



COMPARE  
CONNECT  
BUY

# PRESS KIT



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## VIRTUALEXPO GROUP PRESENTS ITS SIX B2B MARKETPLACES

Marseille, July 9, 2020

For the last 20 years VirtualExpo Group has led the way in specialized B2B online exhibitions, giving buyers access to millions of specific products with comprehensive, quality listing in distinct domains: industry; boating and the maritime sector; architecture and design; medical equipment; aeronautics and agriculture.

During this time, VirtualExpo Group's websites have become an essential sourcing tool for buyers around the world. All six websites combined receive 100 million visits each year generating an estimated transaction volume of 540 million euros.

### "COMPARE | CONNECT | BUY"

On July 9, 2020, VirtualExpo Group is opening a new chapter by officially launching its six B2B marketplaces. These are designed to provide a complete service for buyers and sellers alike. Our new slogan "Compare | Connect | Buy" illustrates this new approach.

This slogan takes on its full meaning with the development of new features to meet the needs of B2B buyers.

**COMPARE:** VirtualExpo Group has developed a **product comparison tool** to help buyers make the RIGHT purchasing decision. The comparison tool is accessible on the search results page and is displayed as a table. It provides detailed information about the products being compared: image, brand, features, description, price and much more!

**Changes to stands** making them clearly e-commerce oriented are also contributing to an improved user experience. With the new product presentation, it is easier for buyers to identify and view different products and their prices.

**CONNECT:** VirtualExpo Group has designed a **negotiation interface** allowing sellers and buyers to interact in 9 languages. It offers many advantages such as sending attachments, viewing conversation history and exchanging and validating quotes.

Another essential feature buyers look for is the ability to **rate sellers**. Ratings emphasize buyer satisfaction, give sellers credit and encourage them to be even more proactive. These ratings are a way to help future buyers choose the right seller. For sellers this tool is extremely useful for optimizing how they respond to requests and improving their sales performance.

**BUY:** On the VirtualExpo Group websites, sellers can now display an **indicative price** and **price lists** for products on their stand. This allows buyers to concretely consider purchases. It also means sellers receive more qualified leads. Sellers can also send a quote and buyers can **confirm the transaction online**.

For more information about VirtualExpo Group and its marketplaces, contact [chloe.bonnaud@virtual-expo.com](mailto:chloe.bonnaud@virtual-expo.com).

### **About VirtualExpo Group**

*VirtualExpo Group is made up of six marketplaces specializing in different sectors: AeroExpo for aeronautics; AgriExpo for agriculture; ArchiExpo for architecture and design; DirectIndustry for industry; MedicalExpo for medical devices and NauticExpo for boating and the maritime sector. VirtualExpo Group's mission is to help everyone with a B2B project make the right purchasing decision. The six marketplaces list a total of over 1.2 million products and receive 8.2 million visits per month.*



# ABOUT US

## #1 VIRTUALEXPO GROUP: FROM A SOURCING TOOL TO A **B2B MARKETPLACE**

For 20 years VirtualExpo Group has been leading the way in specialized online trade shows. It has been an essential sourcing tool for buyers around the world. Today, the company's mission is naturally evolving to enable those with B2B projects to make the right purchase.

VirtualExpo Group gives them access to **millions of specific products** with comprehensive, quality listing in distinct domains: industry; boating and the maritime sector; architecture and design; medical equipment; aeronautics and agriculture. This information is carefully organized and made available online in **9 languages**.

It was an obvious choice for VirtualExpo Group to take the leap and become a **marketplace** in a B2B environment where it is becoming possible to buy online. A marketplace whose guiding principles, illustrated by its slogan, are: **COMPARE | CONNECT | BUY**.

# COMPARE CONNECT BUY



## A NEW STAND

With the new product presentation, it is easier for buyers to **identify** and **view** different products and their prices.

## A PRODUCT COMPARISON TOOL

The product comparison tool offers a **table of information** about the **products being compared**: image, brand, features, description, price and much more!



## DISPLAYING THE NEAREST SELLERS

A **selection of 4 sellers** is highlighted based on their **seller rating** and **geographical proximity** to the buyer.

## NEGOTIATION INTERFACE

Buyers can **interact** with sellers and **track their requests** at any time through a simple, user friendly interface available in 9 languages.

## SELLER RATINGS

Each buyer can evaluate the **quality** and **speed with which a seller responds** to their request. This feature really helps other buyers make decide on the right purchase.



## DISPLAYING PRICE OPTIONS

With the display of price options, buyers have the concrete information they need to really **consider purchasing a product**, meaning that sellers receive more **qualified leads**.

## BUYING ONLINE

Sellers can **send a quote** and buyers can **confirm the transaction** online.

## #2 — EMPLOYEE WELL-BEING: A PRIORITY AT VIRTUALEXPO GROUP

The very essence of VirtualExpo Group is its **start-up spirit**: after 20 years of activity, the people who work for the company continue to be its driving force. Its strength lies in the **commitment of its employees** to its future. This means their well-being is a **strategic concern**.




The company takes particular care to cultivate a caring and **motivating environment**, and to promote a sense of initiative and healthy competition within its teams:

- Agile management
- Team Building
- Solidarity and Civic Initiatives
- Collaborative Workspace



# #3 UNITED AROUND THE COMPANY'S CORE VALUES

**Multiculturalism** is a **key factor** in the company's success. In addition to this, a wide range of professions are represented in the company with IT, sales, marketing and content departments. It's the rich variety in culture and different profiles that gives VirtualExpo Group its **unique character**.

|   |  |   |   |
|---|--|---|---|
|  <p><b>200</b><br/>employees</p> |  <p><b>25</b><br/>nationalities</p> |  <p><b>36</b><br/>average employee age</p> | <p><b>AWARDS</b></p> <p><b>GREAT PLACE TO WORK</b><br/>           27th place in 2019<br/>           7th place in 2018<br/>           25th place in 2017<br/>           21st place in 2014</p> <p><b>VIIDEO</b><br/>           The company with the best employee rating in Marseilles</p> <p><small>*article from June 21, 2018 by Cadremploi</small></p> |
| <p><b>55% MEN</b></p>   |  | <p><b>45% WOMEN</b></p>   |   |

All company employees are united around the **company's core values**:

|  |   |  |
|--|---|--|
| <p><b>BORN TO TAKE</b></p> <p><i>"When we dare, we make progress and conversely, when we lack audacity, we stagnate. VirtualExpo Group was born to be forward-thinking and daring, it's in its DNA."</i></p> | <p><b>PROUD OF YOUR SUCCESS</b></p> <p><i>"Taking pride in each other's accomplishments gives meaning to our actions beyond our own interests. Each person is a source of inspiration."</i></p>   | <p><b>"Think Smart PLAY HARD »"</b></p> <p><i>"When you take the time to consider all the details together before you start, you can give it your all and have fun knowing you're on the right track."</i></p> |
| <p><b>STRONGER Together</b></p> <p><i>"Because we look out for each other, we share knowledge and this leads to much better ideas. This helps open up new perspectives."</i></p>                             | <p><b>Living DIVERSITY</b></p> <p><i>"VirtualExpo Group isn't just a place where you come to work. This company embodies our ideals: a cultural and linguistic openness that pushes us to broaden our points of view together."</i></p> |  |

# A WORD FROM OUR CEO

## Vincent Gérard

CEO

After studying at the famous French engineering school Arts et Métiers, Vincent Gérard began his career in the design, production and marketing of contemporary heating systems.

In 2003, VirtualExpo Group's President Corentin Thiercelin, from the same graduating class, called on him to develop and structure the sales force of DirectIndustry, an entity of the VirtualExpo Group. Vincent brought a new impetus with him: to create a multicultural and multilingual team to open the company up to international opportunities. Today, as CEO of VirtualExpo Group, Vincent has taken up the challenge of making the historical model, a sourcing tool, the first specialized B2B marketplace.



*"We have been fortunate to live through an incredible start-up adventure with double-digit growth while maintaining an agile and free entrepreneurial mindset. The success of VirtualExpo Group has been built around 2 strengths: SEO expertise, which today allows us to exceed 8.2 million visits per month, and a constant desire to meet the needs of professional visitors."*





# OUR AUDIENCE



## #1 — BUYERS

Everything is done to ensure a smooth user experience: **buyers** not only have access to an overview of **the international products on offer** but also to the **latest news and trends** in 6 different fields.



### POWERFUL INTUITIVE SEARCH

In just a few clicks, buyers have access to specific products thanks to the **powerful search engine and advanced search features**.



### A PRODUCT COMPARISON TOOL

This helps the buyer **select the product** that's the most appropriate for their project.



### NETWORKING

**Direct contact** with sellers through a negotiation interface.



### ONLINE PURCHASES

Buyers can **request a quote** and **confirm the purchase online**.

## #2— MANUFACTURERS

**Manufacturers** are provided with complete **marketing solutions** to optimize their SEO and online visibility. This allows them to **strengthen** their **international** growth.



### INTERNATIONAL VISIBILITY

Strengthening of their **brand image** with marketing solutions adapted to their needs.



### SEO

International **search engine optimization**.



### LOCAL VISIBILITY

Development and maintenance of their network of **Partner Distributors**.



### QUALIFIED LEADS

Increased sales potential thanks to **qualified traffic**.



### ROI

**Measurement** of their performance through monthly reports and statistics available 24 hours a day in their back office.

## #3— DISTRIBUTORS

**Partner Distributors** of the manufacturers present on our marketplaces also benefit from solutions to **increase their visibility** and **develop their business online**. VirtualExpo Group provides them with a range of marketing solutions.



### VISIBILITY

**Promotion on our marketplaces** as a Partner Distributor.



### PRODUCT DISPLAY

They can add the **product lines** they distribute.



### SALES ZONE

They define their **sales zone** to best meet the demands of the buyers situated geographically closest to them.



### QUALIFIED LEADS

Increased sales potential thanks to **qualified traffic**.

# OUR KEY FIGURES



OVER **38,000 STANDS**  
on all 6 marketplaces



OVER **1.2 MILLION PRODUCTS**  
presented on all 6 marketplaces



**8.2 MILLION VISITS**  
a month to all 6 marketplaces



**3 DEDICATED NEWS SITES**  
read by 109,000 professionals



**3 MILLION READERS**  
receive our newsletters



CLOSE TO **500,000 CATALOGS**  
available online



**9 LANGUAGES**  
available on our 6 marketplaces

# THE LATEST DEVELOPMENTS

PRESS RELEASE

## **VIRTUALEXPO GROUP E-MAGAZINES: A NEW EDITORIAL APPROACH FOR BETTER NEWS COVERAGE**

*Marseille, February 25, 2020*

VirtualExpo Group has been editing three e-magazines for almost 7 years: ArchiExpo E-Magazine, DirectIndustry E-Magazine and MedicalExpo E-Magazine.

With 100% free digital content, these sources of news and inspiration are available in English and target a predominantly B2B audience. These e-magazines have always endeavored to cover news through reports and interviews in the fields of technological innovation applied to industry; architecture and design; and medical equipment.

### **The importance of editorial content to accompany the marketplace**

The year 2020 marks a turning point for VirtualExpo Group as it evolves from its historical sourcing business model to a marketplace. In order to meet the expectations of the millions of visitors to its websites and better support them in their purchasing decisions, VirtualExpo Group has opted for a new editorial approach for the e-magazines.

Since the beginning of 2020, the e-magazines in their historical format have quite naturally evolved into information sites, to enable regular and dynamic communication of the latest market news.

### **Improved user experience**

The UX has been significantly improved thanks to an evolution in the design and ergonomics of the media: new news sites highlight front page articles, editor's choice, the most-read articles, etc. A sidebar also makes navigation from one theme to another much more intuitive.

### **Enriched Content**

The initial publishing principle is giving way to continuous news coverage. New types of content have also been added to improve the reader experience: buying guides, technical articles, infographics and a section specifically dedicated to videos. All of this is distributed on a regular basis and a monthly newsletter highlights the very latest key articles posted online.

Discover:

- The DirectIndustry news site: over 102,000 readers.
- The ArchiExpo news site: over 110,000 readers.
- The MedicalExpo news site: over 60,000 readers.

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## 20 YEARS OF VIRTUALEXPO GROUP: FROM ONLINE EXHIBITION TO B2B MARKETPLACE

Marseille, February 6, 2020

The idea for the VirtualExpo Group came from a simple observation: companies and buyers lacked the tools they needed when searching for industrial information, equipment and parts. In the year 2000, Corentin Thiercelin launched DirectIndustry, a specialized sourcing tool for the industrial sector.

Given the success of this tool, the concept was progressively applied to five other fields: the boating and maritime industry with NauticExpo; architecture and design with ArchiExpo; medical equipment with MedicalExpo; aeronautics with AeroExpo and agriculture with AgriExpo.

### The VirtualExpo Group's keys to Success

For 20 years, VirtualExpo has been successfully supporting the online B2B development strategy of its 38,000 exhibitors. Some of the major brands that have placed their trust in the company include Bonfiglioli, Stäubli, Webasto, John Deere, VELUX France, Planika, Arjo and A-Dec.

Today, the VirtualExpo Group remains loyal to its 5 founding principles:

- A wide range of international exhibitors in one place.
- Constant rigor when it comes to the relevance of the keywords giving the group optimal SEO and its exhibitors guaranteed visibility.
- Exhaustive content through constant website updates.
- A relevant search engine, thanks to thorough product knowledge and a powerful algorithm.
- Priority given to innovation and new products.

### Innovation: the spearhead of the VirtualExpo Group

In 2014, the i-NOVO Awards saw the light of day. For 4 consecutive years, the most innovative products in terms of technology, ecology and design were selected and rewarded. The group continues to attribute "i-NOVO selection" labels to innovative products.

The Marseille-based company also publishes 3 news sites for DirectIndustry, ArchiExpo and MedicalExpo. The articles on these sites present inspiring projects, new products and state-of-the-art advances in technology.

### On the way to a B2B marketplace

On the occasion of its 20th anniversary, the VirtualExpo Group is writing a new page in its history. The leader in online exhibitions is moving towards B2B marketplaces.

By July 2020, all buyers will not only be able to source but also to buy online.

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# HISTORY

At the end of the 1990s, Corentin Thiercelin, an engineer by training, noticed a lack of efficient tools to help companies and buyers in their search for industrial information, equipment and components.

The Internet, which was still in its infancy at this time, seemed to be the ideal tool for organizing and displaying the vast selection of products available on the international market. DirectIndustry was launched in the year 2000. Based on its success, the initial project has expanded and developed in several other sectors.

The year 2020 marks the start of a new era for VirtualExpo Group. Continuing in its trailblazing spirit, the company is launching six specialized B2B marketplaces to effectively meet the requirements of its audiences.



COMPARE  
CONNECT  
BUY



**2020**

DirectIndustry's 20<sup>th</sup> anniversary  
Launch of the 6 marketplaces

**2019**

27<sup>th</sup> place at the "Great Place to Work" awards

**2018**

7<sup>th</sup> place at the "Great Place to Work" awards  
Opening of the subsidiary in China

**2017**

25<sup>th</sup> place at the "Great Place to Work" awards

**2016**

Launch of the AgriExpo and AeroExpo websites  
[www.agriexpo.online](http://www.agriexpo.online)  
[www.aeroexpo.online](http://www.aeroexpo.online)

**2015**

Launch of distributor services

**2014**

21<sup>st</sup> place at the "Great Place to Work" awards

**2012**

Launch of the MedicalExpo website  
[www.medicaexpo.com](http://www.medicaexpo.com)

**2007**

Launch of the ArchiExpo website  
[www.archiexpo.com](http://www.archiexpo.com)

**2003**

Launch of the NauticExpo website  
[www.nauticexpo.com](http://www.nauticexpo.com)

**2000**

Launch of the DirectIndustry website  
[www.directIndustry.com](http://www.directIndustry.com)

# THEY TRUST US

## DIRECTINDUSTRY

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## ARCHIEXPO

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## NAUTICEXPO

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## MEDICALEXPO

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## AGRIEXPO

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## AEROEXPO

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