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.

Factors which may cause future outcomes to differ from those foreseen in forward-looking statements include, but are not limited to, those identified in the “Principal Risks and Uncertainties” section of the Group’s Annual Report.

The forward-looking statements contained in this presentation speak only as of the date of preparation of this presentation and the Group therefore cautions against placing undue reliance on any forward-looking statements. Nothing in this presentation should be construed as a profit forecast. Except as required by any applicable law or regulation, the Group expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained in this presentation to reflect any change in the Group’s expectations or any change in events, conditions or circumstances on which any such statement is based.

This presentation does not constitute or form part of any offer or invitation to purchase any securities of any person nor any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any such securities.
The Informa Group

Global Support (Group Operations, Group Functions)
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
The Knowledge & Information Economy

- **500m tweets sent every day**
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Informa’s Journey to Depth & Specialisation

- Distributed portfolio
- UK, Europe, MEA
- Short-term targets
- Product orientated
- Multiple platforms & systems
-Margins before growth

2013 - 2020

- Consistent 3%+ growth
- Operational fitness
- Customer orientated
- Investment for growth
- International reach
- Industry specialisation

- 2014 ULG 0.7%
- 2016 ULG 1.6%
- 2018 ULG 3.7%

2013

- Addition of Virgo Publishing
- Addition of Hanley Wood Exhibitions
- Launch of Growth Acceleration Plan

2016

- Addition of Penton Information Services

2018

- Addition of UBM plc
- Addition of YPI Inc
Specialist.

1. A person who concentrates primarily on a particular subject or activity; a person highly skilled in a specific and restricted field (noun)

2. Possessing or involving detailed knowledge or study of a restricted topic (adjective)
Depth & Specialisation

Increasing depth & specialisation

Health & Nutrition → Ingredients → Protein → Collagen

Range of B2B Brands & Services

Events
- ESCA BONA
- Vitafoods Europe
- Natural Food Ingredients
- Food Ingredients South America
- Food Ingredients Global
- Food Ingredients Asia
- Food Ingredients India
- Food Ingredients Europe

Data & Insight
- NFM
- New Hope Network
- NBJ (Nutrition Business Journal)
- Ingredients Network

Media
- Insight
- MarketMakr

Informa 2019 Investor Day
Depth & Specialisation

Informa 2019 Investor Day

TALENT
Depth of expertise and experience

CULTURE
Open, honest and agile

BRANDS
Depth of Specialist Brands

DIGITAL
Strength in products & platforms

SPECIALIST
In everything we do

OPPORTUNITIES
Long-term growth and expansion

Depth & Specialisation in key areas
Informa Connect Today

Informa Connect is the Group’s Content, Connectivity and Data business, organising content-driven events, training and programmes that provide a platform for professional communities to meet, network and share knowledge. With over 500 major brands across the world, it has particular strength in Life Sciences and Finance.

- **£220m+** Revenue
- **c.£30m** Adj. Op Profit
- **35+** £1m+ Brands
- **120k+** Delegates
- **£220m+** Revenue
- **c.£30m** Adj. Op Profit
- **35+** £1m+ Brands
- **120k+** Delegates
- **c.2.5%** Underlying Growth
- **c.8%** Group Revenue
- **1,100+** Colleagues
- **+19%** YoY digital audience

**Revenue by vertical**
- Subscription
- Marketing Services
- Sponsorship & Exhibitor
- Attendee
- Other
- Other

**Revenue by type**
- Exhibitor
- Marketing Services
- Sponsorship
- Attendee
- Other

**Revenue by region**
- UK
- Cont. Europe
- North America
- Asia
- Middle East
- Rest of World

Informa 2019 Investor Day
## Informa Focus in 2019

<table>
<thead>
<tr>
<th>Focus</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Combination</strong></td>
<td>Focus on completing the Combination, including operating and systems improvement</td>
</tr>
<tr>
<td><strong>Culture</strong></td>
<td>Focus on embedding a shared purpose and set of values across the enlarged Group</td>
</tr>
<tr>
<td><strong>Deleverage</strong></td>
<td>Focus on returning to our target leverage range of 2.0-2.5x Net Debt / EBITDA</td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td>Focus on delivering financial and operational targets, including on synergies</td>
</tr>
</tbody>
</table>
Delivery: 2019 Growth Outlook

2019 Performance & Growth

2019 Informa Group underlying revenue growth 3.5%+

4.5%+ underlying revenue growth

2.5%+ underlying revenue growth

2%+ underlying revenue growth

c.3% underlying revenue growth

2%+ underlying revenue growth

24 May 2019 AGM & Update

24 July 2019 Half-Year Results
Accelerated Integration Plan: 12 month programme

**Phase 1**
- Discovery & Validation
  - June – August 2018
  - Learn more about each other’s businesses and teams
  - Continued collaboration between senior management teams
  - Regular updates for all Colleagues
  - Validating approach to combination
  - Providing clarity on obvious areas of overlap between businesses

**Phase 2**
- Combination
  - August – November 2018
  - Finalise new operating structures and models, and start to combine businesses
  - Confirm leadership and reporting lines in line with these structures
  - Start formulating plans for 2019 and preparing budgets as a combined business
  - Initial linking and combination of some tools and technology platforms

**Phase 3**
- Completion
  - Nov 2018 – March 2019
  - Start to operate as a single, combined business
  - Set objectives for 2019 based on the new Group’s business plans
  - Engaging with customers about opportunities across brands and businesses
  - Additional systems and platforms integration
  - Start shift to new brand architecture

**Phase 4**
- Ambition & Creation
  - April – July 2019
  - Introduction of the New Group’s Purpose & Promise, internally and externally
  - Systems integration
  - Reap the full benefits of Combination and Creation
  - Long-term opportunities and ambition for new Informa Group
Capital Allocation Framework for Enlarged Group

- **Free Cash Flow**
  - £600m+
  - (OP cash conversion of 90%+)

- **Organic Growth**
  - Consistent reinvestment for growth
  - Capex at 3-4% of revenue (c.£80-110m)

- **Shareholder Returns**
  - Progressive dividends, growing broadly in line with earnings (c.£300m)

- **Capital Structure**
  - Target leverage of 2x to 2.5x net debt / EBITDA (2.9x at 31 Dec 2018)

- **Inorganic Growth**
  - Continuous pipeline of opportunities
Strength & Growth from Specialisation

Charlie McCurdy
Chief Executive, Informa Markets

10 May 2019
Informa Markets

Speakers

Charlie McCurdy  Chief Executive
Adam Andersen  Brand Director, Pharma
Mark Temple-Smith  Managing Director, Fashion
Colette Tebbutt  Fashion Industry Advisor
Margaret Ma Connolly  CEO, Asia
The Knowledge & Information Economy

- **500m tweets sent every day**
  
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  *Source: Statista*
Exhibitions Market & The Power of Face-to-Face

- Rising value of high quality face-to-face interactions
- International growth and trade
- Commercially-driven events
- Barriers to entry
- Attractive financial model

Large, growing and fragmented market with attractive characteristics
Performance Through the Cycle

Trade Fair Industry: Revenue of Top 40 (€bn)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (€bn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>5.0</td>
</tr>
<tr>
<td>2008</td>
<td>5.5</td>
</tr>
<tr>
<td>2009</td>
<td>4.8</td>
</tr>
<tr>
<td>2010</td>
<td>5.5</td>
</tr>
<tr>
<td>2011</td>
<td>5.6</td>
</tr>
<tr>
<td>2012</td>
<td>6.1</td>
</tr>
<tr>
<td>2013</td>
<td>6.0</td>
</tr>
<tr>
<td>2014</td>
<td>6.4</td>
</tr>
</tbody>
</table>

Typical Cost Mix

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue</td>
<td>35</td>
</tr>
<tr>
<td>Marketing Related Costs</td>
<td>10</td>
</tr>
<tr>
<td>Staff Related Costs</td>
<td>30</td>
</tr>
<tr>
<td>Office &amp; Other</td>
<td>25</td>
</tr>
<tr>
<td>Raw Space</td>
<td>25</td>
</tr>
<tr>
<td>Stand Related Costs</td>
<td>25</td>
</tr>
<tr>
<td>Travel / Hotels / Entertainment</td>
<td>50</td>
</tr>
</tbody>
</table>

Source: Company Reports, JWC research, JWC estimates

Some revenue variance across the cycle but with visibility and cost flexibility
The Informa Markets Journey

Exhibitions Revenue

Americas
Asia
Middle East
Rest of World

<$100m

Consistent 5%+ underlying revenue growth, ahead of the wider exhibitions market

5%+
Underlying Revenue Growth

>$1800m

2009

2018PF
Informa Markets Today

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Through more than 550 international B2B brands, we provide opportunities to engage, experience and do business via face-to-face exhibitions, specialist digital content and actionable data solutions.

- **Revenue by vertical**
  - Healthcare & Pharma
  - Infrastructure, Construction & Build.
  - Fashion & Apparel
  - Health & Nutrition
  - Manufacturing, Machinery & Equip.
  - Hospitality, Food & Beverage
  - Maritime, Transport & Logistics
  - Beauty & Aesthetics
  - Jewellery
  - Aviation
  - Other

- **Revenue by type**
  - Exhibitor
  - Marketing Services
  - Sponsorship
  - Attendee
  - Other

- **Revenue by region**
  - North America
  - Asia
  - Middle East
  - Cont. Europe
  - UK
  - Rest of World

- **Key Figures**
  - **£1.4bn+** Revenue
  - **c.£0.5bn** Adj. Op Profit
  - **550+** B2B Brands
  - **5.5m+** Attendees
  - **£0.5bn** Underlying Growth
  - **c.50%** Group Revenue
  - **4,400+** Colleagues
  - **4m sqm+** Exhibition Space

Informa 2019 Investor Day
### Depth in Specialist B2B Brands

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare &amp; Pharmaceuticals</td>
<td>c.£200m</td>
</tr>
<tr>
<td>Infrastructure, Construction &amp; Building</td>
<td>c.£140m</td>
</tr>
<tr>
<td>Fashion &amp; Apparel</td>
<td>c.£130m</td>
</tr>
<tr>
<td>Health &amp; Nutrition</td>
<td>c.£120m</td>
</tr>
<tr>
<td>Manufacturing, Machinery &amp; Equipment</td>
<td>c.£100m</td>
</tr>
<tr>
<td>Hospitality, Food &amp; Beverage</td>
<td>c.£90m</td>
</tr>
<tr>
<td>Maritime, Transportation &amp; Logistics</td>
<td>c.£85m</td>
</tr>
<tr>
<td>Beauty &amp; Aesthetics</td>
<td>c.£80m</td>
</tr>
<tr>
<td>Jewellery</td>
<td>c.£75m</td>
</tr>
<tr>
<td>Aviation &amp; Aerospace</td>
<td>c.£60m</td>
</tr>
</tbody>
</table>
Depth in Specialist B2B Markets

Relative Growth and Margin across major verticals

- Healthcare & Pharma
- Health & Nutrition
- Hospitality, Food & Beverage
- Manufacturing, Machinery & Equipment
- Infrastructure, Construction & Real Estate
- Maritime, Transportation & Logistics
- Beauty & Aesthetics
- Jewellery
- Aviation & Aerospace

*Excludes Fashion & Apparel
**Margin scale doesn't start at zero
Combination Strength & Opportunities

Build & Buy a scale international exhibitions business

Culture & Brand
- New Brand Identity
- Customer Value Proposition
- Colleague Value Proposition

Operational Excellence
- Sales optimisation
- Marketing Excellence
  - Single view of customer
  - Personalised
- Digital experience
- Procurement platform

Cost Efficiency
- Management overlap
- Office consolidation
- Systems duplication
- Buying power

Revenue Initiatives
- Increased breadth and depth
- Customer relationships
- Specialist market expertise
- Scale opportunities
- Technology

Depth in verticals
International reach
Digital / data capability

Exhibition organiser to market maker – a strategic partner in specialist markets
Revenue Initiatives

6-Step Revenue Growth Plan

1. Cross-Marketing
   - Target quick wins in Health & Nutrition, Real Estate & Construction, Beauty & Aesthetics

2. Internationalisation
   - International cross selling, co-location and launch project focused on virtual verticals opportunity

3. Data & Marketing Solutions
   - Content, data and marketing services initiatives underway in Health & Nutrition, Pharma, Life Sciences, Beauty

4. Digitisation
   - Advance by Informa Markets established. Aligning plans and models, including continued rollout of Markit Makr

5. Sponsorship
   - Non-endemic sponsorship team established and priority plan launched

6. Customer Value Initiatives
   - Share best practice. Top 50 events review underway

Revenue opportunities from international reach in specialist markets
Revenue Initiatives

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Revenue opportunities from international reach in specialist markets
## Internationalisation: Virtual Verticals

<table>
<thead>
<tr>
<th>Vertical</th>
<th>China</th>
<th>ASEAN</th>
<th>India</th>
<th>Middle East</th>
<th>Europe</th>
<th>North America</th>
<th>Brazil</th>
<th>Total £m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharma</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>110</td>
</tr>
<tr>
<td>Healthcare</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>Food / Hospitality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>70</td>
</tr>
<tr>
<td>Power</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>40</td>
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<tr>
<td>Packaging*</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
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<td>35</td>
</tr>
<tr>
<td>Concrete</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>35</td>
</tr>
<tr>
<td>Agriculture</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Manufacturing**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>75</td>
<td>20</td>
<td>85</td>
<td>75</td>
<td>70</td>
<td>30</td>
<td>410</td>
</tr>
</tbody>
</table>

Shading corresponds to event revenue in region

<table>
<thead>
<tr>
<th></th>
<th>0</th>
<th>£5</th>
<th>£5 - 10</th>
<th>£10 - 20</th>
<th>£20+</th>
</tr>
</thead>
</table>

* Some overlap with Pharma. **Machine tools, automation, assembly. Does not include medical
Internationalisation: Virtual Verticals - Power
2 Internationalisation: Virtual Verticals - Healthcare
**Digitisation: Advance by Informa Markets**

---

**Advance by Informa Markets**

**Digital & data value propositions**

**Information Solutions**
- Insights that help B2B buyers make an informed purchasing decision.
  - Digital content & online media
  - Databases & data services
  - Custom reports and intelligence services

**Workflow Solutions**
- Tools and Services that help buyers and suppliers be more effective or efficient in sourcing and selling.
  - Advanced matchmaking and scheduling
  - Marketing services
  - B2B qualified supplier & qualified buyer discovery

**Transaction Solutions**
- Platforms that facilitate actual B2B transactions by helping buyers and suppliers connect, transact and fulfil.
  - Pure-play directories
  - Buyer communities
  - B2B marketplaces

---

Informa 2019 Investor Day
Digitisation: Advance by Informa Markets

Information Solutions
Insights that help B2B buyers make an informed purchasing decision.
- Digital content & online media
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- Custom reports and intelligence services

Workflow Solutions
Tools and Services that help buyers and suppliers be more effective or efficient in sourcing and selling.
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Transaction Solutions
Platforms that facilitate actual B2B transactions by helping buyers and suppliers connect, transact and fulfil.
- Pure-play directories
- Buyer communities
- B2B marketplaces
Digitisation: MarkitMakr

Combining Informa platform technology with UBM go-to-market strategy

31+ events using MarkitMakr

80k+ products listed
5 Sponsorship: Non-Endemic Team

**Non-Endemic Sponsorship:** Selling the value of Informa’s horizontal network rather than its vertical depth

**HISTORY**
Successful Penton revenue synergy initiative

**TEAM**
- 4 Sales people
- 1 Marketer
- 1 Account Manager

**FOCUS**
- Automotive, Tech, Luxury, Financial customer markets

**REWARD**
- Bonus contribution.
- Incentive for lead referrals

**CHALLENGES**
- Consistent audience data.
- 6-18 month sale.
- Internal planning & comms

**AMBITION**
Initial target of $5m+ non-endemic sponsorship by 2020

Increased scale and broader network creates new revenue opportunity
Depth & Specialisation in Informa Markets

- Face-to-Face Platforms
  - Growth in Specialist Markets
- B2B Brands
  - Digital/Data Capability
- Additional B2B Services
  - Growth in Specialist Markets

Becoming a market maker: broad based growth consistently ahead of the wider market
Depth & Specialisation in Informa Markets

Becoming a market maker: broad based growth consistently ahead of the wider market
Specialist Markets: Pharma

Adam Andersen
Group Brand Director, Pharma
Informa Markets

10 May 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

Global Pharma Market ($tr)

- 1.1 in 2017
- 1.3 in 2022 with a 5.3% CAGR

Geographic Mix (%)

- North America: 30%
- Europe: 25%
- Japan: 10%
- Africa & Asia: 10%
- Latam: 15%


An attractive, international market with high levels of innovation and growth
Informa Markets: Pharma Snapshot

- **100+ colleagues**
  - Selling into 165 countries

- **25+ years**
  - Established, market leading brands

- **680k+ products**
  - CPhI Online active digital marketplace for >7,300 suppliers

---

**Revenue Breakdown**

- **87%**
  - Stand space
- **3%**
  - Digital
- **3%**
  - Sponsorship
- **7%**
  - Other

**Customers**

**Key Brands**

Leading international B2B Brands for entire Pharma supply chain
Spotlight: CPhI Worldwide

30th Anniversary in 2019

165+ countries

2,500 Exhibitors

100k+ SQM

45k+ professionals

The leading international event for:

Pharma Ingredients

Processing

Manufacturing

Packaging & Finished Products
Informa Markets: CPhI international expansion
Growth & Opportunities in Pharma

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

Internationalisation
- Geo-adaptation opportunities:
  - Dubai 2020
  - 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
# Specialist Markets: Pharma

<table>
<thead>
<tr>
<th>Market</th>
<th>Consistent high levels of growth and innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depth &amp; breadth</td>
<td>Informa's wider portfolio opens up new geographies, resources and opportunities</td>
</tr>
<tr>
<td>Opportunity</td>
<td>Initial focus on strengthening digital offering and expanding into new markets</td>
</tr>
<tr>
<td>Ambition</td>
<td>Consistent mid to high single digit growth with attractive margins</td>
</tr>
</tbody>
</table>
Specialist Markets: Fashion

Mark Temple-Smith
MD, Fashion - Informa Markets

Colette Tebbutt
Fashion Industry Adviser

10 May 2019
Global apparel market large and growing

Fast paced, with high levels of innovation and change

Shift of spend online and towards direct and omnichannel retail

Trend towards quality over quantity of physical stores

Asia becoming a key component of the market

Large, international and growing market with dynamic supply and demand trends

Source: Statista
Informa Markets: Fashion Snapshot

**135+ colleagues**  
Key hubs in NYC and Santa Monica

**200k+ buyers**  
Annual number of unique buyers

**c.$150m revenue**  
Across Fashion portfolio

**95%+ revenue**  
From stand sales at events in the US

---

**Revenue by Segment**

- **footwear**: 17%
- **mens**: 16%
- **sourcing**: 9%
- **other**: 8%
- **Women’s**: 50%

**Customers**

- Amazon
- ASOS
- NET-A-PORTER
- BARNEYS NEW YORK
- TRINA TURK
- TOMMY HILFIGER
- KENZO
- SCOTCH & SODA
- RALPH LAUREN
- The Kooples

**Hero Fashion Brands**

- MAGIC LV Feb & Aug
- COTERIE NYC Feb & Sep
- PROJECT LV / NYC / INTL Jan & Jun

---

Informa 2019 Investor Day
Dissecting the issues: Market shifts

US retail growing at +4.2%

Five times more retail space per capita in the US

Over-capacity correction in US bricks-and-mortar retail

5,816 store closures year-to-date

Source: Statista and Coresight Research
Dissecting the issues: Execution

- Incomplete integrations post acquisitions
- Four Managing Directors since 2016
- Tactical decision making
- Stretched industry relationships

2012: Advanstar acquires ENK
2014: UBM acquires Advanstar
2016: UBM acquires BJI
2018: Informa acquires UBM
Fashion GAP: Stabilisation & Growth

Three year program to stabilise and return the fashion business to growth

- £10m+ investment

- Refresh leadership
  - Invest in talent
  - Skills mix

- Optimise dates for industry
  - Venue review

- Data Management
  - Sales & Marketing Excellence
  - Customer Service
  - Investment in price

- Brand complexity
  - Go to market proposition

- Strengthen industry connections
  - Invest in content and education

- Target new growth segments

Informa 2019 Investor Day
Fashion GAP: Leadership & Talent

The Fashion Leadership Team

Mark Temple-Smith
Managing Director Fashion

Colette Tebbutt
Industry Advisor

Felicia Hamerman
Chief Marketing Officer

Sandy Voss
SVP US Operations

Scott Chowan
Head of Finance

Houda Abdallah
VP Business Transformation

Tom Nastos
Chief Commercial Officer

Erin Shirling
VP Human Resources

Investment in talent – blend of exhibitions experience and fashion expertise
Fashion GAP: Venues & Scheduling

**Dates**
Timing is critical due to Fashion buying cycle

**Strategy**
Historical approach to withhold dates until last minute

**Commitments**
Sourcing impacted by Chinese New Year; FFANY clash in 2020

**Venues**
Split location for Magic undermining value proposition

Venues and scheduling now largely realigned through to 2030
Assessing the Challenge

Magic Crossover Venue Attendance

Feb-17 | Aug-17 | Feb-18 | Aug-18 | Feb-19
---|---|---|---|---
50% | 49% | 51% | 49% | 51%
Fashion GAP: Operational Fitness

DATA MANAGEMENT
Over 50% of buyer data was suppressed
Initiative to cleanse and unlock full database

SALES & MARKETING
New business tracking at just 14% on best shows
Investment in Sales & Marketing team, systems upgrade

CUSTOMER SERVICE
Consistent decline in NPS scores and satisfaction
Revamp Customer Management

CUSTOMER VALUE
Lack of price consistency and value proposition
Investment in price, customer transparency and value initiatives

OPERATIONAL FITNESS
Improved operational effectiveness
Strengthened customer relationships
Increased propensity to purchase

Targeting low-hanging fruit through reorganisation and investment in data and systems
Fashion GAP: Simplify Proposition

Reducing brand complexity and improving alignment to strengthen the customer proposition
<table>
<thead>
<tr>
<th>Market</th>
<th>Backdrop challenging but large and growing international market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Execution</td>
<td>Majority of issues are self-inflicted and can be resolved</td>
</tr>
<tr>
<td>Plan</td>
<td>Positive impact of Fashion GAP, both internally and externally</td>
</tr>
<tr>
<td>Ambition</td>
<td>Stabilise the portfolio by end 2020 and then reach for growth</td>
</tr>
</tbody>
</table>
Specialist Markets: China Focus

Margaret Ma Connolly
CEO, Asia
Informa Markets

10 May 2019
Greater China: Growth & Opportunities

Key Cities in Greater China (Population)

- Beijing (+11 million)
- Shanghai (+22 million)
- Shenzhen (+10 million)
- Hong Kong (+7 million)
- Guangzhou (+11 million)
- Chengdu (+7 million)

Source: www.worldpopulationreview.com

Population: 1.4bn
GDP: USD 12.2tr
GDP growth: 6%+
Consumption: 7%+

Informa 2019 Investor Day
Greater China: Exhibitions Growth & Opportunities

Key Exhibitions Venues in Greater China (Venue Capacity)

- Beijing (285k sqm)
- Shanghai (815k sqm)
- Shenzen (505k sqm)
- Hong Kong (132k sqm)
- Guangzhou (480k sqm)
- Chengdu (414k sqm)

Attractive Backdrop for Exhibitions

- Manufacturing based economy
- Consumption growth
- International trade
- Fragmented markets
- Venue capacity
Greater China: Exhibition Growth & Opportunities

Exhibitions Revenue by Market 2017 (%)

- US
- Greater China
- Germany
- UK
- France
- GCC
- Italy
- Russia
- Brazil
- Other

China Exhibitions Market 2013-2017 (SQM sold)

- 2013: 9.7
- 2014: 10.4
- 2015: 11.2
- 2016: 12.1
- 2017: 13.0

Exhibitions market as a % of Real GDP (%)

- Hong Kong: 0.16
- US: 0.14
- France: 0.12
- UK: 0.10
- GCC: 0.08
- Germany: 0.06
- China: 0.04
- India: 0.02

Source: AMR

An established, dynamic and growing exhibitions market
Informa Markets: China Snapshot

800+ colleagues
Across 19 offices, inc. Hong Kong, Shanghai and Beijing

2.5m+ visitors
Attendees at our events in 2018

1.5m+ net SQM
Stand space solid in 2018

100+ leading B2B Brands in Greater China

Revenue by Segment
- Digital: 3%
- Sponsorship: 2%
- Attendee: 1%
- Marketing Services: 3%
- Exhibitor: 91%

Customers

Key Brands

Informa 2019 Investor Day
Depth in Specialist B2B Brands

Leading brands in specialist B2B markets

- Beauty & Aesthetics
- Infrastructure, Construction & Building
- Culture & Lifestyle
- Design & Furniture
- Healthcare & Pharma
- Hospitality, Food & Beverage
- Jewellery
- Manufacturing, Machinery & Equipment
Informa Markets Growth and Mix in Greater China

**Exhibitions Revenue by Vertical (%)**
- Jewellery
- Beauty & Aesthetics
- Hospitality, Food & Beverage
- Design & Furniture
- Culture & Lifestyle
- Healthcare & Pharma
- Manufacturing & Equipment
- Fashion & Apparel
- Infrastructure & Construction
- Media & Entertainment
- Other

**Track Record of Expansion & Growth ($m)**
- 2014
- 2015
- 2016
- 2017
- 2018

**Operating in China**
- 20+ years presence and experience in China
- Local management teams
- 18 Joint Venture partners
- Strong government and association relationships
- Diversified portfolio in 12+ specialist markets

*Largest organiser in Greater China delivering consistent growth & performance*

*Revenue from Annual Events, excluding Biennials*
Informa Markets Key Differentiators in Greater China:

<table>
<thead>
<tr>
<th>Talent</th>
<th>Community</th>
<th>Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Thorough localization into the sub regions</td>
<td>• Embedded deep in key sectors (seat at the table)</td>
<td>• Proven track record of building successful joint ventures</td>
</tr>
<tr>
<td>• Recruiting for diversity to prep for future</td>
<td>• All year around education programs to foster industry growth</td>
<td>• Unique internal partnerships in cross border collaboration</td>
</tr>
<tr>
<td>• Strong culture of agility to empower people</td>
<td>• Leading major sustainability initiatives</td>
<td>• Excel at global platform local implementation</td>
</tr>
<tr>
<td>• Proven success in the training academy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

One inch wide & one mile deep: benefits of scale & leadership in the region
## Informa Markets: Strategy for Growth in Greater China

### Growth via Business Development

<table>
<thead>
<tr>
<th>Existing Markets</th>
<th>New Markets</th>
</tr>
</thead>
</table>
| • Further segmentation to grow market share  
• Complete value chain by developing new co-locates  
• Take advantage of growth in venue capacity | • Sectors aligned with China 5-year plan and GBA strategy  
• Incentivize geo-adapts and strengthen the launch culture  
• Partner to accelerate development |

### China Growth Engine

<table>
<thead>
<tr>
<th>Live Events</th>
<th>Digital &amp; Data</th>
</tr>
</thead>
</table>
| • Invest in the content and customer experience  
• Help Chinese exhibitors to internationalize | • Upgrade digital directories  
• Expand digital offering into more verticals  
• Up skill existing work force |
Strategy for Growth: Beauty & Aesthetics

1 FAIR
2 VENUES!

3,000+ exhibitors (75%+ International)
87k+ visitors

185,000
sqm net

C.$75m
2018

3,200+ exhibitors (90%+ domestic)
110k+ visitors

1,700+ exhibitors
31k+ visitors
Strategy for Growth: Hospitality, Food & Beverage

5 cities
11.8k+ exhibitors
252k+ sqm net
500k+ visitors

Informa 2019 Investor Day
Rise of the Super Venue

Shanghai NECC
400,000 + 53,000 sqm

Shenzhen SZWECC
400,000 + 100,000 sqm
Specialist Markets: China

Market
Long-term growth opportunities for specialist B2B brands in China

Focus
Grow in existing and launch into new markets, strengthen key verticals and expand digital offering

Differentiate
We excel in Talent, Community and Partnership

Ambition
Market leadership - consistent growth ahead of the market
COFFEE BREAK
**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
Scale & Simplification

Patrick Martell  
Group COO & CEO, Informa Intelligence

10 May 2019
Scale & Simplification

Speakers

Patrick Martell
Group COO & CEO Informa Intelligence

Ian Branch
Global Business Services Director
The Informa Group – Group Operations

Focus on improving effectiveness & efficiency

Global Support (Group Operations, Group Functions)
Integration Officer for the UBM Combination

Delivering the 12-month Accelerated Integration Plan to budget and schedule
AIP: Cost Synergies

AIP Cost Synergies

Phase I
- PLC costs
- Corporate duplication
- Operational management overlap

Phase II
- Procurement
- Property
- Software & Systems

Phase III
- Back office services
- Enterprise platforms
- End-to-end processes

£50m $60-75m

On track for Phase I and Phase II Synergy Delivery
AIP: Phase III Cost Synergies – Scale & Simplification

Back Office Services & Enterprise Platforms

1. Enterprise Resource Planning (ERP) Systems
2. Shared Service Centres
3. End-to-End Processing

Focus on operational effectiveness ahead of efficiency

Targeting the benefits of increased scale & operating simplification
PHASE III: Back Office & Enterprise Platforms

Current ERP landscape at Informa

- C.£1.5bn
- C.£300m
- C.£1bn

Different platforms & multiple incidences within each business

Revenue on no ERP platform: C.£100m
PHASE III: Back Office & Enterprise Platforms

ERP Simplification Plan

- Retain a mix of SAP and Oracle to suit business needs
- Informa Markets to migrate onto Oracle
- All other businesses migrate onto SAP
- Reduce variations and multiple incidences of same thing where possible
- £1bn of revenue to change ERP platform & £100m to migrate to an ERP platform

Simplification plan to improve quality and timeliness of data to deliver just-in-time management information
PHASE III: Back Office & Enterprise Platforms

Order To Cash (O2C)
- 60 different systems
- 250 Finance staff
- Manual processes and interfaces

Purchase to Pay (P2P)
- 70% invoices with no PO
- 100 Finance staff
- Manual processes and interfaces

Record To Report (R2R)
- Complex structures around legacy systems
- 200 Finance staff
- Multiple platforms and accounting systems

Opportunity to simplify and improve efficiency: end-to-end processing within a total Finance cost of c.£100m
PHASE III: Back Office & Enterprise Platforms

CLEVELAND SSC
- 40 Heads
- Oracle

NEW YORK COE
- 30 Heads
- Oracle

FLORIDA SSC
- 85 Heads
- SAP + Legacy

BRAZIL SSC
- 21 Heads
- SAP

COLCHESTER SSC
- 200 Heads
- SAP

KENT COE
- 33 Heads
- Oracle

HONG KONG SSC
- 50 Heads
- Oracle

SINGAPORE SSC
- 55 Heads
- SAP

Approx. 600 employees
Approx. 85 BPO staff (Bangalore & Krakow)
PHASE III: Back Office & Enterprise Platforms

Current Backdrop

- Current Shared Services organisation an assembly of UBM and Informa businesses
- Significant mix of locations, processes, platforms, and service levels
- Two major ERP platforms at different stages of maturity & built for different businesses than the combination
- Legacy UBM organisation with Centres of Excellence (COEs) and long-term BPO partnership
- Legacy Informa organisation with recent SAP implementation

Opportunities

- Rationalisation of legacy platforms on to single instances of SAP and Oracle
- Divisional alignment to one of the ERP platforms
- Lean re-engineering (value analysis) and Six Sigma (reduce variation) methodologies to drive process effectiveness and efficiency
- Location and BPO strategy

Opportunity to align systems and improve operational effectiveness
PHASE III: Back Office & Enterprise Platforms

Global Process Focus

- Shared Services strategy, centred around ...
  - **Global Process**-led design and definition of platforms, process and organisation
  - Balance of divisional requirements *(customer and growth led)* with operational efficiency
  - Clear leadership and accountability
  - A sound control environment
PHASE III: Back Office & Enterprise Platforms

- Platform Stability and Connectivity
  - eg Integrations and interfaces

- Optimisation of Platforms and Processes
  - eg Migration to align ‘SAP to Standard’

- Leadership & Organisational Model
  - eg Global vs. local Accountability Matrix

- Footprint & Partner Strategy
  - eg Labour efficiencies Automation
Scale & Simplification

**DELIVERY**
On track for target AIP cost synergies

**OPPORTUNITIES**
Phase III synergy programme underway

**SIMPLIFY**
Systems, Services and Processing complexity

**AMBITION**
Improved operational effectiveness and increased operational efficiency
**Agenda**

- Depth & Specialisation  
  - Stephen A Carter
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The Power of Specialist Data & Information

Patrick Martell
Group COO & CEO, Informa Intelligence

10 May 2019
Informa Intelligence

Speakers

Patrick Martell
Group COO & CEO
Informa Intelligence

Linda Blackerby
President,
Pharma Intelligence

Ramsey Hashem
Chief Commercial Officer,
Pharma Intelligence
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

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

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

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

- **5bn** photos and videos are shared daily on Instagram  
  Source: Instagram Business

- **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
Intelligence Market and the Power of Specialist Information

- Rising value of specialist B2B information and data
- Globalisation and segmentation of specialist markets
- US accounts for close to half the global market
- Data, actionable insight and workflow
- Attractive subscription-based business model

**B2B Media & Business Information Market (£bn)**

- 2015: 29.0
- 2016: 30.0
- 2017: 33.0
- 2018E: 35.0

**Information Services Market, by Sector (%)**

- Financial Services
- Legal, Tax & Regulatory
- Pharma & Healthcare
- Consumers
- Prof. Qual
- Industrials
- TMT
- Energy
- Agra & Comms
- Other

*Source: Outsell*
The Informa Intelligence Journey

- **2014**: Underlying Revenue Decline of -8.5%
  - Patrick Martell appointed CEO

- **2015**: Underlying Revenue Decline of -1.9%
  - Management restructure
  - Reorganise around verticals
  - Focus on subscription renewals
  - Focus on customer management

- **2016**: Underlying Revenue Growth of +1.1%
  - GAP investment into core products and platforms
  - Build Colleague Value Proposition and strengthen culture

- **2017**: Underlying Revenue Growth of +2.2%
  - Investment in upgrading Sales and Marketing systems

- **2018**: Underlying Revenue Growth of +2.6%
  - New products and platforms launched
    - New EPFR Platform
    - Launch of Ovum Forecaster
    - Upgraded Citeline platform
    - 127 new products

- **2019**: Underlying Revenue Growth of +2.6%
  - UBM Combination
  - Progressive Portfolio Management: review of IGM and Agribusiness Portfolio

**GAP Investment**
- Growth Acceleration Plan
- 3rd Quarter 2016
- Core products and platforms
- Colleague Value Proposition
- Strengthen culture

**Investment in Sales and Marketing**
- 2017 focus on customer management
- 2017 investment in sales and marketing systems
- 2018 launch of new products and platforms

**Underlying Revenue Growth**
- 2015: -1.9%
- 2016: +1.1%
- 2017: +2.2%
- 2018: +2.6%
- 2019: +2.6%
Informa Intelligence Today

Informa Intelligence provides specialist data, intelligence and insight to businesses, helping them make better decisions, gain competitive advantage and enhance return on investment. Through a range of specialist B2B subscription brands, we provide critical intelligence to niche communities within Pharma, Finance, Transportation, Agribusiness and Industry & Infrastructure.

- £350m+ Revenue
- c.£90m Adj. Op Profit
- 250+ B2B Brands
- c.£90m Revenue
- c.13% Underlying Growth
- 2,000+ Colleagues
- c.3% Underlying Growth
- 560+ Analysts & Editors
- 2018PF Group Revenue
- >40k Subscribers

Revenue by type
- 2018PF
- Subscription
- Marketing Services
- Other

Revenue by vertical
- 2018PF
- Finance
- Pharma
- Transportation
- Industry & Infrastructure
- Agribusiness

Revenue by region
- 2018PF
- UK
- Cont. Europe
- North America
- Asia
- Middle East
- Rest of World
Specialist B2B Brands in attractive customer markets

Pharma
- Sagient Research
- Medtrack
- Citeline
- Pink Sheet
- Biomedtracker
- In Vivo
  - c.£115m

Finance
- Informa Investment Solutions
- Mapa Research
- Informa Research Services
- ICON
- iMoneyNet
- EPFR
  - c.£100m

Industry & Infrastructure
- Price Digests.
- EquipmentWatch
- Design and Electronics
- Power
- EnergyTimes
  - c.£75m

Transportation
- insurance:day
- Lloyd’s List
- Lloyd’s List Intelligence
- i-law.com
- Lloyd’s List Intelligence
  - c.£50m

Agribusiness
- Phillips McDougall
- Agrow
- Fertecon
- International Sugar Journal
- F.O. Licht
  - c.£30m

Portfolio of niche B2B brands within specialist B2B markets
Strategy for Performance & Growth

Reorganise & Repair
- Leadership change
- Reorganise around verticals
- Increase customer focus
- Refresh talent
- Focus on subscription renewals
- Revamp sales organisation and incentives

Invest & Grow
- Invest in platform capability
- Improve core product functionality
- Invest in Sales & Marketing systems
- Leverage into Consulting and Marketing Services
- Data, analytics & workflow

Focus & Expand
- Focus on new business and pipeline conversion
- Progressive Portfolio Management
- Focus on strongest brands in markets with greatest opportunity
- Look for adjacent opportunities or capability infill

Move up the value chain... Insight to Intelligence.... Improving Underlying Growth
# Operating Performance

## Operating Metric

<table>
<thead>
<tr>
<th>Metric</th>
<th>2013</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annualised Contract Values (ACV)</td>
<td>Falling</td>
<td>Consistent Growth</td>
</tr>
<tr>
<td>Value Renewal Rate</td>
<td>70-75%</td>
<td>c.90%</td>
</tr>
<tr>
<td>Pre-Expiry Renewal Rate</td>
<td>&lt;40%</td>
<td>&gt;75%</td>
</tr>
<tr>
<td>New Business Value Rate</td>
<td>Falling</td>
<td>Rising (double-digit)</td>
</tr>
<tr>
<td>Active Users per Month (subscriptions)</td>
<td>138k</td>
<td>180k (+30%)</td>
</tr>
<tr>
<td>Organic Revenue Growth</td>
<td>-4% to -9%</td>
<td>c.+3%</td>
</tr>
</tbody>
</table>
Progressive Portfolio Management

Focus on strongest brands in specialist markets with the best opportunities for growth and expansion

Sale

- Consumer Information Portfolio
- Life Sciences Media Portfolio

Review

- AgriBusiness Portfolio
- IGM

Expand

- Pharma (eg Skipta)
- Retail Financial (eg Icon, Mapa)

Annual Revenue of up to £120m within scope
Progressive Portfolio Management

Focus on strongest brands in specialist markets with the best opportunities for growth and expansion

Sale
- Consumer Information Portfolio
- Life Sciences Media Portfolio

Review
- AgriBusiness Portfolio
- IGM

Expand
- Pharma eg Skipta
- Retail Financial eg Icon, Mapa

Annual Revenue of up to £120m within scope
Informa Intelligence: Finance Snapshot

500+ colleagues
Selling into 60+ countries

500k+ global users
Across product range

c.90% renewal rate
On subscription products

Revenue Breakdown

82% subscriptions
10% marketing services
4% consulting
4% other

Customers

Key Brands

Leading international B2B Brands for the Banking, Asset & Wealth Management markets

Informa 2019 Investor Day
Specialist Markets: Retail Banking

- Market for research in the US Retail Financial Services & Insurance Industry is c£500m, growing at c.5% p.a.
- Fragmented end market with no clear market leader. 500+ Deposit and 400+ Mortgage Tier 1 & 2 institutions
- Disruptive change impacting Banking through digital transformation and Fintech
- Opportunity to help banks solve problems: better and faster decisions, omni-channel customer experience, managing risk and compliance

Helping customers improve performance across the balance sheet via quantitative data and qualitative research
## Specialist Markets: Retail Banking

<table>
<thead>
<tr>
<th>Products</th>
<th>Description</th>
<th>Mortgage</th>
<th>Home Equity</th>
<th>Auto</th>
<th>Cards</th>
<th>Personal</th>
<th>Deposits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Analytics &amp; Managed Services</strong></td>
<td>Using indicative and transactional data to create price optimization strategies tailored to customer objectives (e.g., Market share, margin)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Transactional Data</strong></td>
<td>Benchmarking actual transacted volume with rates/fees, to understand price elasticity, market dynamics and tailored pricing strategies</td>
<td><img src="image" alt="Circle" /></td>
<td><img src="image" alt="Circle" /></td>
<td><img src="image" alt="Circle" /></td>
<td><img src="image" alt="Circle" /></td>
<td><img src="image" alt="Circle" /></td>
<td><img src="image" alt="Circle" /></td>
</tr>
<tr>
<td><strong>Indicative Data</strong></td>
<td>Benchmarking advertised rates against competitors, for competitive positioning and regional variance. Key input to pricing strategy</td>
<td><img src="image" alt="Circle" /></td>
<td><img src="image" alt="Circle" /></td>
<td><img src="image" alt="Circle" /></td>
<td><img src="image" alt="Circle" /></td>
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<td><img src="image" alt="Circle" /></td>
</tr>
</tbody>
</table>

*Uniquely positioned to move up the value chain and provide solutions across the balance sheet*
Specialist Markets: Pharma

Linda Blackerby
President, Pharma – Informa Intelligence

Ramsey Hashem
CCO, Pharma – Informa Intelligence

10 May 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
Informa Intelligence: Pharma Snapshot

400+ colleagues
Coverage across 175 countries

5.5% ACV growth
With c90% renewal rates

3,000+ customer firms
Including Top 50 Pharma & Top 10 CROs

Revenue Breakdown
- 86% subscriptions
- 2% consulting
- 4% marketing services

Customers
- Novartis
- Merck
- Pfizer
- Accenture
- Astellas
- Immunogen
- Oracle
- Bristol-Myers Squibb
- Omnicom

Key Brands
- Biomedtracker
- Datamonitor Healthcare
- Scrip
- Pharmapartners
- Trialtrove

Specialist B2B Brands with particular strength in Clinical Intelligence
Pharma Intelligence: What We Do

Clinical Trials Strategy and Operations
• Which diseases should a drug be tested in and in which order?
• Where should the clinical trials be held?
• Which hospitals (sites) and which doctors (investigators)?
• How should the trials be designed for fastest patient enrollment and best approval route?

Competitive Intelligence
• What are competitors doing compared to a company’s internal programs?
• How should portfolio prioritization decisions be adapted to beat competitors to market?

Business Development and Licensing
• Which Biotech companies have the most promising drugs to acquire?
• How do those drugs stack up against a company’s internal portfolio and its competitors?
• How should a company and/or drugs be valued to structure the best deal terms?

Through our specialist content and industry expertise, we help answer critical questions and solve problems
Pharma Intelligence Trends & Opportunities

Total Pharma Information Market: £4.8bn

- Pre-Clinical: £500m (10%)
- Clinical: £269m (6%)
- Policy & Reg: £231m (5%)
- Commercial: £2,692m (55%)
- Market Access: £615m (13%)
- Manufacturing: £115m (2%)
- Distr./Wholesale: £462m (9%)

Informa Intelligence within the Pharma Information Market

- Total Market: £2,692m
- Informa Intelligence: £615m

Unsustainable cost of healthcare and explosion of digital and data fuelling growth in specialist intelligence

Source: Outsell, Informa Estimates
# Pharma Intelligence: Adding Value for Customers

<table>
<thead>
<tr>
<th>Products</th>
<th>Clinical</th>
<th>Commercial</th>
<th>Policy &amp; regulatory</th>
<th>Market access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge-Based Services</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Analytics &amp; Workflow</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proprietary Data</td>
<td></td>
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</tr>
<tr>
<td>Public Data</td>
<td></td>
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</tbody>
</table>

**Driving higher value for customers through analytics, workflow tools and bespoke services**
Pharma Intelligence: Strategy for Growth & Expansion

### Core competencies
- Invest in breadth & depth of specialist content
- Add new data sets to differentiate clinical offering
- New authoring tools to ingest data faster and more efficiently

### New Markets
- Leverage brands and expertise internationally
- Invest in capability and capacity in Asia

### Analytics & Workflow
- Strengthen analytics capability
- Greater integration of our data with customer data
- Invest in real-world patient-level data to enrich insight and analysis

### Adjacent Opportunities
- Build presence in Market Access segment
- Connect Clinical, Commercial & Market Access intelligence
Spotlight: Citeline

- 265,000+ Clinical Trials
- 40,000+ Sources
- 68,000+ Drugs
- 235,000+ Diseases
- 400,000+ Investigators
- Data from 166 countries

Comprehensive, reliable, global intelligence solutions for:

- Global Clinical Trials
- Sites & Investigators
- Drug development pipelines
Clinical Trials: Time & Money

Key challenges

- Hospitals & Physicians selection
- Awareness to ensure strong patient recruitment
- Effective Trial protocol design

Significant value opportunity

- Only 6% of trials complete on time
- Only 5% of Physicians sign up to a trial
- Only 2% of the eligible population enroll
- Multiple addendums at 50% of trials
- Trials are frequently over-budget

Average Oncology Phase III trial is 36 months

Cost breakdown of Clinical Trial

- Phase I: $280m
- Phase II: $325m
- Phase III: $385m

Total cost of a clinical trial Phase I to III is $1bn

Informa 2019 Investor Day
Customer Challenge: Trial in Atopic Dermatitis

Clinical Trial in a Crowded Space

Atopic Dermatitis Market ($bn)

- 2017: 6
- 2027: 18
- 2027 increase: 12

Delay in Drug Launch

- Every week of delay impacts commercial prospects
- Lost Sales: $3 - $4M/Day

Investigator Drop Out

- 70 sites/physicians are required to hit targets, but
- 20% drop out is common so
- 85 sites needed in total

Informa 2019 Investor Day

265 ongoing trials in atopic dermatitis
CITELINE - SITETROVE

Identify Investigators & Healthcare Providers AND Understand Patient Pools

Option A
Option B
Option C

Citeline Engage powered by Skipta

SKIPTA - CITELINE ENGAGE

Scoop
Targeted emails to drive awareness

Gather
Gather feedback on a protocol

Recruit
Recruit physicians & investigators

Citeline Customer can tailor outreach program for their trial based on the selected investigators

Informa 2019 Investor Day
Citeline Engage: Trial Timeline

CRO/Pharma Traditional Approach: 15 Weeks to ID Sites

- Start identification and recruitment of sites.
- Week 1
- 54 engage sites and sign up for trial takes place
- Week 15
- Target: 84 sites for selection
- Outcome: 54 sites selected

Citeline Engage: 2 Weeks to ID Sites

- Citeline Engage identified >1100 doctors with >700 in Skipta network
- Week 1
- 26 new sites confirmed for selection
- Week 2
- Target: To help increase sites for selection
- Outcome: 26 additional sites selected

Target: 84 sites for selection
Outcome: 54 sites selected

Target: 10% of the time to hit 50% of the sites...
Outcome: 26 additional sites selected
## Specialist Markets: Pharma

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Market</strong></td>
<td>Large and growing market with high levels of innovation</td>
</tr>
<tr>
<td><strong>Depth &amp; breadth</strong></td>
<td>Leading B2B brands and industry expertise, with real strength in Clinical Trials</td>
</tr>
<tr>
<td><strong>Opportunity</strong></td>
<td>To connect Clinical, Commercial and Market Access data with real world patient-level data</td>
</tr>
<tr>
<td><strong>Ambition</strong></td>
<td>Maintain leadership in Clinical and expand offering, underpinning consistent growth ahead of the market</td>
</tr>
</tbody>
</table>
**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
Culture Question

Time

Eleanor Souster
Chief of Staff
Taylor & Francis

10 May 2019
LUNCH
BREAK
Resilience & Strength through Specialist Knowledge

10 May 2019
Speakers

- Annie Callanan: Chief Executive Officer
- Christoph Chesher: Group Sales Director
- Leon Heward-Mills: MD Researcher Services
- Max Gabriel: Chief Digital Officer
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

- **294bn emails sent daily, rising to 306bn by 2020 and 320bn by 2021... with 3.9bn people using emails**
  - Source: Radicati Group

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

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

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

- **28PB generated from wearable devices by 2020**
  - Source: Statista
The Knowledge & Information Economy

- **Meaning**: Value
- **Data**: 5B searches worldwide per day
- **Knowledge**: Over 1B Global Citations
- **Wisdom**: 5% growth in journal articles

Growth Catalyst
The Knowledge & Information Economy

- **Data**
- **Information**
- **Knowledge**
- **Wisdom**

**Demand for Specialist Knowledge**

- **9.4% CAGR in T&F Article Submissions**
- **90% of all data created in past 2yrs**

**Growth Catalyst**
Growth in Specialist Knowledge & Advanced Learning

Top 15 countries by R&D spend (in $bn)

1. US $476
2. China $371
3. Japan $170
4. Germany $110
5. Korea Rep $73
6. France $61
7. India $48
8. UK $44
9. Brazil $42
10. Russian Fed $40
11. Italy $29
12. Canada $28
13. Australia $23
14. Spain $19
15. Netherlands $16

US$ 1.7 trillion

Gross Enrolment in Tertiary Education expressed as a percentage of the total population of the five-year age group following on from secondary school leaving.


Source, World Bank via Our World in Data: https://ourworldindata.org/tertiary-education
Growth in Specialist Knowledge & Advanced Learning

Tertiary Enrolments

Source, UNESCO Institute for Statistics

Research Paper Submissions by Region (T&F)
Value Drivers within the Advanced Learning Market

<table>
<thead>
<tr>
<th>Trend</th>
<th>Trust/Quality</th>
<th>Relevancy</th>
<th>Customers</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verification: Experts Truths</td>
<td>Fake News</td>
<td>Too much information</td>
<td>Demand for new options, value</td>
<td>New funding sources</td>
</tr>
<tr>
<td>T&amp;F Strength</td>
<td>Verification: Experts Truths</td>
<td>Specialist Knowledge</td>
<td>Platform Agnostic</td>
<td>Flexible Business Models</td>
</tr>
<tr>
<td></td>
<td>Publishing Ethics</td>
<td>Advanced Emergent Applied</td>
<td>Specialist Content</td>
<td>Efficient/Variable Fulfilment</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Services</td>
<td></td>
</tr>
</tbody>
</table>

Informa 2019 Investor Day
Taylor & Francis Today

Taylor & Francis publishes peer-reviewed scholarly research and specialist reference-led academic content across subject areas within Humanities & Social Sciences and Science, Technology and Medicine. It is recognised internationally through its major publishing brands such as Taylor & Francis, Routledge, CRC Press and Dove Medical Press.

- **£530m+** Revenue
- **c.£200m** Adj. Op Profit
- **2,700+** Journal brands
- **140k+** Book titles
- **c.2%** Underlying Growth
- **c.18%** Group Revenue
- **2,200+** Colleagues
- **300+** OA journal brands

**Revenue by type**

2018PF

- Electronic
- Print

**Revenue by vertical**

2018PF

- Humanities & Social Science
- Science, Technical & Medical

**Revenue by region**

2018PF

- UK
- Continental Europe
- North America
- Asia
- Middle East
- Rest of World
Snapshot of T&F Revenue Trends at a Glance

Underlying Revenue (£m)

<table>
<thead>
<tr>
<th>Year</th>
<th>Transactional Revenue</th>
<th>Subscriptions Revenue</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>42%</td>
<td>49%</td>
<td>520</td>
</tr>
<tr>
<td>2016</td>
<td>29%</td>
<td>47%</td>
<td>530</td>
</tr>
<tr>
<td>2017</td>
<td>4%</td>
<td>42%</td>
<td>540</td>
</tr>
<tr>
<td>2018</td>
<td>0%</td>
<td>47%</td>
<td>550</td>
</tr>
</tbody>
</table>

2.3% CAGR

Informa 2019 Investor Day
Consistent Article Submission Growth

Article Submission Growth

Indexed Direct Production costs

Targeted Efficiency Initiatives

Article Submissions

2015: 289,180
2016: 312,048
2017: 344,899
2018: 377,248

Informa 2019 Investor Day
Key Strengths of Taylor & Francis

**Trust/Quality**
- Verification: Experts, Truths
- Publishing Ethics

**Relevancy**
- Specialist Knowledge
- Advanced Emergent Applied

**Customers**
- Platform Agnostic
- Specialist Content
- Services

**Funding**
- Flexible Business Models
- Efficient/Variable Fulfilment

**Breadth of Commercial Relationships**

**Scale + Operational Excellence**
Seizing the Opportunities from Growth in Knowledge

Value Differentiators

Specialist Knowledge
- **Subject Specialisation**
  - Breadth of Specialisms
  - Depth in Specialist Domains

Customer Flexibility
- **Diverse Customer Base**
  - Investment in Content
  - Global Re-Purposing of Content

Operational Excellence
- **Scale and Culture**
  - Delivery of Complexity at Scale
  - Culture of Continuous Improvement

Digital-First Transformation
- **Technology-Enabled**
  - Platform Agnostic
  - Digital-First Enterprise

3YR Strategy

- **Human-Centered Science**
  - Balance of HSS and STM
  - Advanced, Emergent, Applied

- **Adapt to Global Customer Demand**
  - Flexible Business Models + Services
  - Academia and Beyond

- **Drive Operational Efficiencies**
  - Variable Agile Fulfillment
  - Article-Centric Workflow/Services

- **Transform Value**
  - New Learning Modalities
  - AI-Enabled Enterprise

Resilient Operating Profit and Cash Flows

Consistent Revenue Growth
Seizing the Opportunities from Growth in Knowledge

Strategic Value Creation

Inputs

Acquisition & Curation

Specialist Content
Advanced, Emergent, Applied
Specialty Curated Subscriptions
Open Content

Workflow + Processing

Editorial

Channel Partnerships
Geographic Expansion
Variable Fulfilment
Local Curation in Growth Markets

Production

Outputs

Discovery & Dissemination

Advanced Discoverability
AI-Enabled Enterprise
New Learning Modalities
Academia + Beyond

Scale
International Sales Opportunities from Depth & Specialisation

Christoph Chesher
Group Sales Director
Taylor & Francis

10 May 2019
Taylor & Francis: Depth & Specialisation

Content Corpus

- T&F Specialist Content spans over 50 top level subject domains
- Each Domain spans multiple formats and geographies

T&F - Articles Published by Segment

1. Medicine & Health: 13.8%
2. Physical Sciences & Mathematics: 12.3%
3. Arts & Humanities: 10.4%
4. Biological & Food Sciences: 8.9%
5. Engineering Computing & Tech: 8.6%
6. Behavioural Sciences & Social Care: 7.4%
7. Education: 7.4%
8. Sport, Planning, Urban & Geography: 5.0%
9. Politics & IR: 4.5%
10. Earth & Environmental Sciences: 4.3%
11. Allied & Public Health: 4.2%
12. Business & Economics: 4.0%
13. Sociology & Law: 3.4%
14. Area Studies: 3.2%
15. Heritage & Information Science: 2.7%
Education: In Depth

• Education represents 7% of our corpus
• The Education domain is comprised of 21 sub-domains of micro-specialist content.
• Advanced. Emergent. Applied.
Depth & Specialisation in Education and Educational Research

Our Education Program
- 191 journals
- 7,136 articles
- 650 new books p/a
- c.10,000 backlist
- Over 80 society partners

[Diagram showing Journals Market and Citation Share]
T&F Science, Medical, Engineering & Technology
The Opportunity

- China and India represent 4.5% and 3% of Global Sales Revenue
- Double digit sales growth expected to continue for foreseeable future
- Discounts are stable and not increasing
- Publishing output from both continues to grow significantly

Source: Clarivate Analytics InCites, Articles and Reviews only.
International Sales Trends By Category

Print Books
- Discount environment stable
- Leader in the library supply market

EBooks
- Double Digit Growth in 2018
- eBooks 30% of overall Books income
- Noticeable acceleration in conversion from Print to eBook sales
- Agnostic on channel fulfilment
- Close relationship with aggregators
- >50% eBook purchases on T&F platform
- Flexibility in customer offerings is key
- Open Access for eBooks

Journals
- High single digit growth in access fees
- Continued growth in big deals...T&F's differentiated offer
- Significant Growth in Open Access
- Introduction of Premium APC rates
- High interest in Plan S and 'Read & Publish' in UK & Europe
- Flexible approach according to customer need and situation

Taylor & Francis is the largest supplier of academic books to Starkmann. The imprints constitute some of the most important academic imprints that Starkmann supplies to its customers which comprise universities, and research libraries. In 2018 the Taylor and Francis Group accounted for 19% of Starkmann’s purchases of academic publications.

B.Starkmann, 26/04/2019
Informa 2019 Investor Day
Today

- 27 countries, 21 time zones
- Sales to 140+ countries
- Organisational Structure
- Major Regional Hubs

Strategy

- Think Global, Act Local
- Holistic view
- Long term relationships
- Regional sales within global context
- Sustainable growth

Ambition

- Further Investment in China and India
- China & India: high single digit growth
- Middle East
- Corporate Sales
- Hospitals Market

Regional Sales deals are done within a global context.
Regional Accountability partnered with strong central direction.
Regional Offices aligned with Global strategies through Matrix Management in Sales, Editorial, Marketing & Production.
Open Access Opportunities

Leon Heward-Mills
MD Researcher Services
Taylor & Francis

10 May 2019
Open Access – an Evolving Market

Open Access preferences

- APC based
- Subscriptions and Green OA
- Mixed: subscriptions, green OA and APC-based Gold OA
- Undeclared

OA publishing now is 20 years old
Mixture of models and preferences eg Gold, Green
Hybrid versus Pure OA
OA accounts for around 10% of all articles published
Research integrity remains paramount

Informa 2019 Investor Day
Open Access - an Evolving Market

US Full OA articles by subject 2017

1. Biochemistry & Molecular Biology
2. Neurosciences
3. Microbiology
4. Public, Environmental & Occupational Health
5. Genetics and Heredity
6. Oncology
7. Cell Biology
8. Chemistry, Multidisciplinary
9. Immunology
10. Ecology

#43 Education and Educational Research

OA publishing bias towards STM
Lack of funding and immediacy in HSS
Approach to transition varies by institution
Read & Publish, Publish & Read
Balanced approach, focus on research quality
Effectively Managing an Evolving Market

Accepted articles

- Subscription
- T&F OA
- Dove

In 2018 Taylor & Francis published OA articles in:

- Biological, Environmental & Earth: 31%
- Medicine & Health Science: 26%
- Physical Science & Math: 10%
- Politics, Sport, Planning & Area Studies: 8%
- Engineering, IT & Applied Science: 7%
- Allied and Public Health: 5%
- Business, Economics, Sociology & Law: 5%
- Arts & Humanities: 4%
- Behavioral Science & Social Care: 4%
Balance and Breadth: Our Open Access Offering

- 15 broad spectrum OA titles
- 93 OA medical journals
- 159 carefully developed specialist fully OA titles
- Option to publish OA across 95% of our portfolio

Open Access and subscription content fully integrated
Depth & Capability in OA through the addition of Dove

A step change for T&F in OA
• Acquired in September 2017
• c.100 medical OA journal brands
• Strong revenue growth since acquisition
• 21% increase in volume 2018/2019

Future growth drivers
• 2 additional impact factors in 2018 and 3 in 2019
• Excellent customer service and brand in China
• Additional expertise in OA journal development & marketing
• Leverage full capabilities across Taylor & Francis
Partnering for Success

850+ Society Partners

A deep relationship

A key society partner
Member organisation with suite of journals

Trusted content

73 year old world leading journal

Real world impact

Moving to a World Beyond “p < 0.05”
Partnering for Success

Flexible

Balanced

Collaborative

Disseminate + Amplify

Curate + Acquire

Produce + Publish

Validate + Edit
Digital Transformation Opportunities

Max Gabriel
Chief Digital Officer
Taylor & Francis

10 May 2019
Targeted Investment Programme

Inputs

- Acquisition & Curation
  - Specialist Content
  - Advanced, Emergent, Applied
  - Specialty Curated Subscriptions
  - Open Content

Workflow + Processing

- Editorial
- Production

Scale

Outputs

- Discovery & Dissemination
  - Channel Partnerships
    - Geographic Expansion
    - Variable Fulfilment
    - Local Curation in Growth Markets
  - Advanced Discoverability
    - AI-Enabled Enterprise
    - New Learning Modalities
    - Academia + Beyond
Discoverability & Dissemination through targeted investment

**Taylor & Francis Online**
- 1051 - 799 Alexa ranking
- 4m+ articles
- 456m+ sessions

**Taylor & Francis eBooks**
- 75k – 13k Alexa ranking
- 1.5m+ digitised chapters
- 1.5m+ active users

Scalable Platform + Agile Product Development + Smart Automation = Digital Momentum

Informa 2019 Investor Day
Digital momentum unlocks future opportunities

17 UNSD Goals

4 million articles & 1.5 million chapters

90 Days

Interdisciplinary Content + Machine (AI) driven Curation + Cross Functional Team = Mission Driven Product
Resilience & Strength through Specialist Knowledge

Annie Callanan
Chief Executive Officer
Taylor & Francis

10 May 2019
Growth Metrics From Publishing Value Chain

- **20%** YOY inc. in content downloads
- **456m+** user sessions
- **40m** mobile visits
- **3.3m** citations and online mentions

- **26%** US books distribution shift to 100% variable cost model produced 26% cost reduction
- **75%+** books available in POD
- **4.2m** articles and 1.5M book chapters
- **260+** gold OA journals

- **3k+** research communities
- **400k+** submissions
- **26%** growth in OA submissions
- **11%** growth in overall submissions
- **68%** rejection rate

- **26%** US books distribution shift to 100% variable cost model produced 26% cost reduction
- **100%** peer review journals
- **80k+** peer reviewers

- **7.5k+** annual books front list
- **2.7k** scholarly journals
- **40k+** of editorial board members
Depth & Specialisation at Taylor & Francis

Specialist Content
Breadth & Depth

Reputation
Operational Excellence

Digital First
Complexity at Scale

A Leading Global Knowledge Brand
**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**
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  - Linda Blackerby & Ramsey Hashem

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  - Eleanor Souster & Panel

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  - 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
The Knowledge & Information Economy

500m tweets sent every day
Source: Twitter

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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

Global Technology Market Spend ($tr)

- 2016: 2.9
- 2017: 3.0
- 2018: 3.2
- 2019E: 3.4

CAGR 5%

Information Services Market, by Sector (%)

- North America (41%)
- Europe (35%)
- Asia (19%)
- Rest of World (5%)

Source: Statista

Large, growing and international market with high levels of innovation and change
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 by type
- Sponsorship & Exhibitor (38%)
- Attendee (22%)
- Media (13%)
- Subscription (9%)
- Training (8%)
- Other (10%)

2018PF

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%)

2018PF

Revenue by region
- North America (75%)
- UK & Europe (16%)
- Asia (5%)
- Middle East (0.5%)
- Rest of World (3.5%)

2018PF
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?

**Inform**
Inform

**Educate**
Educate

**Connect**
Connect

**InformaTech**

- 225k+ Annual Event Delegates
- 3.8m+ Monthly Media Readers
- 7.4k+ Research Subscribers
- 18k+ Training Students
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

Media

Research

Events

Training

3rd Party

Add new & existing

Audience

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

Readers

Subscribers

Delegates

Students

Add

Enrich

$ $ $ $
Depth & Specialisation across the Technology market

Informa 2019 Investor Day
Specialist Markets: 5G

ENABLING THE CONNECTED SOCIETY THROUGH 5G ACROSS 5 CONTINENTS

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.

- 20,000+ Attendees
- 160+ Countries Represented
- 500+ Visionary Speakers
- 5,000+ Meetings Arranged
- 600+ Exhibitors

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

Informa 2019 Investor Day
Building Communities in High Growth Markets
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%)

£1-12m Revenue 2016-2019
35 International Colleagues
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.

- 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

2.6bn+ Records exposed/stolen globally in 2018

2.6bn+ Records exposed/stolen globally in 2018

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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
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

- **294bn emails sent daily, rising to 306bn by 2020 and 320bn by 2021... with 3.9bn people using emails**
  - Source: Radicati Group

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

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

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

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

- **28PB generated from wearable devices by 2020**
  - Source: Statista
Specialist.
1. A person who concentrates primarily on a particular subject or activity; a person highly skilled in a specific and restricted field (noun)
2. Possessing or involving detailed knowledge or study of a restricted topic (adjective)
Depth & Specialisation

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TALENT
Depth of expertise and experience

CULTURE
Open, honest and agile

BRANDS
Depth of Specialist Brands

DIGITAL
Strength in products & platforms

SPECIALIST
In everything we do

OPPORTUNITIES
Long-term growth and expansion

Depth & Specialisation in key areas
Depth & Specialisation at Informa

Specialist Markets
Consistent Revenue Growth

Depth of Talent
Resilient Operating Margins

Specialist Brands
Strong Cash Conversion

Predictable performance and improving returns
QUESTIONS & ANSWERS
Thank You