



Press Briefing

Connecting the Global Consumer Electronics and Home Appliances Industry under one roof.



Topics

Introduction

Strength of IFA

Evolution of IFA

Looking forward

Q & A's

Introduction

Who is Oliver Merlin?

Oliver Merlin

Management Consultant with Accenture

12 years in events industry

Specialist in startup, turnaround, transformation

MD / Geschäftsführer of IFA Management GmbH

Strength of IFA

Best trade show in the world for
Consumer Electronics & Home
Appliances.

Opportunity for IFA

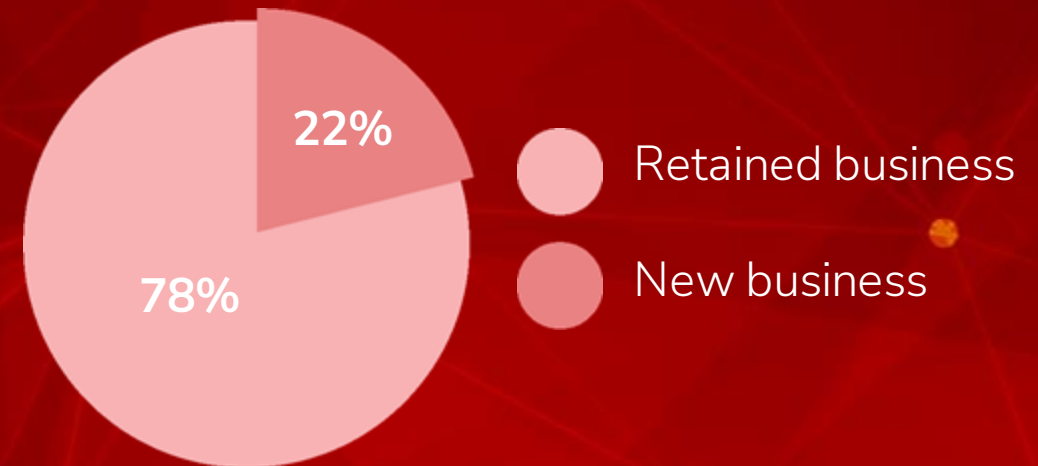
My honest assessment is that there is a great opportunity for IFA right now



IFA Sales Progress

- IFA 2023 has already exceeded the 2022 show in both number of exhibitors and space allocated
- There is a strong and steady pipeline which is on track to exceed the final numbers of IFA 2019
- All of our major customers from IFA 2022 are in final discussions to confirm their participation in IFA 2023
- New customers to IFA are projected to account for 30% of overall exhibition and sponsorship revenue in 2023

Current revenue split



Projected final revenue split



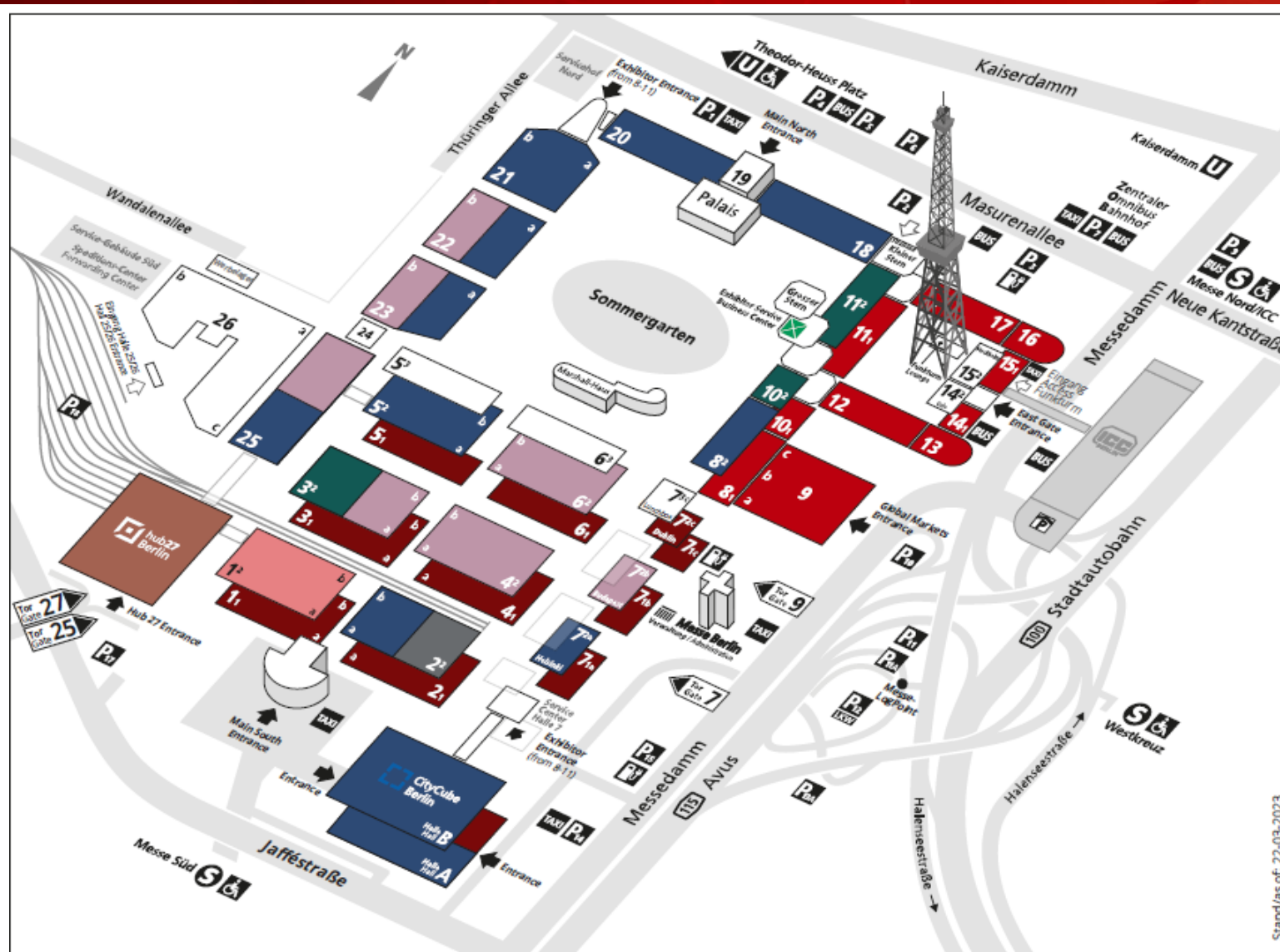
IFA Trading : Customer Geo Split

GERMANY	97	SWITZERLAND	7	LITHUANIA	2
CHINA	57	CZECHIA	6	LUXEMBURG	2
TURKEY	36	SINGAPORE	5	NORWAY	2
USA	34	TAIWAN	5	SERBIA	2
ITALY	22	ROMANIA	4	ALGERIA	1
NETHERLANDS	22	SLOVENIA	4	AUSTRALIA	1
UNITED KINGDOM	21	CANADA	3	BULGARIA	1
FRANCE	19	HONGKONG	3	CROATIA	1
SOUTH KOREA	19	IRELAND	3	ESTONIA	1
POLAND	17	ISRAEL	3	FINLAND	1
SPAIN	15	UNITED ARAB EMIRATES	3	INDIA	1
SWEDEN	11	GREECE	2	MALAYSIA	1
BELGIUM	8	HUNGARY	2	PORTUGAL	1
DENMARK	8	JAPAN	2	SAUDI ARABIA	1
AUSTRIA	7	LATVIA	2		

Geo Split is based on the number of Customers to a fair representation of geographical dispersal.

- We currently have representation from 44 Countries.
- Germany (21%) and China (12%) represent 33% of the IFA 2023 Customer base.

Current terrain plan



- Audio**
 Audio Streaming • Headphones • HiFi
 High Performance Audio • Speakers
- Communication & Connectivity**
 Internet Technology • iZone • Mobile Devices • Mobile Equipment & Accessories
 Payment Systems • Reseller Park • Streaming Studio • Technology
 Telecommunication
- Computing & Gaming**
 Computer • Cyber Security • Data Storage • Games • Gaming & Esports Arena
 Immersive Entertainment • iZone • Technologies and Cloud Solutions
- Fitness & Digital Health**
 Healthcare Products • Sports Products & Accessories
 Wearables Hub • Gaming & Esports Arena
- Global Markets**
 Components • ODM • OEM
 Suppliers
- Home & Entertainment**
 DJ Booth • Home Networks • Public Media (TV & Radio Stations)
 Smart Home • Streaming Services • TV
- Household Appliances**
 Air Solutions • Built-in Kitchen Units • Care & Beauty • Connected Appliances
 DJ Booth • Health & Wellbeing • Heating & Cooling Systems
 Major and Small Domestic Appliances
- IFA Next**
 Global Innovation Leaders • IFA Keynotes & Conventions
 Research & Development • Startups
- Image & Video**
 Cameras • Equipment • Lenses
 Printing • Video Solutions
- Mobility**
 Autonomous Cars • Drones • Electric Aircraft • Electric Bicycles
 Electric Cars • Electric Charging Infrastructure • E-scooters
 Micro Electric Vehicles
- Robotics Hub**
 AI -powered Robot Assistants • Domestic Robots • Entertainment Robots
 Healthcare Robots • House of Robots • Humanoid Robots • Robotic Toys & Kits
 Tech Playground
- Sustainability Village**
 Eco Innovation • European Legislation • Global Supply Chains
 Leadership • Mend & Repair Workshop • Renewable energy

Stand/as of: 22-03-2023

How is IFA evolving?

- Improvements in Marketing and Data
- New features and Content
- Focus on Innovation and an expansion of IFA Next

Marketing Improvements

Key priorities

- To increase the quality and quantity of B2B visitors
- Increase quantity of B2C visitors
- Develop a more comprehensive VIP programme and 121 meetings
- Improved media coverage and relations with influencers
- Attract an international audience like never before



Our data-build project and first party data collection to increase our database has already begun

We have invested hugely in data build to date:

- 110,000 B2B trade contacts across 142 countries
- 1,500 press & media contacts including traditional, online and influencers
- 10,800 exhibitors & start-up contacts



Campaigns

Introduce data-driven email and paid campaigns based on behaviours and split into our key audiences:

- Visitor (B2B), Visitor (B2C), Exhibitor/Sponsor, IFA Next (start-ups), VIPs, and Investors
- With the objective of highlighting different key audiences within those groups, for example : GenZ, Women in Tech, and Engineers, Scientists etc.

Campaigns

This segmentation provides our audiences with bespoke content specific to their needs at every step of the journey


- Pre-registration; post-registration; onsite; post-show, allowing them to make informed decisions and get the most out of IFA
- Average open rates 41% (average open rate across all industries is between 15-21%) and average CTOR 6.23%
- Our highest email OR was 59% with 23% CTOR

Campaigns

Visitor Registration

- Is now live.
- Has been open for 2 weeks
- Good initial uptake

- <https://ifa-berlin-2023.reg.buzz/>



The banner features the IFA logo at the top left. Below it is a photograph of a large crowd of people gathered in front of a modern building entrance. A prominent red sign in the background reads "READY, STEADY, SHOW!". Other signs for "Haier" and "TAIWAN EXCELLENCE" are visible. The bottom half of the banner is a dark red gradient with white text and a button.

Registration is now open!
Save 20% on your ticket price if you book before the end of April

[Buy your ticket](#)

We are thrilled to announce that our Early Bird tickets are now available for IFA 2023, with 20% off!

For our 99th year, we are bringing brand new content features to the world's leading consumer electronics and home appliances trade show, including, The House of Robots, featuring the latest advances in robotics and AI, and our very own Sustainability Village, showcasing innovative sustainable living solutions.

At IFA, we are deeply committed to increasing the visibility and progression of women into leadership roles within the tech industry, which is why along with 80+ hours of content from award-winning speakers, we also have a dedicated Women in Tech conference programme that addresses diversity, equality and, inclusion in the tech

New website



The screenshot shows the IFA 2023 website homepage. At the top left is the IFA logo with the text 'CONSUMER ELECTRONICS UNLIMITED' and 'BERLIN, 1-5 SEP 2023'. To the right are social media icons for Twitter, Facebook, Instagram, YouTube, and LinkedIn, along with a search icon and language options 'EN | DE'. Below these are three prominent buttons: 'EXHIBIT & SPONSOR', 'BUY YOUR TICKET', and 'IFA NEXT'. A navigation bar contains a home icon and the following menu items: 'ABOUT', 'EXHIBIT & SPONSOR', 'VISIT', 'WHAT'S ON', 'CONTENT & MEDIA HUB', and 'GENERAL PUBLIC'. The main content area features a large background image of a busy trade show floor. Overlaid on this image is the text 'Check out our 2023 sales brochure' in a large, bold, white font. Below this, a smaller line of text reads 'Discover exciting new partnership opportunities available at IFA 2023.' At the bottom left of the image is a button labeled 'DOWNLOAD THE BROCHURE'. A circular icon is visible in the bottom right corner of the image area.

Media & Press

Global interest in IFA remains very strong

Over **2,600 media** from around the world give IFA global coverage on its customers and their new product launches

52% of coverage is international

Online articles
& social posts

96K

Online articles & social
posts during the event

70K

Reach throughout
the campaign

155B

Reach during
the event

120B



Retailer & Buying Groups

IFA is working closely with all the major retailer and buying groups to ensure broad participation from the buying and retailing community

We have been in discussions with and continue to collaborate with all major groups

I personally visited and continue to have continuous online dialogue



The Retailer is King

We have put together a curated programme for retailers so that they can maximise their time at the show

- Preferred Badge pick-up via a Fastlane at Entrance South
- Guided Tours across key features and exhibitors on the show floor
- Access to the Trade Visitor Lounge, filled with working areas and catering exclusively for retailers
- Shuttle service between halls at Messe Berlin
- Coordinated meetings to maximise their time onsite
- Private lunches and networking activities in the evenings
- Breakfasts
- Curated talks at hotels in the city



The Retailer is King

We are working with the whole retailer ecosystem to build the most comprehensive platform for buyers and sellers in home appliances and consumer electronics:

4G Retail, alibaba.com, AZcom B.V., A Plus Appliances, A&C Systems, ALDI International, Alternate, amazon, AO, Back Market, Best Buy, BM Technotrade, bol.com, Boulanger, BUT International, buyitdirect, Ceconomy, Celly, Coolblue, Colruyt - Collishop, Comfort MAX, Comfy, computeruniverse, Comtech, Conforama, CONNDEVS, Conrad, COOP, Cyberport, Dangaard, Dante International, Deltaco, Deltatecc, Digitec Galaxus, DNS Retail, dodenhof, Dreamland, eBay, EDCO, EDE, Edeka, EDION, EFG, EGH, EGV, El Corte Ingles, Elari, ELECTRO DEPOT, Electronet, electronic4you, Elgiganten, eMAG, EpicentrK, eprice, ETS, Exertis, Extreme Digital, EYE Systems, F9 Distribution, faro-com, Galaxus, Globus, Grab IT, GRAVIS, Groupon, Grover, Hafele, Harvey Norman, Home Shopping Europe, Homecinema, iDeal of Sweden, IKEA, Ingram Micro, InnovaMaxx, Interdiscount, iVisions, Jägerphon, John Lewis plc, K+B E-Tech, Kingfisher, KOMSA, KW-Commerce, La Redoute, Leroy Merlin, LIDL, Lotte, Macnificos, Maxi-Media, Media Markt, Medion, Merlion, Metro, Migros, MVM, Neonet, Nital, notebooksbilliger.de, Obeta, OBI, Onedirect, Otto, Pantheon, ProReServ, QVC, real, REWE Group Buying, Rexel, Rhinos, Rivacase, Salling Group, Sandman Group, Saturn, Shop Direct, Smalltronic, Smartwares Group, Smartycom, Solectric, Sonepar, Stadler Form Russia, STRAX, Subtel, SVP Worldwide, Target, Tchibo, Tech Data, Technopark, TelForceOne, Tura Scandinavia, Veepee, Vivanco, Wagner eCommerce Group, WD Plus, Whiteaway, XPlus1, Zalando, Zeitfracht

How is IFA evolving?

Improvements in Marketing and Data

New features and Content

Focus on Innovation and an expansion of IFA Next

New Features and Content

How this year will be different?

- Consumer-focused content programme developed after extensive consultation with over 300 key stakeholders
- Signposting topics that IFA needs to address in order to speak with credibility such as Gaming, Sustainability, AI, Women in Tech etc.

These are manifesting themselves in physical spaces and interactions that you will experience at the show:

- IFA Leaders Summit
- Gaming & eSports Arena
- Sustainability Village
- House of Robots
- Digital Content
- IFA Next



IFA Leaders Summit

A high-level content programme

- Exclusive main stage where the most influential figures in the industry will come together to explore the most critical and meaningful topics that are shaping consumer electronics and home appliances today
- From technologists, innovators, and inventors to retail executives, thought leaders, and influencers, we will bring together the most radical thinkers
- Latest developments in next-gen tech, the future of smart homes, IoT trends, AI-powered devices, robotics, cloud gaming, the changing face of retail, and much more



IFA Leaders Summit themes

Staying ahead of the curve: exploring the mega trends driving innovation in electronics and appliances.

This year has seen a surge in **sustainability-focused** initiatives and advanced connected devices for customers to make informed decisions about their health, wellness and energy use amid the cost of living crisis.



IFA Leaders Summit themes

The promise and potential of generative AI

- AI has become all-pervasive with applications ranging from predictive analytics to robotics, AI has become one of the most critical topics for 2023. As AI continues to evolve from simply analysing existing data to now being able to create new text, images, and videos, it raises questions about how this development will shape the debate between augmentation versus automation.
- The launch of ChatGPT, the intelligent chatbot, has shown that generative AI is set to have implications for several industries as it gives them access to more sophisticated tools.



IFA Leaders Summit themes

The technology arms race: the fight for global chip supremacy

- Semiconductor chips are the backbone of new technologies and innovations. Chips are at the core of AI, quantum computing, nanotechnology, self-driving cars and much more
- But producing them is an incredibly complex and high-stakes endeavour. Only a few companies are trusted to make them, something that was highlighted by the global shortage exacerbated by the pandemic. Chips are now a key arena of geopolitical competition



IFA Leaders Summit speakers



Jordi van den Bussche better known as **Kwebblekop** YouTuber (14.9m followers) and entrepreneur with a global reach of over 7 billion views and a community of 210 million followers.



Michael Fisher aka **Captain2Phones**, is a famous tech YouTuber who has over 1.2 million subscribers.



Ivana Bartoletti, a global expert on **AI and privacy**, author of **An Artificial Revolution, on Power, Politics and AI** and founder of Women Leading in AI Network.



Professor Chris Miller, author of Financial Times' Business Book of the Year 2022 and New York Best Seller **Chip War: The Fight for the World's Most Critical Technology**.



Dr Tina Klüwer was appointed to the Future Council of the Federal Government in 2022 by Chancellor Olaf Scholz.

*Just added: **Steve Collins**, CTO of KING (makers of Candy Crush) speaking*

IFA Leaders Summit speakers



Angie Gifford, vice president EMEA, **Meta**. Overseeing the business development for the platforms **Facebook, WhatsApp, Instagram, Messenger and Meta Quest** in countries across Europe, the Middle East and the African continent.



Marlies Schijven, professor of surgery, **Amsterdam University Medical Centers**. Researching the field of digital health, use and validation of mobile healthcare and apps, simulation and serious gaming and surgical innovations.



Professor Joanna Bryson, expert in intelligence - both natural and artificial. Professor of Ethics and Technology at **Hertie School, Berlin**, where she co-founded their **Centre for Digital Governance**.



Stewart Miller, Chief Executive Officer, the **National Robotarium** in Scotland. An experienced business leader with a background in the aerospace sector.



Dr Christian Bogatu, advisor, **SPRIND**. Serial entrepreneur and investor. He works with the **German Federal Agency for Disruptive Innovation** (www.sprind.org), identifying and supporting innovators with radical ideas with a billion Euro budget.

IFA Leaders Summit speakers



Jonas Andrulis, founder and CEO, Aleph Alpha, a R&D startup focusing on AI and modelling. Jonas is a serial entrepreneur who **previously worked for Apple**. In his career he has been building diverse innovations at the forefront of the development towards transformative AI.



Steve Collins, chief technology officer, King.com. Over 30 years of experience in entrepreneurship and leadership in the tech sector, Steve has been integral in the development and implementation of technology strategies in the worlds of venture capital, gaming technology companies and academia.



Professor Alexandra Wuttig, professor for entrepreneurship and innovation, chancellor at IU Internationale Hochschule. Initiator and supporter of various projects to promote female founders and women in tech.



Dr Andreas Rickert, chief executive officer, PHINEO. Works to develop and realise ideas with impact for an open, sustainable and peaceful society in which doing good with impact guides collective action.

Sustainability Village

This year IFA 2023 will, for the first time, welcome a dedicated Sustainability Village with its own onsite 'mend and repair shop' tackling e-waste, a comprehensive conference programme (forum) on sustainability best practices, a dedicated exhibitor area and networking focused on connecting sustainability leaders with the wider IFA community.

Top themes:

European Commission legislation – with new legislation being implemented with the 'Right to Repair' proposal, a touchpoint in 2030 on progress with the European Green Deal, and Germany's new Supply Chain Act means that companies must act to be compliant. <https://news.ifa-berlin.com/right-to-repair-european/>

Global supply chains are a key area when it comes to the reduction of carbon emissions for this sector. This area provides opportunity to review the manufacturing process, transportation and returns from end to end.

Circular Economy & E-waste is an area manufacturers are getting increasingly involved in as part of a sustainability strategy, companies are increasingly offering a recycling facility for broken/unwanted technology to prolong the life of a device instead of throwing it away.

Sustainability Village

Smart homes technology and what this means for sustainability, energy bills have exploded exponentially which means this tech has been accelerated in popularity and focus. The main issues are in the implementation to ensure that the different devices can ‘speak’ to one another, and maximise energy consumption efficiently.

Understanding and **meeting customers increasing expectations on sustainability** – customers now expect products to be manufactured ethically and for companies to operate as sustainably as possible



Sustainability Village speakers



Olivier Hagenbeek
Director, Simon-Kucher
& Partners - a global
consultancy with more
than 2,000 employees
in 30 countries,
the world's leading
pricing and growth
specialist.



Knut Hechtischer, Co-
Founder & CEO
decarbon1ze GmbH,
Co-Founder ubitricity -
a member of the Shell
Group - driven by the
vision of EVs serving as
mobile storage units for
renewables.



Paolo Falcioni,
APPLiA - Director
General since 2014
and one of the
founders of the
International
Roundtable of
Household
Appliance
Manufacturers
Associations.



Victoria Neuhofer,
Entrepreneur and
Founder & CEO DAMN
PLASTIC. Victoria
works with a wide
range of industries and
passionately committed
to transforming the
mindsets of
organisations to a more
sustainable one.



Uwe G Schulte, Council
Director - Sustainability
The Conference Board,
CEO, Prosolvo GmbH,
advising Senior
Managers in Europe on
Corporate
Responsibility and
Sustainability
for European Chief
Procurement Officers

The House of Robots

This year we are establishing an exclusive Robotics Hub as a new zone at IFA, this zone will include the House of Robots as an immersive experience

The world's most advanced robots are joining the House of Robots as confirmed residents, these include Desi (social robot) by SingularityNET and Mirokai (social robot) by Enchanted Tools (Robotics startup).

- Desdemona aka **Desi**, is a humanoid robot and the lead vocalist of the Jam Galaxy Band. Created and built by David Hanson and programmed by Ben Goertzel. Desi is the younger sister of the Sophia robot and part of the SingularityNET ecosystem. Desi uses AI to write her own lyrics, sings and she is also a DJ!
- Mirokaï is part of a ground-breaking new species of service robots created by Enchanted Tools (E.T.) addressing worker shortages in essential sectors like healthcare. E.T. is composed by a team of 50+ mechatronics and AI experts and led by Jérôme Monceaux, former EVP at Aldebaran/Softbank Robotics and co-creator of robots Nao and Pepper.



Advisory Boards - Leaders

As part of our IFA 2023 community, we are actively collaborating with the following reputable individuals who are sharing their insights with us and providing their feedback on our summit content.



Andreas Müller,
CEO, Deltatecc



Steve Maclaren,
COO, The
National Robotarium



Dr Volker Ziegler,
Vice Chairman Of The
Board, ITG in VDE



Hans Carpels,
President & Co-
Founder, Euronics



John Olsen,
Managing Director,
Euronics

Advisory Boards - Media

As part of our IFA 2023 community, we are actively collaborating with the following reputable individuals who are sharing their insights with us, and providing their feedback on our content.



Rob Pegoraro
500K LinkedIn
Followers



Isa Rodriguez,
120k YouTube
Subscribers



Michael Josh Villanueva
696K YouTube
subscribers



Andrea Smith
500K+ LinkedIn
followers



Helena Stone,
9.35K YouTube
subscribers

Also Axel Telzerow, Funke Medien, Judie Stanford, Gear Diary and others.....

How is IFA evolving?

Improvements in Marketing and Data

New features and Content

Focus on Innovation and an expansion of IFA Next

Development of IFA Next

The innovation zone of IFA will be bigger and better than ever this year.

The startup hub at IFA located in Hub 27 is the heart of innovation at the event, unveiling the newest and most innovative tech in the industry will be bigger and better than ever

- 500+ startups bringing future tech to life
- Corporate innovation labs showcasing their newest tech
- Dedicated content to help startups grow and expand their brands
- Keynote speakers – from investors to case studies
- Pitch battles – where the latest in tech will compete on the IFA Next Stage
- Deals over drinks which brings networking to life
- Investor Lounge for private meetings between startups and investors



IFA Next partners

To dramatically increase the scale and develop the proposition of IFA Next we have partnered with international experts and local heroes

TNW

The Next Web, based in Amsterdam is a leading innovation and startup organization running conferences, a media platform and innovation and startup consultancy. They employ 25 startup scouts.

They will be focusing on startup participation, content agenda, networking activities and production values of the zone.



Berlin Start up Night

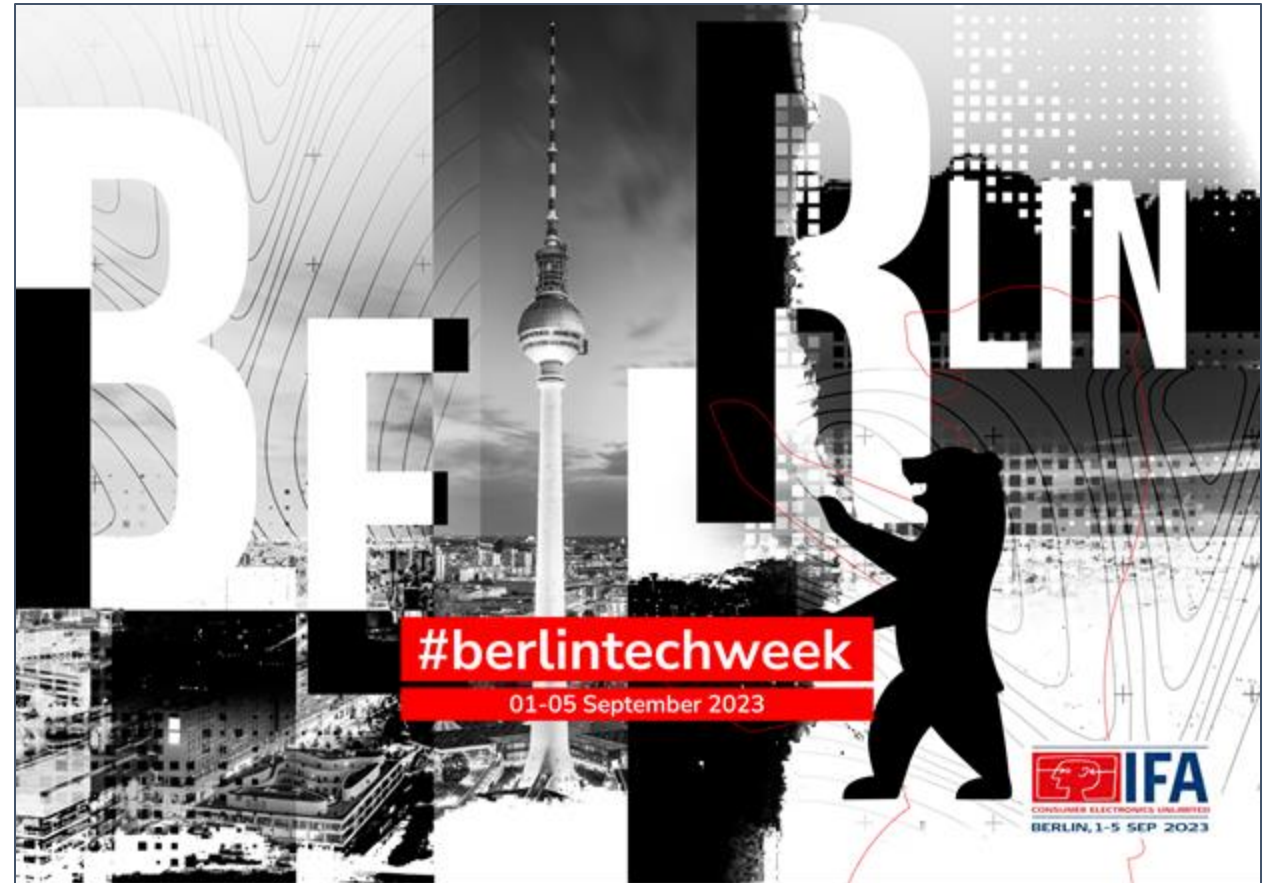
At the heartbeat of startups in Berlin, this partnership will deliver an even stronger offering onsite in terms of scale and participation of startups. They will also host the famous B SUN night showcasing the top talents and an awards ceremony.



Development of the IFA brand

Berlin Tech Week

- The purpose of this festival is to create a legacy within the city and to connect the global consumer tech community in Berlin
- Our aim for IFA is to amplify the event as “THE place to be for tech and innovation”



Berlin Tech Week

We plan to run several events during the 1st week of September such as:

- VIP Drinks reception @ Soho House
- AI Experience Day @ IFA Next
- Sustainability Gala Dinner
- Livestream Concert from a secret spot in the city
- eSports Festival at LVL and @ IFA Next



IFA Management has recruited **Cornelia (Conny) Schwobe**

Conny, has over 20 years of events and gaming experience, most recently and for the past 12 years at Electronic Arts. Attracting top talent like Conny is part of the IFA strategy to speak more credibly to topics it sees as crucial to the development of Consumer tech now and in the future.

Conny will be playing a pivotal role in guiding IFA's growth and direction in multiple areas, such as AI, eMobility, Metaverse and more. Her profound expertise in gaming, in particular, will help us address the needs of an ever-growing consumer base and create engaging, immersive experiences for us all.

The landscape of consumer tech is evolving at breakneck speed, with new advancements and breakthroughs appearing almost daily. These developments are profoundly transforming the way people live, work and interact, pushing the boundaries of what we once believed possible. In this fast-paced environment it is vital to stay at the forefront of the latest trends and technologies.



"I am very excited to be joining the IFA Berlin team. Ever since I started my personal career at IFA years ago the show has always been close to my heart. With IFA being the centre of technology and innovation for almost 100 years the show has been an important driver of pivotal moments in the transformation of technology. I believe IFA is at such an inflection point with new technologies and services on the horizon. Personally, this is a unique opportunity to help shape the next evolution of IFA to serve the changing needs of the industry, business partners and consumers!"



Visibility of the IFA brand



City of Berlin

- We are working with the City of Berlin with Berlin Partners, Visit Berlin and the Berlin Convention Office to increase IFA's visibility and presence across the city at tourist offices, airports, stations and iconic city locations to turn the city red and create a buzz around the town

Asia Berlin Week



- A partnership which integrates the #BerlinTechWeek brand into the Asia Berlin Summit taking place at City Hall Berlin on 12-13 June
- This is an event to amplify our brand messaging and raise awareness of IFA within the city network.

London Tech Week



- IFA has joined the Berlin Partner Start up delegation at London Tech Week which runs from 12-16 June
- We will also be hosting a private networking event during this week

Route to Berlin

A series of interventions – talks, presentations, visits, panels to gradually build awareness and interest in our plans

Date	Event	Location
Jan	SS@CES	Las Vegas
Jan	IFA Social	Las Vegas
Feb	SS@MWC	Barcelona
Feb	Koop	Berlin
March	SXSW	Texas
March	TNW	Valencia
April	Press Briefings	Virtual
May	Briefing Session with Communications & Press Officers of GFU Shareholders.	Frankfurt
May	CTIS / Computex	Shanghai / Tawain
May	Sifted Sessions	Berlin

Date	Event	Location
June	US Press Conference	New York
June	Re-publica	Berlin
June	TNW Conference	Amsterdam
June	Euronics Summer Convention	Mallorca
June	Euronics Annual Meeting	Valencia
June	Asia Berlin Summit	Berlin
June	London Tech Week	London
June	VivaTech	Paris
July	IMB (Innovation Media Briefing)	Berlin
July	TOA Festival	Berlin

Innovation Media Briefing (IMB)

IMB will return on the 5-6 July 2023 in Berlin

The IMB is an unmissable event for companies to share news, updates, and innovations, hear from industry analysts and experts about trends in the market and the latest updates from the IFA Berlin team in the run-up to IFA 2023,

This will be an extensive programme of breakfast briefings, product spotlight sessions, live presentations, fireside chats, and workshops for media to get live insights. New for this year we will be also streaming some of the sessions globally for those who can't attend in person.



Looking forward

The world has changed and the importance of the trade show as buying platform has declined



100 Years



Consumer Gen-Z, Gen Alpha...



IFA Team



Oliver Merlin

Managing Director

+44 (7837 589893)

o.merlin@ifa-management.com

Shelley Morgan

Marketing Director

+44 (7446 573522)

s.morgan@ifa-management.com

Pamela Mackay

Content Director

+44 (7544 983818)

p.mackay@ifa-management.com



Thank you





Q&A's

