVE Connect digital platform, all of which were hybrid.

The commitment to in-person activity and the end of Covid restrictions made it possible to more than exceed the figures related to not only activity but those related to exhibitors and visitors registered the previous year. We had the participation of 21,360 companies, of which 17,069 were direct exhibitors, 40.5% more than in 2021; and 3.7 million visitors were received, representing a 40.8% increase. International participation at in-house trade fairs increased by 33.1%.

By area of activity, the trade shows that stood out were those related to consumer goods (45%), followed by those related to capital goods (40%), then fairs related to the public (36%) and services (15%).



The net surface area occupied by in-house trade fairs amounted to 598,278 square metres, 43% of the total, while externally-organised trade fairs amounted to 367,347 square metres, 26%.

Volume of events.

	2020	2021	2022
In-house trade fairs	26	47	56
Externally-organised trade fairs	3	28	30
Congresses with exhibition	5	8	16
Concerts and long-term events	15	22	21
Other professional and leisure events	187	196	389
TOTAL	236	301	512

Distribution of trade fairs by sector.

	2020	2021	2022
Consumer goods	52%	63%	45%
Capital goods	38%	33%	40%
Public	51%	43%	36%
Services	10%	4%	15%

Occupancy data (net occupied surface area in m²).

	2020	2021	2022
Total	334,770	584,131	1,403,062

Distribution of occupied surface area.

	2020	2021	2022
In-house trade fairs	70%	50%	43%
Externally-organised trade fairs	17%	32%	26%
Congresses with exhibition	2%	6%	10%
Concerts and long-term events	11%	13%	21%

Direct exhibitors.

	2020	2021	2022
Total	4,756	10,165	17,079

International participation by direct exhibitors.

	2020	2021	2022
In-house trade fairs	92%	53%	75%
Externally-organised trade fairs	8%	47%	25%

Visitor data.

	2020	2021	2022
Total	1,055,146	1,427,890	3,700,000

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

	2022
Community of Madrid	40.9%
Andalusia	10.7%
Valencia region	8.0%
Catalonia	7.4%
Castilla-La Mancha	5.5%
Castilla-Leon	5.1%
Galicia	3.6%
Murcia	3.3%
Basque Country	2.8%
Canary Islands	2.7%
Aragón	2.1%
Balearic Islands	1.9%
Extremadura	1.8%
Asturias	1.4%
Cantabria	1.0%
Navarre	1.0%
La Rioja	0.7%
Ceuta and Melilla	0.1%

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

	2022
European Union	63%
Central and South America	15%
Rest of Europe	8%
Asia	5%
North America	5%
Africa	4%

Fulfilment of the full trade fair calendar.

Within the specific area of trade fair activity, the decisive factor that let us close out 2022 with such an exceptional balance sheet was IFEMA MADRID’s firm decision to maintain the full calendar, becoming the only international organisation that managed to fulfil this commitment. That decision was especially significant in the first months of the year, when the sector found itself floundering in the uncertainty generated by the rise of the omicron variant of coronavirus.

Other trade fairs in Europe and the world chose to keep their activity shut down until the second or third quarter. However, IFEMA MADRID opted to hold all events in their planned formats, putting into practice the knowledge developed and the resources accumulated during 2020 and 2021. The institution had already become an international reference in preceding years due to its search for solutions that allowed a certain continuity of activity, while always respecting the restrictions in force related to prevention, safety and health.



Trade fair activity in 2022

86

trade fairs

965,625 m²

of occupied surface area

56

organised in-house

21,360

participating companies

30

externally organised

17,079

direct exhibitors

3.7

million visitors



FITUR's knock-on effect

As happened in 2021, the first major milestone in the chronicle of 2022 trade fair activity was **FITUR, the International Tourism Fair**, which was held in the last half of January. The event exceeded all expectations, with 111,193 attendees, to which we must add the online participants via LIVE Connect, who totalled over 33,200.

Along with the attendance figures, FITUR's success has also been measured by other factors. On the one hand, institutional recognition, with the presence of Spanish authorities from all administrations, headed by their Majesties, the King and Queen of Spain and the President of the Spanish Government, who presented the second call of the Tourism Sustainability Plan. On the other hand, the key role of the fair in reactivating the sector by launching a message of confidence and strength to the whole world, with the help of 600 leading exhibitors and the official representation of 70 countries.

Finally, the impact of the fair on Madrid's economy is worth mentioning, calculated at over 150 million euros. The event was also a benchmark in new prevention measures against the spread of coronavirus due to being a pioneer in applying the Green Pass control system at a trade fair site in Europe.

Successful attendance and global projection

As in the case of **FITUR**, the vast majority of fairs organised by IFEMA MADRID in the first half of the year also managed to combine the extraordinary attendance by exhibitors and visitors with global broadcasting via digital platforms such as LIVE Connect and other virtual solutions.

February kicked off with the largest combination of shows in the lifestyle sector: more than 650 companies participated in the **INTERGIFT, BISUTEX, MADRIDJOYA** and **MOMAD** fairs, attended by more than 31,000 professionals. In this case, the progress on the internationalisation of fairs was notable, with professionals and exhibitors from more than 77 countries, and the added value coming from spaces used for presentations and conferences.

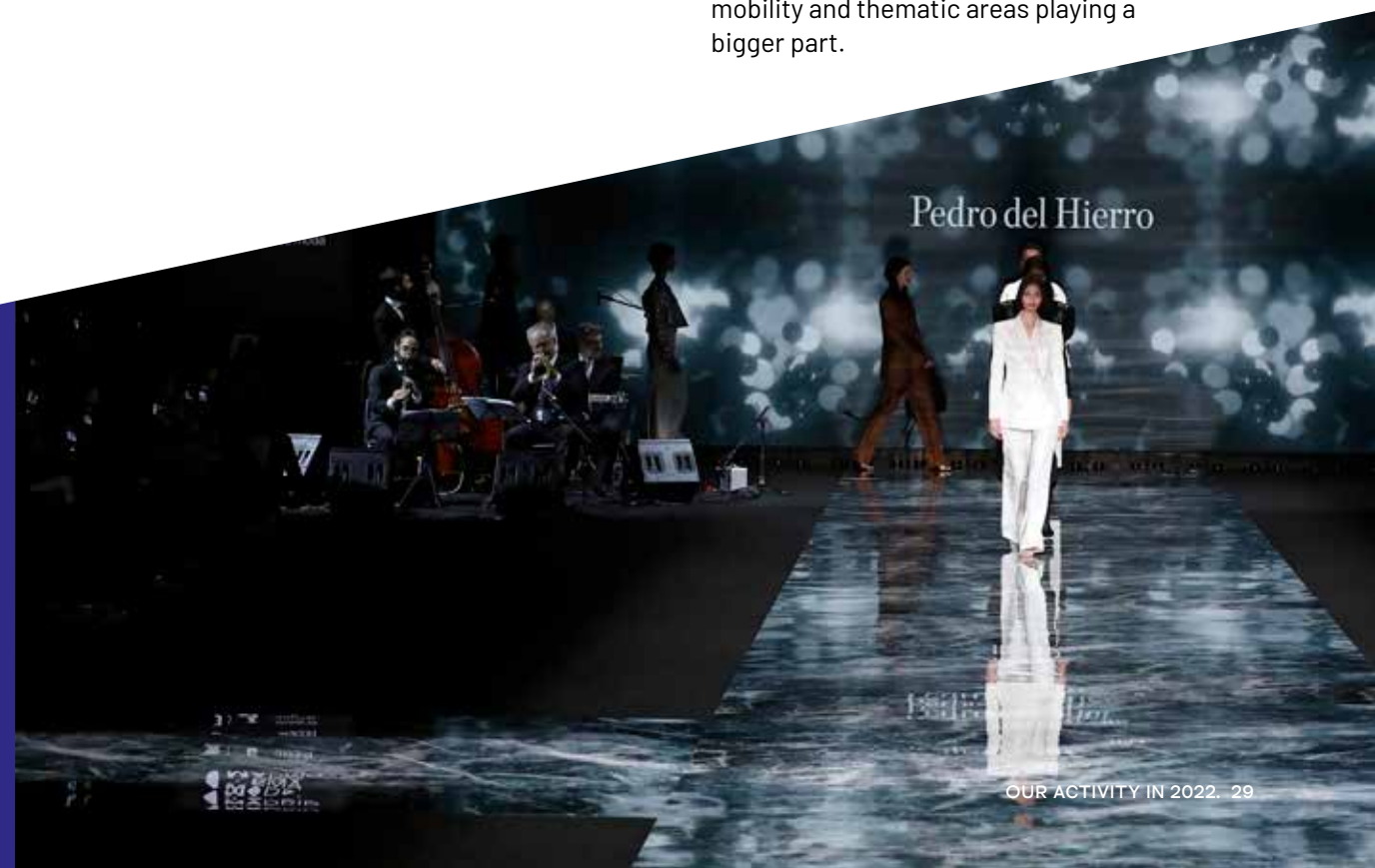
The same factors marked the development of **INTERSICOP – International Bakery, Pastry, Ice Cream, Coffee and Equipment Exhibition**, with the participation of over 15,600 professionals from 44 countries. Together with the opportunity to meet once again, representatives of the different sectors especially highlighted the intense business activity and the capacity for international promotion in Latin America.

The month ended with celebrating the 40 (+1) anniversary of **ARCOmadrid**, which returned to its usual dates. The participating galleries rated the trade balance as very positive, in an edition that exceeded the overall figure of 75,000 visitors.

EDUCATION WEEK, the first event of March, exceeded the number of visitors at the previous in-person event, held in 2019: more than 117,000 visitors from 24 countries, who had the opportunity to discover the offerings presented by 275 companies, institutions and entities from up to 24 countries. Another highlight of the event was an intense parallel programme, with over 200 activities, and the virtual participation of the Ibero-American educational community through LIVE Connect.

Other highlights of March included **MEAT ATTRACTION, MERCEDES-BENZ FASHION WEEK MADRID** and **VIVE LA MOTO**. In its fourth edition, **MEAT ATTRACTION** strengthened its position as the main vertical trade fair of the meat sector in southern Europe, with the participation of over 9,000 professionals. Among its innovations was The Butcher's Shop exhibition area, serving the specialisations of butchers and deli meat purveyors. For its part, **MERCEDES-BENZ FASHION WEEK MADRID** celebrated its 75th edition with high-quality proposals and strong institutional support, led by the visit of H.M. Queen Letizia. The much-anticipated event recovered figures similar to those prior to the pandemic, with more than 50,000 attendees, and it succeeded in putting designer fashion back in the spotlight. **VIVE LA MOTO** was another resounding success, bringing together about 41,000 visitors, 120 exhibitors and 500 brands, with electric mobility and thematic areas playing a bigger part.

Most trade fairs managed to combine the extraordinary reception of exhibitors and visitors with global broadcasting via digital platforms.





Benchmark in sustainability

In June, IFEMA MADRID hosted a joint event under the nexus of sustainability, which brought together the new encounter **GLOBAL MOBILITY CALL**; the **FORUM OF SUSTAINABLE ENVIRONMENTAL SOLUTIONS**, **FSMS (International Urban Planning and Environment Fair [TECMA]**, **International Recovery and Recycling Trade Fair [SRR]** and **FORO DE LAS CIUDADES [Cities Forum]**; and **GENERA**, the **International Energy and Environment Fair**. Over the course of three days, nearly 600 companies from different industrial sectors and more than 500 experts and international leaders discussed environmental management from very diverse points of view: renewable energies, electrification and sustainable mobility, urban planning, connectivity and rural development, recycling and waste treatment.

The first six months ended with a very unique and special event: **WORLD DOG SHOW**, the biggest dog show in the world, with the participation of over 55,000 people and 16,500 breeds of dog. Its organisation once again demonstrated IFEMA MADRID's capacity and

interest in hosting events with an international magnitude and great media importance.

As usual, in September the autumn editions of events such as **MERCEDES-BENZ FASHION WEEK MADRID** were held, which premiered the renovation of the Mercedes-Benz runway show space in Hall 14.1, as well as **INTERGIFT**, **BISUTEX**, **MADRIDJOYA** and **MOMAD**.

In October, **FRUIT ATTRACTION** and **FIAA (International Bus and Coach Fair)** stood out. **FRUIT ATTRACTION** once again expanded its surface area to solidify its standing as the great global event of the fruit and vegetable sector, with the capacity to promote world exports. The fair ended with the attendance of more than 89,500 professionals from 137 countries and the participation of 1,740 exhibitors from 57 countries. For its part, **FIAA** showed innovations in passenger transport from the proposals and solutions of over 70 companies from 15 countries. The event attracted over 7,000 professionals and a high number of participants in the parallel programme of technical conferences.

The last big event of the year, before the usual relaxation of trade fair activity during the month of December, was **EPOWER&BUILDING**. This name served to gather together trade fairs and events on the complete building cycle under one roof: **CONSTRUTEC**, **VETECO**, **BIMEXPO**, **ARCHISTONE**, **MATELEC** and **MATELEC INDUSTRY**, which brought together a community of over 90,000 professionals of the sector coming from 100 countries.



New trade fair projects

Despite the complex environment, IFEMA MADRID continued its commitment to launch new trade fair projects throughout 2022. Among the main new events, **Global Mobility Call** stands out, a large congress with an exhibition, supported by the Government of Spain, the Community of Madrid and the Madrid City Council, which was created with the aim of leading the process of transformation towards more sustainable mobility. With a cross-cutting vision, it brought together leading companies in the sectors of energy, logistics, infrastructure, strategic consulting, transport, automobiles, finance and insurance.

Two other important novelties in the trade fair calendar were the **HELIXA SUMMIT**, which is focused on investigating the opportunities of the metaverse for the growth of the business sector, and **Accountex Spain**, which specialises in the digitization of administrative and accounting processes for consultancies, law firms and SMEs.

NATO Summit, the biggest organisational challenge in our history.

In 2022, IFEMA MADRID added an exceptional event to its recent history of organising international events: the **NATO Summit**, held on 29 and 30 June. With the involvement of over 1,200 people, the summit became the largest global event ever held at our facilities, surpassing other milestones such as COP25 at the end of 2019 and, before that, meetings of the International Monetary Fund (IMF) and the Ibero-American Summit of Heads of State and Government, among others.

The project was entrusted to us by the Government of Spain and took over seven months to prepare under the coordination of the Congress and Convention Division of IFEMA MADRID, which acted as project management for the event. This unit worked in direct collaboration with the Coordination Unit created specifically for the summit by the Ministry of the Presidency of the Spanish Government, in addition to NATO personnel and State Security Forces, consequently managing the largest security arrangement in the history of the trade fair site and the city itself.



The institution's team was directly responsible for the main aspects of the organisation, which included the following highlights:

- Distribution, design and decoration of spaces.
- Audiovisual and simultaneous interpreting services.
- Definition and planning of catering services.
- Installation of wiring, Wi-Fi, office automation and the corresponding cybersecurity for these systems.
- Management of support, cleaning and private security staff.

As an example of the size of the meeting, it should be noted that it involved the direct occupation of 50,000 square metres, distributed among Halls 12, 14 and 14.1 of IFEMA MADRID, as well as the International Press Centre, which accredited over 2,000 journalists from all over the world. The surface area extended to 100,000 square metres if you also include halls 1 and 3, used as the security coordination centre and the catering area, respectively.

High-profile historic moments

The summit commemorated Spain's 40 years of accession to the Alliance, and at the same time, it was the scene of two historic events in NATO history: signing of the new Strategic Concept between the allied countries, which will define the operation of NATO over the next 40 years; and the final negotiation between the Alliance, Turkey, Sweden and Finland for signing of the pre-accession agreements of these last two countries.

The media response to the event was also exceptional, with over 236,000 news articles published and over 200,000 posts on social media networks, which helped to amplify the international image of Madrid and Spain.

After the summit, IFEMA MADRID received recognition, both personally and in the media, from the President of the Government of Spain, Pedro Sanchez, and from NATO Secretary General, Jens Stoltenberg. We also receive explicit congratulations from the Spanish Ministers of Defence and Foreign Affairs and from the Cabinets of the Presidency and NATO, among other personalities.



Silver Emporia Award for "Best Construction for an Event"

In March 2023, the organisation of the 2022 NATO Summit by IFEMA MADRID and SERVIS was awarded the Silver Emporia Award in the category of "Best Construction for an Event".

This award, granted by the organisation that specialises in the management of standards of excellence, Veredictas, recognised the overall project management of the event: design, document management of plans, production, lighting, sound, video, translation, set-up and logistics.



Figures of a unique event

40 official delegations
led by Heads of State and
Government

55,000 m²
of interior spaces distributed
among **5** halls

1,200
professionals, from
both IFEMA MADRID and
collaborating companies

1,430
accredited media
from **128** countries

200
plasma screens

76
interpreting booths

50,000 m²
of carpet

83,000
linear metres of network cabling
for communications

30,000
metres of electrical wiring

7,570
coffee services,
6,243 lunches and
1,912 dinners served to staff
and delegates



Creation of Madrid Turismo by IFEMA MADRID.

2022 was also the year in which IFEMA MADRID launched Madrid Turismo, a joint project between the Community of Madrid, the Madrid City Council and IFEMA MADRID for promoting Madrid as an international tourist destination under a unique brand (city and region).

The initiative was presented in October as a strategy of public-private collaboration aimed at attracting tourists with high spending capacity for long stays. The main markets of origin of these visitors include the United States and Canada, Japan, Republic of Korea, China and South East Asia, Latin America and the Middle East.

IFEMA MADRID is the entity in charge of implementing the initiative, which has an annual budget of 12.8 million euros. Its main objectives can be summarised in the following points:

- Improve the positioning of Madrid as a tourist destination in the international source markets of tourism, as well as strength the Madrid brand globally.
- Increase the impact of tourism promotion and marketing activities in Madrid according to the criteria of efficiency, quality and sustainability.



- Establish channels and tools for the coordinated planning of the promotional activity for Destino Madrid through the participation of public entities and the advising of Madrid's most representative associations and companies.

The organisation of Madrid Turismo by IFEMA MADRID is aided by the advisory body, *Mesa de Expertos del Turismo de Madrid* (Board of Experts of Madrid Tourism), as well as by specific boards or working groups, to identify the specific needs and priorities of the sector. The *Mesa de Expertos* comprises the main associations linked to tourism in Madrid, represented by several leading companies in the sectors of accommodations, commerce, hospitality and leisure, as well as representatives of the three consortium partners.

From October to December 2022, the Madrid Turismo by IFEMA MADRID team coordinated the necessary meetings to identify the priorities of the sector, which they transformed into technical proposals for validation by the *Mesa de Expertos*. The process of hiring personnel for the first approved actions was also launched. For coordinating the project, IFEMA MADRID hired Yolanda Perdomo, a renowned professional with over 20 years of experience in the tourism sector at an international level.



The return of international congresses.

In 2022, MICE activities (*Meetings, Incentives, Conferences and Exhibitions*) at IFEMA MADRID had evolved in a similar fashion to that of the trade fairs and exhibitions sector. The institution continued with recovery of the sector beginning in the second half of 2021, and it has maintained its commitment to in-person international congresses, thereby gaining the confidence of the main operators.

The Recinto Ferial and the Palacio Municipal thus hosted a dozen large congresses, concentrated mainly in the first half of the year, which brought together about 20,000 professionals from very diverse sectors.

The main congresses held in 2022 were:

- **AEPAP** (24-26 March), sponsored by the Spanish Association of Primary Care Paediatrics.
- **European Congress on Antennas and Propagation** (28 March – 1 April).
- **Expocida Iberia** (6-8 April), Congress of the Spanish Pest Control Association.
- **SEFAC** (5-7 May), 10th National Pharmacy Congress.
- **EFPA Congress** (12-13 May), the ideal networking forum for the financial industry.
- **Heart Failure Congress** (21-25 May), convened by the European Society of Cardiology.
- **EBC Congress** (29 May – 1 June), one of the most important technical events of beer brewers in the world.

We have upheld our commitment to in-person international congresses, thereby gaining the confidence of the major operators.

- **83rd EAGE Conference & Exhibition** (6-9 June), Europe's largest conference dedicated to geoscience, engineering and energy transition.
- **Annual Congress of ANCERA** (9 June), the National Association of Equipment, Spare Parts and Accessories Dealers, which brought together the aftermarket and spare parts distribution sector.
- **GLOBAL MOBILITY CALL** (14-16 June), a strategic congress for positioning Spain as the international hub of sustainable mobility.
- **SERV** (17-18 June), Congress of the Spanish Vitreo-Retinal Society.
- **World ATM Congress** (21-23 June), the world's largest air traffic management event.
- **CILAD** (30 June – 3 July), the Ibero-Latin American Congress of Dermatology.

This level of activity has served to solidify IFEMA MADRID as one of the top destinations in MICE activities internationally. The institution has been recognised for the third time as the Best Convention Centre in Europe and Spain at the World MICE Awards, which recognise the excellence of trade fair and congresses operators and venues around the world based on the voting of professionals and media that specialise in the MICE sector.

Meeting of the Association of Congress Centres of Spain (APCE) at the Palacio Municipal

On 24 and 25 February, the Palacio Municipal at IFEMA MADRID hosted the 2nd Workshop of the Association of Conference Centres of Spain (APCE), which brought together the main players of our country's business tourism sector. The objectives of the event were to highlight the seal of quality of conference centres and to set up a network that facilitates communication among the various entities, thereby helping them with their marketing and with attracting potential exhibitors.

Together with IFEMA MADRID, representatives of CCIB Barcelona, the Palacio de Congresos of Granada, the Kursaal Palacio de Congresos in Donostia-San Sebastian, Palexco (A Coruña), the Palacio de Congresos of Valencia, the Fibes Sevilla City Office and the Palacio de Congresos y Ferias of Malaga.



Consolidation of IFEMA MADRID LIVE as a benchmark in leisure and culture.

2022 could be considered the definitive year in which IFEMA MADRID really took off as a space for holding leisure events, one of the main pillars of the institution's diversification strategy. This new line of activity covers the dual objective of adding value through new revenue streams while, in parallel, making profitable use of the facilities in off-peak moments for the trade fair and congress activity, mainly in the summer and Christmas seasons.

To manage this business, the institution created the IFEMA MADRID LIVE brand in 2021, aimed at scheduling a regular, year-round cultural programme to satisfy all audiences, incorporating a wide variety of artistic styles and approaches. Within less than two years of activity, IFEMA MADRID LIVE has managed to consolidate itself as a major platform for cultural and leisure events, supported by the institution's wide variety of quality facilities, as well as its organisational capacity and ability to

attract audiences, which it has demonstrated in other areas.

By the end of the year, a total of 21 major leisure events had been held, including shows, musicals, festivals, concerts and exhibitions, having managed to attract 1.1 million visitors.



21

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

1.1 M

visitors

M: million.

Spring concerts

The season for musical events opened in mid-May with the **TOMAVISTAS FESTIVAL**, which brought together over 16,000 people during three days at the Recinto Ferial to enjoy current national and international artists. Stand-outs among Spanish artists included Sen Senra, Cariño, Carolina Durante, Rigoberta Bandini, Rojuu, Cupid and Alizzz; and among international artists, they included Jungle, Suede, Jarv Is..., Kevin Morby, Kings of Convenience and Slowdive.

In turn, the **LOVE THE 90'S** and **LOVE THE TWENTIES** festivals advocated nostalgia and, on two consecutive weekends in June, revived an extensive line-up of leading artists from the 1990s and 2000s. Both festivals divided their performances across three different stages (Dance, Pop and Beach) and as a whole totalled over 55,000 people. There were more than thirty artists, with styles as diverse as Celtas Cortos, OBK, Marta Sánchez, Los Manolos, Los del Río, Locomía, Azúcar Moreno, Kate Ryan, 2 Unlimited, Snap!, Technotronic, Chimo Bayo, Merche, Alex Ubago, Carlos Baute, Andy and Lucas, and King Africa.

Also in June, one of the most anticipated concerts of recent years was held in Madrid, after being postponed by the pandemic: the Puerto Rican, Marc Anthony, played to about 25,500 people on the Madrid leg of his "Pa'lla Voy Tour".





Shows for everyone at Christmas time

The Christmas leisure season at IFEMA MADRID became very diverse, with all sorts of shows for all ages. Together with long-term productions such as **MALINCHE**, **HANGAR 52 REVOLUTION** and **WAH MADRID**, the Christmas listings also offered **CIRCLASSICA - LEGENDS OF ASIA**, a tour of oriental tales and legends that attracted nearly 180,000 spectators in just one month; the "Christmas Tale" parties of the **ORO VIEJO BY DJ NANO** dance sessions; or a new edition of the **JUVENALIA** trade fair, with hundreds of activities for children.

Other cultural events held throughout the year included the **Les Luthiers** and **Swedish House Mafia** tours; the **IBEROEXPERIA**, **BRUNCH - IN SPECIAL** and **I LOVE REGGAETON** festivals; and the **THIS IS MICHAEL** Michael Jackson tribute show.



Capacity for housing major cultural shows

A differentiating and competitive service offered by IFEMA MADRID is the availability of large spaces, with the capacity to house installations comparable to those offered in leading global cities, such as New York or Las Vegas. Due to their complexity and high production costs, these shows are considered long-term events that generate a high influx of visitors.

Shows running in this category in 2022 include **HANGAR 52 REVOLUTION** by El Mago YUNKE (21,000 spectators); the musical **MALINCHE**, a new project by Nacho Cano (71,000 spectators between September and December); **ROCK CIRCUS**, a combination of extreme circus and classic rock (45,900 spectators); and **WAH SHOW**, a new concept of entertainment that combines music and gastronomy (250,000 spectators throughout the year).

Other long-term events include the immersive exhibitions of **IMAGINE PICASSO** and **DESAFÍO DALÍ**, which occupy Espacio 5.1 and received over 31,000 visits between them.

Creating communities on the LIVE Connect platform.

In 2022, IFEMA MADRID managed to combine its commitment to hold in-person trade fairs and events of the trade fair calendar while adapting its LIVE Connect digital platform to new trends of the sector.

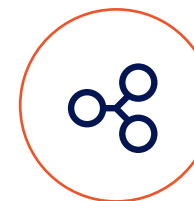
The institution developed this solution in 2020 as an alternative to the prohibition of in-person events due to the Covid-19 pandemic. The initial objective was to provide a virtual space to maintain the spirit of trade fairs: the exchange of knowledge and networking. The experience was very positive, and its original function had already evolved by 2021 to become an added value to in-person fairs, with a dual purpose:

LIVE Connect

- Support and complement in-person events by enhancing networking and offering value-added digital services.
- Create a “365 community” that supports year-round activity and interactions beyond an actual in-person event.

Throughout 2022, IFEMA continued to integrate the platform into new fairs and events, thereby setting up a virtual community that already exceeds 300,000 visitors and is operational 365 days a year. The incorporation of this platform means that up to 28 of IFEMA MADRID’s own in-house organised fairs have been held under the “hybrid” event model.

In particular, the events that activated the 365 space in LIVE Connect in 2022 were **GLOBAL MOBILITY CALL**, **EXPOFRANQUICIA**, **FIAA**, **SALON LOOK**, **SMART DOORS** and **GR-EX - GLOBAL ROBOT EXPO**. The variety of represented sectors has also made it possible to incorporate new content in the sectoral channels that are active on the platform.



LIVE Connect platform data

28
trade fairs with a digital platform (hybrid)

15,219
exhibitors

307,224
visitors

The incorporation of LIVE Connect means that up to 28 of IFEMA MADRID’s own in-house trade fairs have been held under the “hybrid” event model.



Internationalization and expansion projects.

Despite the difficulties of the macroeconomic environment, affected both by the impact of the coronavirus pandemic and by geopolitical conflicts, IFEMA MADRID continued to work on developing its internationalisation strategy in 2022. Its activities in this field can be divided into three lines of action:

- The attraction of major international events: in addition to the **NATO Summit**, the **WORLD DOG SHOW** and the holding of international congresses could be highlighted.

- The development of expansion projects, consisting in the creation of trade fairs in collaboration with local operators and in strategic consulting for the creation and management of exhibition centres.

- Attracting the interest of foreign companies and international visitors to the fairs that are held at IFEMA MADRID through resources such as the Buyers Programme.

Celebration of Global Exhibitions Day

IFEMA MADRID once more joined the international trade fair sector in 2022 to celebrate Global Exhibitions Day (1 June). This conference is an initiative of UFI – The Global Association of the Exhibition Industry – and is promoted by the Association of Spanish Fairs (AFE) with the aim of promoting knowledge and awareness of the social impact of trade fair activity, as well as its impact on the environment and the economy of countries.

In order to commemorate Global Exhibitions Day, IFEMA MADRID invited all of the institution's employees to record a video that conveyed the relevance of human potential for the success of companies in the sector.

Record of events abroad

In 2022, IFEMA MADRID participated in six trade fair projects abroad, a record in the history of the institution, proof of its firm commitment to internationalization. All the projects were organised in collaboration with local operators and were centralised in Latin America and Europe. The focus on these two markets is because they are deemed to be the territories that can contribute the most value to Spanish companies and that also have the greatest business potential.

The calendar for trade fairs abroad kicked off in April with **GAMERGY ARGENTINA**, the first international edition of the gaming and eSports festival that was created in Spain in 2014. The Buenos Aires event, jointly produced and co-organised with GGTech Entertainment and Fenix Entertainment, was a true success, with over 50,000 attendees and more than 210,000 people following the event via streaming.

The second international event of the year was **ARCOLISBOA**, the Portuguese edition of the traditional Contemporary Art Fair, which celebrated its fifth anniversary. The fair, jointly organised with the Câmara Municipal de Lisboa (Lisbon City Hall), brought together 61 galleries from 12 countries and welcomed a total of 11,000 people. It stood out for the exhibition's new approach, aimed at enhancing the visibility of local artists.

At the end of August in Santa Fe, **GAMERGY MEXICO** was held for the first time, following in the trail of its international debut in Argentina and attracting over 56,000 attendees.

Chile hosted the next trade show on IFEMA MADRID's international calendar. **MOTORTEC CHILE** was held at the beginning of October, which also marked the first edition of the

international trade fair for the automotive aftermarket. The event brought together over 3,000 industry professionals and 80 brands from 10 countries.

In early November, IFEMA MADRID jointly organised with CINTERMEX the **GENERA MEXICO CONFERENCE** in Monterrey, where energy experts shared experiences and perspectives on the sector at an international level. During the conference, the first edition of the GENERA MEXICO trade fair was announced, which will also take place in Monterrey in November 2023.

Finally, the **SALÓN LOOK SANTIAGO DE CHILE** celebrated its third edition at the end of November, with the presence of over 10,000 visitors and more than 100 brands. The two fairs held in Chile were co-organised with Espacio Riesco.





International consulting

A highlight within the area of consulting was the agreement signed with CORFERIAS, the largest operator and congress centre in Colombia, for the joint organisation of events in the country and the exchange of knowledge in areas such as digital transformation. In addition, IFEMA MADRID and CORFERIAS will work together on developing and studying the feasibility of projects in other sectors in which both operators have extensive experience, thereby seeking to support the internationalization and generation of business beyond their respective borders.

In 2022, the project for advising the Ministry of Tourism of the Dominican Republic on the construction of an international convention centre in Santo Domingo was also successfully completed. IFEMA MADRID participated in the analysis of strategic positioning to enhance the Dominican Republic's main strengths for attracting MICE tourism, it defined the essential qualities of the future centre, and it collaborated on producing the preliminary construction design of uses and spaces.

Buyers Programme

The return of in-person trade fair activity has also led to the revival of the Buyers Programme, which maintained a low profile in 2021 due to the restrictions on international mobility in response to the Covid-19 pandemic.

Through this initiative, IFEMA MADRID invests in attracting and inviting importers from outside of Spain to the fairs held in Madrid. To develop this activity, IFEMA relies on the collaboration of national associations of exporters, economic promotion agencies abroad and the actual trade show and fair exhibitors who participate in the programme and who collaborate in selecting the guests to invite to each event.

In 2022, a total of 17 events included the Buyers Programme, attracting 4,841 international buyers from more than 67 countries.

In 2022, a total of 17 events were included in the Buyers Programme, attracting 4,841 international buyers from more than 67 countries. Due to the numbers, the nearly 1,900 buyers who participated in **MOTORTEC** and the more than 660 who attended **FRUIT ATTRACTION** stand out. The fruit sector trade fair was also the one that received visitors from the most countries: a total of 67.

The other fairs that participated in the programme were **FITUR**, **PROMOGIFT**, **INTERGIFT**, **BISUTEX**, **MADRIDJOYA**, **MOMAD**, **ARCOmadrid**, **INTERSICOP**, **MEAT ATTRACTION**, **ARCOLisboa**, **MOTORTEC**, **ORGANIC FOOD IBERIA & ECO LIVING IBERIA**, **GLOBAL MOBILITY CALL**, **WARM FASHION**, **FIAA**, **SMART DOORS**, **EPOWER&BUILDING** and **AMAZON GAMERGY**. This initiative was developed at the **MEAT ATTRACTION**, **FRUIT ATTRACTION** and **ORGANIC FOOD IBERIA & ECO LIVING IBERIA** trade fairs in collaboration with the public entity, ICEX Spain Trade and Investment.



Awards and recognitions.

The excellence demonstrated by IFEMA MADRID in its activities has led it to receive several top awards in the sector and in the national business sphere in 2022. Below is a list of the recognitions it has earned:

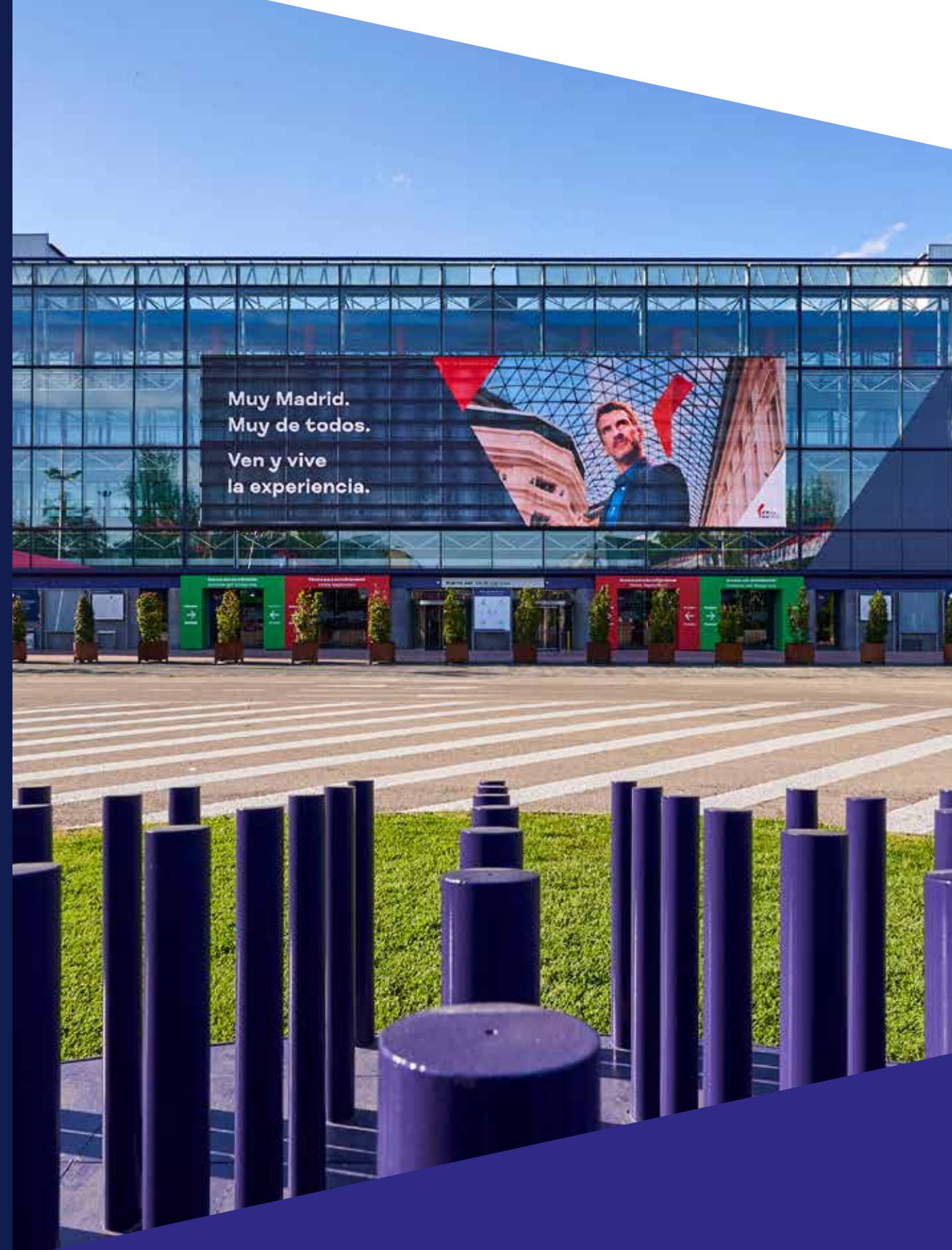
- **Sello Madrid Excelente (Madrid Seal of Excellence):** the Community of Madrid and the *Fundación Madrid por la Competitividad* (Madrid Foundation for Competitiveness) awarded a special recognition to IFEMA MADRID as one of the 13 corporations in the Community that have maintained the Madrid Excelente seal of quality for more than 20 years.
- **CETT Alimara Award ("Through Sustainability" category),** awarded for the initiative, Guide to Sustainable Participation at IFEMA MADRID Trade Fairs and Events. The jury recognised that this action demonstrates the organisation's commitment to sustainability and corporate social responsibility. The CETT Alimara Awards are organised by CETT (University Centre of Tourism, Hospitality and Gastronomy of Barcelona) and B-Travel.
- **Merca2 Initiative and Leadership Award,** in recognition of IFEMA's role as an economic and cultural facilitator in the Madrid region for over 40 years.
- **Industry Partner Award of the Global Association of the Exhibition Industry (UFI),** for the sustainable project of carpet recycling, the result of a triple business alliance. The jury appreciated IFEMA MADRID's commitment to creating business partnerships to develop innovative and

creative projects that drive the success of the trade fair sector. The institution was a finalist in three other categories for the same awards: Sustainability, due to the energy savings of the last five years; Marketing, for the recent change of its brand; and Operations, for the Visual Space project.

- **Europe's Best Convention Centre,** presented at the World MICE Awards. This is the third time that IFEMA MADRID has received this recognition since the MICE Awards were created in 2020. The award is determined based on the voting of professionals and media outlets that specialise in the MICE sector from around the world.

Grand Cross of Isabella the Catholic to the Chairman of IFEMA MADRID

The Council of Ministers of the Government of Spain granted the Grand Cross of the Order of Isabella the Catholic to José Vicente de los Mozos, Chairman of the Executive Committee of IFEMA MADRID, in February 2022. This recognition highlights his contribution to Spain's cooperative relations with international communities.



Trade fair and event activity in 2022.

In-house trade fairs.

Dates held	Name	Description	Format	Net surface area	Total exhibitors	Visitors
19/1/22-23/1/22	FITUR	International Tourism Fair	Hybrid	56,831	539	144,479
2/2/22-6/2/22	INTERGIFT (1 st EDITION)	International Gift and Decoration Fair	Hybrid	15,694	170	31,000
3/2/22-6/2/22	BISUTEX (1 st EDITION)	International Fashion Jewellery and Accessories Fair	Hybrid	5,493	203	
3/2/22-6/2/22	MADRIDJOYA (1 st EDITION)	International Trade Fair for Urban and Trendy Jewellery and Watchmaking	Hybrid	3,482	113	
4/2/22-6/2/22	MOMAD (1 st EDITION)	International Fabrics, Footwear and Accessories Trade Show	Hybrid	5,357	164	
19/2/22-22/2/22	INTERSICOP	International Bakery, Pastry, Ice Cream, Coffee and Equipment Exhibition	Hybrid	9,936	133	15,652
22/2/22-25/2/22	TECNOVA-PISCINAS	International Technology and Innovation Fair for Aquatic Installations	In-person	4,087	90	5,220
22/2/22-25/2/22	SICUR	International Security Fair	Hybrid	24,954	1,798	38,906
23/2/22-27/2/22	ARCOmadrid	International Contemporary Art Fair	In-person	19,265	242	75,000
2/3/22-6/3/22	EDUCATION WEEK		Hybrid	8,933	184	117,824
2/3/22-5/3/22	MADRID IS SCIENCE	Building a sustainable future	In-person	1,443	43	20,000
8/3/22-10/3/22	MEAT ATTRACTION	International Fair of the Meat Sector	Hybrid	5,596	131	9,000
8/3/22-9/3/22	WORLD OLIVE OIL EXHIBITION	World Olive Oil Exhibition	In-person	1,714	44	NA
10/3/22-13/3/22	MERCEDES-BENZ FASHION WEEK MADRID (1 st EDITION)		In-person	6,161	20	50,000
10/3/22-12/3/22	IBERZOO + PROPET	International Trade Fair for Pet Professionals	Hybrid	7,518	310	16,900
19/3/22-27/3/22	ANTIK PASSION ALMONEDA	Antiques, Art Galleries and Collectors Fair	In-person	2,448	74	11,688

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

Dates held	Name	Description	Format	Net surface area	Total exhibitors	Visitors
22/3/22-24/3/22	PROMOGIFT	International Exhibition of Promotional Gift and Personalisation Machinery	In-person	3,174	121	1,532
24/3/22-26/3/22	EXPODENTAL	International Dental Equipment, Supplies and Services Show	In-person	22,893	872	26,154
31/3/22-3/4/22	VIVE LA MOTO	Madrid International Motorcycle Show	In-person	23,371	166	40,852
1/4/22-3/4/22	EXPOÓPTICA	International Optics, Optometry and Audiology Fair	In-person	5,400	101	6,456
20/4/22-23/4/22	MOTORTEC MADRID	International Trade Fair for the Automotive and Aftermarket Industry	Hybrid	31,321	430	52,000
5/5/22-7/5/22	EXPOFRANQUICIA	International Franchise Exhibition	Hybrid	2,334	170	5,754
8/6/22-9/6/22	ORGANIC FOOD IBERIA & ECO LIVING IBERIA	International trade fair for the ecological sector in the Iberian Peninsula. International professional trade fair for natural, ethical and sustainable cosmetics, fashion and homeware on the Iberian Peninsula	In-person	4,811	160	4,300
14/6/22-16/6/22	GENERA	International Energy and Environment Fair	Hybrid	10,966	250	25,512
14/6/22-16/6/22	TECMA	International Urban Planning and Environment Fair	Hybrid	27,874	882	10,910
14/6/22-16/6/22	SRR	International Recovery and Recycling Trade Fair	Hybrid	4,045	67	
14/6/22-16/6/22	GLOBAL MOBILITY CALL	Connecting Sustainable Mobility Ecosystem	Hybrid	5,629	59	17,500
23/6/22-26/6/22	WORLD DOG SHOW		In-person	32,642	43	55,263

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

Dates held	Name	Description	Format	Net surface area	Total exhibitors	Visitors
14/9/22-18/9/22	INTERGIFT (2 nd EDITION)	International Gift and Decoration Fair	Hybrid	22,179	230	36,000
15/9/22-18/9/22	BISUTEX (2 nd EDITION)	International Fashion Jewellery and Accessories Fair	Hybrid	6,105	228	
15/9/22-18/9/22	MADRIDJOYA (2 nd EDITION)	International Trade Fair for Urban and Trendy Jewellery and Watchmaking	Hybrid	5,687	169	
16/9/22-18/9/22	MOMAD (2 nd EDITION)	International Fabrics, Footwear and Accessories Trade Show	Hybrid	6,573	215	
15/9/22-18/9/22	MERCEDES-BENZ FASHION WEEK MADRID (2 nd EDITION)		In-person	6,658	15	40,000
20/9/22-22/9/22	DIGICOM	Digital Printing and Visual Communication Trade Fair	In-person	2,882	77	3,217
4/10/22-6/10/22	FRUIT ATTRACTION	International Fair of the Fruit and Vegetable Sector	Hybrid	58,367	1,187	89,535
13/10/22-16/10/22	ESTAMPA	Contemporary Art Fair	In-person	4,767	114	15,000
18/10/22-21/10/22	FIAA	International Bus and Coach Fair	Hybrid	10,569	69	7,023
21/10/22-23/10/22	SALÓN LOOK	International Image and Integral Aesthetics Show	In-person	9,711	305	50,712
28/10/22-30/10/22	1001 BODAS	Trade Show of Products and Services for Weddings	In-person	2,243	117	10,775
3/11/22-4/11/22	ACCOUNTEX SPAIN	The Future of Accounting and Business Management	In-person	2,101	69	3,200
4/11/22-6/11/22	MADRID CÓMIC POP UP	Comic Book Convention	In-person	2,505	59	23,948
12/11/22-20/11/22	FERIARTE	Antiques and Art Galleries Fair	In-person	3,133	60	17,294
15/11/22-18/11/22	SMART DOORS	International Doors and Automated Devices Exhibition	Hybrid	2,512	58	10,715
15/11/22-18/11/22	CONSTRUTEC / ARCHISTONE	International Exhibition of Construction Materials, Techniques and Solutions / International Exhibition for Stone Architecture	Hybrid	6,012	188	90,000
15/11/22-18/11/22	MATELEC	International Trade Fair for the Electrical and Electronics Industry	Hybrid	16,907	348	
15/11/22-18/11/22	VETECO	International Trade Show for Window, Façade and Sun Protection Systems	Hybrid	25,308	264	

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

Dates held	Name	Description	Format	Net surface area	Total exhibitors	Visitors
22/11/22-24/11/22	SIMO EDUCACIÓN		Hybrid	5,320	92	10,000
30/11/22-1/12/22	GLOBAL ROBOT EXPO		Hybrid	2,481	91	4,600
6/12/22-11/12/22	JUVENALIA	Children's and Young People's Leisure Fair	In-person	14,504	35	75,000
10/12/22-11/12/22	100X100 MASCOTA	Pet Fair	In-person	9,705	83	10,000
16/12/22-18/12/22	AMAZON GAMERGY	E-sports & Gaming Festival	In-person	8,688	10	63,569

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



Externally-organised trade fairs.

Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
8/2/22-10/2/22	PICK & PACK	European Intralogistics Summit	2,656	70	4,891
12/2/22-13/2/22	JAPAN WEEKEND MADRID	Manga, Anime and Japanese Culture Fair	45,000	460	50,000
7/3/22-9/3/22	HIP - HOSPITALITY INNOVATION PLANET	Professional Exhibition for the HORECA Sector	14,119	363	34,857
11/3/22-13/3/22	INTEROCIO	Choose your own adventure	4,750	59	4,971
11/3/22-13/3/22	STOCK! MADRID OUTLET TRADE FAIR	Fashion, Accessories, Surf, Snow, Sport, Kids, Home	8,300	180	35,000
15/3/22-17/3/22	INTERNATIONAL GAMING & GAMBLING TRADE SHOW		11,350	180	8,956
17/3/22-20/3/22	CINEGÉTICA	Passion for the countryside and hunting	3,300	250	28,000
22/3/22-24/3/22	INFARMA MADRID	European Pharmacy Meeting, consisting in the European Congress of Community Pharmacy and the Medicine and Parapharmacy Exhibition	19,800	280	30,360
28/3/22-30/3/22	MADRID FUSION	Food from Spain	22,862	154	12,000
6/4/22-7/4/22	EXPERIENTIAL SUMMIT	Strategy. Creativity. Experience	992	20	1,000
22/4/22-23/4/22	EXPODEPOR	Sports exhibition	5,400	70	NA
25/4/22-28/4/22	SALÓN GOURMETS	International Trade Fair for Quality Food and Drink	27,778	1,611	80,421
26/4/22-28/4/22	REBUILD	Show Room and National Congress of Advanced Architecture and Construction 4.0	8,162	238	17,344
26/5/22-29/5/22	SIMA	Madrid International Real Estate Exhibition	11,000	267	14,000
11/6/22-12/6/22	FERIA DEL TAXI	Taxi Trade Fair	3,000	75	2,500
15/6/22-16/6/22	SPAIN LEGAL EXPO/ BOOSTPYME	Trade Fair for Lawyers, Legal Services and Related Professions	1,570	70	900
21/9/22-25/9/22	MEC-MADRID EXPOCARAVANING	MECC: the future of caravanning	14,400	70	20,921
24/9/22-25/9/22	JAPAN WEEKEND MADRID (2 nd EDITION)	Manga, Anime and Culture Festival	45,000	460	50,000
5/10/22-6/10/22	FARMAFORUM + Biotechforum + Cosmeticaforum + Labforum	Forum of the Pharmaceutical Industry, Biopharmacy, Cosmetics and Laboratory Technology	6,120	246	5,712

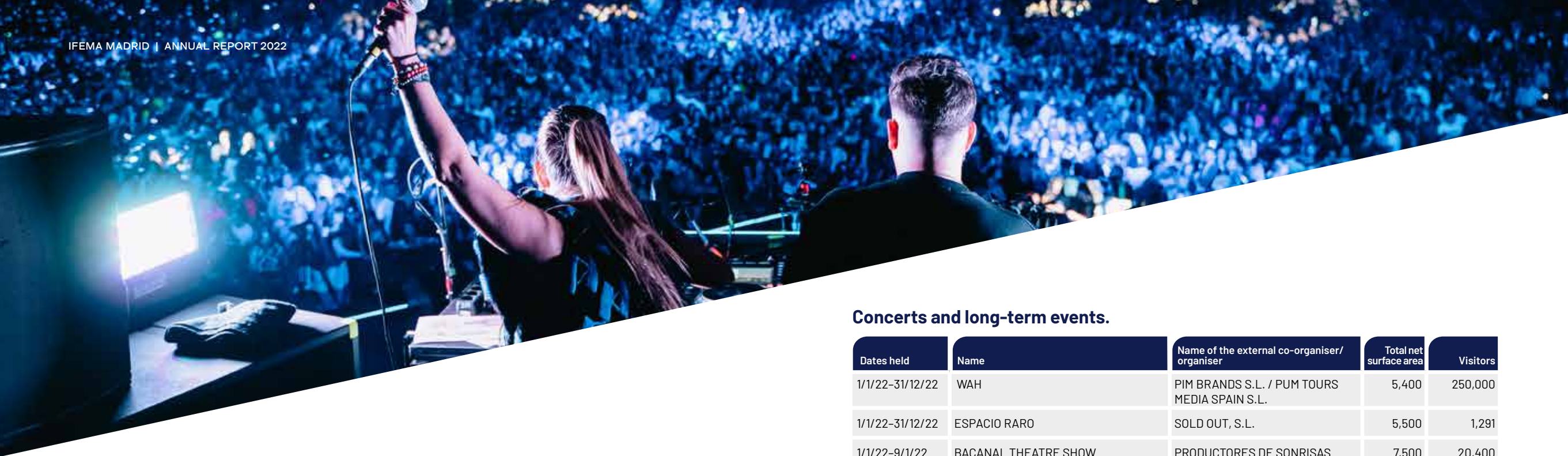
Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
5/10/22-7/10/22	INTERIHOTEL		3,733	170	4,838
14/10/22-16/10/22	FISIO EXPO	Professional Physiotherapy Trade Fair for Spain and Portugal	4,460	90	6,000
19/10/22-20/10/22	METALMADRID	Part of Advanced Manufacturing Madrid. The future of performance industrial metal working	15,771	1,190	27,277
26/10/22-27/10/22	MADRID TECH SHOW	Cloud Expo, Cyber Security World, Data Centre, Big Data & AI, ESHOW, TFM	8,300	420	NA
26/10/22-27/10/22	EMPACK / LOGISTICS	The future of packaging technology	20,417	345	10,000
3/11/22-6/11/22	BIOCULTURA	Organic products and Responsible Consumption Trade Fair	3,874	414	35,502
5/11/22-6/11/22	MI BEBÉ Y YO	The Baby Show for New Families and their Babies	1,214	127	NA
23/11/22-24/11/22	13th EMPLOYMENT FAIR FOR PEOPLE WITH DISABILITIES OF THE COMMUNITY OF MADRID	We seek your future	6,226	73	5,242
25/11/22-27/11/22	RETROMÓVIL MADRID	18th International Vintage, Classic and Collectors' Car Show	12,694	145	29,240
30/11/22-1/12/22	EXPOFOOD SERVICE	The B2B Food & Beverage, Equipment and Machinery Show	1,991	84	4,138
30/11/22-1/12/22	ARCHITECT&WORK	Architect, meets, innovations	6,100	32	1,800



Congresses with exhibition.

Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
24/4/22-25/4/22	EXPOCIDA IBERIA CONGRESS	Professional Congress and Trade Fair for Pest Control and Environmental Health	468	50	500
19/10/22-20/10/22	ESRI	Largest location intelligence event in Spain and Europe	468	11	2,000
21/6/22-23/6/22	WORLD ATM CONGRESS	The largest air traffic management exhibition and industry forum in the world	20,000	130	7,000
6/6/22-9/6/22	EAGE ANNUAL CONGRESS	83rd Conference & Exhibition	10,076	150	4,000
19/5/22-24/5/22	HEART FAILURE CONGRESS	World Congress on Acute Heart Failure	3,500	0	3,800
24/5/22-26/5/22	CARREFOUR RETAIL		5,500	120	2,000
30/5/22-1/6/22	BREWERS FORUM & 38th EBC Congress		1,200	60	1,600
2/3/22-3/3/22	31st FACONAUTO CONGRESS & EXPO		992	120	2,600
18/5/22-19/5/22	ASLAN CONGRESS	Technology and Business move forward Together	4,010	30	2,000
28/3/22-31/3/22	EUCAP CONGRESS	The 16th European Conference on Antennas and Propagation	4,010	40	1,500
21/11/22-24/11/22	CONAMA	16th National Environmental Congress	1,650	49	2,000
30/6/22-3/7/22	CILAD	23rd Ibero-Latin American Congress of Dermatology	1,570	166	2,800
27/9/22-29/9/22	EACMFS	European Association For Cranio Maxillo Facial Surgery Congress	1,130	57	2,500
4/10/22-5/10/22	19th CONGRESS OF AECOC (Association of Manufactures and Distributors for the HORECA sector)		932	10	400
16/11/22-17/11/22	SMART ENERGY CONGRESS		400	20	1,000
5/5/22-7/5/22	10th NATIONAL CONGRESS OF COMMUNITY PHARMACISTS		468	40	800





International projects.

Dates held	Name	Description	Net surface area	Total exhibitors	Visitors
7/4/22-9/4/22	FLOW GAMERGY ARGENTINA	E-sports & Gaming festival	22,000	40	50,000
10/5/22-13/5/22	ARCOLISBOA	International Contemporary Art Fair	3,302	70	11,000
26/8/22-28/8/22	TELCEL GAMERGY MÉXICO	E-sports & Gaming festival	17,000	42	56,000
6/10/22-8/10/22	MOTORTEC CHILE 2022	First International Trade Show for the Automotive Spare Parts and Aftermarket Industry, aimed at professionals of Chile and Latin America	830	120	3,000
27/11/22-29/11/22	SALÓN LOOK CHILE 2022	International Image and Integral Aesthetics Show	5,600	60	10,000

Concerts and long-term events.

Dates held	Name	Name of the external co-organiser/organiser	Total net surface area	Visitors
1/1/22-31/12/22	WAH	PIM BRANDS S.L. / PUM TOURS MEDIA SPAIN S.L.	5,400	250,000
1/1/22-31/12/22	ESPACIO RARO	SOLD OUT, S.L.	5,500	1,291
1/1/22-9/1/22	BACANAL THEATRE SHOW	PRODUCTORES DE SONRISAS	7,500	20,400
3/2/22-5/2/22	LES LUTHIERS "VIEJOS HAZMERREÍRES"	LES LUTHIERS 2022 THEATRE COMPANY	2,138	4,700
23/4/22-24/4/22	IBEROEXPERIA FESTIVAL	CASA DE FULÔ PROD.	13,882	2,568
19/5/22-21/5/22	TOMAVISTAS FESTIVAL	TOMAVISTAS CITY A.I.E.	37,341	16,573
18/6/22-25/6/22	LOVE THE 90'S + LOVE THE TWENTIES	SHAREMUSIC CONCERT	62,438	55,514
21/6/22-21/6/22	MARC ANTHONY CONCERT	PLANET EVENTS, S.A.U	33,326	25,435
21/7/22-31/12/22	MALINCHE	MALINCHE THE MUSICAL SPAIN S.L.	7,500	70,855
1/9/22-1/9/22	THIS IS MICHAEL	L.A. ROCK ENTERTAINMENT	2,138	1,300
6/10/22-1/11/22	ROCK CIRCUS	PRODUCTORES DE SONRISAS	7,500	45,900
8/10/22-31/12/23	DESAFÍO DALÍ	ZUSUP, S.L.	2,015	17,163
10/10/22-10/10/22	MADRID SALVAJE	SALVAJE FESTIVAL, S.L.	50,280	25,000
14/10/22-14/10/22	SWEDISH HOUSE MAFIA CONCERT	LIVE NATION ESPAÑA S.A.U.	14,400	11,831
29/10/22-30/10/22	BRUNCH - IN SPECIAL HALLOWEEN NIGHT	BRUNCH IN THE PARK	16,200	13,096
3/11/22-31/12/23	IMAGINE PICASSO	ZUSUP, S.L.	1,400	6,637
12/11/22-13/11/22	I LOVE REGGAETON FESTIVAL	CONTEMPORANEA, MUSIC CONCIERTOS & FESTIVALES AIE	14,400	15,665
17/11/22-18/11/22	DANIEL HABIF MOTIVATIONAL SPEAKER	PROACTIV	2,138	1,842
18/11/22-31/12/22	CIRCLASSICA	PRODUCTORES DE SONRISAS	7,500	180,000
1/12/22-31/12/22	HANGAR 52 MAGIC SHOW	ILLUSION CREATIVE STUDIO, S.L.	5,400	20,970
20/12/22-30/12/22	NK PRODUCCIONES SHOWS	NK PRODUCCIONES	2,138	2,000

Connection.

03.

Impact in communication.

IFEMA MADRID in the media_62

Portals and digital strategy_65

The social media community_66

Enhancing the visibility of events_68



IFEMA MADRID in the media.

The recovery of trade fair activity, boosted by the momentum and strong commitment of IFEMA MADRID, has led to an increase in our global presence in the media. It also led to a significant increase in the number of media professionals accredited in the various fairs and events that were held, surpassing the 2021 figure by 97.8%.

In 2022, we also maintained our commitment to digital channels so that we could achieve an impact above and beyond traditional media. The epitome of this commitment is the communication that takes place through the corporate website and our different social channels.

As a result of the communication campaigns carried out at the institutional level for every trade fair and event, in 2022 IFEMA MADRID achieved a total impact of 490,344 news items in the national and international media, reaching a potential audience of over 16,615 million people and generating an economic valuation of 25,179.6 million euros. All these figures are far above those obtained in the previous year.

The event that attracted the highest volume of media attention was the **FITUR** International Tourism Fair, which generated 188,000 media hits and a spectacular audience of 6,760 million people; followed by **AMAZON GAMERGY**, one of the largest video game and sports competitions in the country (107,000 hits and an audience of 233 million); and **FRUIT ATTRACTION**, the Fruit and Vegetable Industry Trade Show (24,400 hits and reaching an audience of 528 million).

MERCEDES-BENZ FASHION WEEK MADRID, the major event of the fashion sector, reached 8,480 media mentions and an audience of 1,120 million in its March edition and 7,864 hits and 1,070 million in the September edition.

Other relevant events for IFEMA MADRID during 2022 included **ARCOmadrid**, the International Contemporary Art Fair (15,000 hits and an audience of 46.4 million); **EPOWER&BUILDING**, one of the main events in the construction sector (14,244 mentions and an audience of 302 million); **MADRID COMIC POP UP**, Comic Book Convention (9,630 hits and an audience of 50.4 million); **SIMO EDUCATION**, the International Exhibition of Technology and Educational Innovation (8,360 mentions and an audience of 83.5 million); **MOTORTEC**, the International Trade Fair for the Automotive and Aftermarket Industry (8,190 hits and an audience of 143 million); and **EDUCATION WEEK**, the largest educational event in Spain, appeared in 7,720 news stories and reached an audience of 179 million.



Impact of IFEMA MADRID in the media

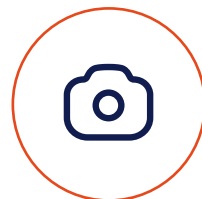


Accredited journalists.

The events organised by IFEMA MADRID in 2022 have been covered by 11,397 journalists (8% of them international) from over 6,031 accredited media outlets.

FITUR, the International Tourism Fair, is the event that attracted the most media interest, with 4,016 accredited journalists and 3,017 media outlets, followed by **ARCOmadrid**, the International Contemporary Art Fair, with 1,529 journalists and 119 media outlets.

The event with the third biggest following was **MERCEDES-BENZ FASHION WEEK MADRID**, with a total of 593 journalists accredited in the March edition and 1,014 in the September edition. **FRUIT ATTRACTION** (595) and **AMAZON GAMERGY** (542) complete the ranking of fairs with the highest number of accredited journalists and media.



Volume of accredited journalists and media outlets at IFEMA MADRID

Total journalists
11,369

National journalists
10,429

International journalists
940

Media outlets
6,031



Portals and digital strategy.

After having completely renovated and updated the IFEMA MADRID website in 2021, in 2022 it became an essential tool for establishing and strengthening communication and information channels with visitors, exhibitors, event organisers and professionals from different sectors.

As one of the most innovative platforms, the architecture of **ifema.es** enhances usability and the user's experience, resulting in its audience growing to over 17 million visitors and more than 40 million pages viewed. These figures represent growth of 58.7% and 53.4%, respectively, compared to the previous year.

Audience of the IFEMA MADRID websites

Sessions:
+17 M
(+58.7% over 2021)

Page views:
+40 M
(+53.4% over 2021)

M: million.



The social media community.

In 2022, the IFEMA MADRID social media community continued to grow, and it has become an essential communication tool for maintaining contact with users. This has been possible thanks to the implementation of a personalised content strategy for each platform, which has entailed a significant increase in both the number of profiles and the number of users on social networks. At the end of the year, IFEMA MADRID had 68 Twitter accounts, 66 Facebook profiles, 65 YouTube profiles, 58 Instagram profiles and 52 LinkedIn profiles.

The institution ended 2022 with a digital community composed of a total of 2,283,097 followers. Facebook led the ranking with 1,081,753 users, followed by Twitter (548,143), Instagram (477,087), LinkedIn (136,772) and YouTube, which ended the year with 39,342 followers. It should be noted that this last network has experienced a significant increase, with more than 26.4 million views.

With regard to the individual channels of events, the **MERCEDES-BENZ FASHION WEEK MADRID** fashion show led with 369,106 followers; followed by **FITUR**, the International Tourism Fair, with 279,553 users; **ARCOmadrid**, the International Contemporary Art Fair with 215,691; and **AMAZON GAMERGY**, with 126,462. IFEMA MADRID's corporate channels on Facebook, Twitter, Instagram, YouTube and LinkedIn had 192,263 followers.

As a novelty, in 2022 we launched our presence on the TikTok network with the opening of an IFEMA MADRID account and several profiles of some of our most representative events, such as **FITUR** and **MERCEDES-BENZ FASHION WEEK MADRID**.



Followers of IFEMA MADRID on social media

Total
2,283,097



Views on YouTube:
26,435,884

The IFEMA MADRID social media community has continued to grow and has become an essential communication tool for maintaining contact with users.

Enhancing the visibility of events.

Following the launch of IFEMA MADRID's new brand identity in 2021, throughout 2022 we maintained the concepts of "inspiration" and "experience" as the core pillars of our communication strategy. The main objectives have been to reinforce the brand's new positioning, give it visibility and coverage, and maximise its external recognition.

We've also guaranteed the uniformity and coherence of our brand's storytelling through different advertising campaigns.



Spreading the IFEMA MADRID brand.

Increase awareness of the new brand among our target audience

The creative concept of the consolidation campaign has continued to focus on the new brand DNA, where inspiration is at the centre of all connections. A primordial source when it comes to generating ideas, but with a novel aspect regarding the creative resource, given that now the power of inspiration has played with the ability to "make us levitate".

Objectives

- Achieve greater visibility with very striking video and outdoor formats.
- Consolidate the new brand image among our target audiences.

+168 M

hits



60 M digital campaign impressions

+108 M hits in outdoor advertising

M: million.

Publicising the most complete offer.

Feel the inspiration and live the experience at our events

This digital campaign for the dissemination of our trade fair calendar is permanently active. In 2022, it was reinforced with two waves in the largest mainstream and economic media outlets, which made it possible to increase knowledge of the calendar, especially among our professional audience.

Objectives

- Inform about the various leisure and professional fairs that are held monthly.
- Maintain a continuous presence in digital media.
- Reinforce brand values with dynamic messages that change every month.
- Direct traffic to the calendar web page and strengthen the registration of visitors at professional trade fairs and ticket sales at public events.

+220 M

hits



206 M digital campaign impressions

14 M hits in advertising in the press

M: million.



Committed to IFEMA MADRID LIVE.

A unique and intense experience for leisure time

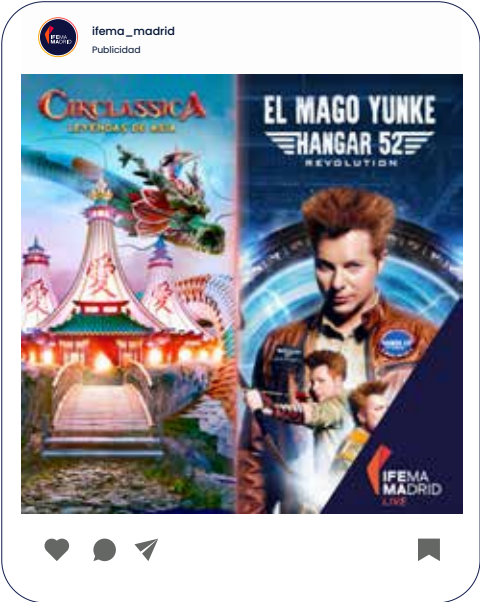
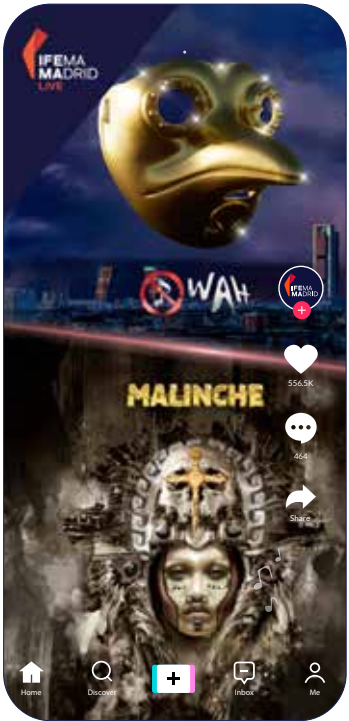
With a continuing strategy regarding the calendar campaign, this initiative has focused on the communication of events aimed at the general public and has emphasised channels aimed at a young audience.

Objectives

- Give visibility to the IFEMA MADRID LIVE brand during the Christmas period, taking advantage of the boom in leisure events.
- Generate web traffic.

+19 M
impressions

M: million.



Positioning each event to attract more customers.

Maximise resources and results

Of the total investment in campaigns for trade fairs, more than 65% has been allocated to online advertising (social networks, display & video, search, etc.), compared to 35% for offline formats (traditional media such as television, radio, press, etc.).

In 2022, we consolidated some channels, such as Tik Tok, whereby we have reached our youngest audience. For their part, offline actions were carried out mainly on the radio and outdoor media, thereby amplifying the visibility of events within the city.

Throughout the year, we carried out campaigns for a total of 37 events, including 33% with an international reach. The launch of **GLOBAL MOBILITY CALL** stands out in order to position this event internationally and attract participants and sponsors.

Primary Objective

- Attract exhibitors, professional visitors and the general public for the different fairs that are organised and co-organised by IFEMA MADRID.

1.95 B
hits

1.25 B online
impressions

B: billion.
M: million.

700 M offline hits



Transformation.

04.

Looking to the future.

Innovation and digitization_74

Infrastructure and security improvements_80

New management tools_82

Innovation and digitization.

Innovation is crucial so that an institution such as IFEMA MADRID can maintain its competitive edge and leadership in a constantly changing environment. During 2022 we continued with our commitment to adopt new ideas, technologies and approaches for the purpose of offering more engaging and effective experiences to exhibitors and visitors.

The use of advanced technological solutions and the creation of innovative event formats, together with the integration of interactive elements or the clear commitment to digitization, have been some of the tools we used to create value throughout the year.



Innovative IFEMA MADRID LAB projects.

IFEMA MADRID LAB, the institution's incubator for technological and mixed reality projects, performed various tests and experiments during 2022 to find out how certain concepts



HELIXA

The laboratory has created HELIXA, a multi-experiential technological installation that references great milestones in the history of human beings and applies the avatar concept. The aim is to convey IFEMA MADRID's vision regarding the hybridisation and digitization of experiences, human relationships and the way we work and entertain ourselves.

During the year, technical and functional follow-up was conducted on this project, therefore supplying augmented reality, virtual reality and virtual production contents to the HELIXA space at some important fairs.

Within this context, our participation at HELIXA Summit consisted in a stand where the virtual production technology created at IFEMA MADRID LAB was exhibited, with an immersive area for anyone who wanted to try it. The **HELIXA Summit** was presented via streaming produced in a virtual studio and was transmitted via YouTube.



MEAT ATTRACTION

At this fair, held in March, IFEMA MADRID LAB carried out three activities: a POV (point of view) activity based on videos in the first-person perspective, in which a speaker would broadcast a live event of the fair; an augmented reality application for learning about the functionalities of restaurants of the future; and a virtual reality (VR) app that showed a 360° video of livestock with VR glasses.





ARCO Project

For the **ARCOmadrid** fair, the laboratory developed an augmented reality app that presented an art museum whose pieces and descriptions were 3D holograms that formed a part of the works belonging to the ARCO Foundation. This app was used to stream on YouTube using Microsoft HoloLens technology, which lets you view augmented reality in real time.



Recordings in the Virtual Studio

Since January 2022, IFEMA MADRID LAB has been creating digital content using Virtual Studio technology to enhance Aval Madrid's commercial proposal on digital platforms. The laboratory has been in charge of the recordings, production, post-production and set design for all the videos.

Also internally, the Virtual Studio has been used to launch communication videos and publicise some projects promoted by IFEMA MADRID, including the *Conecta Dialogues*, which started in November.



Virtual photocalls

Virtual photocall technology was used at two major events throughout the year: **MERCEDES-BENZ FASHION WEEK MADRID** and **SALÓN LOOK**. In these photocalls, visitors stood in front of the chroma key and posed for 30 seconds, moving to the rhythm of the music. At the end, they received a video in their email so they could be integrated into a personalised virtual stage. IFEMA MADRID LAB was in charge of creating and presenting the proposal to the Trade Fair Group, designing the action and the virtual stage, developing the functionalities and carrying out the virtual production on site.



Driving digitization.

Digitization is one of the levers that IFEMA MADRID is using to transform, and it plays a fundamental role in optimising and streamlining all the processes involved in the organisation and implementation of events.

Through the use of digital tools, online platforms or connectivity technologies, the institution continues on its path towards improving both efficiency and the overall experience of customers, exhibitors and visitors.

LIVE Connect

In 2022, IFEMA MADRID made significant progress in the process of developing the LIVE Connect platform. It's an online tool that's available 365 days a year, and it incorporates new digital services and functionalities for in-person, hybrid and virtual events, including on-demand content management.

The platform consists of two main modules: one is aimed at supporting the in-person event by enhancing networking and offering value-added digital services during the days of the event; the other focuses on the creation of a 365 Community that enhances activity related to the event throughout the year.

Thus, the 365 Community module of LIVE Connect provides a digital 365 space for each event, in which users can find current news and information about the fair, as well as share interests, contact other users, participate in activities, and use new digital products and services, thereby allowing IFEMA MADRID to generate new forms of digital business all-year-round.

The version of LIVE Connect used since May 2022 has been developed entirely by IFEMA MADRID and has been used in events such as **EXPOFRANQUICIA, GLOBAL MOBILITY CALL, SALÓN LOOK, FIAA, SMART DOORS, GLOBAL ROBOT EXPO** and **MEAT ATTRACTION**.



36
events

307,224
active visitor users

18,598
active exhibitor users

Visual Space

In 2022, we launched the Visual Space platform at five of our events. Based on a digital twin that makes it possible to simulate the production of events in detail, Visual Space integrates solutions for the online management of in-person and hybrid fairs, covering phases that range from space management and pre-sales operations to marketing, construction, holding the event and dismantling.

The platform will continue to evolve in order to incorporate other digital technologies, such as robotization of the production process for physical events, artificial intelligence applied to operations or high-resolution geopositioning.

At the same time, work has been carried out to integrate Visual Space with corporate Customer Relationship Management (CRM) and to improve the solution in order to optimise its performance and make it more reliable. It is expected to be fully implemented at all fairs in 2023, coinciding with the new CRM.

Visual Space integrates solutions for the online monitoring of in-person and hybrid fairs, covering all phases of the event.

Expansion of digital services

Regarding digital services, new advances were implemented during the year to cover IFEMA MADRID's business needs. These included incorporating a new user login system that allows visitors and exhibitors to log in to all trade fair services using a single username and password, or updating the format of the trade fair entrance pass to make it more functional and enhance the brand image.

On the other hand, all apps have been moved from the systems architecture and infrastructure to the public cloud, thus speeding up the delivery of value to the business and the quality thereof. At the operational level, a specific development has been carried out for controlling the documentation of merchandise of non-EU foreign exhibitors, something that became necessary after the nomination of IFEMA MADRID as a customs platform.

The new digitization processes, together with the optimization of existing ones, constitute the company's clear commitment to secure digital solutions that do not penalise the time to market.

Enterprise mobility management cloud platform

Digitizing the remote workplace without jeopardising control or security was another challenge for IFEMA MADRID in 2022. The institution therefore implemented an enterprise mobility management (EMM) platform, with features such as the management and control of mobile devices (MDM) and of mobile applications (MAM).

With this new structure, the IT area has achieved greater agility in the maintenance and updating of the organisation's apps and devices, thereby much more efficiently solving security or functionality problems.

Corporate network upgrade completed (Phase 2)

The second phase of IFEMA MADRID's corporate network update represented one of the milestones for the IT area in 2022. Migration of the structure to CISCO technology has made it possible to improve the efficiency of internal processes and information management, as well as achieve more speed in the transmission of data and greater security both in the management of information and in the protection of customer and collaborator data.

Improvements in the operation and technology network

IFEMA MADRID has also installed a new firewall in its Operation and Technology (OT) network to ensure the security and protection of mission-critical systems of the congress centre's infrastructure, such as control of capacity, monitoring of the facilities and CCTV, among others.

The implementation of this security measure is an example of the organisation's commitment to data protection and network security, as well as its commitment to comply with the most rigorous security standards.

At the same time, the infrastructure of the parking network was improved, which now has new capabilities and services to make the parking experience more convenient for visitors. Together with these improvements, IFEMA MADRID is preparing for the next comprehensive project, which will digitise all the car parks throughout the premises to make them one of the most advanced and modern facilities in Spain.

Collaborative spaces

The meeting rooms were the object of another improvement, where smart screens have been installed to enable greater interaction and collaboration between participants.

Thanks to this innovation, meeting attendees can share information immediately; view documents, presentations and videos in high definition; and interact more effectively via online collaboration tools.

Improvements in infrastructure and security.

Installation of the capacity control system.

In 2022, the installation and commissioning of the new capacity management and control system was completed. It has been implemented at all the entrances to the various areas of the Recinto Ferial, and it lets us know the number and location of people in real time.

Capacity control is carried out using a non-intrusive people counting system approved by the Spanish Metrology Centre and comprising more than 300 sensors. These devices not only transmit information from the entrances and exits of each point in real time, they also allow us to obtain a report with information on the behaviour by visitors once the event has ended.



Safety bollards.

Security at accesses to the IFEMA MADRID's Recinto Ferial has been improved with the installation of 92 hydraulic bollards located at some of the vehicle access points. These devices, which have been integrated into a comprehensive system that includes barriers, traffic lights, acoustic signals and magnetic vehicle detection loops, seek to provide the security team with the means to prevent entry by unauthorised vehicles or to take action if they observe any suspicious manoeuvres.

Improvements in IFEMA MADRID's Palacio Municipal

The improvement plan implemented in 2022 includes two actions at the Palacio Municipal of IFEMA MADRID. The first is renovation of the key components of the two Schindler escalators, each of which has 178 steps. The second consisted in comprehensive renovation of the Palacio's emergency lighting to improve safety.

Investments in security and improvements to the facilities



Capacity control:

€2,085,340

Hydraulic bollards:

€510,933.72

Escalators of the Palacio Municipal:

€53,492.56

Comprehensive renovation of the emergency lighting of the Palacio Municipal:

€191,570.97



New management tools.

CRM as the axis of customer relations.

The works that began in 2021 to install the new CRM (Customer Relationship Management) system continued throughout 2022. In the first six months, they centred on implementing new features such as Zona Expo, the customer portal that allows exhibitors to manage their participation at an event and offers them the option to view their account status, control their orders, process their access passes or contract services through eCommerce. **PROMOGIFT** was the fair where the pilot test of the system was carried out.

Other actions carried out in the field of customer relations have included development of the participation request process and integration of the ecosystem of CRM-related applications, which make it possible to cover the complete life cycle and needs of the IFEMA MADRID customer.

Final implementation of the platform is expected to take place in 2023 with new pilot fairs, subsequently extending it to the rest throughout the year.

Data Driven Platform.

In 2022, IFEMA MADRID began developing the Data Driven project, one of the key pillars within its digital transformation strategy. Its objective is to facilitate the organisation's shift towards a decision-making model based on data analysis.

The institution possesses a large amount of information about its different activities and business units, wherefore some of its projects already included analytical transformation and data visualization tools. However, there was no common ecosystem to support them. Using Data Driven, IFEMA MADRID wants to equip itself with the necessary knowledge and means to implement the different use cases on a corporate data and advanced analytics platform, for the following purposes:

1. Provide a streamlined, centralised and controlled response.
2. Establish synergies between projects.
3. Optimise business and decision-making processes.

The intention is to evolve towards a management model and a technology environment based on big data and advanced analytics that allow the massive exploitation of data, with guarantees of consistency and coherence. The project also seeks to not only reduce the time it takes to obtain information but also provide the organisation with a tool for carrying out predictive, descriptive and prescriptive analyses.



Contribution.

05.

Our accounts.

Financial results_87

Investments_96

Balance sheet_98

Profit and loss statement_100

Summary of income and expenditure by activity_101

IFEMA MADRID began the 2022 financial year with a budget estimate adapted to the economic situation existing in September 2021, when the coronavirus pandemic had not yet ended, and with one priority objective: achieve a positive result that showed the recovery of activity.

The institution has managed to fulfil this objective, given that the development of trade fair and congress activity throughout 2022 has been better than expected, and it has been possible to return to normal when holding events and have in-person presence at the same.

In 2022, IFEMA MADRID's facilities hosted 512 events, including in-house and externally-organised trade fairs, congresses, concerts, musical events and other professional and recreational activities, attracting a total of 21,360 exhibiting companies and 3.7 million visitors.

Financial results.

2022 represented a return to normal activity for IFEMA MADRID, with significant increases in operating income, EBITDA and net profit with respect to 2021 and 2020, mainly due to the exceptional situation of those last two years because of the coronavirus pandemic.

The institution ended 2022 with revenue of 187.7 million euros, which, on the one hand, represents a significant increase of 90.3% compared to 2021, when there was a partial recovery of activity, and on the other hand,

represents an increase of 0.3% compared to 2019, which is the year with highest turnover to date following the celebration of the **COP25** climate summit.

EBITDA stood at 20.4 million euros, 179% more than in 2021, and net profit at 1.9 million euros, 2,020% more than the preceding year. On the other hand, the operating margin was 10.9% on revenue, and the net margin was 1.0%, well above 2020 and 2021.

Financial data.

Million euros	2020	2021	2022	% change 2022-2021
Income	60.4	98.6	187.7	90.3%
Expenses	74.1	91.3	167.3	83.3%
Operating profit or loss	-13.7	7.3	20.4	179.0%
Result for the year	-20.7	0.1	1.9	2,020.2%



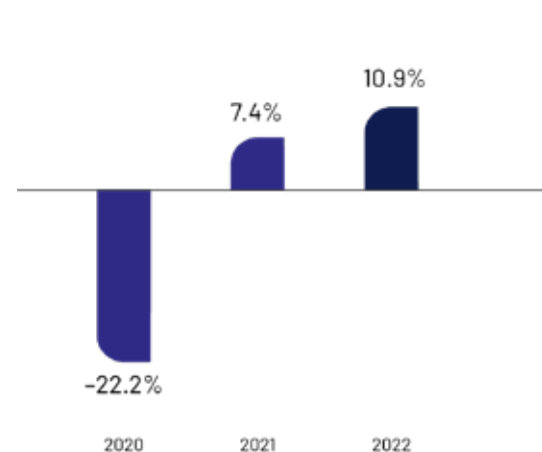
Operating profit or loss

€20.4M**+179%**
compared
to 2021

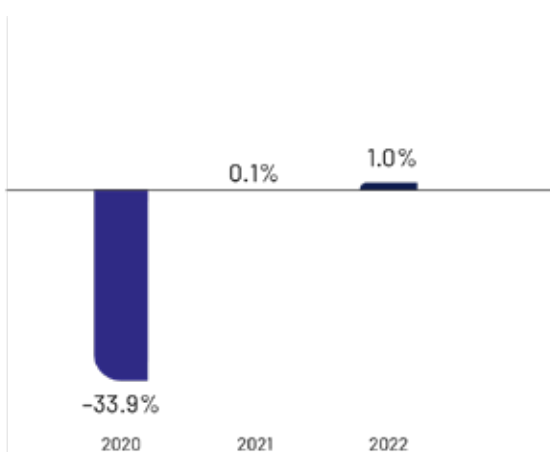
Result for the year

€1.9M**+2,020.2%**
compared
to 2021

Operating margin (2020-2022).



Net Margin (2020-2022).



Balance of activity.

The in-person trade fair activity returned to a normal situation with the celebration in January of the **FITUR** International Tourism Fair as the first event of the year. As from that point, the organisation of events in the fair calendar progressively recovered its usual pace, although cautiously and generally more moderate space reservations.

In 2022, almost all the in-house trade fairs scheduled in the calendar took place, in some cases (such as **FRUIT ATTRACTION**) with results that exceeded the estimates.

The **NATO Summit** was very important for this financial year, and it contributed to improving the results, both financial and organisational.

In December, traditionally a month of little professional activity, the usual activity of leisure events, general public events and company meetings recovered.

The Palacio Municipal of IFEMA MADRID re-established its activity in both congresses and convention events, with good results.

Despite the widespread increase in costs resulting from the situation in Europe, with a continuous escalation in the prices of energy and raw materials and the geopolitical tensions arising from the war between Russia and Ukraine, we strived throughout the year to achieve a positive result.

The assembly of stands, the supply of carpet and the adaptations of events were the items that sustained the highest variation in costs, given that they were affected by the increase in the price of raw materials, transport and labour.

In the case of energy supplies, this item increased by 50% over the initial budget.

To minimise the effect of the increase in all these costs, those allocated to promotion and advertising were contained.

In 2022, almost all the in-house trade fairs scheduled in the calendar took place, in some cases attaining higher-than-estimated results, which offset the lower results and reduced income due to the cancellation of other events.



Operating income in 2022 exceeded the figure for 2019 by 0.3%, which was the year with the highest turnover in the history of IFEMA MADRID up to 2021.

Income.

In 2022, operating income amounted to 187.7 million euros, an increase of 90.3% over the preceding year, characterised by the exceptional circumstances of a gradual return to activity. Likewise, the figure from 2019 was exceeded by 0.3%, which was the year with the highest turnover in the history of IFEMA MADRID up to 2021.

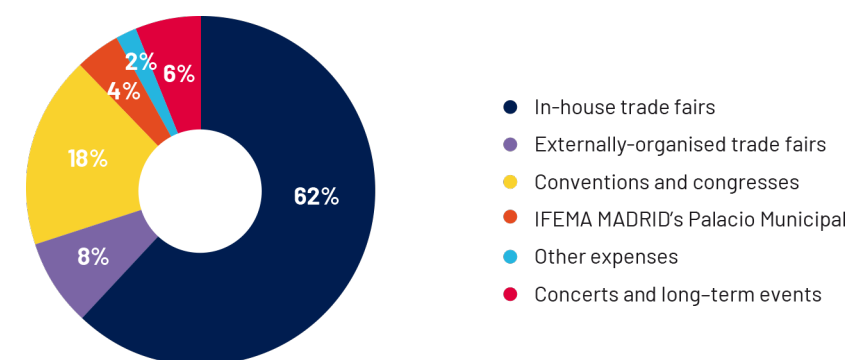
By business lines, 62% of the income came from in-house trade fairs, 18% from conventions and congresses, 8% from externally-organised trade fairs, 6% from concerts and long-term events and 4% from the Palacio Municipal of IFEMA MADRID, in addition to 2% from miscellaneous revenue.

According to the venue where the revenue originated, the Recinto Ferial had a weight of 95.6%; the Palacio Municipal, 3.8%; and international venues, 0.6%.

Income by year.

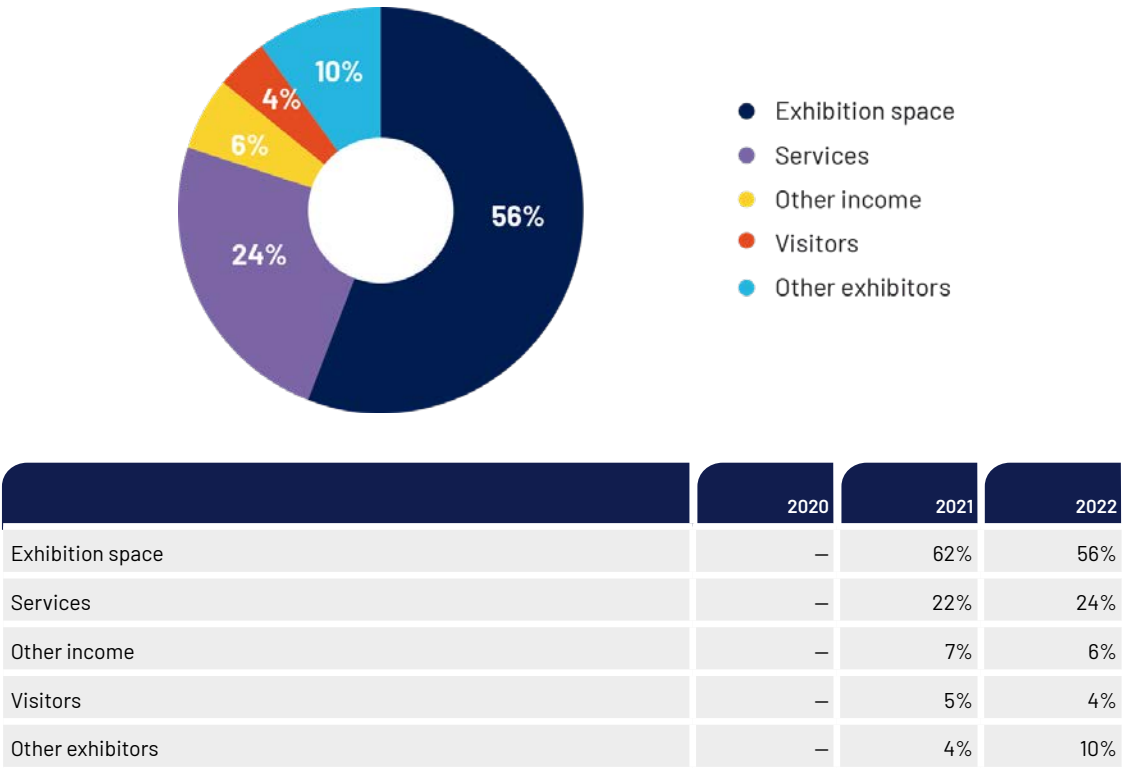
Million euros	2020	2021	2022
Income	60.4	98.6	187.7

Distribution of income by business line.



	2020	2021	2022
In-house trade fairs	79%	66%	62%
Externally-organised trade fairs	4%	12%	8%
Conventions and congresses	9%	6%	18%
IFEMA MADRID's Palacio Municipal	3%	4%	4%
Other expenses	4%	2%	2%
Concerts and long-term events	1%	9%	6%

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



Expenses.

Operating expenses (excluding amortisation and provisions for commercial operations, as well as other current management expenses) amounted to 167.3 million euros, 83.3% more than in 2021 and 126.6% higher than in 2020.

Expenses include:

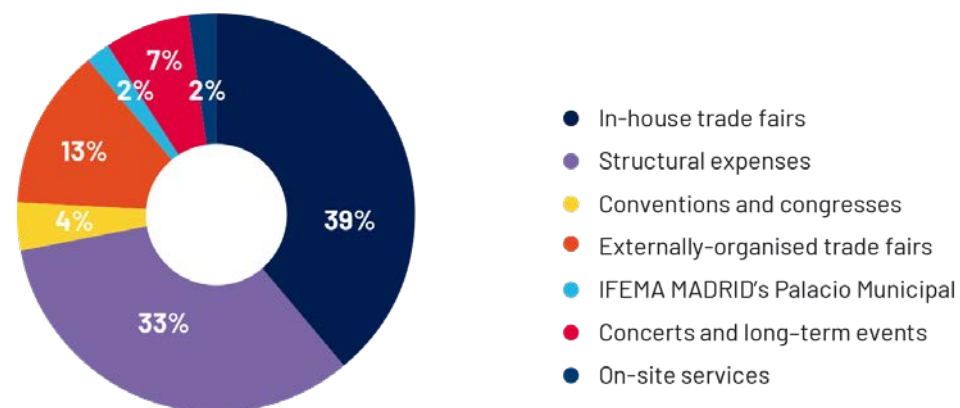
- **Variable expenses**, directly linked to holding events and trade fairs, so they drop in conjunction with a decrease in activity. In 2022, they represented 65% of total expenses, compared to 62% in 2019, the year of greatest activity.

- **Overhead expenses**, which include all recurring items that serve as the basis for the operating structure of the business and venues: personnel expenses, maintenance of facilities and computer systems, repairs, supplies and consumption of replacement materials, institutional agreements with sector associations and membership fees for stakeholders, institutional promotion, insurance for the facilities and local taxes. Their reduction has been possible thanks to various containment measures of the Recinto Ferial in a situation of use. In 2022, they accounted for 35% of total expenditure, compared to 38% in 2019.

Expenses by year.

Million euros	2020	2021	2022
Expenses	74.1	91.3	167.3

Operating expenses increased by 83.3% compared to 2021.

Distribution of expenses by business line.

	2020	2021	2022
In-house trade fairs	27%	35%	39%
Structural expenses	62%	41%	33%
Conventions and congresses	2%	7%	4%
Externally-organised trade fairs	1%	3%	13%
IFEMA MADRID's Palacio Municipal	5%	2%	2%
Concerts and long-term events	1%	7%	7%
On-site services	1%	2%	2%

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

	2020	2021	2022
Infrastructure expenses	–	35%	43%
Promotion, advertising and public relations	–	23%	21%
Other expenses	–	29%	24%
Personnel	–	13%	11%

Percentage distribution of expenses by activity over total expenses.

	2020	2021	2022
Personnel	40%	27%	23%
Promotion, advertising and public relations	12%	14%	11%
Other expenses	21%	24%	25%
Assembly and services	11%	23%	26%
General and upkeep	16%	12%	15%

Percentage distribution of expenses by activity over total income.

	2020	2021	2022
Personnel	49%	25%	20%
Promotion, advertising and public relations	15%	13%	10%
Other expenses	26%	22%	22%
Assembly and services	14%	22%	23%
General and upkeep	19%	11%	13%

Financial aspects.

IFEMA MADRID continues to maintain a level of zero debt with financial institutions. Likewise, its cash position remains strong.

Other aspects of interest.

The allocations for amortisation and impairment of property, plant and equipment for the year amounted to 14.6 million euros, representing approximately 2.4% of IFEMA MADRID's fixed assets.

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

Positive working capital amounted to 85.3 million euros.

The accounting result for FY 2022 reflects a profit of 1.9 million euros and will be applied to results from previous years.

Equity at 31 December 2022 amounted to 291.7 million euros.

Investments.

Investments in 2022 reached 12.9 million euros, 10.9 of which corresponded to annual investments, and 2.0 to ongoing singular projects.

The main investments, amounting to 8.3 million euros, were allocated to technological equipment and applications for digitization, which include the LIVE Connect platform, the implementation of Customer Relationship Management (CRM), web project 3.0. and Visual Space. Minor investments were also made for replacing hardware and updating software.

The investment in buildings, civil works and facilities amounted to 3.2 million euros, notably including the third phase of the expansion of Valdebebas, with improvements in the system of barriers, bollards and pylons; the acquisition of material for events; and the capacity control system; as well as electrical equipment and improvements to the terraces of Sala Neptuno and Sala Coón, to the staff locker room of the complementary facilities building and to emergency lighting, among other actions.

Projects related to business, markets, people and processes received 1.3 million euros, mainly allocated to activating in-house trade fair brands (projects developed internally and

registered as wholly or partially owned by IFEMA MADRID), to the North Expansion and to IFEMA MADRID LAB. During this financial year, the activation of own brands focused on the implementation of **GLOBAL MOBILITY CALL**, among other things.

Finally, 0.1 million euros were allocated to the security of goods and people, mainly to CCTV (closed circuit television) and access control.

The main investments of 2022 were allocated to technological equipment and applications for digitization.



Balance sheet.

At 31/12/2022. In euros.

ASSETS	2022
NON-CURRENT ASSETS	208,177,297
Intangible fixed assets	21,206,325
Development	2,089,695
Concessions	1,260,000
Patents, licences, trademarks and similar	3,008,242
Computer applications	14,848,388
Property, plant and equipment	175,036,013
Land and buildings	123,250,232
Technical facilities and other property, plant and equipment	42,901,660
Property, plant and equipment in construction and advance payments	8,884,121
Non-current financial assets	818,740
Other financial assets	818,740
Non-current commercial debtors	1,166,314
Trade receivables for sales and services	1,166,314
Deferred tax assets	9,949,904
CURRENT ASSETS	164,152,753
Inventories	444,576
Raw materials and other consumables	444,576
Trade and other receivables	25,764,616
Trade receivables for sales and services	19,048,318
Receivable from Group companies and associates	2,254,763
Sundry accounts receivable	2,387,439
Personnel	465,487
Current tax assets	1,044
Other accounts receivable from public authorities	1,607,565
Non-current financial assets	50,133,797
Debt securities	14,995,486
Other financial assets	35,138,311
Current accruals	2,345,078
Cash and cash equivalents	85,464,686
Cash at bank and in hand	85,464,686
TOTAL ASSETS	372,330,050

EQUITY AND LIABILITIES	2022
EQUITY	291,715,062
SHAREHOLDER EQUITY	291,715,062
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	227,569,684
Retained earnings	248,004,075
Prior years' losses	(20,434,391)
Result for the year	1,930,097
NON-CURRENT LIABILITIES	574,301
Non-current payables	574,301
Other financial liabilities	574,301
CURRENT LIABILITIES	80,040,687
Current provisions	548,973
Current payables	3,702,845
Other financial liabilities	3,702,845
Trade and other payables	63,788,869
Suppliers	36,374,909
Other payables	505,056
Personnel (salaries payable)	5,463,889
Other payables to public authorities	1,417,564
Customer advances	20,027,451
Current accruals	12,000,000
TOTAL EQUITY AND LIABILITIES	372,330,050

Profit and loss statement.

At 31/12/2022. In euros.

CONTINUING OPERATIONS	2022
Turnover	186,098,350
Sales	81,506,335
Provision of services	104,592,014
Capitalised expenses of in-house work on assets	1,568,552
Procurements	(1,375,350)
Consumption of raw materials and consumables	(1,375,350)
Other operating income	—
Non-core and other current operating income	—
Personnel expenses	(38,022,189)
Wages, salaries and similar expenses	(28,054,579)
Social security contributions	(9,967,610)
Other operating expenses	(129,515,685)
External services	(121,156,321)
Taxes	(6,732,145)
Losses, impairment and changes in trade provisions	(1,627,219)
Depreciation and amortisation	(14,615,748)
Excess provisions	—
Impairment and gains (losses) on disposal of non-current assets	(2,684,572)
Gains/(losses) on disposals and others	(2,684,572)
Other results	233,310
OPERATING PROFIT/(LOSS)	1,686,666
Financial income	191,845
Shares in equity instruments	22,176
In third parties	22,176
From marketable securities and other financial instruments	169,669
In third parties	169,669
Financial expenses	(235,516)
Debts to third parties	(235,516)
Foreign exchange gains (losses)	(18,913)
FINANCIAL RESULT	(62,584)
PROFIT/(LOSS) BEFORE TAX	1,624,083
Corporate income tax	306,014
PROFIT/(LOSS) FOR THE PERIOD FROM CONTINUING OPERATIONS	1,930,097
RESULT FOR THE YEAR	1,930,097

Summary of expenses and income by activities.

At 31/12/2022. In euros.

INCOME	2022
From exhibitors at in-house trade fairs	100,831,694
From visitors to in-house trade fairs	4,635,124
Other income from in-house trade fairs/on-site services	16,310,074
Externally-organised trade fairs	15,070,472
Congresses and conventions	32,982,030
Concerts and shows	10,753,694
IFEMA MADRID's Palacio Municipal	7,083,812
TOTAL INCOME	187,666,901

EXPENSES	
Promotion, advertising and public relations	19,077,242
Assembly and service expenses	43,495,839
Personnel	38,022,189
General expenses and upkeep	24,791,610
Other expenses	41,899,124
TOTAL EXPENSES	167,286,005

OPERATING PROFIT OR LOSS - EBITDA	20,380,897
Direct financial charges	(62,584)
Operating cash flow	20,318,313
Allocations for amortisation and impairment	(14,615,748)
Allocations for provisions	(1,627,219)
Non-recurring results	(2,451,263)
Corporate income tax	306,014
RESULT FOR THE YEAR	1,930,097

Published by
IFEMA MADRID

Editorial management
IFEMA MADRID, Communication and
Marketing Department

Photography
© IFEMA MADRID Photo Library
© Getty Images
© Shutterstock

Editing, design and layout
www.cegeglobal.com

Printed by
COYVE Artes Gráficas

Legal deposit
M-23158-2023

© IFEMA MADRID

**Feel the
inspiration**

ifema.es

