



2025 Investor Fieldtrip

SuperReturn International

The Capital of Private Capital

June 2025



2025 Investor Engagement

Investor Fieldtrip



SuperReturn

4 Jun 2025

Berlin, Germany

Investor Fieldtrip



Cannes Lions

17 Jun 2025

Cannes, France

Capital Markets Day



Dubai Air Show

17-18 Nov 2025

Dubai, UAE

Investor Fieldtrip



Food Ingredients

3 Dec 2025

Paris, France

Today's presenters



Gareth Wright

Group Finance Director
Informa PLC



Julian Kirby

President, Global Finance
Informa Connect



Dorothy Kelso

Managing Director, Private Finance
Informa Connect



Today's Agenda

12:45-13:45



Scene Set

Group Finance Director, Gareth Wright, provides an overview of Informa's Growth Platform and Julian Kirby, President Informa Connect, explains what makes SuperReturn special

14:00-14:45



Meet the Customers

Dorothy Kelso in conversation with LPs and GPs on why SuperReturn matters to them

15:00-15:45



Tour of the Event

Experience the event first-hand

16:00-16:25



Content sessions

Join SuperReturn delegates for Guest Speaker Serena Williams and Keynote Speaker David Rubinstein

18:25-19:30



Networking Drinks

Join SuperReturn delegates for networking drinks

The Informa Growth Platform

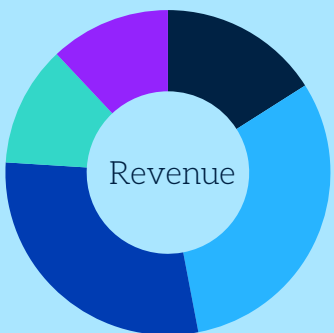
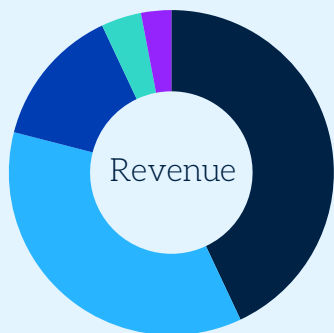


From Endings to Beginnings

10 Years building a leading B2B growth platform



10 Years building a leading B2B Growth Platform

	2014	2025 ¹
Group Underlying Growth	0.7%	5%+
Group Revenue	c.\$1.8bn	\$5.1bn+
B2B Revenue	c.\$730m	\$4.3bn+
B2B Marquee and Power Brands ²	6	65+
B2B Growth Geographies ¹	 <ul style="list-style-type: none"> North America IMEA & Asia Cont. Europe UK ROW 	 <ul style="list-style-type: none"> North America IMEA & Asia Cont. Europe UK ROW

The Informa Growth Platform in 2025

Delivering consistent strong growth

5%+
Group
ULRG

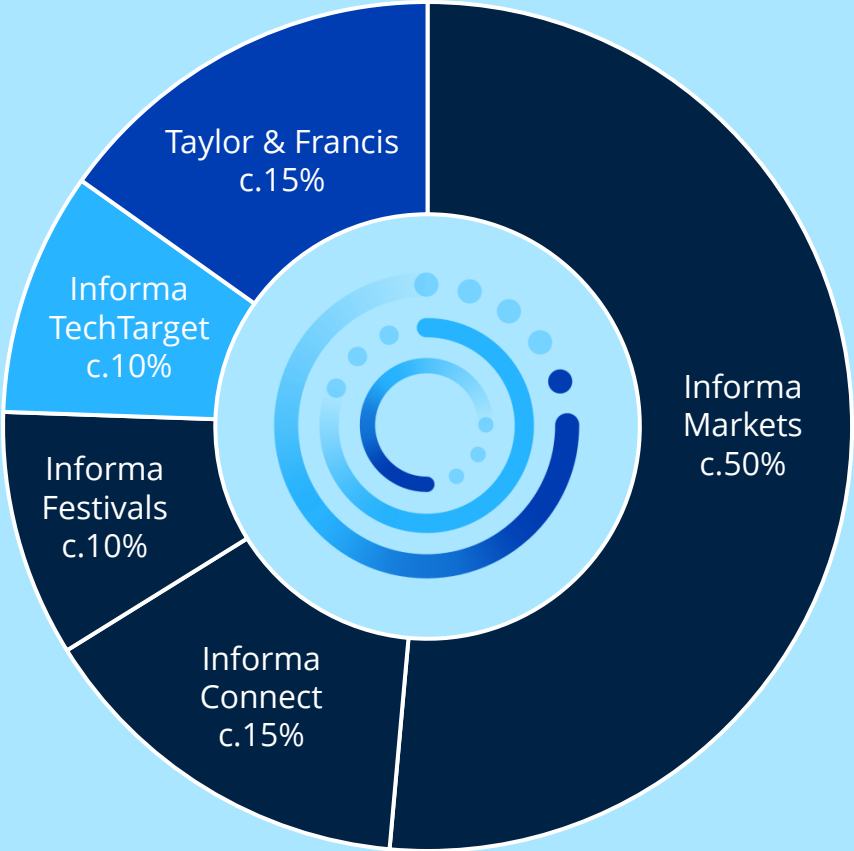
7%+
B2B Events
ULRG

Growth Markets

Growth Geographies

Market Leading Brands
(800+ Live Events, 7m+ Attendees, 65+ Marquee/Power Brands)

Structural Growth
(Face-to-Face, Specialist Knowledge)



14,000+ Colleagues in 30+ Countries



Market Leading B2B Brands...must attend industry events

800+

B2B Brands

30+

Industry Categories

40+

Locations

7m+

Attendees

\$35m+

Min Revenue in Top 20 Brands

Aviation



Dubai Air Show



MRO Americas

Healthcare



WHX (Arab Health)



Global Health Expo

Pharma



CPhI Worldwide



Bio-Europe

Tech



Black Hat USA



Africa Tech Festival



LEAP

Beauty



Cosmoprof Asia



China Beauty Expo

Health & Nutrition



Natural Products Expo



SupplySide West

Real Estate



Cityscape Worldwide



World of Concrete

Foodservices



Nat. Restaurant Show



FHA Food & Beverage

Luxury



Ft Lauderdale Boat Show



Monaco Boat Show

FinTech



Money20/20 – US



Money20/20 – Europe

Private Capital



SuperReturn



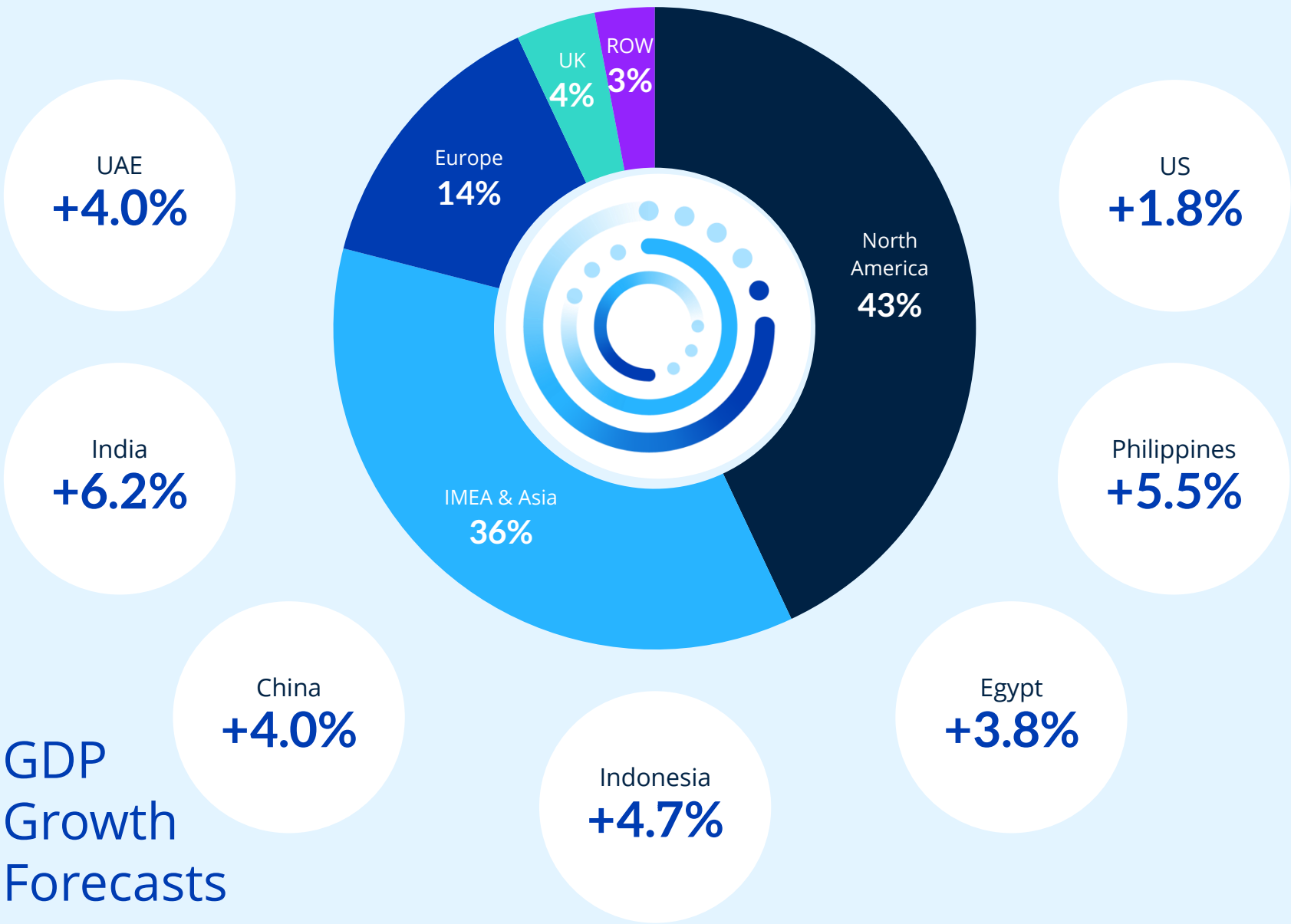
SuperInvestor

\$4.3bn+

B2B Revenue in 2025

Growth Geographies

Shifting the focus from UK/Europe to North America, Middle East & Asia



GDP
Growth
Forecasts

Growth Markets

Targeting attractive and growing market categories

Market Characteristics:

B2B not B2C



Fragmented supply chains



International Communities



High levels of innovation



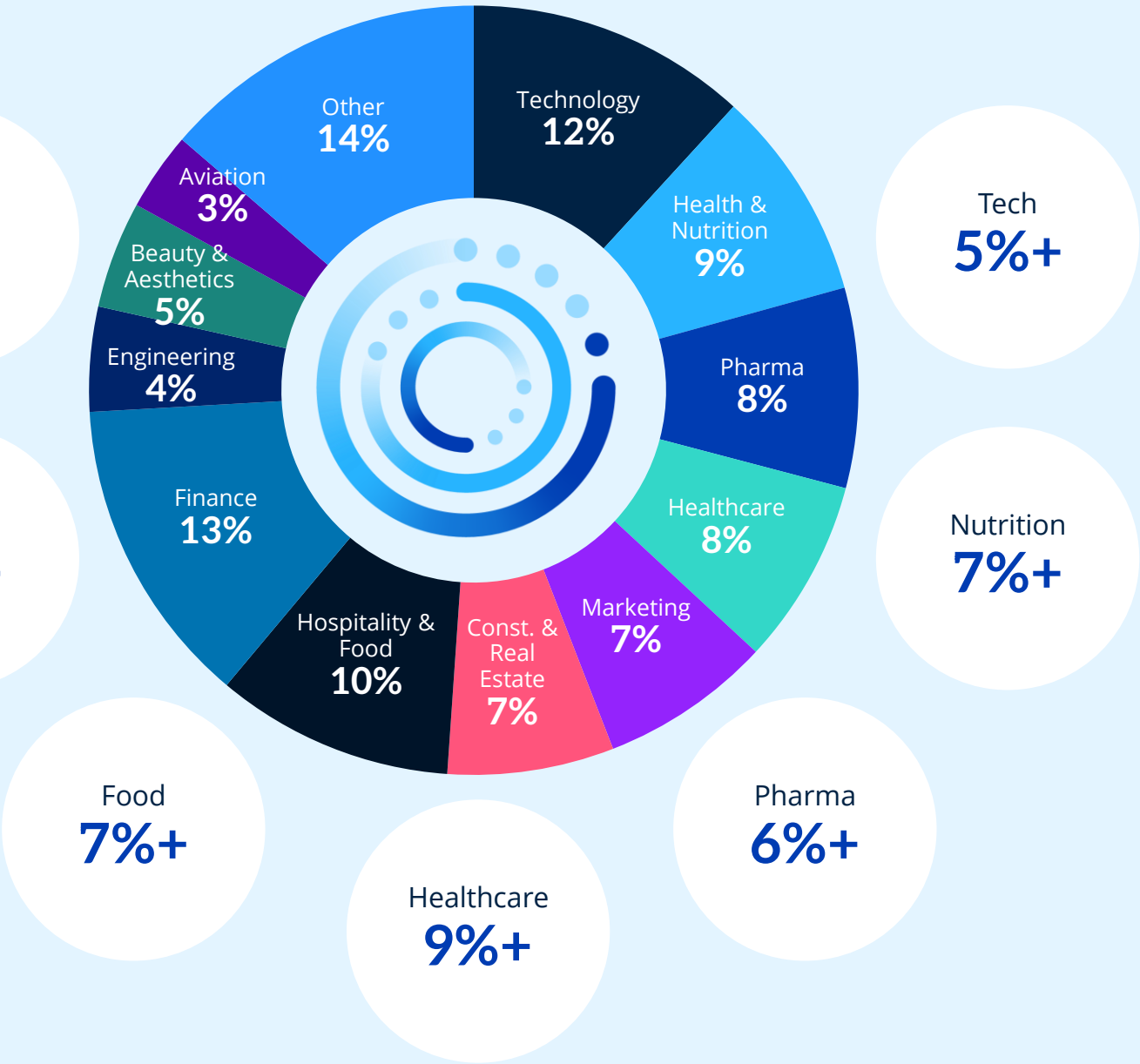
High margin products



End market structural growth



Market Growth Forecasts



Q1 Trading Update

Continuing strong growth; full year guidance reaffirmed

- Q1 trading in line with expectations
- 7.6% underlying revenue growth
 - Strength in both B2B Markets and Academic Markets, with some phasing benefits
- £2.5bn revenues traded, booked or visible, 61% of full year target, pacing ahead of last year
- Strong demand across all geographic regions
- Full Year Guidance reaffirmed: Underlying revenue growth 5%+, Revenue of £4.1bn±, double digit adjusted earnings growth (GBP/USD 1.27)

"The Informa Group continues to deliver strong underlying growth in both Live B2B Events and Academic Markets."

"Specialist Brands in Specialist Markets, annual/multi-year Subscriptions, forward booked revenues, and leading positions in faster growing geographies, underpin the Informa growth platform."

Stephen A. Carter, Group Chief Executive

One Informa 2025-2028

Maximising the growth and value of Informa's B2B platform



Specialist Brands



Growth Geographies



Growth Markets



Proprietary First Party Data



Amplification Services



Market-leading Customer Experience



Technology & AI



Market-leading Data-led Marketing



IIRIS Customer Data & Analytics Platform



Market-leading Brands & Brand Value



People & Talent






The AI Time Dividend



Shared Enterprise Activities



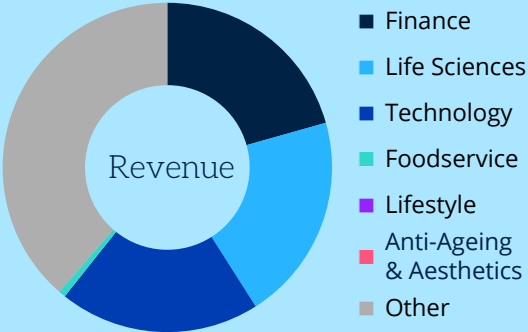
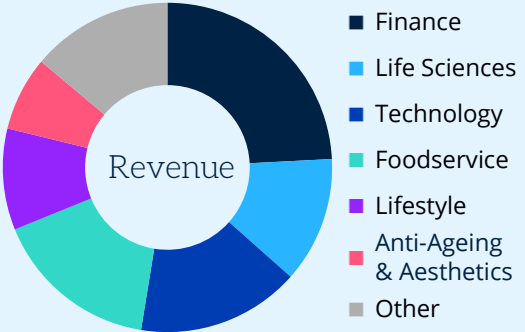
Building strength across B2B Live Events

	 informa markets	 informa connect	 informa festivals
Core Purpose	To Create & Grow Markets	To Connect & Educate Markets	To Inspire & Celebrate Markets
Core Activity	<i>Doing Business</i>	<i>Developing Business</i>	<i>Celebrating Business</i>
Points of Distinction	Industrial buying and business development activity	Professional content, professional accreditation and industry relationships	Personal inspiration, professional development and industry recognition
Positioning	Transaction-led B2B Events creating a marketplace for B2B Buyers, B2B Sellers and the supply chain to meet, discover, promote and do business	Content-led B2B Events convening industries for professional content, professional accreditation, market access and high value networking	Experience-led Events, inspiring and celebrating business via high impact content, deep connections, personal enrichment & development
Core Customers	B2B Buyers & Sellers	B2B Professionals	Industry Colleagues
Growth Opportunities	<ul style="list-style-type: none"> Digitally enhanced experiences before, during and after the Event Matchmaking & Lead Generation Geographic expansion 	<ul style="list-style-type: none"> Monetising content expertise beyond events High value, high quality lead generation Content platform licensing 	<ul style="list-style-type: none"> New customer penetration New product/service innovation Geographic expansion
Major Brands	Pharma (<i>CPhI</i>), Healthcare (<i>Arab Health</i>), Aviation (<i>Dubai Airshow</i>)	Finance (<i>SuperReturn</i>), BioTech (<i>Bio Europe</i>), Technology (<i>Enterprise Connect</i>)	Marketing (<i>Cannes Lions</i>), FinTech (<i>Money20/20</i>), Cyber Security (<i>Black Hat</i>)



Informa Connect

From spot conferences to recurring major content-led brands

	2014	2024	>> One Informa
Underlying Revenue Growth	(3.2%)	5.1% ¹	✓ Lead Generation
Revenue	£220m	£600m+ ²	✓ Sponsorship
Number of Events	3,000	500	✓ Brand Extension
Marquee and Power Brands	0	6	✓ Curated Content
Market Verticals			✓ Matchmaking



Global Finance

A Growth Platform within
Informa Connect



Finance: Attractive B2B Growth Drivers

Population growth,
expansion in middle
class and rising wealth

Domestic, Regional &
Global industries

International financial
market deregulation

High levels of
innovation and change

Fragmented supply
chain

Emerging market
growth – high % of
population unbanked

Digital banking,
FinTech, Blockchain,
Cryptocurrencies

Algorithmic trading and
AI-powered investment
strategies

Demand for
investment
diversification and
higher returns

Growth in alternative
investments

Technology increasing
access to markets and
analytics

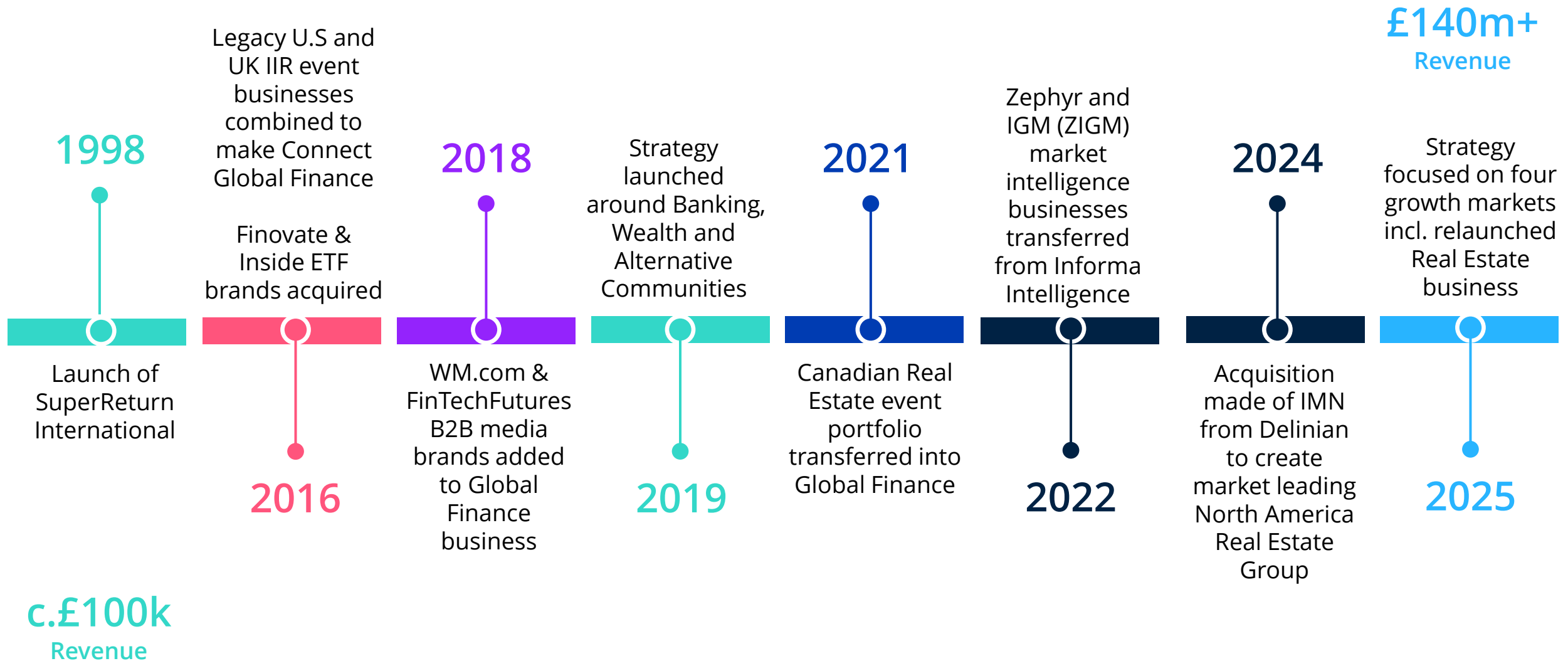
Growth in personalised
investment strategies



Global Finance



Growth and expansion in Finance category since 1998

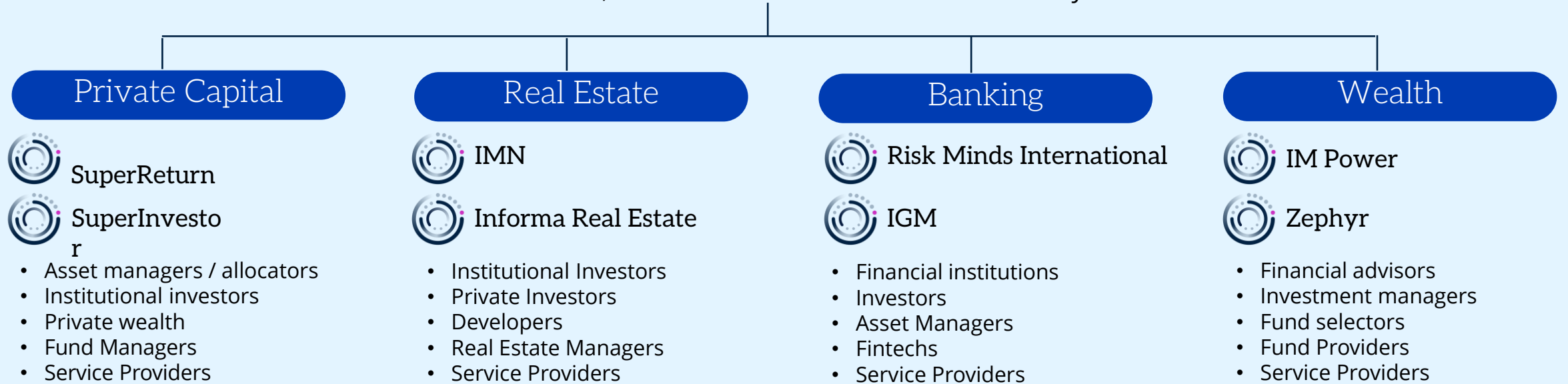


Global Finance today



Informa Connect: Global Finance

The leading destination for investors worldwide for meaningful connections, insightful discussions, and transformative opportunities that drive growth, innovation, and success across the financial industry.

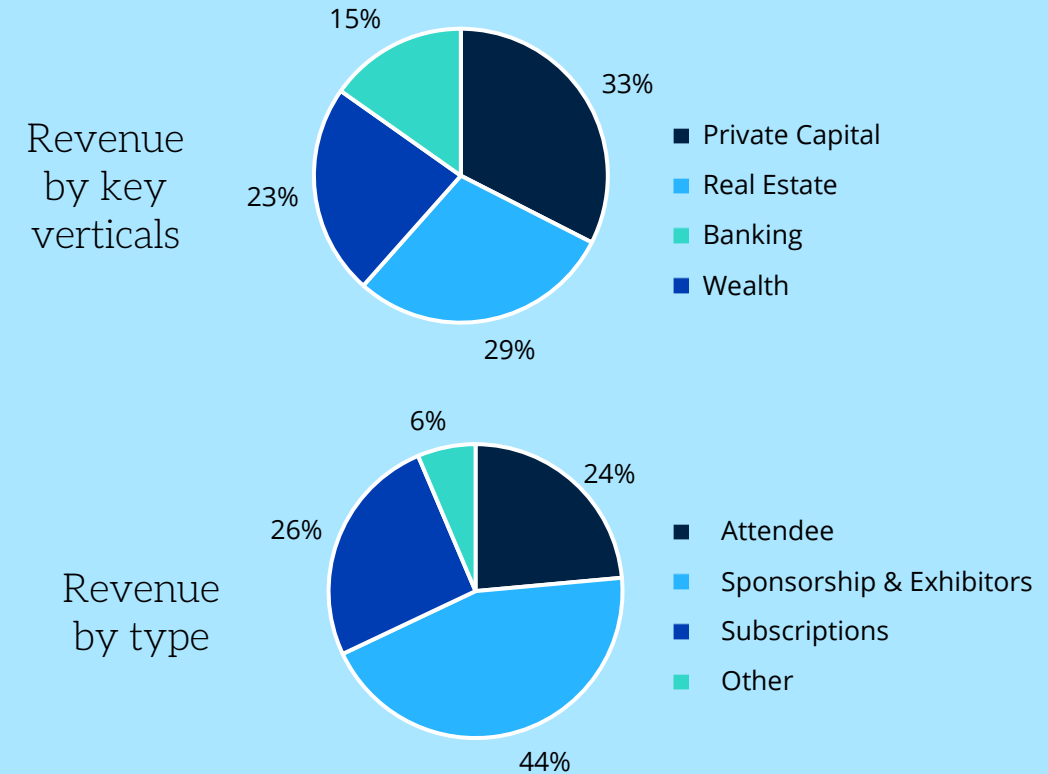


Global Finance Today

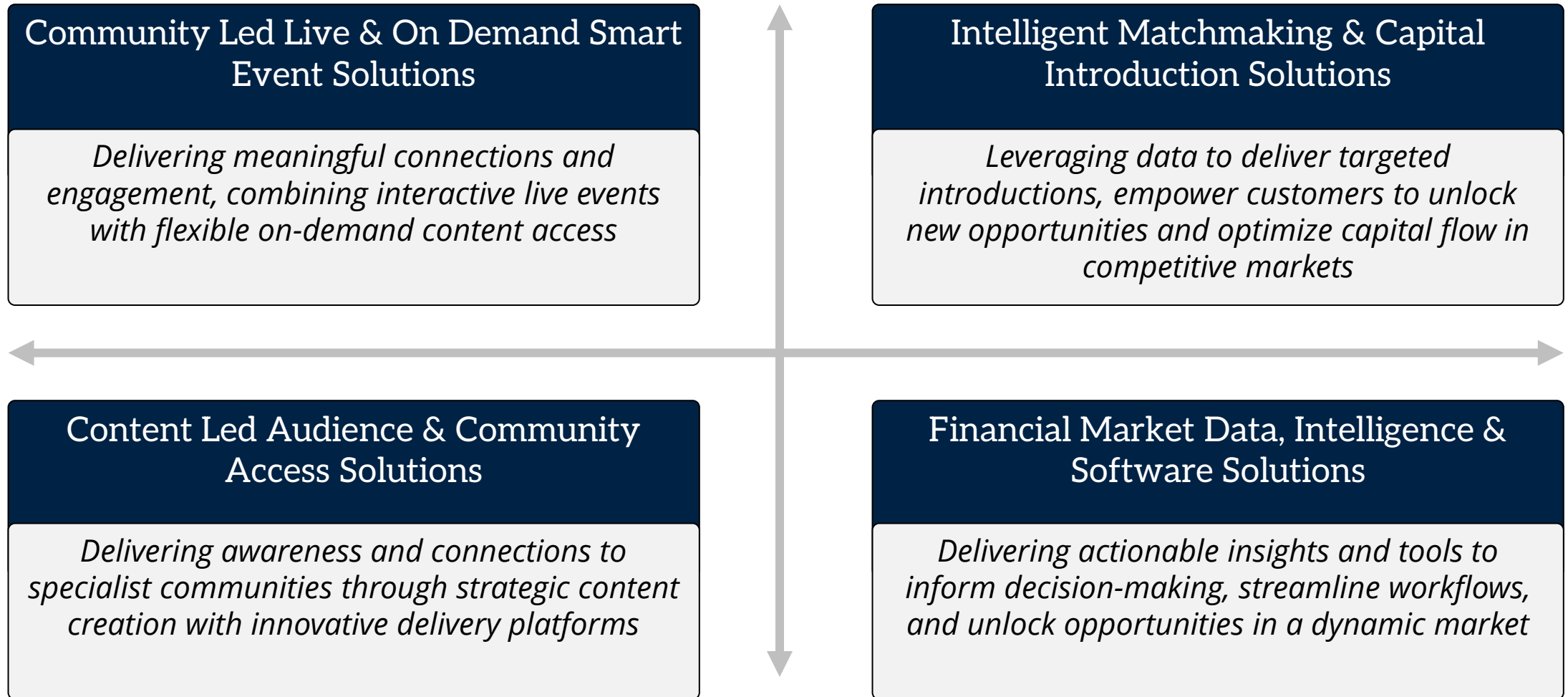
Growing portfolio built around four pillars

- £140m+ Revenues, up from <£95m in 2019
- Consistent 5%+ underlying revenue growth
- Four key segments: Private Capital, Real Estate, Banking, Wealth
- Blend of revenues, including Event-led (attendees, sponsorship, exhibitors) and Content-led (paid-subscriptions, lead gen, transactional)
- Broad customer base, with no single customer representing >1% of revenues

Revenues



Core Customer value proposition



SuperReturn International



Where private markets meet

SuperReturn

The leading international brand for Private Capital

1998

**Single Event launched for
the Private Capital market**

Single event in
Amsterdam

~£100k revenue

105 paying
delegates

2025

**25+ Events across 14 locations, serving both the buy-side and
Sell-side of Private Capital**

25+ SuperReturn
events

440,000+ meetings

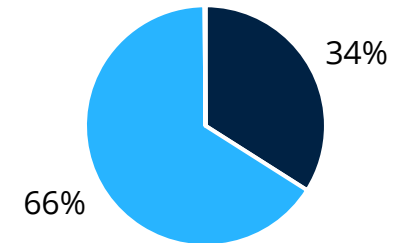
\$110trn+ assets
under
management

15,000+ global
private equity
decision-makers

£50m+ revenue

#1 Brand in Private
Equity, Venture
Capital & Wealth

Sources of Revenue



- Attendee
- Sponsorship & Exhibitors
- Subscriptions
- Other





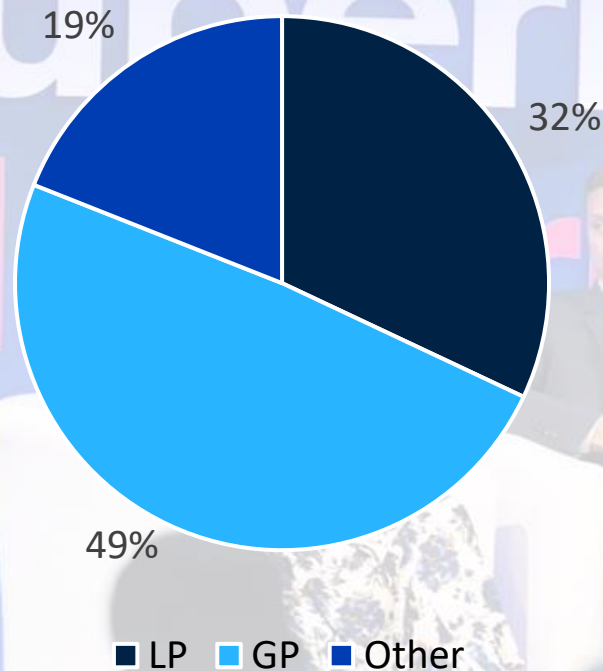
SuperReturn International: The Capital of Private Capital

- ❖ The leading and largest platform for Private Capital
- ❖ 5,000+ leading decision makers across global private equity: \$50trn+ AUM
- ❖ Cutting edge content, including 500+ speakers across 3 days
- ❖ Powerful networking: 150,000+ meetings onsite
- ❖ Strong underlying industry growth dynamics
- ❖ Consistent revenue growth – Event has more than tripled in scale over 7 years
- ❖ Balance of volume and yield growth
- ❖ Major global event supported by 20+ smaller events around the world

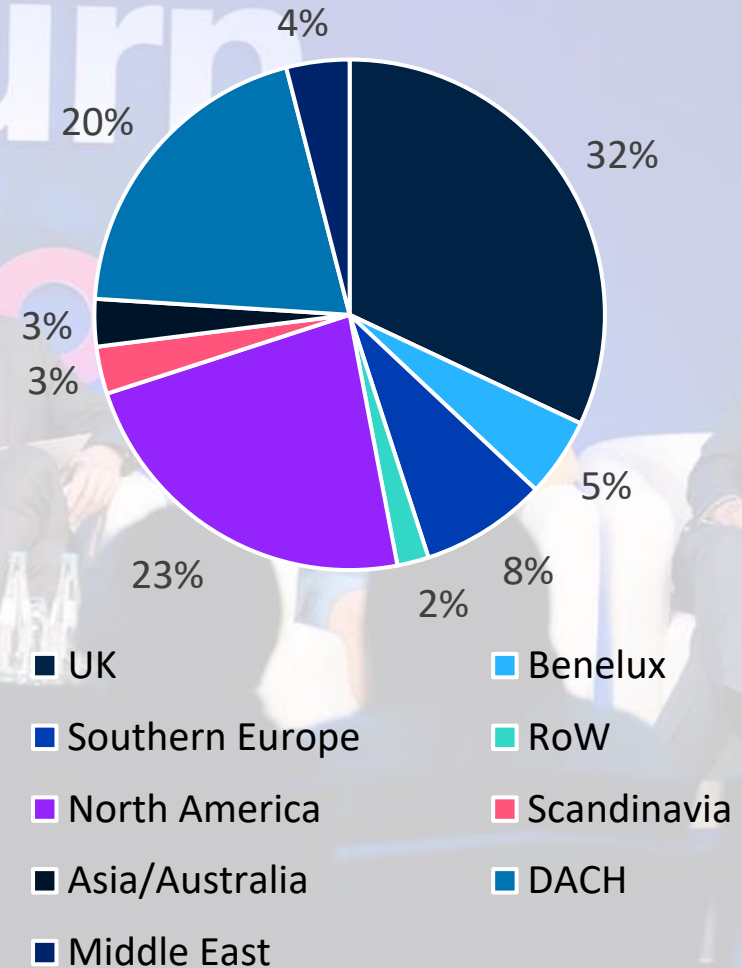


SuperReturn International: Who Attends

Attendees by Company Type



LP Attendees by Region



Future growth opportunities

Expansion in additional high-growth financial markets, with a focus on North America and IMEA, including building on success of *SuperReturn Riyadh*

Expansion into new segments of private capital (e.g. Private Credit & Real Estate)
Broadening the customer base (e.g. Private Wealth)

New meetings programme offering more sophisticated horizontal matchmaking:
SuperReturn Allocate using ConnectMe

Further growth in LeadInsights, leveraging first party data through IIRIS in partnership with leading private markets data platform Preqin

Year-round engagement and 365-community, leveraging the power of the brand



Any Questions?



SuperReturn International

The Capital of Private Capital



Meet the Customers

....with Dorothy Kelso



Thank you

