



FACTS & FIGURES 2006 (Source TNS NIPO & RAI registration services)

VISITORS

Total amount of visitors

23,890 professionals, representing 8,720 companies from 110 different countries worldwide.

Origin of visitors

| | | | |
|----------------|-------|-----------------------|------|
| Western Europe | 85.1% | North America | 1% |
| Eastern Europe | 8.5% | Latin/South America | 0.9% |
| Asia/Far East | 1.8% | Africa | 0.7% |
| Middle East | 1.6% | Australia/New Zealand | 0.6% |

44% of the total number of visitors were from the Netherlands. Germany was well represented with 12% followed by Belgium and the United Kingdom with 4% each.

Line of business

| | |
|---|-----|
| Manufacturer | 17% |
| Local authority | 16% |
| Consultancy | 14% |
| Contractor-/earth moving-/contracting company | 11% |
| National government | 7% |
| Dealer/Trade agent | 5% |
| Transport/ transit company | 5% |
| Regional government | 5% |
| Other | 22% |

Position

| | |
|--|-----|
| Owner/ Director | 23% |
| Technical staff member | 19% |
| Head of department | 12% |
| Consultant/advisor | 10% |
| Marketing/Sales Manager | 9% |
| Technical Manager | 8% |
| Commercial/administrative staff member | 6% |
| Other | 12% |

Decision making capacity

| | |
|----------------------|-----|
| Final decision maker | 19% |
| Co-decision maker | 30% |
| Advisor | 25% |

Main reasons for visit

| | |
|--|-----|
| Obtain a general overview of market and developments | 74% |
| Check out new technologies/products and services | 73% |
| Maintain contacts with existing relations | 58% |
| Establish contacts with new relations | 50% |
| Request quotations/purchase products/services | 14% |
| Visit seminars/ workshops | 10% |
| Other | 3% |

Repeat exhibitors

86% of visitors intend to visit again in 2008.

Visitor mark 7.4* (*on a scale from 1-10, 2004 = 7.3)

EXHIBITORS

Total amount of exhibitors, exhibition programme

690 exhibitors from 41 different countries. Companies presented products in the following four main segments: transportation infrastructure, traffic management, safety and parking.

Satisfaction

Overall, Intertraffic 2006 was deemed satisfactory to very satisfactory. 95% of the exhibitors were satisfied to very satisfied with their participation at Intertraffic in general. 88% were satisfied to very satisfied with the number of visitors. 92% were satisfied to very satisfied with the quality of the visitors.

Repeat exhibitors

90% of the exhibitors intend to participate again at Intertraffic 2008.

Interaction between exhibitor and visitor

Average number of contacts per exhibitor:
 160, of which 69 were new contacts

Exhibitor mark 7.8* (*on a scale from 1-10, 2004 = 7.4)

EXHIBITOR QUOTES

Jacques Teichmann – CEO - IV SOLAR – Spain: “Everyday our booth was crowded. Our expectations are more than fulfilled. The international attendance was impressive and very professional.”

Greg Hannah – President - Impact Recovery Systems Inc. - USA: “2006 Intertraffic was the best ever. The time went by so fast; we never stopped talking with customers. Money well spent.”

Mirjam Visser – Manager Communication - Vialis bv - Netherlands: “Intertraffic is for Vialis the most important event to exchange views with our dedicated customers and new prospects in an informal atmosphere. The 2006 exhibition has again been very successful for Vialis, not at least because Vialis Traffic received the very prestigious Innovation Award.”

Felix Koller – Head of Marketing – Zeag – Switzerland: “Intertraffic is worldwide the most professional exhibition for our industry. All major brands are present. We consider it a great platform.”

NEXT EDITION:

