DISCLAIMER

This presentation contains forward-looking statements concerning the financial condition, results of operations and businesses of the Group. Although the Group believes that the expectations reflected in such forward-looking statements are reasonable, these statements are not guarantees of future performance and are subject to a number of risks and uncertainties and actual results, performance and events could differ materially from those currently being anticipated, expressed or implied in such forward-looking statements.

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. Nothing in this presentation should be construed as a profit forecast. Except as required by any applicable law or regulation, the Group expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained in this presentation to reflect any change in the Group’s expectations or any change in events, conditions or circumstances on which any such statement is based.

This presentation does not constitute or form part of any offer or invitation to purchase any securities of any person nor any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any such securities.
The goal is simple but demanding: progressively to return every part of our business to growth, and simultaneously to build the capabilities and platforms needed for future scale and consistent performance.

Informa Annual Report 2014
2017 PERFORMANCE & DELIVERY

STEPHEN A. CARTER
GROUP CHIEF EXECUTIVE
### 2017: GROWTH ACCELERATION PLAN COMPLETED

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GROWTH</strong></td>
<td>Fourth year of growth in Revenue, Adjusted EPS, Cashflow &amp; Dividends</td>
</tr>
<tr>
<td><strong>DELIVERY</strong></td>
<td>Operational capability and platform for future growth and scale through GAP</td>
</tr>
<tr>
<td><strong>INTEGRATE</strong></td>
<td>Effective integration of Penton Information Services delivered ahead of plan</td>
</tr>
<tr>
<td><strong>FOCUS</strong></td>
<td>Continued portfolio management through sale of <em>Euroforum</em> and <em>Garland</em></td>
</tr>
<tr>
<td><strong>EXPAND</strong></td>
<td>Additions of <em>YPI</em> in <em>Global Exhibitions</em> and <em>Dove Medical</em> in <em>Academic Publishing</em></td>
</tr>
<tr>
<td><strong>SCALE</strong></td>
<td>Recommended offer for UBM plc to create leading B2B Information Services Group</td>
</tr>
</tbody>
</table>

**A YEAR OF PERFORMANCE AND DELIVERY**
2017: PERFORMANCE AND DELIVERY

Global Exhibitions
+7.6%

Academic Publishing
+2.0%

Business Intelligence
+2.2%

Knowledge & Networking
+0.1%

INFORMA GROUP GROWTH
(including Penton)

Underlying Revenue
+3.4%

Underlying Profit
+2.3%

Earnings Per Share
+9.5%

Free Cash Flow
+31%

Dividends Per Share
+6.0%
GROWTH ACCELERATION PLAN: KEY INITIATIVES

1. Build and buy a scale B2B events business in the **Global Exhibitions** Division

2. Repair and return to growth the **Business Intelligence** Division

3. Simplify, focus and grow the **Knowledge & Networking** Division

4. Build scale and management capability in the US market

5. Invest in platforms and capabilities for future scale and growth in all 5 divisions
GARETH WRIGHT
GROUP FINANCE DIRECTOR

2017 FINANCIAL PERFORMANCE & DELIVERY
2017 FULL YEAR RESULTS

↑ 30.7%
Higher Reported Revenue, including Penton and YPI
+30.7% to £1,757.6m (2016: £1,344.8m)

↑ 31.3%
Increased Adjusted Operating Profit
+31.3% to £545.5m (2016: £415.6m)

↑ 6.0%
Enhanced Dividend Per Share
up 6.0% to 20.45p (2016: 19.30p)

+3.4%
Increasing Underlying Revenue Growth
+3.4% vs +1.6% organic revenue growth in FY 2016 and 1.0% in FY 2015

+9.5%
Growth in Adjusted Diluted EPS
+9.5% to 46.1p (2016: 42.1p)

+31.1%
Strong Free Cash Flow
+31.1% to £400.9m (2016: £305.7m)

2.5x
Robust Balance Sheet
Net debt/EBITDA 2.5 times (2016: 2.6 times)

CONTINUED OPERATIONAL PERFORMANCE AND FINANCIAL DELIVERY
REVENUE GROWTH MIX

2017 REVENUE GROWTH (%)

- **Underlying:** +3.4%
- **Phasing:** +0.2%
- **Currency:** +5.7%
- **Expansion & Scale:** +21.4%
- **Total:** +30.7%
EFFECTIVE INTEGRATION OF PENTON INFORMATION SERVICES

<table>
<thead>
<tr>
<th>OPERATING AND REPORTING AS A SINGLE BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMBINE</strong></td>
</tr>
<tr>
<td>Effective integration into Informa, led by Patrick Martell (Business Intelligence), Charlie McCurdy (Global Exhibitions) and Andrew Mullins (Knowledge &amp; Networking)</td>
</tr>
<tr>
<td><strong>SCALE</strong></td>
</tr>
<tr>
<td>On track to deliver at least $22.5m of gross synergies in 2018 through removal of duplicate cost, management and systems overlap and procurement benefits</td>
</tr>
<tr>
<td><strong>SPECIALISATION</strong></td>
</tr>
<tr>
<td>Franchises left intact within Informa to reap benefits of industry specialisation</td>
</tr>
<tr>
<td><strong>REVENUE</strong></td>
</tr>
<tr>
<td>Significant revenue opportunities through cross-marketing, internationalisation etc</td>
</tr>
<tr>
<td><strong>ENGAGE</strong></td>
</tr>
<tr>
<td>Launch of specialist Data &amp; Marketing Solutions business Informa Engage</td>
</tr>
<tr>
<td><strong>EXPAND</strong></td>
</tr>
<tr>
<td>Addition of Penton builds on US market position established through Virgo Publishing and Hanley Wood Exhibitions</td>
</tr>
</tbody>
</table>
$22.5m gross savings
($18.5m net savings)*

2017 in-year $15m
2018 in-year $22.5m

Significant Incremental Revenue Opportunities

6-Step Revenue Growth Plan

1. Cross-Marketing
2. Internationalisation
3. Data & Marketing Solutions
4. Digitisation
5. Sponsorship
6. Customer Value Initiatives

*Annual recurring pre-tax savings. Net savings are after $4m investment in benefits harmonisation
### SIGNIFICANT INCREMENTAL REVENUE OPPORTUNITIES

#### 6-STEP REVENUE GROWTH PLAN: PENTON INFORMATION SERVICES

<table>
<thead>
<tr>
<th>Step</th>
<th>Area</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cross-Marketing</td>
<td>From Ingredients to Finished Goods: leveraging relationships across the value chain: strong growth in Vitafoods Europe and doubling of Vitafoods Asia</td>
</tr>
<tr>
<td>2</td>
<td>Internationalisation</td>
<td>Launch of SupplySide China in Guangzhou in 2018</td>
</tr>
<tr>
<td>3</td>
<td>Data &amp; Marketing</td>
<td>More than £10m of revenue from non-events activities at GHNN</td>
</tr>
<tr>
<td>4</td>
<td>Digitisation</td>
<td>Launch of <em>Markit Makr</em> product for <em>Health &amp; Nutrition</em> in 2018</td>
</tr>
<tr>
<td>5</td>
<td>Sponsorship</td>
<td>Introduction of multi-event sponsorship products across different verticals eg Major financial services sponsor</td>
</tr>
<tr>
<td>6</td>
<td>Customer Value</td>
<td>Rollout of Customer Value Programme across portfolio with launch at Vitafoods Europe in 2018</td>
</tr>
</tbody>
</table>
## ALL FOUR DIVISIONS IN GROWTH

<table>
<thead>
<tr>
<th></th>
<th>2017 £m</th>
<th>2016 £m</th>
<th>Actual %</th>
<th>Underlying %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Exhibitions</td>
<td>560.4</td>
<td>321.1</td>
<td>74.5</td>
<td>7.6</td>
</tr>
<tr>
<td>Business Intelligence</td>
<td>384.2</td>
<td>302.4</td>
<td>27.1</td>
<td>2.2</td>
</tr>
<tr>
<td>Academic Publishing</td>
<td>530.0</td>
<td>490.4</td>
<td>8.1</td>
<td>2.0</td>
</tr>
<tr>
<td>Knowledge &amp; Networking</td>
<td>283.0</td>
<td>230.9</td>
<td>22.6</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Group</strong></td>
<td><strong>1,757.6</strong></td>
<td><strong>1,344.8</strong></td>
<td><strong>30.7</strong></td>
<td><strong>3.4</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2017 £m</th>
<th>2016 £m</th>
<th>Actual %</th>
<th>Underlying %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adjusted Operating Profit</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Exhibitions</td>
<td>201.4</td>
<td>119.5</td>
<td>68.5</td>
<td>6.5</td>
</tr>
<tr>
<td>Business Intelligence</td>
<td>92.2</td>
<td>70.5</td>
<td>30.8</td>
<td>6.2</td>
</tr>
<tr>
<td>Academic Publishing</td>
<td>208.0</td>
<td>187.2</td>
<td>11.1</td>
<td>0.7</td>
</tr>
<tr>
<td>Knowledge &amp; Networking</td>
<td>43.9</td>
<td>38.4</td>
<td>14.3</td>
<td>(13.3)</td>
</tr>
<tr>
<td><strong>Group</strong></td>
<td><strong>545.5</strong></td>
<td><strong>415.6</strong></td>
<td><strong>31.3</strong></td>
<td><strong>2.3</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>%</th>
<th>%</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Margins</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Exhibitions</td>
<td>35.9</td>
<td>37.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Intelligence</td>
<td>24.0</td>
<td>23.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic Publishing</td>
<td>39.2</td>
<td>38.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge &amp; Networking</td>
<td>15.5</td>
<td>16.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Group</strong></td>
<td><strong>31.0</strong></td>
<td><strong>30.9</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### GROWTH IN REVENUE, ADJUSTED PROFIT AND EARNINGS

<table>
<thead>
<tr>
<th></th>
<th>2017 £m</th>
<th>2016 £m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>1,757.6</td>
<td>1,344.8</td>
</tr>
<tr>
<td>Adjusted Operating Profit</td>
<td>545.5</td>
<td>415.6</td>
</tr>
<tr>
<td>Adjusted Operating Margin</td>
<td>31.0</td>
<td>30.9</td>
</tr>
<tr>
<td>Net interest</td>
<td>(59.1)</td>
<td>(39.6)</td>
</tr>
<tr>
<td>Adjusted profit before tax</td>
<td>486.4</td>
<td>376.0</td>
</tr>
<tr>
<td>Adjusting items</td>
<td>(217.6)</td>
<td>(197.9)</td>
</tr>
<tr>
<td>Reported Profit before tax</td>
<td>268.8</td>
<td>178.1</td>
</tr>
<tr>
<td>Adjusted tax charge</td>
<td>(103.1)</td>
<td>(67.8)</td>
</tr>
<tr>
<td>Effective tax rate</td>
<td>21.2%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Adjusted profit</td>
<td>383.3</td>
<td>308.2</td>
</tr>
<tr>
<td>Minority interest</td>
<td>(2.4)</td>
<td>(1.9)</td>
</tr>
<tr>
<td>Adjusted EPS (diluted)</td>
<td>46.1</td>
<td>42.1</td>
</tr>
<tr>
<td>Dividends per share</td>
<td>20.45</td>
<td>19.30</td>
</tr>
</tbody>
</table>

#### Growth
- Improving underlying growth
- Reported growth enhanced by Penton, YPI and currency

#### Operating margin
- Benefits of higher growth, mix and synergies, offset by increased depreciation from GAP investments

#### Higher net interest charge
- Average debt / interest rates / FX

#### Increase in effective tax rate
- Profit mix / UK tax changes

#### Dividends per share
- 6.0% growth in DPS, inline with increased GAP commitment
STRONG FREE CASH FLOW GROWTH

- Free Cash Flow >£400m achieved
  - Underlying cash flow strong
  - Benefit of Penton Information Services
  - Increased Capex reflects completion of GAP Investment programme
  - Tax credits from Penton and YPI offset increased US profits

**Operating Cash Flow / Adjusted Operating Profit = 91%**

**Free Cash Flow / Adjusted Operating Profit = 73%**
**ROBUST BALANCE SHEET**

**Robust balance sheet**
- 2.5x covenant gearing at year-end
  - Back within target range 14 months post Penton
  - Increased dividend on higher share count

**Mix of bank debt and US PP debt**
- Funding of $500m US PP issuance in January 2017
- Funding of $400m US PP issuance in January 2018
- US interest rate rises with c.90% debt US Dollar
- PP average coupon 4.1% and maturity over 6 years

**Secure Pension position**
- Defined benefit schemes closed
- Total net liabilities of £18m at year-end

---

**DEBT MATURITY AS AT 31 DEC 2017 + USPP ISSUE 4 JAN 2018 (£m)**

- **RCF**: A 5+1+1 years facility
- **Term Loan**:
- **Private Placements**:
- **RCF**:

---

**NET DEBT BRIDGE (£m)**

- 2016 Net Debt: £1,485.4m
- Dividends paid: £1,373.1m
- Net M&A
- FX and Other
- Free cash flow
- 2017 Net Debt

**NET DEBT BRIDGE (£m)**

- 2018: £1,485.4m
- 2019: £1,373.1m

---

**ROBUST BALANCE SHEET WITH LONG-TERM FLEXIBLE FINANCING**
OPERATING DISCIPLINE

Portfolio Management

**Academic Publishing**
- Sale of Garland
  - Reduces exposure to more volatile Lower Level textbook market

**Knowledge & Networking**
- Sale of majority stake in domestic conference business in Germany and Switzerland, Euroforum
  - Increased focus on Branded events in core verticals of Life Sciences, Global Finance and TMT

**Other**
- Small scale disposals in Business Intelligence and Global Exhibitions

---

Return on Capital Employed (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>ROCE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>8.3%</td>
</tr>
<tr>
<td>2013</td>
<td>8.9%</td>
</tr>
<tr>
<td>2014</td>
<td>8.8%</td>
</tr>
<tr>
<td>2015</td>
<td>9.2%</td>
</tr>
<tr>
<td>2016</td>
<td>9.2%</td>
</tr>
<tr>
<td>2017</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

- Full year impact of Penton addition
- 9.9% ROCE on a cash basis in 2017, reflecting use of tax credits
- GAP investment
- Average ROCE 2012-2017 of 8.8%
- Bottom-up WACC of 7.2%

---

ONGOING REVIEW OF SELECTIVE NON-CORE BUSINESSES

INVESTMENT FOR LONG-TERM GROWTH AND RETURNS

2017 FULL YEAR RESULTS FEBRUARY 2018
IMPROVING OPERATIONAL AND FINANCIAL PERFORMANCE

Organic/Underlying Revenue Growth (%)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Organic Growth (%)</th>
<th>Underlying Growth (%)</th>
<th>Growth Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>0.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>1.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>1.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>3.4%</td>
<td></td>
<td>+1.9pts</td>
</tr>
</tbody>
</table>

Adjusted Operating Profit Growth (£m)

<table>
<thead>
<tr>
<th>Year</th>
<th>Operating Profit (£m)</th>
<th>Growth Rate (CAGR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>335.2</td>
<td>13%</td>
</tr>
<tr>
<td>2014</td>
<td>334.0</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>365.6</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>415.6</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>545.5</td>
<td></td>
</tr>
</tbody>
</table>

Free Cash Flow Growth (£m)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash Flow (£m)</th>
<th>Growth Rate (CAGR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>213.6</td>
<td>17%</td>
</tr>
<tr>
<td>2014</td>
<td>237.2</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>303.4</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>305.7</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>400.9</td>
<td></td>
</tr>
</tbody>
</table>

Dividends Per Share Growth (p)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Dividends (p)</th>
<th>Growth Rate (CAGR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>17.4</td>
<td>4.1%</td>
</tr>
<tr>
<td>2014</td>
<td>17.8</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>18.5</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>19.2</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>20.45</td>
<td></td>
</tr>
</tbody>
</table>

* Revenue growth is Organic (2013-2016) / Underlying (2017); DPS figures are adjusted for impact of 2016 rights issue;
GROWTH CONTINUATION

STEPHEN A. CARTER
GROUP CHIEF EXECUTIVE
MARKET OPPORTUNITIES

MACRO THEMES

- Global growth trends
- Monetary stimulus, interest rates and inflation
- Geo-political risk
- Power of US Tech companies
- Robotics and Artificial Intelligence
- Aging population
- Globalisation and Specialisation

REGIONAL THEMES

North America
- Fiscal stimulus, interest rates and political debate

Asia
- China / Asia growth in a global context

MENA
- Oil price, growth and regional sensitivities

South & Latin America
- Growth, inflation and rise of the middle class

UK/Europe
- Brexit ramifications

MARKET THEMES

B2B Events
- Focused Scale
- Industry Specialisation

Specialist Business Information
- Focused scale
- Workflow, data and artificial intelligence

Scholarly Research and Reference-led Content
- Education investment and growth
- Open Access trends and opportunities

Health & Nutrition
- Growth in organic, “free from” and nutritious foods

Life Sciences
- Biotech, genetics and drug development

TMT
- Internet of Things, Quantum Computing, 5G rollout

Agriculture
- Food demand, resource scarcity, efficiency and technology

Construction & Real Estate
- Policy stimulus, structural and cyclical growth

VERTICAL THEMES
GLOBAL EXHIBITIONS: INFORMA'S LARGEST DIVISION

GROWTH TRENDS
- Focus on major Brands in attractive verticals
- Top 30 Brands: c.£4m revenue to qualify for Top 30
- Expand: Effective integration of Penton and YPI
- Yield improvements: rollout of Customer Value Initiative
- Product innovation: Medlab and Arab Health
- Partnerships: Extension of agreement with Monaco for US shows
- Market Maker strategy: rollout of vertical-specific web platforms

REVENUE BY REGION

2017

- North America
- MENA
- Rest of World
- Continental Europe
- UK

REVENUE BY VERTICAL

2017

- Construction & Real Estate
- Health & Nutrition
- Life Sciences
- Aviation
- Agriculture
- International Yachting
- Beauty & Anti-Aging
- Utilities
- Pop Culture
- Other

- £530m
  2017 revenue

- c.200
  Brands

- 1.8m sqm+
  Exhibition space

- 2.2m+
  Visitors

- 1,400+
  Colleagues

- >60%
  Top 30 Exhibitions % of revenue

CONTINUED STRONG GROWTH OPPORTUNITIES
MARKET MAKER STRATEGY

- Target attractive industry verticals: B2B, fragmented, growing, international, high value and high margin product
- Build depth in verticals through multiple brands, across the supply chain
- Expand internationally to create focused scale in verticals
- Develop capabilities in data, digital and marketing solutions: collect and manage customer data, buyer/seller knowledge and market intelligence
- Organise around customers and verticals ahead of products and geographies
- From exhibition organiser to Market Maker: incremental growth from depth of market knowledge and more strategic customer relationships, offering range of face-to-face, information and lead generation products
MARKIT MAKR PRODUCT: OMNIA IN LIFE SCIENCES

Leverages

Arab Health
Africa Health
Medlab
FIME
Asia Health

20k+ Products
50%+ Exhibitors
Leads
Qualified, highly targeted lead generation
MARKIT MAKR PRODUCT: PROGRESSIVE ROLLOUT ACROSS VERTICALS
BUSINESS INTELLIGENCE: IMPROVING PERFORMANCE

GROWTH TRENDS

- Subscription-led business with c.90% renewal rates
- Momentum in other revenues following relaunch of Consulting…
- …and launch of Marketing Services as Informa Engage
- Major rollout of new products & enhanced platforms following GAP Investment Programme…
- …including new platforms at EPFR Global, Lloyd’s List and Citeline
- Customer Engagement Programme and Key Accounts
- Focus on new business pipeline and lead conversion

REVENUE BY REGION

2017

North America
Rest of World
Continental Europe
UK

REVENUE BY VERTICAL

2017

Finance
Pharma
Transportation
Industry & Infrastructure
Agribusiness
TMT

INVESTMENT AND CAPABILITY DRIVING GROWTH

250+ Brands
£384m 2017 revenue

2,400+ Colleagues
70%+ Core subscription revenue

38k+ Subscribers
150k+ Active Users
BUSINESS INTELLIGENCE PRODUCT AND PLATFORM LAUNCHES

**New Citeline platform**
- Intelligence, data and analysis on completed/ongoing clinical trials
- 40,000 data sources, 265k clinical trials and 400k investigators
- Enhanced capabilities, flexibility, APIs

**New EPFR platform**
- No 1 provider of fund flow and asset allocation data
- Scalable research and analytics site
- Data visualisation, investment signals, APIs, analytical/insight tools
BUSINESS INTELLIGENCE PRODUCT AND PLATFORM LAUNCHES

Agribusiness intelligence

**New IEG Vu platform**
- Critical supply, demand, price and trade data, as well as proprietary forecasts for crops and livestock commodities
- Digital platform with search tools, data visualisation, APIs, flexible analytical tools etc

**New Ovum Forecaster product**
- Combined forecasting on broadband, cellular, TV services and technologies
- Covering more than 2,500 services, covering 1,000 metrics across 220 markets
ACADEMIC PUBLISHING: CONSISTENT STRENGTH

GROWTH TRENDS

- **Upper Level** scholarly research and specialist, reference-led content
- High renewal rate and consistent growth in **Journals**
- Improved **Books** performance through operational fitness programme
- Reduced exposure to Lower Level textbooks following sale of **Garland**
- Investment in content **discoverability**, analytics and author services
- Investment in Academic Digital Services through **Colwiz**
- Expansion of **Open Access** capability and capacity through **Dove**

REVENUE BY REGION

- 2017
- **North America**
- **Rest of World**
- **Continental Europe**
- **UK**

REVENUE BY VERTICAL

- 2017
- **Humanities & Social Science**
- **Science, Technical & Medical**

RESILIENT GROWTH AND STRONG CASHFLOW

- **2,700+** Journals
- **2,000+** Colleagues
- **120m+** Annual article downloads
- **c. 140k** Book titles
- **£530m** 2017 Revenue
- **200+** Open Access Journals
ACADEMIC PUBLISHING PRODUCT INVESTMENT

Enhanced Books Platform
- Unified platform for all books content
- Increased flexibility and discoverability of content
- c.140k titles covered
- >2,000 customers migrated onto platform with >500k sessions to date
- www.taylorfrancis.com “Artificial Intelligence”

Author Services
- Journals communications hub for managing queries and reports
- Research dashboard for article approvals and OA funding
- Researcher portal for submitting and managing manuscripts
- Data and analytics
ACADEMIC PUBLISHING INVESTMENT

Dove Medical Press
- Large, independent OA publisher
- Increases OA portfolio to 200+ journals
- Quality range of titles in Health Sciences, many indexed with growing impact factors
- *OncoTargets and Therapy, International Journal of Nanomedicine*
- Strengthened OA capacity and capability

Colwiz
- wisdom.ai, the world’s largest research knowledge graph
- Powerful research tool that helps collate, track and analyse subjects and themes
- Covering 90m publications, 50m authors and 4.2bn facts to date
- Machine learning algorithms
KNOWLEDGE & NETWORKING: FOCUS, SIMPLIFY AND GROW

GROWTH TRENDS
- Increased portfolio focus: Germany, Switzerland, Brazil
- Focus on end markets: TMT, Life Sciences, Global Finance
- Develop community Brands
- Maximise Networking and Partnering opportunities
- Digital community engagement, content and revenue
- Cross-divisional opportunities and Marketing Services
- Non-renewal of managed event contract

REVENUE BY REGION
- 2017
- North America
- Rest of World
- Continental Europe
- UK

REVENUE BY VERTICAL
- 2017
- Life Sciences
- Global Finance
- TMT
- SME
- Other

- c.1,000 Events
- 1,000+ Colleagues
- c.£100m Annual revenue from SPEX
- £283m 2017 Revenue
- 40+ Events with £1m+ revenue
- 150k+ Delegates

STREAMLINED PORTFOLIO ORGANISED AROUND CORE VERTICALS
Focus on branded events in core verticals of **Life Sciences, Global Finance** and **TMT**

Targeted exit from regional domestic conference businesses:

- Spain
- Portugal
- South Africa
- Netherlands – Amsterdam
- Netherlands - Eindhoven
- Sweden
- Denmark
- Russia
- Brazil
- Germany & Switzerland
1. THE CUSTOMER IS CHANGING
- Always on with constant access to news and information
- Pioneers, accessing new technology at high speed
- Ambitious and using digital to further careers and personal development
- Seeking new and differentiated experiences
- Networking through digital tools, platforms and cross-border networks

2. WHERE WE ARE: MARKET-LEADING EVENTS
- Bringing people together, connection Achievements

3. THE DIGITAL TRANSFORMATION JOURNEY
- Unique knowledge and industry leading events
- Event insights and analysis
- Bringing together cutting edge insights and influencers
- Unmatched opportunities to network

4. 365-DAY CUSTOMER ENGAGEMENT
- Where we are going is a journey
- We will deliver the digital-first model by rapidly testing and deploying things which help us meet our objectives
- Reality
- Possibility
- Simplicity
- Scalability
- Agility

5. BECOMING A DIGITAL FIRST BUSINESS
- Changing the way we do digital marketing
- Engaging with customers in different ways
- Upskilling and rewarding talent

6. BUSINESS OUTCOMES
- Better relationships with our customers
- Improved engagement and retention, across channels
- Revenue and profitability
- Customer centric organisation

7. AGILE DELIVERY
- Transition of business processes
- Rapid delivery to meet market demands
- Continuous improvement and innovation

8. COMMUNITIES
- Communities are a way for members to come together and meet a shared goal or purpose
- Communities serve the people in them; they are owned by the members
- Communities are part of a wider digital engagement strategy that we are putting in place to build better 365-day engagement with customers
- Successful community engagement will allow us to get richer leads, attract more people to events, cross-sell and support customer retention

So what are COMMUNITIES?

A NEW DIGITAL PLATFORM

WELCOME TO THE FUTURE OF KNOWLEDGE & NETWORKING

ENTRY

LEARN

CONNECT

ROADMAP AND MILESTONES

The Outcome

Informa
INFORMA GROUP: QUALITY AND VISIBILITY OF EARNINGS

REVENUE BY DIVISION

2017

- Global Exhibitions
- Academic Publishing
- Business Intelligence
- Knowledge & Networking

REVENUE BY CURRENCY

2017

- US Dollar/Pegged
- UK Sterling
- Euros
- Other currencies

REVENUE BY TYPE

2017

- Subscriptions
- Exhibitor
- Sponsorship
- Attendee
- Marketing Services
- Scholarly Reference Books

Pre-booked / Recurring Revenue = 60%+
2018: GROWTH CONTINUATION

POST-GAP FINANCIAL FRAMEWORK

GLOBAL EXHIBITIONS
5%+ underlying revenue growth

ACADEMIC PUBLISHING
Consistent underlying revenue growth

BUSINESS INTELLIGENCE
3%+ underlying revenue growth

KNOWLEDGE & NETWORKING
Positive underlying revenue growth

2018 GROWTH CONTINUATION

Underlying Revenue
+3.5%

Improving Performance

Strong Cashflow

Continuous reinvestment for growth

Progressive Dividend
RECOMMENDED OFFER FOR UBM

• Recommended offer for UBM to create a leading B2B Information Services Group

• For every UBM share
  ○ 1.083 New Informa Shares and 163p in cash

• Highly complementary portfolios

• Operating momentum following GAP and Events First programmes

• Operating Scale and Industry Specialisation
  • At least £60m of cost savings
  • Revenue opportunities in cross-marketing, internationalisation, sponsorship, digital & data

• Attractive earnings accretion in first full year, ROIC ahead of WACC within 3 full years

<table>
<thead>
<tr>
<th>Expected Offer Timetable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>30 January</strong></td>
</tr>
<tr>
<td><strong>28 February</strong></td>
</tr>
<tr>
<td><strong>14 March</strong></td>
</tr>
<tr>
<td><strong>17 April</strong></td>
</tr>
<tr>
<td><strong>20 April</strong></td>
</tr>
<tr>
<td><strong>Q2 2018</strong></td>
</tr>
</tbody>
</table>
The goal is simple but demanding: progressively to return every part of our business to growth, and simultaneously to build the capabilities and platforms needed for future scale and consistent performance.

Informa Annual Report
2014
APPENDICES
## Key Industry Verticals

<table>
<thead>
<tr>
<th>Industry Vertical</th>
<th>Logos and Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction &amp; Real Estate</td>
<td>World of Concrete, dwell, International Roofing Expo, Cityscape Global</td>
</tr>
<tr>
<td>Health &amp; Nutrition</td>
<td>SupplySide West, Foodnews Europe, Vitafoods Europe</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>ARAB HEALTH, FIME BioProcess International European Summit, Partnerships in Clinical Trials Europe</td>
</tr>
<tr>
<td>Agriculture</td>
<td>FarmProgress, Husker Harvest Days 2017, Farm Industry News, Fertecon</td>
</tr>
<tr>
<td>International Yachting</td>
<td>Monaco Yacht Show, Fort Lauderdale International Boat Show, Yachts Miami Beach</td>
</tr>
<tr>
<td>Beauty &amp; Aesthetics</td>
<td>China Beauty, AMEC 2016, Fan Expo Canada, Megacon, Face</td>
</tr>
<tr>
<td>Pop Culture</td>
<td>Toronto Comicon, Mro Americas Aviation Week Network, Automotive Ward's Auto.</td>
</tr>
<tr>
<td>Transportation</td>
<td>Lloyd's List Intelligence, Lloyd's List Mro Americas, Landes Bioscience</td>
</tr>
<tr>
<td>Science, Tech &amp; Medical</td>
<td>CRC Press Taylor &amp; Francis Group, Maney Publishing</td>
</tr>
<tr>
<td>Humanities &amp; Social Science</td>
<td>Routledge Taylor &amp; Francis Group, Ashgate</td>
</tr>
</tbody>
</table>
### BALANCE SHEET SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>2017 £m</th>
<th>2016 £m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangibles and goodwill</td>
<td>4,309.6</td>
<td>4,501.6</td>
</tr>
<tr>
<td>Fixed assets</td>
<td>31.8</td>
<td>24.1</td>
</tr>
<tr>
<td>Other non-current assets</td>
<td>15.2</td>
<td>16.6</td>
</tr>
<tr>
<td>Current assets</td>
<td>480.6</td>
<td>439.7</td>
</tr>
<tr>
<td>Deferred income</td>
<td>(534.6)</td>
<td>(563.0)</td>
</tr>
<tr>
<td>Other current liabilities</td>
<td>(352.8)</td>
<td>(311.1)</td>
</tr>
<tr>
<td>Net debt</td>
<td>(1,373.1)</td>
<td>(1,485.4)</td>
</tr>
<tr>
<td>Other non-current liabilities</td>
<td>(346.0)</td>
<td>(434.7)</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>2,230.7</td>
<td>2,187.8</td>
</tr>
</tbody>
</table>
## TAX SUMMARY

<table>
<thead>
<tr>
<th>Description</th>
<th>2017 £m</th>
<th>Tax £m</th>
<th>ETR %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported Profit Before Tax</td>
<td>268.8</td>
<td>44.9</td>
<td>(16.7%)</td>
</tr>
<tr>
<td>Adjusted for:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intangible asset amortisation</td>
<td>157.8</td>
<td>(58.6)</td>
<td></td>
</tr>
<tr>
<td>Deferred tax (charge)/credit arising from revised treatment of certain non-UK intangible assets</td>
<td>-</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>Benefit of US goodwill amortisation for tax purposes only</td>
<td>-</td>
<td>12.7</td>
<td></td>
</tr>
<tr>
<td>Impairment</td>
<td>5.6</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Redundancy and reorganisation costs</td>
<td>12.9</td>
<td>(3.8)</td>
<td></td>
</tr>
<tr>
<td>Acquisition and integration costs</td>
<td>24.0</td>
<td>(9.3)</td>
<td></td>
</tr>
<tr>
<td>Subsequent re-measurement of contingent consideration</td>
<td>(0.1)</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Loss/(profit) on disposal of businesses</td>
<td>17.4</td>
<td>(6.3)</td>
<td></td>
</tr>
<tr>
<td>Deferred tax credit on intangible assets arising from UK corporation tax rate change</td>
<td>-</td>
<td>(0.4)</td>
<td></td>
</tr>
<tr>
<td><strong>Adjusted profit and tax on adjusting items</strong></td>
<td>486.4</td>
<td>(17.7)</td>
<td></td>
</tr>
<tr>
<td>Tax adjusting item for US federal tax reform</td>
<td>-</td>
<td>(85.4)</td>
<td></td>
</tr>
<tr>
<td><strong>Adjusted Profit before Tax</strong></td>
<td>486.4</td>
<td>(103.1)</td>
<td>21.2%</td>
</tr>
</tbody>
</table>
## OPERATING CASH FLOW SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>2017 £m</th>
<th>2016 £m</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adjusted operating profit</strong></td>
<td>545.5</td>
<td>415.6</td>
</tr>
<tr>
<td>Depreciation of property and equipment</td>
<td>9.2</td>
<td>6.5</td>
</tr>
<tr>
<td>Software and product development amortisation</td>
<td>24.8</td>
<td>14.2</td>
</tr>
<tr>
<td>Share-based payments</td>
<td>5.4</td>
<td>3.9</td>
</tr>
<tr>
<td>Adjusted share of joint venture and associate results</td>
<td>-</td>
<td>(0.8)</td>
</tr>
<tr>
<td>Loss on disposal of other assets</td>
<td>-</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>584.9</td>
<td>439.5</td>
</tr>
<tr>
<td>Net capital expenditure</td>
<td>(79.0)</td>
<td>(52.0)</td>
</tr>
<tr>
<td>Working capital movement</td>
<td>(11.1)</td>
<td>6.3</td>
</tr>
<tr>
<td><strong>Operating cash flow</strong></td>
<td>494.8</td>
<td>393.8</td>
</tr>
<tr>
<td><strong>Adjusted cash conversion</strong></td>
<td>91%</td>
<td>95%</td>
</tr>
<tr>
<td>Restructuring and reorganisation</td>
<td>(8.6)</td>
<td>(9.8)</td>
</tr>
<tr>
<td>Net interest</td>
<td>(51.8)</td>
<td>(35.0)</td>
</tr>
<tr>
<td>Taxation</td>
<td>(33.5)</td>
<td>(43.3)</td>
</tr>
<tr>
<td><strong>Free cash flow</strong></td>
<td>400.9</td>
<td>305.7</td>
</tr>
</tbody>
</table>
## OTHER ADJUSTING ITEMS

<table>
<thead>
<tr>
<th>Item</th>
<th>2017 £m</th>
<th>2016 £m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intangible asset amortisation</td>
<td>157.8</td>
<td>116.4</td>
</tr>
<tr>
<td>Impairment</td>
<td>5.6</td>
<td>67.7</td>
</tr>
<tr>
<td>Restructuring and reorganisation</td>
<td>12.9</td>
<td>7.2</td>
</tr>
<tr>
<td>Acquisition and integration</td>
<td>24.0</td>
<td>33.1</td>
</tr>
<tr>
<td>Subsequent re-measurement of contingent consideration</td>
<td>(0.1)</td>
<td>(7.4)</td>
</tr>
<tr>
<td><strong>Adjusting items in operating profit</strong></td>
<td>200.2</td>
<td>217.0</td>
</tr>
<tr>
<td>Loss on disposal</td>
<td>(17.4)</td>
<td>(39.8)</td>
</tr>
<tr>
<td>Investment income</td>
<td></td>
<td>58.9</td>
</tr>
<tr>
<td><strong>Adjusting items in profit before tax</strong></td>
<td>217.6</td>
<td>197.9</td>
</tr>
</tbody>
</table>
## CURRENCY SENSITIVITY

<table>
<thead>
<tr>
<th>Major Currencies</th>
<th>Average Rates</th>
<th></th>
<th>Closing Rates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>USD</td>
<td>1.29</td>
<td>1.36</td>
<td>1.35</td>
<td>1.23</td>
</tr>
</tbody>
</table>

**Impact of a 1 cent movement in 2017:**

<table>
<thead>
<tr>
<th></th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>£8.5m</td>
</tr>
<tr>
<td>Adjusted Operating Profit</td>
<td>£3.5m</td>
</tr>
<tr>
<td>Adjusted Diluted Earnings Per Share</td>
<td>0.30p</td>
</tr>
</tbody>
</table>
# SPONSORED ADR PROGRAMME

**Informa ADRs trade on the US over-the-counter (OTC) market**

<table>
<thead>
<tr>
<th>Symbol</th>
<th>IFJPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISIN</td>
<td>US45672B305</td>
</tr>
<tr>
<td>Ratio</td>
<td>1 ADR : 2 ORD</td>
</tr>
<tr>
<td>Effective date</td>
<td>1st July 2013</td>
</tr>
<tr>
<td>Underlying ISIN</td>
<td>JE00B3WJKH45</td>
</tr>
<tr>
<td>Depositary Bank</td>
<td>BNY Mellon</td>
</tr>
</tbody>
</table>

For any questions relating to Informa ADRs, please contact BNY Mellon

Damon Rowan  
Tel: +44 20 7163 7511  
E-mail: damon.rowan@bnymellon.com