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.

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The Knowledge & Information Economy

294bn tweets sent every day, rising to 306bn by 2020 and 320bn by 2021... with 3.9bn people using emails
Source: Twitter

500m photos and videos are shared daily on Instagram
Source: Instagram Business

4PB data created by Facebook, inc. 350m photos and 100m hours of video
Source: Facebook Research

95m photos and videos are shared daily on Instagram
Source: Instagram Business

294bn emails sent daily, rising to 306bn by 2020 and 320bn by 2021...
with 3.9bn people using emails
Source: Radicati Group

4PB data created by Facebook, inc. 350m photos and 100m hours of video
Source: Facebook Research

5bn searches made per day, with 3.5bn from Google
Source: Smart Insights

463EB data created every day by 2025

5bn searches made per day, with 3.5bn from Google
Source: Smart Insights

4TB data produced by a connected car
Source: Smart Insights

28PB generated from wearable devices by 2020
Source: Statista

95m photos and videos are shared daily on Instagram
Source: Instagram Business

4.4ZB Accumulated digital universe of data in 2019, rising to 44ZB by 2020
Source: PWC
Specialist.

1. A person who concentrates primarily on a particular subject or activity; a person highly skilled in a specific and restricted field *(noun)*

2. Possessing or involving detailed knowledge or study of a restricted topic *(adjective)*
Depth & Specialisation

Increasing depth & specialisation

Range of B2B Brands & Services

Events
- ESCA BONA
- Vitafoods Europe
- Natural Products EXPO WEST

Data & insight
- Food ingredients South America
- Food ingredients Global
- Food ingredients Asia
- Food ingredients India
- Food ingredients Europe

Media
- NFM
- New Hope Network
- NEXT
- MarkitMakr
- ingredients network.com

Informa 2019 AGM
Informa’s Journey to Depth & Specialisation

- Distributed portfolio
- UK, Europe, MEA
- Short-term targets
- Product orientated
- Multiple platforms & systems
- Margins before growth

2013
- 2014 ULG 0.7%

2014
- Addition of Hanley Wood Exhibitions

2016
- Addition of Penton Information Services
- 2016 ULG 1.6%

2017
- Addition of YPI Inc

2018
- Addition of UBM plc
- 2018 ULG 3.4%

- Portfolio Agreement with IHS Markit

- Consistent 3%+ growth
- Enlarged Informa Group

2019
- Addition of Virgo Publishing

2020
- Industry specialisation
- International reach
- Investment for growth
- Customer orientated
- Operational fitness
Informa’s Journey: 2013-2018

Underlying revenue growth (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>+300bps</th>
<th>+22% CAGR</th>
<th>732.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>0.7</td>
<td>334.0</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>1.0</td>
<td>365.6</td>
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<tr>
<td>2016</td>
<td>1.6</td>
<td>415.6</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>3.4</td>
<td>545.5</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>3.7</td>
<td></td>
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</table>

Adjusted Operating Profit (£m)

<table>
<thead>
<tr>
<th>Year</th>
<th>+21% CAGR</th>
<th>+5% CAGR</th>
<th>21.9</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>17.8</td>
<td>18.5</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>18.5</td>
<td>19.3</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>20.5</td>
<td>21.9</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>21.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>21.9</td>
<td></td>
<td></td>
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</table>

Adjusted earnings per share (p)

<table>
<thead>
<tr>
<th>Year</th>
<th>+7% CAGR</th>
<th>49.2</th>
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<tbody>
<tr>
<td>2014</td>
<td>37.8</td>
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<tr>
<td>2015</td>
<td>39.5</td>
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<tr>
<td>2016</td>
<td>42.1</td>
<td></td>
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<tr>
<td>2017</td>
<td>46.0</td>
<td></td>
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<tr>
<td>2018</td>
<td>49.2</td>
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</table>

Free cash flow (£m)

<table>
<thead>
<tr>
<th>Year</th>
<th>+21% CAGR</th>
<th>503</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>237</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>303</td>
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<td>2016</td>
<td>306</td>
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<td>2017</td>
<td>401</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>503</td>
<td></td>
</tr>
</tbody>
</table>

Dividends per share (p)

<table>
<thead>
<tr>
<th>Year</th>
<th>+5% CAGR</th>
<th>20.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>16.0</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>17.0</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>18.0</td>
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<tr>
<td>2017</td>
<td>19.0</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>20.0</td>
<td></td>
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</table>

Share Price (p)

<table>
<thead>
<tr>
<th>Year</th>
<th>+47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
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<tr>
<td>2015</td>
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<td>2016</td>
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<td>2017</td>
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<tr>
<td>2018</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
</tr>
</tbody>
</table>

2013-2018: FIVE CONSECUTIVE YEARS OF GROWTH IN REVENUE, EARNINGS, CASHFLOW & DIVIDENDS
# The Focus for Informa in 2019

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Focus Description</th>
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</thead>
<tbody>
<tr>
<td>Combination</td>
<td>Focus on completing the Combination, including operating and systems improvement</td>
</tr>
<tr>
<td>Culture &amp; Identity</td>
<td>Focus on embedding a shared purpose and set of values across the enlarged Group</td>
</tr>
<tr>
<td>Deleverage</td>
<td>Focus on returning to our target leverage range of 2.0-2.5x Net Debt / EBITDA</td>
</tr>
<tr>
<td>Delivery</td>
<td>Focus on delivering financial and operational targets, including on synergies</td>
</tr>
</tbody>
</table>
Combination: The Accelerated Integration Plan

Accelerated Integration Plan (AIP)

AIP Operating Model & Verticals
- Events-led and Information/content-led B2B divisions
- Reinforcement of verticals within divisions
- Changes to structure, alignment and incentives

AIP Leadership & Talent
- Best of both
- Refresh Group leadership team
- Appointment of COO
- Alignment to new operating model

AIP Progressive Portfolio Management
- Accelerate shift to verticals in content-led businesses
- Greater emphasis on markets with growth and returns
- Sale of Life Sciences Media Brands Portfolio
- Further £120m revenue potentially in scope

AIP Cost & Revenue Synergies
- Cost synergies
- Revenue opportunities
- Managing cost to achieve synergies

AIP Fashion GAP
- 3-year plan to return to growth
- £10m+ investment into brands
- Support/refresh talent
- Target new growth segments
- Sales & Marketing excellence

AIP Brand Value
- Brand strategy
- Product & vertical brands
- Informa corporate brand
- Retire UBM brand by end of AIP
- Effective transition programme
Combination: The Accelerated Integration Plan

**Phase 1**
Discovery & Validation
- June – August 2018
  - Learn more about each other’s businesses and teams
  - Continued collaboration between senior management teams
  - Regular updates for all Colleagues
  - Validating approach to combination
  - Providing clarity on obvious areas of overlap between businesses

**Phase 2**
Combination
- August – November 2018
  - Finalise new operating structures and models, and start to combine businesses
  - Confirm leadership and reporting lines in line with these structures
  - Start formulating plans for 2019 and preparing budgets as a combined business
  - Initial linking and combination of some tools and technology platforms

**Phase 3**
Completion
- Nov 2018 – March 2019
  - Start to operate as a single, combined business
  - Set objectives for 2019 based on the new Group's business plans
  - Engaging with customers about opportunities across brands and businesses
  - Additional systems and platforms integration
  - Start shift to new brand architecture

**Phase 4**
Ambition & Creation
- April – July 2019
  - Introduction of the New Group’s Purpose & Promise, internally and externally
  - Complete systems integration
  - Reap the full benefits of Combination and Creation
  - Long-term opportunities and ambition for new Informa Group
Guiding Principles
1. Think big. Act small
2. Trust must be earned
3. Success is a partnership
4. More freedom. Fewer barriers

Purpose
Informa's purpose is to champion the specialist, connecting people with knowledge to help them learn more, know more and do more
Culture & Identity: Bringing the Brand to life

ONLINE

PHYSICAL

SOCIAL

Informa PLC
Organization
Delivering events, intelligence and research to specialists worldwide, helping expert communities connect and take better informed decisions.

Followed by amandacozer

Informa.com/
Culture & Identity: The New Informa Group

Championing the Specialist

Global Support (Group Operations, Group Functions)
Culture & Identity: Community, Colleagues and Environment
6,000+ Colleagues

Santa Monica

Bangalore

Kuala Lumpur

Atlanta
Informa has performed well through the first four months of the year, with steady trading across our enlarged portfolio of specialist international brands. This leaves us well placed to meet our targets for 2019 and deliver a further year of growth in revenue, adjusted profit, earnings, cashflow and dividends.
Delivery & Deleverage: Capital Allocation Framework

- **Adj. Operating Profit**
  - £900m+
  - (OP cash conversion of 90%+)

- **Free Cash Flow**
  - £600m+

- **Organic Growth**
  - Consistent reinvestment for growth
  - Capex at 3-4% of revenue (c.£80-110m)

- **Shareholder Returns**
  - Progressive dividends, growing broadly in line with earnings (c.£300m)

- **Capital Structure**
  - Target leverage of 2x to 2.5x net debt / EBITDA (2.9x at 31 Dec 2018)

- **Inorganic Growth**
  - Continuous pipeline of opportunities
The Informa Group...Championing the Specialist

Specialist Markets
Consistent Revenue Growth

Depth of Talent
Resilient Operating Margins

Specialist Brands
Strong Cash Conversion

Predictable performance and improving returns
Thank You