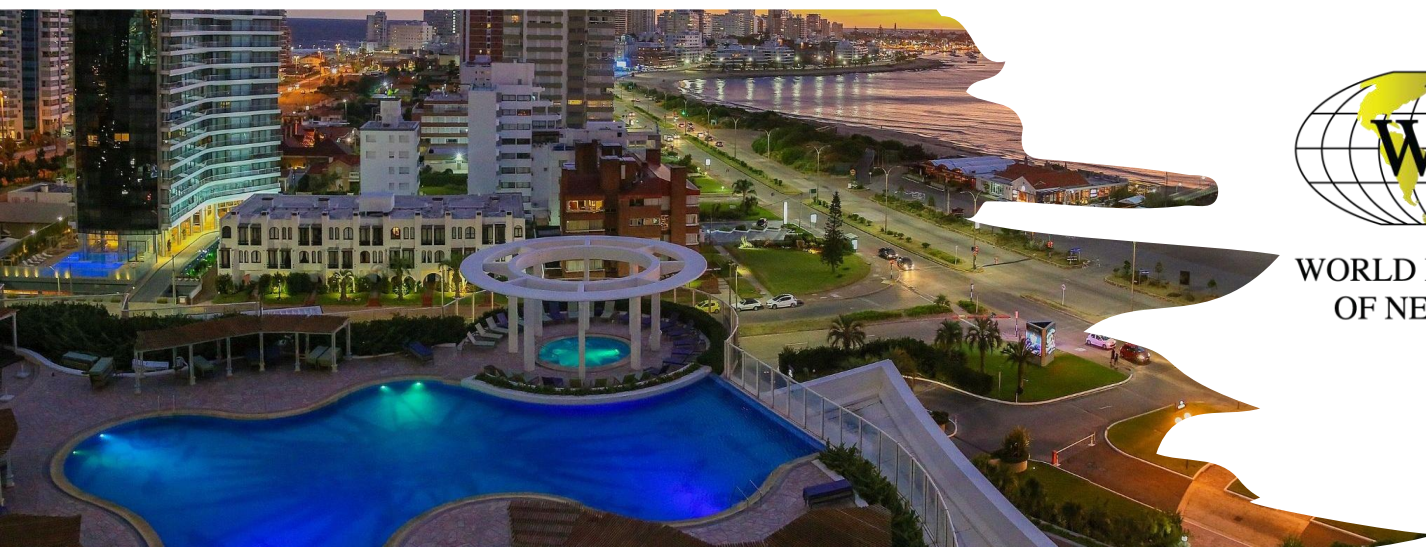




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Kenes Group Site Selection Report WCN 2029 - Americas

- Argentina
- Brazil
- Peru
- Uruguay

How we assess bidding destinations

A consistent framework balancing financial exposure, venue capability and destination appeal.

1 Financial impact

- Venue rental
- Estimated operating expenses
- VAT impact
- City and destination support

2 Venue capability

- Convention-center suitability
- Space and operational fit
- Growth flexibility
- Overall venue quality

3 Destination readiness

- International transport links
- Citywide hotel capacity
- Hotels near the venue
- Venue location and accessibility

These criteria feed the weighted decision score shown on the following slide.

WCN 2029 Americas: decision view

Provisional decision score combining venue fit, cost, access, hotels, market potential and delivery risk

LEAD OPTION
RIOCENTRO

DESTINATION	VENUE	COST BASIS ¹	VENUE FIT	ACCESS	OPERATIONAL DELIVERY RISK	SCORE ²	DECISION SIGNAL
Rio, Brazil	Riocentro	\$879k	Strong	Strong	High	3.8	LEAD
Rio, Brazil	Windsor	\$630k	Weak ³	Strong	Medium	3.5	RESERVE
Buenos Aires, Argentina	La Rural	\$897k	Conditional ³	Excellent	High	3.3	ALTERNATIVE
Buenos Aires, Argentina	Hilton	\$1.274m	Weak ³	Excellent	Medium	3.1	HOLD
Punta del Este, Uruguay	Punta del Este	\$489k	Partial ³	Limited	Medium	2.7	HOLD
Lima, Peru	Lima Convention Center	\$200k*	Partial ³	Strong	High	2.4	NOT READY

Decision logic: Riocentro remains the strongest proven fit. La Rural becomes a credible Buenos Aires alternative, but only with a complete build, acoustics and technical cost plan.

¹ Reported minimum estimated cost incl. tax/service where available; material AV, telecom and mandatory-service exclusions remain. *Lima is a venue-rental estimate only and excludes catering. ² Weighted assessment: venue fit 25%, cost/value 20%, access 15%, market 15%, hotels/location 10%, delivery risk 10%, compliance/visa 5%. ³ Material capacity, build or space limitation.

Buenos Aires Argentina

Hilton

**Date :**

All dates in October
available

Financial City Support :

No

VAT :

Exemption on registration
income.

Cost :

Venue Cost incl:

- Rental
- Catering

Minimum Estimated Costs (Inc.
Tax and services):

USD 1,274,080

Buenos Aires Argentina

La Rural



Date :

All dates in October
available

Financial City Support :

No, but there is a discount
from the DMC, if the
booking is done by the DMC

VAT :

Exemption on registration
income.

Cost :

Venue Cost incl:

- Rental
- Catering

Minimum Estimated Costs (Inc.
Tax and services):

USD 896,750 (incl. discount)

Pros & Cons – Buenos Aires

Pros	Cons
Largest medical and scientific market in Spanish-speaking South America; strong physician base; excellent universities and hospitals	Economic volatility can impact pricing and budgeting; inflation may require careful contract management;
Attractive European feel; strong international air connectivity	Hilton: Plenary holds only 850 seats. Manageable with overflow processes. Need to carefully review the exhibition space. It is on the small side.
Relatively competitive congress costs; strong local sponsorship opportunities.	La Rural: very high rental costs due to having to build all session halls (venue is empty casco). Venue is not sound-proof). On the other hand catering is less expensive.
	The CEC is not suitable for WCN due to lack of space.

Rio de Janeiro Brazil

1. Riocentro

**Date :**

27 - 29 October

Financial City Support :

No

VAT :

Exemption on registration income.

Cost :

Venue Cost incl:

- Rental
- Catering

Minimum Estimated Costs
(Inc. tax, services and discounts):

USD 879,458

Rio de Janeiro
Brazil

2. Windsor



Date :

20 - 22 October

Financial City Support :

No

VAT :

Exemption on registration
income.

Cost :

Venue Cost incl:

- Rental
- Catering

Minimum Estimated Costs
(Inc. tax, services and
discounts):

USD 630,106

Pros & Cons – Rio de Janeiro

Pros	Cons
Iconic destination with strong delegate appeal; likely highest attendance pull factor in Latin America; large domestic healthcare market. Large Neurology network.	Security concerns remain a perception issue for some delegates.
Strong pharma and medtech presence	Language challenges – English language (suppliers) not strong
Excellent hotels and social program opportunities.	

Punta del Este Uruguay

Convention Center



Date :

- 20-22 October

Financial City Support :

No

VAT : Exemption on
registration income.

Cost :

Venue Cost incl:

- Rental
- Catering

Minimum Estimated Costs (Inc.
Tax and services):

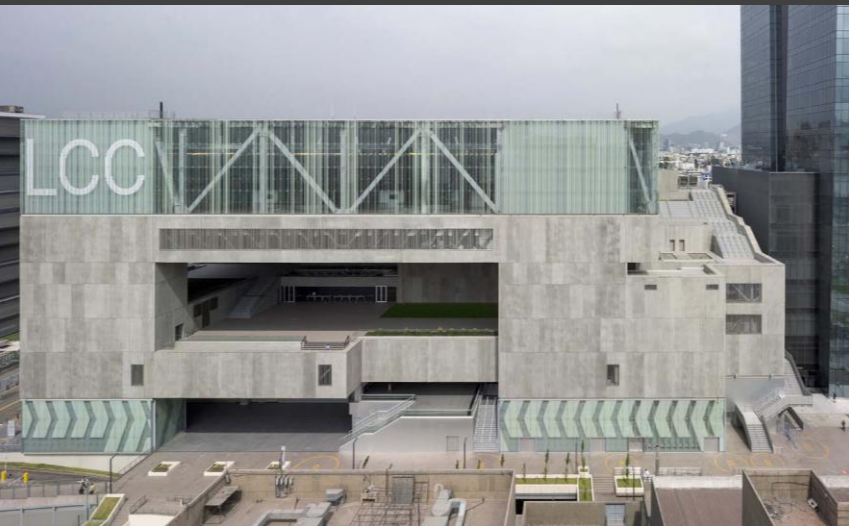
USD 489,265

Pros & Cons – Punta del Este

Pros	Cons
Premium resort destination; safe and upscale environment.	Small local healthcare market
Strong attractiveness for international delegates and accompanying persons; unique positioning versus typical congress cities.	Sponsors will see this destination as against the compliance codes, as it is a resort, and October is beginning of summer season.
	Not a very good air connection. Participants may need to come in via Montevideo (+ a 2 hour taxi drive).

Lima Peru

Convention Center



Date :

- All October

Financial City Support :

No

VAT :

Exemption on registration income.

Cost :

Venue Cost incl:

- Rental

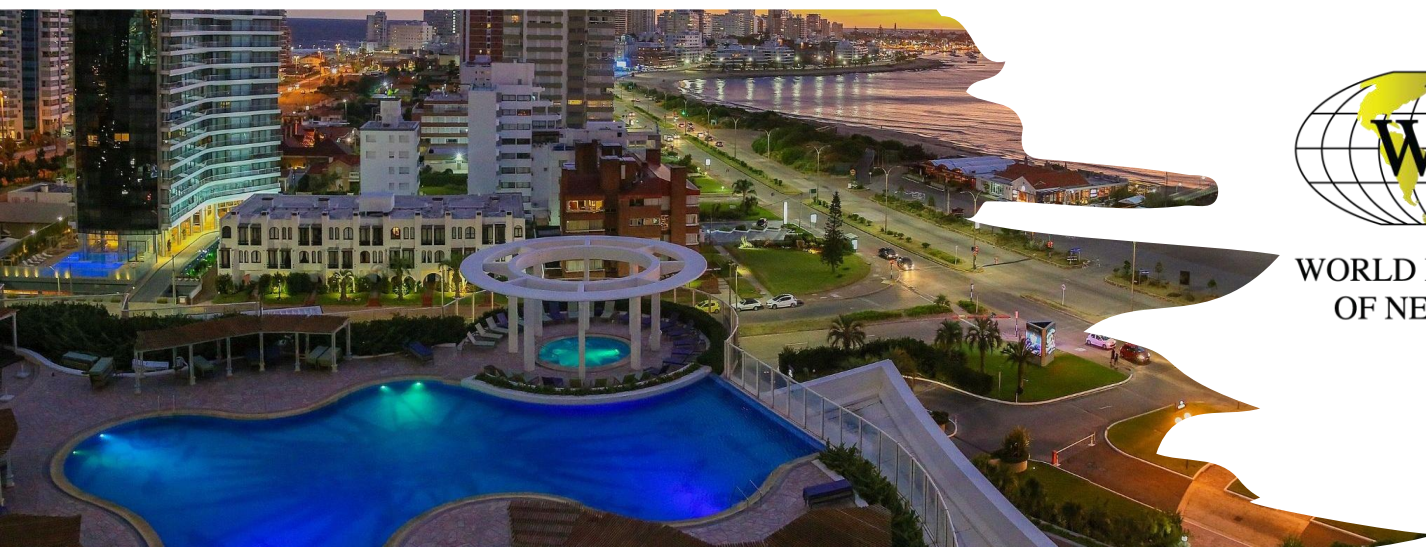
Minimum Estimated Costs (Inc. Tax and services):

No cost submitted, since a formal request needs to go through the Ministry of Housing First, which would indicate a commitment.

Estimate: USD 200,000 for the venue rental (excl catering)

Pros & Cons – Lima

Pros	Cons
Excellent geographic position for Latin America; major airline hub; strong access from North and South America.	Small local healthcare market
	Traffic congestion can be significant; city is less of a "destination draw" than the others.
	Convention infrastructure is definitely less than in the other congress destinations. Communication very challenging.



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Getting there

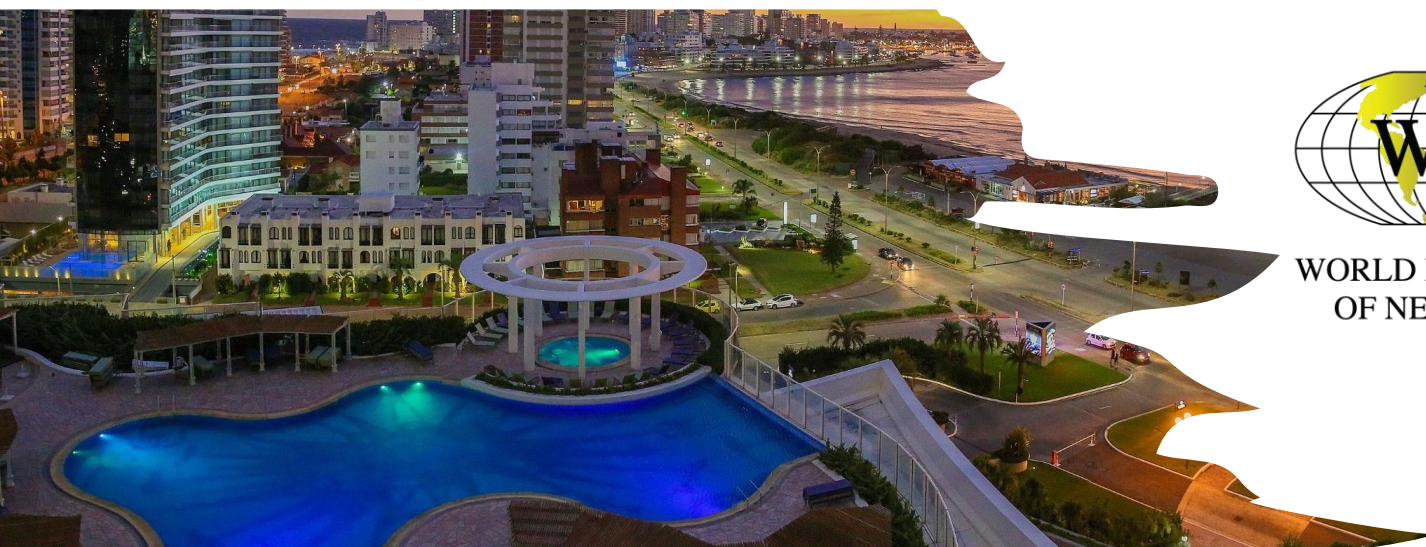
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Getting there...

Destination	Main Airport	Airport Connections	Approximate International Connectivity
Buenos Aires	Ezeiza (EZE)	Excellent	~70-75 international destinations and direct services to Europe, North America, Middle East and Latin America.
Rio de Janeiro	Galeão (GIG)	Strong	~58 direct destinations in 18-19 countries, incl. major cities in Europe, North America and South America.
Lima	Jorge Chávez (LIM)	Excellent	~65-69 direct destinations in 21 countries incl the Americas and Europe.
Punta del Este	Laguna del Sauce (PDP)	Limited and expensive. Alternative via Montevideo + 2 hour taxi drive	~7 direct international destinations in 3 countries. Seasonal and regional international service, often requiring connections via Montevideo, Buenos Aires, São Paulo or Santiago.



VISA REQUIREMENTS	Buenos Aires	Rio	Lima	Punta del Este
European delegates	Excellent	Excellent	Excellent	Excellent
North American delegates	Excellent	Excellent	Excellent	Excellent
Asian delegates	Moderate	Moderate	Moderate	Moderate
Indian delegates	Visa support usually required	Visa support usually required	Visa support usually required	Visa support usually required
African delegates	Visa support usually required	Visa support usually required	Visa support usually required	Visa support usually required
Need for invitation letters	Low to Moderate	Moderate	Moderate	Moderate
Risk of visa-related attendance loss	Low	Low to Medium	Low to Medium	Low to Medium



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Recommendation

Next slide

RECOMMENDATION

Advance Rio, Brazil / Riocentro

as the lead option, subject to three controls

1

Close the cost gap

Obtain a complete technical and mandatory-services budget, including furniture, power, certification, local insurance and legalization.

2

Lock the operations plan

Secure bilingual supplier management and define responsibility for SEFAZ, visas, permits and local entity requirements.

3

Keep a credible reserve

Retain Windsor only if the 1,560 sqm exhibition shortfall can be solved without compromising delegate flow or commercial inventory.

Decision requested: approve Riocentro for final commercial and technical due diligence.