

**CORFERIAS S.A.**  
**Generadores de Oportunidades y Progreso**

## **Sandra Gómez- Chief of Planning and Finance**

### **Main facts**

#### **Corferias and its environment**

Corferias contributed to the city a large area of public use of approximately 23,700 M2, with malls, green areas, squares and urban furniture, which positively transforms the relationship between Corferias and its immediate surroundings, adding value to the sector, providing safety, accessibility and comfort to the pedestrian around our properties.

The new spaces are located in:

- Grove Cra 37
- Grove Avenida Pedro Leon Trabuchy
- Grove Calle 25
- Public space around the green parking
- Grove and square in La esperanza avenue. In this place people can found 6 meeting rooms, 2 ATM and 7 shops that started operation in June of the last year.

#### **Hotel and offices**

The project had as result the preopening of the hotel in November of the last year. On March of 2019, the hotel began operations officially as a five star asset. The building counts with 17 floors, pool, gym and 410 rooms.

In floors 5 and 6, Corferias has their new offices with an area of 4.590 square meters. This part of the project has:

- Mas de 300 puestos de trabajo. More than 300 spaceworks
- 14 meeting rooms
- Colaborative spaces for co- working between different departments
- Equipment to optimize all the resources use for the correct performance of services inside the office.
- 40 parking slots

#### **Agora**

For 2018, 186 events were developed of which 18 were categorized as international and 4 of them were ICCA. All these events met 97.228 attendees, 7.800 of them were international.

## **New products (Tradeshows)**

### **Mueble y Madera**

After 13 version, the last one had the support of Interzum a tradeshow of furniture production and design. Interzum is a tradeshow leader in the world developed by our partner Köelnmesse in Germany. This version had 192 exhibitors that used 7.000 square meters for technical and academic activities of high level in the industry.

### **Bicigo**

Bicigo met in one place professionals and legend of cycling, like Cochise and Fabio Parra. The tradeshow counted with 79 exhibitors, 29% of them international exhibitors and 15.505 attendees. As an important part of the experience the tradeshow created a Bicycle museum with more than 100 pieces, developed the Xtreme fest, BMX, Scooter and competences between bicycle lovers.

### **Chocoshow**

Based in the high quality of Colombian cacao, the first version summoned 77 exhibitors that showed their best products made of chocolate for final consumption and pastry. The tradeshow had 15.820 attendees. It is important to remember that this event is made in partnership with the Colombian Cacao Federation.

### **Comic con**

In partnership with Planet Comics, the first version of Comic Con Bogota was developed and the sixth in Medellin. Adding the two events metrics, about 74.000 people attended the Comics lover appointment. The event counted with the experience stands from different companies like Disney, Warner, Cartoon Network, Sony, Universal and the presence of worldwide artists.

### **Libraq**

With the support of the Mayor's Office of Barranquilla and the Colombian Chamber of Books, it was possible to display an event inside the fairgrounds and extend the academic and cultural agenda. In the first version LIBRAQ managed to gather more than 32,000 people in the fairgrounds, 78 exhibitors and registered a traffic on the Great Malecon of about 100,000 people living a first level agenda.

### **Expo agrofuturo**

The first version was made in the month of August in the city of Bogotá, in the hands of Corferias and in association with the Novoagro firm. It gathered 300 national and international exhibitors and an attendance of more than 13,000 professional assistants. This acquisition strengthens the presence of CORFERIAS in the agroindustrial and livestock sector of the country and the region.

For 2019 the new products are:

### **Sportfest**

Sport, fitness culture and healthy life tradeshow that brings the last news of the industry.

### **Silverexpo**

The first space in Bogota that gathered in one place products and services for elderly people with one big purpose, give wellness and fun to this segment of customers.

### **Digitech**

It is the right place for any businessman to discover the different process of the growing 4.0 industry. The event count with the active participation of big brands and main entities related to automation, digital manufacturing and Internet of things.

### **Mi tienda caribe**

Is an space for networking between enterprises of retail industry, small businesses, bakeries and cafeterias, where they can access to different portfolios of products for the business and assist to launches.

### **Creamoda**

This event will be the experience and commercial space for customers focused on trends, launches, and product news of designers.

### **Tradeshows and events of the first quarter**

#### **Leather Show**

Fair specialized in exhibition of footwear, leather goods and clothing in leather, which integrates the latest trends in design and fashion of finished product through the main collections offered by the industry. IFLS is recognized as the most important business platform in Colombia and the Andean region for the footwear, leather and its manufactures sector.

#### **Vitrina turística Anato**

Since 1982, it has been consolidated as the most important tourism event in Colombia, where the best opportunity to find goods and tourism services from more than 35 countries and all regions of Colombia is presented. So that the approximately 15,000 professional visitors will market them in the tourist market of 2019.

#### **Finance results**

For this quarter, the number of events increased 16% in comparison with the same period of 2018. The increase is related to 2 additional events that made the most of resources of the company, all this can be reflected in the decreasing behavior of the COGS during the same comparison period. To have a better understanding of the quarter results, first the seasonality of the events must be

presented, as you can see in the slides the number of events in the first part of each year is smaller than in other quarters.

The operational incomes decreased 35% due to specific political issues and the seasonality of some tradeshows. In this case the results for the incomes were caused by two events, the Republic Congress elections and Feria Internacional del Mueble y la Madera, events that are developed every 4 and 2 years respectively.

At the same time, a reduction in all the administrative expenses can be shown with a 4% of impact in comparison with the same period of the last year. In Non operational topics the performance was better due to an increase of 43% of the exchange rate and interest incomes.

At March 31<sup>st</sup> of 2019, the balance sheet distribution is:

- For liabilities 79% of the debt is concentrated in the long term. This distribution is determined by the investment projects developed by the company like the hotel and the grove in La Esperanza Avenue.
- Despite the increase of the debt for investment projects, the leverage KPI's of the company are healthy. Debt ratio of 46% and an autonomy level of 53%. Debt to equity of 25%.

## **Second semester tradeshows**

### **Filbo**

The Bogota International Book Fair is the most important reading promotion and publishing industry event in Colombia and one of the most important in Latin America.

### **Vimo**

The Real Estate showcase of the Caribbean has been consolidated during these years as the platform for launching projects, reaching contacts and promoting commercial objectives of greater projection in Barranquilla and the Caribbean region; summoning in each version people interested in advising and acquiring new and used properties for residential, tourist, commercial or investment use.

### **Expoconstruccion**

International specialized fair that version after version, is consolidated as the scenario that promotes the development and growth of the sectors of construction, architecture, infrastructure and design in the region.

### **Expopartes**

The event counted for 2017 with more than 420 national and international exhibitors, the visit of more than 26,000 professional visitors, and in our next version we expect to have 27,000, being already recognized by hundreds of business professionals as a specialized event for companies that belong to the automotive, automotive and industrial sector.

### **Andigrafica**

This leading event in Latin America, will be the meeting point and business center of the graphic industry, presenting the latest trends in machinery and equipment, supplies, flexography, integrated solutions for research and communication, digital animation, design, advertising and printing.

### **Campus Party**

It is a festival of innovation, creativity, science, entrepreneurship and digital entertainment, which takes place in 13 countries and has more than 70 versions. Through educational talks, approach to disruptive technologies and a four-day immersion for 24 hours open innovation challenges are addressed.