

Press release n.2

IEG: A SEA OF EXPERIENCES AT PESCARE SHOW 2020

*The reference event in Italy for sport fishing and pleasure boating in
Italian Exhibition Group returns to the Vicenza exhibition center from February 21st to 23rd 2020.
Present the top brands in the sector in three days of events, experiences and special projects*

www.pescareshow.it

Vicenza, December 17th 2019 - It will be a twenty-first edition to be experienced that of Pescareshow 2020. The International Exhibition of sport fishing and pleasure boating of Italian Exhibition Group SpA (IEG) returns to the fairgrounds in Vicenza from Friday 21st to Sunday 23rd February 2020 with an offer enriched, the best known manufacturers and the top brands of pleasure boating.

Characterized by a strong experiential imprint, Pescareshow 2020 adds to the vast program of events a calendar of meetings and conferences on the topic of water conservation and the awareness project "Fishing without plastic". The campaign, which is meeting the interest of the biggest names in the yachting industry and sector associations, will be developed through a section on the site, a dedicated exhibition area between Hall 2 and Hall 6 and the social contest #PescaresenzaPlastica that will take kicks off in January. Until January 7th, 2020, #Pescareshow is active, a contest dedicated to the passion for fishing that sees users as protagonists in telling their passion through the photo shots (info and regulation on the site).

Confirmed the events, demonstrations and moments of confrontation that have contributed to making Pescareshow the reference point in Italy for sportsmen and fans of the sector, starting from the presence in Hall 7 of the Fishing Arena, an area that will host meetings 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)

The spectacular Acquademo is once again the protagonist, which with its 14 meters in length and the capacity of 22,400 liters of water is configured as the largest aquarium in Europe. Theater of demonstrations, seminars and presentations with the main brands, the most renowned schools and the major national and international associations, the Academy will be the stage of spinning stages with the Pro Staff of the big brands on Saturdays and Sundays. Hall 7 will also host the FLW Competence Center, where a team of experts from the Fishing League Worldwide (FLW) - the world's largest fishing-tournament association and organizer of the Italian bass fishing championship - will teach the techniques in an exclusive school fishing.

In Hall 6 and Hall 7 visitors will find the Boating Show, an area dedicated to the excellence and novelties of pleasure boating where the most important brands in the sector will present the news on the subject of boats, engines, electronics and components for sport fishing, together with the Fishing Show, where the

best of national and international production of equipment, components, accessories and technical clothing for fishing will be concentrated.

Halls 1 and Hall 2 will be the essential stop for sporting purchases in the Fishing Shopping Area. But not only. In Hall 1 also Fly Fishing World, the meeting point for lovers of fly fishing. Among the most awaited events are the launch tests organized by the companies in the Casting Pools and the live demonstrations of Fly Tying Experience, during which visitors will be able to meet and see the best twenty manufacturers of artificial baits in the world at work. Furthermore, after the great success of 2019, the area dedicated to fishing tourism is enriched again in Hall 1, where enthusiasts will be able to discover, thanks to the presence of lodges and specialized tourist agencies, travel proposals, destinations and fishing itineraries, in Italy and in the world. Created in collaboration with Antipes - National Association of Ancient Fishing Equipment Collectors, the exhibition-market dedicated to Ancient Fishing Equipment returns to Hall 2, where visitors will have the opportunity to take a real journey through memory and retrace the history of this discipline through rarity and curiosity from the world.

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

ABOUT PESCARÉ 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/>

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market trends in the gold-jewellery industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date.