

Exhibition Organisers Statement

DataCentres Ireland, 20 - 21 November 2018, RDS, Dublin

Overview

DataCentres Ireland delivered over 1600 attendees, which is a 10% growth YOY and the largest attendance in the events history. This despite the heavy rain and amber weather warning, which given the road network around the venue, will have affected attendance.

The tone of the show was best summed up by one of our exhibitors, Jason Cummins, Country Manager Ireland, Hellermann Tyton, who said *"We're delighted with what we got out of DataCentres Ireland, we had some really solid enquiries and made contacts in organisations that we have been targeting for a number of years, which we would not have achieved if we had not been exhibiting."* And they were not the only company to express this thought.

The general feel from the show floor was that it was quality of attendees that made DataCentres Ireland such a success.

The DataCentres Ireland Conference Programme was hailed as a great success. The combination of two distinct streams one on the Strategic Development of DataCentres in Ireland, together with one focused on Operational Issues, worked.

The Keynote presentations from Garry Connelly - Host In Ireland, Niall McEntegart – Facebook and Minister Pat Breen, TD. Were well attended with as many as 190+ packing the room from front to back.

"Congratulations to the whole Stepex team on an excellent DataCentres Ireland 2018. The speaker line-up was exceptional. You managed to get all the key public sector agencies & the government to present & engage. You also got the hyperscales. The exhibitions were equally good. Liquid cooling is maturing nicely, I learned, and is now ready for largescale deployment. Well done again." Tom Blake, Arup

The combination of Conference sessions held in the hall and the professional atmosphere meant exhibitors and delegates had the time to engage with each other, network and conduct business.

"Just wanted to thank you for the invite to participate in Datacentres Ireland at the RDS in Dublin event this week.

This event gets better every year. It provides an ideal focal point for suppliers, policymakers, utilities and data centre developers / operators to interact in an informal setting. So many conversations, I didn't see the two days passing." David McAuley, BitPower

The importance of the Conference sessions to the delivery of quality attendees should not be underestimated, as many attendees had planned the timing and length of stay to allow them to hear particular papers or panel discussions.

The Networking reception at the end of day 1, which was open to visitors, speakers and exhibitors attracted between 100 - 120 attendees, was a success. With attendees stating that the opportunity to share a drink, enjoy some food, relax and discuss the day was welcomed.

One of the things that seemed to please exhibitors was a lack of time wasters, allowing them to spend more time with those that were looking for meaningful business conversations.

DataCentres Ireland

Hugh Robinson, Exhibition Director

Visitor Attendance and Demographic Data

a) Pre-Registrations (as of Friday 16 Nov.) 1170 - 23.4% Up on 2017

b) Onsite Attendance

The details of the daily on-site attendance are:	2012	2013 Total	2014 Total	2015 Total	2016 Total	2017 Total	2018 Day 1	2018 Day 2	2018 Total	% Increase/ Decrease YOY
Visitors	469	629	661	632	618	848	616	316	932	+9.9%
Speakers (Non Exhibitors)	21	39	73	66	73	57	43	18	61	+7%
Repeat Visitors (Day 1 & Day 2)	48	84	67	56	96	98	0	129	129	+31.6%
Press & Media							7	4	11	
Total	538	752	801	754	787	1003	666	467	1133	+13.0%

c) Exhibitor Staff: 397* (*Exhibitors numbers are shown, as there is significant business conducted between the 79 exhibiting companies)

d) Total On-Site Attendance: 1530 – 10.8% Up on 2017

The increase in visitors came despite the torrential rain over night which saw floods and street closures across parts of Dublin. The journey times (for even short Journeys) taking hours rather than minutes.

e) Geography – Visitors By Country as a Percentage of the Onsite Attendees

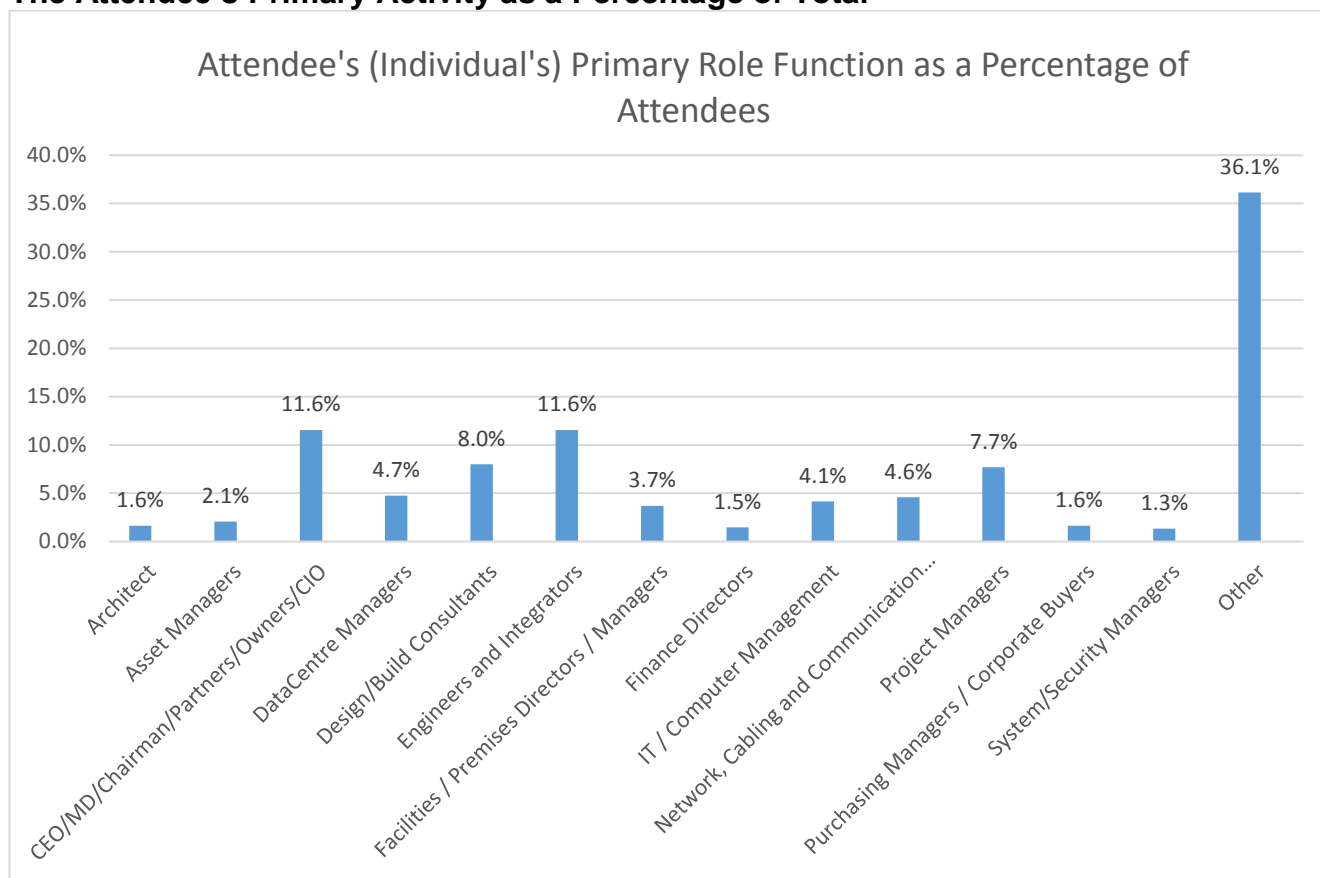
This year DataCentres Ireland attracted attendees from at least 12 Countries.

Ireland	-	75.1%
Northern Ireland	-	2.4%
UK	-	16.5%
Europe	-	2.6% (Netherlands, France, Germany, Belgium, Swis, Bulgaria)
ROW	-	0.8% (USA, Guam, China, Australia)
Not Captured	-	2.6%

To follow on pages 3 – 5 are Graphs Showing:

- 1. The Attendee's (Individual's) Primary Role Function as a Percentage of Attendees**
- 2. Attendee's Organisation Primary Activity as a Percentage of Total Attendance**
- 3. Attendee Product/Service/Solution Interest as a Percentage of Attendees**

The Attendee's Primary Activity as a Percentage of Total

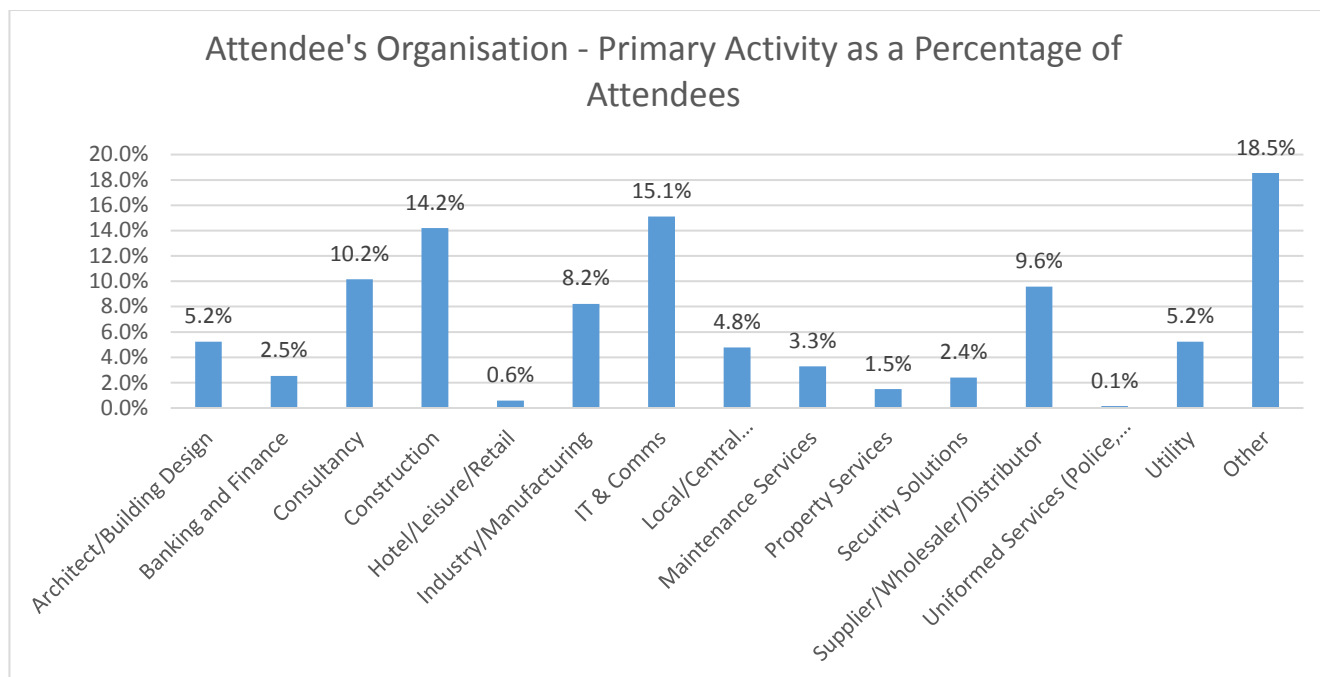


Attendee's Primary Activity as a Percentage of Total Attendance

Architect	1.6%
Asset Managers	2.1%
CEO/MD/Chairman/Partners/Owners/CIO	11.6%
DataCentre Managers	4.7%
Design/Build Consultants	8.0%
Engineers and Integrators	11.6%
Facilities / Premises Directors / Managers	3.7%
Finance Directors	1.5%
IT / Computer Management	4.1%
Network, Cabling and Communication Managers	4.6%
Project Managers	7.7%
Purchasing Managers / Corporate Buyers	1.6%
System/Security Managers	1.3%
Other	36.1%

(Source – Onsite and Pre-Registration Data)

Attendee's Organisation Primary Activity as a Percentage of Total Attendance

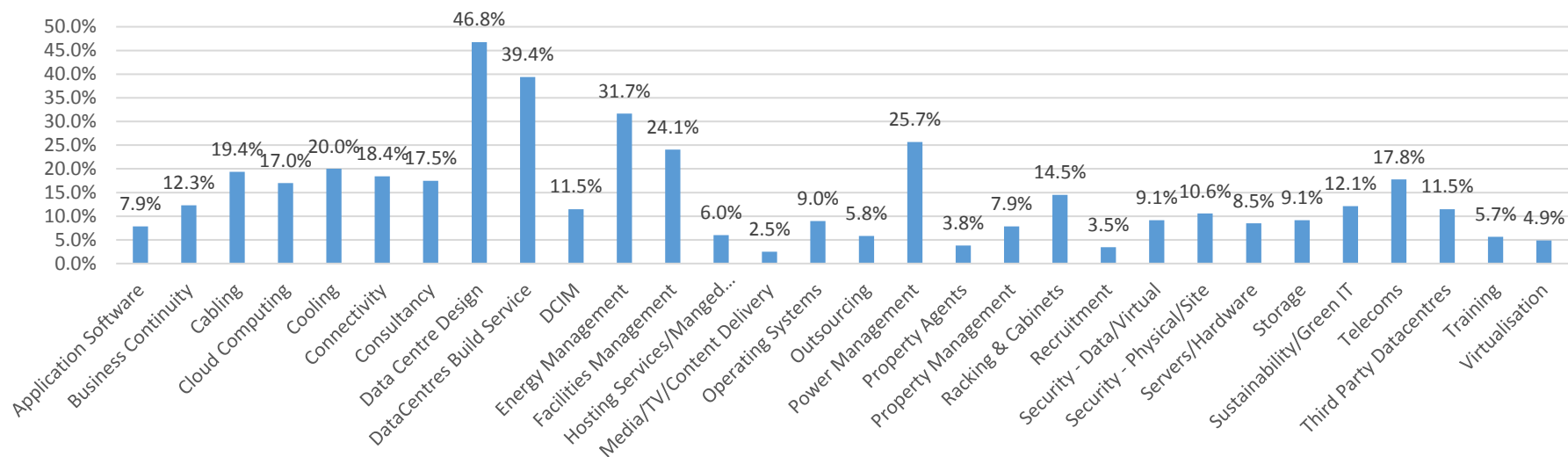


Attendee Organisation Primary Activity as a Percentage of Total Attendance

Architect/Building Design	5.2%
Banking and Finance	2.5%
Consultancy	10.2%
Construction	14.2%
Hotel/Leisure/Retail	0.6%
Industry/Manufacturing	8.2%
IT & Comms	15.1%
Local/Central Government/Educational/Healthcare	4.8%
Maintenance Services	3.3%
Property Services	1.5%
Security Solutions	2.4%
Supplier/Wholesaler/Distributor	9.6%
Uniformed Services (Police, Fire, Ambulance, Prison)	0.1%
Utility	5.2%
Other	18.5%

(Source – Onsite and Pre-Registration Data)

Attendee Product/Service/Solution Interest as a Percentage of Attendees



(Source – Onsite and Pre-Registration Data)

Products, Services, Solutions	Interest Percentage	Products, Services, Solutions	Interest Percentage
Application Software	7.9%	Outsourcing	5.8%
Business Continuity	12.3%	Power Management	25.7%
Cabling	19.4%	Property Agents	3.8%
Cloud Computing	17.0%	Property Management	7.9%
Cooling	20.0%	Racking & Cabinets	14.5%
Connectivity	18.4%	Recruitment	3.5%
Consultancy	17.5%	Security - Data/Virtual	9.1%
Data Centre Design	46.8%	Security - Physical/Site	10.6%
Data Centre Build Service	39.4%	Servers/Hardware	8.5%
DCIM	11.5%	Storage	9.1%
Energy Management	31.7%	Sustainability/Green IT	12.1%
Facilities Management	24.1%	Telecoms	17.8%
Hosting Services/Manged Services	6.0%	Third Party Datacentres	11.5%
Media/TV/Content Delivery	2.5%	Training	5.7%
Operating Systems	9.0%	Virtualisation	4.9%