

Mesago Messe Frankfurt Corp
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**Mesago Messe Frankfurt Corp. announces corporate name change to
Messe Frankfurt Japan Ltd. from 1 January 2018**

1 November 2017

Dear sir / madam,

Mesago Messe Frankfurt Corp. will change its name to Messe Frankfurt Japan Ltd. starting from 1 January 2018.¹

Mesago Messe Frankfurt Corp. is a Japanese branch office of one of the world's largest trade fair, congress and event organiser Messe Frankfurt based in Frankfurt Germany. Messe Frankfurt has a history of nearly 800 years of trade fair business, which now has over 2,300 employees at 30 locations in the world with 417 exhibitions and congresses being held in 2016. Built on the worldwide network and knowledge, the Japanese branch office runs eight key international exhibitions which includes "Beautyworld Japan", the largest trade fair for the beauty and spa industries in Japan, "Interior Lifestyle Tokyo", Asia's leading international and design fair, "Interpets", international fair for a better life with pets and "Thermotec" the international exhibition on industrial furnace, thermal technology, equipment and material.

As "Messe Frankfurt Japan", the company is to clarify its positioning as part of the Messe Frankfurt Group members as well as its core strength in the international network and the trust it gained with its best practices under the shared group vision "Messe Frankfurt: the first choice for business encounters".

Sincerely yours,
Mesago Messe Frankfurt Corp.

Ref: Appendix – Company history

Mesago Messe Frankfurt Corp.
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Board of Management:
Yasushi Kajiwara
Mako Yamamoto

¹ There will be no change in company address, telephone number and email address.

<Appendix>**Company history**

- 1987 Mesago Japan Corp. is established.
- 1990 "Exhibition Micromachine" (the predecessor of "Exhibition Micromachine/MEMS") is launched.
- Messe Frankfurt K.K. is established.
- 1991 "International Frankfurter Messe Asia" (the predecessor of "Interior Lifestyle Tokyo") is launched.
- 1993 "Thermotec" is launched.
- 1998 "Esthe Expo Beauty Japan" (the predecessor of "Beautyworld Japan") is launched.
- 2000 Mesago Messe Frankfurt Corp. is formed by the merger of Mesago Japan Corp. and Messe Frankfurt K.K.
- 2006 "Beautyworld Japan West", the key trade fair for western Japan's beauty industry is launched.
- 2008 "IFFT/Interior Lifestyle Living", the autumn interior and design fair and the sister fair of Interior Lifestyle Tokyo is launched.
- 2011 Yasushi Kajiwara becomes Managing Director of Mesago Messe Frankfurt Corp.
- Akihiro Hirose becomes Adviser of Mesago Messe Frankfurt Corp.
- "Interpets" is launched.
- 2014 "Beautyworld Japan Fukuoka", the leading beauty event in the Kyushu region is launched.
- 2015 "Machiten", the expo to design the future of Japan's regional development is launched.
- 2018 Company name changes to Messe Frankfurt Japan Ltd.