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#dmexco #2016 #expo

Just before the dmexco registration deadline: More exhibitors, more space, more top international brands

10 percent more exhibitors, 20 percent more space, 50 percent international participants: Shortly before the official registration deadline, dmexco 2016 is already setting new benchmarks. From Scandinavia to Israel, and from the most important agency networks to the top brands of the worldwide digiconomy — more than 950 exhibitors from all the important markets and segments have reserved places at the global business and innovation platform of the digital economy in order to accelerate their national and international business operations. Final registrations for dmexco will be accepted at <http://www.dmexco.de/Registration-Booklet>.

All of the indicators for dmexco 2016 clearly point toward growth. Thanks to a 10 percent increase in exhibitors compared to the same point last year, dmexco is once again posting double-digit growth. Shortly before the registration deadline, the exposition is already setting a new record. This year dmexco will for the first time welcome more than 950 exhibitors, who will use this event to make successful business deals and gain direct access to the international market. The event's motto "Digital is everything — not every thing is digital" will bring all the significant brands and leading companies of the global digiconomy on board in 2016. Once again, the exhibitors will include all the important agency networks, which will represent multi-billion global media budgets at dmexco. GroupM/WPP, Dentsu Aegis, Havas, IPG



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Associated Federation



Mediabrand, and Omnicom, among others, will take part in the event. The full spectrum of the German digiconomy will also be represented at dmexco 2016. The exhibitors will include significant market participants such as Ströer, Axel Springer, Gruner+Jahr, and United Internet Media, as well as the leading independent agencies Plan.net and Pilot.

Top players from all segments of the global digiconomy

International big players from the segment of data-driven marketing will be increasingly counting on dmexco 2016. The companies in this group include Adobe, SAP, Oracle, and Salesforce. In addition, dmexco will be attended by a greatly increased number of companies from the digital commerce sector and the broadcasting and video segment. International shopping giants such as Amazon, eBay, and Rakuten as well as national e-commerce market leaders such as Payback, Otto Group and, for the first time, Zalando will all be gathering in Cologne. Also exhibiting will be the most important providers from the TV and video segment, such as RTL, Sky, Discovery, Eurosport, DMAX, TLC, Pro7/Sat1, Tremor Video, Teads, TV Smiles, StickyAdsTV, and Samba TV. And the world's biggest search engines will also be coming to Cologne. In addition to the market leader Google, companies such as Yandex from Russia will be represented at dmexco. The new exhibitors that will be welcomed at dmexco 2016 include interesting companies such as Ironsrc (Israel), Swiss Post (Switzerland), Ve Interactive (UK), Vice (USA), and xAd (UK).

dmexco 2016: International demand is bigger than ever

As a result of the increased demand from exhibitors, the exhibition space occupied by dmexco at the Cologne trade fair complex will be expanded more than 20 percent in 2016. This year's dmexco team expects the exhibitors to occupy a total of more than 90,000 square meters in four completely filled halls. An additional fifth hall will be used exclusively for a new independent seminar area and a food court. More than 50 percent of the

exhibitors will come from outside Germany in 2016. Primarily thanks to the enhanced positioning of dmexco on the worldwide #roadtodmexco series and the successful dmexco Satellite events in six selected major cities, dmexco is seeing significantly increased demand from the Scandinavian markets Sweden, Finland, and Denmark, as well as from Austria and Switzerland, and the growth markets USA, UK, France, and Israel. In addition, numerous market participants from Asian markets such as Malaysia and Singapore have already registered. Many exhibitors have registered for the existing joint stands from France, Austria, and Switzerland as well as the new country pavilions of Sweden and Israel, where these local digital markets will be presenting themselves for the first time at the global level. In particular, the business activities of the French digital economy have been conducted to a large extent at dmexco for quite some time now. The number of exhibitors from France at each dmexco has doubled each year over the last four years, and in 2016 it will reach a new record.

Interested potential exhibitors can find the registration forms for dmexco 2016 at <http://www.dmexco.de/Registration-Booklet>.



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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It connects the real economy with visionary trends and defines the commercial potential of tomorrow. Within a few years, dmexco has developed into the pioneer of the digital transformation. Today it is the engine of growth that is driving the global digiconomy forward by means of direct business deals, valuable new contacts, the evaluation of business ideas, new standards for the digital economy, maximum value creation, and concrete added value. dmexco — the leading global exposition and conference of the digiconomy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special assistance from OVK — Circle of Online Marketers, the BVDW is also the conceptual and professional partner of the exposition and conference. dmexco is organized by Koelnmesse.

You can find all the information about dmexco 2016 (September 14 and 15 in Cologne), as well as photographs, videos, and audio material from dmexco 2015, at www.dmexco.de, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.