



Informa PLC Annual General Meeting

The Power of Live & The Value of B2B Brands

Business Update



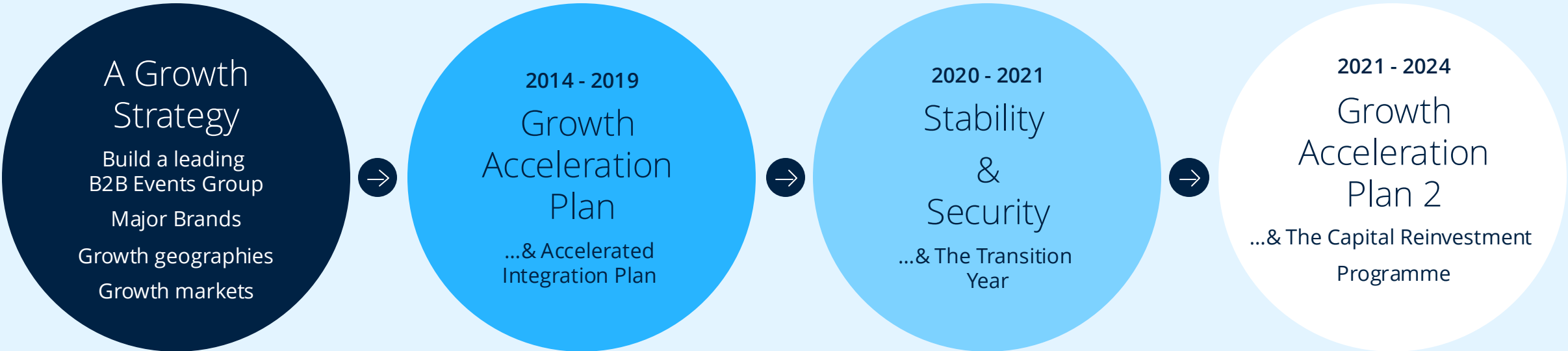
Stephen A. Carter

Chief Executive Officer
Informa PLC



From Endings to Beginnings

10+ Years building a leading growth platform



Depth in specialist markets and growth geographies

Acquisition

Market-leading Brands and category expertise

Combination

Integration

A Leading International Academic Markets Group

The Leading International B2B Events Group



The

Informa

Operating

Model...

Specialists
&
Specialisms

Power of
Live

Knowledge
is Power

Value of
B2B Brands

First Party
Data

Authority &
Ownership

Partners &
Partnerships

AI Time
Dividend

The Informa Growth Platform

Consistent strong growth through 2025-2028 One Informa



**Transaction-led
Live & On Demand B2B Events**

350+ Brands

20+ specialist markets

Pharma, Health & Nutrition,
Aviation, Beauty, Infrastructure
& Construction, Luxury



**Content-led
Live & On-Demand B2B Events**

450+ Brands

6+ growth markets

Biotech & Life Sciences, Finance,
Foodservice, Anti-Ageing &
Aesthetics, Lifestyle, Technology



**Experience-led
Live & On-Demand B2B Events**

10+ Brands

5+ growth markets

Marketing, FinTech, Cyber
Security, Gaming, Future
Technology



**B2B Data &
Market Access Platform**

220+ Specialist B2B Brands

c.50m permissioned audience

First Party B2B audience data,
Demand Gen & Buyer Intent
platforms



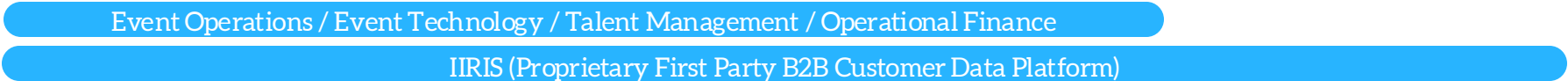
**Specialist Academic Research,
Advanced Learning & Open Research**

6 publishing imprints

2700+ peer review journals
(**300+** Open titles)

190k reference titles across

75+ specialist subjects

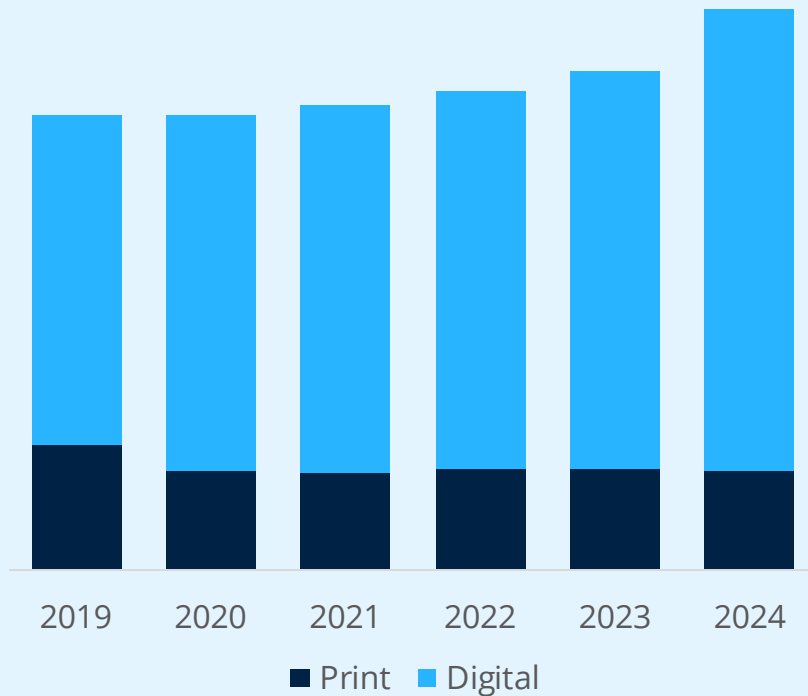


Academic Markets

Publishing trusted peer-reviewed academic research

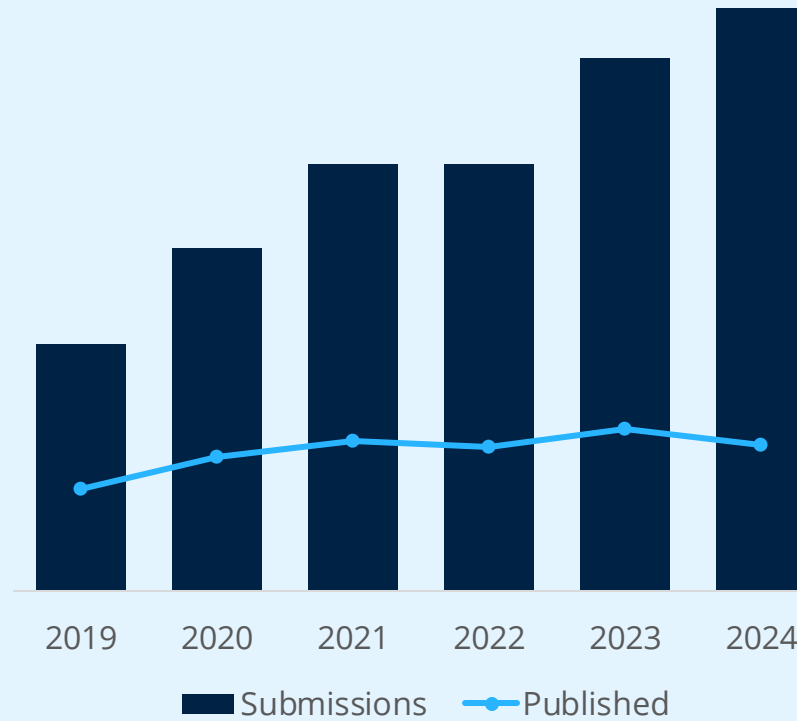
Revenue mix

Digital-first, consistent growth business



OA Article Submissions

Supported by growing research volumes



Growth dynamics

c.\$900m

2024 Revenue

c.4%

2025 Underlying Revenue Growth¹





black hat®



black hat®

The Power

Of Live...

The Power

Of Digital

The Value of Market Leading B2B Brands

800+

B2B Brands

30+

Industry Categories

40+

Cities

7m+

Attendees

\$10m+

Min Revenue for Top 65
Marquee/Power Brands (c.\$2bn)

Aviation



Dubai Air Show



MRO Americas

Healthcare



WHX (Arab Health)



Global Health Expo

Pharma



CPhI Worldwide



Bio-Europe

Tech



Black Hat USA



LEAP

Beauty



Cosmoprof Asia



China Beauty Expo

Health & Nutrition



Natural Products Expo



SupplySide West

Real Estate



Cityscape Worldwide



World of Concrete

Marketing



Cannes Lions

Foodservices



Nat. Restaurant Show



FHA Food & Beverage

Luxury



Ft Lauderdale Boat Show



Monaco Boat Show

FinTech



Money20/20 – US



Money20/20 – Europe

Private Capital



SuperReturn



SuperInvestor

\$4.3bn+

B2B Revenue in 2025

Partners & Partnerships

Monaco



Tahaluf



SinoExpo



HIMMS

Healthcare Information and Management Systems Society



Dubai



Bologna Fiere



Cannes



Commercial value in experiences

What makes a Festival?

Inspirational content

A global platform for content you can't find anywhere else



Destination for innovation

A place to showcase and discover ground-breaking developments



Industry celebration

The place to discover and celebrate the best of the best



A city unlocked

An event that takes place across venues and spaces and brings a city to life



Professional growth

The chance to learn from experts, accelerate careers and find talent



Immersive experiences

Outstanding, distinctive and engaging experiences that people return to over and over



Powerful connections

Where transformative connections are around every corner



The Informa Growth Platform in 2025

Delivering consistent strong growth

5%+
Group
Revenues¹

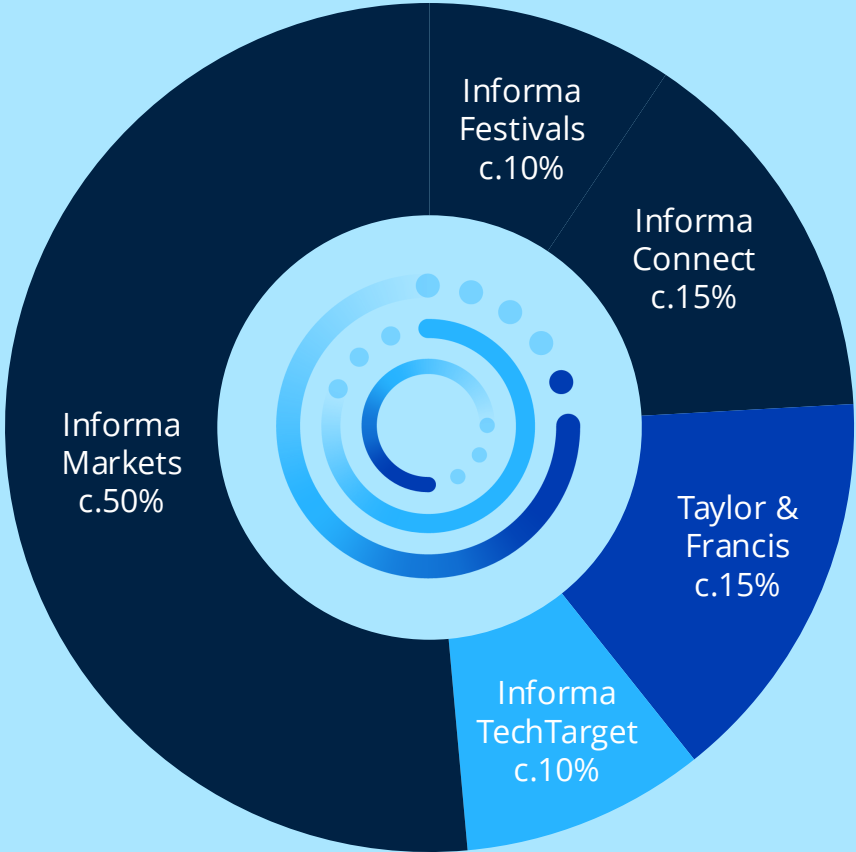
7%+
B2B
Revenues¹

Growth Markets

Growth Geographies

Market Leading Brands
(800+ Live Events, 7m+ Attendees, 65 Marquee/Power Brands)

Structural Growth
(Face-to-Face, Specialist Knowledge)



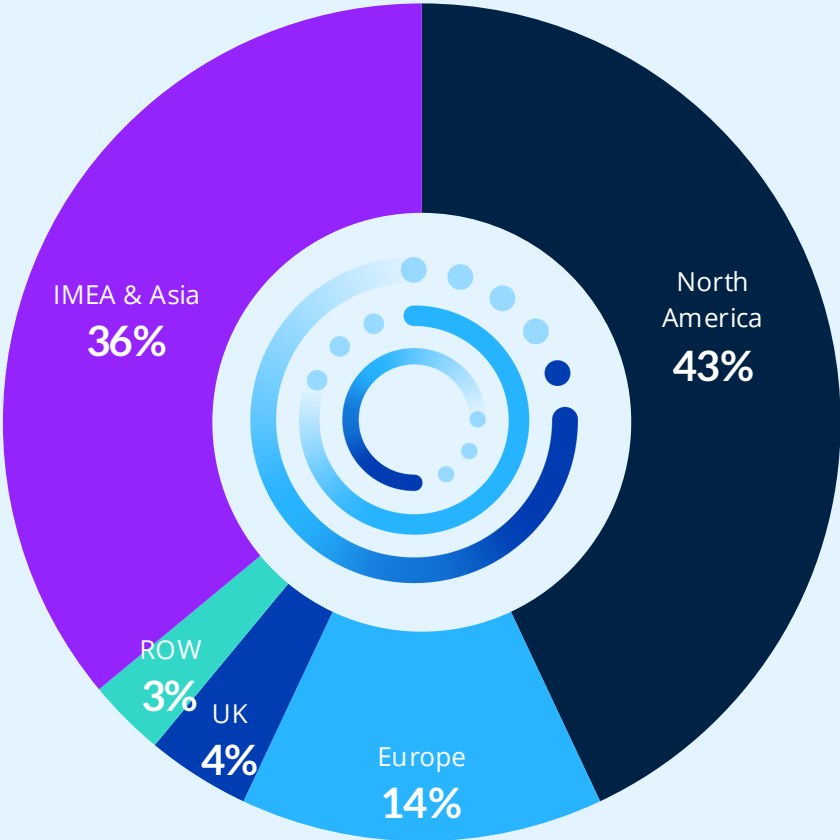
14,000+ Colleagues in 30+ Countries



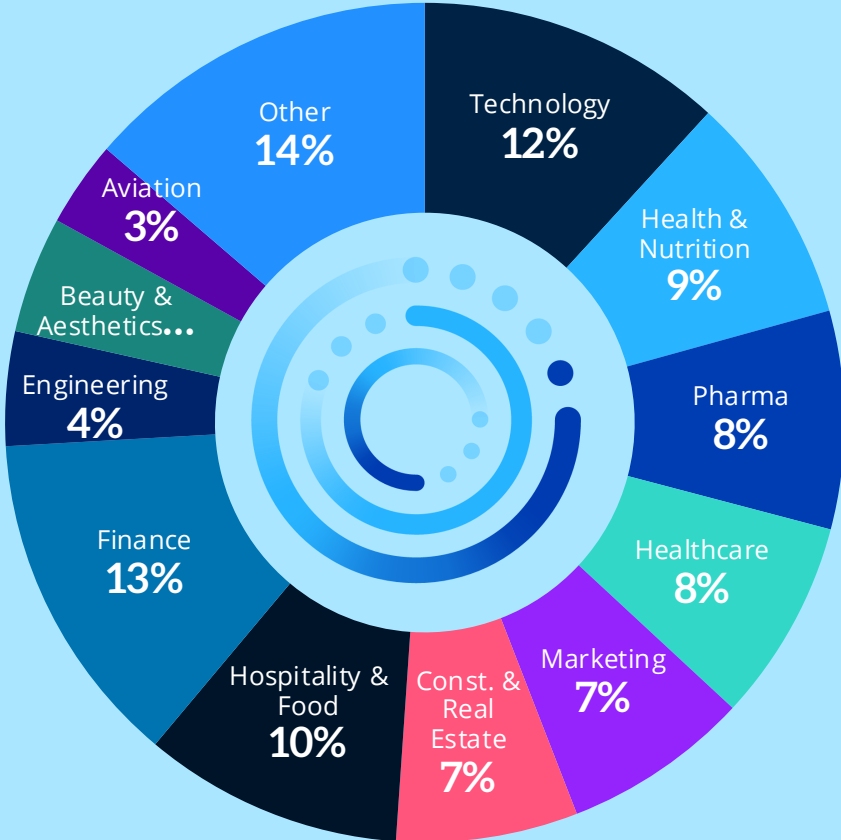
Growth Geographies and Markets

Targeting markets and regions with intrinsic growth characteristics

GEOGRAPHIES



MARKETS



AGM Trading Update

Continuing growth and expansion in 2025

- **Continuing underlying growth:** Five-months +9.3% (+7.9% including Informa TechTarget consolidation)
 - **B2B Markets:** +8.3%
 - **Academic Markets:** +13.7%
 - **ITT:** -5%
- **Full year visibility:** £2.8bn revenues traded, booked or visible, c.70% of full year target, pacing ahead YoY
- **Balance Sheet Strength:** €700m Eurobond, average maturity 4.5 years
- **2025 Share Buyback Programme** ongoing
- **Full Year Growth Guidance reaffirmed:** Underlying revenue growth 5%+, B2B Events at 7%+ (Revenues £4bn±, Adjusted EPS 10%± @ GBP/USD 1.32)

"The commercial power of our Live B2B Event Brands and Academic Market Services is driving continuing strong growth for Informa."

"The Informa Growth Platform is built on leading specialist Brands, market categories in structural growth, International reach into growth economies, first party data and world class industry talent."

Stephen A. Carter, Group Chief Executive



Maximising the growth and value of Informa's B2B platform

1 **One Informa**
2025–2028



Specialist Brands



Growth Geographies



Growth Markets



Proprietary First Party Data



Amplification Services



Market-leading Customer Experience



Technology & AI



Market-leading Data-led Marketing



IIRIS Customer Data & Analytics Platform



Market-leading Brands & Brand Value



People & Talent



The AI Time Dividend



Shared Enterprise Activities

Questions & Answers



2025 Annual General Meeting

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