

Press Release
(English translation)

**ITALIAN EXHIBITION GROUP CHOOSES GBAC STAR™
FOR ITS INTERNATIONAL SANIFICATION STANDARD**

The first Italian company to undertake this accreditation, IEG will complete its #safebusiness project with a controllable, measurable scientific approach, adding further safety to expo events, for staff, exhibitors and stakeholders.

Rimini, 30th July 2020 – Italian Exhibition Group has chosen the GBAC STAR™ program to achieve the international standard of sanification for its Rimini and Vicenza expo centres. Phase 2 of the IEG #safebusiness project, launched in May, is beginning.

Founded on great experience built up at international level in the cleaning of environments in which pathogens spread in the past (from influence to infective diseases resistant to antibiotics), the GBAC STAR™ program will enable to establish and maintain control based on the training and accountability of IEG's management and employees on the cleaning and disinfection procedure. In the GBAC STAR™ program, the lowering of the risks associated with Covid-19 begins with standard cleaning procedure, by means of the choice of equipment and products, continuing through to the disposal of waste produced by the cleaning of the facilities, and will be periodically checked with in-house audits.

IEG CEO Corrado Peraboni says, “With all the protocols currently adopted by the organizers, expos are among the safest places. We're using hotels again, trying on clothes in stores and training in fitness centres. As soon as the first expo is held, it will be clearly seen that expos are as safe as other places. And if safety protocols have already been set for several months, with this additional initiative linked with GBAC STAR™ we have decided to add another decisive component to the services provided for our public and the entire company. An added value for the entire chain of our expo system, through to exhibitors, stakeholders throughout the country and visitors.”

Mario Vescovo, director of IEG operations and plant at Vicenza, who developed the operation, adds, “IEG is the first Italian company to begin this program of accreditation which through time has been strengthened by the practices adopted following the spread of infective diseases in particularly sensitive zones of the planet and for us means implementing the #safebusiness project, which has already resulted in re-thinking areas, access and habits at our expo centres for the exhibitions scheduled from September.”

What GBAC STAR™ is

Acronym of Global Biorisk Advisory Council, GBAC is a division of ISSA (International Sanitary Supply Association), the worldwide cleaning industry association. The GBAC STAR™ program enables companies and organizations of various sizes and complexity to identify, assess by means of in-house audits and control action for cleaning, disinfection and prevention of infective diseases. It is based on the so-called

PDCA (Plan, Do, Check, Act) Principle, which any organization uses to achieve its objectives. The program involves the accredited enterprise, its employees and management, along with cleaning contractors and stakeholders in a specific ecosystem that is measurable, achievable, realistic and temporally defined (the SMART method (Specific, Measurable, Achievable, Realistic, Timely)).

FOCUS ON ITALIAN EXHIBITION GROUP

Italian Exhibition Group (IEG), listed on the Mercato Telematico Azionario, the main equities market organized and managed by Borsa Italiana S.p.A. (Italy's stock exchange), is the Italian leader in the organization of trade expos and one of the main players in Europe in the expo and conference sector with its venues in Rimini and Vicenza, as well as its branches in Milan and Arezzo. The IEG Group stands out for the organization of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness, Sport and Leisure; Green & Technology. In recent years, IEG has launched an important process of foreign expansion, also by means of joint ventures inked with local players (e.g. in the United States, Arab Emirates and China). IEG ended the 2019 financial year with a total consolidated turnover of 178,6 million euros, an EBITDA of 41,9 million and a net consolidated profit of 12,6 million euros. In 2019, IEG held a total of 48 organized or hosted exhibitions and 190 conference events. www.iegexpo.it

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