

COSME TOKYO 2017

5th INT'L COSMETICS TRADE FAIR

January 26, 2017

The Solemn Declaration of No Inflated Numbers

We consistently count visitor registration numbers clearly and stringently based on the following philosophy and principles.

Fundamental Philosophy of the Total Visitor Number Announcement

1. The number of visitors will be stated honestly and will not be inflated. This is our duty to exhibitors.
2. The inflation of visitor numbers is a misrepresentation of the contents of the exhibition and fraudulent to the exhibitors.
3. The number of visitors and also the counting method will be stringently announced in writing shortly after the exhibition.

Three Major Principles of the Counting Method

1. One business card submitted at the on-site registration counter is counted as one visitor.
2. Once registered, a visitor is counted only once, no matter how many times and days they enter the exhibition.
3. Counting the visitors each time they pass through the entrance is regarded as an actual inflation of the figures, therefore, this counting method is prohibited.

① On-site Registrants

• Only those who completed registration on-site are regarded as registrants. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

② VIP Registrants

• Only those who completed VIP registration on-site are counted. Also, one registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

③ Special Guests

• Government-related visitors, embassy officials, members of the related associations are counted. One registration is counted as one visitor, no matter how many repeated days the visitor attends the show.

VISITOR FIGURES

	Jan. 23 [Mon]	Jan. 24 [Tue]	Jan. 25 [Wed]	3-days total
① On-site Registrants	2,442	2,276	2,369	7,087
② VIP Registrants	725	348	290	1,363
③ Special Guests	0	2	2	4
Total number from ①- ③	3,167	2,626	2,661	8,454

COSME Tech Total Number of Visitors	5,191	5,248	5,919	16,358
--	-------	-------	-------	--------

Total number of visitors	8,358	7,874	8,580	24,812
---------------------------------	--------------	--------------	--------------	---------------

All registrations are counted only once per visit, no matter how many repeated days a visitor attends the show.

	Jan. 23 [Mon]	Jan. 24 [Tue]	Jan. 25 [Wed]	3-days total
Number of Conference Attendees of the day	1,236	816	1,331	3,383

	Jan. 23 [Mon]	Jan. 24 [Tue]	Jan. 25 [Wed]	3-days total
Number of Press Registrants of the day	114	44	45	203

* In order to report the number of visitors stringently, the below changes are applied to the visitor count as of this year:

- 'Total Number of Visitors' does not include the number of seminar attendees and press registrants.

* These figures are preliminary and they are subject to change after being certified by an official institute.



Takuya Ishimoto
Show Director,