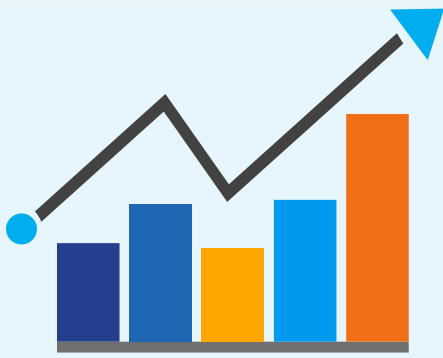




# APMEN 2020 AT A GLANCE

## WEB STATISTICS

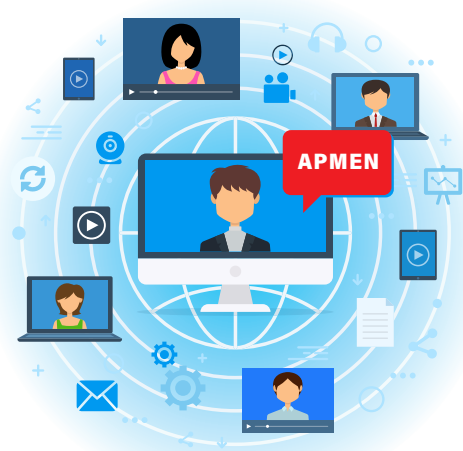


- **More than 1 Million Pageviews for 2020**
- **116%** Growth in e-Book Reads (2020 vs 2019)
- **170%** Growth in Session Duration\*
- **92%** Reduction in Bounce Rate\*
- **40%** Increase in Pageviews\*
- **37%** Increase in Users\*

\* Google Analytics: Jan-Nov 2020 vs Jan-Nov 2019

## WEBINARS

Above-market Industry Benchmark (40%–50%) Webinar Participation Rate



### 1. Additive Manufacturing Deployments in Southeast Asia

Supporting Companies:



Participation Rate: **57%**

### 2. TAIWAN: Your High-End Partner For Your Smart Manufacturing Journey

Supporting Companies:



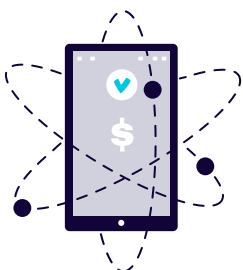
Participation Rate: **48%**

## ADVERTISERS



- Despite the gloomy economic situation, we have kept a **95% client retention rate**
- Newly added advertisers from Additive Manufacturing industry: **SLM Solutions, Markforged, 3D Systems**
- Industry leaders continue to trust and advertise with us: **Trumpf, ISCAR, Bystronic, Tungaloy, Carl Zeiss**
- **17% increase in number of advertisers** and **29% revenue growth** in our digital marketing platform

## CIRCULATION



**Increase of close to 10% database in our digital subscribers** despite no physical exhibitions in 2020