2022 Annual General Meeting

Robust Trading, Increased Portfolio Focus & Accelerating Shareholder Returns

16 June 2022

www.informa.com
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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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GAP II programme delivering growth, portfolio focus and shareholder returns

**ROBUST TRADING**
Group underlying revenue growth of 40%+, with Academic Markets +3.5%, Live & On-Demand Events +100% and B2B Digital Services +10%. On track for upper end of 2022 guidance

**INCREASED PORTFOLIO FOCUS**
Completion of £1.9bn Pharma Intelligence divestment, including 15% equity interest in ongoing business. Financial Intelligence portfolio review progressing well

**STRONG CASH**
Shift to enhanced cash management processes and challenging cash metrics continuing to deliver strong cash conversion and free cash flow generation

**STRENGTHENED BALANCE SHEET**
Strong free cash flow and Pharma Intelligence divestment effectively reduces net debt to zero, strengthening the balance sheet and providing funds for reinvestment. Outlook upgraded to Stable by major ratings agencies

**ACCELERATING RETURNS**
Share buyback programme further extended from £300m to £725m, representing c.50% of post-tax cash proceeds received to date from the delivery of GAP II Portfolio Focus

**VALUE IN VERTICALISATION**
Strategy of Market Specialisation accelerating through continued expansion in On-Demand and B2B Digital Services. Led by Informa Tech following addition of content syndication and platform capabilities through NetLine acquisition
## Live & On-Demand Events: Selection of Major Brands in first half

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>CATEGORY</th>
<th>BRAND</th>
<th>REVENUE</th>
<th>EXHIBITORS</th>
<th>ATTENDEES</th>
<th>DOMESTIC</th>
<th>NET SQ. FT</th>
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</thead>
<tbody>
<tr>
<td>Middle East</td>
<td>Healthcare</td>
<td>Arab Health</td>
<td>£20m+</td>
<td>2,300+</td>
<td>44,000+</td>
<td>5-10%</td>
<td>425,000+</td>
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<tr>
<td>North America</td>
<td>Real Estate &amp; Construction</td>
<td>World of Concrete</td>
<td>£20m+</td>
<td>1,000+</td>
<td>18,000+</td>
<td>85%+</td>
<td>640,000+</td>
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<tr>
<td>Middle East</td>
<td>Healthcare</td>
<td>Medlab Middle East</td>
<td>£5-£10m</td>
<td>300+</td>
<td>11,000+</td>
<td>15%±</td>
<td>100,000+</td>
</tr>
<tr>
<td>North America</td>
<td>Luxury &amp; Lifestyle</td>
<td>Miami Boat Show</td>
<td>£20m+</td>
<td>650+</td>
<td>100,000+</td>
<td>90%+</td>
<td>1,800,000+</td>
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<tr>
<td>North America</td>
<td>Fashion</td>
<td>Magic</td>
<td>£10-£20m</td>
<td>1,200+</td>
<td>28,000+</td>
<td>80%+</td>
<td>400,000+</td>
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<tr>
<td>Middle East</td>
<td>Technology</td>
<td>LEAP</td>
<td>£10-£20m</td>
<td>700+</td>
<td>100,000+</td>
<td>60±%</td>
<td>530,000+</td>
</tr>
<tr>
<td>North America</td>
<td>Real Estate &amp; Construction</td>
<td>TISE</td>
<td>£5-£10m</td>
<td>400+</td>
<td>10,000+</td>
<td>90±%</td>
<td>310,000+</td>
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<tr>
<td>North America</td>
<td>Real Estate &amp; Construction</td>
<td>ROOF</td>
<td>£5-£10m</td>
<td>400+</td>
<td>5,000+</td>
<td>90±%</td>
<td>150,000+</td>
</tr>
<tr>
<td>North America</td>
<td>Real Estate &amp; Construction</td>
<td>WWETT</td>
<td>&lt;£5m</td>
<td>450+</td>
<td>6,000+</td>
<td>90±%</td>
<td>255,000+</td>
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<tr>
<td>North America</td>
<td>Health &amp; Nutrition</td>
<td>Natural Products Expo West</td>
<td>£20m+</td>
<td>2,700+</td>
<td>55,000+</td>
<td>90±%</td>
<td>440,000+</td>
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<tr>
<td>North America</td>
<td>Engineering &amp; Manufacturing</td>
<td>Anaheim MD&amp;M West</td>
<td>£10-£20m</td>
<td>1,400+</td>
<td>10,000+</td>
<td>90±%</td>
<td>280,000+</td>
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<td>North America</td>
<td>Technology</td>
<td>Game Developer Conference</td>
<td>£10-£20m</td>
<td>200+</td>
<td>15,000+</td>
<td>60±%</td>
<td>105,000+</td>
</tr>
<tr>
<td>Europe</td>
<td>Health &amp; Nutrition</td>
<td>Vitafoods Europe</td>
<td>£10-£20m</td>
<td>650+</td>
<td>15,000+</td>
<td>15±%</td>
<td>180,000+</td>
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<tr>
<td>North America</td>
<td>Technology</td>
<td>Enterprise Connect</td>
<td>£5-£10m</td>
<td>150+</td>
<td>6,000+</td>
<td>90±%</td>
<td>55,000+</td>
</tr>
<tr>
<td>Europe</td>
<td>Beauty &amp; Aesthetics</td>
<td>Anti-Aging World Congress</td>
<td>£5-£10m</td>
<td>250+</td>
<td>8,000+</td>
<td>15±%</td>
<td>50,000+</td>
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<tr>
<td>North America</td>
<td>Real Estate &amp; Construction</td>
<td>Waste Expo</td>
<td>£5-£10m</td>
<td>480+</td>
<td>12,000+</td>
<td>94%</td>
<td>200,000+</td>
</tr>
<tr>
<td>North America</td>
<td>Luxury &amp; Lifestyle</td>
<td>Palm Beach Boat Show</td>
<td>£5-£10m</td>
<td>470+</td>
<td>40,000+</td>
<td>93%</td>
<td>180,000+</td>
</tr>
<tr>
<td>North America</td>
<td>Aviation &amp; Aerospace</td>
<td>MRO Americas</td>
<td>£5-£10m</td>
<td>800+</td>
<td>12,000+</td>
<td>87%</td>
<td>160,000+</td>
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<tr>
<td>North America</td>
<td>Fashion &amp; Apparel</td>
<td>Coterie</td>
<td>£5-£10m</td>
<td>480+</td>
<td>5,000+</td>
<td>53%</td>
<td>160,000+</td>
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<tr>
<td>North America</td>
<td>Entertainment</td>
<td>Megacon Orlando</td>
<td>£5-£10m</td>
<td>800+</td>
<td>95,000+</td>
<td>99%</td>
<td>150,000+</td>
</tr>
</tbody>
</table>

- **£250m+**: Revenue
- **c15k**: Participating Exhibitors
- **570k+**: Participating Attendees
- **4.5m+**: Net Square Feet
- **85%+**: Performance versus 2019

2022 Annual General Meeting
The COVID-19 Pandemic

The COVID-19 Pandemic: 2020/2021

- **Stability & Security**: Widespread lockdowns and COVID restrictions - focus on preserving the long-term value of our Brands and Businesses
- **Colleague Support**: Colleague Support Fund, Balanced Working, Unlimited Volunteering, Colleague Assistance Programme; No access to furlough or government support
- **Business Flexibility**: Customer Support Fund, Events Postponement Programme, AllSecure Safety Standard, Virtual Events programme
- **Cash Management**: £600m+ Cost Management Programme, Cash Retention Programme
- **Robust Financing**: Debt rescheduling and refinancing, £800m bond issue, £750m short-term credit, £1bn oversubscribed equity addition, removal of all Group financial covenants

The COVID-19 Pandemic: 2022 into 2023

- **Stability & Security**: Most major in-country restrictions removed, with business normality returning at pace in North America, Middle East and Europe
- **Colleague Support**: Combination of vaccines, boosters and working practices supporting the move to work and live with the virus,
- **Business Flexibility**: Events Postponement Programme in Mainland China following targeted closed management measures in H1 2022; Progressive re-opening now underway.
- **Cash Management**: Deliberate shift to enhanced cash management processes continuing to deliver benefits
- **Robust Financing**: Net debt effectively zero following Pharma Intelligence divestment combined with continuing strong cash generation
Macro Environment

Macro Uncertainties & Pressures: 2022 into 2023

- Geo-political uncertainty
- Persistent high levels of inflation
- Rising energy, fuel and other input costs
- Prospects of higher interest rates
- Growing pressure on wage inflation
- Rising cost of living and impact on consumer confidence
- Fears of economic slowdown and recession

Informa Defence and Response: 2022 into 2023

- Geographic breadth
- Cost mitigation and pricing flexibility
- Low direct exposure to energy
- Minimal net debt with long-term funding
- Impact managed through high % of variable compensation
- Focus on B2B brands and markets
- Specialist markets and recurring revenues
£425bn
Market size of 2020 academic R&D grants
Source: Dimensions AI EY Pantheon

95%
Forecast size of exhibitions market in 2023 v 2019
Source: AMR

£425bn
Market size of 2020 academic R&D grants
Source: Dimensions AI EY Pantheon

Knowledge & Information Economy

65%+
Exhibitors agree exhibitions reduce their carbon footprint
Source: UFI

6x
Typical spend on Digital Services versus F2F Events
Source: Informa Markets Research
Depth in targeted Specialist B2B Markets

Lifesciences
- Pharma
- Healthcare

Tech
- Cybersecurity
- Service Provider
- Enterprise IT
- Entertainment
- AI & IOT
- Government & Manufacturing
- Automotive
- Festivals

Food & Hospitality
- Hospitality
- Natural Products
- Ingredients
- Nutrition
- Agriculture

Lifestyle
- Fashion
- Beauty
- Leisure & Travel

Luxury
- Jewellery
- Yachting
- Art, Design & Furniture

Construction & Manufacturing
- Engineering, Manufacturing & Equipment
- Construction
- Real Estate
- Infrastructure
- Safety, Security, Fire & F...
# Informa Tech...Deep Specialist Knowledge and Connections

<table>
<thead>
<tr>
<th>Tech</th>
<th>Service Provider</th>
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<tbody>
<tr>
<td>Cybersecurity</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Enterprise IT</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Components &amp; devices</td>
<td>Government &amp; Manufacturing</td>
</tr>
<tr>
<td>AI &amp; IOT</td>
<td>Festivals</td>
</tr>
<tr>
<td>AI &amp; IOT</td>
<td>Festivals</td>
</tr>
<tr>
<td>Government &amp; Manufacturing</td>
<td>Automotive</td>
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<tr>
<td>Automotive</td>
<td>Channel</td>
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</table>

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# Depth in targeted Specialist Academic Markets

<table>
<thead>
<tr>
<th>Science, Technology &amp; Medicine</th>
<th>Humanities &amp; Social Sciences</th>
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<tbody>
<tr>
<td><strong>2,837,426</strong></td>
<td><strong>1,892,986</strong></td>
</tr>
<tr>
<td>Physical Sciences &amp; Engineering</td>
<td>Social Sciences</td>
</tr>
<tr>
<td>1,043,043</td>
<td>1,023,433</td>
</tr>
<tr>
<td>Life, Earth &amp; Environmental Sciences</td>
<td>Medicine &amp; Health</td>
</tr>
<tr>
<td>726,759</td>
<td>740,129</td>
</tr>
<tr>
<td>Behavioural Sciences &amp; Social Care</td>
<td></td>
</tr>
<tr>
<td>327,495</td>
<td></td>
</tr>
</tbody>
</table>

Content Assets: 5m+ outputs
Physical Sciences & Engineering
1,043,043

Life, Earth & Environmental Sciences
726,759

Medicine & Health
740,129

Behavioral Sciences & Social Care
327,495

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Information Classification: General
2021-2024 Growth Acceleration Plan II

Market Specialisation
- Sale of Pharma Intelligence for £1.9bn
- Focus on Financial Intelligence next

Digital Acceleration
- Further expansion in Open Research
- Deployment of IIRIS data and analytics platform to 10+ verticals
- Addition of NetLine, operating alongside Informa Tech

Enhanced Talent
- Launch of digital talent development programmes in Informa Markets and Informa Tech
- Digital and data talent acquisition programme

Investment for Growth
- £150m of incremental investment in digital acceleration projects
- Initial focus on IIRIS, enhanced specialist B2B media platform and Open Research platforms

Improving Returns
- Share Buyback Programme launched in February
c.£290m completed with up to £725m committed
- Ordinary dividends to resume at H1 2022

Sustainable Practices
- Leader of peer group sector in 2021 Dow Jones Sustainability Index
- Continued expansion of sustainable practices in all businesses through FasterForward programme

GAP Portfolio Focus
GAP Digital & Data
GAP Leadership & Talent
GAP Investment
GAP Shareholder Returns
GAP Faster Forward

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Completed divestment of **Pharma Intelligence** for £1.9bn

£1.7bn pre-tax proceeds received, plus a 15% equity interest in forward business

Opportunity to benefit from future growth and value

Expected tax on divestment of c£200m, to be paid in second half of 2022

Share buyback programme expanded

Process for **Financial Intelligence** divestment underway
Accelerating Shareholder Returns

- Return **c50% of post tax proceeds from GAP II Portfolio Focus programme**
- Pharma Intelligence divestment completed for £1.9bn – post-tax proceeds of c.£1.5bn
- **Share Buyback Programme** launched on 14 February 2022

**Tranche 1 completed:**
- 17m shares repurchased and cancelled at **average price of 587p**
- £100m of total value returned to Shareholders by 14 March 2022

**Tranche 2 near completion:**
- Further £200m committed to buybacks for a total of £300m
- c.£290m of total value returned to Shareholders by 15 June 2022

**Tranche 3 to follow:**
- Further £425m committed to buybacks for a total of £725m
- Expected to be completed by year-end 2022

**Ordinary dividend to resume** from interim dividend 2022

**Commitment to Share Buybacks raised to £725m**

**Capital returned to date:**
- £725m
- 575.7p Average share price
- 50.3m Shares cancelled

**Total capital returns now committed:**
- c.£290m
GAP II: Academic Markets & Knowledge Services

1. Enduring importance of Read and Publish
   - Modern data and technology foundations
   - Preserving value with Library customers ($13bn market)
   - Curating a deep, highly diverse, specialist corpus of content assets 5m+ units

2. Rebalancing towards Pay to Publish
   - Serving a growing knowledge economy £501bn to £1.6tn since 2000
   - Expanding addressable market to include $425bn active research grants (inc c£60bn annual research funding) alongside $13bn library market

3. Expanding capabilities of Researcher Services
   - Responding to diversity of customer preferences
   - Mitigating risks to changes in funding models

Existing Market
Expanding Market
New Budgets

A leader in Academic Knowledge Services: accelerated 4%+ revenue growth
GAP II: B2B Markets & Digital Services

1. Enduring strength & power of B2B Events
   - Full return and strong growth in B2B Events
   - Consider continued sector consolidation (e.g., Premiere)
   - Lead the industry in driving sustainable solutions, including as a consolidator of carbon

2. Transition from B2B Events to Smart Events
   - Transition the full portfolio of B2B Events to be Smart Events
   - Expand the range of Smart services available to customers
   - Grow and improve the quality of our Known, Engaged, Marketable Audience (KEMA)

   - Operationalise the full power of IIRIS Customer Data Engine
   - Rapid growth off existing strengths in Audience Development
   - Build on NetLine capabilities to expand in Digital Demand Generation

Existing Market

New Market

New Budgets

A global leader in B2B Market Access
Collection, consent and continuous enrichment to deliver high quality audience profiles

First Party Data

Proprietary tracking of user activities on websites for in-depth audience behavioural data

Simplified registration, consent and behavioural tracking to increase known and marketable audience

Personalised recommendations of content, people, product and company to increase engaged audience

Behaviour based segmentation and targeting of audience data to increase campaign conversion

Improved scoring of qualified leads to increase Return on Investment for customers

Registration & CRM Systems

Smart Event & Media Platforms

Online Behaviour

Second Party Data

IIRIS: B2B Customer Data & Analytics Engine
Championing the Specialist

B2B Markets+
- Increased Focus & Balance
- Live & On-Demand
- Digital Modernisation & Automation
- Product Enhancement
- Financial Security & Flexibility
- Specialist Brands & Content
- Data Depth & Reach
- Value Creation

Academic Markets+

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Thank you