

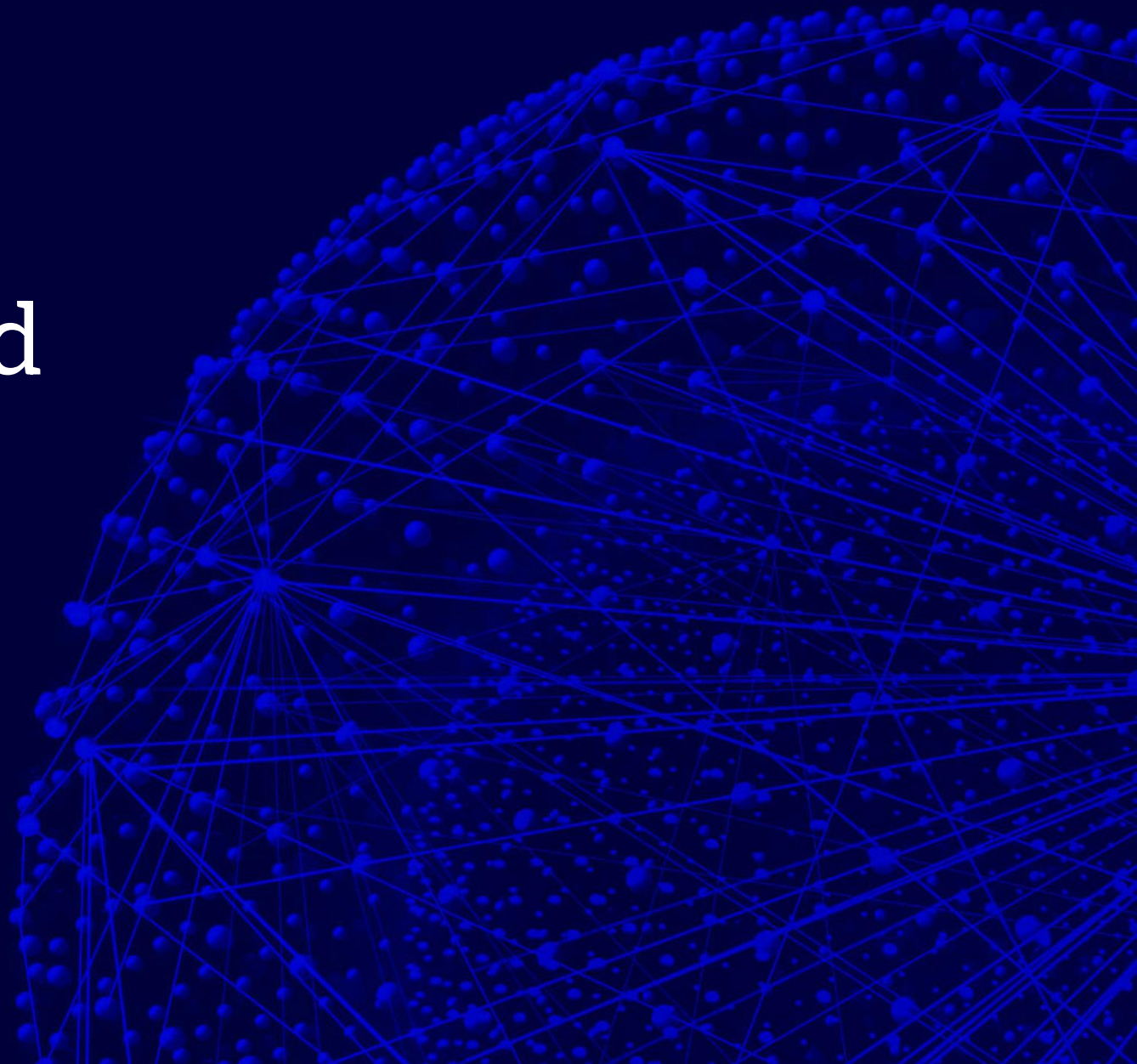


Cannes, France

2025 Investor Field Trip

The Power of Live &
The Value of B2B Brands

June 2025



Welcome to Cannes!



Louise Riordan

Corporate Communications
Informa PLC



2025: Meet the Brands, Meet the Colleagues, Meet the Company

Investor Fieldtrip



SuperReturn

4 Jun 2025
Berlin, Germany

Investor Fieldtrip



Cannes Lions

17 Jun 2025
Cannes, France

Capital Markets Day



Dubai Air Show

17-18 Nov 2025
Dubai, UAE

Investor Fieldtrip



Food Ingredients

3 Dec 2025
Paris, France



Today's Informa Speakers



Mike Champion

Chief Executive Officer
Tahaluf



Annabelle Mander

Executive Vice President
Tahaluf



Philip Thomas

Chief Creative Director
Informa PLC



Stephen A. Carter

Chief Executive Officer
Informa PLC



Matthieu Comard

Managing Director
Informa Festivals



Today's Guest Speakers



Mark D'Arcy

Global Creative Director
Microsoft AI



Jackie Cooper

Chief Brand Officer
Edelman



Today's Agenda

12:45-14:00 >>	14:00-14:45 >>	15:00-17:00 >>	17:30-18:30 >>	19:00-20:30 >>	20:30+ >>
Scene Set	Meet the Customers	Tour of the Event	Networking drinks	Cannes Lions Awards	Cannes Cocktails
Group CEO, Stephen A. Carter , provides an overview of Informa's Growth Platform, whilst Matthieu Comard outlines the opportunities for Informa Festivals and Mike Champion and Annabelle Mander provide an overview of Informa's growth in Saudi Arabia	Philip Thomas in conversation with Mark D'Arcy from Microsoft AI and Jackie Cooper from Edelman on why Cannes Lions matters to them	Experience the reach and power of Cannes Lions first-hand with a guided tour from the team	Join other Cannes Lions attendees for informal networking drinks on the Terrace at the Palais	Experience the excitement and prestige of a Cannes Lions Awards Ceremony	Join Informa Colleagues for Conversations, Cocktails and Light Bites at La Perle restaurant in central Cannes



The Power of Live & The Value of B2B Brands

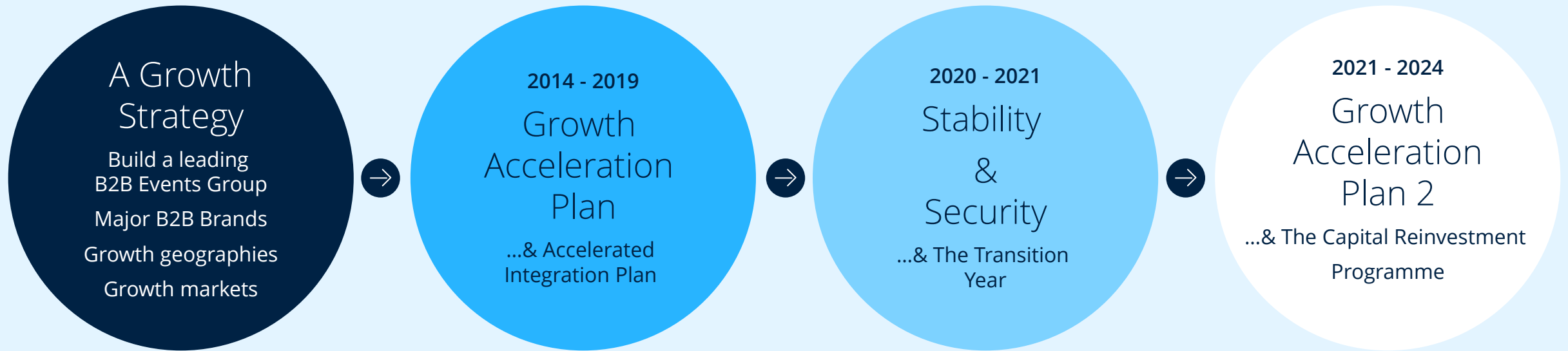
Stephen A. Carter

Group Chief Executive
Informa PLC



From Endings to Beginnings

10+ Years building a leading B2B growth platform



Depth in specialist
markets and growth
geographies

Acquisition

Combination

Market-leading
Brands and category
expertise

Integration

The Leading
International B2B
Events Group



From Endings to Beginnings

10+ Years of Discovery

The Power & Uniqueness of B2B

The Power of Market Specialisms & Expertise

The Power of Partnerships & Industrial Collaboration

The Power of B2B Sector Growth & Economic Development

The Power & Potential of B2B Brands & B2B Franchises

Market Challenges

Capacity & Profiles

Covid

Open Access

Event Technology

Public Market Understanding



The

Informa

Operating

Model...

Specialists
&
Specialisms

Power of
Live

Knowledge
is Power

Value of
B2B Brands

First Party
Data

Authority &
Ownership

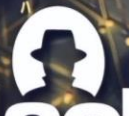
Partners &
Partnerships

AI Time
Dividend





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

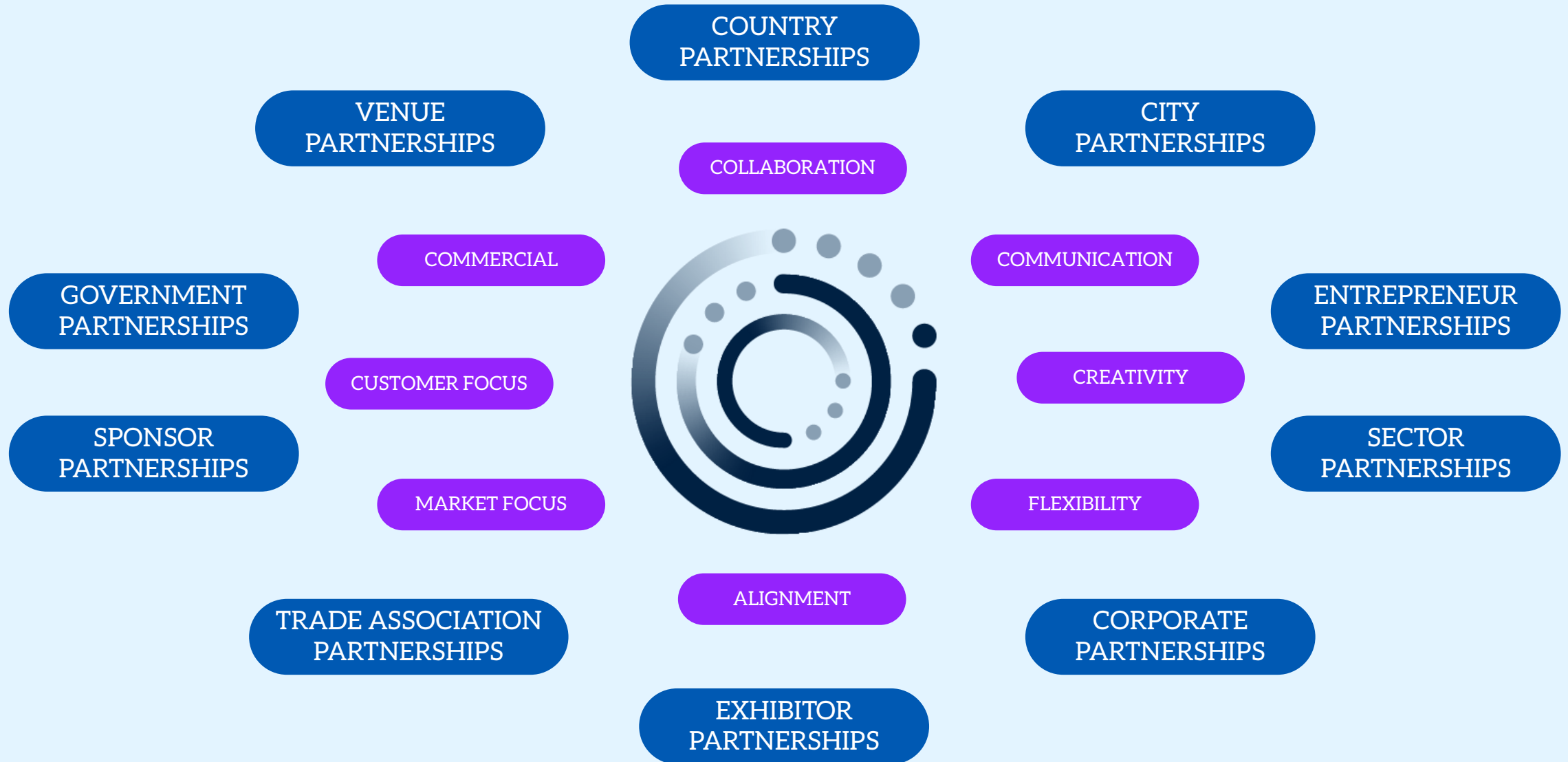


SuperInvestor

\$4.3bn+

B2B Revenue in 2025

The Power of Partnerships



Partners

&

Partnerships

Monaco



Tahaluf



SinoExpo



HIMMS

Healthcare Information and Management Systems Society



Dubai



Bologna Fiere



Cannes



An
evolution...



...to

experiences



Festivalisation

[fess-tiv-uh-lie-ZAY-shuhn] noun

1. To turn something into a festival or to imbue it with festival-like qualities.
2. The process of incorporating festival-like elements into events to create a more engaging and memorable experience.
3. The creation of multi-sensory, interactive experiences that engage emotions and create lasting impressions.

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



Delivering World Class Live B2B Event Experiences

	 informa markets	 informa connect	 informa festivals
Core Purpose	To Create & Grow Markets	To Connect & Educate Markets	To Inspire & Celebrate Markets
Core Activity	<i>Doing Business</i>	<i>Developing Business</i>	<i>Inspiring Business</i>
Points of Distinction	Industrial buying and business development activity	Professional content, professional accreditation and industry relationships	Personal inspiration, professional development and industry recognition
Positioning	Transaction-led B2B Events creating a marketplace for B2B Buyers, B2B Sellers and the supply chain to meet, discover, promote and do business	Content-led B2B Events convening industries for professional content, professional accreditation, market access and high value networking	Experience-led Events, inspiring and celebrating business via high impact content, deep connections, personal enrichment & development
Core Customers	B2B Buyers & Sellers	B2B Professionals	Industry Colleagues



The Informa Growth Platform in 2025

Delivering consistent strong growth

5%+
Group
Revenues¹

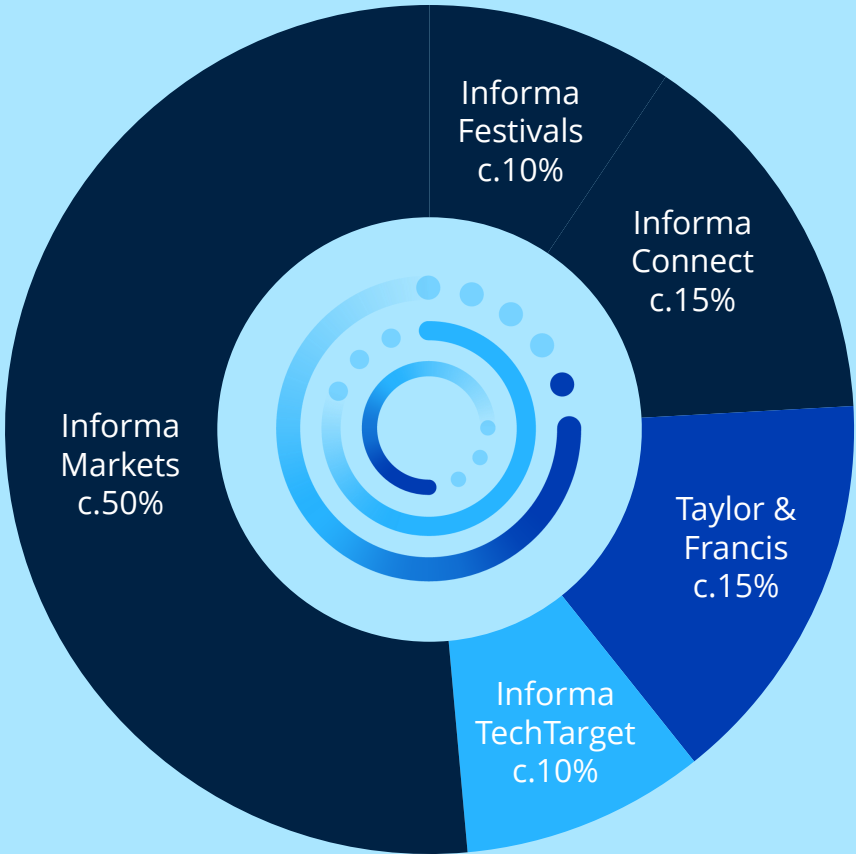
7%+
B2B
Revenues¹

Growth Markets

Growth Geographies

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

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



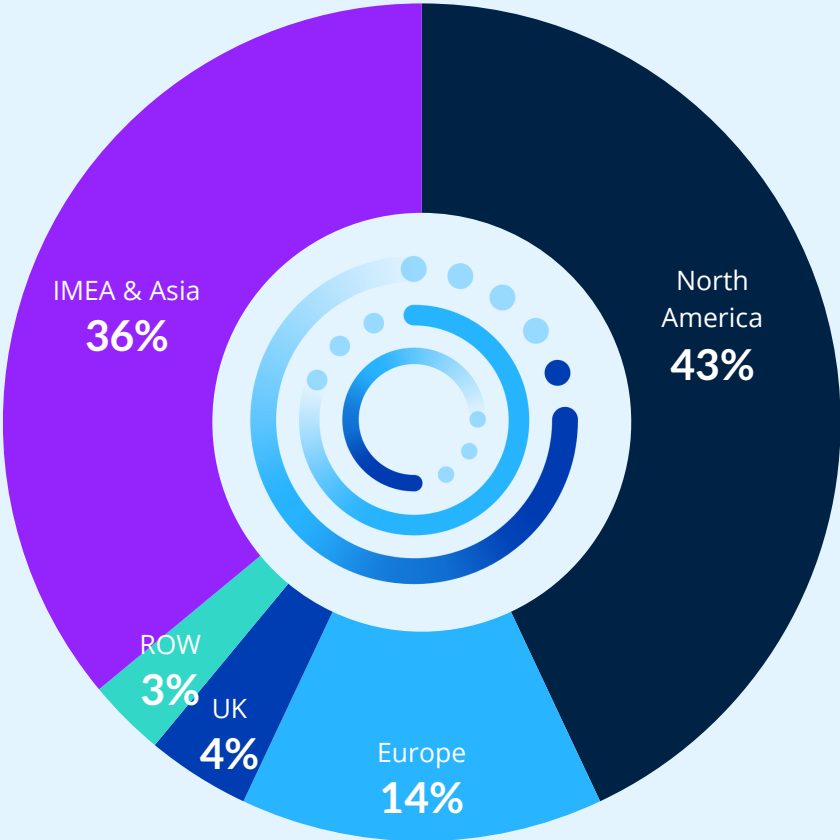
14,000+ Colleagues in 30+ Countries



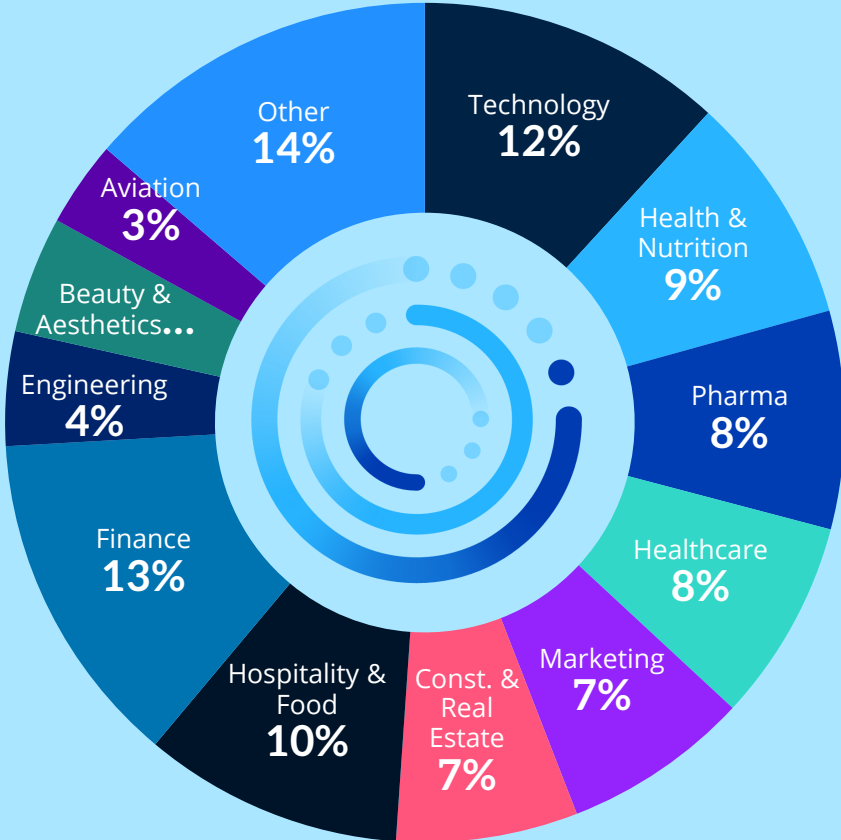
Growth Geographies and Markets

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 further 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

 Elysia

Hi, I'm Elysia, Informa's AI powered insights tool. You can ask me anything about our business from the last 20 years.

 Ask Elysia



Elysia may display inaccurate information, always consider checking information you may rely on

Momentum

&

Growth



Executive

Summary

1953...



2021...

Tahaluf

an Informa Group Company

Building a Market Leading B2B Business in
Partnership in the Kingdom of Saudi Arabia

Michael Champion

Chief Executive
Tahaluf

Annabelle Mander

Executive Vice President
Tahaluf



The Kingdom: Growth Ambitions

INCREASE NON-OIL
EXPORTS

16 → 50%

%
GDP CONTRIBUTION

INCREASE
MICE SECTOR

3% → 10%

%
GDP CONTRIBUTION



INCREASE PRIVATE
SECTOR

40% → 65%

%
GDP CONTRIBUTION

INCREASE TOURISM

3% → 10%

%
GDP CONTRIBUTION



MARKET GOALS

Establish KSA as a MICE (Meetings, Incentives, Conferences, Exhibitions) powerhouse and platform for global engagement

A driver for economic diversification, global connectivity, and tourism growth

Leverage MICE activities to contribute to broader economic and industry diversification goals

Supporting and contributing to the MICE industry in KSA



Ambitious Leadership

Crown Prince Mohammed bin Salman (MBS) transformative vision for KSA



Population

Young, tech-savvy demographic eager for cultural and professional engagement.



Strategic geographic location

Geographical accessibility to the Middle East, Asia and Africa



Rising demand for events

Vision 2030, growing population, social and cultural reforms, and tourism promotes the event experience



MICE is a significant focus area in KSA's economic transformation

TAHALUF

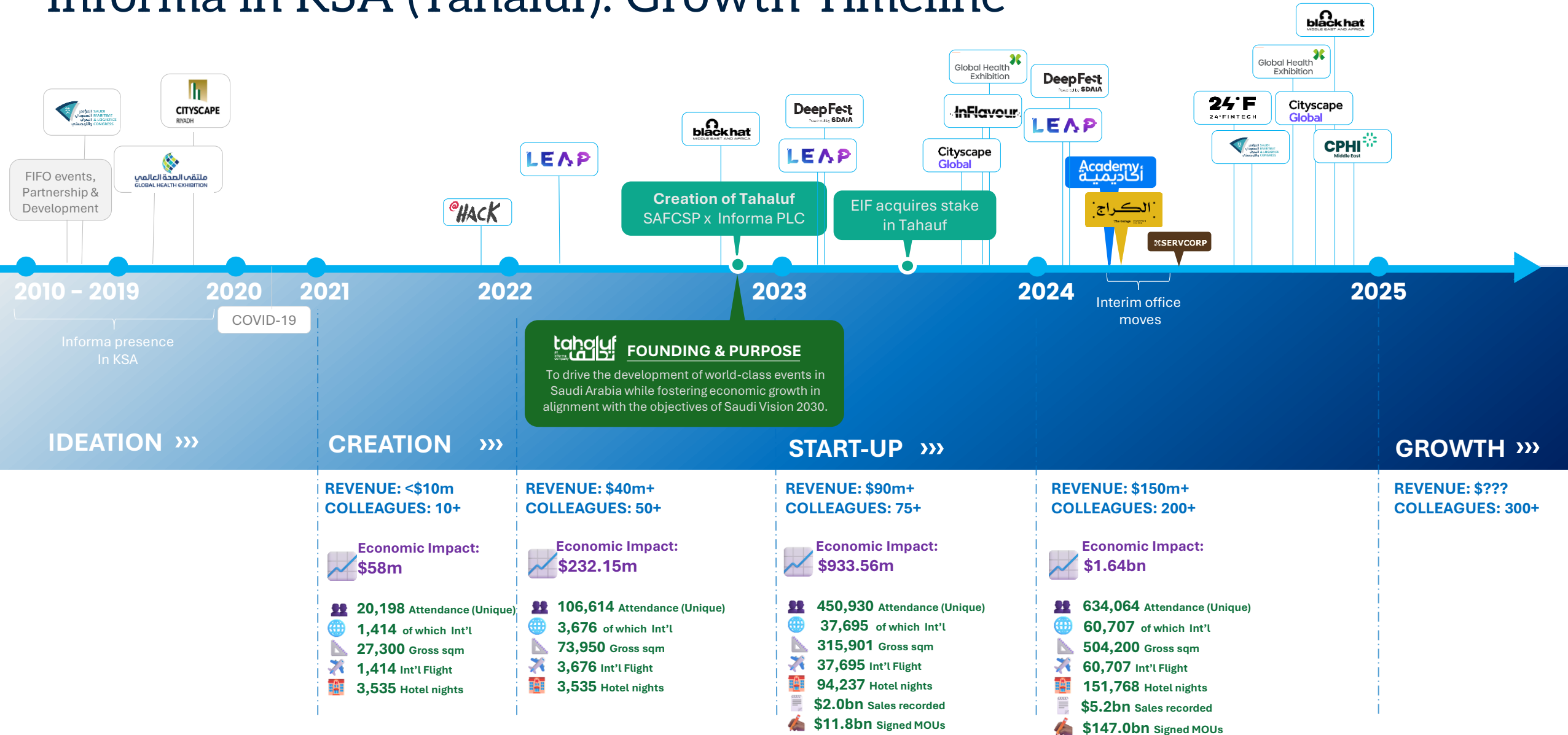
- ▶ Growth economy
- ▶ Critical strategic partners and thought leaders
- ▶ New and existing opportunities aligning with Vision 2030 investment sectors
- ▶ National footprint, with 9 major event brands established, including 3 current mega-events
- ▶ Created ambitious national / international team (200+ colleagues)
- ▶ Major investment in training (Tahaluf Academy)



Partnering for Growth



Informa in KSA (Tahaluf): Growth Timeline



KSA Portfolio Today: New Brands & Syndicated Brands

Market Category	Brand	Month	Location	Market Category	Brand	Month	Location
Manufacturing	 GULF PRINT & PACK 2025	Jan	Riyadh	Healthcare	 Global Health Exhibition	Oct	Riyadh
Finance	 SuperReturn SAUDI ARABIA	Jan	Riyadh	Education	 Najah Jeddah	Oct	Jeddah
Technology	 LEAP	Feb	Riyadh	Construction	 Cityscape Global	Nov	Riyadh
Lifestyle	 منتدى العمره والزيارة Umrah & Ziyarah Forum	April	Madinah	Construction	 Capitals by CityscapeGlobal LONDON	Nov	Riyadh
Education	 GESS SAUDI ARABIA	June	Riyadh	Technology	 black hat MIDDLE EAST AND AFRICA	Dec	Riyadh
Employment	 HRSE KSA HR SUMMIT & EXPO	June	Riyadh	Construction	 SAUDI INTERMOBILITY	Dec	Riyadh
FinTech	 MONEY 20/20 MIDDLE EAST 15-17 SEPTEMBER RIYADH	Sep	Riyadh	Employment	 Talent World	Dec	Riyadh
Events	 SAUDI EVENT SHOW معرض السعودية للفعاليات	Sep	Riyadh	Pharma	 CPHI Middle East	Dec	Riyadh
Maritime	 المؤتمر السعودي للملاحة و اللوجستيات SAUDI MARITIME & LOGISTICS CONGRESS	Oct	Dammam	Education	 Education Investment Saudi	Dec	Riyadh



A Market Leading Technology B2B Event (New Brand)

Market dynamics

- ▶ MEA Tech. Industry value: \$238b
- ▶ KSA's Tech. investment value: \$37.5b
- ▶ Public Investment Fund (PIF) investments in tech initiatives: : \$100b
- ▶ Global Tech. spending seeing 5.3% YOY; 2024 project total \$4.7trillion

LEAP delivers:

- ▶ International collaboration platform
- ▶ Access to global tech giants & government; 1,800+ Tech brands
- ▶ Spotlight on tech start-ups; investor access
- ▶ Networking: 24% International attendees
- ▶ Cross-industry connections; 1,100+ cross-industry speakers
- ▶ Strategic alignment with Saudi Vision 2030



\$820m ECONOMIC IMPACT

▲ 26% YOY | +\$215m



215,000±
IN ATTENDANCE



\$4.9tn
INVESTORS AUM



\$14.9bn
IN DEALS announced from major technology Giants, global + local.

Key Partners:



Notable Partners & Sponsors:



Market dynamics

- ▶ \$1.3trillion investment by KSA; key economic diversification driver
- ▶ Giga-projects (NEOM, The Red Sea Project, Diriyah, ROSHN etc.) are transforming the industry demand for real estate.
- ▶ Government priority: Housing demand and affordability to support KSA's population growth

Cityscape Global delivers:

- ▶ Covering the entire eco-system: B2B & B2C
- ▶ Access to Saudi's giga projects and international brands (47%)
- ▶ Investment opportunities - \$3.3m AUM represented
- ▶ Opportunity to purchase property: \$5.3bn sales onsite
- ▶ Spotlight on sports infrastructure development
- ▶ Beyond real estate: Covering Tech, Smart Cities, Investment, Sports Infrastructure – 550 Speakers
- ▶ Strategic alignment with Saudi Vision 2030



\$449m ECONOMIC
IMPACT

▲ 65% YOY | +\$188m



172,000
IN ATTENDANCE



\$61bn
PROJECTS ANNOUNCED

RECORD:
Highest land
parcel sold at
auction (\$979m)



Key Partners:



Notable Partners & Sponsors:



وزارة الاستثمار
Ministry of Investment



Further Category Growth and Expansion

Market	Brand	Month	Location
Media	Media Future	May	Riyadh
Travel	Routes World	October	Riyadh
Real Estate	Estaad by Cityscape Global	November	Medina
Technology	Fortify	November	Riyadh
Utilities	Saudi Water	December	Riyadh
Commerce	Made in Saudi	December	Riyadh
Education	Local Content Forum	December	Riyadh



KSA Vision For The Future



Unique, relevant and
valuable content
delivered through
extraordinary
experiences

Supporting the
Kingdom's status as a
global hub for high-
impact events

Continued
investment in talent,
data, marketing,
brand and
capabilities



Academy
أكاديمية



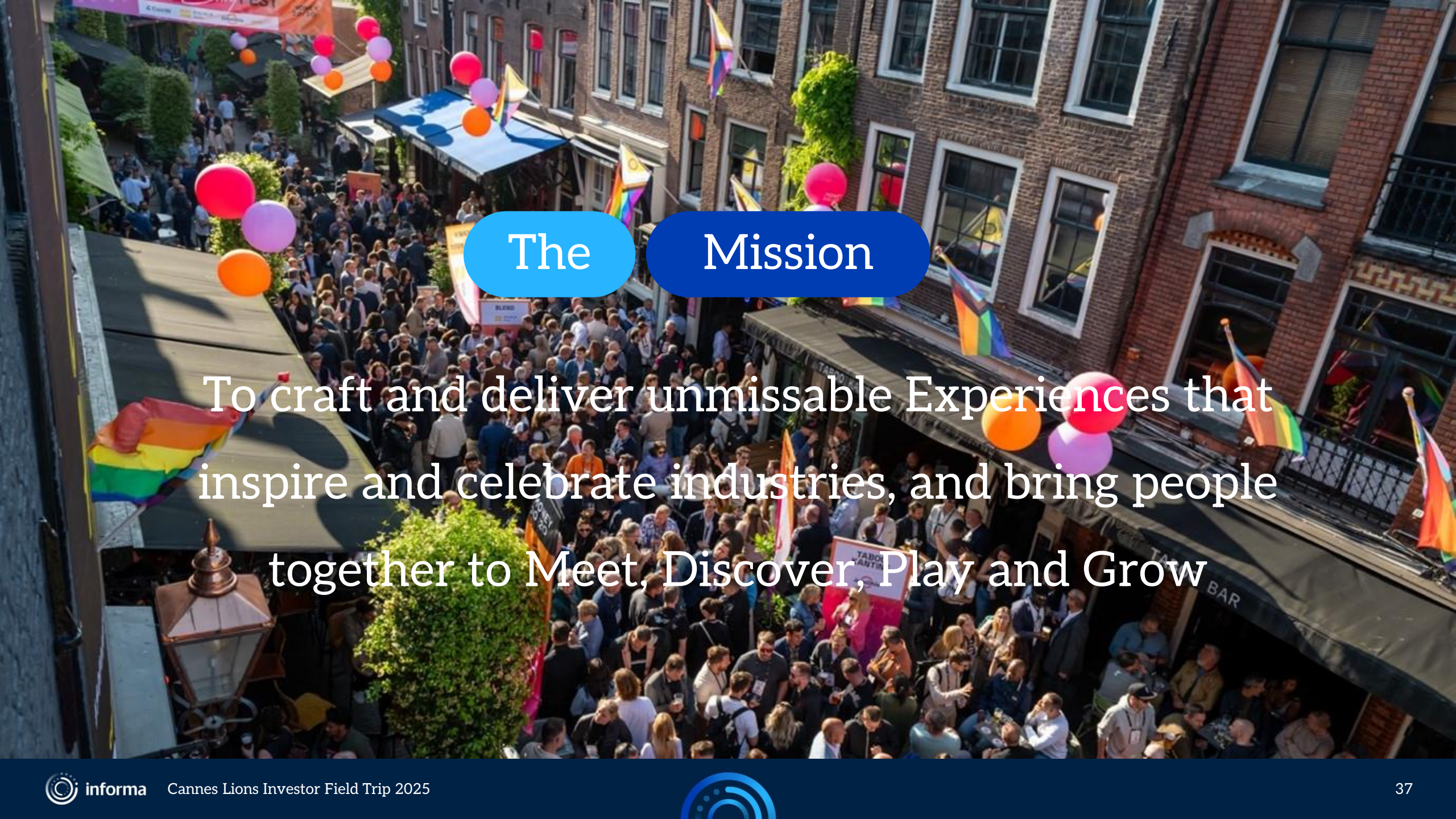
Informa Festivals

Impact through experience

Matthieu Comard

Managing Director
Informa Festivals





The

Mission

To craft and deliver unmissable Experiences that inspire and celebrate industries, and bring people together to Meet, Discover, Play and Grow



MEET





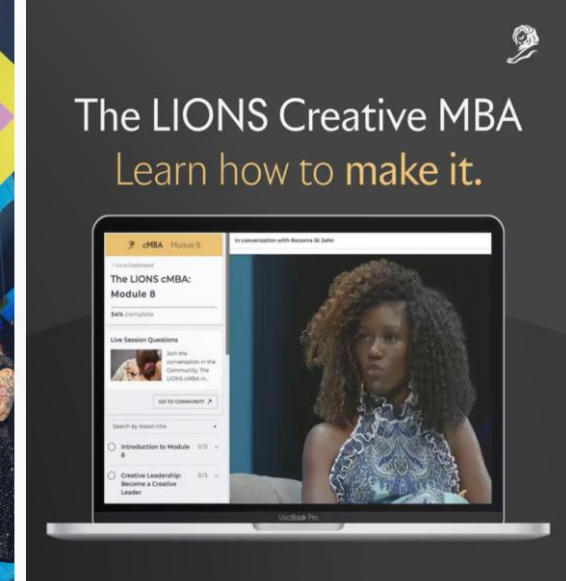
DISCOVER





PLAY





GROW



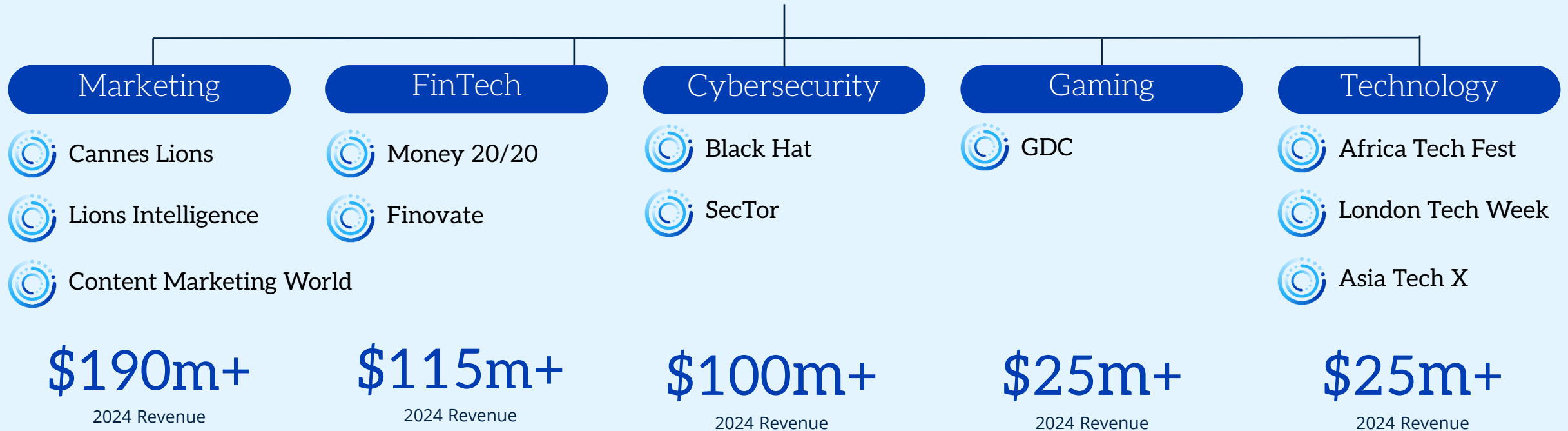


Informa Festivals

\$480m± 1000+

2024 Revenue

Colleagues



Growth Geographies and Growth Markets

North America

- 📍 Gaming
- 📍 Cybersecurity
- 📍 Technology

c.40% /
c.20%

Revenue / Headcount

Europe

- 📍 Marketing
- 📍 FinTech
- 📍 Cybersecurity
- 📍 Technology

c.35% /
c.70%

Revenue / Headcount

Middle East

- 📍 FinTech
- 📍 Cybersecurity

c.5% / <1%
Revenue / Headcount

Asia

- 📍 FinTech
- 📍 Cybersecurity
- 📍 Technology

c.5% / c.6%
Revenue / Headcount

Africa

- 📍 Technology

<5% / <1%
Revenue / Headcount



High Impact, High Value

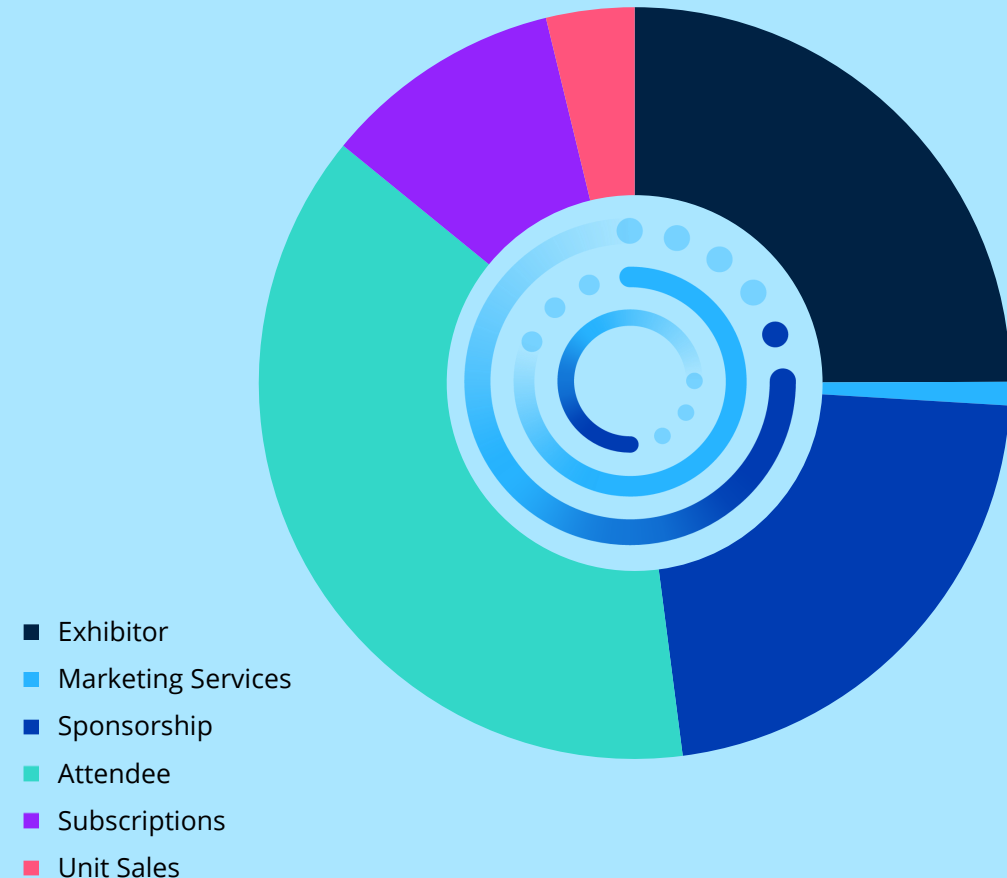
Unique marquee brands

High impact, high value

Multiple sources of revenue

High levels of customer retention

Revenue by Type



Future Growth Drivers

Festivalisation

Creating best-in-class experiences



Accelerate festivalisation initiatives
New verticals



Market Penetration

Increasing market share



Leverage Effies brand
Expand in Crypto / Digital Banking



Innovation

New product, new inventory, and/or new segmentation at current events



Ticketing categories
City takeover
Leverage first party data



Geographic Expansion

Expansion of current brands into new geographical markets



Money 2020 international expansion
Lions extension



365 Expansion

Engaging with customers throughout the year



Specialist content & data
Advisory services
Digital training & certification



Pricing for value

Capturing full and fair value for our premium products



Product tiering
Yield growth
Return on Investment



The next major B2B Brand in The Kingdom of Saudi Arabia

**.MONEY
20/20**

MIDDLE EAST
15-17 SEPTEMBER
RIYADH

Hosted by:



Financial Sector
Development Program

البنك المركزي السعودي
SAMA
Saudi Central Bank



هيئة السوق المالية
Capital Market Authority



هيئة
التأمين
Insurance
Authority



فنتك السعودية
FintechSaudi

tahavuf
an informa
company
تحالف

Organised by:





CANNES LIONS

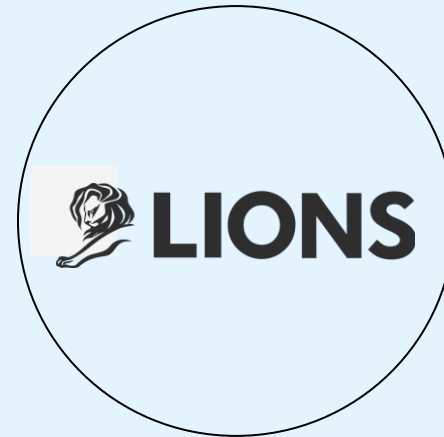
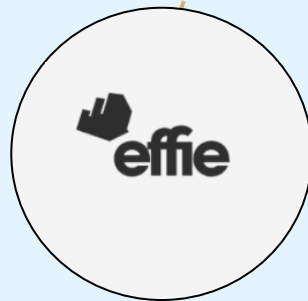
International Festival of Creativity

LIONS

CREATIVITY. EFFECTIVENESS. GROWTH.

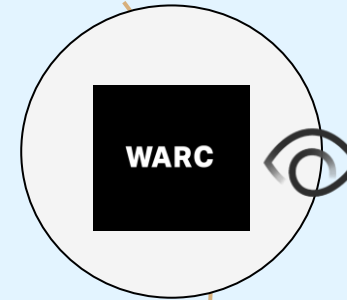
EFFIE

is the global authority on marketing effectiveness



CONTAGIOUS

Spotlights breakthrough creative ideas that help you win.



WARC is where bold marketing strategy takes shape.

ACUITY delivers unparalleled pricing intelligence



CANNES LIONS

Benchmarks the winning work, tracks your performance, and helps you understand who to work with and why





The Festival at a glance

72

years celebrating
creative excellence

13k+

attendees

95

countries
represented

350+

brands

550+

agencies

77%

of delegates in
senior roles

30

specialist Awards

26k+

pieces of work
entered

500+

Jury Members

500+

speakers

200

content sessions
in 11 stages

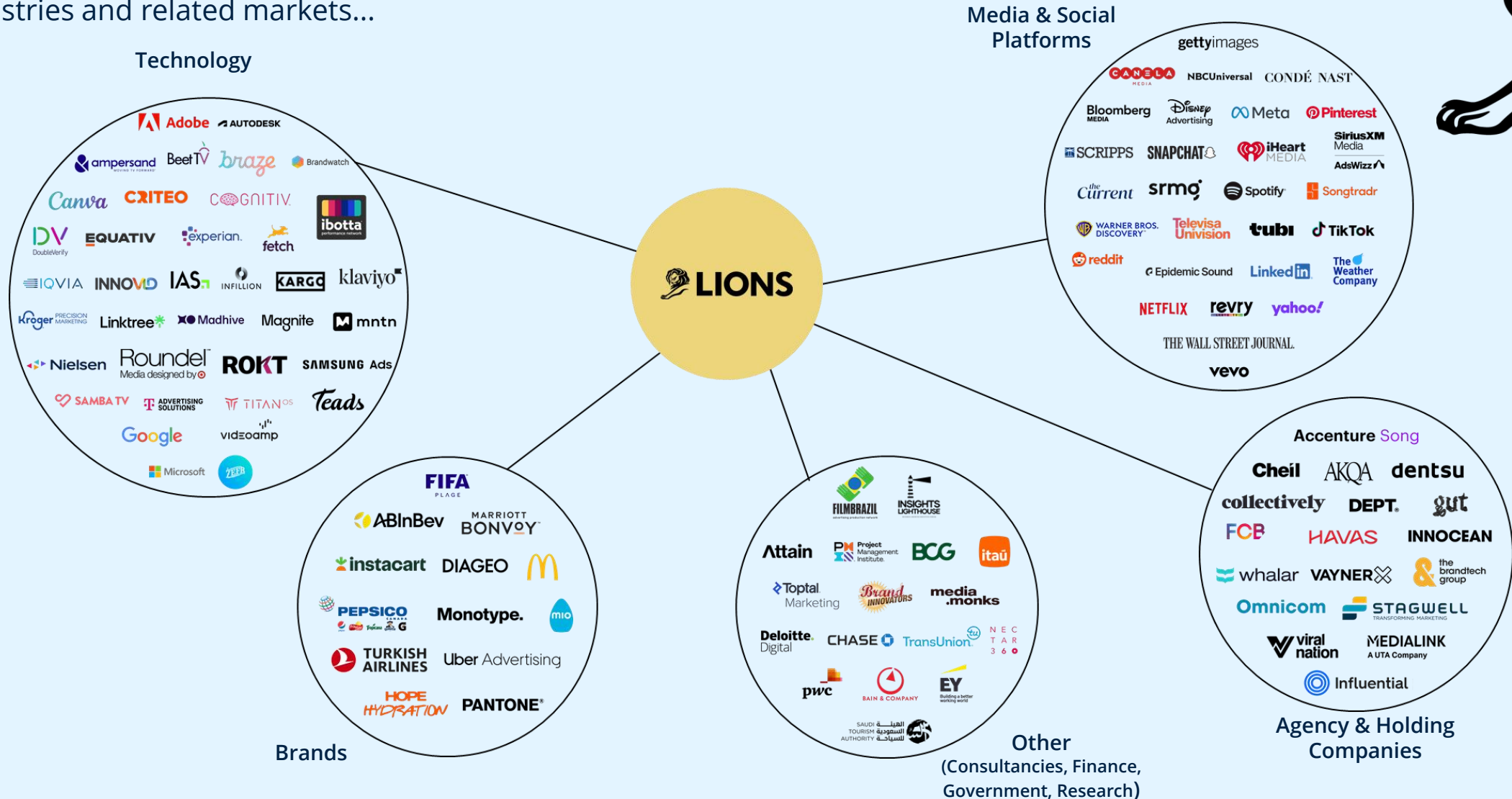
170h

of on-stage
content



Cannes Lions – Championing Creativity

Increasingly diverse customer base across creative industries and related markets...



2025: Meet the Brands, Meet the Colleagues, Meet the Company

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SuperReturn

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Food Ingredients

3 Dec 2025
Paris, France



Questions & Answers



2025 Investor Fieldtrip

The Power of Live & The Value of B2B Brands

