

Brief analysis CMS 2009

Number of visitors: 14,481
Share of trade visitors: 99%



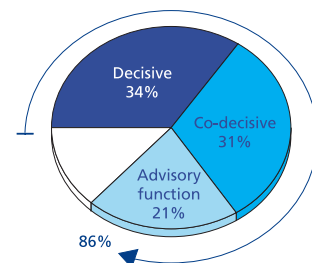
1 Trade Visitors' Survey

(Gathered and analyzed by Gelszus Messe-Marktforschung, Dortmund)

1.1 Structure of trade visitors / decision-making authority

Seven of ten trade visitors hold a leading position in their enterprise. As such, the first places are occupied by representatives from private cleaning companies (49%), public cleaning enterprises (25%), hospitals/homes for the elderly/large-scale catering establishments (20%) and industry/commerce/banks/insurances (19%).

Decision-making authority

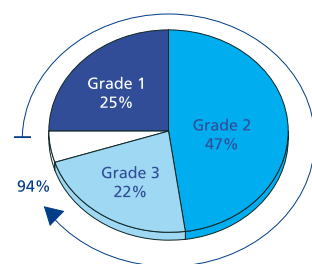


1.2 Product interest and range assessment

(Multiple citations / extract of denominations / N>15%)

Cleaning machines	59%
Cleaning material and auxiliary resources	56%
Dry cleaning and maintenance mediums	53%
Accessories for cleaning machines	36%
Cleaning and maintenance services	33%
Products for industrial hygiene	26%
Industrial cleaning	22%
Technical industrial equipment	22%
High pressure cleaner	18%

The entire range of offers was almost without exception positively evaluated by the trade visitors (on the average: 2,1).



(Scale from 1 = very good to 6 = very bad)

1.3 Goals

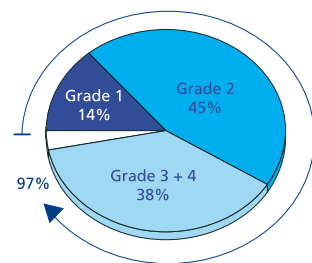
(Multiple citations / extract of denominations / N>20%)



On average, each trade visitor stated three objectives for his visit to the CMS 2009.

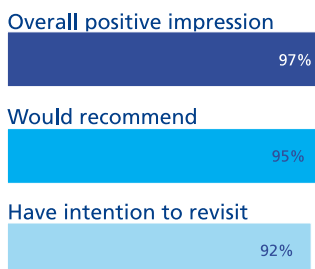
1.4 Visitors' results

97% of the trade visitors documented a positive business result of their CMS visit.



(Scale from 1 = very satisfied to 6 = not satisfied at all)

1.5 Overall impression and outlook



More than nine out of ten trade visitors also have the intention of visiting the CMS again in the future.

Brief analysis CMS 2009

Number of exhibitors: 350 from 25 countries
Internationality: 25%



2 Exhibitors' Survey

(Gathered and analyzed by Gelszus Messe-Marktforschung, Dortmund)

2.1 Range of exhibits

(Multiple citations / extract of denominations / N>4%)

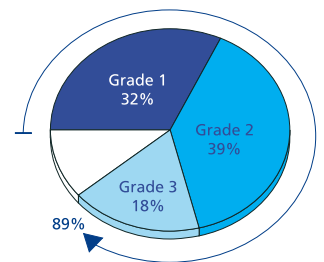
Four out of ten of the exhibiting enterprises offer equipment and cleaning utensils at their stands. Additional exhibition focal points of the CMS of this year include „cleaning machines“ as well as „cleaning machines accessories“.

Equipment and cleaning utensils	40%
Cleaning machines	30%
Cleaning machines accessories	20%
Building equipment and consumable supplies	13%
Treatment aids	9%
Management/software/technical literature	9%
Services/institutions	8%
Occupational safety/ work clothing	5%

2.2 Presentation of new innovations

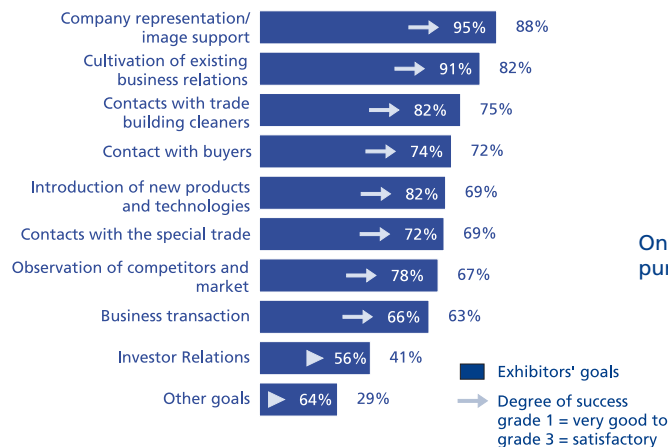
The CMS did justice to its role as a platform for the presentation of innovations. The vast majority of the exhibitors indicated that they consider the CMS suitable for the introduction of innovations.

Three quarters of the participating enterprises therefore also exhibited their innovations and/ or advanced developments at this fair.



(Scale from 1 = very suitable to 6 = not suitable)

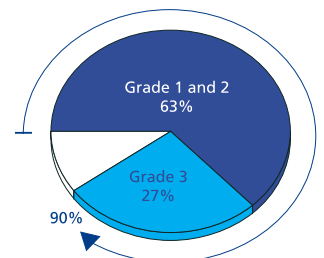
2.3 Goals and degree of achieving the goals



On average, the CMS exhibitors pursued seven investment goals.

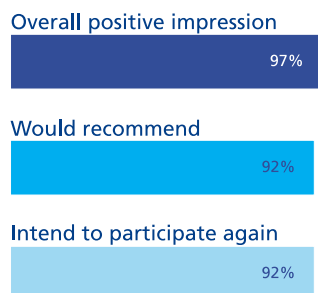
2.4 Follow-up business after the fair

At the time of the survey, 90% of the exhibitors assumed a positive effect on their follow-up business due to their contacts from the fair.



(Scale from 1 = very high expectations to 6 = no expectations)

2.5 Overall impression and outlook



97% of the exhibitors documented a positive general impression of this year's CMS.