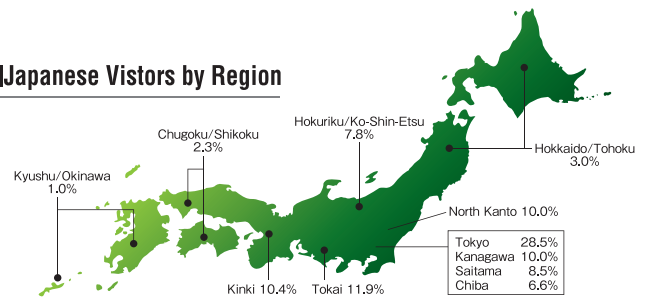


Visitors

No. of Visitors

| Date | Weather | Japanese | Overseas | No. of Visitors |
|--------------|---------|---------------|--------------|-----------------|
| Oct. 25 Tue. | Sunny | 5,112 | 770 | 5,882 |
| Oct. 26 Wed. | Sunny | 7,331 | 567 | 7,898 |
| Oct. 27 Thu. | Sunny | 8,477 | 473 | 8,950 |
| Oct. 28 Fri. | Sunny | 11,803 | 239 | 12,042 |
| Oct. 29 Sat. | Sunny | 8,868 | 105 | 8,973 |
| Total | | 41,591 | 2,154 | 43,745 |

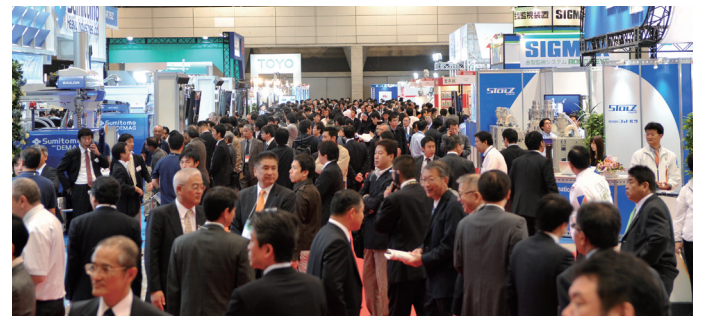
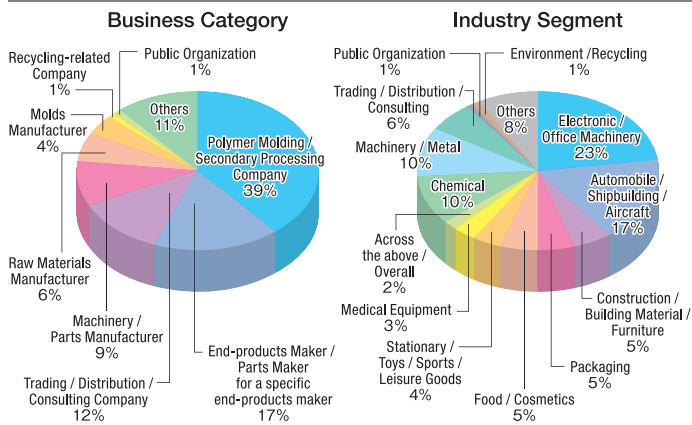
Japanese Vistors by Region



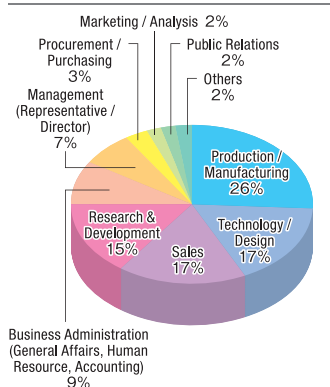
Overseas Vistors by Nation (2,154 People from 40 Countries and Regions)

| | | | | | | | |
|-------------|-----|---------|----|-------------|---|--------------|---|
| KOREA | 725 | VIETNAM | 27 | AUSTRIA | 4 | PERU | 2 |
| TAIWAN | 530 | BRAZIL | 23 | SPAIN | 4 | POLAND | 2 |
| CHINA | 368 | INDIA | 22 | AUSTRALIA | 3 | SOUTH AFRICA | 2 |
| HONG KONG | 64 | ITALY | 18 | FINLAND | 3 | SWISS | 2 |
| MALAYSIA | 64 | MEXICO | 14 | ISRAEL | 3 | TURKEY | 2 |
| INDONESIA | 60 | GERMANY | 13 | SRI LANKA | 3 | BELGIUM | 1 |
| THAILAND | 47 | RUSSIA | 9 | CZECH | 2 | DENMARK | 1 |
| USA | 39 | CANADA | 7 | MYANMAR | 2 | DOMINICA | 1 |
| SINGAPORE | 37 | UK | 6 | NEW ZEALAND | 2 | PORTUGAL | 1 |
| PHILIPPINES | 33 | FRANCE | 5 | PAKISTAN | 2 | UAE | 1 |

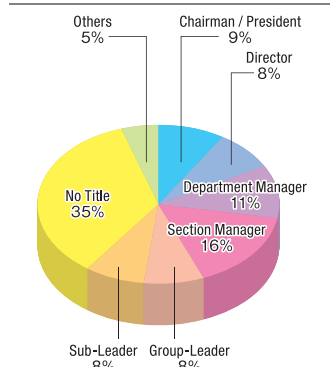
Visitor's Business



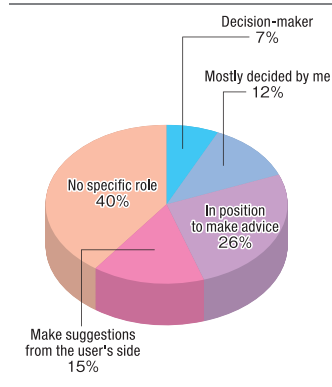
Job Category



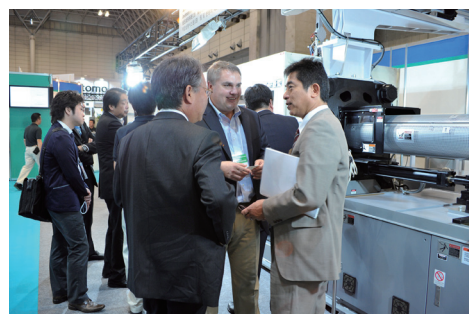
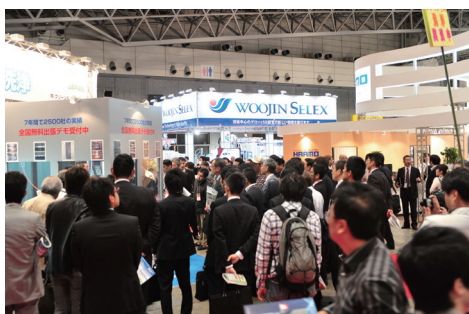
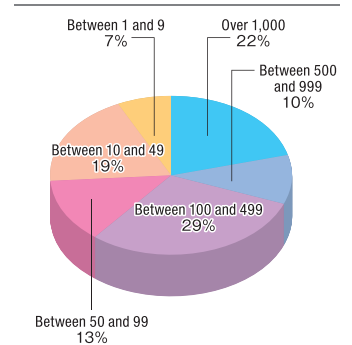
Position



Role of Purchasing Decision



Company Size Number of Employees



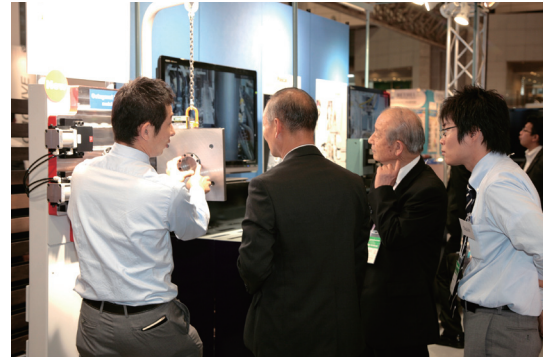
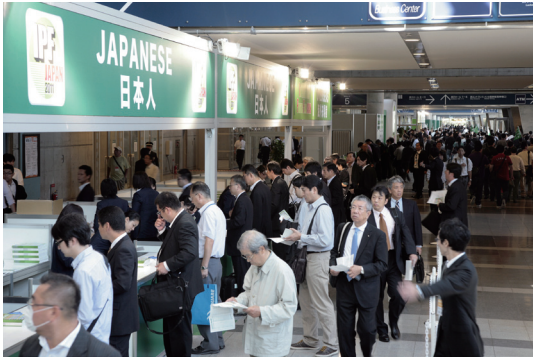
Exhibitors

Scale of Exhibition

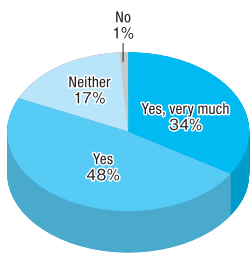
| IPF Japan 2011 | Japanese | Overseas | Total |
|----------------------|----------|----------|-------|
| Number of Exhibitors | 518 | 233 | 751 |
| Number of Booths | 2,055 | 162 | 2,217 |

Breakdown by Nation

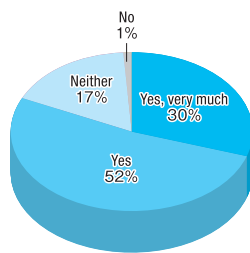
| | | | | | | | |
|---------|-----|-----------|----|-----------|---|-------------|---|
| JAPAN | 518 | AUSTRIA | 11 | THAILAND | 2 | NETHERLANDS | 1 |
| TAIWAN | 46 | SWISS | 6 | BELGIUM | 1 | NEW ZEALAND | 1 |
| GERMANY | 40 | INDIA | 5 | DENMARK | 1 | SINGAPORE | 1 |
| USA | 31 | CANADA | 4 | FINLAND | 1 | SWEDEN | 1 |
| CHINA | 25 | FRANCE | 4 | INDONESIA | 1 | UK | 1 |
| KOREA | 24 | HONG KONG | 4 | IRELAND | 1 | | |
| ITALY | 18 | SPAIN | 2 | MALAYSIA | 1 | | |



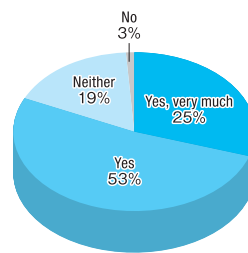
Was it profitable to participate in IPF JAPAN 2011 as an exhibitor?



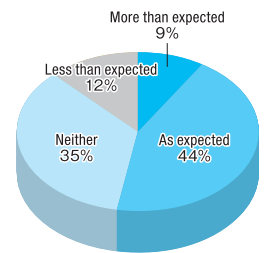
Were you satisfied with the result of sales promotion?



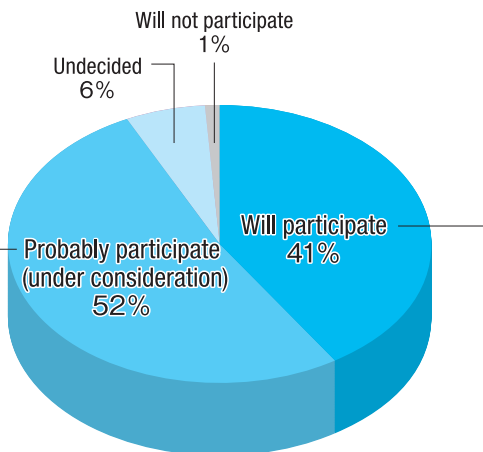
Were the visitors fit into your business?



Were you satisfied with the numbers of the visitors?



Will you participate in next IPF JAPAN 2014?



Probably participate (under consideration)

| | |
|------------------------|-----|
| ① Will take more space | 10% |
| ② Same as this time | 86% |
| ③ Will take less space | 4% |

Will participate

| | |
|------------------------|-----|
| ① Will take more space | 20% |
| ② Same as this time | 77% |
| ③ Will take less space | 3% |

