



18 June 2026

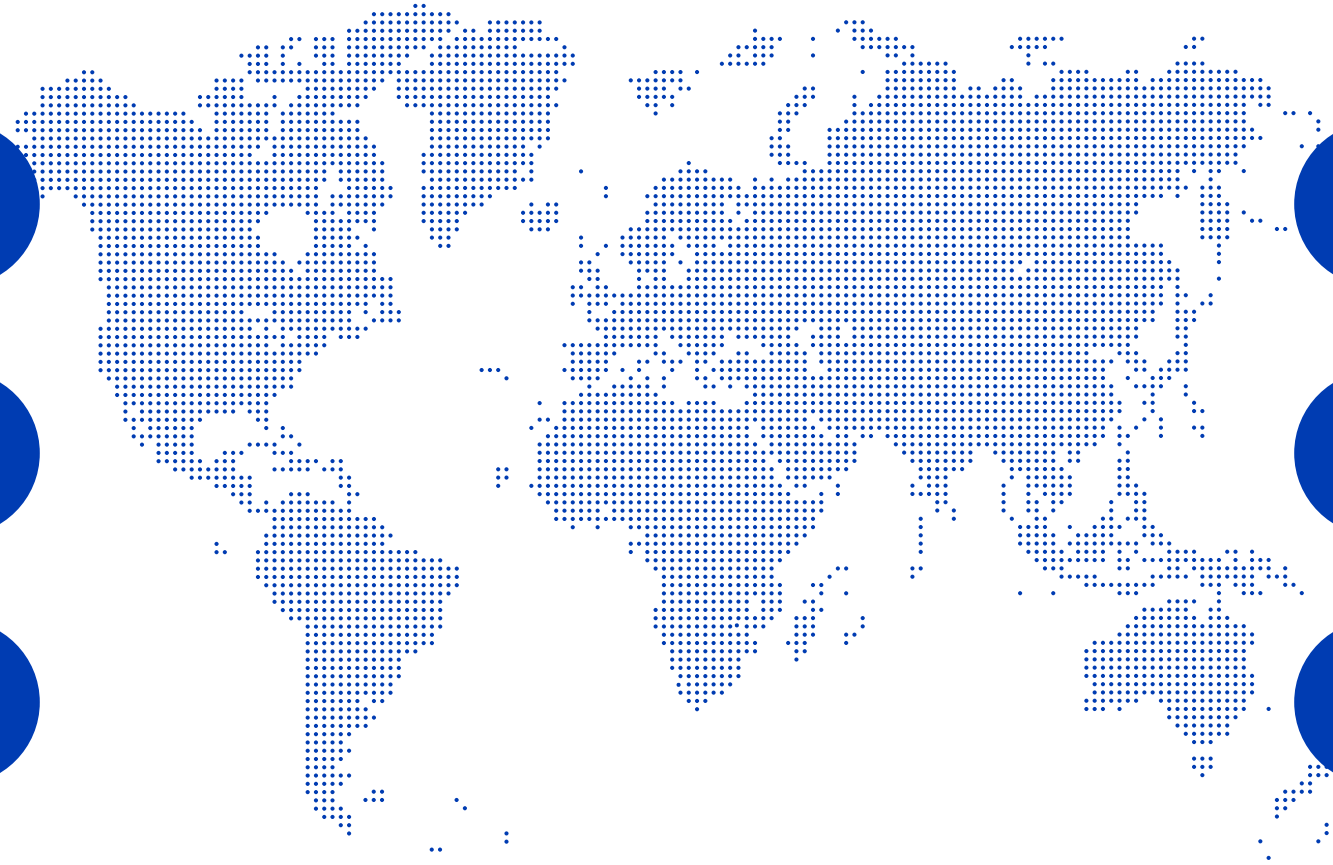
Informa Group AGM Update

Compounding Growth



Macro Themes

3%± Global Growth, Market Volatility



AI Acceleration
& Impact

Regional Conflict &
Resolution

Changing Trade
Patterns

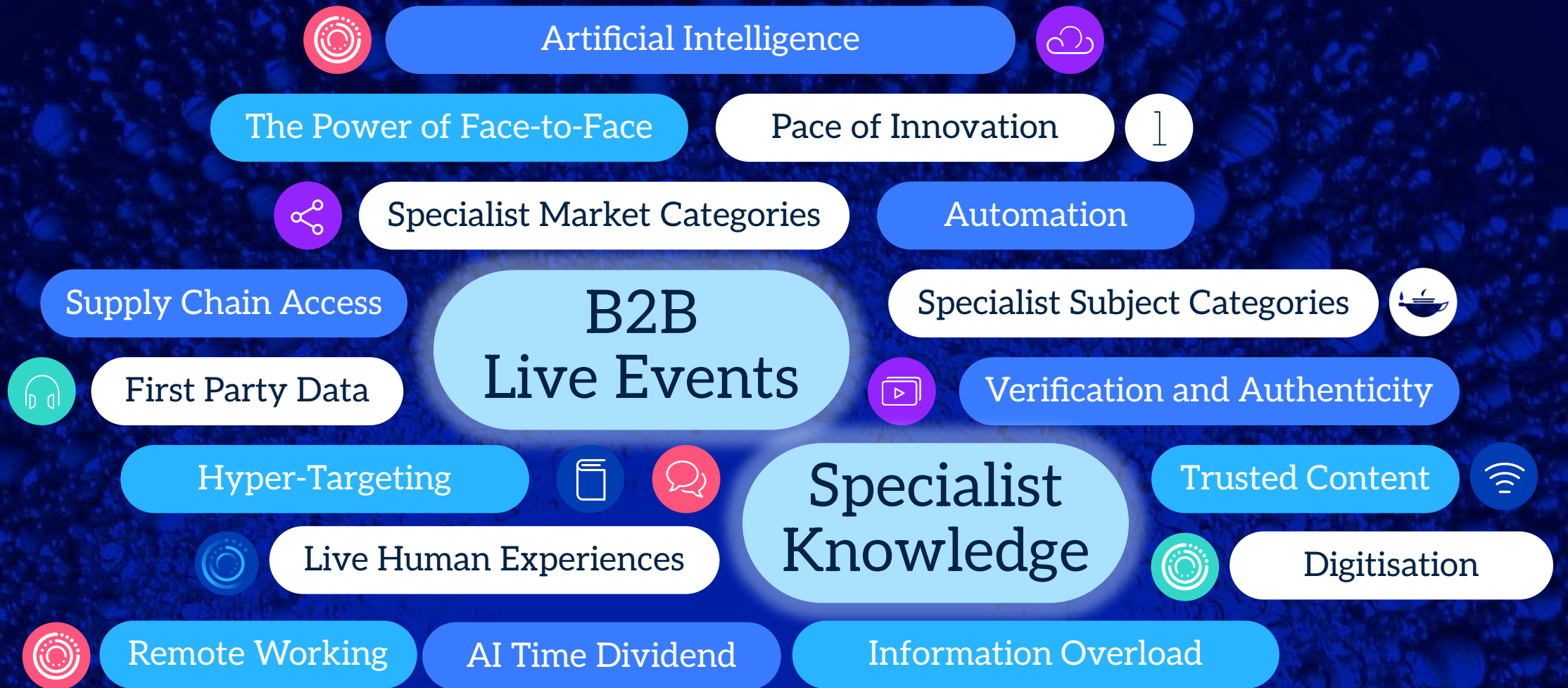
Oil Price Surge &
Easing

Higher Interest
Rates for Longer

Gold & Silver Prices



Structural Growth in Live Events and Specialist Knowledge



Specialist Markets, Specialist Brands, Specialist Talent

2013 - 2026

The Power of Live

Market Leadership

The Rise of Open Access

Proprietary First Party Data

GROWTH



Informa in 2025

Leading positions in growth markets

Group URG

6.3%

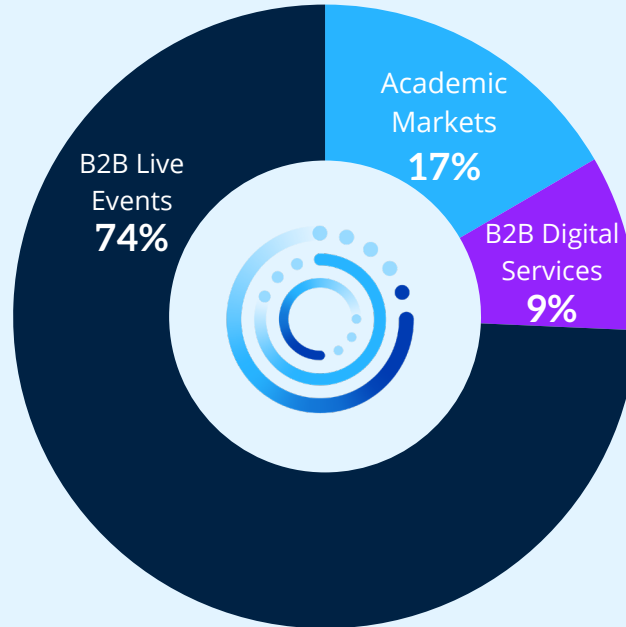
Live B2B Events URG

9.5%

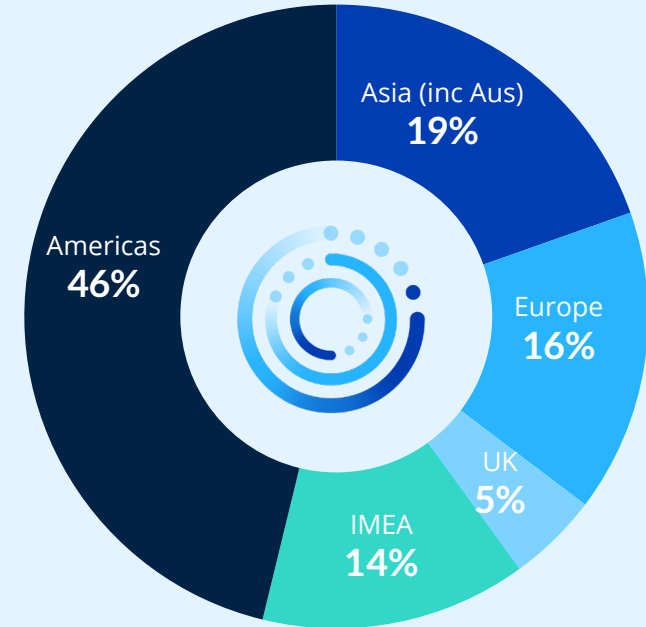
Academic Markets URG¹

3.6%

2025 Group Revenue
by Division



2025 Group Revenue
by Geography



£4bn+
Revenue



£1.1bn+
Adj. Operating Profit



£880m+
Free Cash Flow



£620m+
Dividends & Buybacks



Structural Growth in B2B Live Events

Structural Growth Market

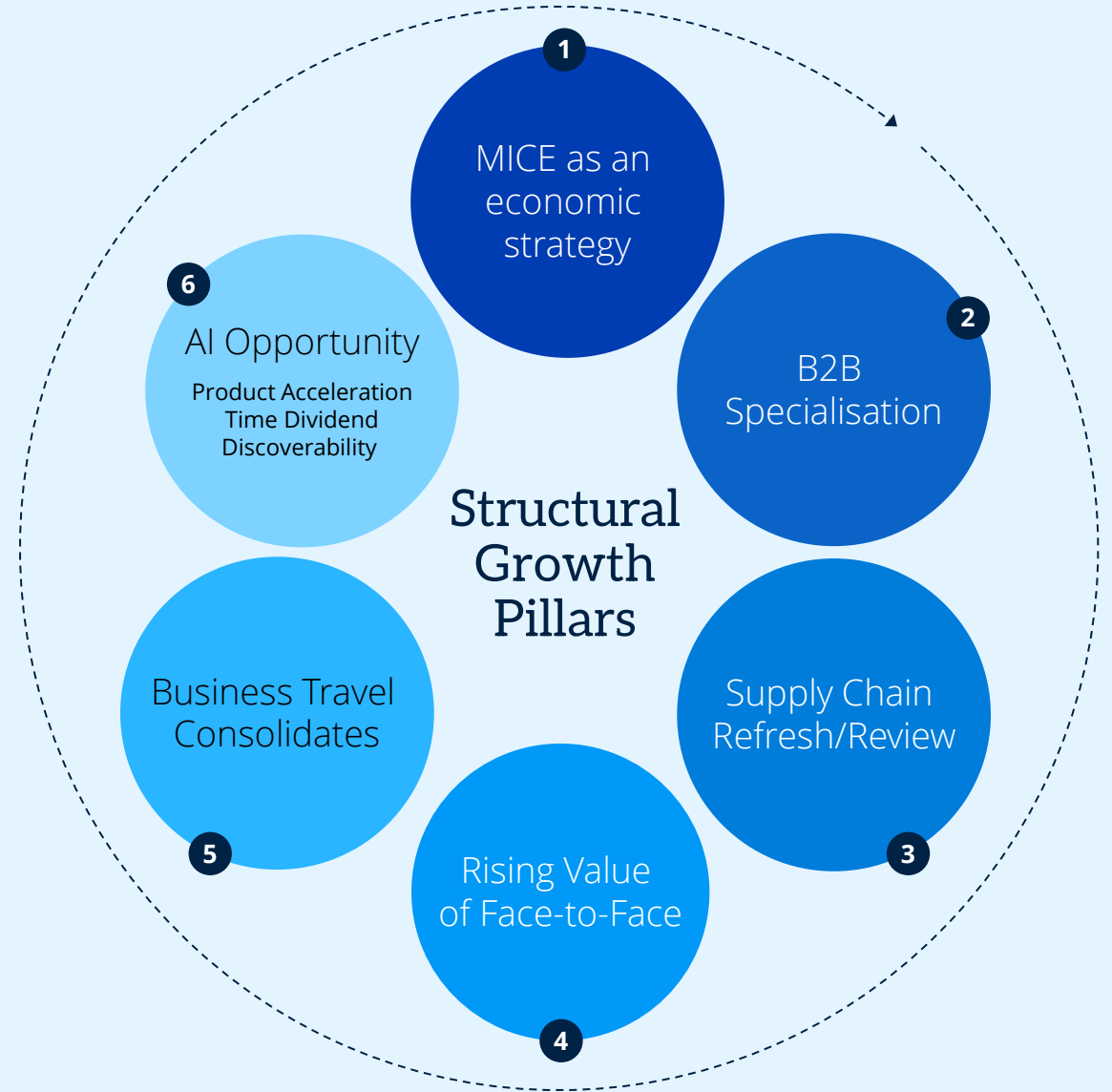
- \$30bn+ annual market value
- International industry with national delivery
- Long-term structural growth dynamics

Fragmented Industry Structure

- c.50% of market run by Trade Associations
- 10%+ of market run by venue owner/operators
- Top 10 independent operators constitute c.20% of market
- Proliferation of entrepreneurial businesses



An attractive, scale international market with positive long-term growth characteristics



B2B Live Events Growth

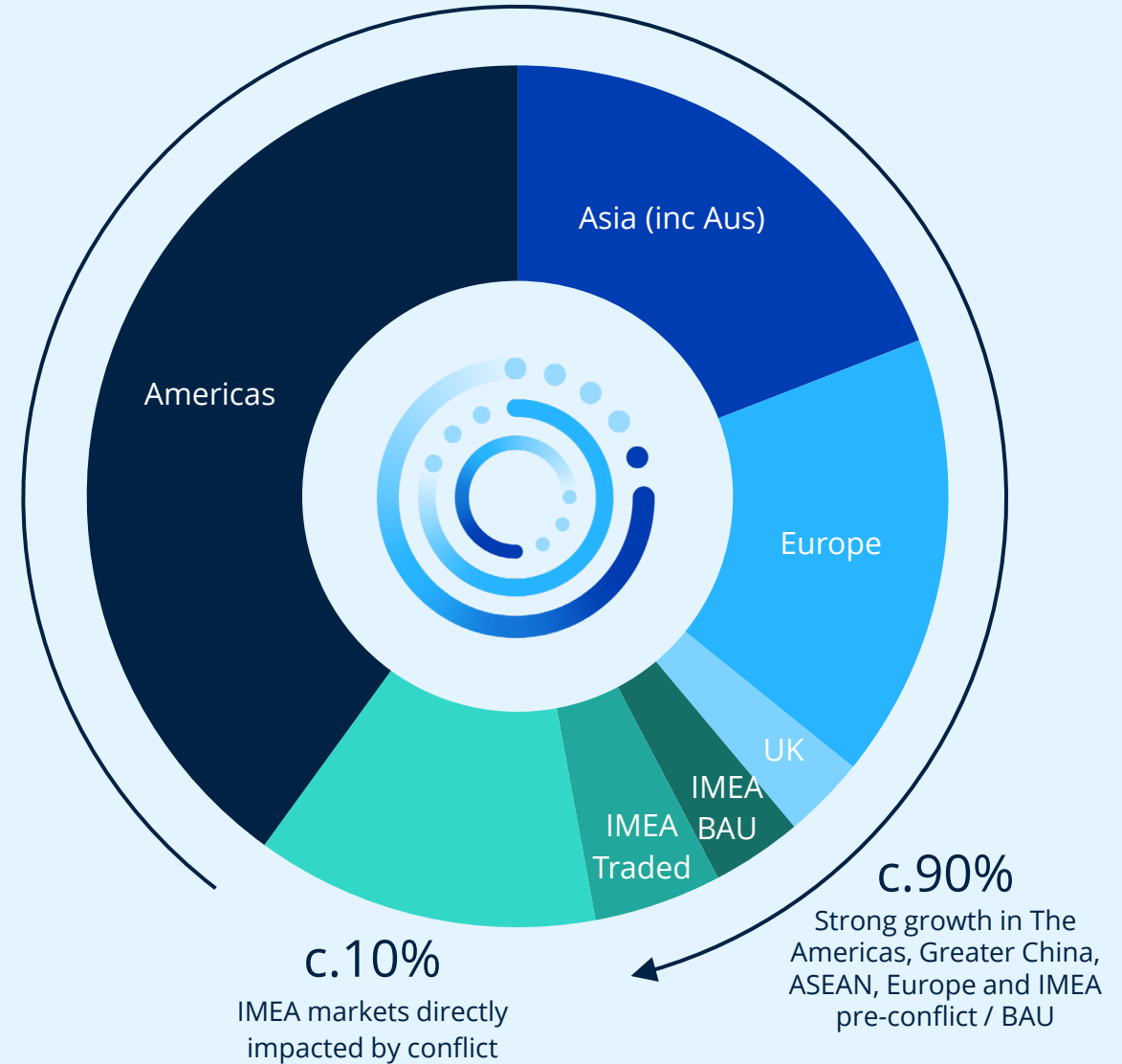
B2B Live Events Growth in 2026

- International market leader in B2B Live Events
- 800+ world class B2B Brands in 30+ countries internationally
- Delivering for 30+ growth market categories
- Top 50 Brands delivering \$2bn+ revenue
- 10+ Brands delivering \$50m+ revenue
- 20+ Brand extensions / new launches planned in 2026
- Volume Growth, Price Growth & Yield Growth, including Amplification Services
- 5%+ growth regions include North America, Europe, ASEAN, Latam
- Strong IMEA growth in Q1
- IMEA BAU trading to plan (India, Turkey, Egypt, Africa)
- Rescheduling and active deferral in markets directly impacted by conflict (United Arab Emirates, The Kingdom of Saudi Arabia, Bahrain)



An attractive, scale international market with positive long-term growth characteristics

2026E B2B Live Events Revenue



Top 50 B2B Live Event Brands

\$2bn+ Revenues...from \$16m to \$140m, with 10+ brands over \$50m

- BIO-Europe
- Black Hat USA
- Cannes Lions
- CBME
- China Beauty Expo
- CIOE
- Cityscape Saudi
- Cosmoprof Asia
- CPHI China
- CPHI Worldwide
- Dubai Airshow
- Feira Agrishow
- Food Ingredients Europe
- FLIBS
- Furniture China
- Festival of Gaming
- Gitex Global
- Global Health Expo
- Gulfood
- Gulfood Manufacturing
- HIMSS
- Hospitalar
- Hotelex Shanghai
- LabelExpo Europe
- LEAP
- MAGIC (February)
- MAGIC (August)
- Marintec China
- Monaco Yacht Show
- MD&M West
- MEGACON Orlando
- Miami Boat Show
- Middle East Energy
- Money20/20 Europe
- Money20/20 Middle East
- Money20/20 USA
- MRO Americas
- Natural Products Expo
- Palm Beach Boat Show
- Restaurant Assoc. Show
- Sept Hong Kong Gem Fair
- SuperReturn Int.
- Supplieside Global
- The Battery Show US
- The Battery Show Europe
- TISE
- Vitafoods Europe
- WHX Dubai
- WHX Labs Dubai
- World of Concrete



Successful rescheduling of major IMEA Brands

All remaining major brands due to run in Sept-Dec 2026

	Gulfood	→	Ran in January in Dubai	
	WHX Dubai	→	Ran in February in Dubai	
	WHX Labs Dubai	→	Ran in February in Dubai	

	LEAP	→	Runs August / September in Riyadh
	Middle East Energy	→	Runs in September in Dubai
	Money20/20 Middle East	→	Runs in September in Riyadh
	Global Health Expo	→	Runs in October in Riyadh
	Gulfood Manufacturing	→	Runs in November in Dubai
	Cityscape Saudi	→	Runs in November in Riyadh
	Gitex Global	→	Runs in December in Dubai

» **\$250m±**
Revenues already traded

» **All other major Brands with Sept-Dec rescheduled**

- 15+ Brands rescheduled within 2026 (\$175m+ of revenue)
- Active deferral of new launches to 2027
 - eg **Food** (Vitafoods Dubai), **Interior Security** (Fortis)
- Active deferral of some smaller Brands to 2027
 - eg **Health Tech** (WHX Tech), **Manufacturing** (Gulf Print & Paper)



The building blocks of B2B Live Events Growth

Multiple growth levers

In 2026, 1%+ of B2B Live Events growth is targeted to come from growth in Attendee Value & Amplification Services

Guidance:
B2B Live Events
2026 Underlying
Revenue Growth

7%+

1 Price for Value

Price
Yield
Mix
Inflation
Value

2 Market Penetration

New customer segments
Network effects (the big get bigger)
International partners

3 Geo Expansion

Leading B2B Brands
Brand extension
Brand expansion
Brand syndication
Global cities
Partnership Growth

4 Capacity / Supply

20-30% new venue capacity in the next five years
Expansion in global Gateway Cities in fast growth markets e.g. Dubai, Riyadh, Bangkok, Jakarta

5 Attendee Value

Ticketing
Hosted buying
Curated content
Product specification
Supplier knowledge
Hotels & Cities strategy

6 Amplification Services

First Party Data
365 services
Matchmaking
Content marketing
Product directory
Accreditation
Sponsorship
Lead generation

B2B Product Growth

Market-Leading Customer Experience, Data-led Marketing, Market-Leading Brands & Brand Value, The AI Time Dividend

Growth Geographies

Growth Market Categories

MICE as an economic strategy

Supply Chain Refresh/Review

Business Travel Consolidates

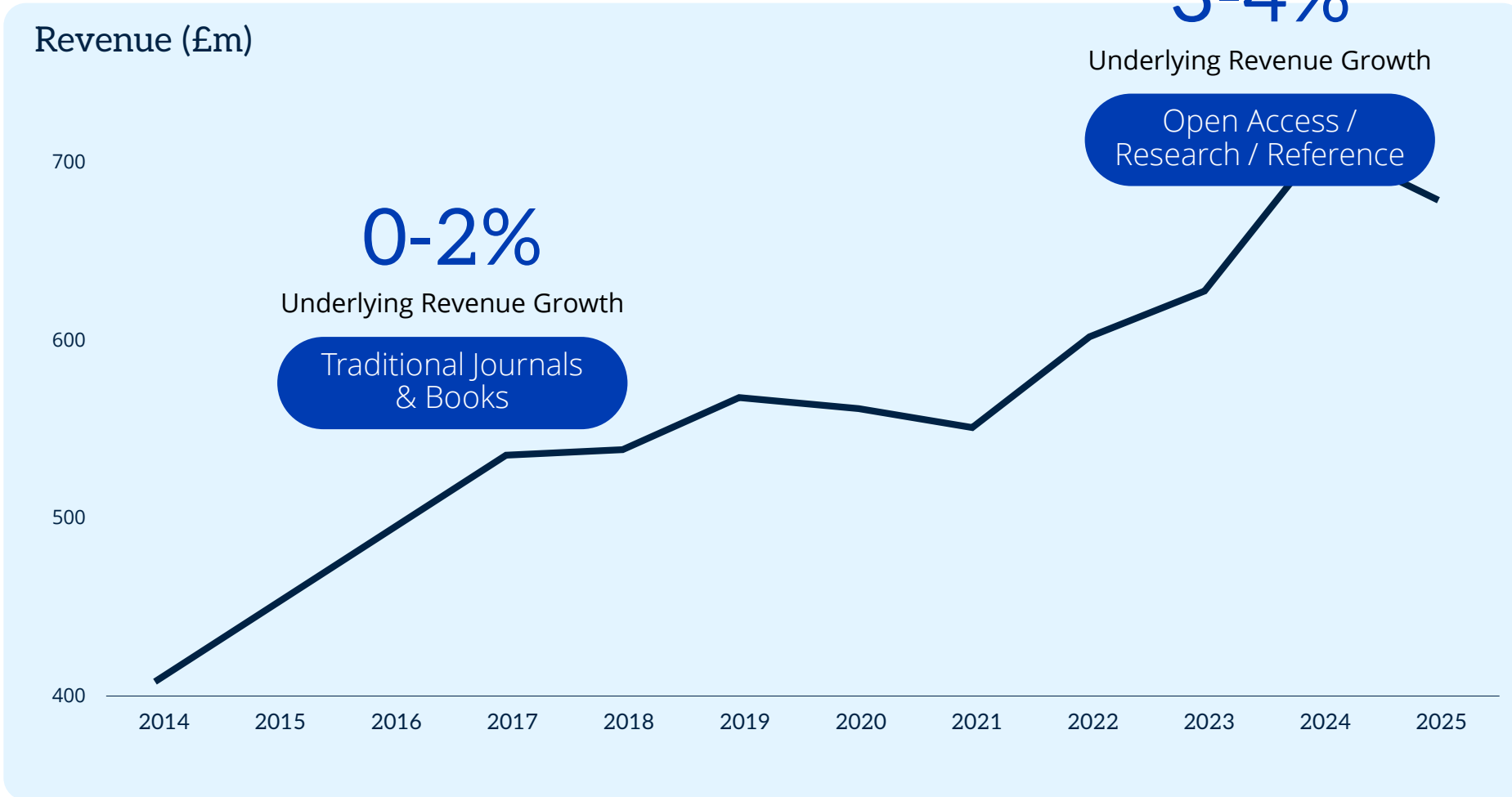
B2B Specialisation

Rising value of B2B F2F

AI Time Dividend

The Ambition for Taylor & Francis

Leading in the Age of Intelligence



5%

Underlying Revenue Growth Ambition

Knowledge Platform



Positive Market Dynamics

Open Research Services

Depth in all customer segments

International reach

Intelligent Technology



Strong AI Foundations

Core ingredients for AI acceleration are in place

Strong foundations to benefit from AI

Proprietary First Party Data

Trusted Specialist Brands

Live Experiences

Diversified Customer End-Markets

Investment Flexibility

Proprietary First Party Data



21.8m

Known & Engaged
Audience Profiles

6.8bn

Behavioural
interactions

7.3m

Qualified lead
interactions



AI Acceleration in Practice

Case Studies within the business

1 Productivity

2,000+

Apps in the Elysia App Marketplace

95k+

Interactions in the Elysia App Builder

Elysia Finance Agent

- A proprietary self-service tool, enabling secure interrogation of Informa's full financial data set in real time
- Provides financial analysis, reporting, organisational insights, operational metrics, KPIs, and workforce analytics etc
- Delivery of higher quality data and analysis, lower user error and significant reduction in process time.



2 Product Enhancement

3,650+

Foodservice customers

60

Years of Technomic insights

Technomic Ignite AI

- Foodservice data and intel platform, including market forecasting and company level operator intelligence
- Ignite enhances the core product via Elysia, enabling interrogation of database and intelligence, delivering trusted and verifiable insights, planning tools, trend tracking, competitor analysis etc
- Delivery of enhanced insights and bespoke strategy and planning tool, with real time tracking and significantly reduced process time



3 Addressable Market

8m+

Total global audience of Attendees

175k+

Total Exhibitors globally

Audience Insights

- AI-powered event platform, leveraging IIRIS first party data and Elysia to provide exhibitors with unique understanding of audiences, helping maximise ROI pre, during & post event
- Paired with Lead Insights, provides unique understanding and connectivity to customers and prospects, expanding addressable market from event budgets to broader marketing and business development budgets



4 AI as a Product

50+

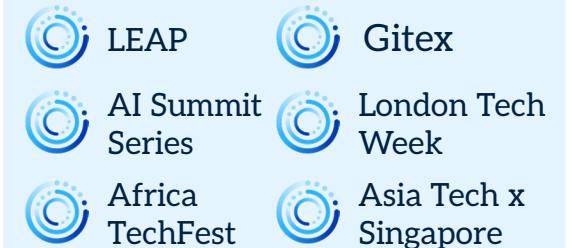
Tech-focused Events

800k+

Attendees at Tech Events

The AI Summit Series

- AI is a core component of content at all Informa events, particularly our 50+ tech focused events
- The AI Summit Series specifically focuses on AI commercial developments, convening 15k attendees around the world, 800+ speakers and 500+ sponsors and exhibitors annually



Information Classification: General

Balance Sheet & Capital Allocation

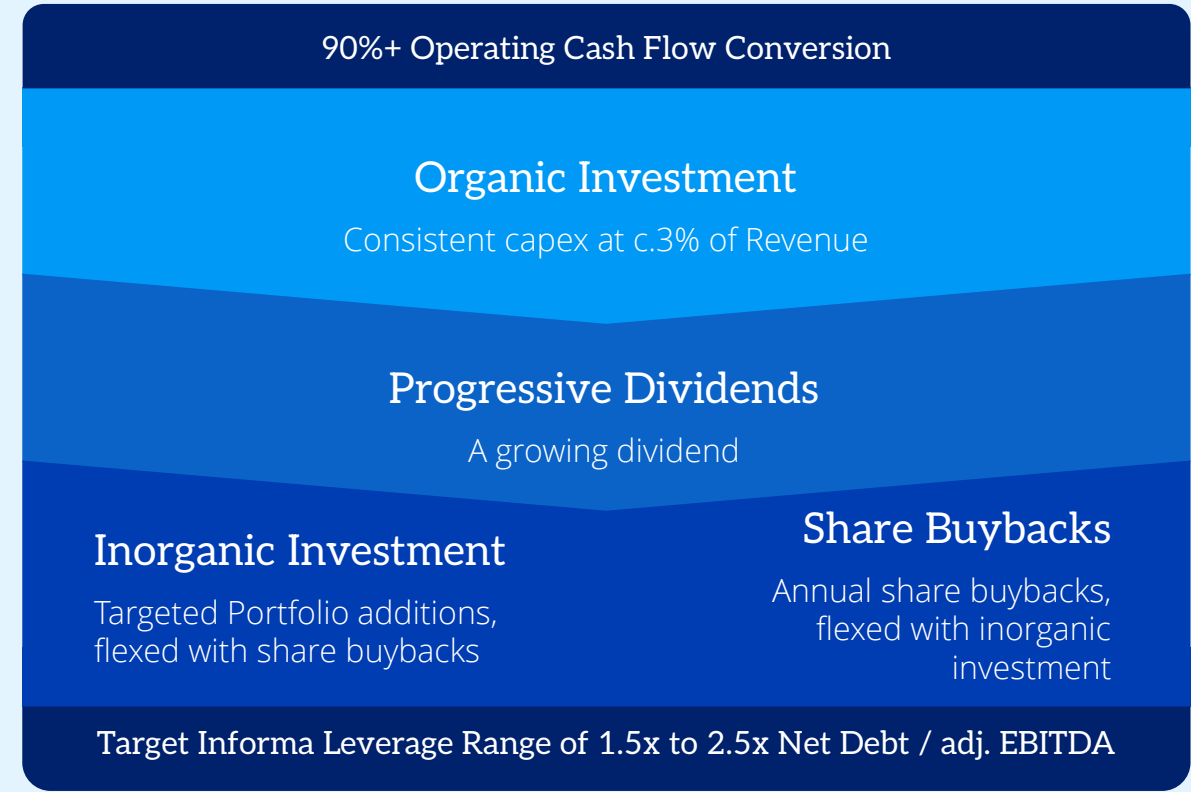
Long-Term Financing Flexibility

Debt maturities at 18 June 2026 (£m)



» Average maturity 4.3 years and forward weighted average cost of debt c.4.9%

Capital Allocation Framework



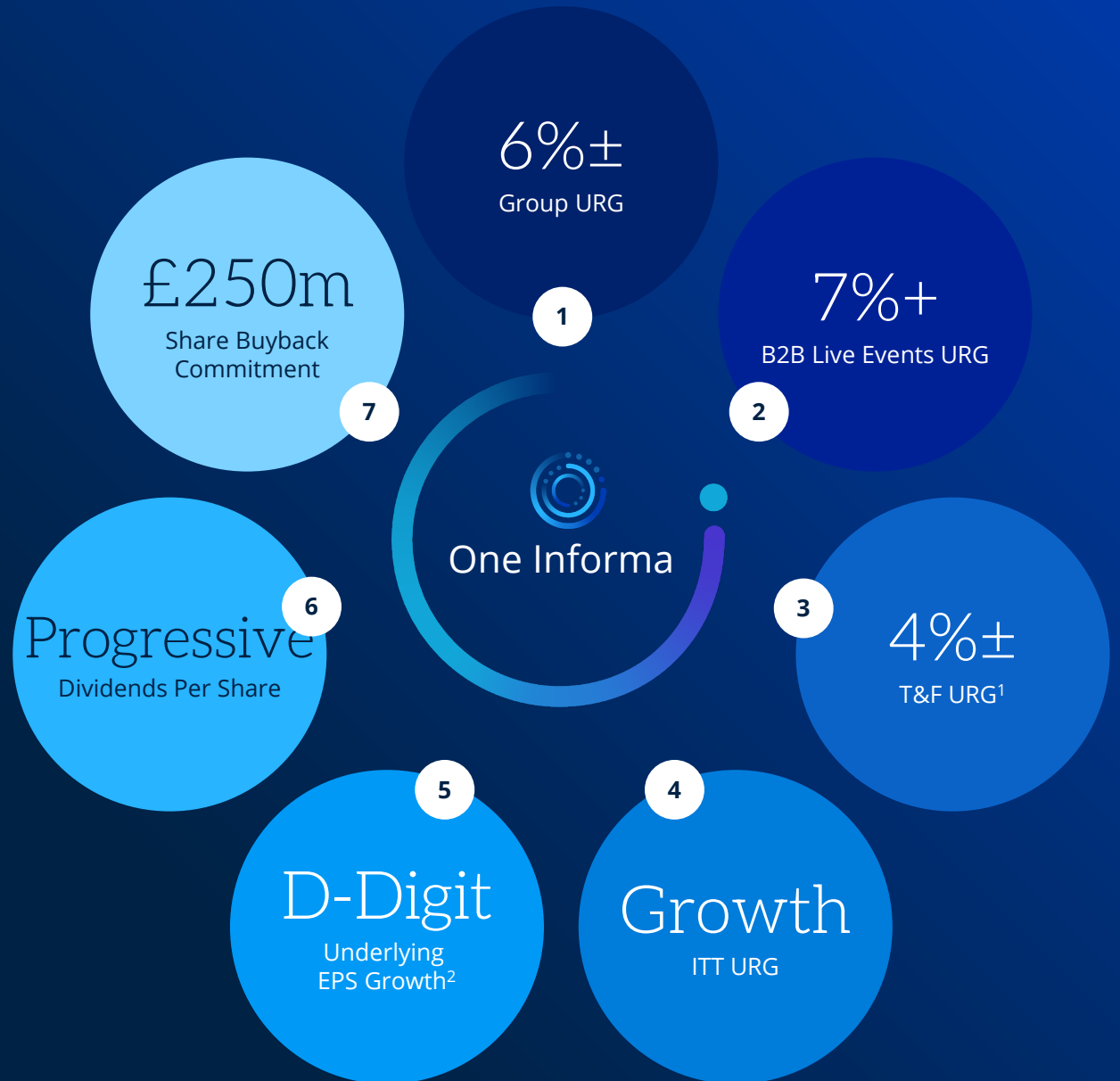
» £250m share buyback commitment in 2026



Compounding

Growth in

2026



¹Excludes non-recurring data contracts

²Excludes FX movements, biennial phasing and non-recurring data contracts

Questions



2026 AGM

Compounding Growth

