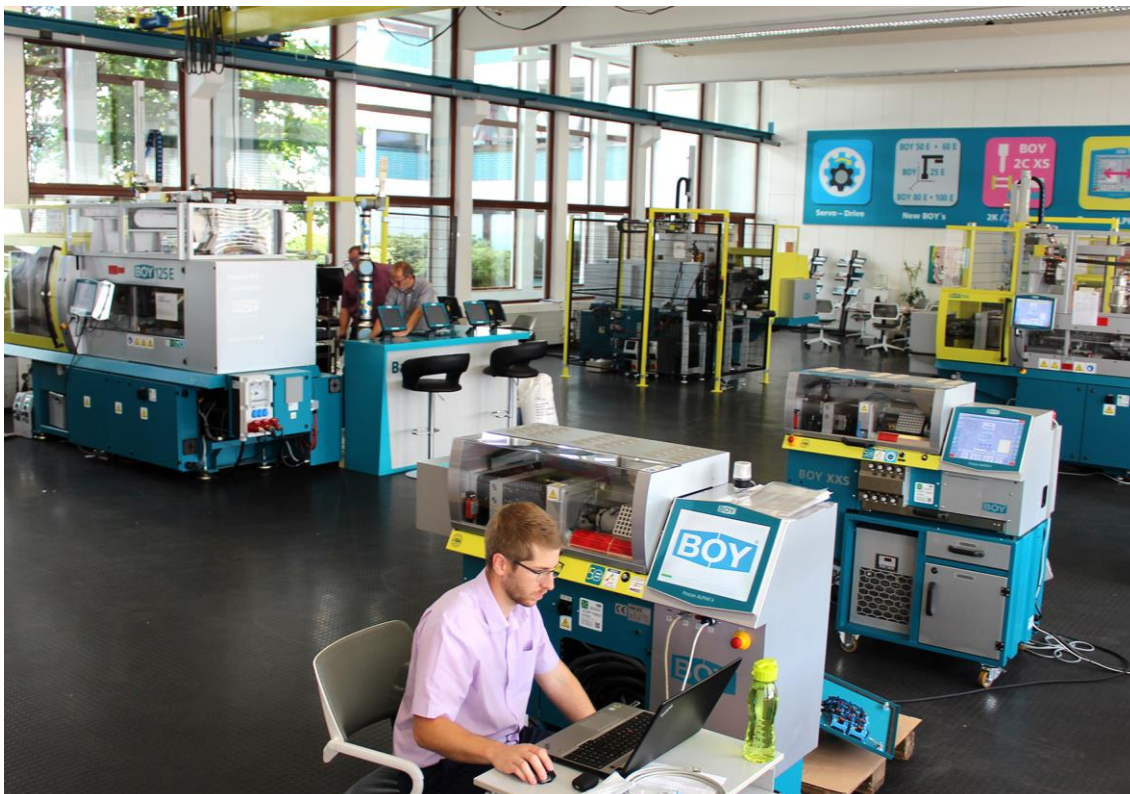


Press Release 14/2020

Neustadt-Fernthal, August 2020

BOY presents Fakuma-highlights in its Technical Center

Right in the middle of the exhibit preparations for the Fakuma 2020, the organiser P. E. Schall GmbH & Co. KG announced the postponing of the event to next year. A responsible and sensible decision – a decision that is also supported by BOY. The performing of the Fakuma 2020 under corona-related restrictions in accordance with the hygiene and distance regulations established in Baden-Württemberg represents an increased risk not only for visitors, but also for the exhibitors' trade fair teams. BOY has therefore decided to present the highly interesting trade fair applications in its Technical Center.





From the 28, 2020 interested parties can see the planned Fakuma-highlights in the BOY-Technical Center, after prior registration and observation of the corona-related behavioural rules. The medium-sized company located in Neustadt-Fernthal also intends to film the interesting trade fair applications and publish them on its YouTube channel.

"With this decision, BOY deliberately chooses a somewhat different approach than many other companies, which now meticulously "plunge" into virtual trade fairs", explains Thomas Breiden, Head of Marketing. BOY will create a total of five informative product videos in the next few weeks. These will be published on many Online-platforms and on the BOY YouTube channel as well.

<https://www.youtube.com/channel/UCN4HPDN2eSc7uF-wGVxVtxQ>