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

- **500m tweets sent every day**
  - Source: Twitter

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

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

- **294bn emails** sent daily, rising to 306bn by 2020 and 320bn by 2021...
  - Source: Radicati Group

- **5bn searches** made per day, with 3.5bn from Google
  - Source: Smart insights

- **463EB data** created every day by 2025
  - Source: IDC

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

- **28PB generated from wearable devices** by 2020
  - Source: Statista

- **4TB data** produced by a connected car
  - Source: Smart insights

- **95m photos and videos** shared daily on Instagram
  - Source: Instagram Business
The Informa Group Today

Revenue by Division

- Informa Markets
- Taylor & Francis
- Informa Tech
- Informa Intelligence
- Informa Connect

2018PF

Revenue by Type

- Exhibitor
- Subscription
- Unit Sales
- Attendee
- Marketing & Advertising
- Sponsorship

2018PF

Revenue by Geography

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

Visit to CPhI Worldwide: Nov 2019
Specialist Markets: Pharma

6 November 2019
Specialist Markets: Pharma

Aging population driving demand for innovative medicines and pharmaceuticals

$181bn R&D spend by Pharma companies by 2022

Cost of bringing a drug to market doubled to $2.2bn between 2010 and 2018

Production/development growing faster in China and India than US, Europe, & Japan

Consolidation of Big Pharma and repositioning to highlight positive contributions

An attractive, international market with high levels of innovation and growth

Visit to CPhI Worldwide: Nov 2019
Depth & Specialisation in Pharma

Global Pharma Market

$1.1tr
2017

$1.3tr
2022

+5.2%
CAGR*

Events: Face to Face, sales, community & networking
Data & Intelligence: Data, opinion, analytics, forecasting
Media & Insight: News, brands, content/custom marketing

Increasing levels of cross-divisional collaboration

Visit to CPhI Worldwide: Nov 2019
Depth & Specialisation in Pharma

Range of B2B Brands & Services

Events

Data & Insight

Media

Visit to CPhI Worldwide: Nov 2019
CPhI Worldwide: the largest international pharma event

30 years of networking and partnerships in the Pharma Industry

- Covers full Pharma value chain, from chemicals to end products
- Content rich - 9 theatres running seminars and panels
- Growing digital component
- Must attend exhibition for major Pharma companies
- Consistent double-digit growth over last 5 years

- 45,000 Attendees
- 2,500 Exhibitors
- 100% Renewable Energy
- 100k+ SQM

Visit to CPhI Worldwide: Nov 2019

Revenue & Attendee Growth

Visit to CPhI Worldwide: Nov 2019
International expansion through CPhI

Visit to CPhI Worldwide: Nov 2019

Information Classification: General
Growth & Opportunities at CPhI

Collaboration
- EBD co-location at CPhI with Bio-Production
- Pharma Intelligence Awards
- Packaging cross-selling initiative

Internationalisation
- Geo-adaptation opportunities:
  - Saudi Arabia 2021
  - North Africa 2021
  - Latin America 2021

Sustainable Growth
- Worldwide venue plan through 2030
- Diversify revenue through digital, sponsorship
- Consultative selling

Digitisation
- CPhI Online onto MarkitMakr platform
- Expanded Digital Content Team
- Vertical newsletter launch

Market Focused
- Content strategy to compliment new content platform
- Shared purpose organisations as partners.

Customer Value Initiatives
- Investment in customer services
- Secret Shopper at CPhI Worldwide
- Matchmaking services at all CPhI events

Visit to CPhI Worldwide: Nov 2019
Performance & Progress

11 November 2019
2019 Growth Guidance

2019 Performance & Growth

2019 Informa Group underlying revenue growth 3.5%+

Visit to CPhI Worldwide: Nov 2019
2019 Half-Year Results: Divisional Recap

**Growth (4.4%)**
- Specialist B2B Brands
- International Reach
- Portfolio Balance & Breadth
- Digital & Data opportunity

**Improving Growth (2.1%)**
- Specialist B2B Brands
- Content curation
- Increased focus
- Community strength

**Building Growth (1.1%)**
- Specialist B2B Brands
- Audience reach
- Breadth & Depth
- Specialist content

**Predictable Growth (3.2%)**
- Specialist B2B Brands
- Subscription renewals
- Specialist content/data
- Incremental opportunities

**Resilient Growth (1.8%)**
- Specialist Publishing Brands
- Subscription renewals
- Specialist content
- Production & Distribution efficiency

**Strengths**
- **Fashion GAP**
- **Middle East activity levels**
- **World Expo 2020**
- **Business process improvement**

**Focus**
- **H2 seasonality**
- **Customer retention**
- **Marketing Services**
- **Digital, Media & Training solutions**

**Revenue**
- **£753m**
- **£112m**
- **£108m**
- **£183m**
- **£252m**

Visit to CPhI Worldwide: Nov 2019

Information Classification: General
Enjoy the tour!