premiere COLUMBUS

THE ULTIMATE BEAUTY EXPERIENCE

POST SHOW RESULTS | PREMIERE COLUMBUS, OCTOBER 2-3, 2022

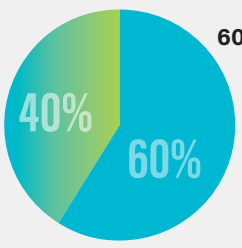
Premiere Columbus Returns with High Powered Education, Top Rated Exhibit Floor Shopping, Industry-Leading Education, and New Data Initiatives

SUMMARY

Premiere Columbus 2022 was an education-packed experience that hosted over 13,000 visits during the course of the show, from beauty professionals across the U.S. and Canada and more than 200 booths, in the Greater Columbus Convention Center from October 2-3. Premiere's world class educational platform and the exhibit floor brought brand new trends to a vast audience of students and professionals looking to expand their careers. This was the first Premiere Columbus event under the ownership of Informa Markets, in which new digital and data tactics were successfully launched to drive further growth for the Premiere brand. These results and more can be found below.

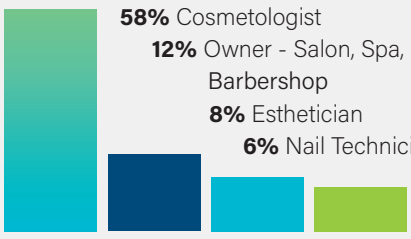
ATTENDEE SNAPSHOT

New vs. Returning



60% New
40% Returning

Top Professions



58% Cosmetologist
12% Owner - Salon, Spa, Barbershop
8% Esthetician
6% Nail Technician

Reason for Attending

1. Classroom education
2. Shop the exhibit floor
3. See latest industry trends

Attendees from the U.S. and Canada. Top states: Ohio, Pennsylvania, W. Virginia, Michigan, Idaho, Kentucky

93% stated Premiere Columbus is important to their business

84% of visitors made purchases at the show

EDUCATION ROUND-UP

130+ classes offered

85% participated in classroom education

34% increase in workshop participants

77% of classrooms had **75%** and above occupancy

WHAT'S NEW

- Launched All-Digital Registration
- First Time Offering Lead Capture to Exhibitors
- Engaged New Social Marketing Tactics
- Targeted digital advertising, targeted iHeart Music and podcast streaming ads

TESTIMONIALS

"It was awesome - first time there and we really didn't know what to expect. We had great conversations, and it was a fantastic awareness event for us."

"Columbus is always an excellent event. Great to be back. Ohio turns out for us!"

"We sold out! Our booth was visited many times, we saw an incredible number of beauty professionals. They were ready to buy and did just so."

"Our booth was busy and our classes were full! There were a lot of attendees at the show."

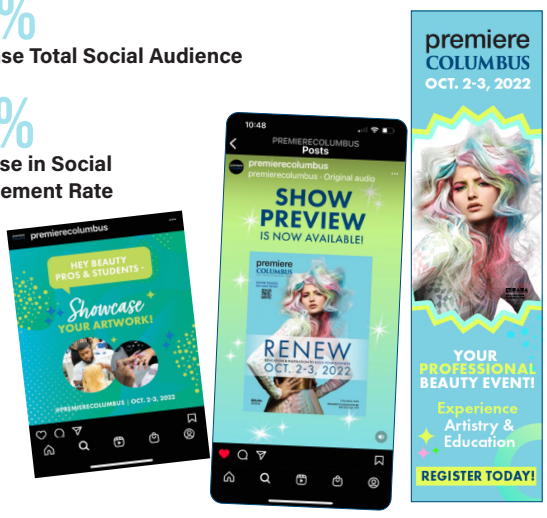
MARKETING RESULTS

4.1 million Digital Advertising Impressions

400k Social Media Impressions

56% Increase Total Social Audience

85% Increase in Social Engagement Rate



Media Coverage in industry press and magazines such as **SALON EVO** with over **300,000** impressions

VISIT PREMIERE IN 2023!

premiere ANAHEIM	premiere ORLANDO	premiere SAN ANTONIO	premiere COLUMBUS
April 2 – 3, 2023	June 3 – 5, 2023	October 1 – 2, 2023	October 8 – 9, 2023