

press release

**IEG, VICENZA EXPO PREPARES FOR THE TRANSITION PHASE
NEW LAYOUT AND INTERNAL NAVIGATION SYSTEM IN SYNERGY WITH STAKEHOLDERS**

- **The first of the four editions of Vicenzaoro involved in the redevelopment project is approaching**
- **Mario Vescovo, director of IEG's Vicenza branch: "A loop route excludes the site area, enhancing the trade fair experience"**
- **Matteo Farsura, global exhibition manager jewellery & fashion division: "The internal and community synergies for the transitional period launch Vicenzaoro into the future"**

Vicenza, 7th August 2024 – With the redevelopment work underway at **Vicenza Expo Centre**, the **Italian Exhibition Group's (IEG) plan for tackling the transition phase**, that will begin with the next edition of **Vicenzaoro September** (6th - 10th September), revolves around three pivotal points: the installation of temporary halls, an internal circulation system and a constant flow of communication with stakeholders.

In view of the first of the four editions (two in September and two in winter) of the international gold and jewellery show that will take place while work to create the **new 22,000 m² hall** is ongoing, **IEG is working to guarantee exhibiting companies, buyers and visitors the best experience at the show** in the period leading up to project completion, scheduled for mid-2026.

"One of the key elements to preserve the Vicenzaoro experience during the transition is the question of internal navigability," said **Mario Vescovo, director of IEG's Vicenza branch as well as director of site operations**. "Since the current building site area is not available, we have designed a circulation loop that will reduce the visual and acoustic impact of the works to zero by opening up new entrances and connections thanks to the installation of three latest-generation temporary halls and a system of graphic elements to ideally direct visitor flows."

"Thanks to teamwork between internal work groups and continuous dialogue with the companies, we have identified solutions to preserve the Vicenzaoro format with a layout that maintains the number of exhibitors and enhances the trade show experience with a look & feel that meets the expectations of the sector's community," continued **Matteo Farsura, global exhibition manager of IEG's Jewellery & Fashion division**. "Having planned the editions that will take place in the interim period with this measure of detail and attention, we are already able to think about the Vicenzaoro of the future".

In the meantime, **the redevelopment work is continuing according to schedule**, including explosive ordnance clearance (EOC) work. It should be pointed out that, even given the entirely remote possibility of any ordnances being found on the site of the old buildings, **IEG voluntarily opted for this verification process** in order to guarantee the total safety of the Expo Centre and in compliance with the Group's certifications on the subject. The process will be carried out prior to the preparation phase for laying the foundations for the construction of the new hall, designed by Hamburg-based Studio GMP, also scheduled for September 2024.

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FOCUS ON

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This press release contains forecasted elements and estimations that reflect current management opinions (“forward-looking statements”) especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market’s foreign trends and tourist flows in Italy, market trends in the gold-jewellery industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date.