SUCCESS NUMBERS EMBEDDED WORLD 2023

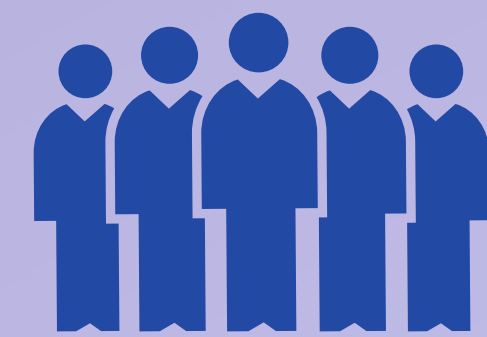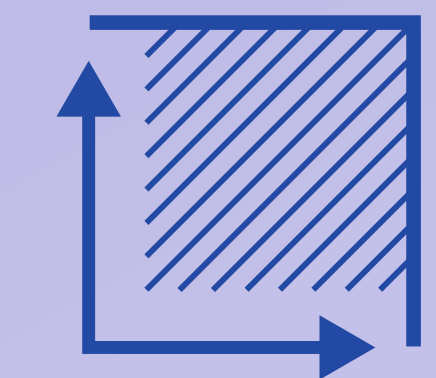|	Total	Germany	International
Exhibitors	952	354	598
Visitors	26,636	15,802	10,834

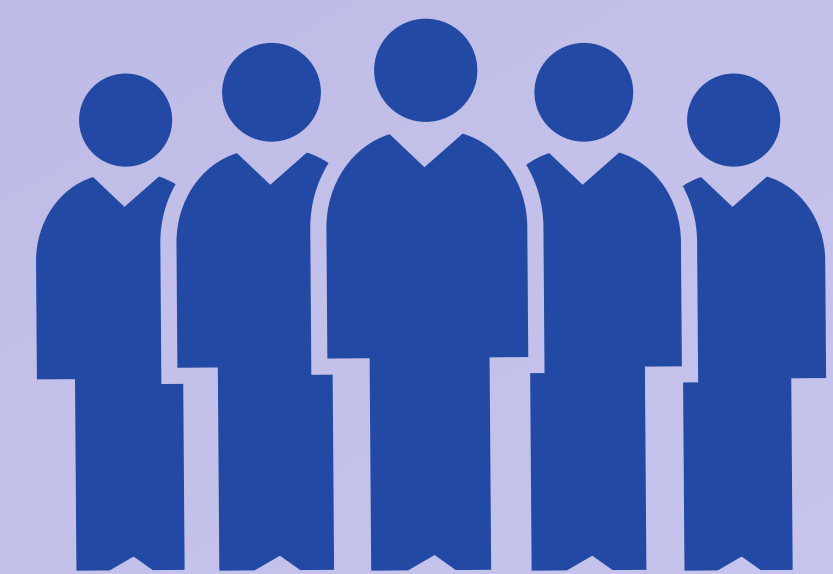**Exhibition space gross** 51,000 m^2

Exhibitor stand space 25,322 m^2

Structural data FKM-certified

EMBEDDED WORLD CONFERENCE AND ELECTRONIC DISPLAYS CONFERENCE

1,659

conference participants
from **46** countries

11 Keynotes

75 Sessions

17 Classes

ORIGIN OF VISITORS

41% international visitors

59% visitors from Germany
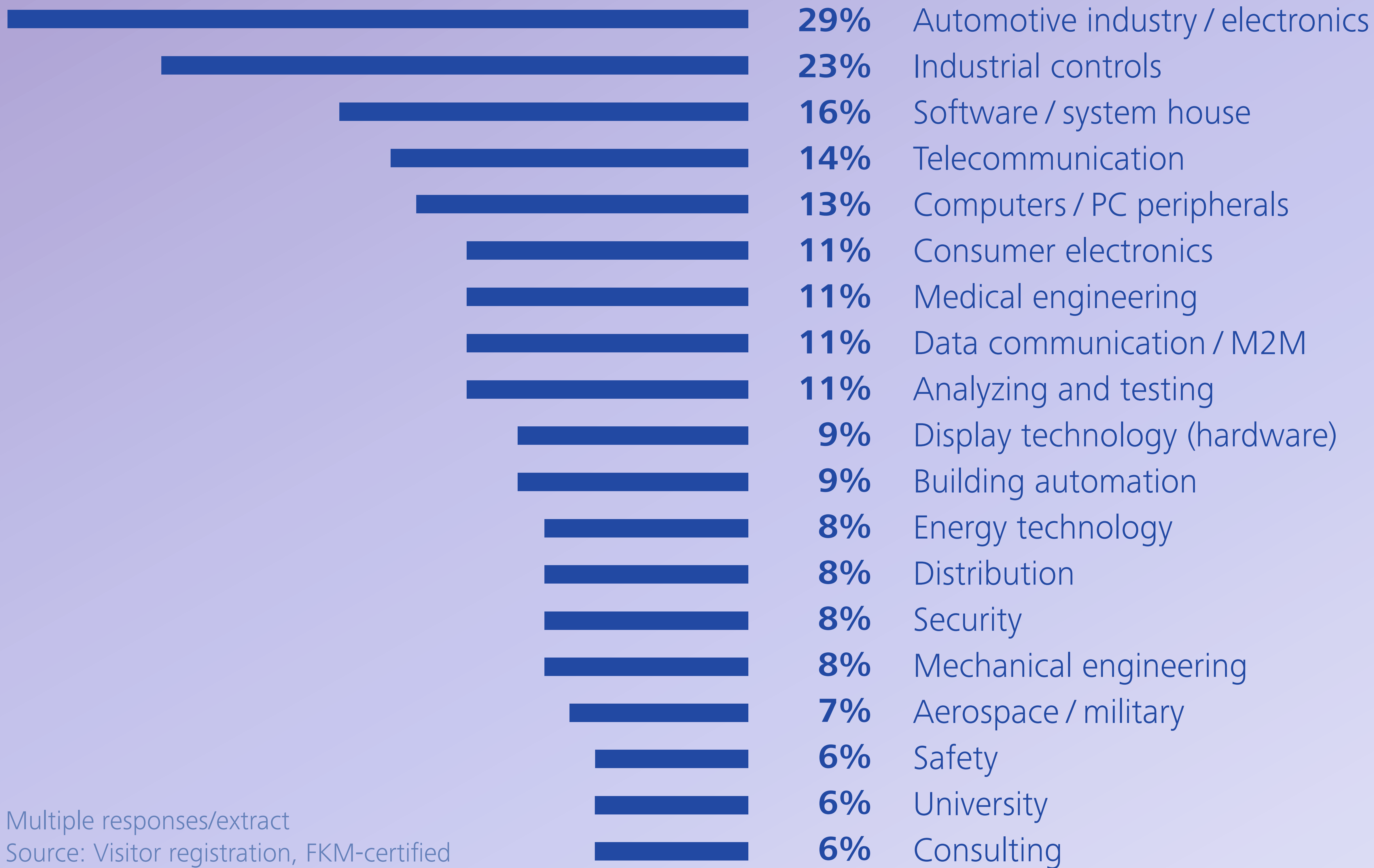
Number of countries total: **75**

Top 10 International

1 Italy
2 Austria
3 Great Britain / Northern Ireland
4 France
5 Switzerland
6 USA
7 Poland
8 The Netherlands
9 Czech Republic
10 Turkey

VISITOR SEGMENTS

29%	Automotive industry / electronics
23%	Industrial controls
16%	Software / system house
14%	Telecommunication
13%	Computers / PC peripherals
11%	Consumer electronics
11%	Medical engineering
11%	Data communication / M2M
11%	Analyzing and testing
9%	Display technology (hardware)
9%	Building automation
8%	Energy technology
8%	Distribution
8%	Security
8%	Mechanical engineering
7%	Aerospace / military
6%	Safety
6%	University
6%	Consulting

Multiple responses/extract
Source: Visitor registration, FKM-certified

REASONS FOR VISITING
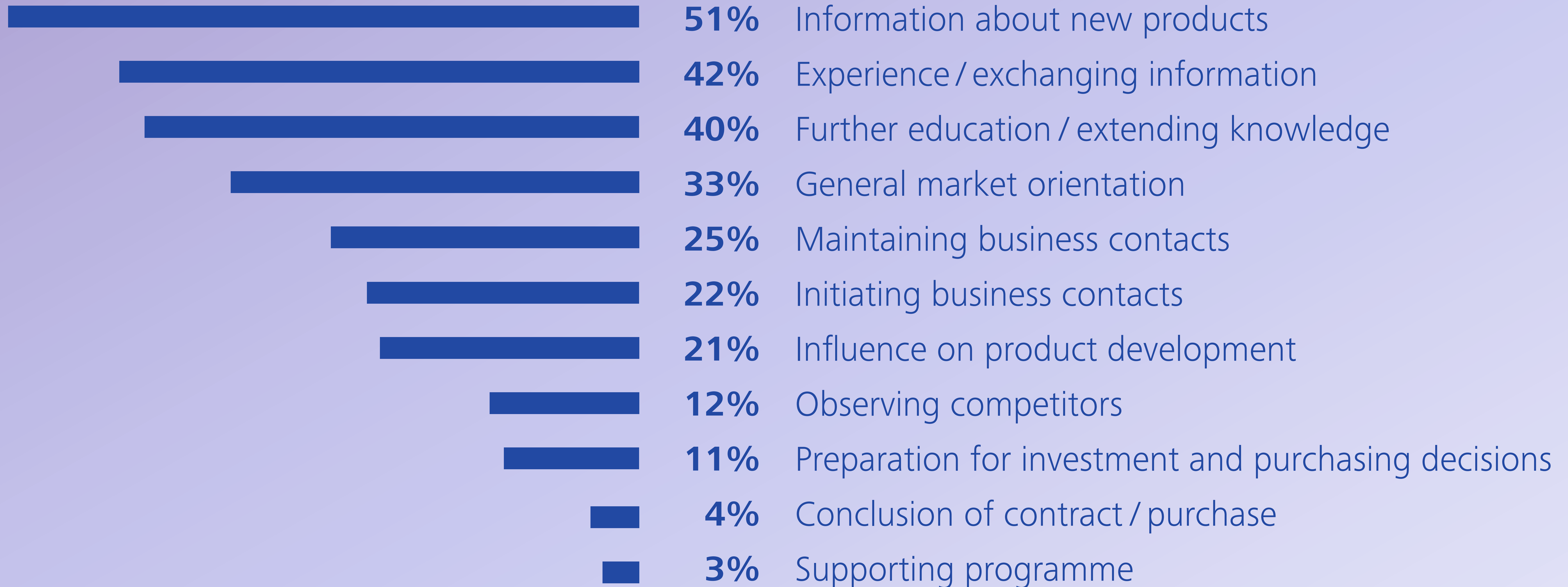
51%	Information about new products
42%	Experience / exchanging information
40%	Further education / extending knowledge
33%	General market orientation
25%	Maintaining business contacts
22%	Initiating business contacts
21%	Influence on product development
12%	Observing competitors
11%	Preparation for investment and purchasing decisions
4%	Conclusion of contract / purchase
3%	Supporting programme

Multiple responses/extract
Source: Visitor registration, FKM-certified

TOP MARKS FROM THE VISITORS

99%

were satisfied with the range of products and services presented at embedded world 2023
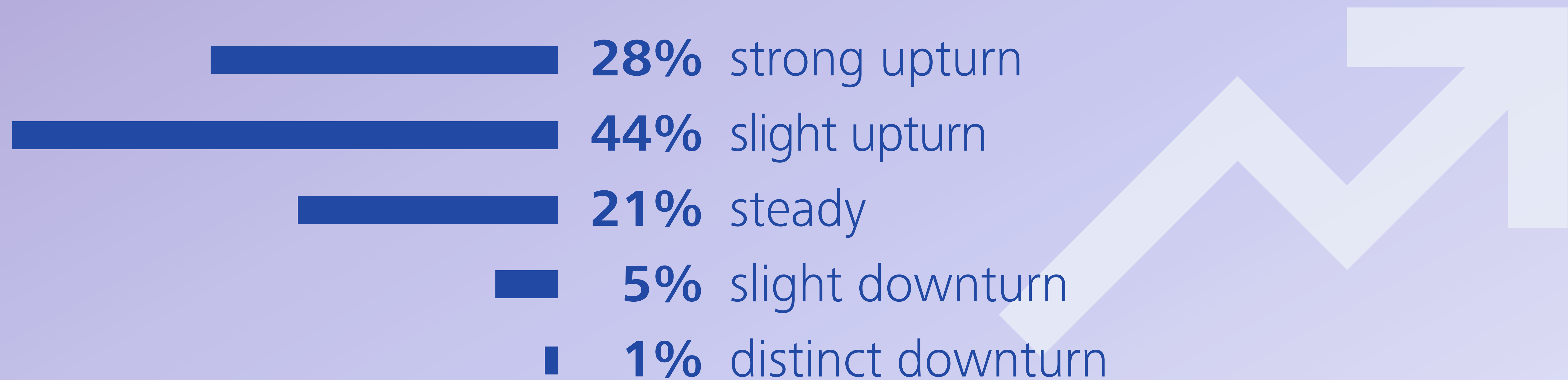
97%

were satisfied with their visit to embedded world 2023

ECONOMIC SITUATION IN SECTOR
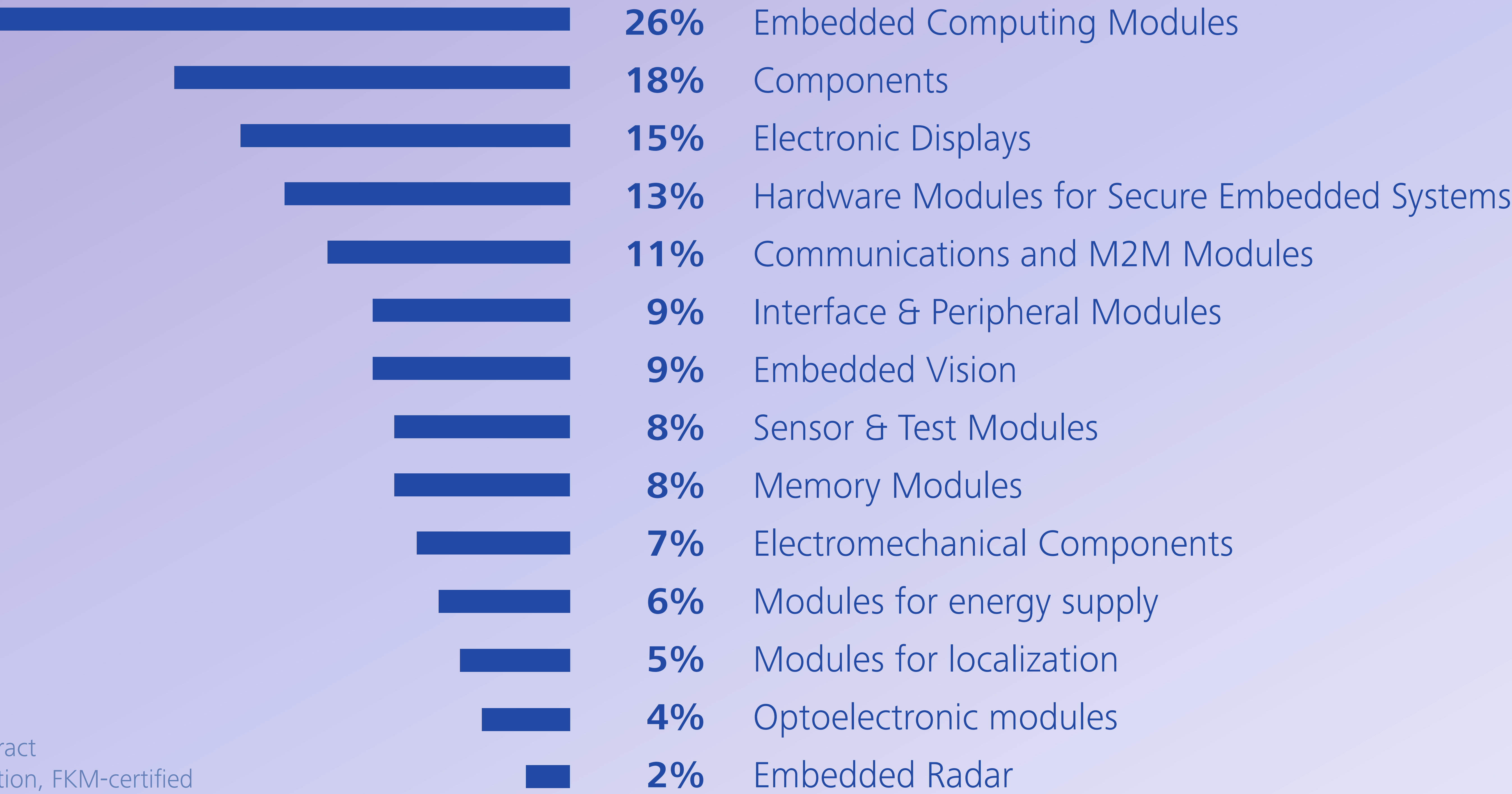
THIS IS HOW VISITORS RATE THE CURRENT ECONOMIC SITUATION IN THEIR SECTOR:

28% strong upturn

44% slight upturn

21% steady

5% slight downturn

1% distinct downturn

Source: Visitor survey according to FKM guidelines

EXHIBITOR PRODUCT CATEGORY

HARDWARE

26%	Embedded Computing Modules
18%	Components
15%	Electronic Displays
13%	Hardware Modules for Secure Embedded Systems
11%	Communications and M2M Modules
9%	Interface & Peripheral Modules
9%	Embedded Vision
8%	Sensor & Test Modules
8%	Memory Modules
7%	Electromechanical Components
6%	Modules for energy supply
5%	Modules for localization
4%	Optoelectronic modules
2%	Embedded Radar

Multiple responses/extract
Source: Visitor registration, FKM-certified

EXHIBITOR PRODUCT CATEGORY

SYSTEMS

24% Complete Systems for Various Applications

14% Other Systems

13% Embedded Vision
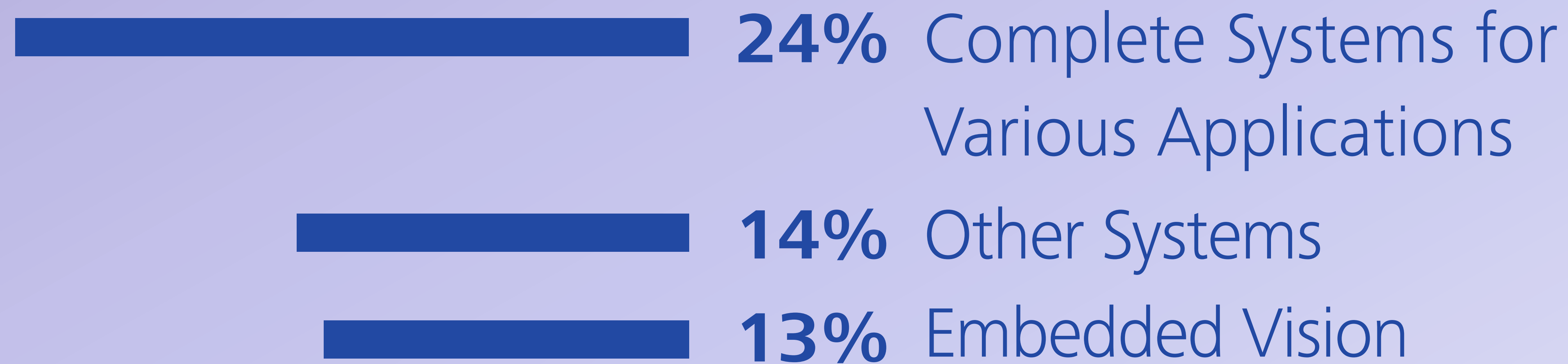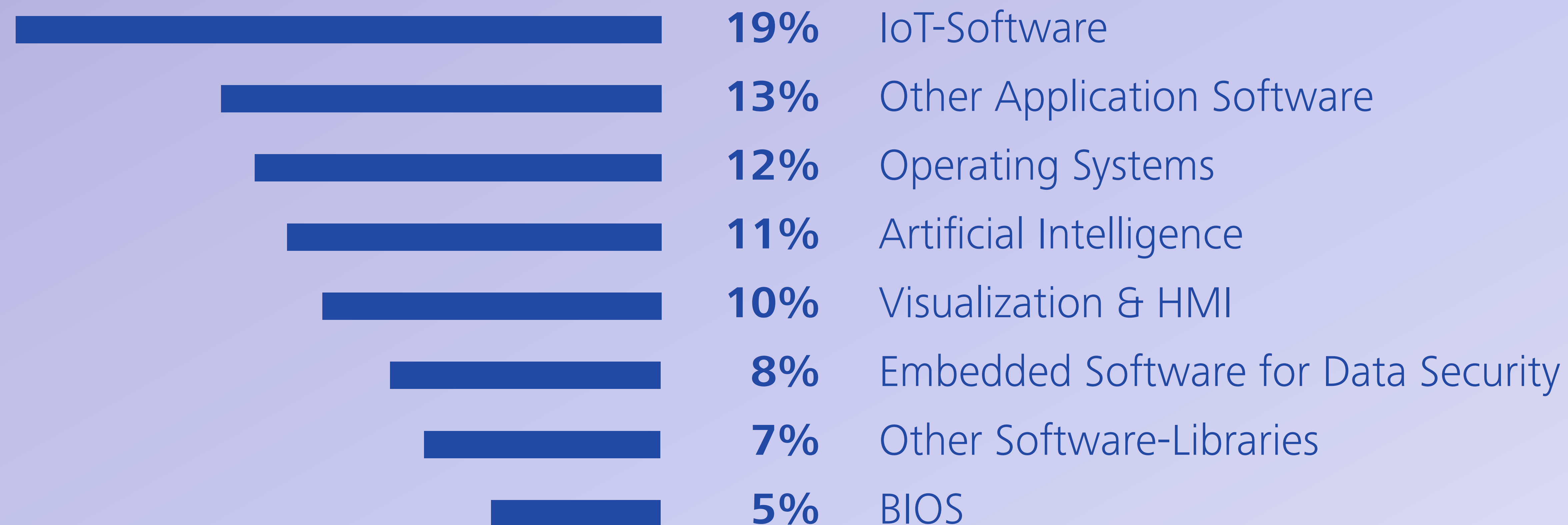
Multiple responses/extract
Source: Visitor registration, FKM-certified

EXHIBITOR PRODUCT CATEGORY

SYSTEM & APPLICATION SOFTWARE

19% IoT-Software

13% Other Application Software

12% Operating Systems

11% Artificial Intelligence

10% Visualization & HMI

8% Embedded Software for Data Security

7% Other Software-Libraries

5% BIOS

Multiple responses/extract
Source: Visitor registration, FKM-certified

EXHIBITOR PRODUCT CATEGORY

SERVICES
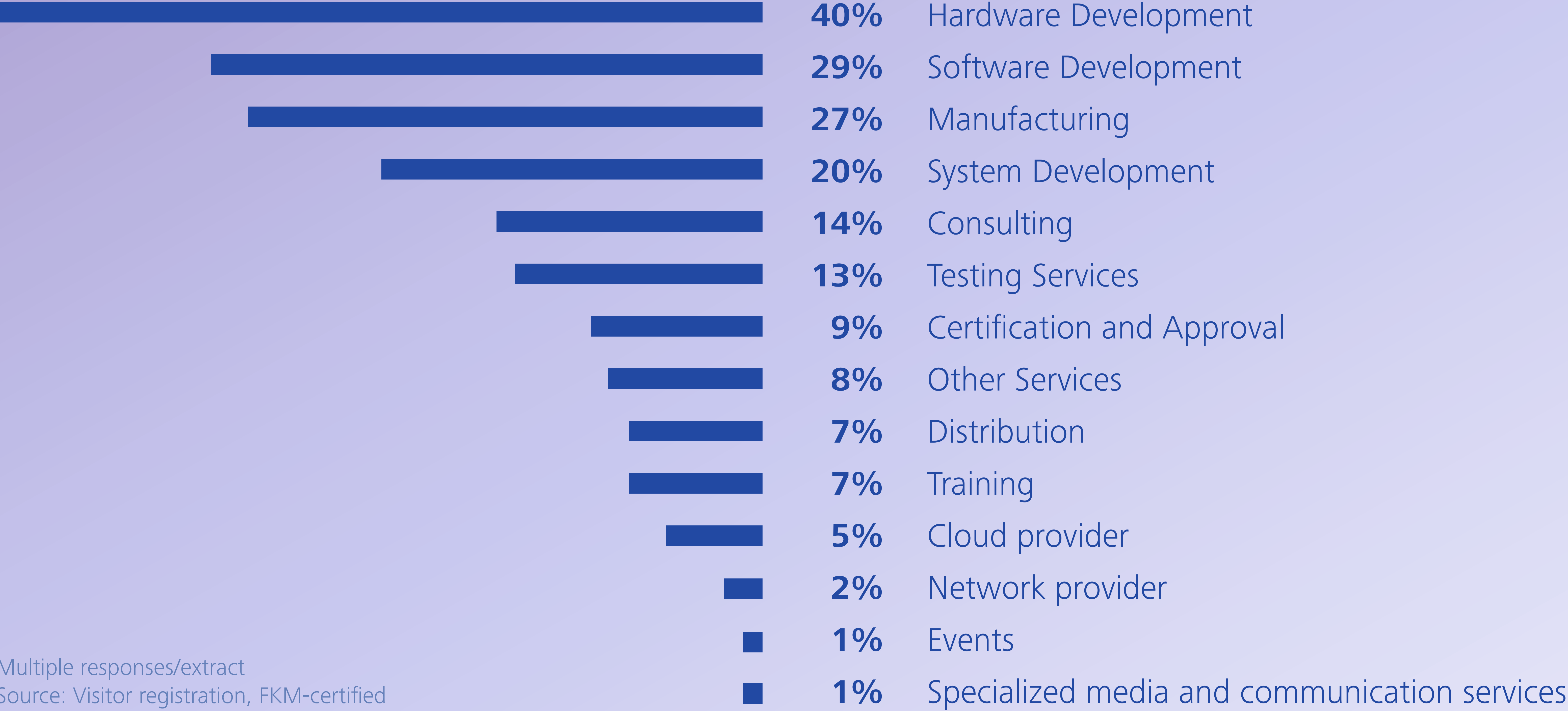
40%	Hardware Development
29%	Software Development
27%	Manufacturing
20%	System Development
14%	Consulting
13%	Testing Services
9%	Certification and Approval
8%	Other Services
7%	Distribution
7%	Training
5%	Cloud provider
2%	Network provider
1%	Events
1%	Specialized media and communication services

Multiple responses/extract
Source: Visitor registration, FKM-certified

TOP MARKS FROM THE EXHIBITORS

95%
reached their most important target groups during embedded world 2023

94%
were satisfied with the overall success of their participation

94%
established new business relations

89%
expect follow-up business from the event

Source: Exhibitor survey according to FKM guidelines