

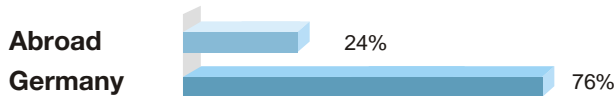
Facts and Figures of the "GrindTec 2008"

(Selected results from the surveys among visitors and exhibitors of the "GrindTec 2008", conducted by the Institute of Congress and Event Market Research, Herbert Dirr, Hamburg). More information in the internet: www.grindtec.de



1. Characteristics of the visitors

1.1. Trade visitor's countries of origin:



Thereof: 53% European Community, 30% other European Countries, 17% from overseas.

1.2. Trade visitor's position in their company/organization

| | |
|---|-----|
| Entrepreneur, self employed | 11% |
| Managing director, board member, head of an authority | 9% |
| Senior department head | 4% |
| Department head, group manager | 13% |
| Engineer, design engineer, | 15% |
| Master craftsmen | 12% |
| Skilled worker | 18% |
| Other salaried staff | 2% |
| Other public service | 16% |

1.3. Participation in purchasing decisions

| | |
|----------------------|-----|
| Decision maker | 29% |
| Part of the decision | 32% |
| Advisory | 20% |
| Not involved | 18% |

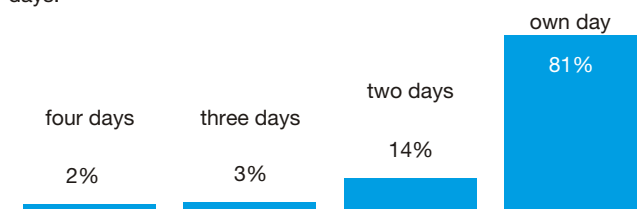
2. Targets habits and opinions of the trade visitors

2.1. Trade visitors interests at the "GrindTec 2008" (multiple answers)

| | |
|---|-----|
| To see innovations | 56% |
| For general orientation and information | 42% |
| To establish new contacts | 29% |
| To care about existing business contacts | 18% |
| Search for particular products, techniques or problem solutions | 14% |
| To see and test products and materials | 14% |
| Surveying competitors | 13% |
| Market research | 10% |
| Advanced training | 10% |
| Preparation of a concrete projekt | 7% |
| Concluding contracts, placing orders | 3% |

2.2. Length of stay

In 2008 about 2.100 trade visitors stayed two, three or even four days.



Average stay (in days) 1,3

2.3. The offer of the "GrindTec" is...

| | |
|--|-----|
| very good (all important suppliers are present) | 32% |
| good | 55% |
| satisfactory | 6% |
| less satisfactory (important suppliers are not exhibiting) | 2% |
| no opinion | 5% |

2.5. Image of "GrindTec"

The "GrindTec"...

| | |
|--|-----|
| shows the newest techniques | 90% |
| shows the main offer of the industry | 80% |
| is the trade fair for all professionals of the lift industry and not for decision makers only | 76% |
| takes the visitors services seriously | 87% |
| is the world leading trade fair | 71% |

2.6. Propensity to invest

| | |
|--|-----|
| Buying orders placed | 4% |
| Decisions for investments prepared | 47% |
| Contracts will probably be made after the "GrindTec" | 44% |

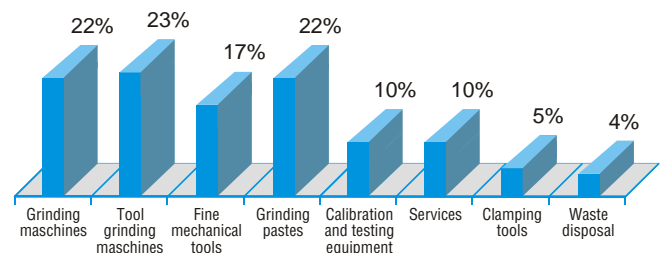
2.6. Frequentation of other trade fairs with similar exhibits



3. Characteristics of the exhibitors

3.1. What at the "GrindTec 2008" was on offer.

(multiple answers)



3.2. Innovations

(multiple answers)

37% of the exhibitors showed technical innovations, 67% presented further technical developments and 12% exhibited Products, where the technical development is settled.

4. Opinions of the exhibitors (Opinions from "very good" until "satisfying")

4.1. The exhibitors where very satisfied with:

| | |
|-----------------------------------|-----|
| Total marketing result | 92% |
| Number of concrete business talks | 92% |
| Presumptive after fair business | 89% |
| Number of visitors in the stand | 89% |
| Contacts to probable clients | 87% |
| Sales | 56% |

4.2. GrindTec 2008: Overall opinion

| | |
|-----------------|-----|
| Very good | 21% |
| Good | 57% |
| Satisfying | 18% |
| Less satisfying | 3% |

4.3. Exhibiting at the "GrindTec 2010"

