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Agenda

Depth & Specialisation
- Stephen A Carter

Strength & Growth from Specialisation
- Charlie McCurdy

Specialist Markets: Pharma Focus
- Adam Andersen

Specialist Markets: Fashion Focus
- Mark Temple-Smith & Colette Tebbutt

Specialist Markets: China Focus
- Margaret Ma Connolly

Scale & Simplification
- Patrick Martell & Ian Branch

The Power of Specialist Data & Information
- Patrick Martell

Specialist Markets: Pharma Focus
- Linda Blackerby & Ramsey Hashem

Culture Question Time
- Eleanor Souster & Panel

Resilience & Strength through Specialist Knowledge
- Annie Callanan & Team

Reformatting the Programme around Specialist Markets
- Gary Nugent, Marco Pardi & Carolyn Dawson

Wrap-Up
- Stephen A Carter
Re-formatting the Programme Around Specialist Markets

Gary Nugent
CEO, Informa Tech

10 May 2019
Informa Tech
Speakers

Gary Nugent
CEO Informa Tech

Carolyn Dawson
Managing Director Informa Tech

Marco Pardi
Managing Director Informa Tech
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 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

463EB data created every day by 2025
Source: IDC

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

28PB generated from wearable devices by 2020
Source: Statista

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

5bn searches made per day, with 3.5bn from Google
Source: Facebook Research

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

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

28PB generated from wearable devices by 2020
Source: Statista

4.4ZB Accumulated digital universe of data in 2019, rising to 44ZB by 2020
Source: PwC
Specialist Markets: Technology

- Growth market with high levels of innovation and change
- Global Technology market spending c.$3.5tr
- Over 25% of $30tr US stock market is in Technology
- Cloud, 5G, Big Data, AI, Cyber Security, Blockchain, IoT
- Public confidence - data, governance, security and privacy

Large, growing and international market with high levels of innovation and change
Informa Tech Today

Informa Tech informs, educates and connects specialist Technology communities around the world. Through more than 100 B2B brands, we provide specialist intelligence and knowledge, and build platforms for customers to engage, learn and be inspired to create a better digital world.

- Revenue: £220m+
- Adj. Op Profit: c.£60m
- Underlying Growth: c.2%
- Group Revenue: c.£60m
- B2B Brands: 100+
- Monthly Readers: 3.8m
- Colleagues: c.600
- Subject Experts: 360+

Revenue by type:
- Sponsorship & Exhibitor (38%)
- Attendee (22%)
- Media (13%)
- Subscription (9%)
- Training (8%)
- Other (10%)

Revenue by tech sub-vertical:
- Enterprise IT (25%)
- Security (25%)
- Service Providers (16%)
- Gaming, Media & Entertainment (16%)
- Emerging Technologies (11%)
- Critical Communications (3%)
- Other (4%)

Revenue by region:
- North America (75%)
- UK & Europe (16%)
- Asia (5%)
- Middle East (0.5%)
- Rest of World (3.5%)
Purpose, Ambition, and Target

**Purpose**
We help drive the future by inspiring the Technology community to design, build and run a better digital world.

**Ambition**
To become the market-leading provider of information, education and connection to the Technology community

**Target**
Double organic growth:
- >4%

Build & Buy revenue to
- £300m+

by the end of 2022

**Audiences**
- Which Technologies to invest in or buy? How to deploy and derive value?

**Clients**
- Which markets? What products & services? How to market & sell?

**Informa 2019 Investor Day 161**

<table>
<thead>
<tr>
<th>225k+</th>
<th>3.8m+</th>
<th>7.4k+</th>
<th>18k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Event Delegates</td>
<td>Monthly Media Readers</td>
<td>Research Subscribers</td>
<td>Training Students</td>
</tr>
</tbody>
</table>

Informa 2019 Investor Day
Strategy for Growth & Expansion

- Market & Customer led
- Align & Integrate: Common Audiences and Common subject matter
- Content: Write once, run everywhere
- Leverage our Brands
- Cross-pollinate our Audiences
- Sell integrated solutions to our Clients
A Virtuous Circle of Connected, Educated & Informed Customers

Add new & existing 3rd Party

Audience

- CIO
- CTO
- CDO
- CNO
- PM
- Mktng
- Sales
- BizDev
- Arch
- Eng
- Dev
- Ops

Add:
- Readers
- Subscribers
- Delegates
- Students

Enrich:

Media
Research
Events
Training

$ $ $ $
## Depth & Specialisation across the Technology market

<table>
<thead>
<tr>
<th>Critical Communications</th>
<th>Emerging Technologies</th>
<th>Enterprise IT</th>
<th>Marketing Technologies</th>
<th>Media &amp; Entertainment</th>
<th>Security</th>
<th>Service Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Media</strong></td>
<td><strong>IoT World Today</strong></td>
<td><strong>InformationWeek</strong></td>
<td><strong>Content Marketing Institute</strong></td>
<td><strong>DIGITAL TV.com</strong></td>
<td><strong>5G Series</strong></td>
<td><strong>Light Reading</strong></td>
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<tr>
<td><strong>Events</strong></td>
<td><strong>AI Business</strong></td>
<td><strong>ENTERPRISE CLOUD</strong></td>
<td><strong>TBI Vision</strong></td>
<td><strong>OTTs World Summit</strong></td>
<td><strong>Africa Com</strong></td>
<td><strong>Broadband World Forum</strong></td>
</tr>
<tr>
<td><strong>Training</strong></td>
<td><strong>WARDS AUTO</strong></td>
<td><strong>ITPro Today</strong></td>
<td><strong>GAMASUTRA</strong></td>
<td><strong>VRDC</strong></td>
<td><strong>5G Series</strong></td>
<td><strong>ConnectTech Asia</strong></td>
</tr>
<tr>
<td><strong>Research</strong></td>
<td><strong>IoT LIVING</strong></td>
<td><strong>Channel Futures</strong></td>
<td><strong>CGI</strong></td>
<td><strong>GDC</strong></td>
<td><strong>MVNOs Series</strong></td>
<td><strong>Telecoms &amp; Tech Academy</strong></td>
</tr>
</tbody>
</table>

Informa 2019 Investor Day
Specialist Markets: 5G

5G Series is the only global series of events to bring together the entire connectivity ecosystem enabling the connected society. Innovative operators, leading solution providers, disruptive new players and many more provide all the inspiration and innovation you need to successfully roll out 5G networks of the future, and monetise new use cases.

- **20k+** attendees
- **160+** countries represented
- **500+** visionary speakers
- **5,000+** meetings arranged
- **600+** exhibitors

**Key Figures:**
- **20k+** Annual Event Delegates
- **165k+** Monthly Media Readers
- **4k+** Research Subscribers
- **18k+** Training Students
Specialist Markets: Artificial Intelligence

Carolyn Dawson
MD, Informa Tech

10 May 2019
Exponential Growth in the Artificial Intelligence Market

The pace of growth for AI continues unabated as use cases start to solidify and companies move from talking about AI to deploying and building solutions.

Tractica Analyst

Global Artificial Intelligence Market

- AI software, hardware and services market projected to grow from c$60bn in 2018 to more than $800bn in 2025

Broad industry relevance

- Agriculture, Automotive, Finance, Healthcare, Human Resources, Law, Manufacturing, Marketing, Retail, Security

Ethics debate

- Machine vs Human

Artificial Intelligence Market ($bn)

- 61.4

- 809.8

- 2018

- 2025E

Artificial Intelligence Software Market by Region (%)

- North America (44%)
- Asia Pacific (26%)
- Europe (23%)
- Latin America (4%)
- Middle East & Africa (2%)

Source: Tractica
AI from Informa Tech

IN-PERSON EVENTS
- 28,000+ attendees
- 8 events
- In 6 countries

DIGITAL REACH
- Database of 2.2M+
- 12,000 subscribers

Events Revenue by region
- USA (63%)
- Europe (29%)
- Asia (8%)

Digital Revenue by region
- USA (58%)
- Europe (33%)
- Asia (8%)

Revenue 2016-2019
- £1-12m

International Colleagues
- 35
Specialist Markets: Cyber Security

Marco Pardi
MD, Informa Tech

10 May 2019
Exponential Growth in the Cyber Security Market

Cybersecurity is in the midst of a perfect storm of demand. Attackers only need to find one chink in an enterprise’s armour. 

Ovum Analyst

Global Information Security Spending
- Projected to exceed $124 Billion in 2019 – increase of 8.7 percent from 2018

Cost of Data Breaches
- Cybercrime projected to cost businesses over $2 Trillion total in 2019
- Average of $3.86 Million per breach; with large-scale breaches costing $350 Million

Demand for Cybersecurity Skills
- 2.93 Million security jobs open and unfilled globally
High Growth Market Opportunities: Black Hat + Dark Reading

**Top Priorities**
- Protection
- Detection
- Response

**Roadmap**
Delivering value for attendees and clients while expanding our cybersecurity position

**Events**
- 2005: UBM Tech acquires Black Hat for $10M
- Flagship event is BH USA; held in Las Vegas for past 21 years
- Expansions:
  - 2000: BH Asia
  - 2000: BH Europe

**Training**
- Critical component of Black Hat content program
- Expansions:
  - Washington DC (2017)
  - Chicago (2018)
  - Launching in Japan 2019/2020

**Media**
- 2006: Dark Reading launches as online publication dedicated solely to covering enterprise security, complementing Black Hat event series
- Expansions: webinars, virtual events, newsletters, podcasts

+ New: Informa Tech’s Security Now

**Research**
- 2008: Dark Reading launches research reports
- Annual reports include Salary Survey and Strategic Security study

+ New: Informa Tech’s OVUM
The Collective Power of Black Hat + Dark Reading

Black Hat USA + Dark Reading
2018 Collaboration Example

Research
• Attendee survey garnered global media coverage

Content
• Dark Reading News Desk streamed live on website
• Dark Reading workshop sessions attended by 175+ delegates
• Dark Reading's Show Daily sent to 60,000+ security pros
• 41 related articles on Dark Reading
• 500+ scans of delegates interested in Dark Reading e-newsletters
• Dark Reading presentation at CISO Summit

Overall results

- c.$70m
  2018 Combined Revenue
- 102%
  Combined growth over 5 years
- 270,000
  Audience Community
- 900+
  Customer Community