

Press release n.3

IEG: AT PESCARE SHOW THE FLY FISHING WORLD FOR LOVERS OF FLY FISHING

All the news of the sector, the best equipment on the market, the Casting Pools for launch tests, the techniques of building artificial flies and technical launches, as well as tourist itineraries all over the world.

At Pescareshow, the international exhibition of sport fishing and pleasure boating of Italian Exhibition Group SpA, in the Vicenza trade fair district from Friday 21st to Sunday 23rd February 2020.

www.pescareshow.it

Vicenza, January 24th 2020 - Pescareshow will be a paradise for fly fishing lovers. From Friday 21st to Sunday 23rd February 2020, at the exhibition center in Vicenza, fans of this practice will find in the International Exhibition of sport fishing and pleasure boating of Italian Exhibition Group SpA (IEG) the ideal place to explore and learn techniques and secrets, between events, demonstrations, excellent guests and a wide range of products and materials to renew their equipment and fully experience their passion.

Among the most awaited events of Fly Fishing World, in Hall 1, the launch tests organized by the most famous brands in the sector in the Casting Pools, in addition to the live demonstrations of Fly Tying Experience: a 360 ° experience in the world of fishing fly during which visitors will be able to meet and see the twenty best Italian and foreign manufacturers of artificial flies at work. Among these important international names such as those of the French David Gourong, former guest of Pescareshow in the last edition, of the Irish Enrico Fantasia and the American Enrico Puglisi, in addition to the Italians Ilaria Barbieri, Luca Barosselli, Emiliano Bartolini, Alessandro Casiglia, Marco Clari, Emanuele Crosa, Giovanni De Pace, Fabio Federighi, Andrea Gasparini, Fabio Gasperoni, Matteo Ghizzo, Andrea Nuti, Andrea Pegorin, Federico Renzi, Stefano Ticchati, Eros Tommasi and Loris Zecchinello.

Fly Fishing enthusiasts can also participate in a free course organized in collaboration with the SIM - Italian Fly Fishing School - also present at stand 204 Hall 1. The course, designed for both beginners and more experienced fishermen, will be the opportunity to approach the world of fly fishing, refine your technique and make the first experiences of throwing in the tank thanks to the short and simplified fishing notions imparted by the instructors. Newbies of the technique who take part in the courses will be able to receive in memory a certificate of the "Baptism of fly fishing" and a gadget of the SIM.

After the great success of 2019, the area dedicated to fishing tourism is back in Hall 1, where enthusiasts will be able to discover, thanks to the presence of specialized lodges and tourist agencies, travel proposals, destinations and fishing itineraries in Italy and in the world. Among the destinations for fly fishing enthusiasts proposals ranging from the brackish waters of the Baltic Sea to the panoramas of Ireland, without forgetting the most famous places in the beautiful country.

The Pescare Shopping Area will then be an indispensable stop for sports purchases: two entire pavilions (Hall 1 and Hall 2) will allow fans to discover the latest news on the subject of equipment, clothing and materials in view of the next fishing season.

Not only fly fishing at Pescare Show. Visitors will find in Hall 6 and Hall 7 the Boating Show, an area dedicated to the excellence of pleasure boating where the most important brands in the sector will present the news on boats, engines, electronics and components for sport fishing, together with Fishing Show, an area in which the best of national and international production of equipment, components, accessories and technical clothing for fishing will focus.

The vast program of events, demonstrations and moments of confrontation that have contributed to making Pescare Show the reference point in Italy for sportsmen and fans of the sector, starting from the presence in Hall 7 of the Fishing Arena, the area that will host the meetings, has been confirmed. With international testimonials, the official awards of the sporting season just ended, the seminars and conferences with sector experts and the activities proposed by FIPSAS (Italian Federation of Sport Fishing and Underwater Activities). Also in Hall 7 the FLW Competence Center returns with a team of experts from the Fishing League Worldwide ready to teach the techniques in an exclusive fishing school and the spectacular Academy, theater of demonstrations and spinning stages with the Pro Staff of the big brands.

The program is enriched with a calendar of meetings and conferences on the topic of water conservation and with the "PescarePlasticFree" awareness campaign, which will be developed in the social contest #PescarePlasticFree and directly at the fair in Hall 7 between the Academy and the Fishing Arena.

In Hall 2, instead, the exhibition-market dedicated to Ancient Fishing Tackles returns, created in collaboration with Antipes - National Association of Collectors of Ancient Fishing Tackles, where visitors will have the opportunity to make a real journey in memory and retrace the history of this sports discipline through rarity and curiosity from the world.

Trade show images at the link <ftp.iegexpo.it> - Login: **press** - Password: **press**

ABOUT PESCARE SHOW

It is the international exhibition of sport fishing and pleasure boating organized by Italian Exhibition Group SpA. The event takes place once a year and is open to professionals and the general public. When: from Friday 21st to Sunday 23rd February 2020 (from 09.00 to 6.00). Where: IEG Exhibition Center of Vicenza (Via dell'Oreficeria, 16 - 36100 Vicenza). Tickets: full price 17 euros; reduced price € 13 (online purchase, holders of regular fishing license and children from 6 to 12 years); reduced price € 8 for groups of at least 20 people over 5 years of age; free for children under 6, people with disabilities and carers. More information: www.pescareshow.it

FOCUS ON ITALIAN EXHIBITION GROUP SPA

Italian Exhibition Group (IEG), listed on the Mercato Telematico Azionario organized and managed by Borsa Italiana S.p.A. (Italy's stock exchange), is the Italian leader in the organization of trade expos and one of the main players in Europe in the expo and conference sector, with its venues in Rimini and Vicenza. The IEG Group stands out for the organization of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality & Lifestyle; Wellness, Sports & Leisure; Green & Technology. In recent years, IEG has launched an important process of foreign expansion, also by means of joint ventures inked with local players (e.g. in the United States, Arab Emirates and China). IEG ended the 2018 financial year with a total consolidated turnover of 159.7 million euros, an EBITDA of 30.8 million and a net consolidated profit of 10.8 million euros. In 2018, IEG held an overall total of 53 exhibitions organized or hosted and 181 conferences events in its Rimini and Vicenza expo and conference venues. <https://www.iegexpo.it/en/>

PRESS CONTACT ITALIAN EXHIBITION GROUP

Press Office: **Luca Paganin** luca.paganin@iegexpo.it

UFFICIO STAMPA PESCARE SHOW MY PR Lab, Vicenza Tel 0444 512550

Filippo Nani, filippo.nani@myprlab.it **Enrico Bellinelli**, e.bellinelli@myprlab.it mob. +39 392 7480967

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