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Analyst visit to Vitafoods

May 16th 2013

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Timetable for the visit

- 10.30-11.30: **Informa Events presentation – Adam Walker**
- 11.30-12.00: **Vitafoods presentation – Peter Hall**
- 12.00-13.00: **Vitafoods tour – Chris Lee**
- 13.00-14.00: **Wrap up and lunch**
- 14.00: **Finish**

Informa Events

Adam Walker
Finance Director
Informa plc

Informa Group financial summary

- 2012 FY results
  - 7.7% EPS growth to 40.7p
  - 10.1% DPS growth to 18.5p
  - Net debt / EBITDA 2.1x
  - 18% of group revenue from EM
- Q1 2013 trading as anticipated
  - Organic decline -3.6%
  - Flat underlying revenue growth
  - FY expectations unchanged

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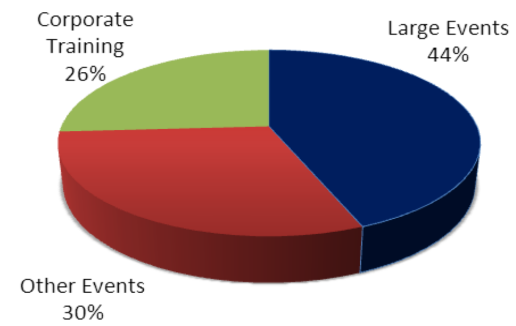
Informa Events & Training

- 2012 organic decline of 3%
  - Large events grew high single-digit
  - Small conference volume reduction
  - Corporate training weak
  - 27% of revenue emerging markets
- Margin mix
  - Large events: high 20's percent
  - Small conferences: single-digit to high-teens
  - Corporate training: low double-digit percent

Revenue by product 2012



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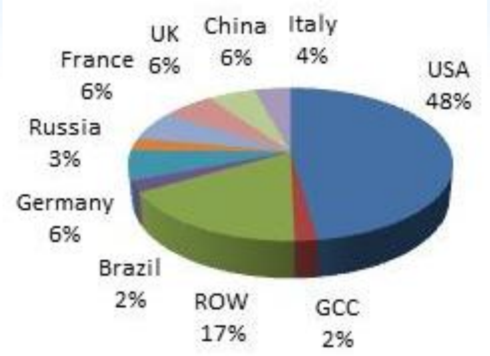
Global event market

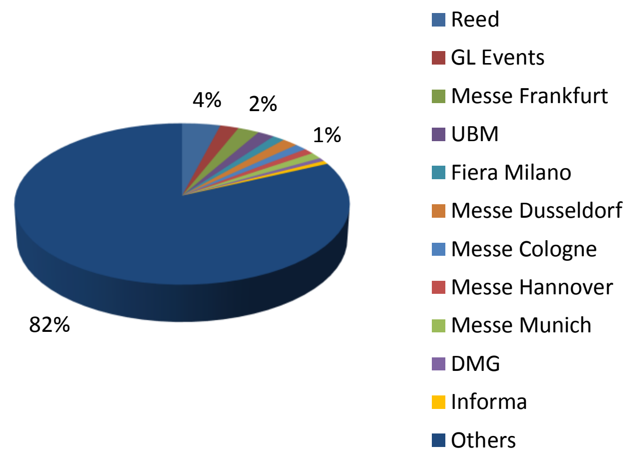
- Annual global exhibition market (Source: CEIR, AMR)
  - >30k exhibitions
  - 2.8m direct exhibiting companies
  - 260m visitors
  - Organiser revenue >£26bn
- Highly fragmented organiser market
- Conferences and other events add significant further value

Global exhibition market split by region



Source: CEIR

Global exhibition organisers market share



Source: CEIR

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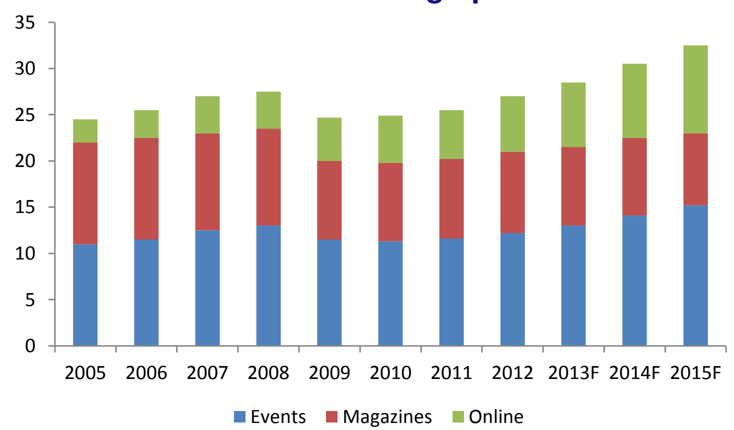
Global event market: long-term attractions

- Digitisation has impacted frequency and quality of customer engagement
  - Value of face-to-face (F2F) interaction has risen
- Marketing investment must now be measured & justified…ROI is everything
  - Easy to measure exhibition impact
  - Strong lead generation = high ROI
- Barriers to entry are high in exhibitions
- Significant emerging market opportunity

US B2B marketing spend



Source: VSS Communications Industry Forecast

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Global event market: long-term attractions

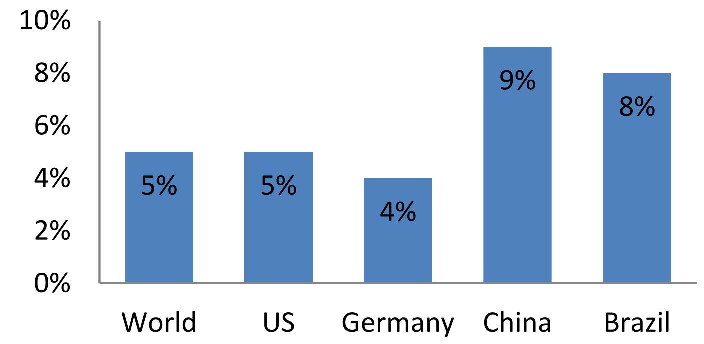
- Expansion of global exhibition space
- Fragmentation = consolidation potential
- Economic value-add of events
  - Direct and indirect value
  - Cities increasingly recognising the impact on local economy
- **Structural growth in F2F media**
  - **5% industry CAGR to 2015**

Increase in global exhibition space

	Number of venues	Total indoor exhibition space
2011	1197	32.6m SQM
Increase since 2006	+57	+3.4m SQM (+12%)

Source: UFI

Exhibition industry CAGR 2011-2015E



Source: AMR International

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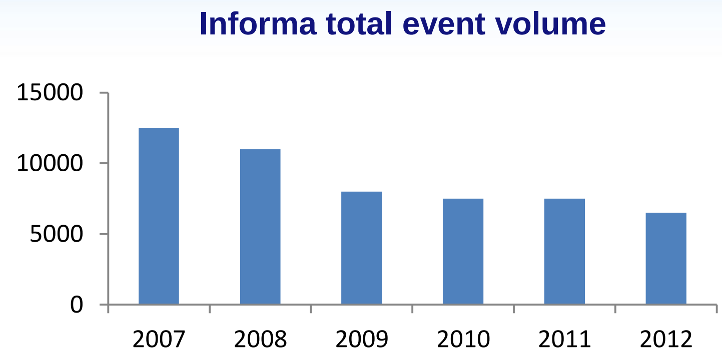
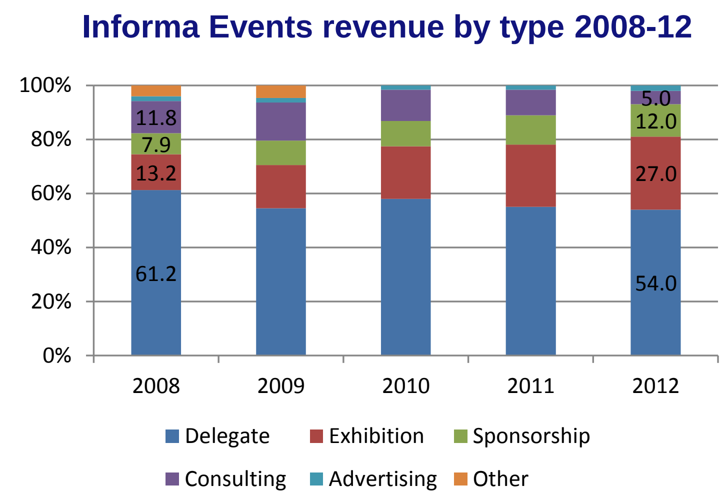
Informa Events: evolution of mix

- Origins in small conferences
- Challenge of managing the cycle
- Acquisition of IIR in 2005 added significant expertise in large events
- Downturn accelerated a managed reduction in volume
- Today we run 6,500 events in over 30 countries
- Focus on repeatable events, with international appeal & growth potential





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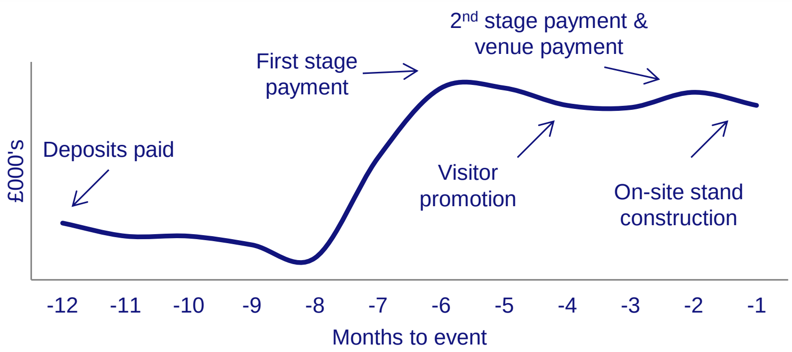
Dynamics of large events

- Exhibitions are transaction-led
- Difficult to establish
- High barriers once established
- Strong revenue visibility
- High margin potential
- Positive cash flow through the event cycle
- High ROI and easy to measure
- Venue relationships key
- Quality & experience of visitors critical

Cumulative cash cycle of an exhibition



Source: Bank of America Merrill Lynch

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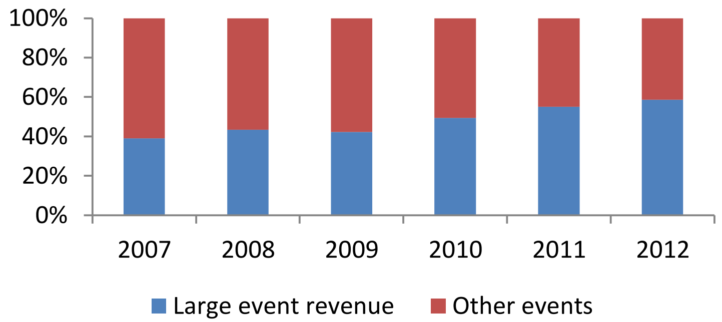
Informa Events: large events

- >250 large events in 2012
- 55 events >£1m revenue in 2012
- 44% E&T revenue from large events
- >2/3rds E&T profit from large events

Top 15 events in 2012 (alphabetical order)

Event	Sector	Location
ABF Franchising	Finance	Sao Paulo
Africa com	TMT	Cape Town
Anti-Aging Medicine W. Congress	Healthcare	Monaco
Arab Health	Healthcare	Dubai
Broadband World Forum	TMT	Amsterdam
Cityscape Abu Dhabi	Property	Abu Dhabi
Cityscape Global	Property	Dubai
Fispal Technology	Food	Sao Paulo
Formobile	Furniture	Sao Paulo
Middle East Electricity	Energy	Dubai
Monaco Yacht Show	Leisure	Monaco
Serigrafia	Printing	Sao Paulo
SuperReturn International	Finance	Berlin
TV Connect	TMT	London
Vitafoods Europe	Food	Geneva

Split between large and other event revenue



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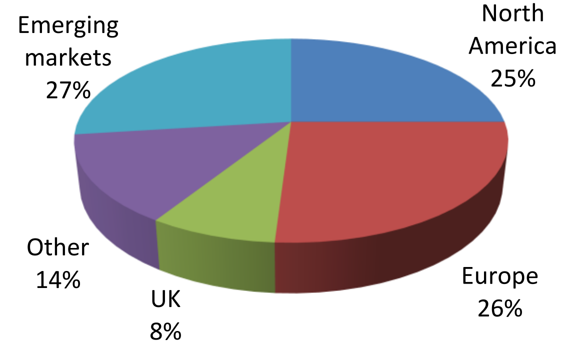
Dynamics of small conferences

- Conferences are content-led
- Easy to launch
- Lower barriers to entry
- Often one-off events
- Lower margin potential
- Attractive cash dynamics
- ROI more difficult to measure
- Content focus and quality of speakers is key
- **Essential for developing the large events of tomorrow**

Informa Events: geographic evolution

- Global event reach
- Emerging markets c27% of E&T revenue (FTSE classification)
- Emerging markets >33% of events revenue & >40% of large events
- Leading positions in UAE, Brazil
- European conferences becoming less relevant

Events & Training revenue split 2012



Key events business unit locations

City	Conferences	Exhibitions
Dusseldorf	✓	
Dubai	✓	✓
London	✓	✓
New York	✓	
Singapore	✓	✓
Sao Paulo	✓	✓
Sydney	✓	
Toronto		✓

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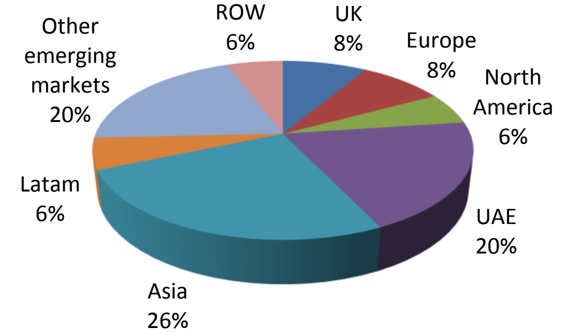
Informa Events: Launches and geo-cloning

- Aggressive schedule of new launches & geo-clones each year
- 19 in 2011 and 17 in 2012
  - Vitafoods South America
  - Cross Media
  - SuperInvestor US
- Geo-cloning expertise
  - Demand led
  - Relatively low risk
  - Brand enhancing

Geography of new launches & geo-clones: 2011/2



Informa Events: M&A trends

- Global exhibition market highly fragmented
- Competition for assets not as fierce as one might think
- Long-term relationships and vertical expertise are key
- Average multiple paid for events assets last 3 years of 6.6x EBITDA
- High ROI on event acquisitions

Recent track record of events acquisitions

	Number of deals	Average EBITDA multiple paid (x)	1st year tax adjusted ROI (%)
2010	9	6.2	12.4
2011	6	7.0	10.9
2012	4	6.1	12.6
Total	**19**	**6.6**	**11.6**

Informa Events: Brazil case study

- Small conference business since 1990's
- Buy and build strategy on large events
- Acquisition of BTS and Ibratexpo in 2011
  - Portfolio of leading exhibitions
  - Food, furniture, franchising, printing etc
- Close to £100m investment into the region
- Now one of the two big exhibition players
- Successful bid for Agrishow in 2013
  - Leading market position
  - Informa's expertise in the food sector

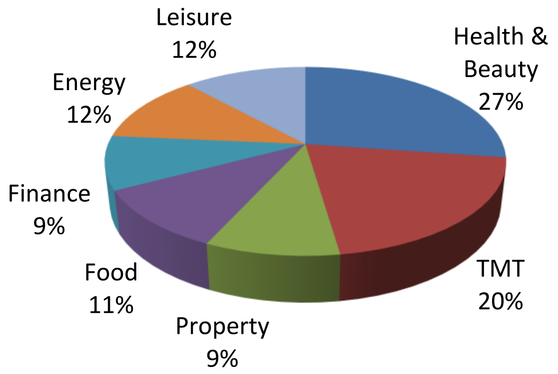
Brazil: Agrishow 2013

- Food sector booming in Brazil
- Largest agricultural show in Latam
- >400k sqm gross / 240k sqm net
- >120,000 visitors from 67 countries
- BRL 3bn of credit letters issued pre-show

Informa Events: vertical strength

- Industry health a key growth driver for an exhibition
- Focus on multi-platform strength across industry verticals
- Global reach through geo-cloning and digital publishing
- Leverage knowledge, contacts, brands across the group
- Vertical strengths:
  - Healthcare & Life Sciences
  - Agri-Food & Commodities
  - Anti-Aging & Beauty
  - Telecoms & Media
  - Finance

Top 20 events revenue split by vertical



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Agri-Food & Commodities

FERTECON

MIDDLE EAST ELECTRICITY

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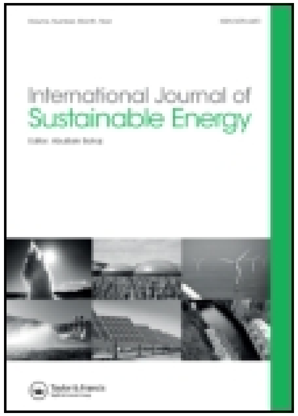
FOOD news

ANIMAL PHARM

Adam Smith CONFERENCES 4TH ANNUAL UKRAINIAN ENERGY FORUM 2013

INTERNATIONAL sugar JOURNAL



THE Public Ledger

AGRIBUSINESS IN UKRAINE FORUM 2013

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POWER NIGERIA

ibc Energy an informa business

agra-net.com Serving the global agrifood industry

Vitafoods Europe V

The global nutraceutical event

14 -16 May 2013 Geneva

AGRISHOW INTERNATIONAL AGRICULTURAL TECHNOLOGY IN ACTION TRADE FAIR

FROM APRIL 29 TO MAY 3, 2013 RIBEIRÃO PRETO - SP - BRAZIL 20 years

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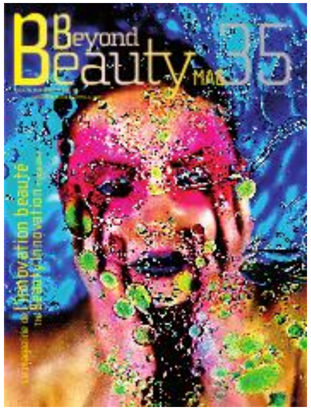
Anti-Aging & Beauty

aesthetics asia
EXHIBITION & CONGRESS

BEYOND BEAUTY EVENTS

EuroMediCom
Promoting Science for tomorrow

Vitafoods™ Europe
The global nutraceutical event
14–16 May 2013
Geneva



fp finished products europe
The leading dietary supplements event
14–16 May 2013
Geneva

CREATIVE BEAUTY PARIS
BEYOND BEAUTY EVENTS

PRIME EUROPE
INTERNATIONAL JOURNAL OF AESTHETIC AND ANTI-AGEING MEDICINE
Informa healthcare

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Telecoms & Media

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Digital TV Central & Eastern Europe Incorporating tv connect

NET NETWORK ECONOMICS TOOL Evaluating next generation costs

CDN World LAS VEGAS

telecoms .com

Broadband WORLD FORUM 2013

BIGDATA WORLD SERIES

tv connect Asia 2013

WTFB WORLD TELECOMS FINANCIAL BENCHMARKS

Control Room Communications

ENTERPRISE ICT AFRICA
12th - 14th November 2013
CTICC, Cape Town, South Africa
www.enterprise-ictafrica.com

lte latin america 2013

OVUM

Critical Communications World INCORPORATING TETRA WORLD CONGRESS

WCIS World Cellular Information Service

WBIS World Broadband Information Service

Africa Cast

CLOUD WORLD SERIES WHERE TECHNOLOGY MEETS BUSINESS

telecoms .com INTELLIGENCE INDUSTRY SURVEY 2013 Getting the industry thinking

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COM WORLD SERIES TRUSTED TO DELIVER FOR 19 YEARS

Broadband LATIN AMERICA 2013

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Future ambitions for Informa Events

- Leverage vertical strengths
- Leverage scale opportunities
- Leverage economic value of events
- Leverage data, technology and customer relationships
- Conference format innovation – improve attendee experience
- Event websites, booking, registration, social media, apps
- Fully integrated, year round marketing platform - maximise ROI
- Large events more than two thirds of E&T revenue
- Emerging markets more than half of E&T revenue
- E&T margin in the mid-20’s percent

Summary

- Events is a core business for Informa
- Deep expertise across large events and conferences
- Rebalancing of the portfolio is ongoing
- Attractive M&A opportunities
- Exciting emerging markets opportunity
- Multi-platform vertical strength is a competitive advantage
- Quality of earnings improving
- Strong growth prospects

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Vitafoods Overview

16th May 2013

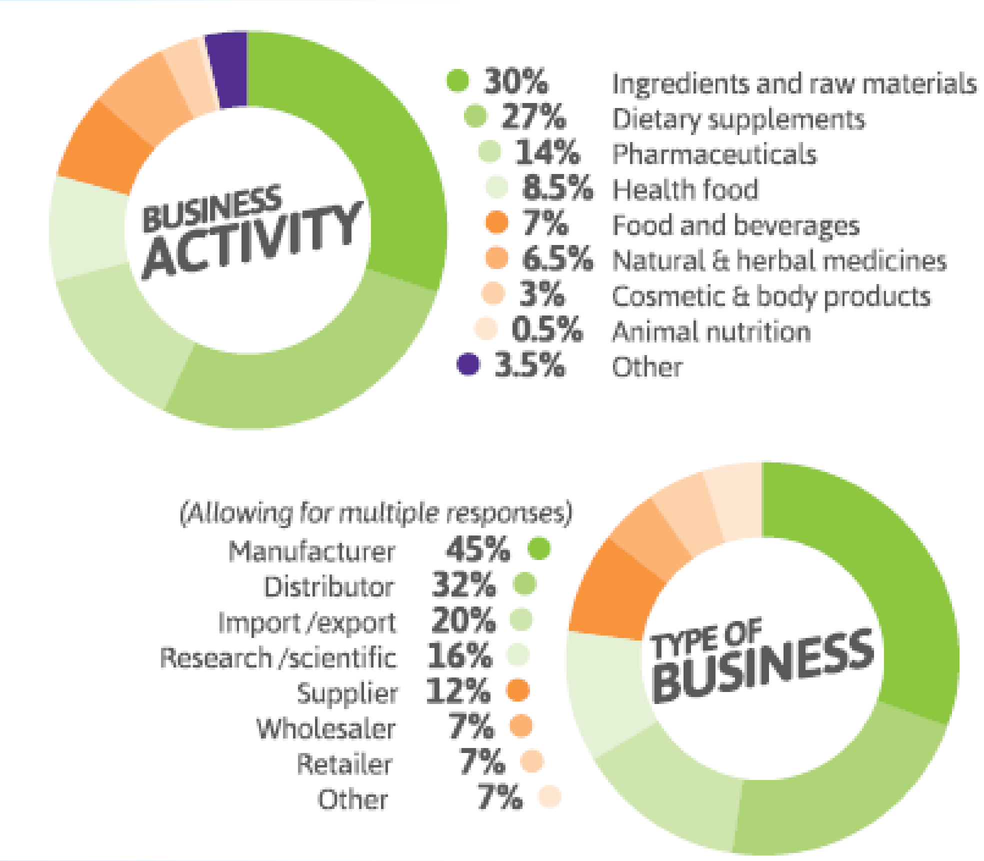
Peter Hall
Managing Director
peter.hall@informa.com

What is Vitafoods?

- **Nutra**ceutical not Pharmaceutical

- Key issues:
  - Obesity, ageing, heart health
- Key drivers:
  - Affluent consumer, education / awareness, rising healthcare costs
- Market predictions:
  - Growth at 7% until 2015 to $48.8bn (Source: Datamonitor)

Visitor profile



Visitor profile

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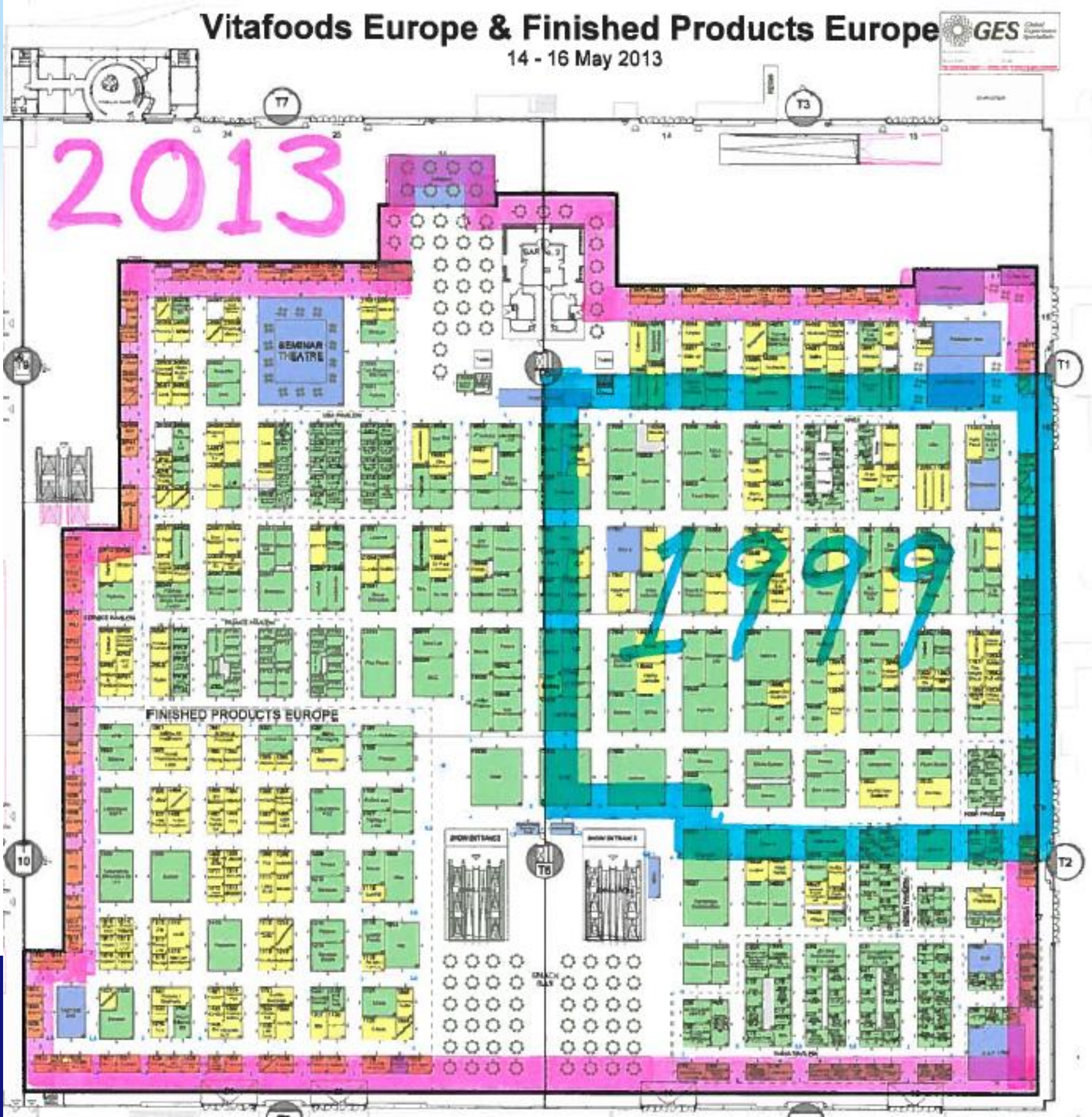
The Vitafoods Team

- Portfolio Director
- Sales team
  - 6 UK, 1 Singapore
- Marketing team
  - 5 UK, 1 Singapore, 2 Brazil
- Operations Manager
- FTE = 17
- Group Revenue >£5m
- Profit Margin >50%

Key milestones

- 1997 – Vitafoods launched
- 1999 – Vitafoods moved to Palexpo, Geneva
- 2003 – Vitafoods acquired by IIR / Informa – Revenue (<£1m)
- 2003 – Vitafoods Conference launched
- 2005 – FPE launched as a feature area within Vitafoods
- 2006 – FPE launched as a separate show co-located with Vitafoods
- 2011 – Vitafoods Asia, Hong Kong launched
- 2012 – Vitafoods South America, Brazil launched
- 2013 – FPE breaks the £1m revenue mark
- 2013 – Combined revenue from Vitafoods Group over £5m



Floor plan evolution since Vitafoods moved to Palexpo

2013:
600 exhibitors
12,000 visitors
from
91 countries

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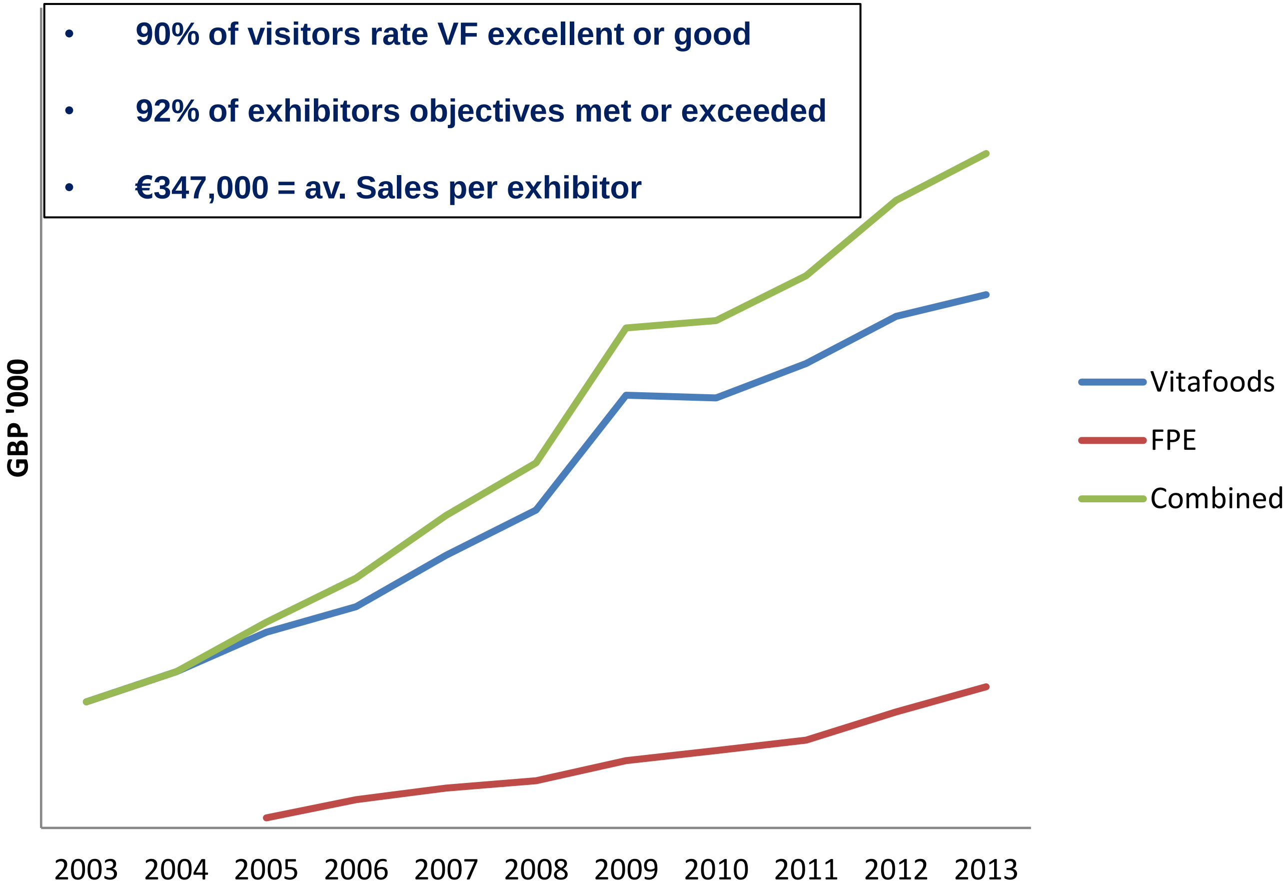
Vitafoods revenue growth since acquisition

- 90% of visitors rate VF excellent or good
- 92% of exhibitors objectives met or exceeded
- €347,000 = av. Sales per exhibitor



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The Future

- Strong Vitafoods rebookings for 2014
- Vitafoods South Africa
- Russia
- Confexes
- Publishing / Editorial
- Pet
- Beauty

Vitafoods – Guided tour

Chris Lee
Portfolio Director
Informa IIR Exhibitions

Thank you.