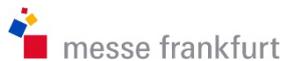


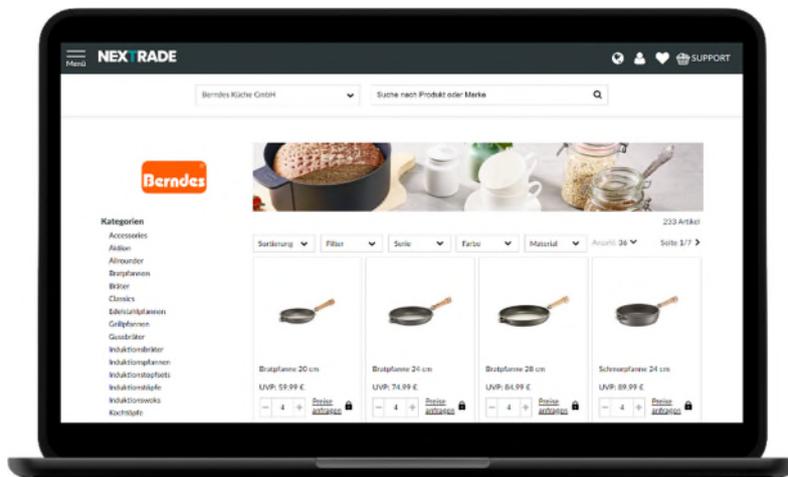
news +++ Nextrade



Nextrade supports uncomplicated re-ordering

Frankfurt am Main, 15 02 2022: Nextrade is the ideal digital order and data platform, especially for re-ordering, as the ordering process is easy and uncomplicated for suppliers, brands and retailers. After the major spring fairs, such as Ambiente, Christmasworld, Paperworld and Creativeworld, have not taken place because of Corona, brands and retailers still come together in the virtual space via Nextrade.

Thanks to Nextrade, suppliers, brands and traders alike can save a great deal of time and money when placing orders. Normally, orders mean a considerable manual and time-consuming effort, for example when transferring them to the merchandise management system or when travelling to the business partners. With Nextrade, time-consuming fax and telephone orders and long journeys are completely eliminated. This allows all parties involved to concentrate on the selection of products to a high degree and also saves costs in order processing. The exchange between brand and retailer can be arranged via buyer appointments as needed. "We offer the industry more than 400 brands on one platform. This makes efficient digital ordering possible with just one login. Nextrade is therefore particularly interesting for repeat orders, because here retailers know which products they want to order from which brand and can do this easily and without spending a lot of time," says Nicolaus Gedat, Managing Director of nmedia GmbH.



Nextrade offers efficient digital ordering 365 days a year.

In addition to re-ordering, retailers can also find new products and promotions from the brands on Nextrade. "Due to the cancellation of numerous consumer goods events in the first quarter, retailers lack an exchange with the industry and an overview of the latest product developments. Although Nextrade cannot replace personal exchange and the trade fair experience, we do offer retailers the opportunity to discover the brands' new

product ranges digitally", explains Philipp Ferger, Member of the Board of Management of nmedia GmbH and Vice President Consumer Goods Shows at Messe Frankfurt.

In contrast to other providers, Nextrade only acts as an intermediary between the dealer and the brand for all order activities and offers the necessary technical know-how. The individual price and freight conditions are assigned directly by the brand for each dealer.

Discover Nextrade at: www.nextrade.solutions

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Nextrade – the digital marketplace

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

Conzoom Solutions – the platform for retailers

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of revenue. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021