

Press release n.4

IEG: AT PESCARE SHOW THE BEST OF ITALIAN AND INTERNATIONAL PRODUCTION IN THE SHOPPING AREA

The international exhibition of Italian Exhibition Group

will host the Pescare Shopping Area in the Vicenza exhibition center - from Friday 21st to Sunday 23rd February 2020, a unique space to discover, test and buy the latest news and the best for every specialty of sport fishing and pleasure boating

www.pescareshow.it

Vicenza, January 27th 2020 – The appointment with Halls 1 and Hall 2 of Pescare Show 2020 is one of those not to be missed. The two pavilions of the International Exhibition of sport fishing and pleasure boating organized by the Italian Exhibition Group (IEG) in the Vicenza Exhibition Center from Friday 21st to Sunday 23rd February 2020, will be dedicated to the Pescare Shopping Area, an essential stop for sports purchases for all tastes and for all budgets.

The IEG International Show with which the fishing season opens, for over 20 years has been the favorite occasion for the sports and enthusiasts community to fully experience their passion and to find the best for each specialty and the latest innovations presented previewed with demonstrations, conferences and training meetings. The major Italian and foreign manufacturers, importers and retailers will be present alongside artisans engaged in unique creations, who choose Pescare Show for its being an international reference showcase in which to present its products and for its ability to attract fishing enthusiasts sports and pleasure boating, from Italy and abroad, as well as fishing associations and schools.

The Pescare Shopping Area will be the ideal place to be guided to the test and purchase of the best of national and international production, among rarities and special offers reserved for visitors to the salon. Characterized by a great variety of product offerings and the ability to satisfy professional operators and all fishing communities - from Spinning to Shot Fishing, from Traditional Fishing to Big Game, without forgetting Surf casting and Fly Fishing - in the Shopping Area there will be spoiled for choice.

During the live demonstrations held by the companies, visitors will be able to test the best of equipment, components, accessories and technical clothing for fishing with a wide supply and rarity such as the highly prized and often nowhere to be found cul de canard feathers (CDC) for the construction of artificial flies, or the most innovative trolling equipment. Not only. Fans can follow refresher courses at the booths of the top brands of pleasure boating and touch the latest news in terms of boats, engines, and components for fishing in the sea and in fresh water: from the quietest and most performing electric motors of the market, to the latest electronics discoveries such as the latest generation echo sounders.

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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