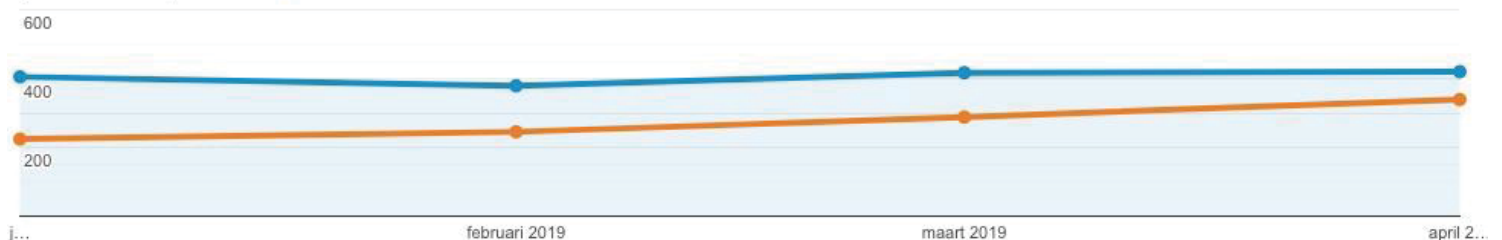


d) ERFMI Website Communications

Website activity Jan – April 2018 vs Jan – April 2019

- Increase in website sessions of more than 44% vs 2018.
- Total unique visitors increased by 49,4%.

1-jan-2019 - 30-apr-2019: ● Gebruikers
1-jan-2018 - 30-apr-2018: ● Gebruikers



Organic websites visits

- Most visits were via organic search via search engines
- Traffic from search engines increased by 42% in the first for months of 2019 compared to 2018.
- Means that Search Engine Optimisation (SEO) is working, as that is key factor in deciding how far up the ranking ERFMI appears

Keyword	Average position in Google	Position change since start of the year
erfmi	1	-
flooring manufacturers Europe	1	3
hobbyroom floor	1	2
cost of ownership resilient floor	1	1
characteristics of resilient products	1	15
assembly area flooring	3	-
resilient floor covering	13	-1
nora systems	14	8
european flooring	18	-8
pvc floor covering	25	26
resilient flooring	25	26

Press releases

- Management Changes release issued in January 2019
- Translated into French, German and Dutch
- Taken up quite widely by German, Dutch and UK press
- Second release about new EPDs and calculator approved by TC and ready to go