

PRESS RELEASE

EICMA 2023: OLYMPIC GATHERING OF PASSION AND MOBILITY ON TWO WHEELS, IN MILAN 2036 BRANDS FROM 45 COUNTRIES

Edition number 80 of the International Exhibition of Two-Wheelers opened today. Before opening to the general public on Thursday 9, the six-day exhibition kicks off with two days dedicated to the press and operators: tens of thousands of accredited professionals from 120 different nations

MILAN, NOV. 7 - As many as 2036 brands attending, more than 700 direct exhibitors, 67% of them from abroad representing forty-five countries. More than 30 percent are companies exhibiting for the first time, eight pavilions occupied, two more than in 2022. Plus tens of thousands of industry professionals from 120 different nations and journalists, content creators, and communication professionals from more than sixty different nationalities. These are the numbers of Edition number 80 of EICMA, the International Exhibition of Two-wheelers, which returns to the Fiera Milano exhibition center in Rho from today until Sunday, November 12. "Olympics-like data, an Olympics of passion and mobility on two wheels that, unlike the Olympic Games, is celebrated every year," commented EICMA President Pietro Meda during the opening event, also stressing how the 2023 Edition of EICMA "represents a test of strength for the industry of the sector that once again emphasizes the centrality and international attractiveness of our event".

The lights are thus rekindled on the world's most important and long-lived stage not only for the industry, but of every product sector. A 109-year history and an evolution from trade fair to a unique exhibition event, which finds its most important values in the extremely rich content offer and in the dual nature b2c and b2d.

EICMA opens today, with the exclusive press day reserved for the media, a two-day event dedicated to industry professionals: product presentations, press conferences, world previews, conventions, business opportunities and institutional meetings. And it is precisely on the institutional value of the

event that EICMA's CEO and president of Confindustria ANCMA (National Association of Bicycle, Motorcycle and Accessory Manufacturers) Paolo Magri dwelt, speaking at the opening ceremony that was attended by, among others, Deputy Prime Minister and Minister of Infrastructure and Transport Matteo Salvini, Lombardy Region President Attilio Fontana and Anna Scavuzzo, deputy mayor of the City of Milan.

"Today, the undisputed authority won by EICMA," Magri said, "allows us to also promote important advocacy and communication activities, to turn an exclusive spotlight on the economic and social relevance of this industry, to dialogue with institutions and to bring supply and demand together as no other event is able to do. All this happens in a country that holds the production and market leadership in Europe, that shines in competitions and that with its companies continues to be synonymous with excellence, beauty and innovation in the world." And, with regard precisely to the presence of companies, there are many important returns announced after the post-pandemic interlude, both among the manufacturers and among companies in the entire extended supply chain.

Everything is ready to excite fans and to once again arouse in visitors the EICMA EFFECT, the goal and slogan chosen again for the 2023 Edition. After the two-day business event, from Thursday, November 9 to 12, EICMA will change its skin and open to its large audience with a dense schedule of special content that will complement the exhibitors' initiatives and the many products on the stands. Among this year's big novelties will be the YUM area, an exhibition space entirely dedicated to urban mobility, institutions and the most innovative start-ups in the sector, as well as the EICMA Esports Arena, which will make its debut at the fair by bringing the world from gaming to the Milanese kermesse for the first time. "A project, the latter, created to involve the young and very young, but," commented President Meda, "also as a tool for companies in the sector to set their sights on tomorrow's market. There is certainly no shortage of young people at EICMA, but with this initiative, together with the NFT initiative launched last year and which continues, we want to introduce a sort of 'EICMA algorithm' on the web to engage them and bring them into a direct experience of passion".

Not forgetting the well-established and engaging proposal of the e-bike test ride area, the EICMA EFFECT photo set, where EICMA photographers will immortalize for free the emotions of the public aroused by the visiting experience, and the Temporary Bikers Shop, the commercial space dedicated to motorcyclists to buy accessories, clothing, helmets, components and equipment of all kinds for motorcycles and much more. Last but not least, the show offered in the outdoor MotoLive area is unmissable: here the public can enjoy a full schedule of initiatives free of charge, including shows,

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motorcycle test rides, music, entertainment, performances by stuntmen, competitions on the motocross track set up for the occasion and Freestyle and Acrobatic Trial runs.

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EICMA 2023: AREAS, INFORMATION, EVENTS AND ECONOMIC DATA OF THE TWO-WHEELER INDUSTRY

ARENA MOTOLIVE, THE FREE SHOW OF THE OUTDOOR AREA

European Supercross titles, pursuit races with twin-cylinder maxienduros, freestyle motocross and acrobatic trials contests, entertainment by Radio DeeJay and the presence of VIPs and top riders. Plus Quad and Italian and world E-Bike competitions, the exclusive Buggy Back Flip show, introductory motorcycle activities for the youngest riders by the Italian Motorcycle Federation, special events by top brands, live music and much more. Here is a taste of the contents of the MotoLive arena, the outdoor maxi-area, which is confirmed to be one of the most adrenaline-pumping and long-running attractions at EICMA. In fact, that of MotoLive in EICMA is a story that for eighteen years has been living of adrenaline and passion for engines together with Tissot, a well-known watch brand that, as Official Timekeeper of the MotoGP and Superbike World Championships, is confirmed again this year at the side of the riders who will win the Tissot Holeshoot.

E-BIKE TEST RIDE - OUTDOOR AREA PAV. 18

Climbs, jumps, steps and technical passages on tires and tubes. But also a simple flat path suitable for everyone. The e-Bike universe returns as a protagonist at the 80th Edition of EICMA, through an outdoor area of more than 1,500 square meters indoors, where a test track of about 250 meters is developed. Here, the general public at EICMA has the opportunity to test the advantages and pedaling feedback offered by eBikes and to experience first-hand this mobility, leisure and sport solution already highly appreciated by the market. In addition to the novelties concerning this segment present on the EICMA exhibition perimeter, visitors are offered a privileged opportunity to discover firsthand the potential and prerogatives of what has established itself as a true market phenomenon in recent years. Access to the testing area, which EICMA makes available to exhibiting companies, is restricted to those over 18 years of age.

ESPORTS ARENA - HALL 11

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Gaming makes its debut at EICMA and does so in style. The EICMA Esports Arena is the brand new, immersive exhibition content dedicated to the world of electronic sports and motorsport video games. An exciting area where you can play games, meet VIPs, influencers and riders of international stature, but that's not all. The EICMA Esports Arena hosts simulators, events and initiatives, stage moments: all concentrated in an exciting schedule of events. The public is also naturally a protagonist, thanks to the presence of consoles to live the gaming experience firsthand with the best motorsports video games.

What's more, the EICMA Esports Arena show started before the gates of Fiera Milano opened. A full-fledged online motocross championship, THE EICMA ESPORTS MX CHAMPIONSHIP, has in fact grown the anticipation to this day. Players from all over Europe and the United States have been competing in recent weeks on digital reproductions of Italy's most legendary and iconic tracks: Maggiore, Arco di Trento, Mantova and Riola Sardo. The top ten finishers in this championship have already won a ticket to Milan with destination EICMA, and on Saturday, November 11, they will play the finals here on MotoLive's faithful digital reproduction of the off-road track.

Y.U.M. (YOUR URBAN MOBILITY) AREA - HALL 18

This area is one of the most interesting novelties of 2023. It welcomes companies, institutions, armed forces, but also the most innovative startups in the sector, to which EICMA in particular offers an international showcase thanks to the support of ICE, the Italian Trade Agency. The area is also animated by a schedule of talks, demonstrations and informative meetings. Objective: to represent how two-wheelers, pedal and motor, are already and will increasingly be a concrete answer to a new and more complex demand for mobility coming from the city. This space, promoted with ANCMA (National Association of Cycles, Motorcycles and Accessories), is a seed in the soil of EICMA that the event wants to grow and is also configured as a privileged place to listen to the instances of businesses and road users.

EICMA EFFECT PHOTO SET - ENTRANCE HALL 9/11

After the success of last year, the EICMA EFFECT photo set is back. Objective and slogan chosen to promote the last two editions of the event, in this space EICMA photographers immortalize for free the expression that best represents and tells the emotions aroused by the visit experience. No emotion will be lost!

TEMPORARY BIKERS SHOP - HALL 9

It is now a must-attend event for the EICMA audience. The Temporary Bikers Shop is the commercial space dedicated to motorcyclists, where you can buy accessories, clothing, helmets, components and equipment of all kinds for motorcycles.

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ONLINE AND PHYSICAL TICKETS

Admission tickets are purchased directly on the official website of the Exhibition, the only sales channel. The full ticket price is 19 euros (plus 1.50 euros fixed handling fee). There is also a reduced ticket price of 12 euros (plus 1.50 euros fixed handling fee) for visitors from 4 to 13 years old and reduced rates for schools, motorcycle associations, FMI (Italian Motorcycle Federation) members and Motoclubs.

There is also a minimum number of physical checkouts open at the fair, a purchase method that the organization advises against in order to reduce pressure on sales desks and waits: the physical ticket price is 25 euros.

TIMING

PRESS: Tuesday, November 7 and Wednesday, November 8 from 8:30 a.m. to 6:30 p.m.

OPERATORS: Wednesday, Nov. 8, from 8:30 a.m. to 6:30 p.m.

GENERAL PUBLIC: Thursday, Nov. 9 through Sunday, Nov. 12, from 9:30 a.m. to 6:30 p.m.

FREE MOTORCYCLE PARKING

For those reaching the Fiera Milano Rho exhibition center by motorcycle, EICMA offers free covered parking (PM1 - West Gate of the fairgrounds).

LIST OF EXHIBITORS

The list of exhibitors, with their respective locations on the exhibition grounds, is available on the official EICMA website at the following link: <https://catalogo.eicma.it/it>

B2B MEETING OPPORTUNITIES

For the 2023 Edition of EICMA, the organizers have implemented a new platform for preregistration and scheduling of B2B meetings, the EICMA business meeting. This is another concrete opportunity to promote the meeting of market supply and demand, facilitating dialogue and the development of concrete business opportunities.

ANTI-COUNTERFEITING CONCILIATION OFFICE

EICMA has always stood by exhibitors to protect intellectual property of trademarks, designs, copyrights, utility models or patents. The Anti-Counterfeiting Conciliation Office is also active for the 2022 Edition. Among its tasks is to receive reports of unauthorized display of trademarks, distinctive signs, products or prototypes belonging to third-party companies, display of products or prototypes that are blatant copies of existing third-party products or that infringe patent or intellectual property rights of third parties even if they are not exhibitors..

MOTORCYCLE INDUSTRY, ITALY IS THE POINT OF REFERENCE IN EUROPE

In Europe, motorcycling-related activity contributes 21.4 billion euros to continental GDP and provides employment for 389 thousand people, generating tax revenues of 16.6 billion. With nearly 5 billion euros and more than 88 thousand employees, Italy is the leading country in the eurozone in terms of production, market, sales and production of accessories and sporting events related to motorcycles. *

** Data from 2019, source: Oxford Economics study for ACEM (Association des Constructeurs Européens de Motocycles)*

THE 2023 NATIONAL MARKET FOR POWERED TWO-WHEELERS

With October, the latest monthly data available, the market reached a total of 311,079 registered vehicles, representing a growth of 16.95 percent over an already good 2022. For the first time since 2011, the threshold of 300 thousand vehicles put on the road in the final year is exceeded.

In first position are scooters with 160,559 units (+22.89%); followed by motorcycles with 133,666 registered vehicles and a growth of 14.81%, while mopeds remain in negative territory, giving up 10.92% totaling 16,854 units.

ELECTRIC MARKET

The situation in the electric sector is difficult. The final figure for October stops at 753 units sold, corresponding to a -44.30% on 2022. All segments are negative: in particular that of scooters, which close the month with 382 registered vehicles and a decline of 55.48%.

The cumulative annual figure also remains negative, with 2023 marking a 21.43% drop to date and 11,083 vehicles put on the road.

Data source: Ministry of Transport and Infrastructure, processed by UNRAE for ANCMA

BIKE MARKET (2022, latest data available)

EUROPE*

In 2022, the European bicycle industry continued its growth curve with increased sales and investment, healthy production, record levels of electric bicycle sales accompanied, however, by a decline in traditional bicycles.

In fact, after years of remarkable market development, 2022 saw an overall slowdown in bicycle sales from 17.1 million units in 2021 to 14.7 million units, but also a continued increase in demand for electric bicycles, which exceeded 5.5 million units sold in 2022. Total sales of bicycles and e-bikes reached a value of 21.2 billion, accounting for +7.4 percent over 2021.

As for production data, 15.2 million bicycles were assembled in Europe in 2022, including 5.4 million e-bikes. The production of bicycle parts and accessories also saw a substantial increase in 2022, bringing its value to over €4.8 billion from €3.6 billion in 2021.

Industry investment reached 2 billion euros in 2022, up 14 percent from 1.75 billion euros in 2021. Direct jobs in the industry have seen a steady increase of 3% since 2021, bringing total direct/indirect jobs in Europe to about 180,000.

* Data from CONEBI's (European Confederation of the Bicycle, E-Bike, Component and Accessory Industry) 2022 report on the cycle industry and market in Europe.

ITALY

The 2022 bike market posted a -10% decline over the previous year. However, the exclusive sales estimates of Confindustria ANCMA (National Association of Bicycle, Motorcycle and Accessory Manufacturers) described an Italy that chooses the bike and gets on the saddle again after two years of boom. In fact, more than 1.7 million (1,772,000) bicycles were sold in 2022, with eBikes, thanks to 337,000 pieces, flying at +14% (+72% from 2019) and muscle bikes recording 1,435,000 purchases, stopping at -15%.

On the other hand, growing is the turnover generated by specialty stores - where more than 68% of purchases are concluded - by retailers and online sales, which together reach a value of €3.2 billion, equal to +18% over 2021 (+52% from 2019). Analysis of the type of bikes sold confirmed the success of some of the latest trends. In the pedal-assist perimeter, 52% of bikes were in fact e-city, 43% e-mtb, 4% e-race/gravel, while e-cargo bikes rose to 1%. eBikes already account for 19% of the total an overall bike market, where 29% are mountain bikes, 26% are city-trekking bikes, 15% are boy's bikes, 8% race-gravel and 2% are folding bikes.

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Industry indicators in the sector also followed the market trend: a plus sign for the production of eBikes, which rose 10 percent over the previous year as a result of increased domestic demand while, at 2,385,000 pieces, domestic production of muscle bikes fell 18 percent. Numbers that nevertheless confirm the primacy of the Italian cycle industry in the European panorama. It is, finally, on the reading of the industry's trade balance, i.e., the account that records exports and imports, that the effects of factors such as difficulties in the supply chain and the rising cost of raw materials have weighed most heavily. Although there has been a natural decrease of 20 percent in exports of muscle bikes and 14 percent in imports, 2022 was in fact marked by an overall increase in the values of these items, especially in imports of bike parts, which rose by about 50 percent.