2017
INFORMA INVESTOR DAY

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Factors which may cause future outcomes to differ from those foreseen in forward-looking statements include, but are not limited to, those identified under “Principal Risks and Uncertainties” of the Group’s Annual Report.

The forward-looking statements contained in this presentation speak only as of the date of preparation of this presentation and the Group therefore cautions against placing undue reliance on any forward-looking statements.

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STEPHEN A. CARTER
GROUP CHIEF EXECUTIVE

GARETH WRIGHT
GROUP FINANCE DIRECTOR

GROWTH & CAPABILITY

2017 INFORMA INVESTOR DAY: AGENDA

Stephen A. Carter Group Chief Executive Gareth Wright Group Finance Director	Growth & Capability
Patrick Martell CEO, Business Intelligence	The Journey To Growth Opportunities From a Fully Integrated Penton
Gary Nugent MD, Business Intelligence	
Lara Boro MD, Business Intelligence	
Kate Spellman President, Marketing Services	
Andrew Mullins CEO, Knowledge & Networking	Simplify, Focus, Grow
Anna Chrisman MD, Life Sciences	
Carolyn Dawson MD, TMT	
Charlie McCurdy CEO, Global Exhibitions	Expansion, Growth and Scale
Fred Linder MD, Global Health & Nutrition Network	
Stephen A. Carter Group Chief Executive	Future Growth & Opportunity

ATTRACTIVE INTERNATIONAL MARKETS

The Knowledge and Information Economy

International Platforms for Trade & Commerce

Globalisation of industries and networks

International industry verticals

Value of face-to-face transactions

GLOBAL EXHIBITIONS

Specialist Insight & Intelligence

Overload of available information and content

Niches, sub-niches and nano-niches

Value of data-driven decision making

BUSINESS INTELLIGENCE

Scholarly Research and Academic Knowledge

Growth in international research and development

Subject categories and specialisms

Value of knowledge sharing and collaboration

ACADEMIC PUBLISHING

Community Engagement & Learning Platforms

Globalisation of industries and networks

Communities and sub-communities

Value of face-to-face professional networking

KNOWLEDGE & NETWORKING

INFORMA INVESTOR DAY: NOVEMBER 2015

Key Themes

Growth Acceleration Plan: Progress to date

Focus on Academic Publishing (Taylor & Francis) and Global Exhibitions

Academic Publishing: Content Depth and Operating Efficiency

- The strength of Academic Journals
- Focus and depth in Scholarly and Reference-led Academic Books
- Digital investment and Academic Services

Global Exhibitions: Maximising the Growth Opportunity

- Industry dynamics and growth drivers
- The ambition: Exhibition Organiser to Market Maker
- US entry strategy and focus on Construction & Real Estate

Operational & Financial Update: Improving Financial Discipline

- GAP programme and operational fitness
- Divisional structure and management
- Increased working capital and cashflow discipline

ACADEMIC PUBLISHING: TAYLOR & FRANCIS

New Leadership:

Annie Callanan

- Experienced leader of information services and technology businesses
- Track record of delivering operational improvement, innovation and shareholder value
- Deep knowledge and expertise in digital platforms and technology
- Currently serving as CEO, Quantros
  - COO Systech International
  - COO ProQuest
- Relocating from US to UK

ACADEMIC PUBLISHING: TRADING ON TRACK

STRENGTH	Strong renewals and consistent growth in Academic Journals
CONSISTENT	Solid performance in upper level scholarly research and reference-led Academic Books
FOCUS	No further deterioration in Lower Level textbooks; further focus through Garland disposal
INVESTMENT	Continued investment in discoverability; expansion of digital services through Colwiz
GROWTH	Continue to target underlying growth similar to last year in 2017

ACADEMIC PUBLISHING: FUTURE GROWTH & OPPORTUNITIES

+ive

Underlying revenue growth

Robust

Adjusted operating margins

Cash

Consistently strong generation

International

Expand presence and partnerships overseas

Strength

Consistent growth and strength in peer review, scholarly journals

Open

Continued expansion and innovation in Open Access Publishing

Discover

Investment in granular digitisation and discoverability

Data

Enhanced analytics to drive customer insight

Services

Expansion of Academic Digital Services offering

SCALE BUSINESS WITH ATTRACTIVE MARGINS AND STRONG CASHFLOW

"The goal is simple but demanding: to progressively return every part of our business to growth, and to simultaneously build the capabilities and platforms needed for future scale and consistent performance."

Informa Annual Report
2014

gap Growth Acceleration Plan

2014-2017 GROWTH ACCELERATION PLAN

GAP AMBITION

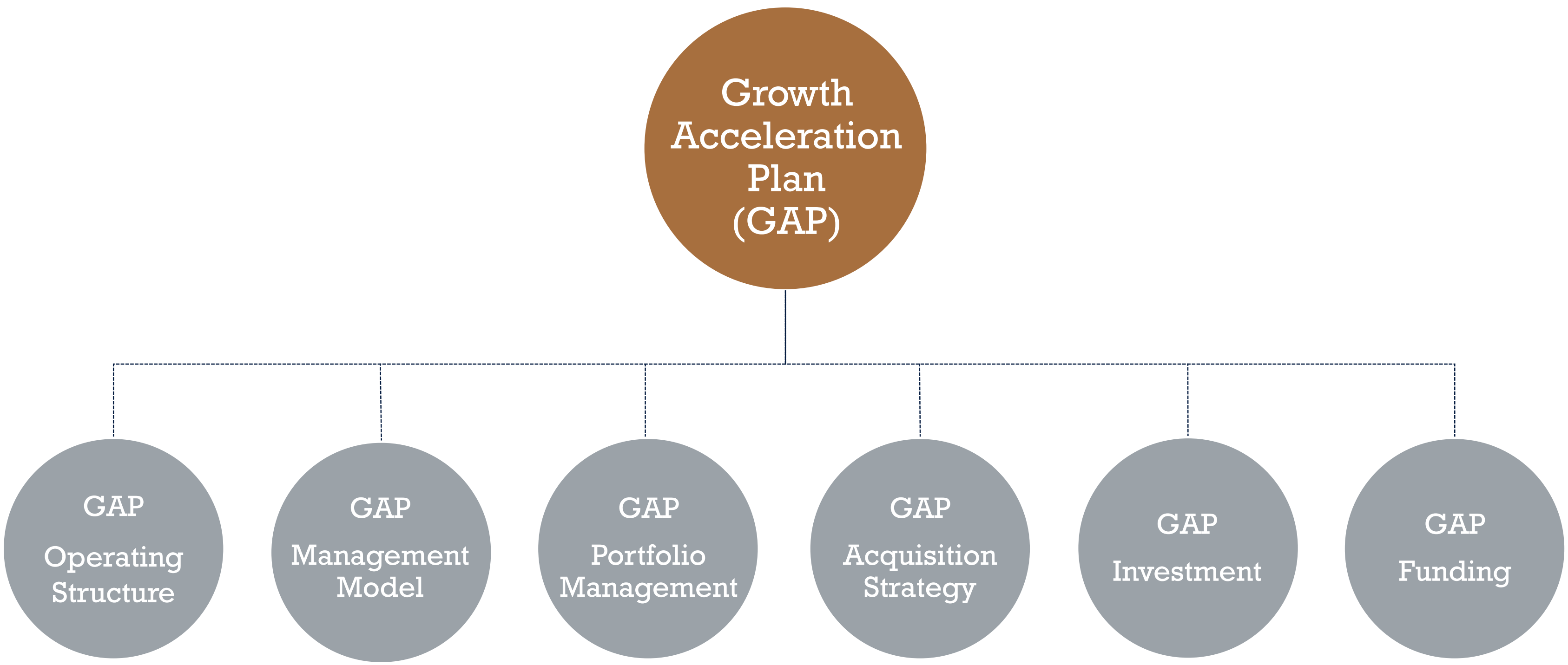
GROWTH

- Aggregate underlying growth of 3%+
- Platform for sustainable future growth
- All four Divisions in growth going into 2018

CAPABILITY

- Functional discipline and expertise
- Operational fitness
- Capacity and capability for future scale

2014-2017 GROWTH ACCELERATION PLAN FRAMEWORK



ENHANCED CAPABILITIES THROUGH GAP

OPERATIONAL FITNESS			
Divisional Operating Structure	Strengthened Senior Management	M&A Focus and Experience	Strengthened Finance and Treasury
3-Year Planning Discipline	Operating Metrics	Group and Divisional Strategy	Communication and Culture
Customer Focus	Equity Incentives	Strengthened Finance Systems	Technology Platforms
Risk and Compliance	Board Depth and Breadth	Talent Development and Training	Advertising and Marketing Capability
Increased Revenue	Increased Earnings	Increased Free Cash Flow	Increased Dividends

ENHANCED FINANCIAL CAPABILITIES THROUGH GAP

FINANCIAL FITNESS

Upgraded Finance Systems	Relocation and expansion of Treasury team	Strengthened Risk and Compliance Function	Group Authority Framework
3-Year Business Planning	Divisional Operating Metrics	Forecasting Consistency and Rigour	Re-domicile to UK
Working Capital Management	Capital Investment Committee	Balance Sheet Leverage	Long-term Flexible Financing
Order to Cash Efficiency	Revenue to Profit Conversion	Profit to Cash Conversion	Capital Allocation Discipline
Increased Revenue	Increased Earnings	Increased Free Cash Flow	Increased Dividends

INVESTMENT FOR GROWTH

GAP INVESTMENT	FUTURE INVESTMENT
c. £90m over three years	Capex 3-5% of revenue (1-2% in GE/K&N; 4-5% in AP/BI)
Catch-up investment	Continuous reinvestment for growth
Product refresh	Product innovation
Platform upgrade	Platform enhancement
Technology capacity	Technology capability
Electronic to digital	Enhanced digital

VIRTUOUS CIRCLE OF HIGHER SUSTAINABLE GROWTH AND REINVESTMENT

ENHANCED PRODUCTS AND PLATFORMS THROUGH GAP

K&N: Launch of CORE platform
BI: Vertical Brand structure

AP: Book Content Platform
K&N: CORE web rollout 1
BI: Scrip Insight Platform
BI: DMHC TM1 forecasting
BI: LLI Marketing Site
BI: DMHC disease additions

AP: Analytics capability
GE: Global Web Platform
GE: Marketing Automation platform
K&N: CORE publishing & media capabilities
K&N: CORE web rollout 2
K&N: Vertical Constellations
BI: LLI Re-platform
BI: Analytics POC
BI: MAP platform
BI: Shop Window
BI: Addition of SOC data
BI: Addition of EPI data
BI: SFDC single customer view

AP: Unified Books and Journals Experience
AP: Data visualisation
GE: Enhanced digital marketing
GE: Global Data Platform
K&N: E-commerce enhancement
K&N: Salesforce enhancement
K&N: Pricing Model
BI: TAS 2
BI: SFDC Finance Migration
BI: Citeline authoring
BI: Early access rolling Pharma launches
BI: Commodities Portal and Data Services
BI: Pharma Insight Products
BI: 1st Pharma API upgrade launch

AP: Enhanced CRM platform
AP: Enhanced Content Management
GE: Enhanced Customer Insights
GE: Market Maker Platform
GE: Sales order processing
GE: Global Sales CRM
K&N: CORE web rollout 3
K&N: Social platform enhancement
BI: E-Commerce platform
BI: Next Gen Pharma 1 and new data feeds
BI: Phase 3 release - FOL
BI: Maritime Insight Platform
BI: Agra Insight Platform
BI: 2nd Pharma API upgrade launch
BI: IEG Phase 2 release
BI: LLI data upgrade and geo-location

AP: Researcher Lifecycle
AP: Research Networking
AP: Evidence-based offerings
GE: Customer Analytics Insights
GE: Personalised marketing
K&N: L&PD rollout
BI: Agra Insight platform upgrade
BI: Crop Protection Portal and data service
BI: Fertilizer Portal and data service
BI: Next Gen Pharma 3 and new data feeds
BI: Self Service website
BI: ID & Entitlement
BI: CPQ platform
BI: Next Gen Pharma 2 and new data feeds
BI: 3rd Pharma API upgrade launch

Scheduled Product/Platform releases

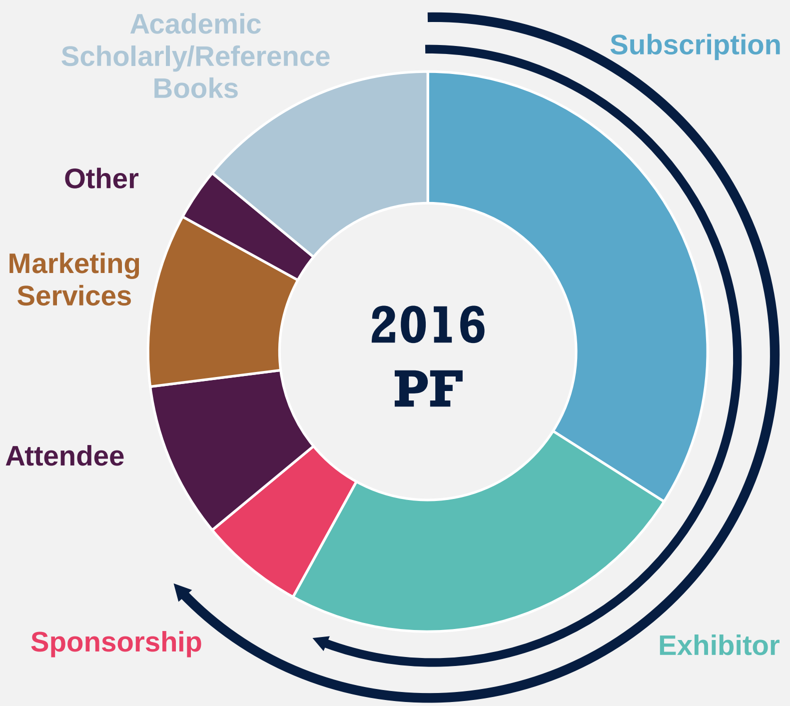
2016 - 2018

POST-GAP FINANCIAL FRAMEWORK

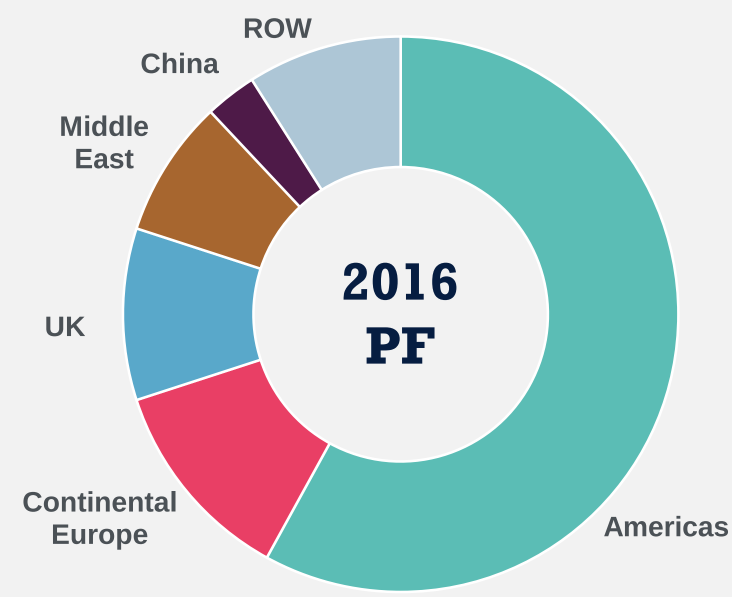
INFORMA GROUP	3%+ underlying revenue growth Consistent margins over 30% Continuous re-investment for growth
GLOBAL EXHIBITIONS	5%+ underlying revenue growth Market-leading margins
BUSINESS INTELLIGENCE	3%+ underlying revenue growth Improving margins with growth
KNOWLEDGE & NETWORKING	Positive underlying revenue growth Improving margins with mix
ACADEMIC PUBLISHING	Consistent underlying revenue growth Strong margins (with currency variability)

INCREASED BALANCE AND BREADTH

Revenue by type



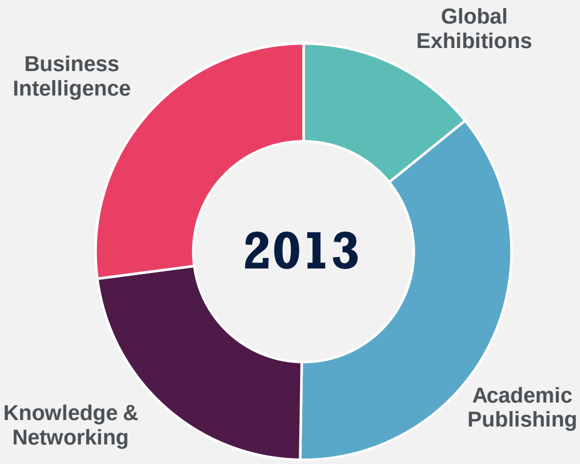
Revenue by geography



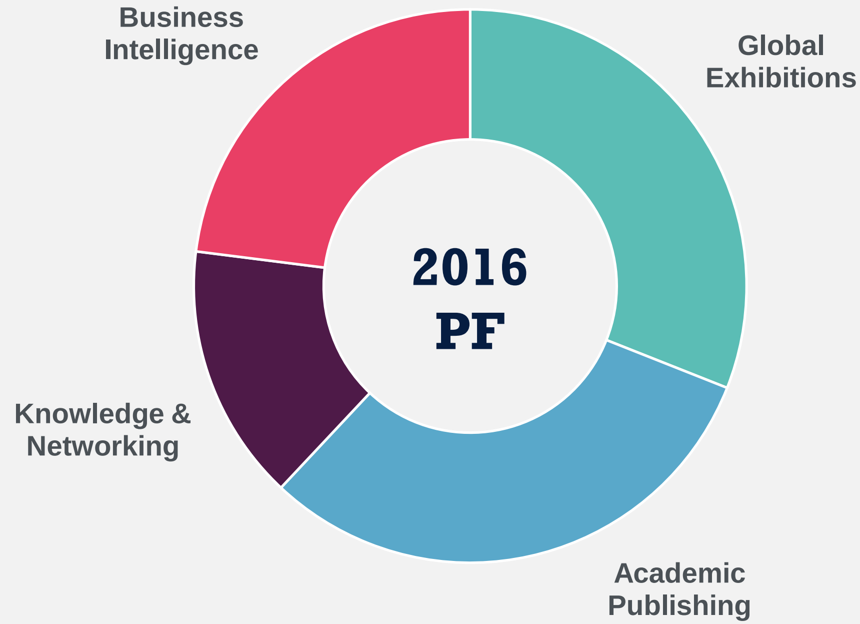
Pre-booked / Recurring / Visible Revenue = 60%+

2016 charts are pro-forma estimates, including a full year of Penton and YPI and excluding domestic conference businesses under review

INCREASED BALANCE AND BREADTH



Revenue
£1.1bn



Revenue
£1.7bn+

2016 charts are pro-forma estimates, including a full year of Penton and YPI and excluding domestic conference businesses under review

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Group Chief Executive
Gareth Wright
Group Finance Director

Patrick Martell
CEO, Business Intelligence
The Journey To Growth
Opportunities From a Fully Integrated Penton

Gary Nugent
MD, Business Intelligence

Lara Boro
MD, Business Intelligence

Kate Spellman
President, Marketing Services

Andrew Mullins
CEO, Knowledge & Networking

Anna Chrisman
MD, Life Sciences

Carolyn Dawson
MD, TMT

Charlie McCurdy
CEO, Global Exhibitions

Fred Linder
MD, Global Health & Nutrition Network

Stephen A. Carter
Group Chief Executive

BUSINESS INTELLIGENCE: THE JOURNEY TO GROWTH

SPEAKERS	TOPIC
 **Patrick Martell** CEO Business Intelligence	**Business Intelligence** The Journey to Growth Opportunities From a Fully Integrated Penton
 **Lara Boro** Group MD Business Intelligence	**Pharma** Product and Platform Innovation Vertical Profile: Pharma
 **Gary Nugent** Group MD Business Intelligence	**AgriBusiness** Customer Focus and Sales Excellence Vertical Profile: AgriBusiness
 **Kate Spellman** President, Marketing Services	**Marketing Services** Growth Opportunity

THE MARKET AND OUR BUSINESS

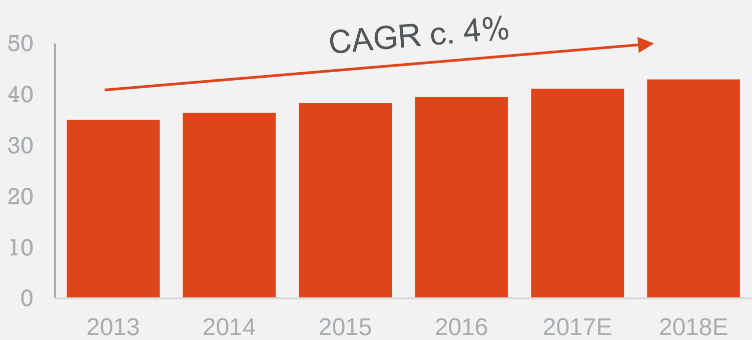
MARKET CHARACTERISTICS

- Business data and information
- Large and growing market
- Relatively fragmented
- International with US bias
- Specialist niche segments

OUR BUSINESS

- Subscription-based revenue
- Organised around six end market verticals
- Narrow and deep niche focus
- Strong brands in niches
- Consulting and Marketing Services

MARKET GROWTH



Source: Outsell (B2B Media & Business Information Market, $bn)

OUR VERTICALS AND BRANDS

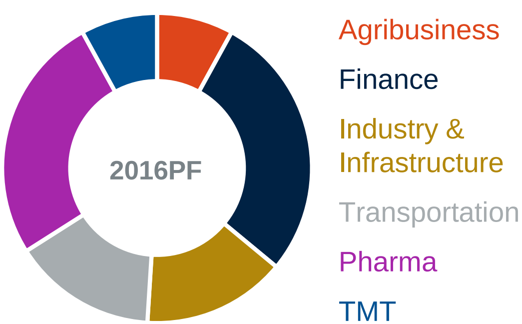
PHARMA	TRANSPORT	TMT
Trialtrove – Pharma intelligence | informa	Lloyd's List – Maritime intelligence | informa	Ovum – TMT intelligence | informa
FINANCE	**AGRIBUSINESS**	**INDUSTRY**
EPFR Global – Financial intelligence | informa	Fertecon – Agribusiness intelligence | informa	IndustryWeek

BUSINESS INTELLIGENCE SNAPSHOT

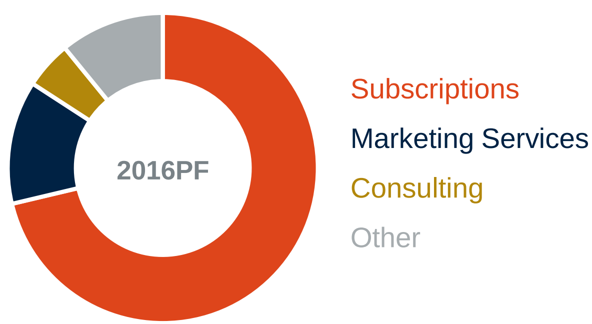
Business Intelligence provides specialist data-driven intelligence and insight to businesses, helping them to make better decisions faster.

£360M+ Revenue	**£75M+** Adj. Op	**2000+** Colleagues	**250+** Brands
1%+ Underlying growth	**20-25%** Group Revenue	**150k+** Active users	**30k+** Subscribers

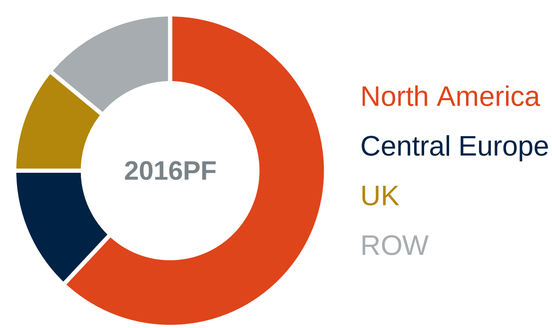
REVENUE BY VERTICAL



REVENUE BY TYPE



REVENUE BY REGION

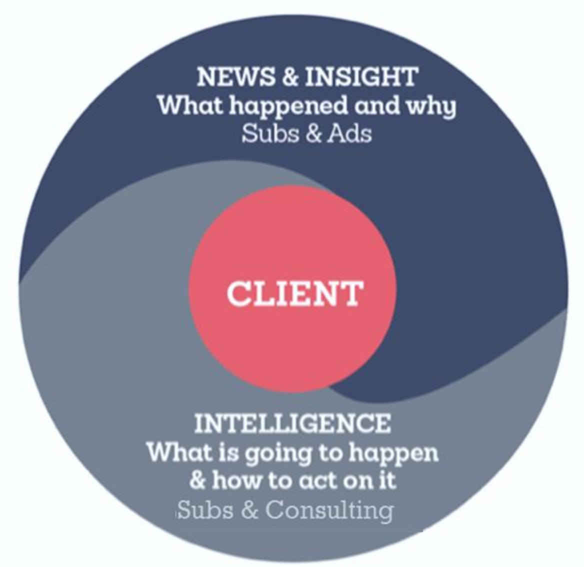


Charts and numbers are pro-forma estimates, including a full year of Penton

2014-2017 GROWTH ACCELERATION PLAN

Objective Organic revenue growth

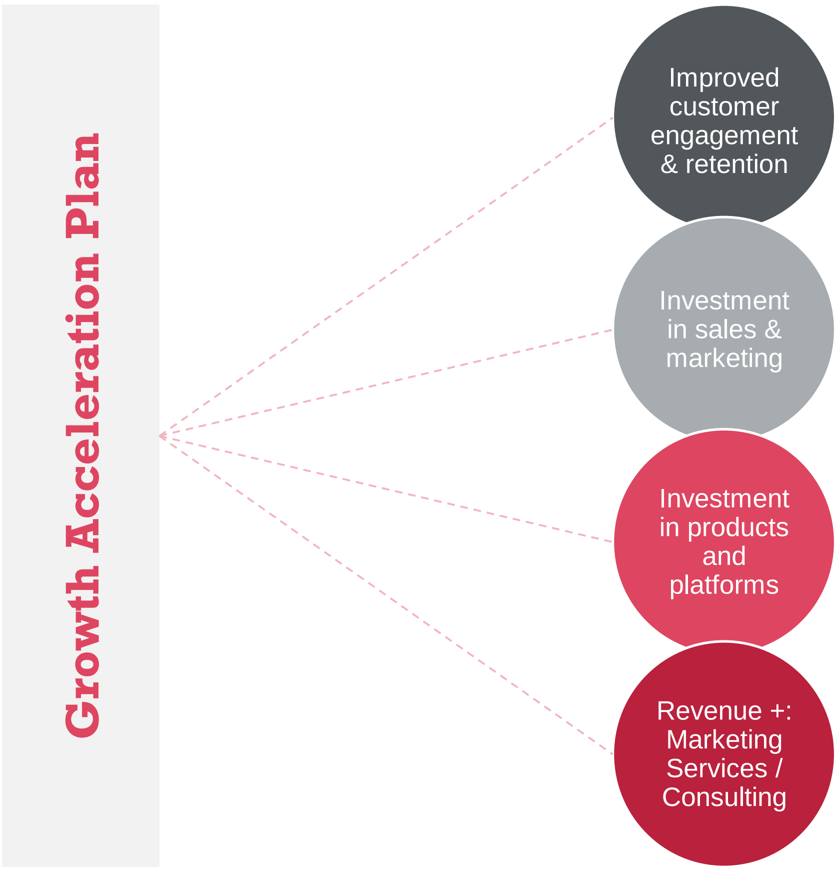
- Skills and capability investment (Sales, Product, Technology, Sector Specialists)
- Restructure around market verticals
- Focus on customer retention & subscription revenues
- Invest in product, people & technology to drive new business
- Align incentives to revenue growth and performance



APPROACH AND KEY INITIATIVES

PROCESS

KEY INITIATIVES



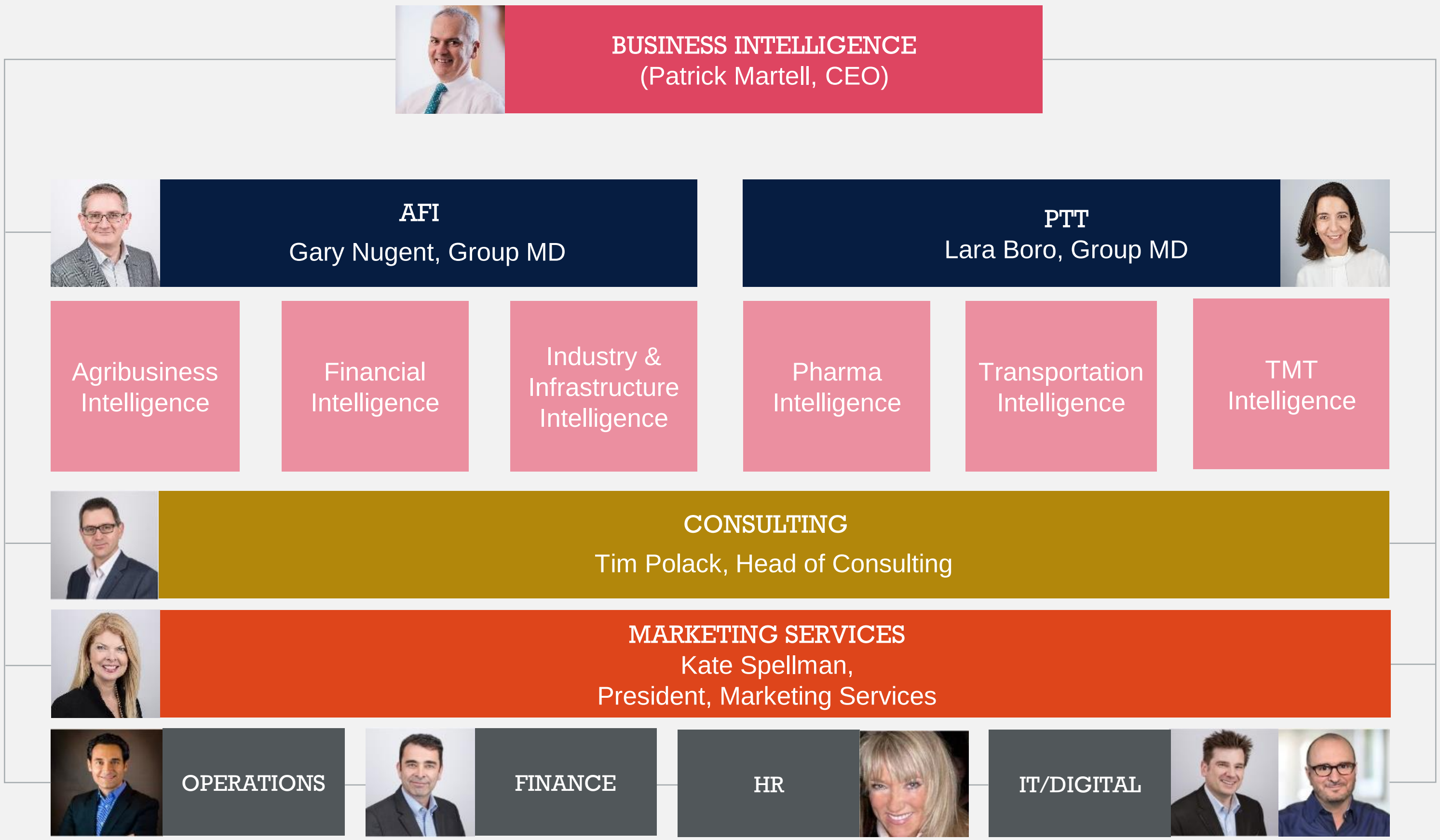
THE JOURNEY TO GROWTH: OPERATIONAL FITNESS

2013	2017
• Archipelago of businesses	• Market-facing verticals, focused portfolio
• UK-centric culture; underweight US	• International business with growing US footprint
• Dated technology infrastructure	• Refreshed platforms, cloud hosting
• Underinvested products	• Embedded product development cycles
• Customer management	• Customer prioritisation
• Distributed knowledge and processes	• Functional expertise: Sales, IT, Product
• US/Asia operations managed from UK	• Regional management teams for US & APAC

THE JOURNEY TO GROWTH: OPERATING METRICS

OPERATING METRIC	2013	2017
• Annualised Contract Values (ACV)	• Falling	• Rising
• Value Renewal Rate	• 70 - 75%	• c. 90%
• Pre-Expiry Renewal Rate	• <40%	• >70%
• New Business Value Rate	• Falling	• Rising
• Active users per month (subscriptions)	• 138k	• 175k (+27%)
• Average monthly unique visitors (marketing services)	• 8.6m	• 12.5m (+44%)
• Average pages per session from Known Users (marketing services)	• 2.63	• 3.25 (+24%)
• **Organic Revenue Growth**	• **-4% to -9%**	• **>1.1%**

OPERATING STRUCTURE: ORGANISED AROUND END MARKETS



BUSINESS INTELLIGENCE GROWTH OPPORTUNITY

HELPING CUSTOMERS MAKE BETTER DECISIONS FASTER

CORE REVENUE:

SUBSCRIPTIONS (75%+ revenue)

- Intelligence
- Insight

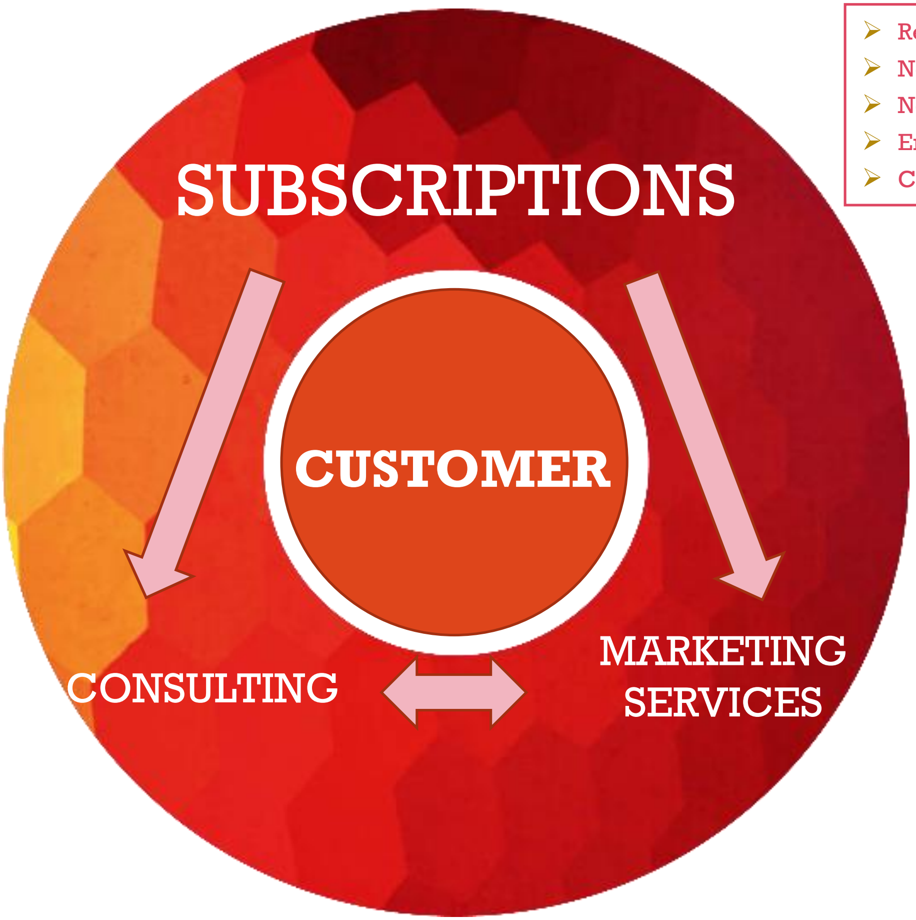
CONTINGENT REVENUES:

MARKETING SERVICES (10%+ revenue)

- Content
- Audience
- Brand

CONSULTING (5%+ revenue)

- Custom market research
- Expert market analysis
- Strategic market advice



- Renewal rates
- New business
- New products
- Enhanced platforms
- Customer service

GROWTH OPPORTUNITY: CONSULTING

Renewed focus and leadership	Strengthens strategic relationships
Incremental revenue opportunity	Deepens customer insight

Opportunities From a Fully Integrated Penton

Patrick Martell
CEO Business Intelligence

PENTON SNAPSHOT

Health & Nutrition
New Hope Network
Natural Products Expo West
Engredea

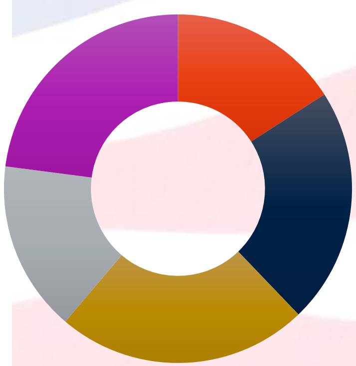
Agriculture
FarmProgress
Farm Industry News
Husker Harvest Days 2016 September 13, 14 & 15, 2016 Grand Island, Nebraska

Transportation
WardsAuto
Aviation Week MRO Americas
Automotive

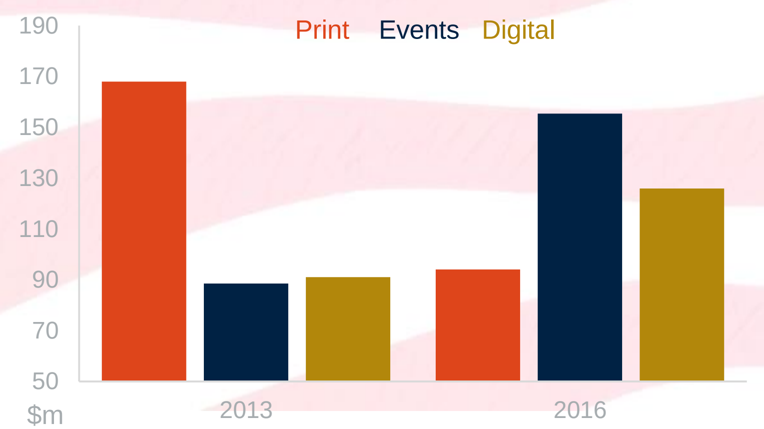
Design & Manufacturing
IndustryWeek
American Machinist
Foundry Management & Technology

Infrastructure
Waste 360
Waste Expo an event by Waste360
EquipmentWatch

TMT
iot
Talkin' Cloud The Cloud. The Channel. The Chatter.
IWCE International Wireless Communications Expo



Infrastructure & TMT	23%
Design & Manufacturing	16%
Health & Nutrition	23%
Transportation	22%
Agriculture	16%



FULL COMBINATION WITH INFORMA

INTEGRATION PLAN

DISCOVER
- Complete

INTEGRATE
- Complete

COMBINE
- Final divisional allocations
- Integrated reporting
- Full systems integration

NET OPERATING SYNERGIES

- Management overlap
- Property consolidation
- Operational overlap
- Procurement/Commissions
- Functional Duplication
- Benefits Harmonisation

£14m net target by 2018

INTEGRATION AND SYNERGY PLAN AHEAD OF SCHEDULE

FULL COMBINATION WITH BUSINESS INTELLIGENCE

STRONG BRANDS

Industry & Infrastructure

EquipmentWatch. IndustryWeek FOUNDRY

AMERICAN MACHINIST sourceesb electronic design

Transportation

WARDSAUTO.

FleetOwner

EFFECTIVE INTEGRATION

- Smooth combination with relevant BI verticals
  - Transportation
  - Industry & Infrastructure
- Updated management structure
- Administrative functions aligned (HR, Finance, Ops)
- Full systems integration progressing

OPERATING AND REPORTING AS A SINGLE BUSINESS

BENEFITS & OPPORTUNITIES FROM A FULL COMBINATION

CONTENT	Both specialist content and data businesses
BRANDS	Powerful combined portfolio of niche brands
AUDIENCE	Build, understand and monetise specialist audiences through content and brands
SCALE	Increased scale in verticals and across North America
EXPERTISE	Leverage Informa subscription knowhow and Penton Marketing Services capabilities

Customer Focus & Sales Excellence

Gary Nugent
Group MD, Business Intelligence

OVERVIEW

Revenue By Type

FINANCE

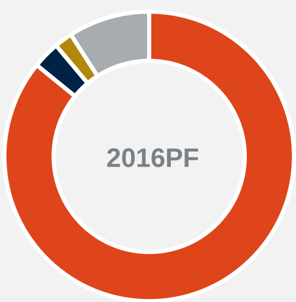
£100m+ revenue

IGM
Financial intelligence | informa

EPFR Global
Financial intelligence | informa

Informa Research Services
Financial intelligence | informa

Informa Investment Solutions
Financial intelligence | informa



AGRIBUSINESS

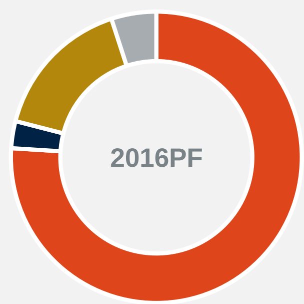
£25m+ revenue

Agrow
Agribusiness intelligence | informa

Phillips McDougall
Agribusiness intelligence | informa

IEG Vantage
Agribusiness intelligence | informa

Fertecon
Agribusiness intelligence | informa



INDUSTRY & INFRASTRUCTURE

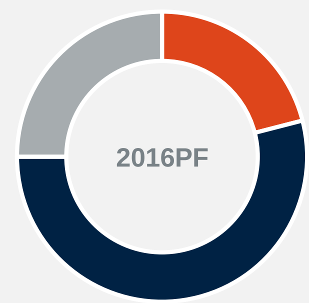
£50m+ revenue

IndustryWeek

AMERICAN MACHINIST

sourceesb

EquipmentWatch



SALES & MARKETING

Subscriptions / Marketing Services / Consulting / Other

Charts and numbers are pro-forma estimates, including a full year of Penton

CUSTOMER FOCUS & SALES EXCELLENCE

KPIs	Are we doing what we said we would do? Is it having the desired effect?
STRUCTURE	From product to market and customer-centric coverage
TALENT & INCENTIVES	Incentives aligned to performance and growth
CUSTOMER MANAGEMENT	Selling is a team sport: Customer Engagement Programme
CLIENT SERVICES	Recognising the product is not just the product
BRAND & MARKETING	Brand refresh: Precision, Authority, Forward Focus and Connected

PRIORITY: RETAIN AND GROW EXISTING CUSTOMERS

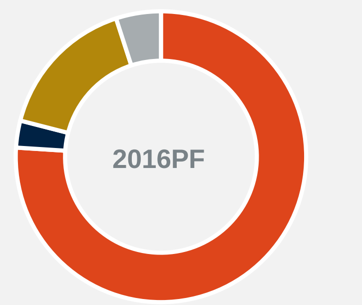
Agribusiness Profile

AGRIBUSINESS SNAPSHOT

AGRIBUSINESS MARKET CHARACTERISTICS

- Demand for more, better quality food on the rise
- Supply & demand is global and volatile
- Investment to optimise fragmented, opaque supply chains
- Investment in bio-chemistry and digital to drive productivity and yield
- Hunger for data, forecasts and decision support services

OUR REVENUE MIX



OUR KEY BRANDS

Fertecon — Agribusiness intelligence | informa

IEG Vantage — Agribusiness intelligence | informa

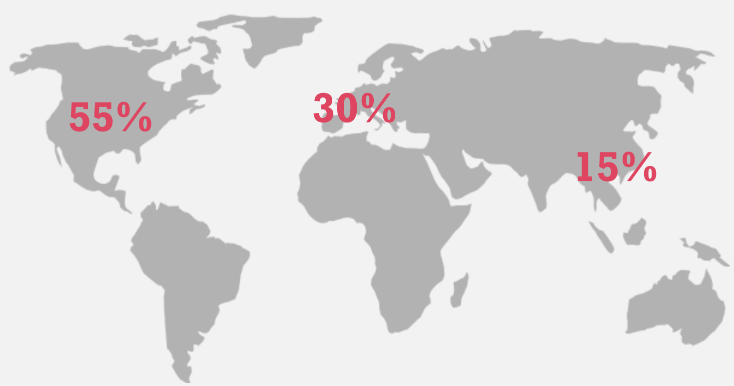
Phillips McDougall — Agribusiness intelligence | informa

IEG Vu — Agribusiness intelligence | informa

IEG Policy — Agribusiness intelligence | informa

Agrow — Agribusiness intelligence | informa

OUR GEOGRAPHIC FOOTPRINT



EXPERT INTELLIGENCE ACROSS THE VALUE CHAIN

- Expert coverage across 5 core sectors
- Providing intelligence to 20,000+ users
- Through 130+ global experts based in 7 countries

NEWS Markets news & insight	Market analysis, price reporting & forecasting	Agribusiness consulting

5. Retail & Industry
- Food Service
- Restaurants

1. Inputs

Fertilizers
- ammonia
- nitrates
- phosphate
- potash
- sulphur
- sulphuric acid
- urea
- NPK

Crop protection & seed
- agrochemicals
- seeds
- GM crops
- biostimulants
- biopesticides

Animal health
- pharmaceuticals
- vaccines
- diagnostics
- generics
- feed

4. Food Policy & Regulation
- US Agriculture
- US Food Policy
- European Agriculture
- European Food Law

3. Food Processing
- meat & meat cuts
- dairy
- fruit juice
- canned & frozen food
- transportation & logistics
- weather

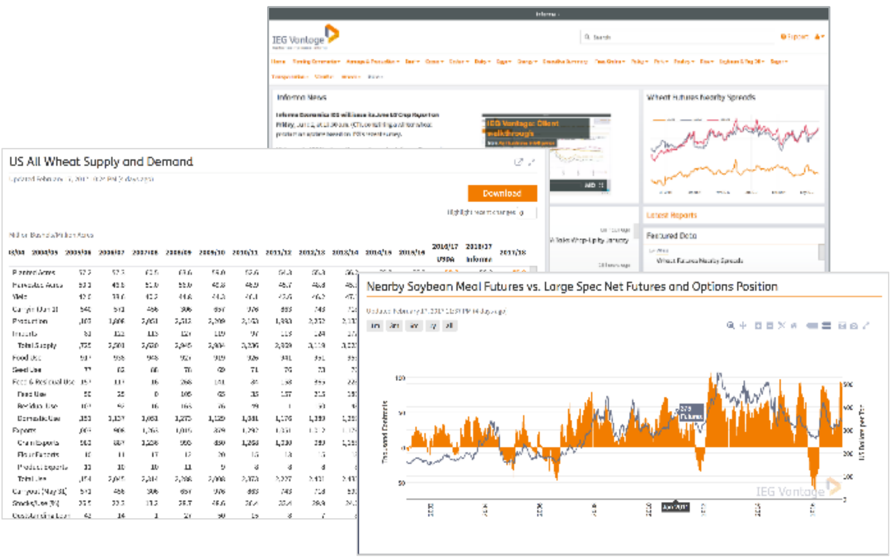
2. Agricultural Commodities
- grains & oilseeds
- livestock, poultry & cattle
- soft commodities
- animal feed

PLUS Energy – Biofuels & Coal

AGRIBUSINESS: IEG VANTAGE GAP ILLUSTRATION

IEG Vantage
Agribusiness intelligence | informa

PRODUCT



- Deep analysis of market impacts affecting crops & livestock commodities
- Provides critical supply, demand, price & trade data and proprietary forecasts
- Unrivalled breadth of coverage and depth of intelligence

CUSTOMERS

Olam
CITADEL
John Deere
ADM
Tate & Lyle
Nestlé
Heinz
Dow
Cargill
Monsanto
Coca-Cola
Kellogg's
PepsiCo
citigroup
Goldman Sachs
Bank of America Merrill Lynch

- Broad appeal across the Agribusiness value chain, with focus on growth segments
- Buyers, traders, analysts etc.
- Enables clients to develop optimal trading, purchasing and investment strategies

AGRIBUSINESS: GAP ENHANCEMENT

- Fragmented
- Inconsistent
- Electronic
- Poor customer experience

- Unified vertical identity
- Connected and consistent through channels
- Digital
- Enhanced customer experience

Product & Platform Innovation

Lara Boro

Group MD

Business Intelligence

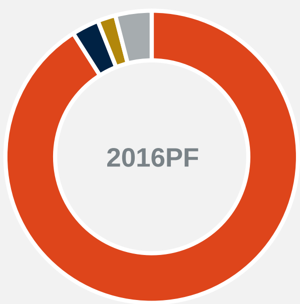
OVERVIEW

Revenue By Type

PHARMA

£100m+ revenue

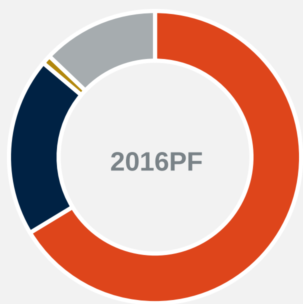
Sitetrove
Biomedtracker
Pharmaprojects
Datamonitor Healthcare



TRANSPORTATION

£55m+ revenue

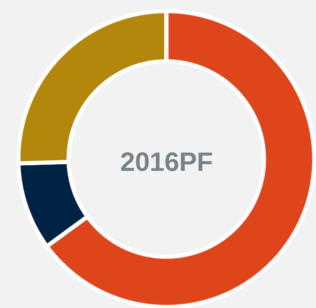
Lloyd's List
WARDSAUTO
Lloyd's List Intelligence



TMT

£30m+ revenue

Ovum



PRODUCT & PLATFORM STRATEGY

Subscriptions / Marketing Services / Consulting / Other

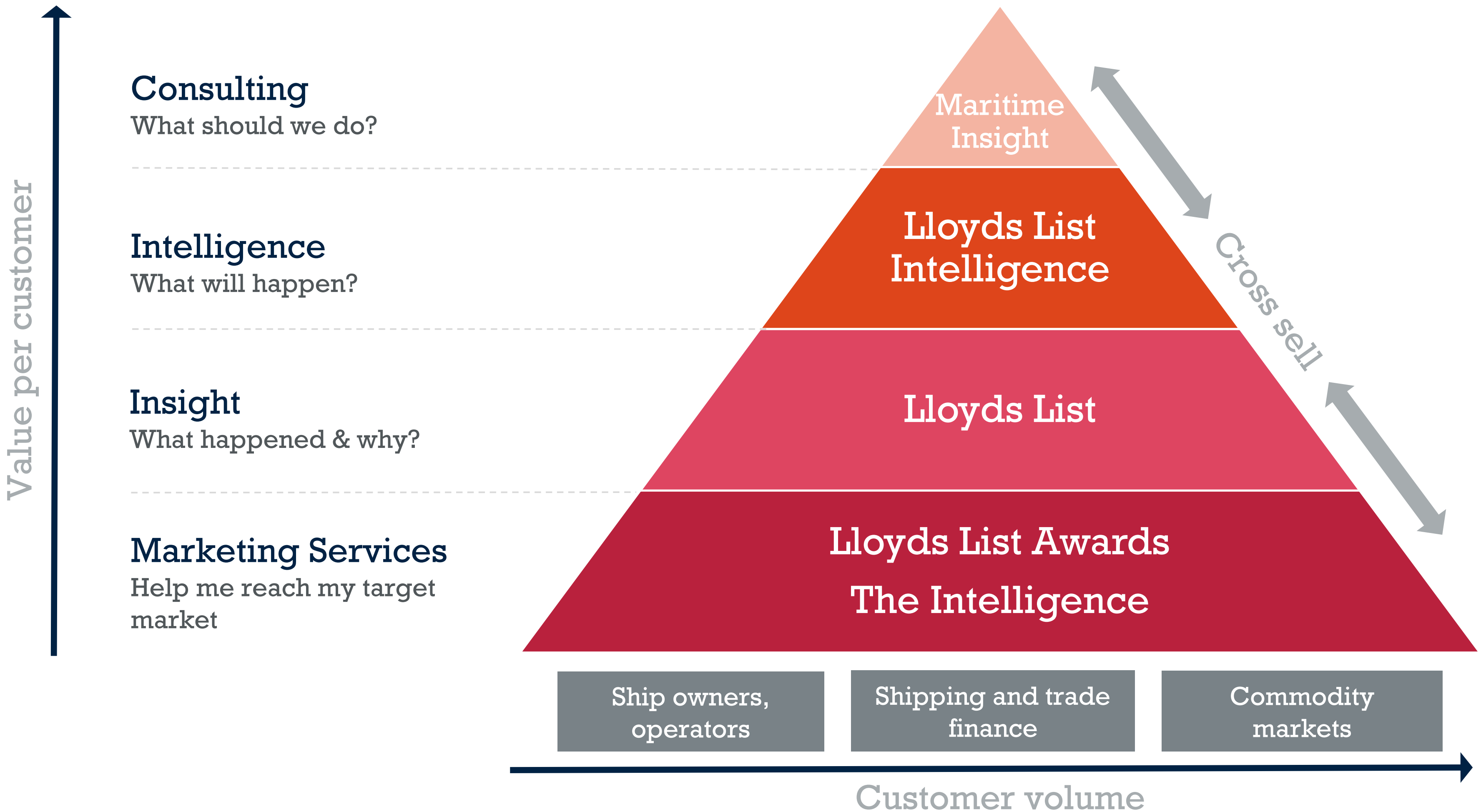
Charts and numbers are pro-forma estimates, including a full year of Penton

CUSTOMER FIRST PRODUCT MANAGEMENT

CAPABILITY	Product Management Experts
COMMON FRAMEWORK	Pragmatic Marketing
CUSTOMER FOCUS	Outside-In Development Approach
COMMERCIAL BUSINESS CASES	GAP Governance Framework
INNOVATION	Technology, R&D Team, Partnership
TRACKING AND MEASUREMENT	Lead KPIs, Innovation Index

PRIORITY: INVEST IN KEY INTELLIGENCE ASSETS, SIMPLIFY INSIGHT PORTFOLIO

PRODUCT STRATEGY AND ARCHITECTURE



Pharma Profile

PHARMA SNAPSHOT

PHARMA MARKET CHARACTERISTICS

- c.$12bn pharma information/solutions market
- Global, highly regulated, yet dynamic
- $60bn annual spend on R&D
- High risk drug development:
  - — $2.5bn cost
  - — 10-15 years to develop
  - — 90% failure rate

OUR REVENUE MIX

OUR KEY BRANDS

Trialtrove
Pharma intelligence | informa

Biomedtracker
Pharma intelligence | informa

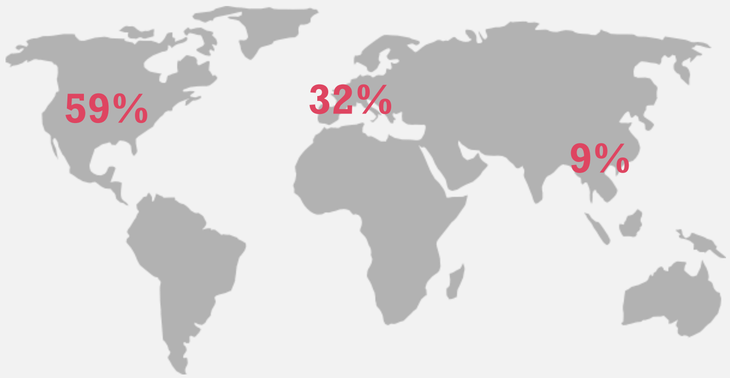
Pharmaprojects
Pharma intelligence | informa

Scrip
Pharma intelligence | informa

Citeline
Pharma intelligence | informa

Datamonitor Healthcare
Pharma intelligence | informa

OUR GEOGRAPHIC FOOTPRINT



PHARMA: CUSTOMER SEGMENTATION

4 CORE CUSTOMER GROUPS

Pharma & Biotech Companies

e.g. GlaxoSmithKline, Amgen

Contract Research Organisations

e.g. Covance, Parexel

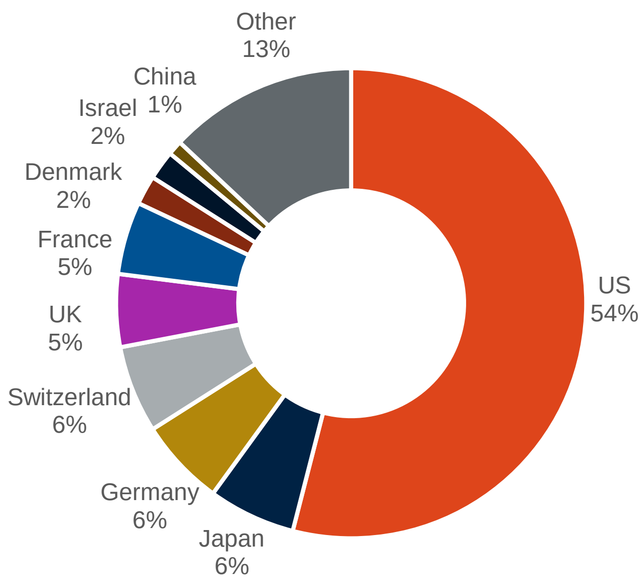
Medtech Companies

e.g. Boston Scientific, Teleflex

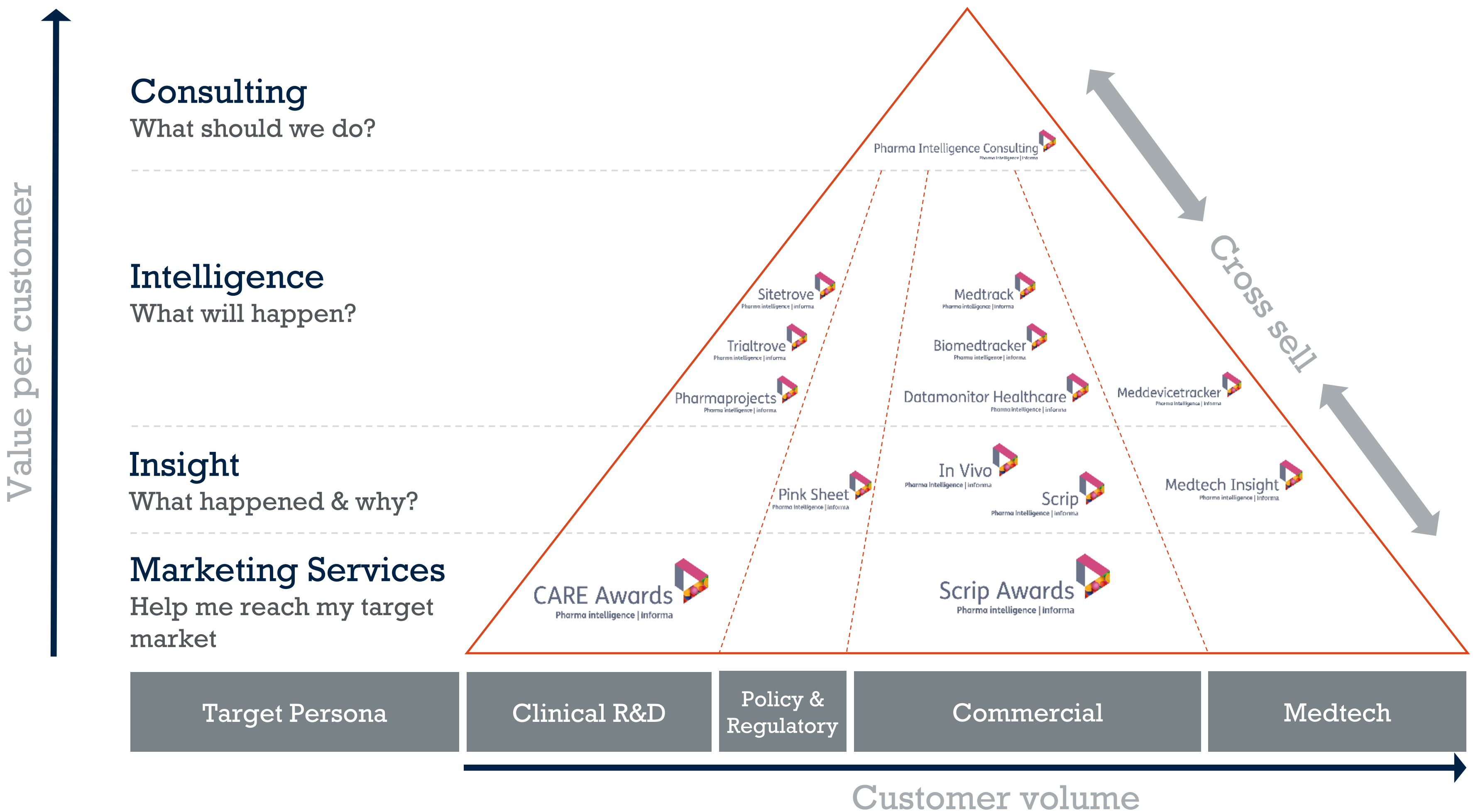
Professional Services: Consultants, Agencies

e.g. Bain & Co, Omnicom

GEOGRAPHIC SPREAD OF CUSTOMERS



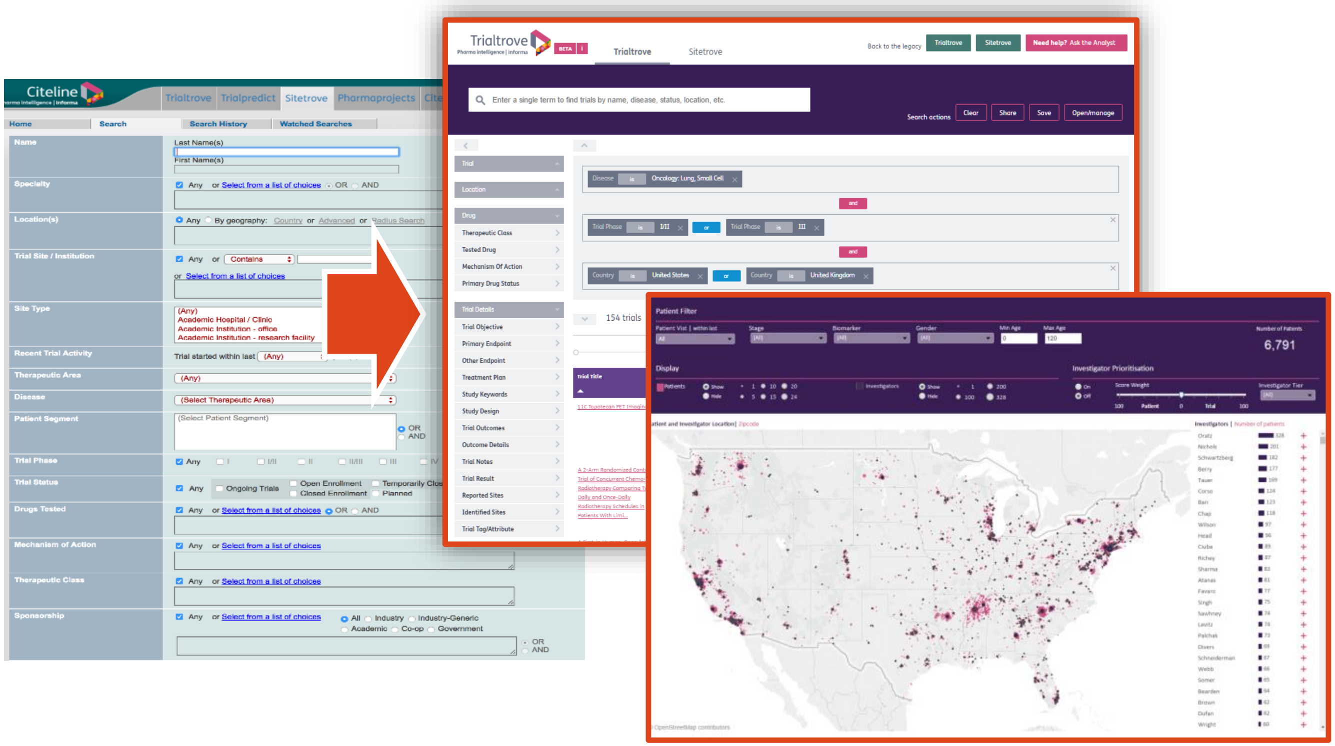
PHARMA: PRODUCT STRATEGY & ARCHITECTURE



PHARMA: TRIALTROVE PRODUCT & GAP ENHANCEMENT

Trialtrove
Pharma intelligence | informa

PRODUCT



CUSTOMERS

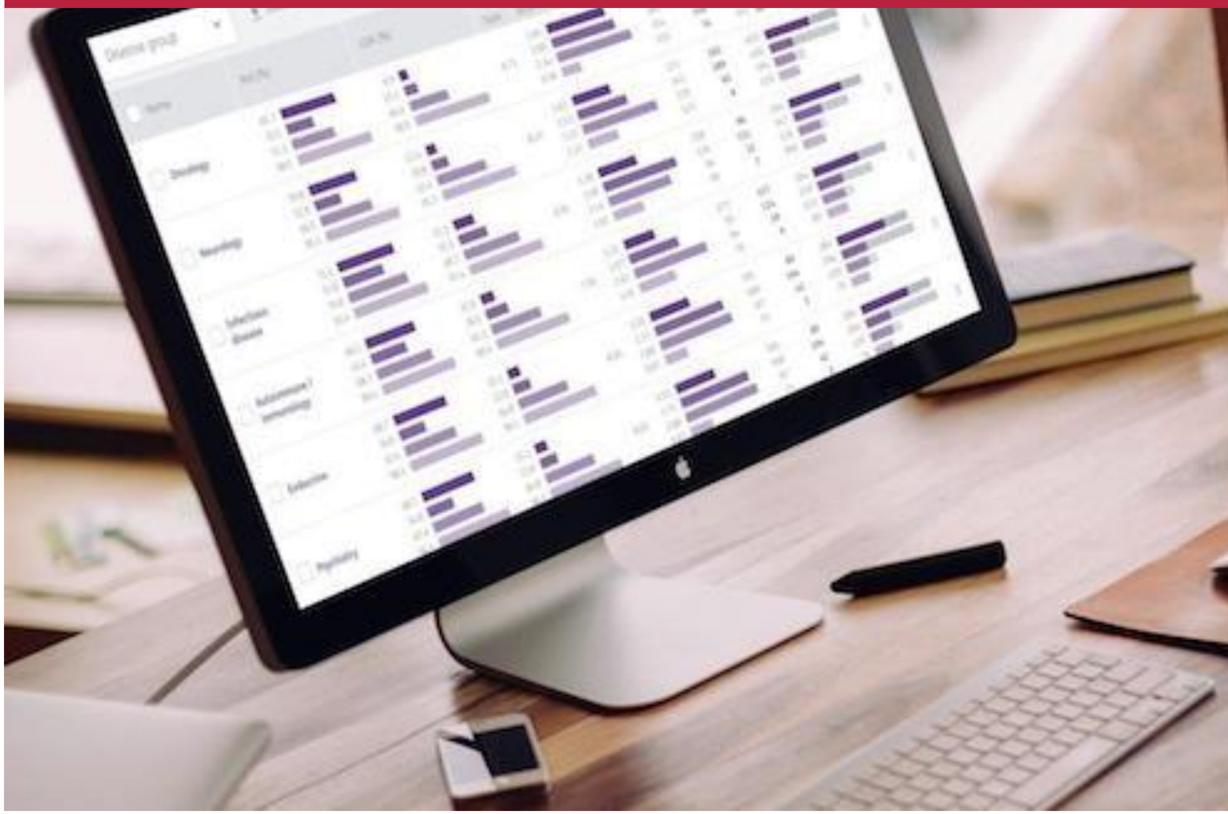
Pfizer
inc Research
AMGEN
Lilly
Celgene
PPD
MERCK
NAVIGANT
McKinsey & Company

- Intelligence, data and analysis on completed and ongoing clinical trials
- Informs critical R&D strategy decisions
- Market leading solution in all major Pharma's and clinical research organizations (CROs)

- GAP funded platform rebuild, developed in conjunction with customers
- Enhanced capabilities preserve and extend market leadership position
- Includes APIs to embed in customer platforms

PHARMA: GAP INVESTMENT

PHARMAPREMIA: MONETIZING OUR DRUG DATA FOR PREDICTIVE ANALYTICS



Enables rapid evaluation of drug success rates and helps manage R&D portfolio risk across full range of pharma players for different disease trials

Marketing Services Opportunity

Kate Spellman
President, Marketing Services

BUSINESS INTELLIGENCE GROWTH OPPORTUNITY

HELPING CUSTOMERS MAKE BETTER DECISIONS FASTER

CORE REVENUE:

SUBSCRIPTIONS
(75%+ revenue)

- Intelligence
- Insight

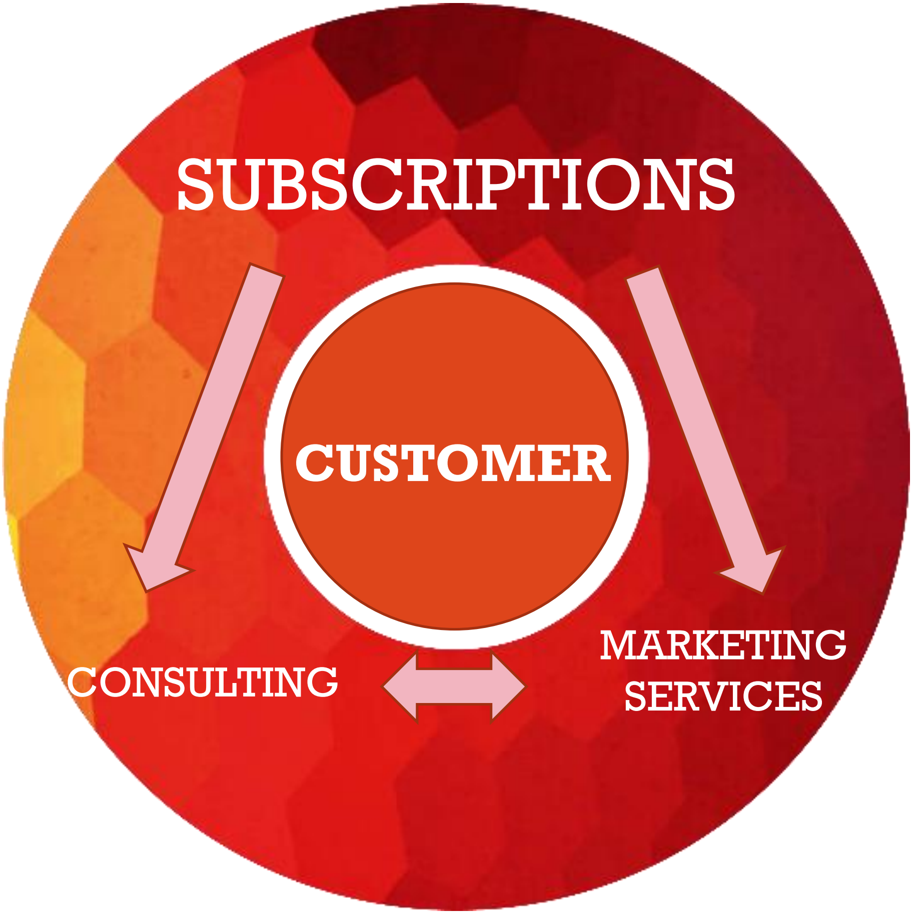
CONTINGENT REVENUES:

MARKETING SERVICES
(10%+ revenue)

- Content
- Audience
- Brand

CONSULTING
(5%+ revenue)

- Custom market research
- Expert market analysis
- Strategic market advice



OUR APPROACH

1. Deepen and expand client relationships from traditional advertising to marketing campaigns built on audience reach
2. Leverage our brands and scale to develop advantaged capabilities versus competitors (audience knowledge)
3. Offer full capabilities to enable turnkey programs and make it easy for our customers
4. Focus on integrated, high value programs that:
   - Don’t compete with agencies
   - Have high margin
   - Scale and renew
   - We can deliver

PRODUCT/SERVICES SOLUTIONS FOR MARKETING REVENUE

Advertising

Ads are designed to drive engagement and awareness

- **Display:** generic banner ads
- **Native:** ads embedded within a site providing a high degree contextual relevance
- **Targeted:** placing ads to a clearly defined audience based on first party data (e.g. eNewsletters)
- **Direct:** variety of media to communicate directly to customers (e.g. email)
- **Print:** print advertising solutions (e.g. Supplements)

Content Marketing

Creating and distributing valuable, relevant content to attract, engage and retain a clearly-defined audience (measurability/ROI)

- Social media
- Case studies
- Blogs
- White papers, essential guides
- Microsites
- Research reports
- Website content
- Data solutions
- Video
- Webinars/webcasts
- Campaign management

Events

Event related marketing either through the organisation of industry relevant events or through sponsorship (online & in-person)

- In-person events
  (e.g. award ceremony, conference, gala etc.)
- Virtual events
- Event sponsorship
- Streaming video

AUDIENCE

demos, segmentation, insight, intent, consumption

CASE STUDY

EXAMPLE: Large manufacturing company launching new product

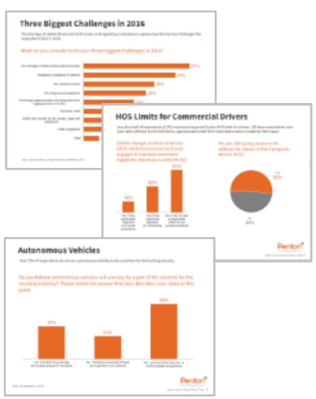
NEED: To fill sales pipeline

Pipeline fulfillment ongoing

Program

DISCOVERY → AWARENESS → CONSIDERATION → PURCHASE → ADVOCACY

Research Market need & Audience target



Advertising Broad Reach

Webinars, White Papers Education, targeted reach, leads

Lead Nurturing Targeted content, Hand Raised

Leads ready to talk to company

Microsite Continued engagement / pipeline

OUR ADVANTAGE

Niche audience & market knowledge

+

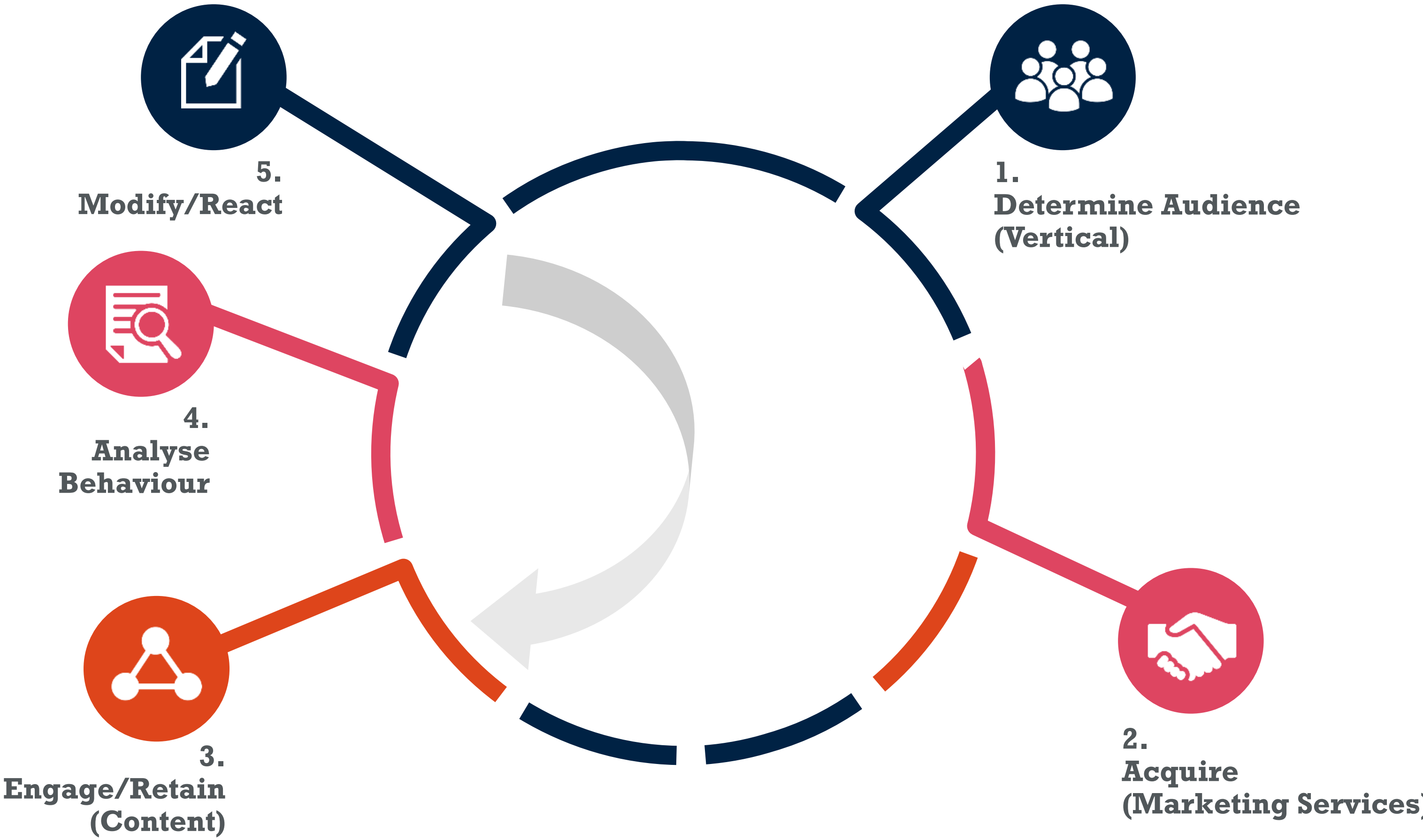
Content engagement

+

Execution expertise

AUDIENCE AT THE CENTER

ENGAGEMENT PROCESS



informa

Informa Marketing Services

GLOBAL POWERHOUSE OF BRANDS WITH DEEP AUDIENCE RELATIONSHIPS

New Hope NETWORK

TOC EUROPE

Catalysttracker
Pharma intelligence | informa

Lloyd's List Intelligence
Maritime intelligence | informa

Health News Daily
Pharma intelligence | informa

Internet of Things World

eBenchmarkers
Financial intelligence | informa

TIDES: Europe

WARDSAUTO

CHINA BEAUTY EXPO 2017
22ND EDITION
中国美容博览会

Contractor

Commercial Leases
Business intelligence | informa

AVIATION WEEK NETWORK

Ovum
TMT intelligence | informa

Datamonitor
Business intelligence | informa

IndustryWeek

Agrow
Agribusiness intelligence | informa

ARAB HEALTH

WORLD OF CONCRETE

Foresight & Trends

GREENBUILDING BRASIL
CONFERÊNCIA INTERNACIONAL E EXPO

EnergyTimes

RiskMinds Series

MIDDLE EAST ELECTRICITY

Africa Com

PlacementTracker
Financial intelligence | informa

Fraud Intelligence
Business intelligence | informa

ElectronicDesign

Biomedtracker
Pharma intelligence | informa

Animal Pharm
Agribusiness intelligence | informa

SuperReturn Asia

Informa Economics IEG
Agribusiness intelligence | informa

CITYSCAPE GLOBAL

SupplySide WEST

SERIGRAFIA SIGN 2017

Sugar & Ethanol Africa

Offshore Vessel Connect Global

MedTech Summit

FISPAL TECNOLOGIA

MedTech Summit

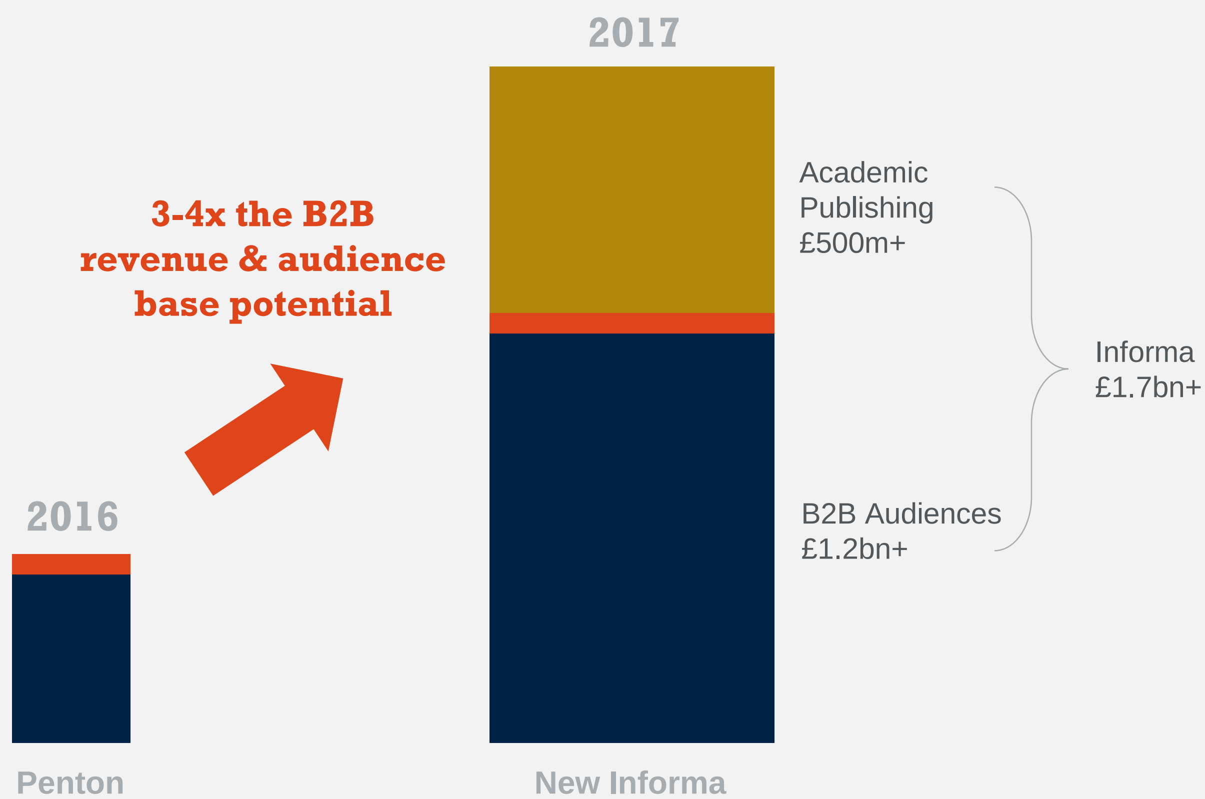
LLOYD'S MARITIME ACADEMY

Professional Services
Business intelligence | informa

MARKETING SERVICES POTENTIAL AT INFORMA

Incremental revenue opportunity from monetising existing B2B audiences and relationships:

- Marketing Services >£30m
- Total Penton Revenue c.£290m



Future Growth & Opportunity

Patrick Martell
CEO Business Intelligence

FULLY COMBINED INFORMA AND PENTON

PROGRESS

- Integration ahead of plan
- Synergies on track
- People & culture fit
- Penton brand
- Full systems integration underway
- Operating and reporting as a single business

CONTRIBUTION

- Strong niche brands
- Subscription assets
- Market leading events
- Digital brands and expertise
- Marketing Services capability and capacity
- US scale

OPPORTUNITIES

- Informa subscription expertise
- Scale in growth verticals
- Cross marketing of products
- Operating efficiencies
- Monetisation of Informa audiences/relationships
- International expansion and geo-cloning

AHEAD OF INTEGRATION PLAN AND FUTURE GROWTH OPPORTUNITIES

THE FUTURE OPPORTUNITY FOR BUSINESS INTELLIGENCE

3%+

Consistent underlying revenue growth

Adjusted operating margins with higher growth

US

Further increase scale in largest market

Marketing

Fully exploit Marketing Services opportunity

Consulting

Incremental revenue and strengthened customer relationships

Product

Maintain consistent investment in product development

Tech

Stay ahead of technology development and platform enhancements

Talent

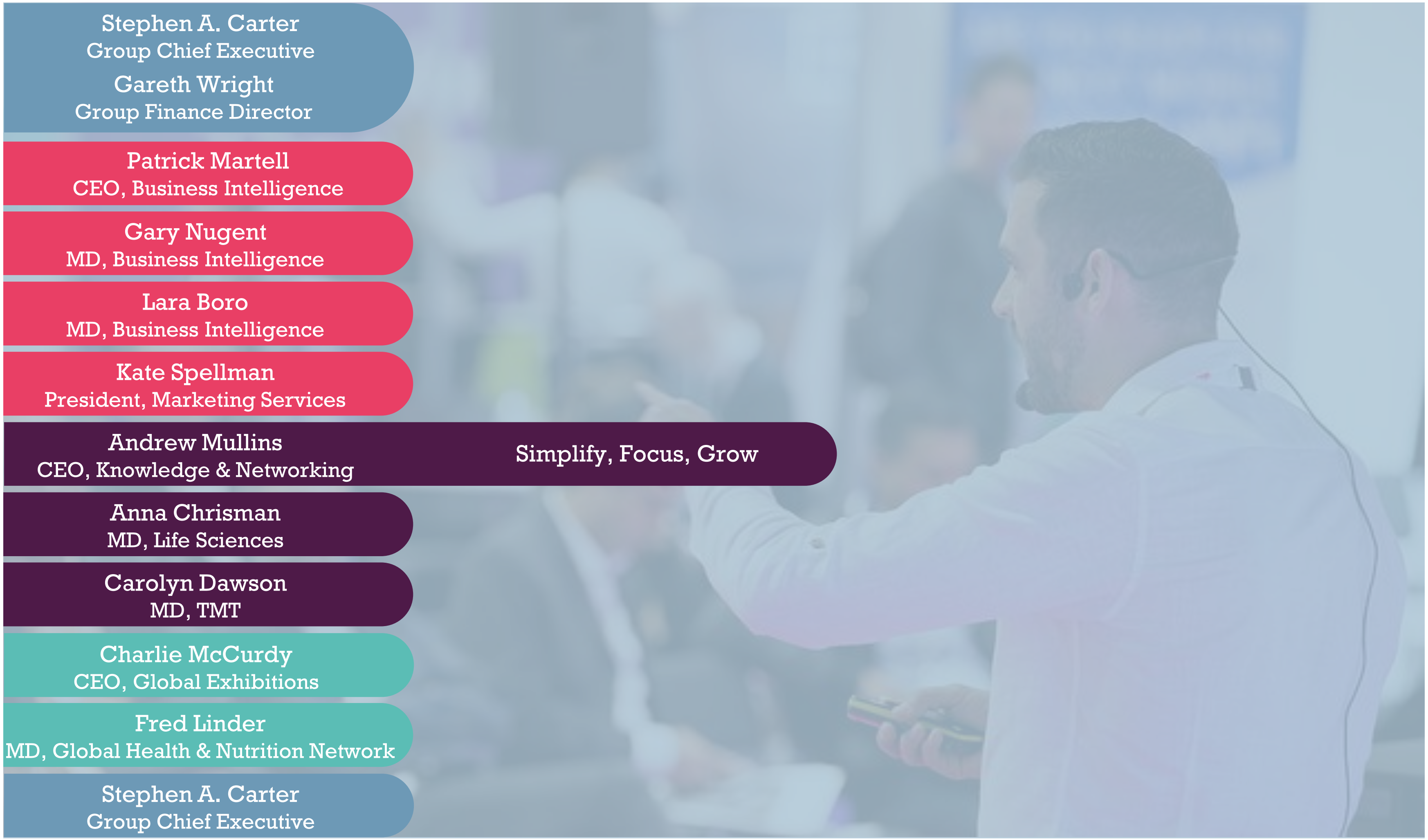
Consistent investment in people, training and opportunities

Verticals

Maximise growth opportunity in new verticals

PREDICTABLE, GROWING, CASH GENERATIVE INFORMATION SERVICES BUSINESS

2017 INFORMA INVESTOR DAY: AGENDA



Stephen A. Carter
Group Chief Executive
Gareth Wright
Group Finance Director

Patrick Martell
CEO, Business Intelligence

Gary Nugent
MD, Business Intelligence

Lara Boro
MD, Business Intelligence

Kate Spellman
President, Marketing Services

Andrew Mullins
CEO, Knowledge & Networking — Simplify, Focus, Grow

Anna Chrisman
MD, Life Sciences

Carolyn Dawson
MD, TMT

Charlie McCurdy
CEO, Global Exhibitions

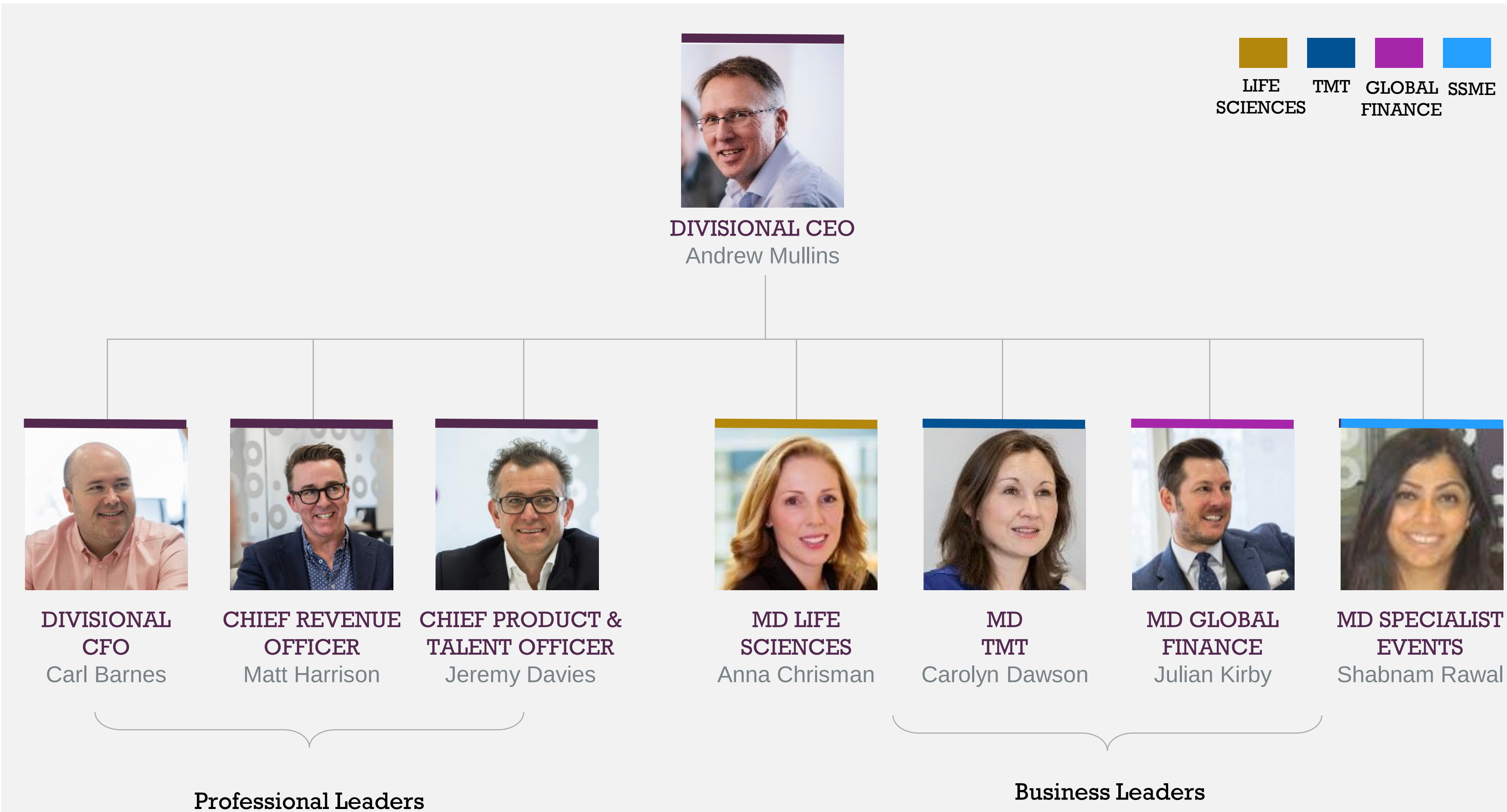
Fred Linder
MD, Global Health & Nutrition Network

Stephen A. Carter
Group Chief Executive

KNOWLEDGE & NETWORKING: SIMPLIFY, FOCUS, GROW

SPEAKERS		TOPIC
	**Andrew Mullins** CEO Knowledge & Networking	**Knowledge & Networking** Simplify, Focus, Grow
	**Anna Chrisman** MD Life Sciences	**Vertical profile** Life Sciences
	**Carolyn Dawson** MD TMT	**Vertical profile** TMT

OPERATING STRUCTURE: ORGANISED AROUND VERTICALS



THE MARKET AND OUR BUSINESS

MARKET CHARACTERISTICS

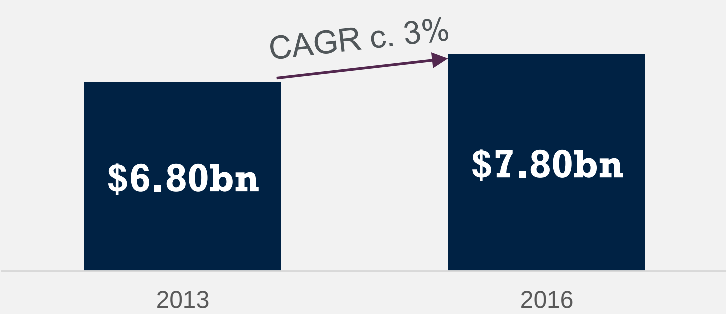
- Face-to-Face
- Content-driven events
- Large, diverse and competitive market
- International
- Cyclicality

OUR BUSINESS

- **Organised around Verticals: TMT, Life Sciences, Global Finance + SSMEs**
- Refocused on High Impact Event Brands
- Community engagement model
- Content with high utility and monetary value
- Delegate, Sponsorship & Partnership revenues

MARKET GROWTH

US spend on B2B lead generation through conferences



Source: Outsell, Informa

OUR VERTICALS AND BRANDS

TMT	LIFE SCIENCES	GLOBAL FINANCE	SSME*
Internet of Things World	BIO-EUROPE	FundForum Live	Sugar & Ethanol Africa
TechXLR8	Biotech Week Boston	SuperReturn Live	TMRE
London Tech Week			

*Specialist Subject Matter Events

KNOWLEDGE & NETWORKING SNAPSHOT

The Knowledge & Networking Division organises content-driven events and programmes that provide a platform for communities to meet, network and share knowledge.

£250M+ Revenue	**£40M+** Adj. Op	**c.1200** Events	**150k+** Delegates
-4% Organic growth in 2016	**10-15%** Group Revenue	**60** Countries where run events	**1000+** Colleagues

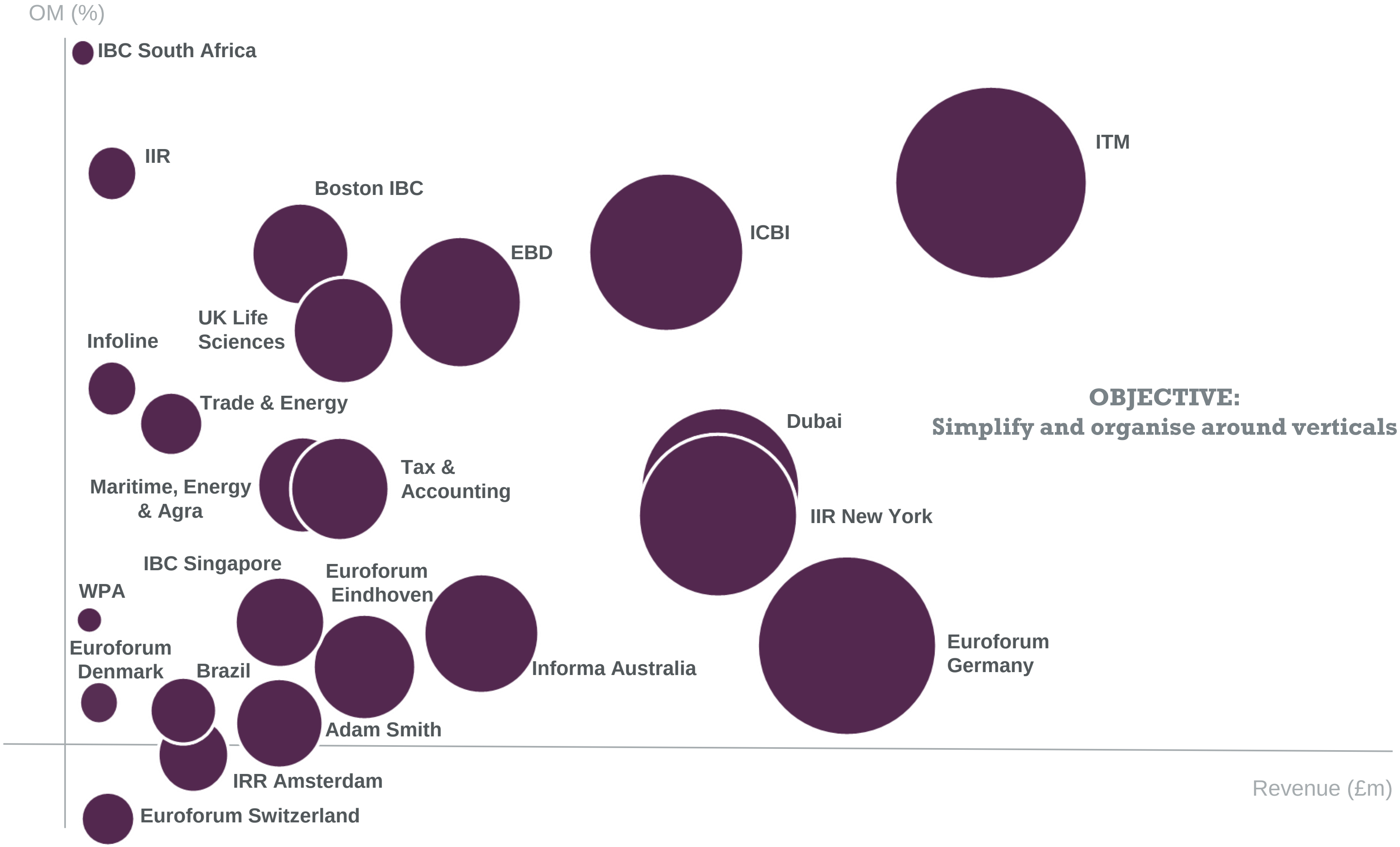
REVENUE BY VERTICAL

REVENUE BY TYPE

REVENUE BY REGION

 *Charts and figures include a full year of Penton and Light Reading but exclude domestic conference businesses under review

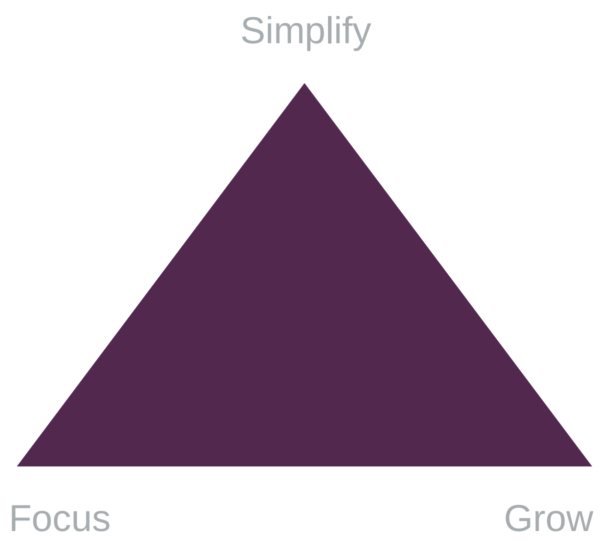
SIMPLIFY, FOCUS, GROW: HISTORICAL DISTRIBUTED PORTFOLIO



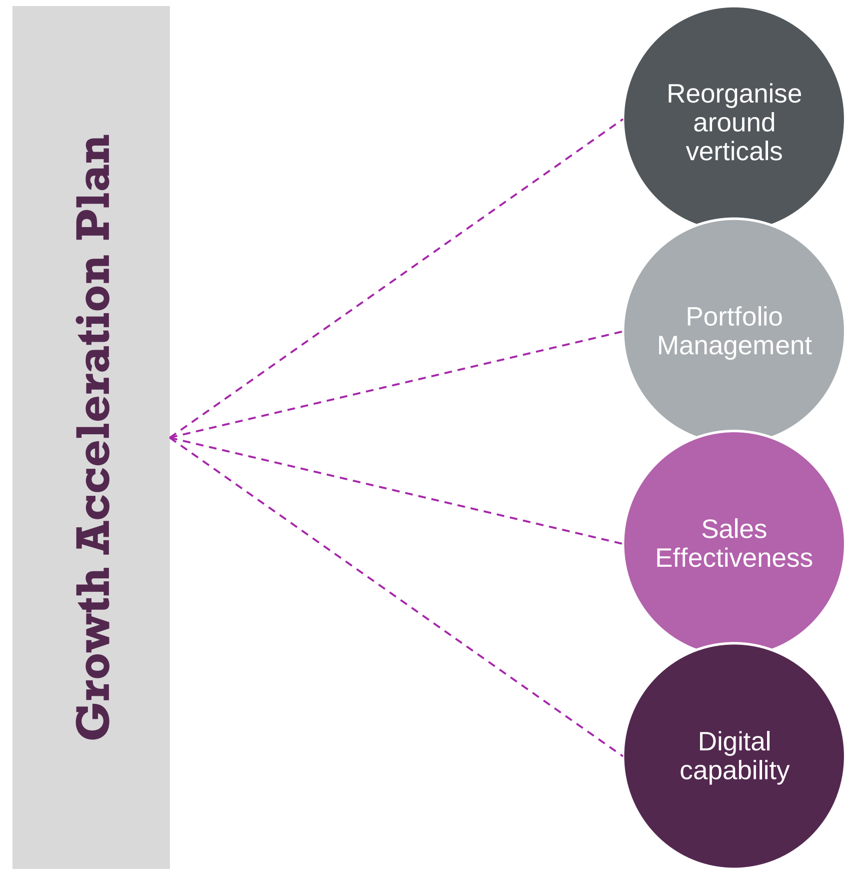
OBJECTIVE:
Simplify and organise around verticals

2014-2017 GROWTH ACCELERATION PLAN

APPROACH



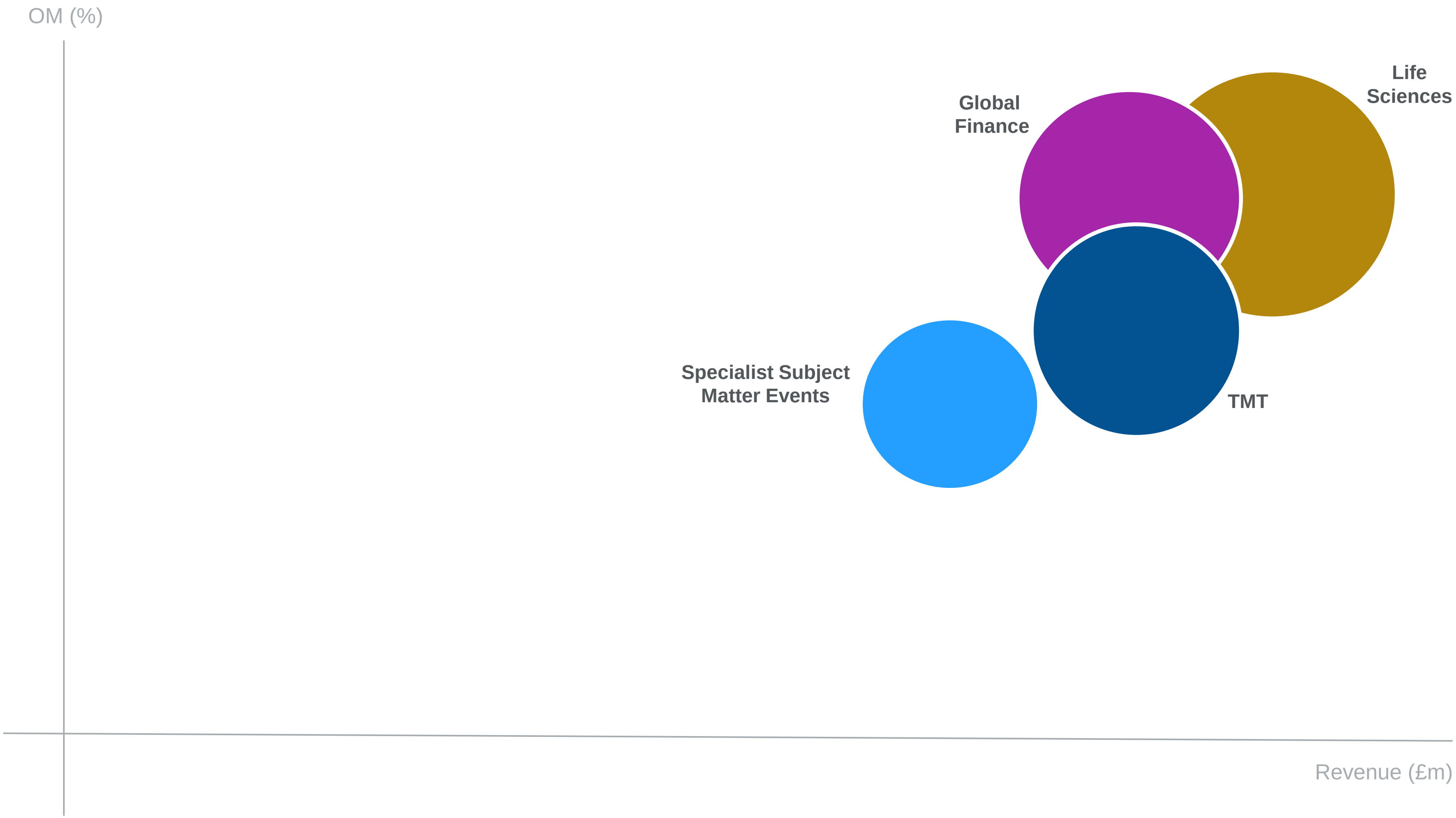
KEY INITIATIVES



FOCUS, SIMPLIFY, GROW: OPERATIONAL FITNESS

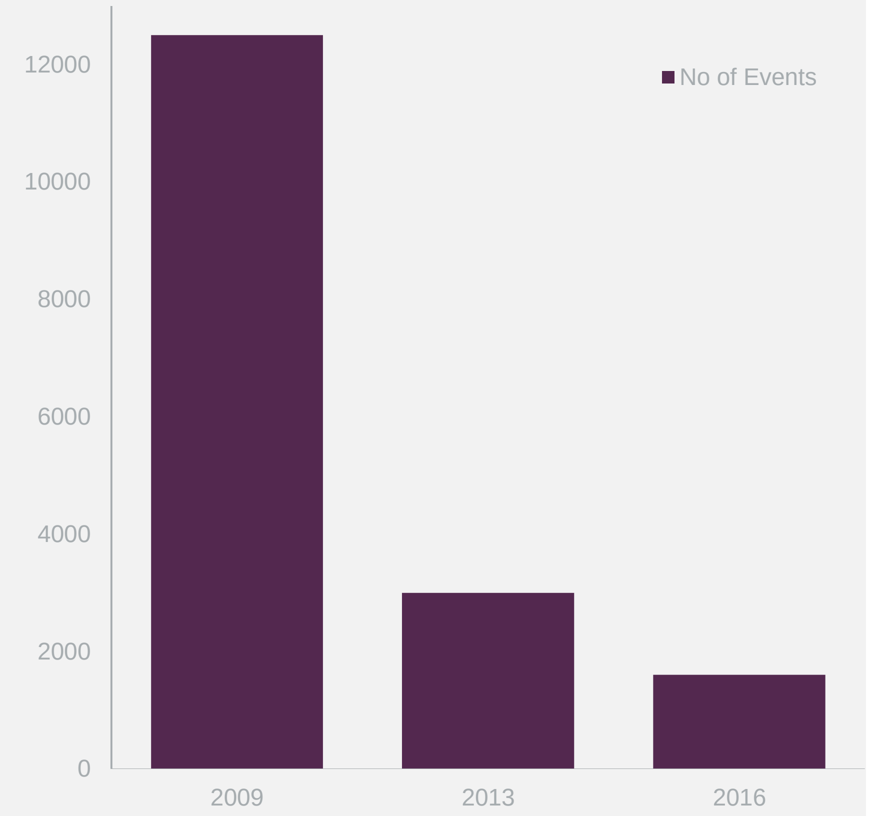
2013	2017
• Archipelago of businesses	• Single business organised around verticals
• Multiple verticals, multiple languages and multiple geographies	• Focus on key verticals with three main operational hubs (US, Europe, Dubai)
• Multiple, separate P&Ls	• One unified 8-person Operating Board
• In year profit-share incentives	• Growth oriented, target-based incentives
• Limited investment	• Focus, refresh and investment in event experience
• Limited revenue/customer performance data	• Customer analytics and CRM platform
• Minimal focus on technology	• Refreshed platforms, digital platform and marketing capabilities

ORGANISE AROUND VERTICALS



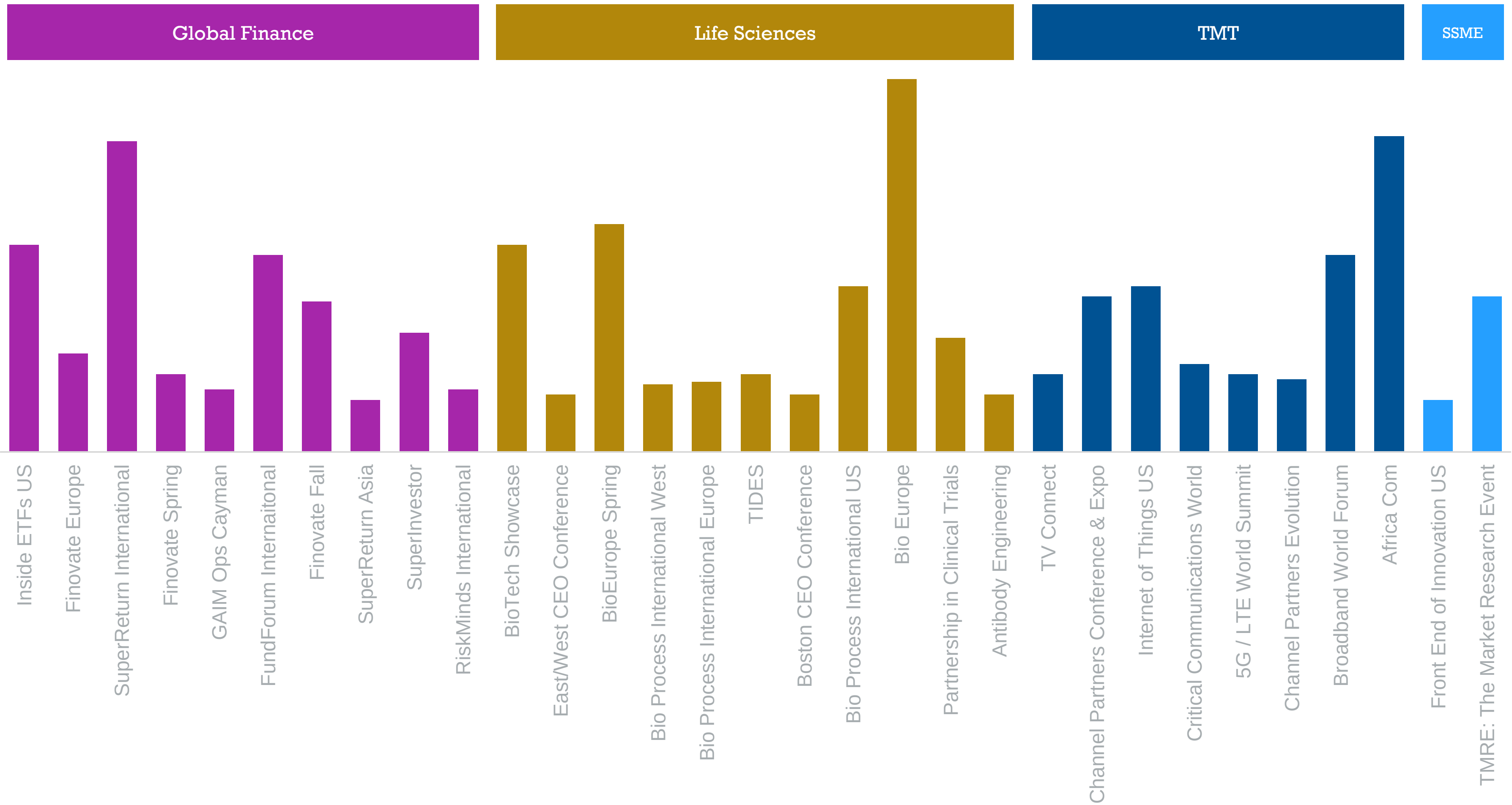
PORTFOLIO IMPROVEMENT

- Focus on high impact event brands – cut in volume output from 12,000+ events per year to <1000
- Targeted exit from regional domestic conference businesses:
  - Spain
  - Portugal
  - South Africa
  - Netherlands – Amsterdam
  - Netherlands - Eindhoven
  - Sweden
  - Denmark
  - Russia
  - Brazil
  - Germany & Switzerland (in process)
  - Singapore (in process)
  - Australia (commenced)



FOCUS ON HIGH IMPACT EVENT BRANDS IN VERTICALS

Top 30 Events = c. 32% of event revenue*



* Excluding five domestic conference businesses under review

SALES EFFECTIVENESS AND DIGITAL CAPABILITY

SALES EFFECTIVENESS

- Commercial directors and key accounts
- New remuneration structure – rewarding short and medium term performance
- Customer needs and benefits driven
- Salesforce implementation: campaign planning, transparency and forecasting
- Tools and training to drive productivity
- Sales collateral and pricing capabilities

SALES PEOPLE NOW SPEND THEIR TIME SELLING

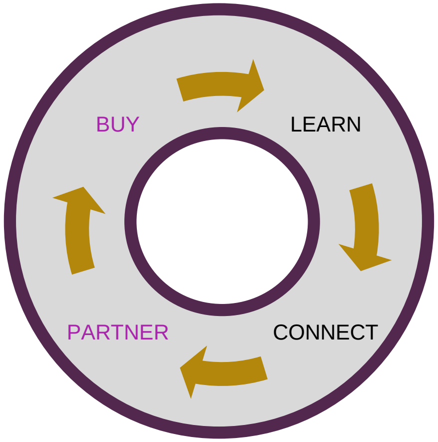
DIGITAL CAPABILITY

- Year round customer engagement
- Enhanced digital experience with online payment capability
- Specialist talent: insight, campaign excellence, digital content marketing and agile development
- Standards and best practise for Content Marketing, SEM, SEO, PPC, Paid Social etc.
- New business models for further exploitation across the platform

DIGITAL AS A MARKETING AND ENGAGEMENT PLATFORM

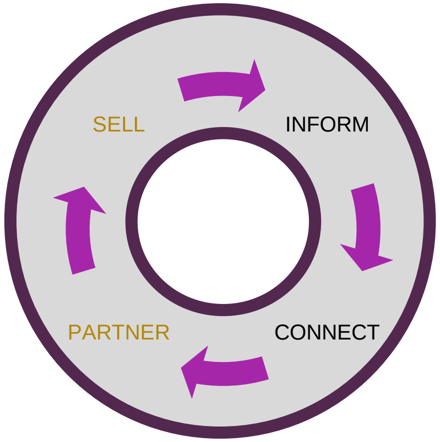
FROM TRANSACTION TO COMMUNITY ENGAGEMENT MODEL

2014



Attendees/audience

Delegate Revenues



Customers

Sponsorship & Exhibition Revenues

RESTRICTED TRANSACTIONAL F2F REVENUE MODEL

2017 +

Customer & Audience Need	F2F Products	Digital Products
LEARNING & SHARING (*Insight Gathering*)	• Public Training • Onsite Training • SME Speakers • Workshops	• Digital Training • eNewsletters • White Papers • Blogs/Vlogs • Podcasts
CONNECTING (*Brand Building, Thought Leadership & Lead Generation*)	• Sponsorship/ Branding • Exhibition Stands • Informal Networking	• Webinars • Native Advertising • Custom Research
PARTNERING	• Structured Networking • VIP Sessions	• Digital Communities
TRANSACTING	• 1-2-1 Meetings	• Ecommerce

ENGAGEMENT-BASED, F2F, DIGITAL AND KEY ACCOUNT-LED REVENUE MODEL

THE NEW KNOWLEDGE & NETWORKING DIVISION

FEATURES OF OUR VERTICALS	FEATURES OF OUR BUSINESS	MULTIPLE REVENUE STREAMS
Growth	Community brands	Delegates
International	Specialist content	Sponsors & exhibitors
Technology	Relationships	Partnering
Innovation	Partnering	Presenter/demo
Sub-communities	High engagement	Marketing services
Horizontal links	Customer insight	Learning/academies

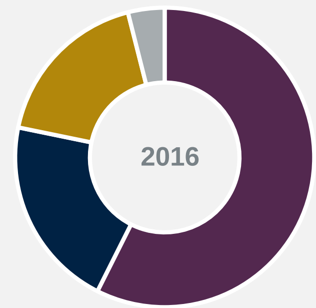
ATTRACTIVE AND SUSTAINABLE MODEL FOR FUTURE GROWTH

GLOBAL FINANCE VERTICAL SNAPSHOT

FINANCE VERTICAL CHARACTERISTICS

- Large and growing
- International financial markets
- Defined, niche communities
- Technology disruption
- Product innovation

REVENUE MIX



Attendee
Sponsorship
Exhibitor
Other

KEY BRANDS

GLOBAL FINANCE

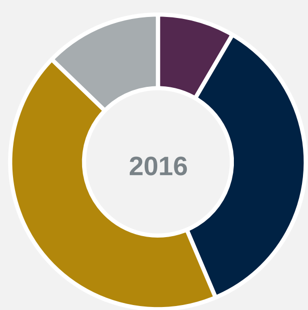
FINOVATE

FundForum Live

Inside ETFs

SuperReturn Live

GEOGRAPHIC FOOTPRINT



UK
North America
Europe
Rest of World

*Charts are 2016, excluding Penton assets, Light Reading and domestic conference businesses under review

Life Sciences Vertical

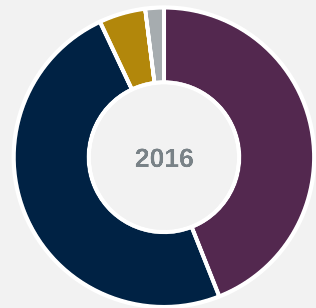
Anna Chrisman
MD Life Sciences

LIFE SCIENCES SNAPSHOT

LIFE SCIENCES VERTICAL CHARACTERISTICS

- Rising global healthcare investment
- Scientific progress and discovery
- Defined niche communities
- Investment in R&D and innovation
- Collaboration, knowledge exchange and open source solutions

REVENUE MIX



KEY BRANDS

LIFE SCIENCES

10TH ANNUAL CONFERENCE BIOTECH SHOWCASE

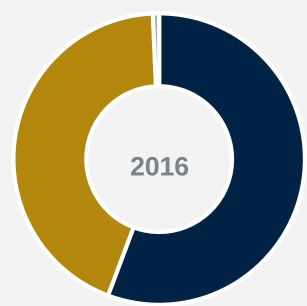
BIO-EUROPE

Biotech Week Boston

EBD GROUP

BioProcess International Conference & Exhibition

GEOGRAPHIC FOOTPRINT



*Charts are 2016, excluding Penton assets, Light Reading and domestic conference businesses under review

LIFE SCIENCES: CATEGORIES AND BRANDS

BBC

Genetic Rx

BBC CEO BOSTON

BBC CEO SAN FRANCISCO

EBD

23RD ANNUAL INTERNATIONAL PARTNERING CONFERENCE
BIO-EUROPE®

10TH ANNUAL CONFERENCE
BIOTECH SHOWCASE™

11TH ANNUAL INTERNATIONAL PARTNERING CONFERENCE
BIO-EUROPE SPRING®

Emerging Science

TIDES: Oligonucleotide and Peptide Therapeutics

Antibody Engineering & Therapeutics

Biopharma Processing

BioProcess International Conference & Exhibition

BioProcess INTERNATIONAL™

Clinical

Partnerships in Clinical Trials Europe

EBD GROUP PROFILE

7
International brands

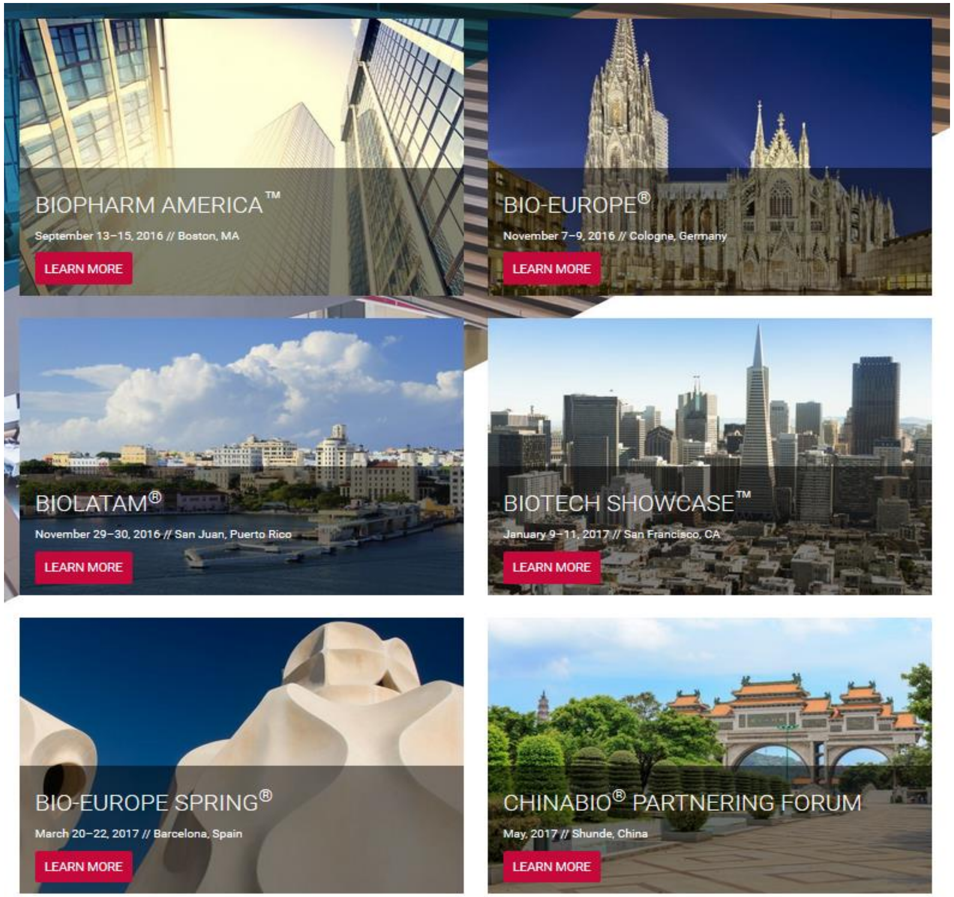
$20M+
Revenue

50K+
Meetings

34K+
Attendees

16K+
Companies

- Attractive vertical – Biotech growth
- Unique model – lead generation through Partnering
- Effective, targeted and valuable networking
- PartneringOne proprietary software platform
- Very high retention rates
- Consistent levels of growth



VALUE THROUGH PARTNERING

…the best opportunity to meet people and expand the network creating new relationships…

…one of the essential events to attend, Partnering is the way to go…

Companies with a certain maturity need to attend…

One of the certainties of my calendar…

Perfect networking opportunities via PartneringOne…

What can I say…I met with Bayer, MSD, Merck, JNJ, SGS, Capital Health, Quintiles IMS, Covance…where else could I do that?

FESTIVALS: BIOTECH WEEK BOSTON

Host	Event/Activity	Monday Sept. 25	Tuesday Sept. 26	Wednesday Sept. 27	Thursday Sept. 28
KNect 365	BioProcess International Conference & Exhibition				
	Cell & Gene Therapy Bioprocessing & Commercialization				
	Viral Safety				
	Clinical Developments in Cell & Gene Therapy				
	BWB Festival Keynotes				
	Brewery Tour/Offsite Excursions				
	Celebration of Science				
	Women's Dinner				
	Battle of the Bands				
EBD GROUP	BioPharm America				
	Start-up Pitch Competition				
BOSTON BIOTECH CONFERENCES	Cell & Gene Therapy CEO				
BioPharma EXECUTIVE COUNCIL	Diversity Panel				
Xconomy	Boston Life Sciences Disruptors				
	Xconomy Awards at Biotech Week Boston				
MassBio	CRO/CMO Symposium				

KEY FACTS

- 4500 attendees
- Scientists, investors, technologists and executives from 37+ countries
- 6 content driven events, one partnering meeting, numerous joint social & networking components
- 450+ speakers
- 300+ exhibitors
- 2500+ one-to-one meetings
- Celebrating advances in science, showcasing the Boston life science community

MassBio
MASSACHUSETTS BIOTECHNOLOGY COUNCIL

CITY of BOSTON

MASSACHUSETTS LIFE SCIENCES CENTER
Investing in the State of Innovation

TMT Vertical

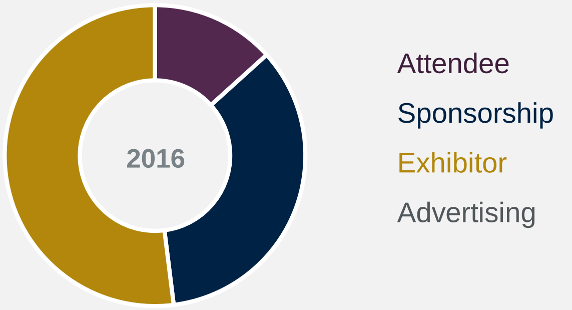
Carolyn Dawson
MD TMT

TMT SNAPSHOT

TMT VERTICAL CHARACTERISTICS

- Growing global industry
- Defined niche communities
- Technology convergence and change
- Internet of Things growth
- High levels of innovation

REVENUE MIX



KEY BRANDS

TMT

Broadband World Forum

Part of TechXLR8

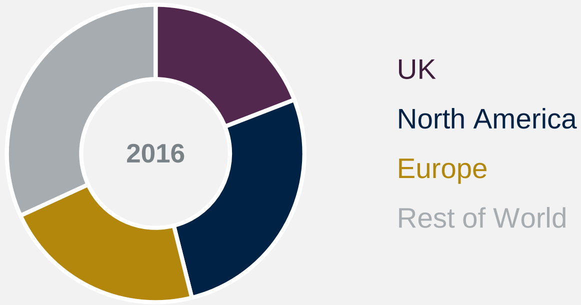
London Tech Week

5G World

Internet of Things World

AfricaCom

GEOGRAPHIC FOOTPRINT



*Charts are 2016, excluding Penton assets, Light Reading and domestic conference businesses under review

TMT VERTICAL: CATEGORIES AND BRANDS

◀ Traditional telecoms events — High-growth, large-scale events focused on new tech ▶

Telco Networks & Services	Broadband & Optical	Media Networks	5G Tech	MVNO	Critical Comms.	London Tech Week	Connecting Africa	Cloud & Enterprise	Connected Innovation
Telco Data Analytics USA	Broadband World Forum	TV Connect	5G World	MVNOs Series	Critical Communications World	London Tech Week	20th Anniversary Africa Com	Channel Partners	TechXLR8
Network Virtualization Series	Broadband Latin America	TV Connect MENA	5G Asia	MVNOs World Congress	Mission Critical Technologies Series	LeadersIn Tech Summit	East Africa Com	Channel Partners Evolution	TechXLR8 Asia
MEC Congress	Next Generation Optical Networking Series	OTTtv World Summit	5G MENA	MVNOs Asia			Nigeria Com	Cloud & DevOps World	VR & AR World
Self-Organising Networks World				MVNOs North America			West Africa Com		Smart Cities Summit
									AI & Machine Learning World
									Automotive

YEAR-ROUND DIGITAL COMMUNITY PLATFORMS

NEW LAUNCHES: INTERNET OF THINGS WORLD

WORLD'S LARGEST

IoT audience

Internet of Things World

- 25,000+ attendees
- 18 events
- In 8 countries

DIGITAL REACH

IN-PERSON EVENTS

Internet of Things INSTITUTE™

- Database of 23M+
- 12 verticals / industries
- 15,000+ IoT leads produced for clients in 2016

IoT BRAND PORTFOLIO

Internet of Things World
May 16-18, 2017
Santa Clara, CA

Connected Cars & Autonomous Vehicles
May 16-18, 2017
Santa Clara, CA

Internet of Things World Europe
June 13-15, 2017
Excel, London

Internet of Things World Asia
October 3-5, 2017
Marina Bay Sands, Singapore

Enterprise IoT World
October 16-17, 2017
McCormick Place, Chicago

Smart Cities Summit
October 16-17, 2017
McCormick Place, Chicago

Blockchain 360
October 23-24, 2017
InterContinental, NYC

IoT Security Summit
October 23-24, 2017
InterContinental, NYC

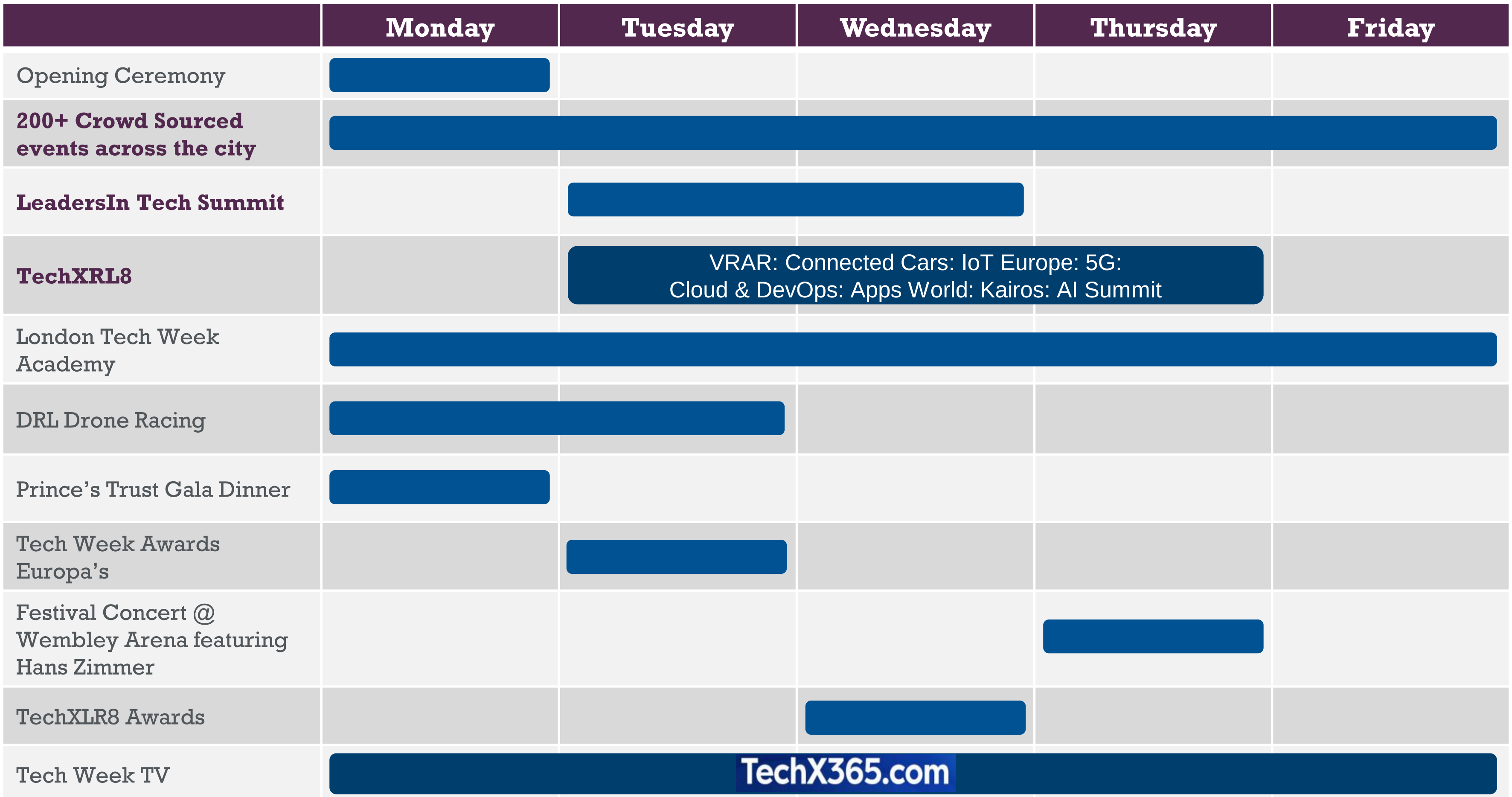
Apps World San Francisco
October 29 – November 1, 2017
San Francisco, CA

Smart Home Summit
November 15-16, 2017
Crowne Plaza, Palo Alto

IoT Data & AI Summit
November 15-16, 2017
Crowne Plaza, Palo Alto

IoT informa

FESTIVALS: LONDON TECH WEEK PROFILE



Future Growth & Opportunities

Andrew Mullins
CEO Knowledge & Networking

FUTURE GROWTH & OPPORTUNITIES

Steady Underlying revenue growth	**↑** Adjusted Operating Margin	**Focus** Strengthen core vertical positions
Customer Broaden and deepen relationships	**Network** Maximise networking and partnering	**Data** Actionable insights from data capability
Digital Community engagement, content and revenue	**Multiple** Revenue streams including Marketing Services	**X-Div** Cross-divisional revenue opportunities

FOCUSED AND GROWING BUSINESS WITH MULTIPLE REVENUE STREAMS

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STEPHEN A. CARTER
GROUP CHIEF EXECUTIVE

INTERNATIONAL EXPANSION

INTERNATIONAL EXPANSION THROUGH TARGETED M&A

GAP ACQUISITION STRATEGY

- US Exhibitions focus
- International scale in verticals

- Focus on quality of assets, strategic fit
- Target growth regions and verticals

Construction & Real Estate

World of Concrete
International Roofing Expo
dwell on design

Health & Nutrition

SupplySide West
Natural Products Expo West
Natural Products Expo East

Life Sciences

FIME

Agriculture

FarmProgress
Agrishow
Husker Harvest Days 2017

International Yachting

FL Fort Lauderdale International Boat Show
Suncoast Boat Show
Yachts Miami Beach

Beauty & Aesthetics

Vegas Cosmetic Surgery & Aesthetic Dermatology
AMEC 2016
FACE Facial Aesthetic Conference and Exhibition

Pop Culture

Middle East Film & Comic Con
MegaCon
Dallas Comic Con
Fan Expo Dallas

Transportation

Aviation Week MRO Americas
Automotive
WardsAuto

Science, Tech & Medical

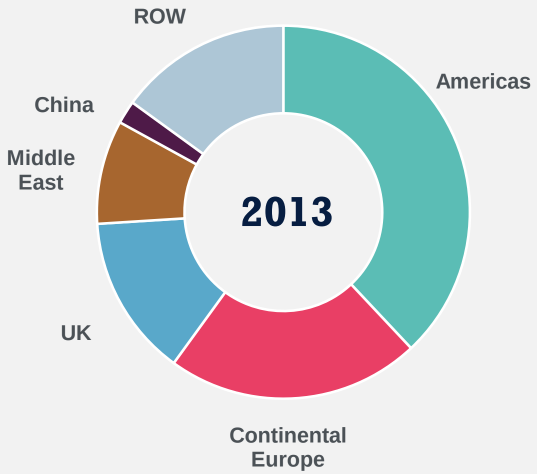
Landes Bioscience
Co-Action Publishing
Maney Publishing Research · Knowledge · Innovation

Humanities & Social Science

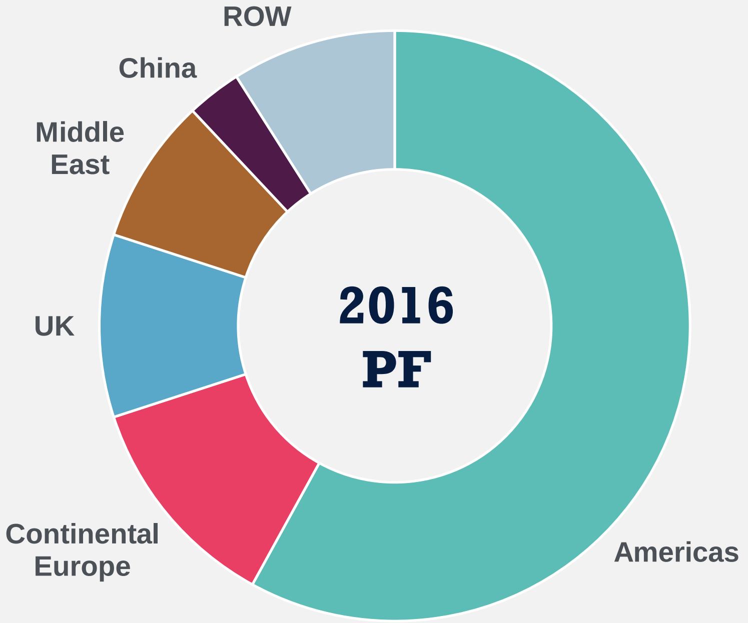
Anderson Books
Ashgate
ap

GEOGRAPHIC BALANCE AND BREADTH

Revenue by geography



Revenue £1.1bn

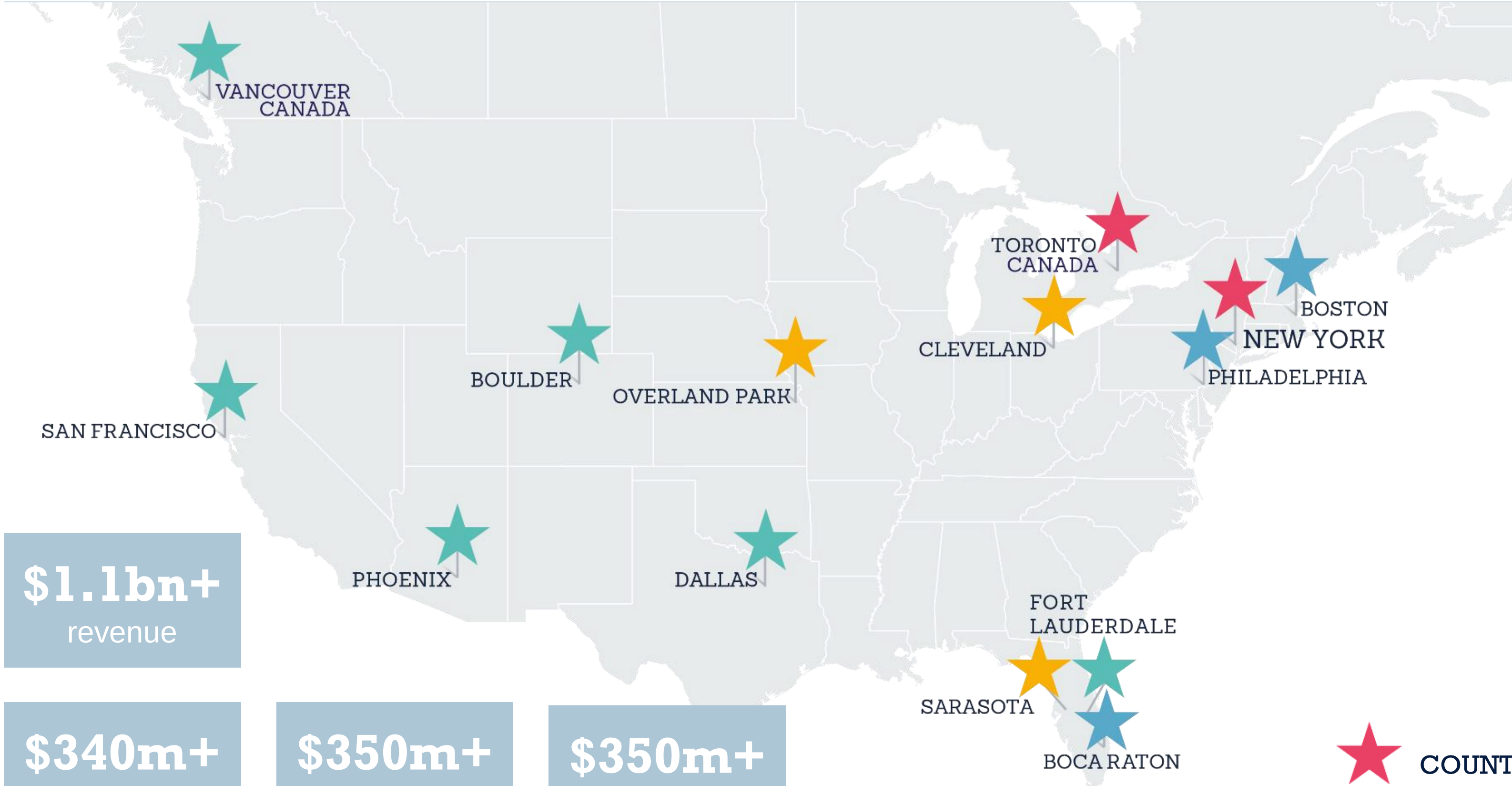


Revenue £1.7bn+

2016 charts are pro-forma estimates, including a full year of Penton and YPI and excluding Domestic Conferences under review

Update figures?

GROUP'S NORTH AMERICAN BALANCE AND BREADTH



$1.1bn+
revenue

$340m+
AP revenue

$350m+
GE revenue

$350m+
BI revenue

3000+
Colleagues

80+
exhibitions

50%+
Group sales

60%+
Group profit

COUNTRY HQ
VERTICALS
CONTENT
SHARED SERVICES

2017 INFORMA INVESTOR DAY: AGENDA

Stephen A. Carter
Group Chief Executive

Gareth Wright
Group Finance Director

Patrick Martell
CEO, Business Intelligence

Gary Nugent
MD, Business Intelligence

Lara Boro
MD, Business Intelligence

Kate Spellman
President, Marketing Services

Andrew Mullins
CEO, Knowledge & Networking

Anna Chrisman
MD, Life Sciences

Carolyn Dawson
MD, TMT

Charlie McCurdy
CEO, Global Exhibitions — Expansion, Growth and Scale

Fred Linder
MD, Global Health & Nutrition Network

Stephen A. Carter
Group Chief Executive

GLOBAL EXHIBITONS: EXPANSION, GROWTH AND SCALE

SPEAKERS	TOPIC
 **Charlie McCurdy** CEO Global Exhibitions	**Global Exhibitions** International Expansion, Growth and Scale
 **Fred Linder** MD Global Health & Nutrition Network	**Vertical Profile** Health & Nutrition

THE MARKET AND OUR BUSINESS

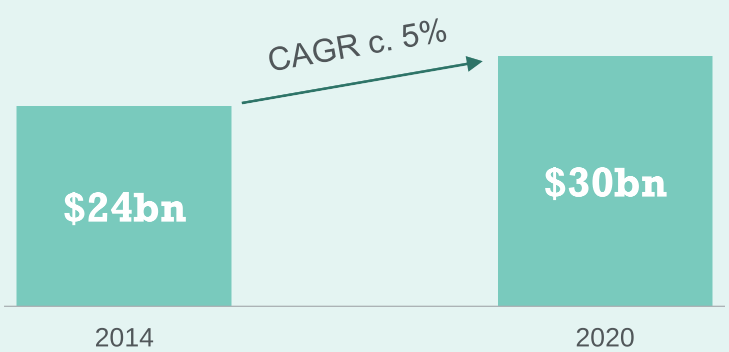
MARKET CHARACTERISTICS

- Face-to-Face
- Transaction-driven events
- Fragmented
- International
- Barriers to entry

OUR BUSINESS

- The Challenger Operator
- Top 3 organiser globally
- 14 of TSNN Top 250 US Exhibitions (excludes Agriculture and International Yachting Exhibitions)
- Revenue visibility and cash flow
- **Market Maker Strategy**

MARKET GROWTH



OUR VERTICALS AND BRANDS

CONSTRUCTION & REAL ESTATE

AGRICULTURE

HEALTH & NUTRITION

LIFE SCIENCES

INTERNATIONAL YACHTING

BEAUTY & AESTHETICS

GLOBAL EXHIBITIONS SNAPSHOT

The Global Exhibitions Division organises transaction-oriented Trade Shows and Exhibitions around the world, enabling specialist communities to meet face to face and conduct business.

£500M+
Revenue

£180M+
Adj. Op

c.200
Brands

1.9M SQM+
Exhibition Space

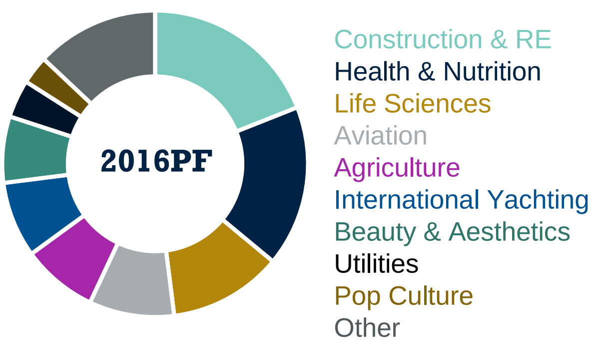
5%+
Underlying Growth

c.30%
Group Revenue

1100+
Colleagues

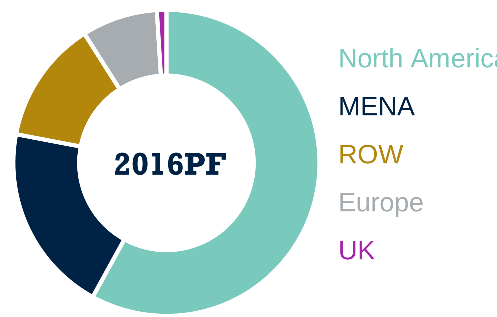
c.2M
Visitors

REVENUE BY VERTICAL



REVENUE BY TYPE

REVENUE BY REGION



*Charts are pro-forma to include a full year of Penton and YPI Inc

2014-2017 GROWTH ACCELERATION PLAN

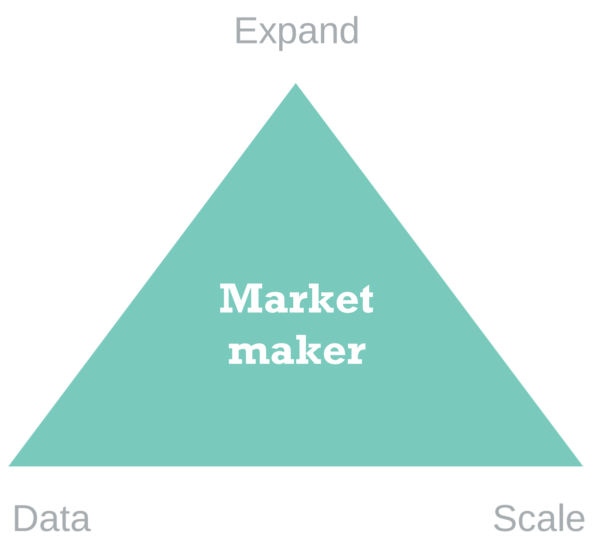
Objective Accelerate and scale a small collection of independent exhibitions into a top-performing, global Market Maker

- Identify attractive, growing global vertical markets
- Expand internationally, led by the US, through targeted acquisition programme
- Strengthen management capability through selective additions
- Invest in common operational platforms in key functional areas
- Leverage proven show launch capabilities worldwide
- Create regional hubs and super-hubs for operational and admin support
- Enhance value proposition to both Exhibitors and Visitors

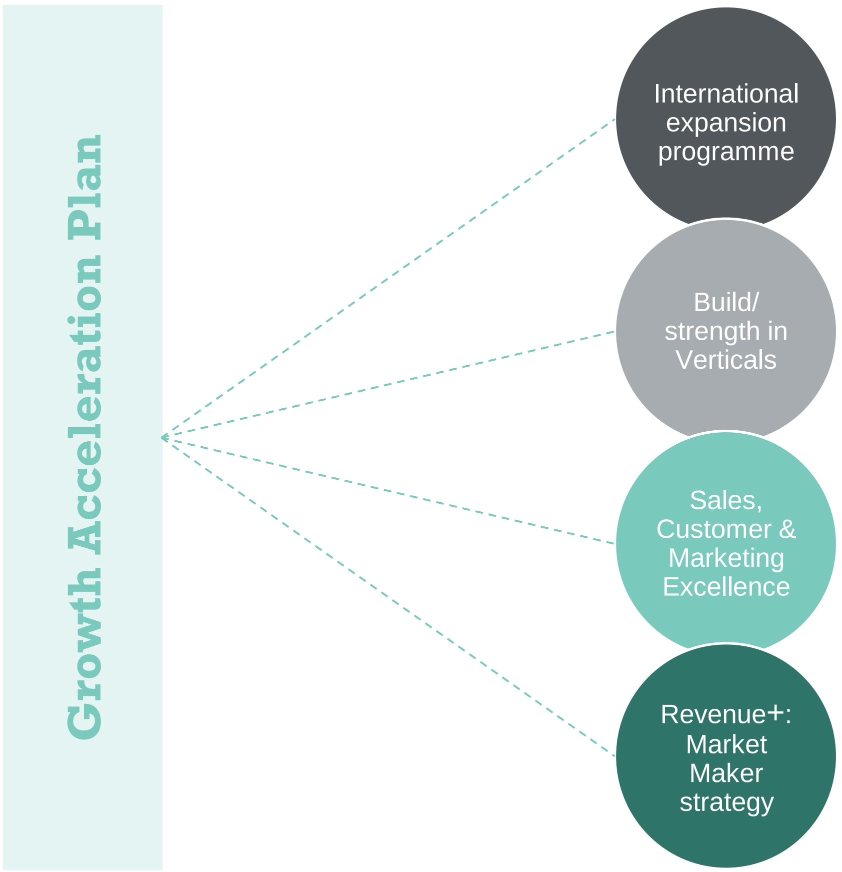
SUSTAINABLE ABOVE-INDUSTRY UNDERLYING GROWTH AND MARGINS

INTERNATIONAL EXPANSION, GROWTH AND SCALE

APPROACH



KEY INITIATIVES



INTERNATIONAL EXPANSION, GROWTH AND SCALE

BUILD

VOLUME Product innovation, new customers	**CROSS-SELL** International scale within verticals
PRICING Tiered and value based initiatives	**LAUNCH** New launches and geo-cloning
PRODUCTIVITY Sales effectiveness, CRM, Vendor contracts	**M'MAKER** Sponsorship, online discovery, data insight, lead-gen

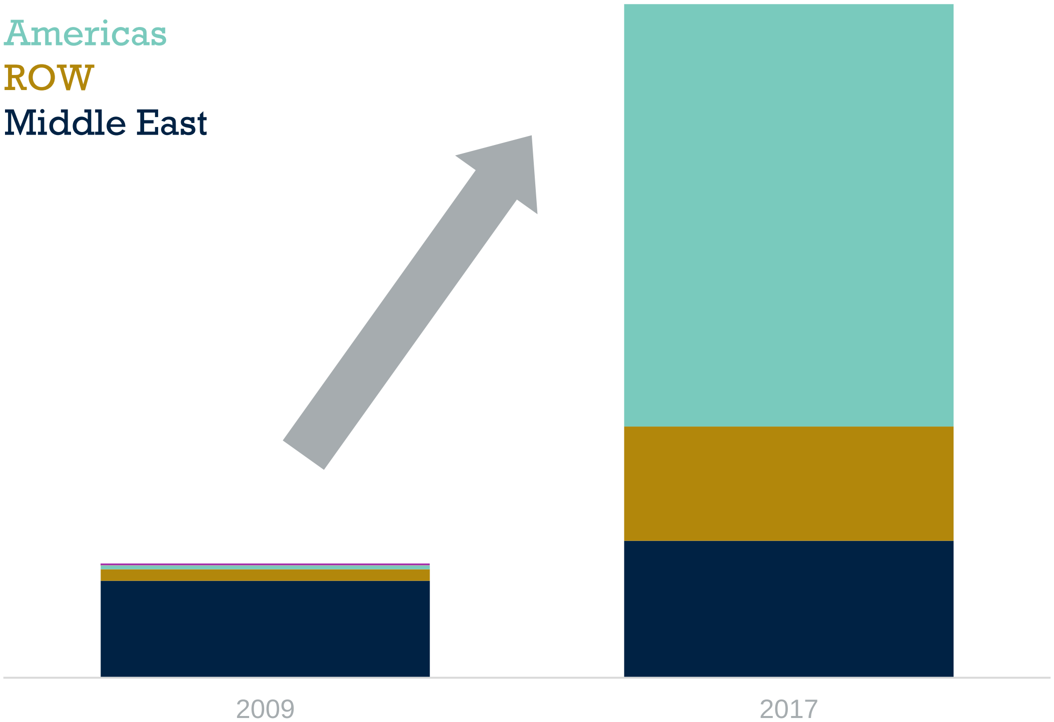
+

BUY

CONSTRUCTION Hanley Wood Exhibitions, Dwell-on-Design	**NUTRITION** Virgo Publishing, Penton (New Hope Network)
LIFE SCIENCES FIME, Mediconex, Eurogin	**AGRICULTURE** AgriShow, Penton Information Services
BEAUTY China Beauty, FACE, Vegas Aesthetics	**YACHTING** Fort Lauderdale Boat Show, Palm Beach Boat Show (YPI Inc)

INTERNATIONAL EXPANSION: THE CHALLENGER OPERATOR

GROWTH IN GLOBAL EXHIBITIONS REVENUE



Exhibitions business in 2009

- <$100m revenue
- <1% in Americas

Global Exhibitions Division in 2017

- >$600m revenue
- >60% in Americas

FROM EXHIBITION ORGANISER TO MARKET MAKER

Leverage customer relationships and data/digital capabilities to connect buyers and sellers in new and more powerful ways

FOR ATTENDEES

- Search & Discover products and services
- Interact with exhibitors
- Pre-show planning
- Post-show follow-up

FOR EXHIBITORS

- Year-round quality lead generator inside and outside exhibition
- Connections beyond the floor
- Access to active buyers
- Data to act upon market insights

FOR INFORMA

- Data to understand attendees / exhibitors
- Expand beyond the floor
- Access to new budgets
- Reinforce exhibition performance and quality of attendance

OPERATIONAL INITIATIVES: CUSTOMER VALUE OPPORTUNITY

TYPICAL COST/INCOME MIX

Raw space rent

Stand costs

Staff travel, accommodation and food

Other

Raw space rent

Other services

Online activities

EXHIBITOR VALUE DRIVERS

TRANSACTIONS & LEADS

Number and quality of visitors to stand

VALUE DRIVERS

- Matchmaking
- Community content
- Booking time
- Specific hall at venue

- Stand location
- Size / flexibility
- Column-free stand
- Exhibition specific (eg Hosted buyer programmes)

- Stand layout (no of open sides)
- Marketing communications
- Build-up days
- Shell schemes
- Upper/lower hall floor
- Additional services (eg travel booking)

Source: JWC, Company data

OPERATIONAL INITIATIVES: CUSTOMER VALUE OPPORTUNITY

THE INTERNATIONAL SURFACE EVENT (TISE) CASE STUDY

- Exhibitions typically have a cost-based approach with early-bird, volume and corner variations to list price
- New pricing approach for TISE 2018
  - Dynamic, value-based options introduced
  - Packages aligned to exhibitor preferences
  - Customer service focus – early communication programme, appointment-led, sophisticated on-site sales office
- Targeting incremental yield increase of 3-5%
- Increase in rebooking rate and onsite deposits

THE INTERNATIONAL SURFACE EVENT

SURFACES

STONEXPO MARMOMACC AMERICAS

tile expo

3-YEAR PROGRAM TO ROLL OUT CUSTOMER VALUE INITIATIVES

OPERATIONAL INITIATIVES: PRODUCT INNOVATION

DRIVING GROWTH THROUGH BRAND EXPANSION

ARAB HEALTH

- Leading Healthcare Exhibition in Middle East
- World Trade Center approaching full capacity
- Ongoing demand

- Additional capacity to sell: 4400+ exhibitors in Jan 2017
- Future growth runway

DELIVERING TWO POWERHOUSE BRANDS, RUN CONSECUTIVELY

MEDLAB

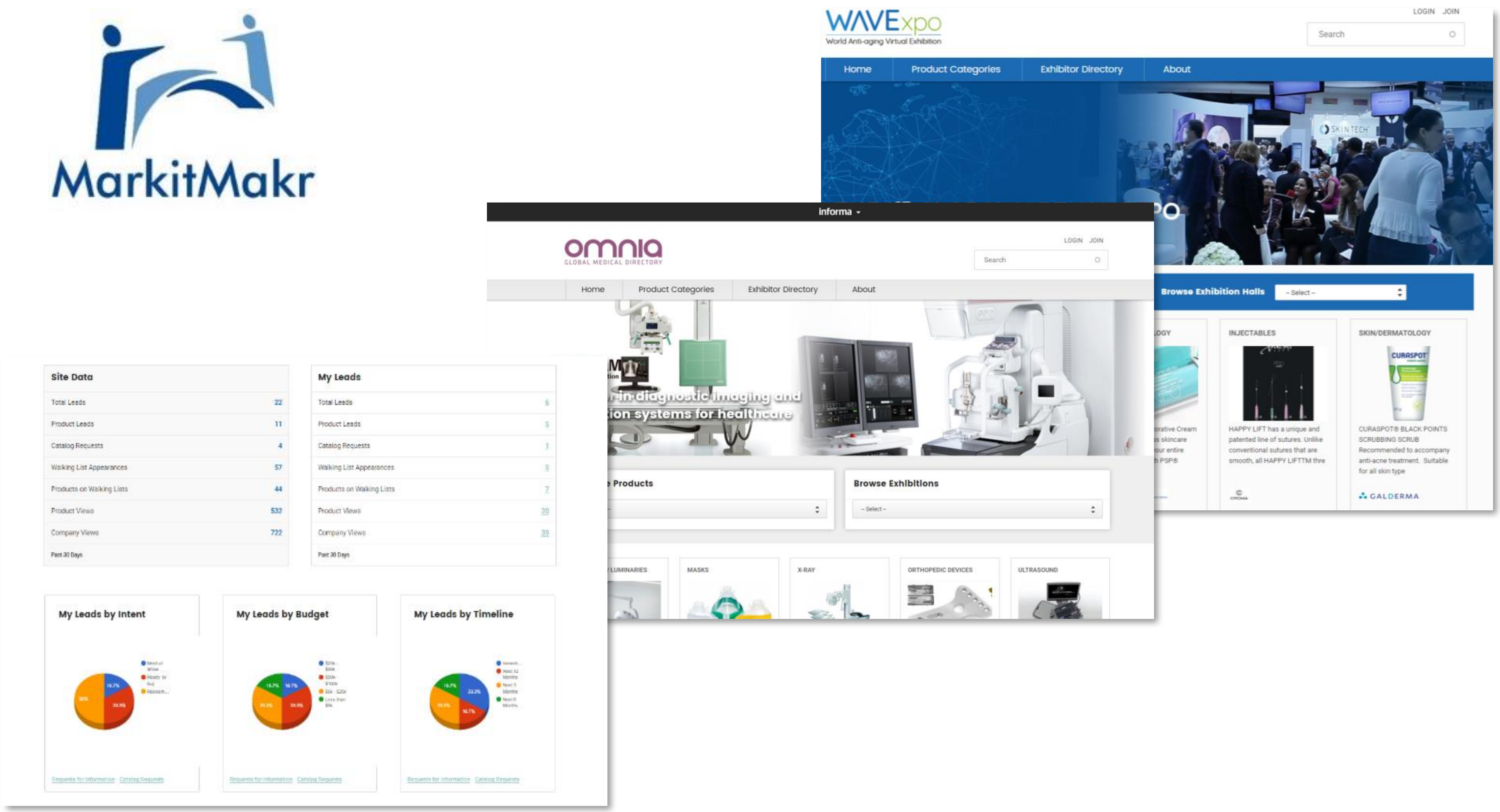
- A section of Arab Health focused on laboratory equipment
- Strong brand in its own right with a defined community
- Growing demand

- Scale launch in Jan 2017: Top 20 show on debut with 700+ exhibitors
- Future growth runway

STRONG AGGREGATE GROWTH IN 2017 AND REBOOKING FOR 2018

FROM EXHIBITION ORGANISER TO MARKET MAKER

MarkitMakr



INTERNATIONAL EXPANSION: OPERATIONAL HUBS

FULL COMBINATION OF PENTON AND GLOBAL EXHIBITIONS

AGRICULTURE | HEALTH & NUTRITION | SUSTAINABILIT Y & WASTE | AVIATION

STRONG PENTON BRANDS

Farm Futures
FarmProgress
Husker Harvest Days 2016 September 13, 14 & 15, 2016 Grand Island, Nebraska
The Ag Data Conference 2016
Farm Press

New Hope Network
Natural Products Expo East
Natural Products Expo West
Engredea
NEXT

Waste Expo an event by Waste360
Waste 360

Aviation Week MRO Americas
Aviation Week Network

COMPLEMENTARY INFORMA BRANDS

Agrishow

Vitafoods Europe
SupplySide West
Vitafoods Asia
SupplySide East

wwett

NEW VERTICAL

EFFECTIVE COMBINATION

- Smooth integration into GE
  - Agriculture
  - Health & Nutrition
  - Waste
  - Aviation
- Updated management structure
- Administrative functions aligned (HR, Finance, Ops)
- Full systems integration progressing

OPERATING AND REPORTING AS A SINGLE BUSINESS

BENEFITS AND OPPORTUNITIES FROM A FULL COMBINATION

CROSS SELLING	Leverage relationships within Verticals and internationally eg Agriculture, Health & Nutrition
GEO-CLONING	Extend select Penton brands internationally
OPERATIONS	Efficiencies from duplication, shared services and Exhibitions services
CONTRACTS	Improved terms on facilities, venues and hotels; consolidate vendor management
TECHNOLOGY	Roll-out GAP-enabled digital platforms for marketing, sales, event management and websites. Develop Market Maker proposition

FOCUS ON SELECT, ATTRACTIVE GROWTH VERTICALS

THE FEATURES OF ATTRACTIVE VERTICALS IN EXHIBITIONS

INNOVATION | FRAGMENTED | HIGH VALUE | INTERNATIONAL | GROWING

Construction & Real Estate	Life Sciences	Agriculture	International Yachting	Health & Nutrition
International Roofing Expo; designjunction; Cityscape Global; World of Concrete	Arab Health; FIME; Medlab; Africa Health	Agrishow; FarmProgress; Husker Harvest Days 2017	Monaco Yacht Show; Fort Lauderdale International Boat Show; Yachts Miami Beach; Palm Beach International Boat Show	Vitafoods Europe; Natural Products Expo West; Natural Products Expo East; SupplySide West
Strength in US, Canada and Middle East	Strength in US, Middle East, Asia, Europe & Africa	Strength in US and Brazil	Strength in US and Europe	Strength in US, Europe and Asia

Health & Nutrition Vertical

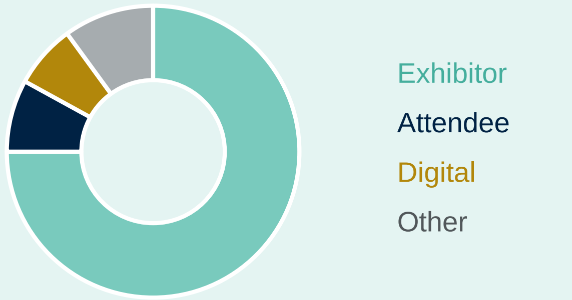
Fred Linder
MD Global Health & Nutrition Network

HEALTH & NUTRITION VERTICAL SNAPSHOT

HEALTH & NUTRITION VERTICAL

- B2B
- Global
- Fragmented
- Growth
- Regulation, policy and health drivers

REVENUE MIX



KEY BRANDS

New Hope NETWORK

SupplySide WEST

Natural Products EXPO WEST

Vitafoods Europe

Engredea

GEOGRAPHIC FOOTPRINT

THE MARKET: TIPPING POINT INTO THE MAINSTREAM

GLOBAL HEALTH & NUTRITION MARKET

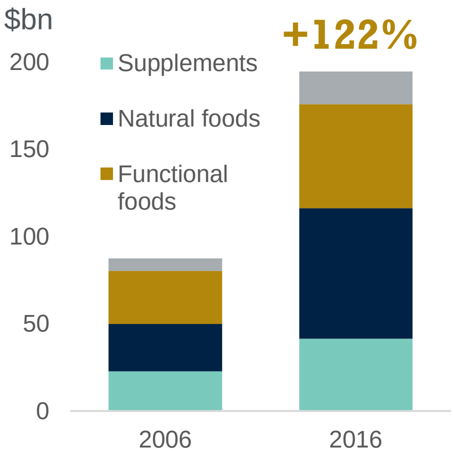
INGREDIENTS

- Pre and probiotics
- Vitamins & minerals
- Proteins & amino acids

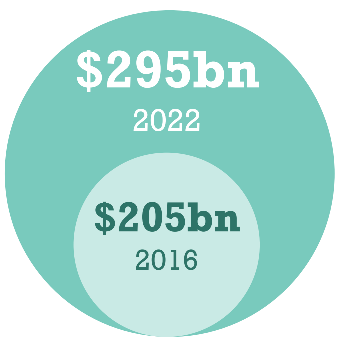
FINISHED PRODUCTS

- Functional foods & beverages
- Natural foods & beverages
- Non-processed
- Dietary supplements

US NATURAL PRODUCTS



FUTURE GROWTH



+6%
CAGR

GROWTH DRIVERS

FRAGMENTATION	Highly fragmented supply chain
GLOBAL & LOCAL	Global market, with local trends and preferences
CONSUMER DEMAND	Rising demand for healthy and transparent food supply - clean label, natural, organic, Free-From
NEW PLAYERS	Falling trust in large brands paves way for innovation and niche players
PUBLIC POLICY	UN Action on Nutrition and Sustainable Development Goals

GLOBAL HEALTH & NUTRITION NETWORK

GLOBAL HEALTH & NUTRITION NETWORK
expertise | connections | business results

$110m+	10%+	9	125k+	170k+
revenue	growth	major brands	SQM exhibition space	attendees

UNIQUE POSITION ACROSS THE INTERNATIONAL SUPPLY CHAIN

GROWTH AND OPPORTUNITIES

1. Maintain positive momentum and growth across all brands
2. Full combination of Informa and Penton brands with unified leadership across three hubs
3. Further increase scale to address the full industry value chain and deliver solutions to customers on a global basis
4. Leverage Informa international network to extend brands and customer relationships; maximise the cross-sell opportunity
5. Apply digital capability to strengthen market position, deepen customer relationships and generate ancillary revenues

MARKET MAKER FOR THE GLOBAL HEALTH AND NUTRITION INDUSTRY

SPOTLIGHT ON NATURAL PRODUCTS EXPO WEST

Education & networking

NEXTY awards

500+ new exhibitors in 2017

2,600+ exhibitors

Natural Products EXPO WEST®

Anaheim

Annual over 5 days

40,000+ sqm

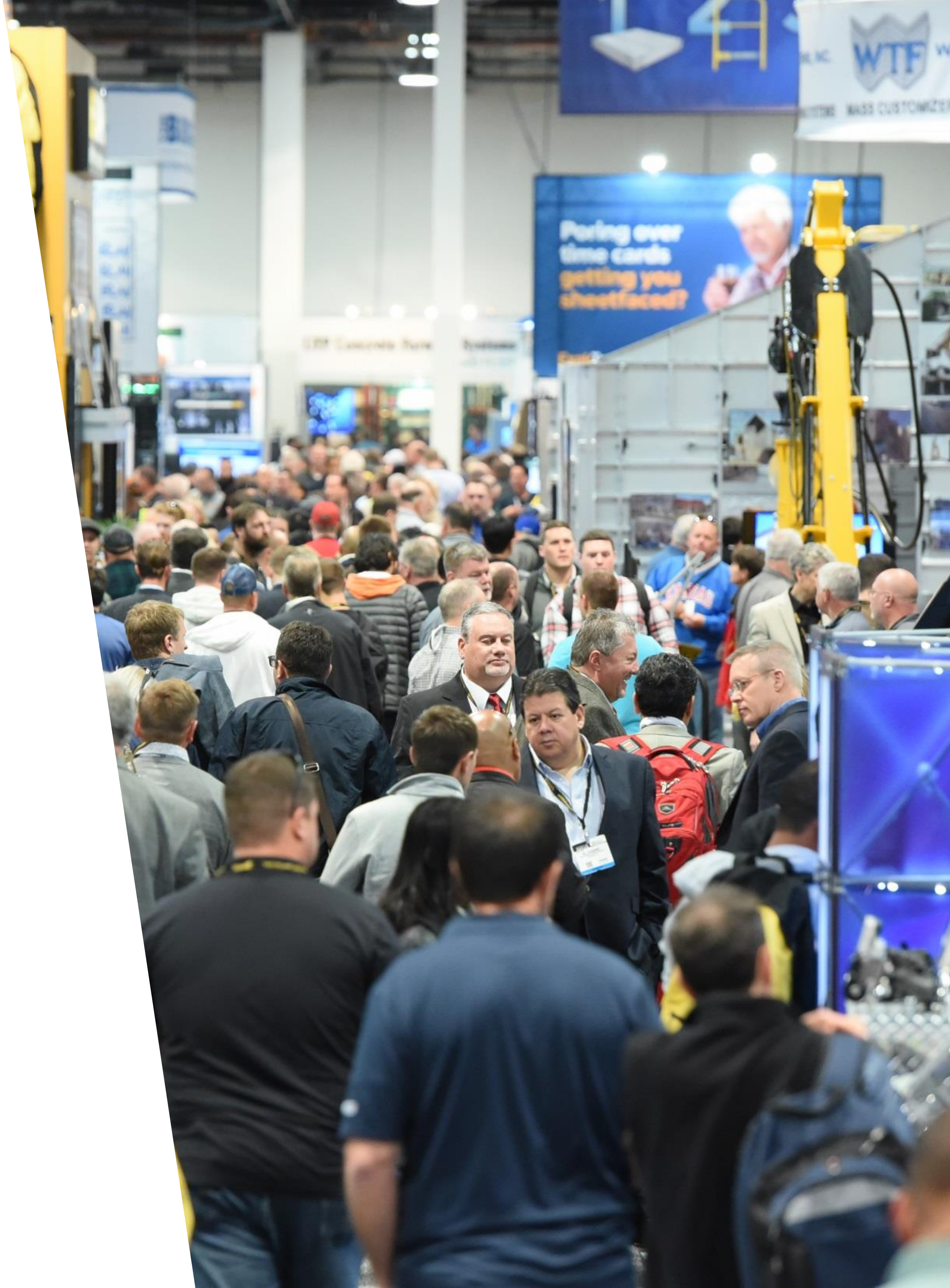
80,000+ attendees

LARGEST INDIVIDUAL BRAND IN HEALTH & NUTRITION MARKET

SPOTLIGHT ON NATURAL PRODUCTS EXPO WEST

Future Growth & Opportunities

Charlie McCurdy
CEO Global Exhibitions



FUTURE GROWTH AND OPPORTUNITIES

5%+
Consistent underlying revenue growth

Market leading
Adjusted operating margins

Cash
Consistently strong profit conversion

International
Further balance and breadth

Scale
Fully leverage size benefits

Verticals
Build further focused scale

Consolidator
Further targeted, enhancing M&A

Combine
Maximise the Penton opportunity

Digital
Growth in data-driven ancillary revenues

TOP-PERFORMING GLOBAL MARKET MAKER

2017 INFORMA INVESTOR DAY: AGENDA

Stephen A. Carter
Group Chief Executive
Gareth Wright
Group Finance Director

Patrick Martell
CEO, Business Intelligence

Gary Nugent
MD, Business Intelligence

Lara Boro
MD, Business Intelligence

Kate Spellman
President, Marketing Services

Andrew Mullins
CEO, Knowledge & Networking

Anna Chrisman
MD, Life Sciences

Carolyn Dawson
MD, TMT

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Fred Linder
MD, Global Health & Nutrition Network

Stephen A. Carter
Group Chief Executive
Future Growth & Opportunity

informa

STEPHEN A. CARTER

GROUP CHIEF EXECUTIVE

FUTURE GROWTH & OPPORTUNITY

2014-2017 GROWTH ACCELERATION PLAN

GAP AMBITION

GROWTH

- Aggregate underlying growth of 3%+
- Platform for sustainable future growth
- All four Divisions in growth going into 2018

CAPABILITY

- Functional discipline and expertise
- Operational fitness
- Capacity and capability for future scale

DIVISIONAL GAP FOCUS

Global Exhibitions
- Separation
- Expansion
- Data

Business Intelligence
- Management
- Portfolio
- Performance

Academic Publishing
- Stability
- Technology
- Handover

Knowledge & Networking
- Simplification
- Focus
- Verticals

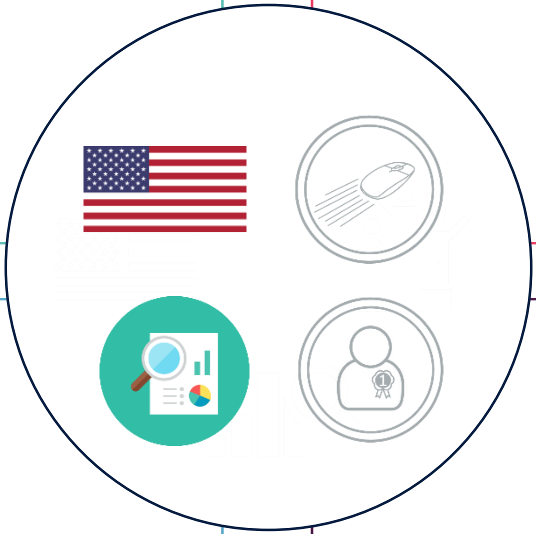
DIVISIONAL GAP DELIVERY

Global Exhibitions

- Growth & Scale
- Balance & Breadth
- Market Maker

Business Intelligence

- Consistent growth
- Repeat revenue
- Upsell



Academic Publishing

- Resilient growth
- Steady margins
- Strong cash flow

Knowledge & Networking

- Growth
- Profitability
- Community engagement

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Stephen A. Carter
Group Chief Executive

Gareth Wright
Group Finance Director

Richard Menzies-Gow
Director of IR, Communications & Brand

Alex Roth
Director of Strategy & Planning

Patrick Martell
CEO Business Intelligence

Lara Boro
Group MD Business Intelligence

Gary Nugent
Group MD Business Intelligence

Kate Spellman
President, Marketing Services

Q&A

Charlie McCurdy
CEO Global Exhibitions

Fred Linder
MD Global Health & Nutrition Network

Andrew Mullins
CEO Knowledge & Networking

Anna Chrisman
MD Life Sciences

Carolyn Dawson
MD TMT