IFA Innovation For All

The future is now.

Berlin becomes the stage for what's next.
See it all at IFA 2026.

Japan
Press Reception

Tokyo, 16th June 2026

IFA Innovation For All

Leif Lindner

CEO
IFA Management GmbH

Press Material

Innovation for all.

- Innovation doesn't live in a press release.
- At IFA, it becomes real-world experience and real business.

IFA Building Bridges

- IFA is where global brands, retailers, creators, media and consumers meet, and where innovation becomes real-world experience.
- We connect B2C moments with B2B outcomes: launch, discover, distribute.
- Our goal for international press events: clear messages, strong visuals, and a story media can instantly retell.

"Trade fairs continue to play an important role in the marketing mix, as evidenced by the 99.5% of respondents who indicated a desire to continue exhibiting at trade fairs as part of their corporate strategy. Two-thirds of companies anticipate that the significance of trade fairs will remain consistent or even grow in the coming years." (AUMA Exhibitor Outlook)

Our core values

Inspiration:
Ignite your creativity.

Curiosity:
Embrace the unknown.

Trust:
A legacy of reliability.

Community:
A shared journey.

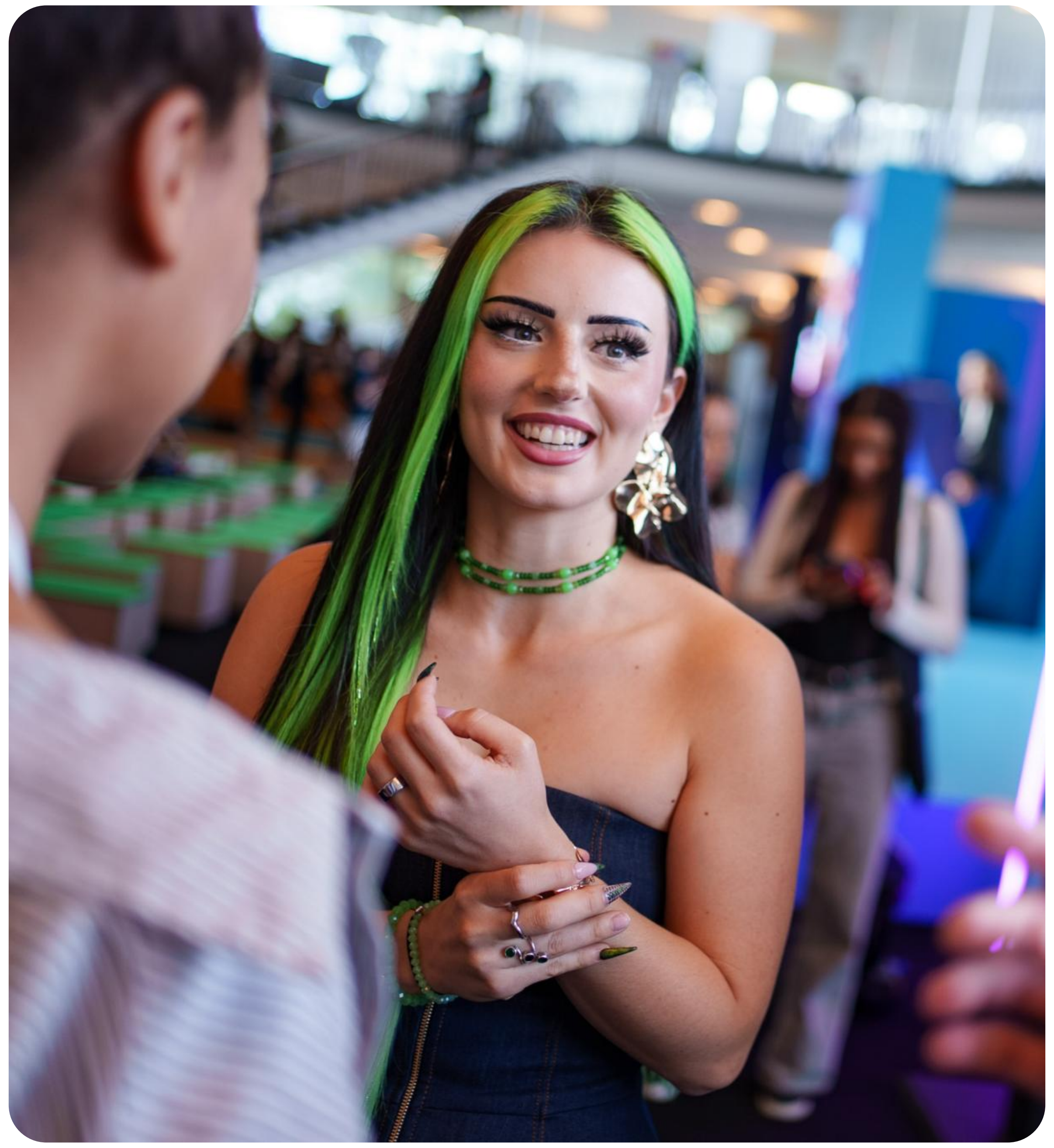
Leading Tech Hub

One show. Two worlds: consumer attention and business momentum

IFA Innovation Platform

4 Strategic Pillars:

1. Innovation Showcase
2. Business meets Influence
3. Thought Leadership & Product Launches
4. Experience & Culture



The Momentum 2025

Attendees

220,000 (+5% YOY)

from 140 countries
GenZ & Gen Alpha boosted by Sommergarten Concerts

Press, Media & Creators

4,400+

in attendance, increase in quality due to stricter vetting process

Exhibitors

1,900 (+5% YOY)

from 49 countries

Media Reach

301+ bn

with a share of 46% German vs 54% international media

Retail Power

67% (+10% YOY)

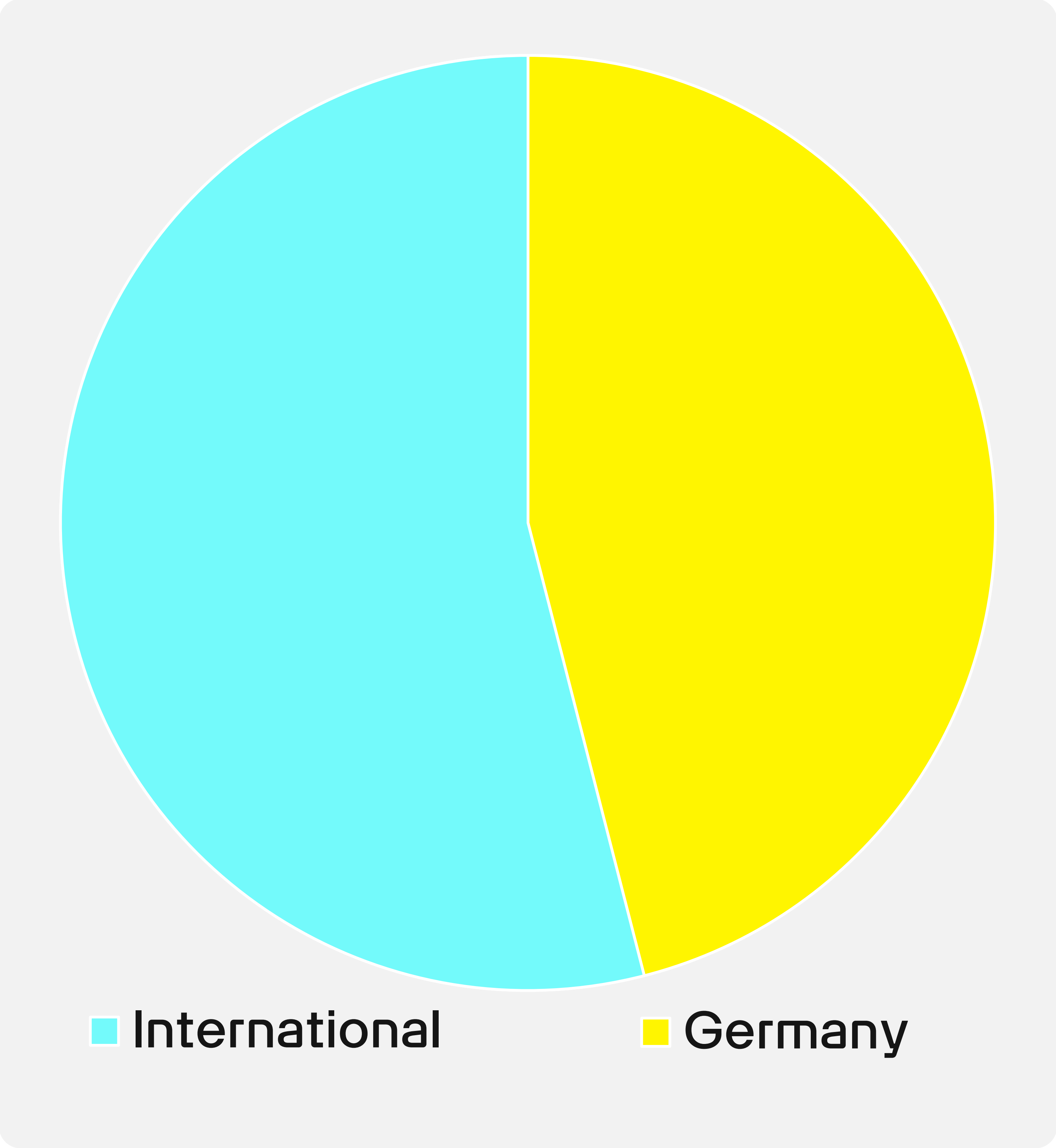
international retailers

IFA 2025 Media Countrysplit

3,21
9

80

countries



B2B and B2C

IFA

New
B2C:
Creator Hub

New
B2C:
Beauty Hub

New
B2C:
Outdoor & Cooking

B2C: Indie Games
(Games Ground)
New

B2C:
Sommergarten,
reaching Gen Z and
Gen Alpha

B2B:
IFA Global Markets
& Retail Leaders
Summit

Global Retailers

Companies:
Top 10 worldwide – listed by number of participants

- ElectronicPartner
- Euronics
- Expert
- MediaMarktSaturn
- Telering
- Amazon
- EK Retail
- Power
- OTTO
- MEDIA EXPERT (Terg S.A.)
- JD.com

Based on IFA 2025

Alibaba
ALTEX
alza.cz
amazon
asgoodasnew
BIG BANG
bol.com
boulanger
BUT
Carrefour
COMFY
Conforama
cool blue
coop
coupang
currys
cyberport
digitec.ch GALAXUS
ebay
EDION
EK retail in motion
El Corte Inglés
electronic4you
ELGIGANTEN
ELKJØP
eMAG
ЕПІЦЕНТР
ESSELUNGA
fnac
Grupo eletrolar ALL CONNECTED
Harvey Norman
hepsiburada
IKEA
Inter Discount
John Lewis
Joybuy
SENUKAI
kleinanzeigen
KOMPLETT GROUP
LEROY MERLIN
LOTTE HIMART
mediaexpert
MIGROS
mimovrste by allegro
NEONET
net on net
OTTO
PLANEO Elektro
POWER
PttAVM.com
Reliance RETAIL
REPARTLY
RTV EURO AGD
salling group
Sharaf DG
sinersis
sonepar
TEKNOSA
trendyol
United Retail
worten

Global Tech and Durables

Key takeaways

T&D global

- Global Tech & Durables returns to strong value growth (+8.9% USD), driven by pricing, mix and currency tailwinds, despite softer unit demand.
- Value in USD growth is at an all time high, while local-currency growth stays positive, highlighting continued market expansion rather than contraction.
- Volume moderation reflects continued consumer rationalization, not a pullback but the spend is shifting toward higher-value for money and priority categories.
- Premiumization remains a key growth lever, with Telecom, IT and SDA benefiting from innovation cycles, replacement demand and affordable premium offers.

- Emerging regions are now driving stronger growth, supported by improving performance also in local currencies.
- China continues to grow in value on the back of premium mix, even as volume growth normalizes off elevated levels.
- Consumer confidence is declining due to geopolitical events & rising inflation and will limit willing to purchase tech & durables in 2026

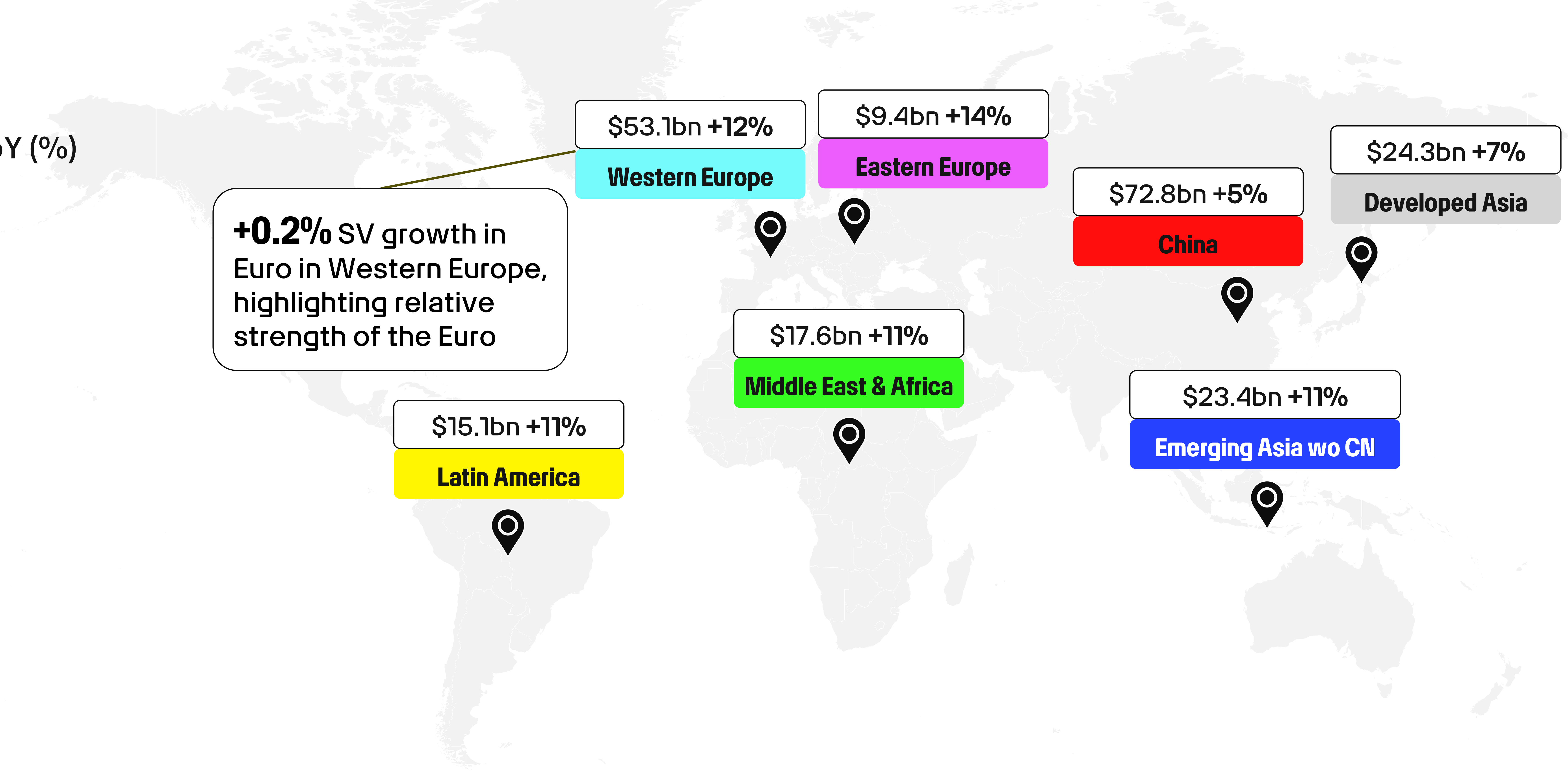
Source, footnote

All regions are experiencing value growth, bolstered by the US dollar

China despite volume growth deceleration 2025 → 2026 still grew due to premiumization effects from national subsidy program

Global (ex. NA, RU) Tech and Durables |
Sales Value USD (NSP) | Growth rate YoY (%)
Jan 2026 – Mar 2026

Global (excl. NA)	
Turnover	**$216 bn**
Growth Rate	**+8.9%**



Source: NIQ Market Intelligence: Sales Tracking, International Coverage (excl. North America and Russia), Sales revenue growth 2025 vs. 2024; Channel Coverage: Retail

Japan Tech and Durables

Local contact: Saori Arai
(saori.arai@nielseniq.com)

Macroeconomics - Japan

GDP

4.28 trillion USD
(CY, +4.7% YoY)

+1.2%
(Real GDP Growth Rate)

- Continued wage growth supporting household income
- Strong corporate profits and recovering capital investment
- Government support through price and economic measures

CCI

37.2
(Dec 2025)

-03 point
(MoM)

- Income growth showed a modest improvement.
- Perceptions of overall living conditions declined.
- Assessment of buying conditions for durable goods deteriorated

CPI

+3.2%
(YoY, All items, annual average.)

Core CPI : +3.1%
(Excluding fresh food)

- Food prices and services inflation remained elevated.
- Energy subsidies helped cap energy prices, moderating overall inflation.
- Cost pass-through from wages supported underlying inflation.

Disposable Income

JPY 532,408
(Working households, 2+; 2025 avg.)

Nominal: +1.9%,Real: –1.7%

- Nominal income increased on wage growth
- Real income declined due to inflation
- A strong labor market (low unemployment) prevented a sharp downturn

Price inflation by item category in 2025 average

Rising prices of essential goods continue to put pressure on households.

CPI（YoY : %）
2025 Average YoY

Overall +3.2%

Food	Housing	Utilities (Electricity, Gas, and Water)	Transportation and Communications	Furniture and Household Goods	Cultural and recreational expenses	Expenditure on clothing and footwear
+6.8%	+1.0%	+3.6%	+2.7%	+ 2.7%	+2.4%	+2.6%

*Incl. Home Appliances

*Incl. Consumer Electronics

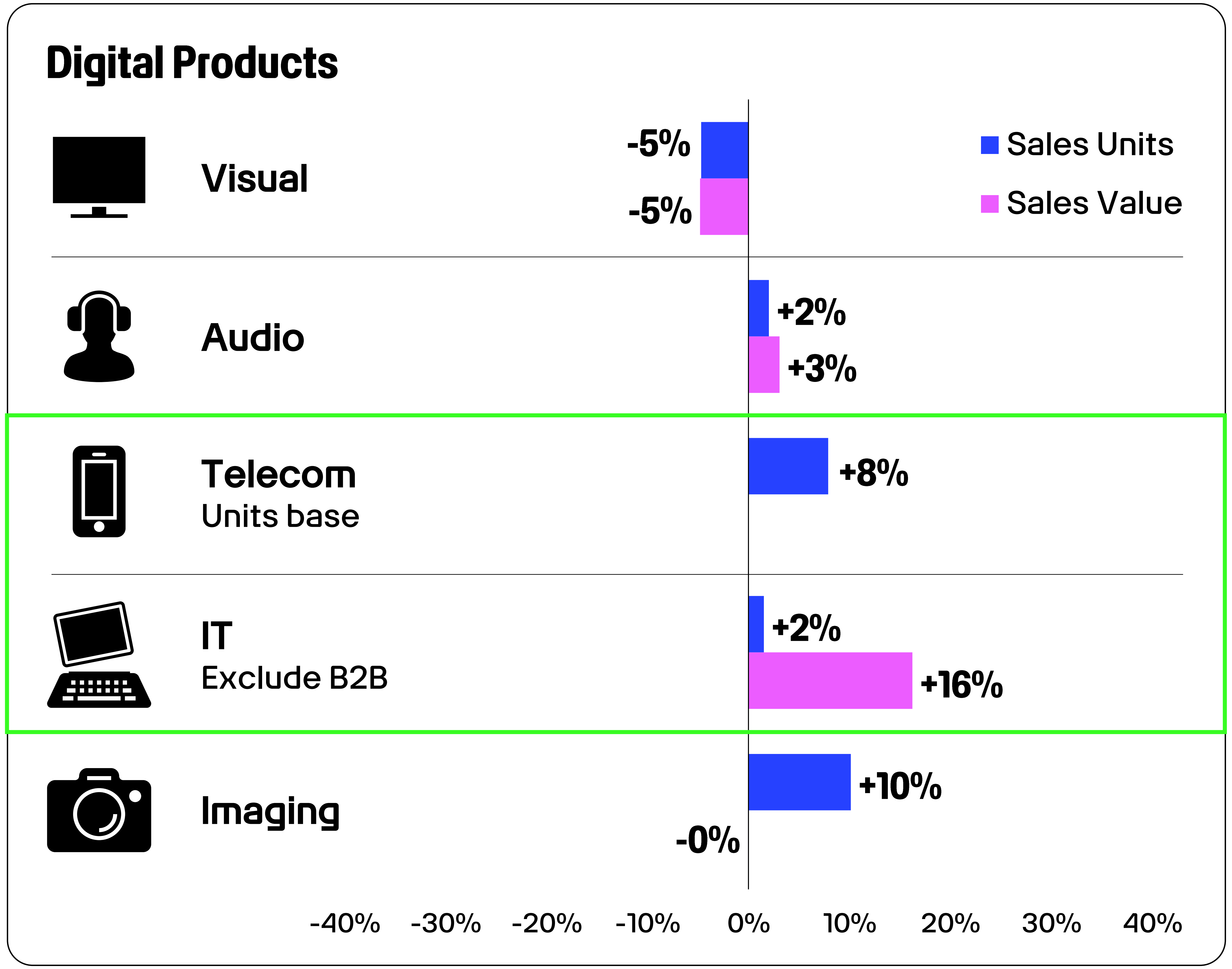
Source: Ministry of Internal Affairs and Communications – Consumer Price Index (CPI)

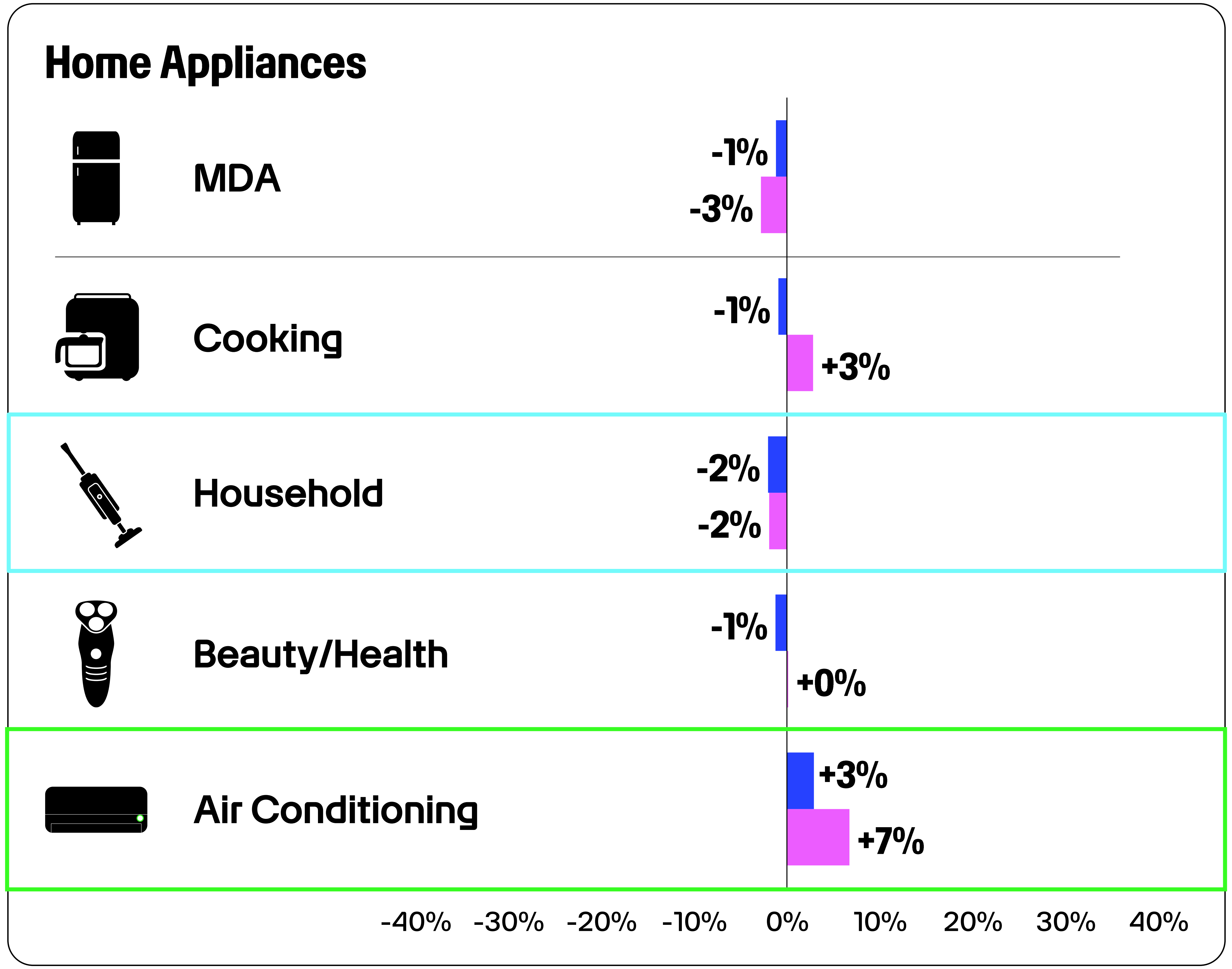
IFA Innovation For All

NIQ GfK

TCG Market Trend

The total TCG market in 2025 is estimated at 45.6 billion USD (+3.7% YoY)





Source: GfK Extrapolated Data

Japan Tech and Durables

Local contact: Saori Arai (saori.arai@nielseniq.com)

Alternate - Junichi.Mizumura@nielseniq.com & Wooyeol KIM

Macroeconomics – Japan (Q1 2026)

GDP

Q1 2026

Nominal $ 4.2T

(YoY +0.8%)

Real $ 3.7T

(YoY +0.6%)

- The economy is not in a bad condition, but it is not particularly strong either.
- The economy is supported by a recovery in exports and an increase in public investment while private consumption remains weak.

CCI

33.3

(Mar 2025)

-6.4 point

(MoM)

- The employment outlook has deteriorated rapidly.
- There are expectations for wage increases, but consumers concern that it will not keep up with inflation.

CPI

+1.5%

(YoY, All items, Mar2026)

Core CPI : +1.8%

(Excluding fresh food)

- +0.2pint from February.
- Rising energy prices are a driving factor pushing things up.
- Food price growth is slowing, and the underlying trend appears stable.

Disposable Income

JPY 453 K

(Working households, 2+; 2025 avg.)

Nominal: +6.4%,Real: +4.7%

- Wage increases and higher bonuses are the main driving factor.
- A slowdown in food price increases and stabilization of energy prices by government subsidies.

Price inflation by item category in Mar 2026

Rising prices of essential goods continue to put pressure on households.

CPI（YoY：%）
Mar 2026

Overall +1.5%

Food	Housing	Utilities (Electricity, Gas, and Water)	Transportation and Communications	Furniture and Household Goods	Cultural and recreational expenses	Expenditure on clothing and footwear
+3.6%	+0.3%	-1.5%	0.0%	+1.9%	+1.3%	+1.5%

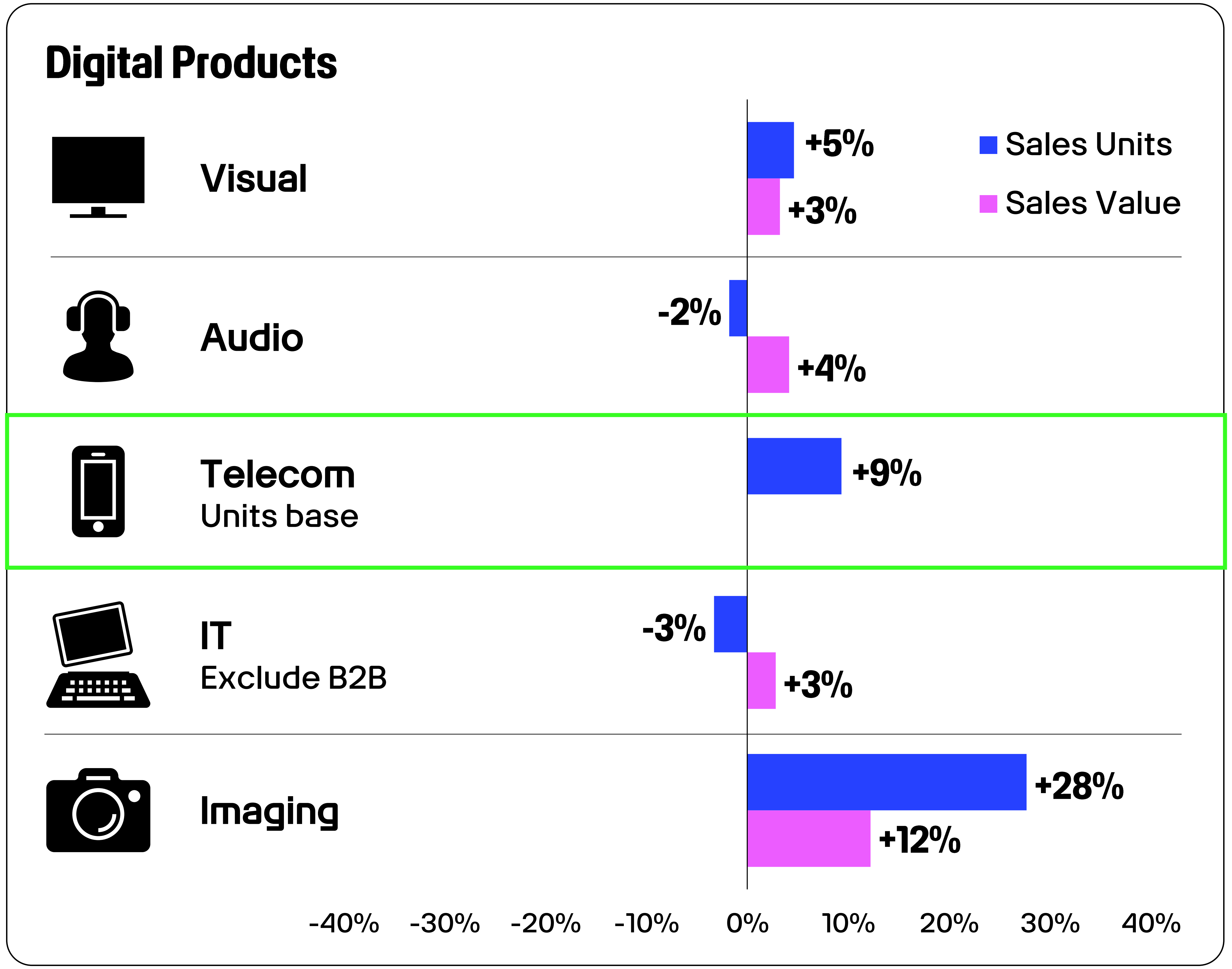
*Incl. Home Appliances

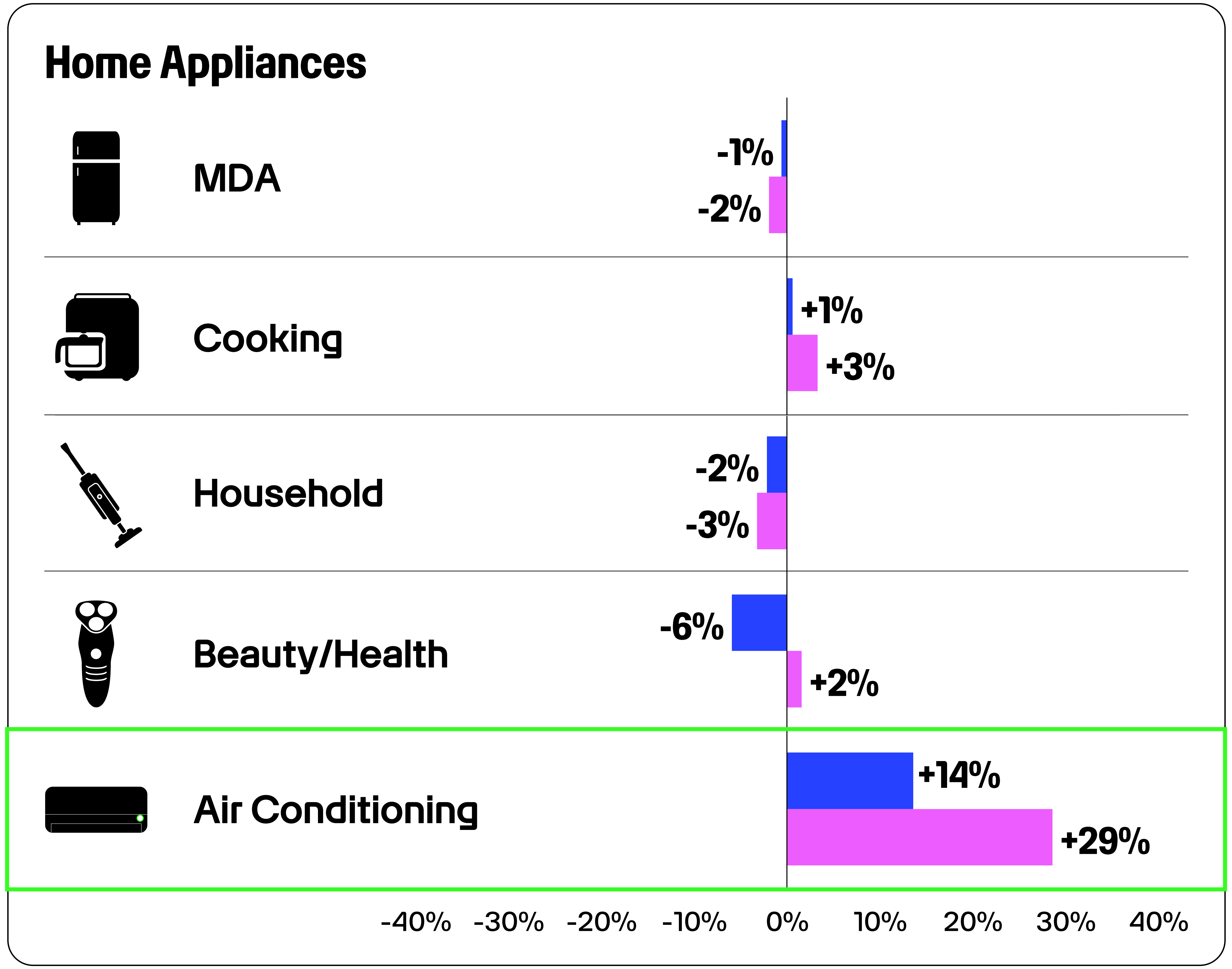
*Incl. Consumer Electronics

Source: Ministry of Internal Affairs and Communications – Consumer Price Index (CPI)

TCG Market Trend Q1 2026

Q1 2026, Air conditioning and the telecom sector are driving the market.

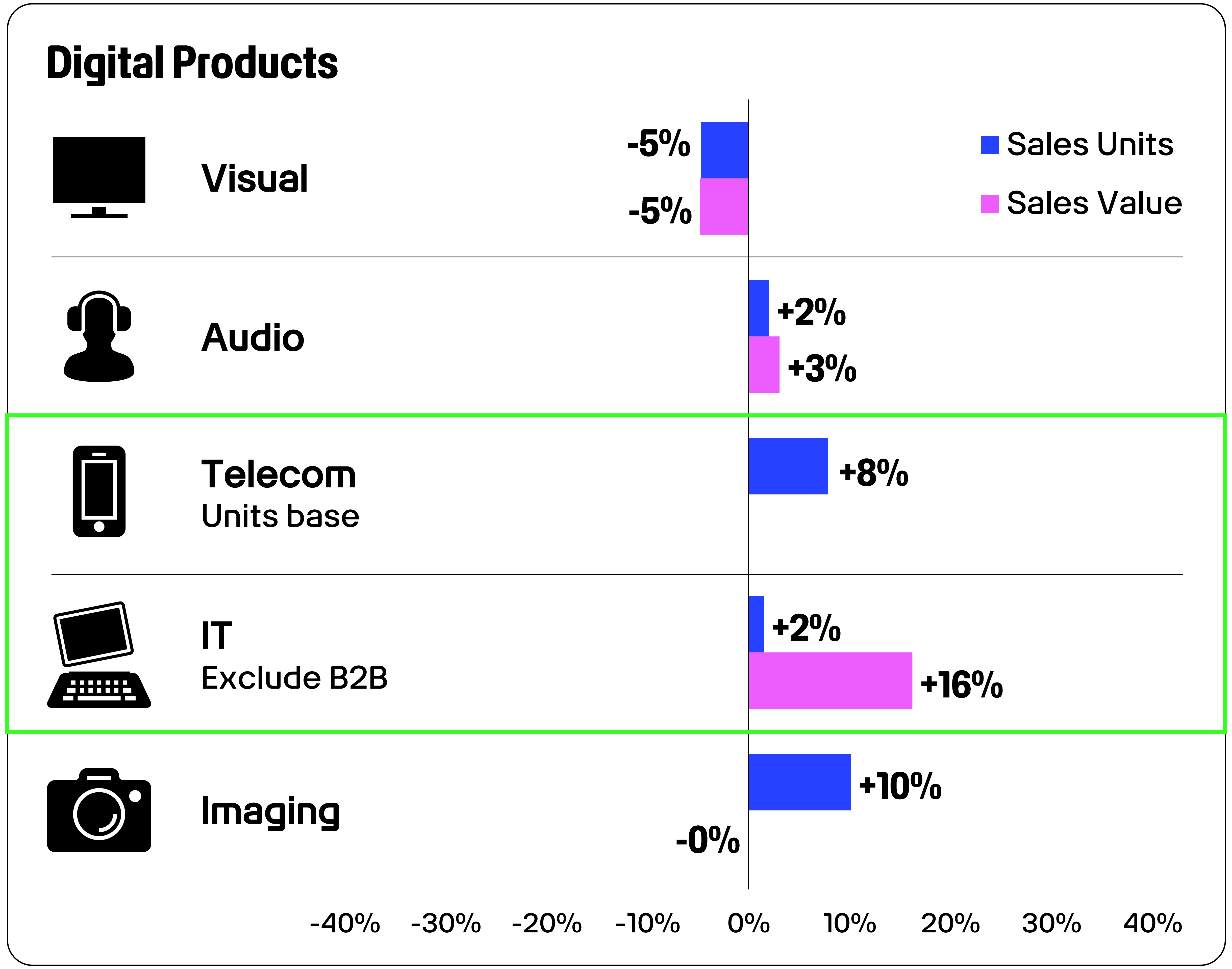


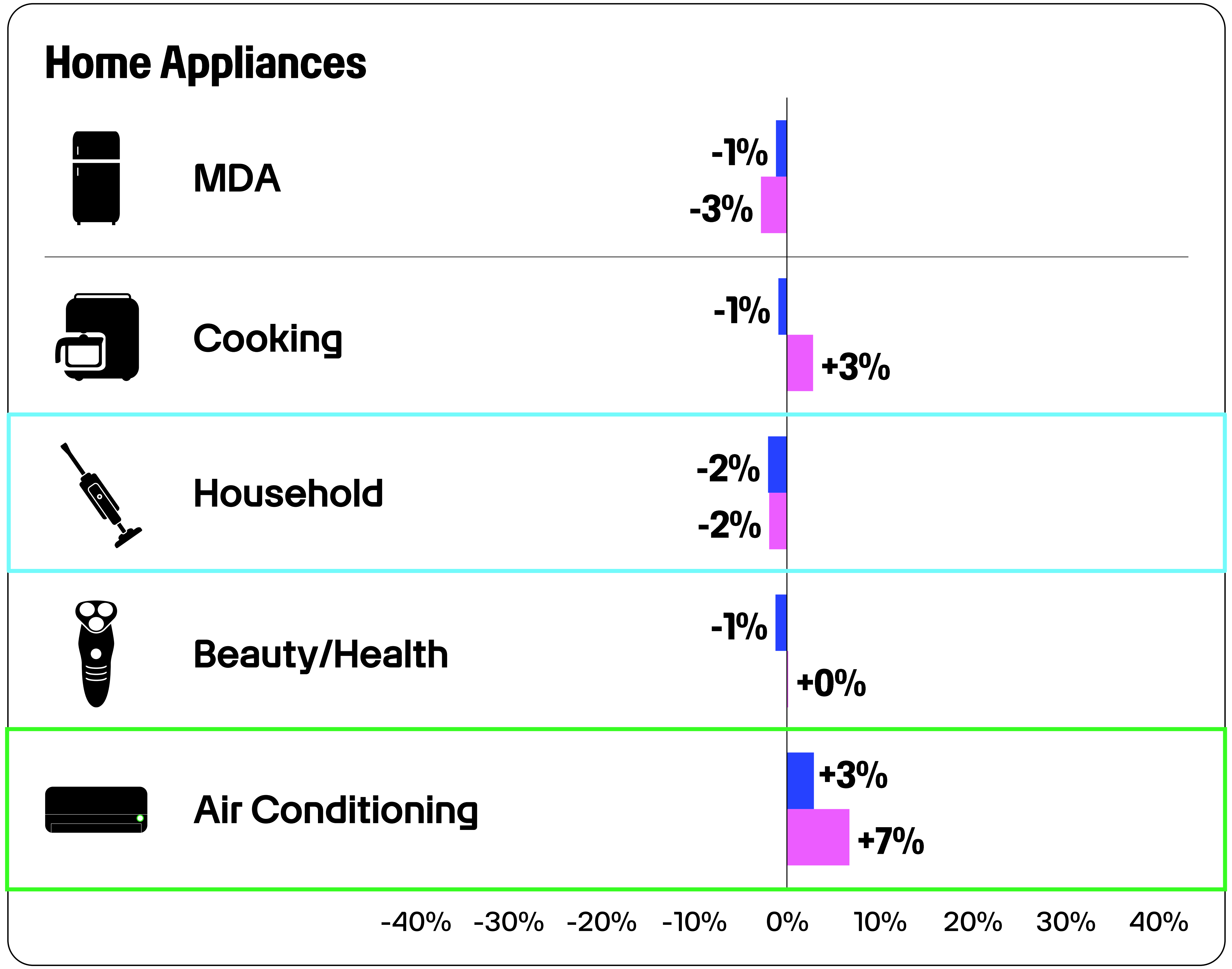


Source: GfK Extrapolated Data

TCG Market Trend

The total TCG market in 2025 is estimated at 45.6 billion USD (+3.7% YoY)





Source: GfK Extrapolated Data

Outlook 2026

What's Next...

- **The IFA itself**
  Marketing and communications platform
  High-quality speakers and panels
  Continuous improvement of the website and app

- **Outlook & Continuity**
  Long-term agreement with Messe Berlin until 2034

- **Internationalization**
  Focus on key international markets
  10 years of Global Markets

- **Retail exclusive services**
  Retail Leaders Summit
  New: Retail Innovation Zone

- **New Target Audiences** New
  ...reached by establishing 5 content tracks:

  1. World of AI & Future of Tech
  2. Retail & Future of Commerce
  3. Marketing & Creativity
  4. Culture & Lifestyle
  5. Smart & Sustainable Living

- **Culture & City Integration**
  IFA Moments, Sommergarten, Podcast Day, Fotografiska Museum Partnership, Cooperation with Berlin Partner and visitBerlin

- **Inclusion & Sustainability**
  Cradle to Cradle and Lebenshilfe

Outlook 2026 - Show Areas

AI as the New Infrastructure

- Home & Entertainment
- Home Appliances
- Smart Home
- Communication & Connectivity
- Audio
- Computing & Gaming
- Content Creation
- Beauty Tech & Wellbeing
- Mobility
- IFA Next

Outlook 2026

New

New formats and updated Content Tracks

Robots on the Runway, RoboCup, Indie Game Area, Mobility Track, Beauty Hub, Outdoor Cooking and Gardening, Smart Living Forum, etc.

Innovation For All

IFA promotes inclusion, accessibility and content for all age groups

Sommergarten

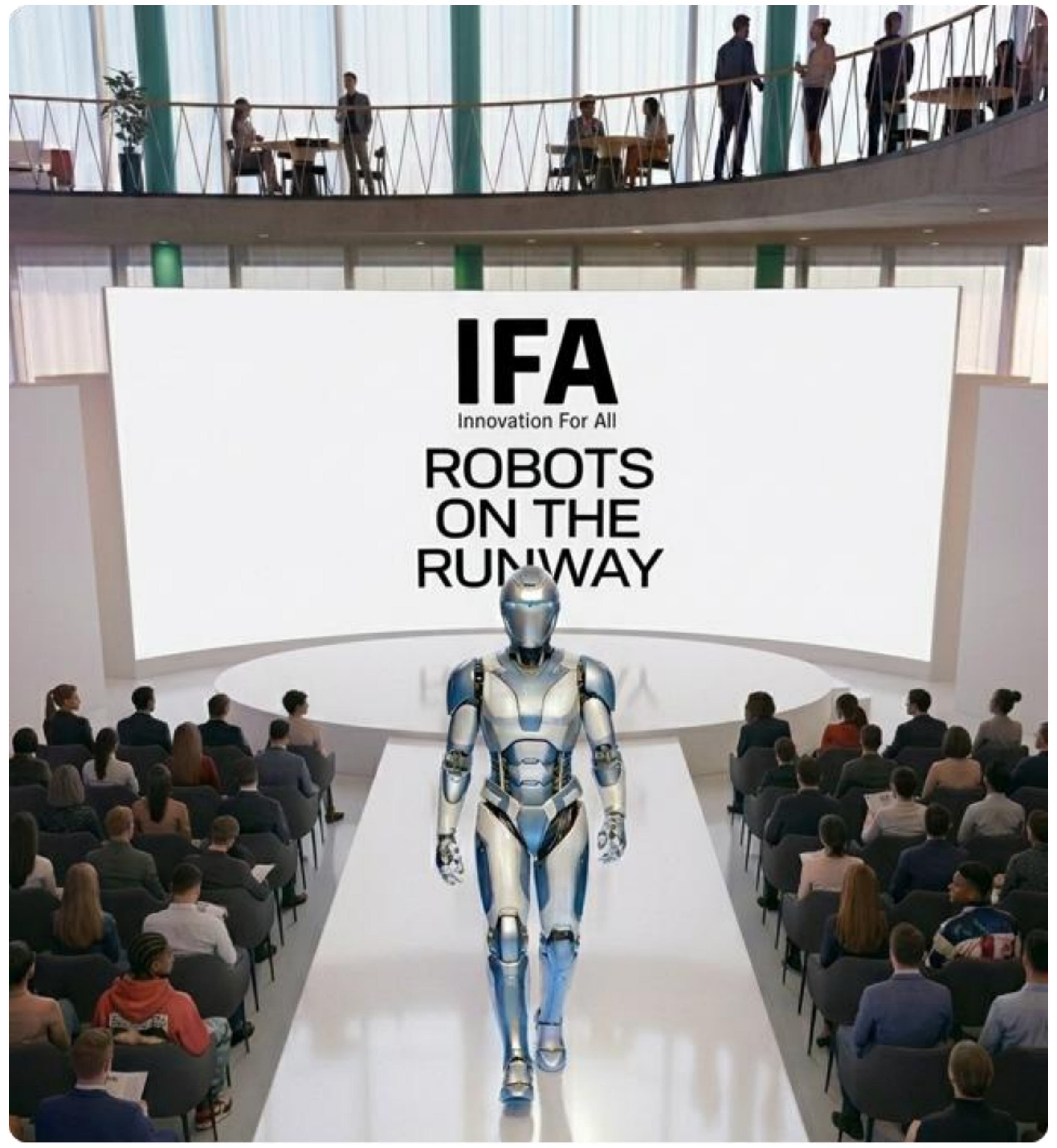
Confirmed music acts include Luciano, DJ BUNT., and Ikkimel

IFA Moments

A top opportunity for brands and consumers - IFA is not limited to one place or one moment

360° Approach

(Live-)Podcasts, press conferences and press releases, stage programme, brand activations, global participation in events and industry gatherings



IFA Innovation For All

Outlook 2026

Exclusive Preview – Exhibition Venues

ICC is part of the IFA 2026

IFA is now opening the legendary ICC Berlin, which is a first. The building is a listed architectural landmark dating from 1979 that has been closed for a decade. It has an aluminium façade over 300 metres long and can accommodate 20,000 people. It was built during the Cold War as a symbol of West Berlin's innovative spirit.

New

Why you should come to IFA

IFA is where innovation becomes market reality.

For media

- First access to launches, demos and innovation storylines
- Citable executive perspectives on trends, market shifts and what's next
- Content-ready formats (interviews, visuals, show floor moments) built for fast turnaround
- Human, cultural angles where tech meets everyday life (home, design, entertainment)

For the industry

- A proven platform for innovation launches, where brands unveil products and set industry agendas
- High-impact visibility at the moment decisions are made
- Connect B2C attention with B2B distribution
- Retailer access and deal-making environments
- Global relevance: Europe-based, internationally positioned

Press Material

See you at IFA:
4–8 September 2026!

Leif Lindner
CEO
l.lindner@ifa-management.com

Sonja May
Director PR & Corporate Communications
s.may@ifa-management.com

Gioia Zoli
Head of International PR
g.zoli@ifa-management.com

IFA Innovation For All

IFA Innovation For All

Discover IFA
The future is now.