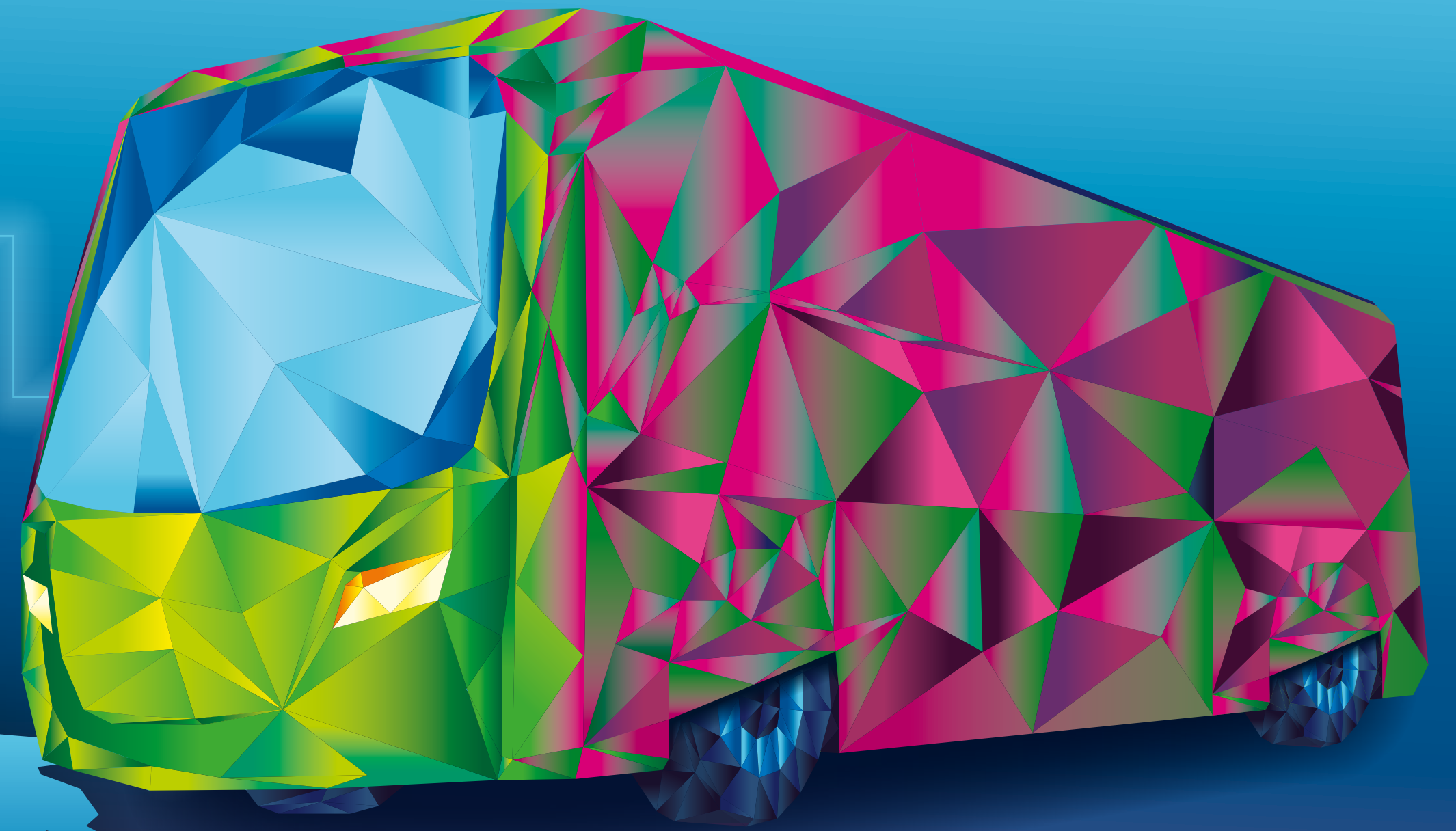


BUS₂BUS

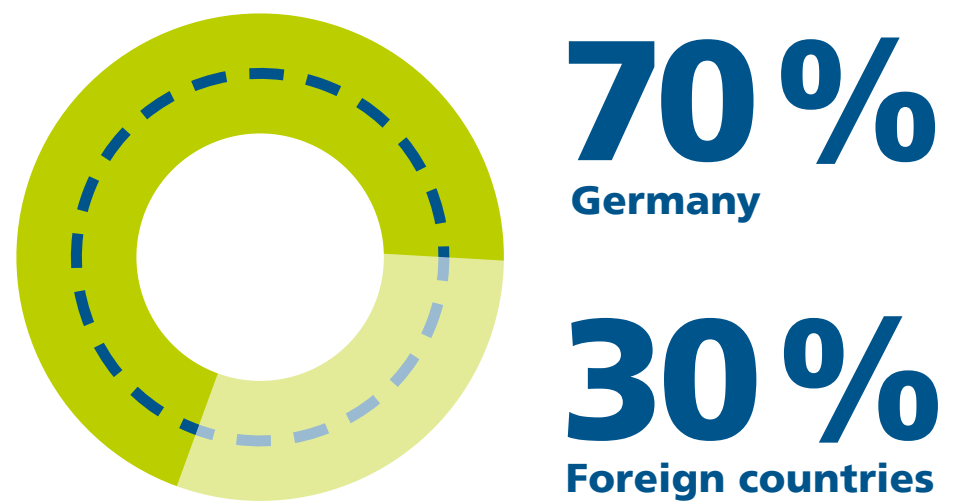


BRIEF ANALYSIS 2022

BRIEF ANALYSIS

EXHIBITOR SURVEY 2022

ORIGIN OF EXHIBITORS



INNOVATIONS AND RANGE OF OFFERS

88% consider the BUS2BUS (very) suitable to present their innovations.

91% rate the range of offered products and services as (very) good.

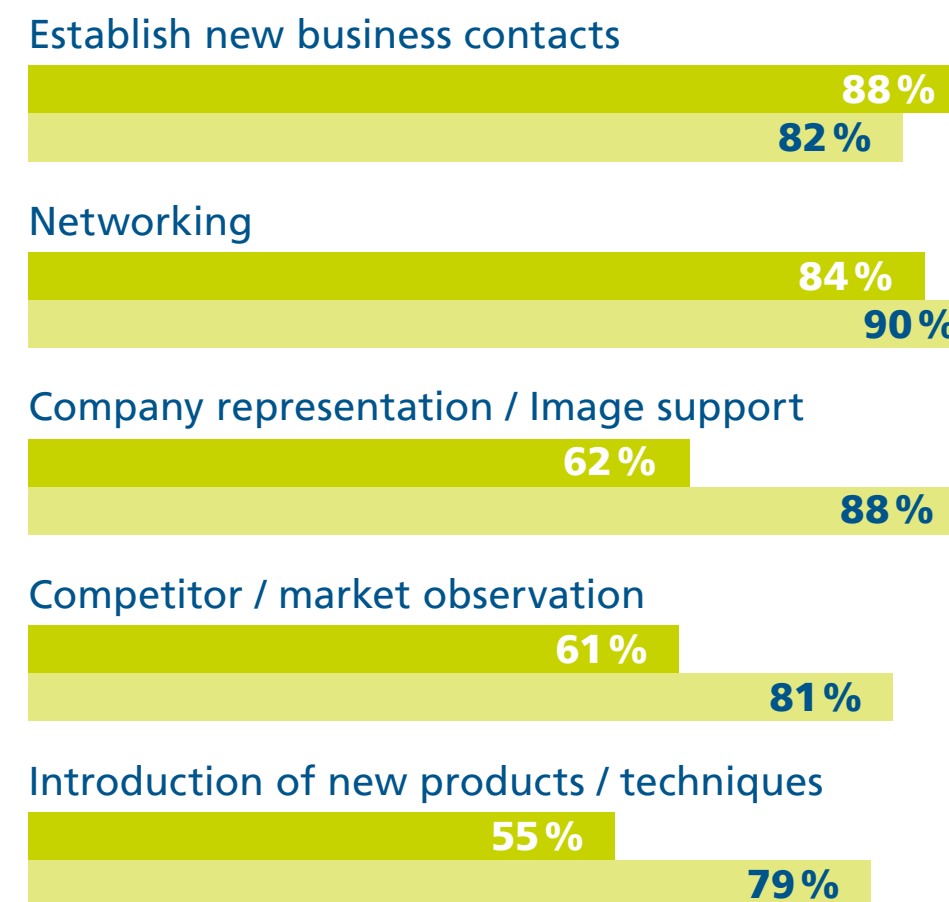
QUALITY OF TRADE VISITORS



About 9 out of 10 of this year's exhibitors are (very) satisfied with the quality of trade visitors at their stand

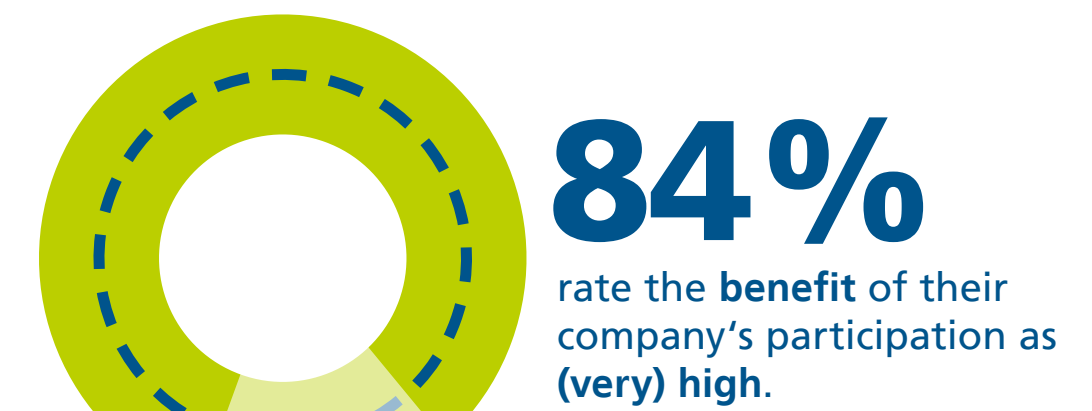
TOP 5-PARTICIPATION OBJECTIVES AND LEVEL OF ACHIEVEMENT

(Multiple citations)

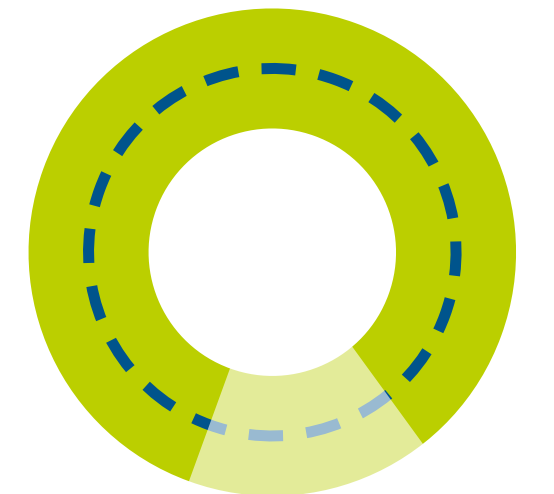


■ Objective ■ Level of achievement

BENEFITS AND FUTURE INTENTION TO PARTICIPATE



86% express a (very) high willingness of their company to continue participating in BUS2BUS in the future.

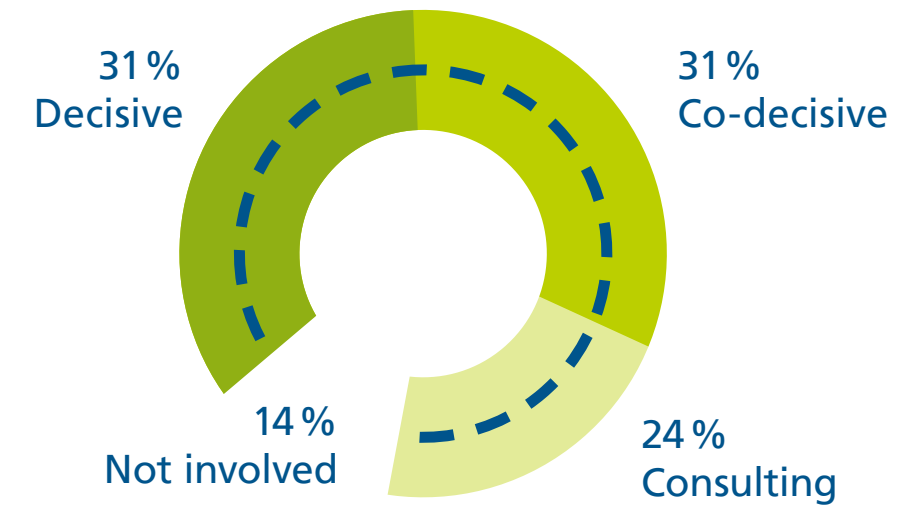


OVERALL IMPRESSION

96% of exhibitors have a (very) good overall impression of the BUS2BUS 2022.

BRIEF ANALYSIS VISITOR SURVEY 2022

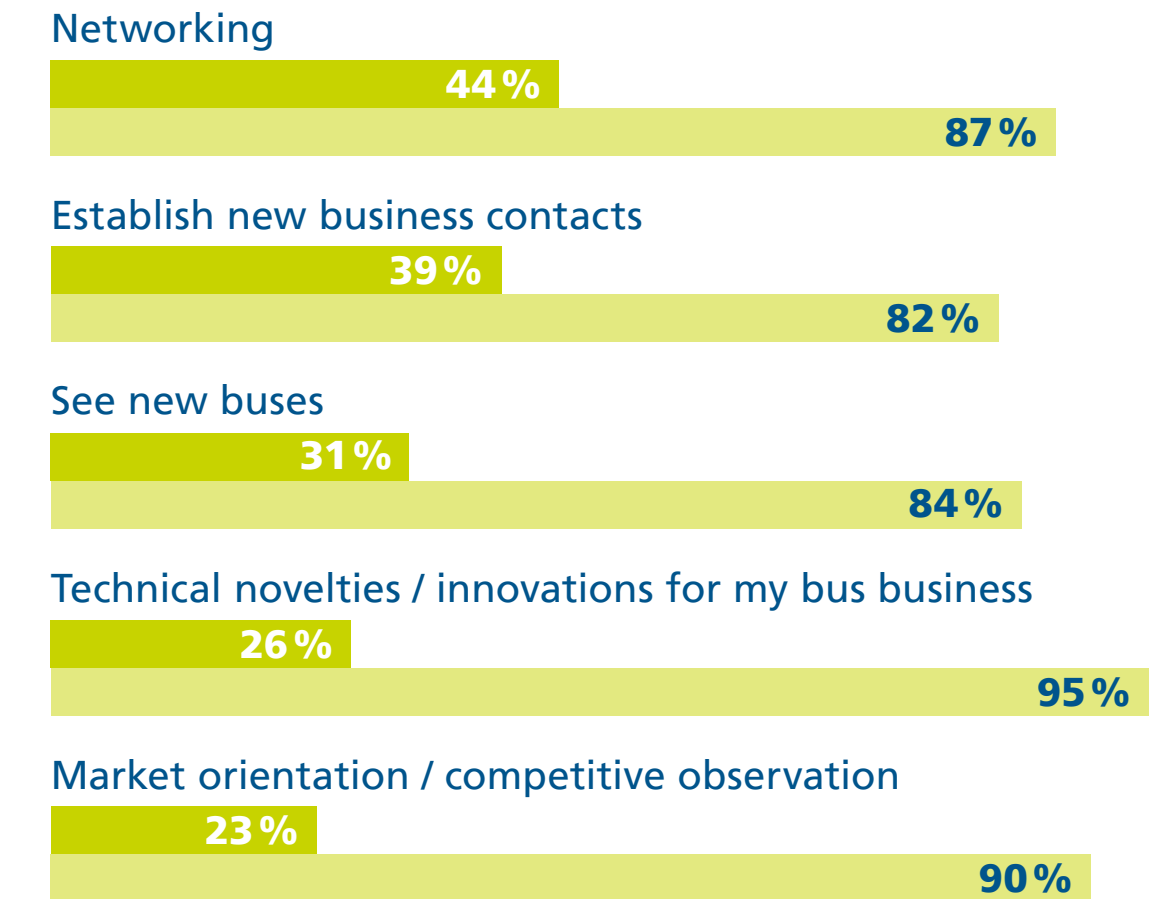
DECISION-MAKING AUTHORITY



86 % of trade visitors have an **future orientation** of their company.

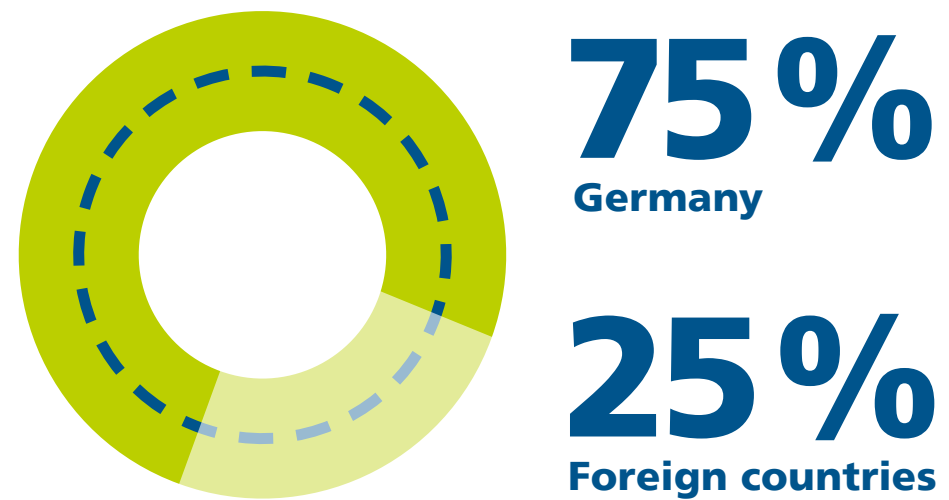
TOP5-PARTICIPATION OBJECTIVES AND LEVEL OF ACHIEVEMENT

(Multiple citations)

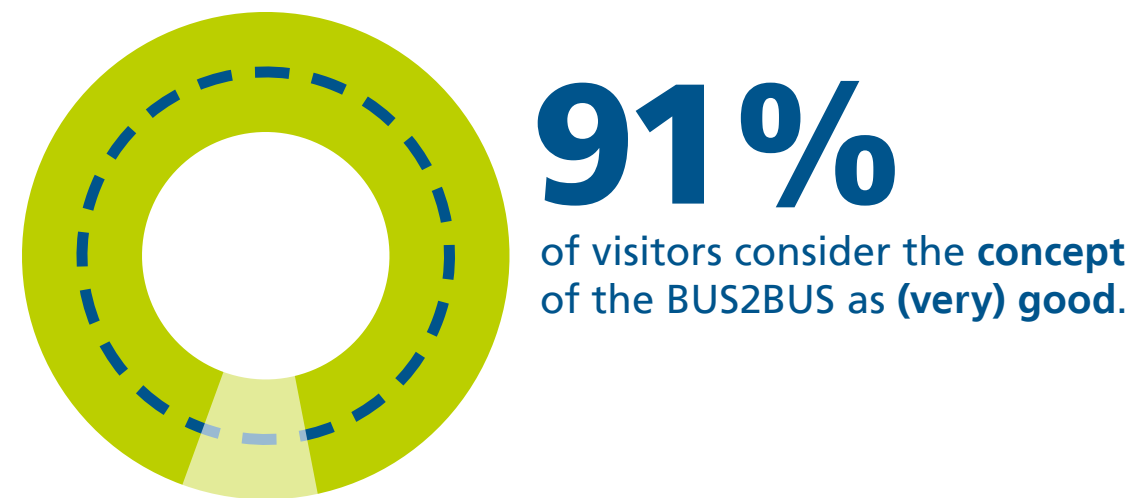


■ Objective ■ Level of achievement

ORIGIN OF VISITORS



CONCEPT AND PRESENTATION ON INNOVATIONS



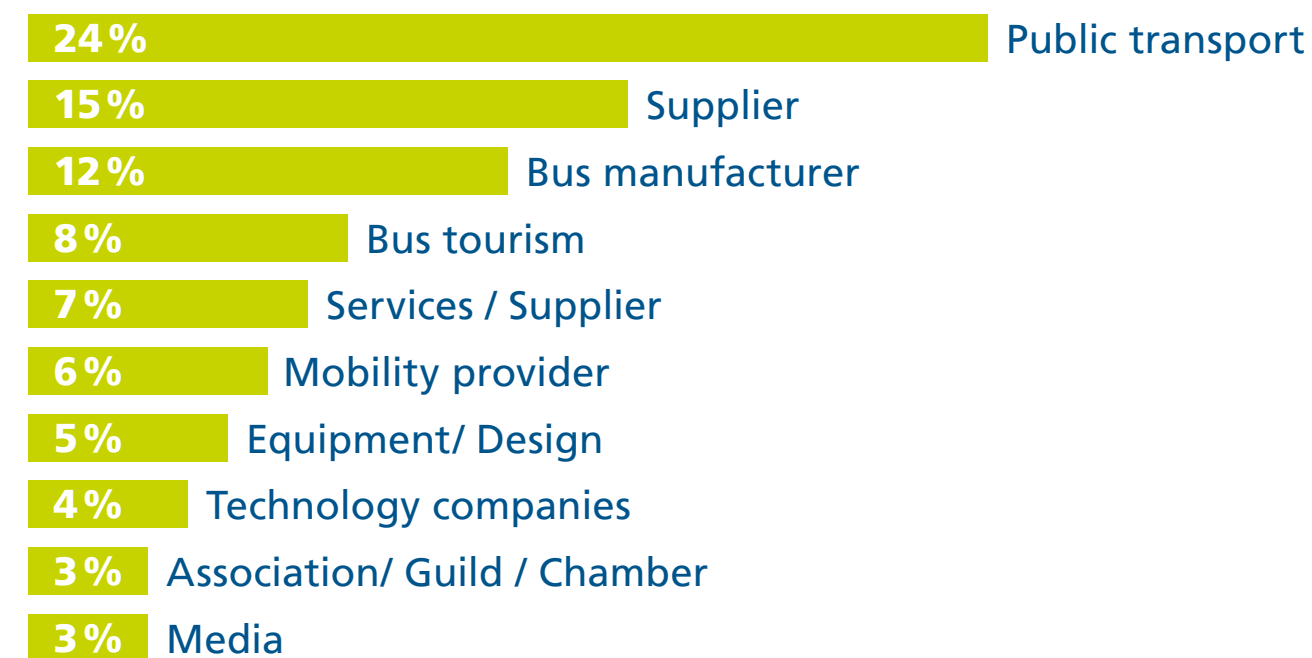
BENEFIT AND PRICE-PERFORMANCE

86 % of visitors rate the **benefit** of their BUS2BUS visit so far as **(very) high**.

85 % of visitors rate the **price-performance** ratio of the BUS2BUS as **(very) good**.

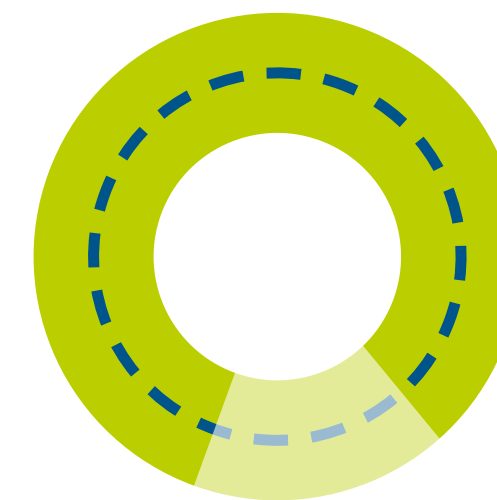
LINE OF BUSINESS

(Multiple citations)



84%

of visitors are **(very) satisfied** with BUS2BUS as a **platform for innovations and new business**.



PARTICIPATION SATISFACTION AND RECOMMENDATION



9 out of 10 visitors have been **(very) satisfied** with their visit so far, **all in all**.

A **similar number** would also **recommend** a visit to BUS2BUS.