



# Enders Analysis - 2012 and Beyond Conference

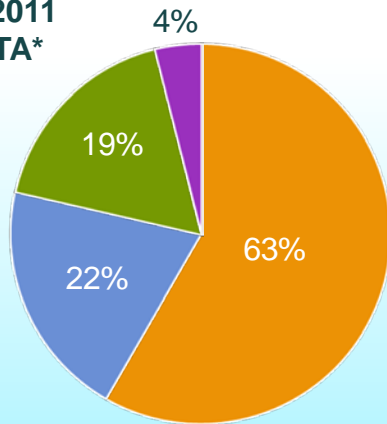
David Levin – Chief Executive

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19<sup>th</sup> January 2012

# UBM : An Overview

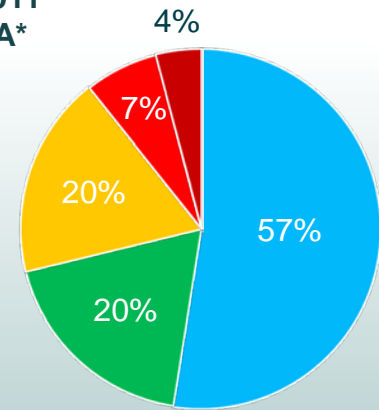
H1 2011  
EBITA\*



- Events
- PR Newswire
- Data Services
- Marketing Services

- Technology
- Electronics
- Game Development
- Jewellery / Beauty
- Pharma and Food Ingred.
- Computer Security
- Medical Device Design
- Travel and Tourism
- Logistics...

H1 2011  
EBITA\*



- N.America
- Emerging Markets
- Europe
- UK
- RoW

**Winning  
Products**

**Attractive  
Communities**

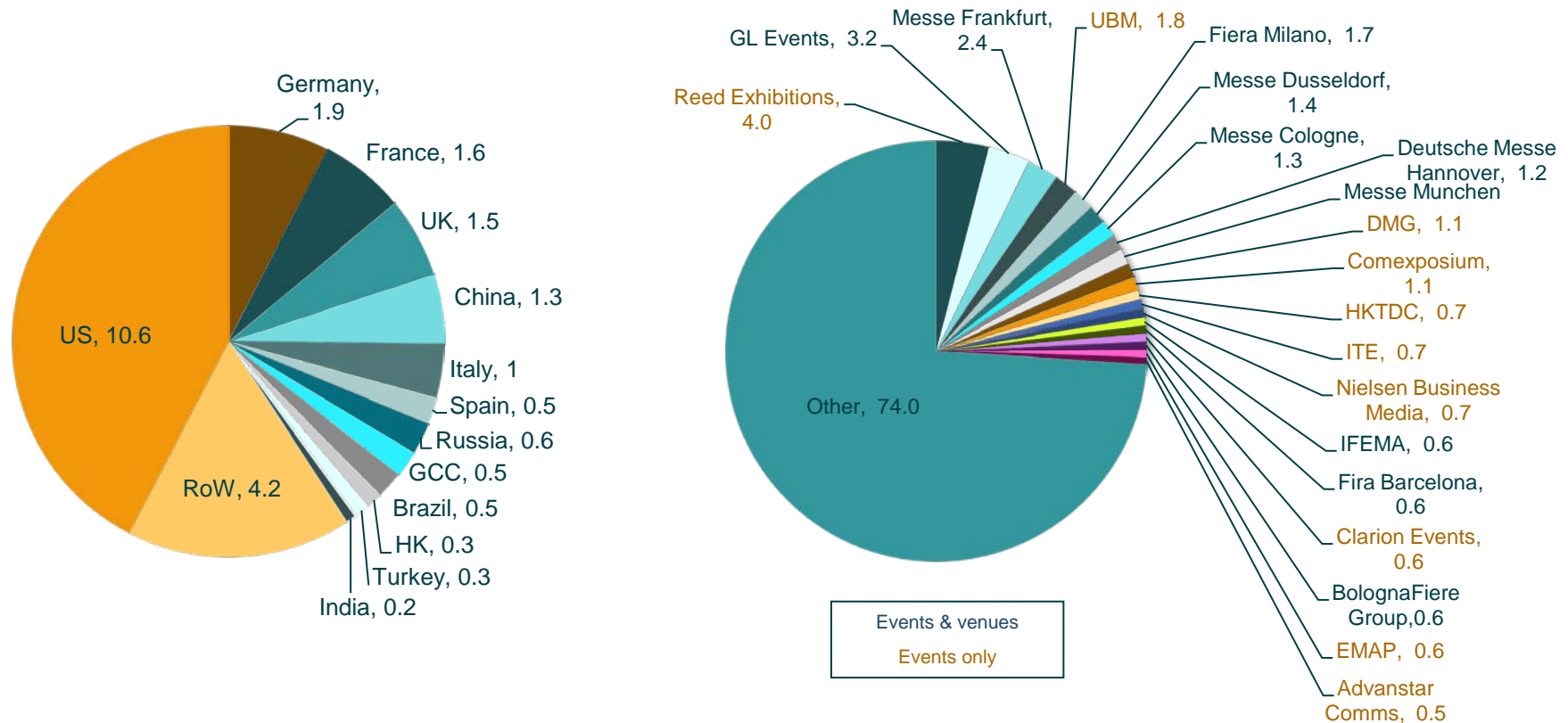
**Growing  
Geographies**

\* Before corporate operations

# Global exhibitions: A \$25 billion market

Exhibitions market by geography (\$bn)

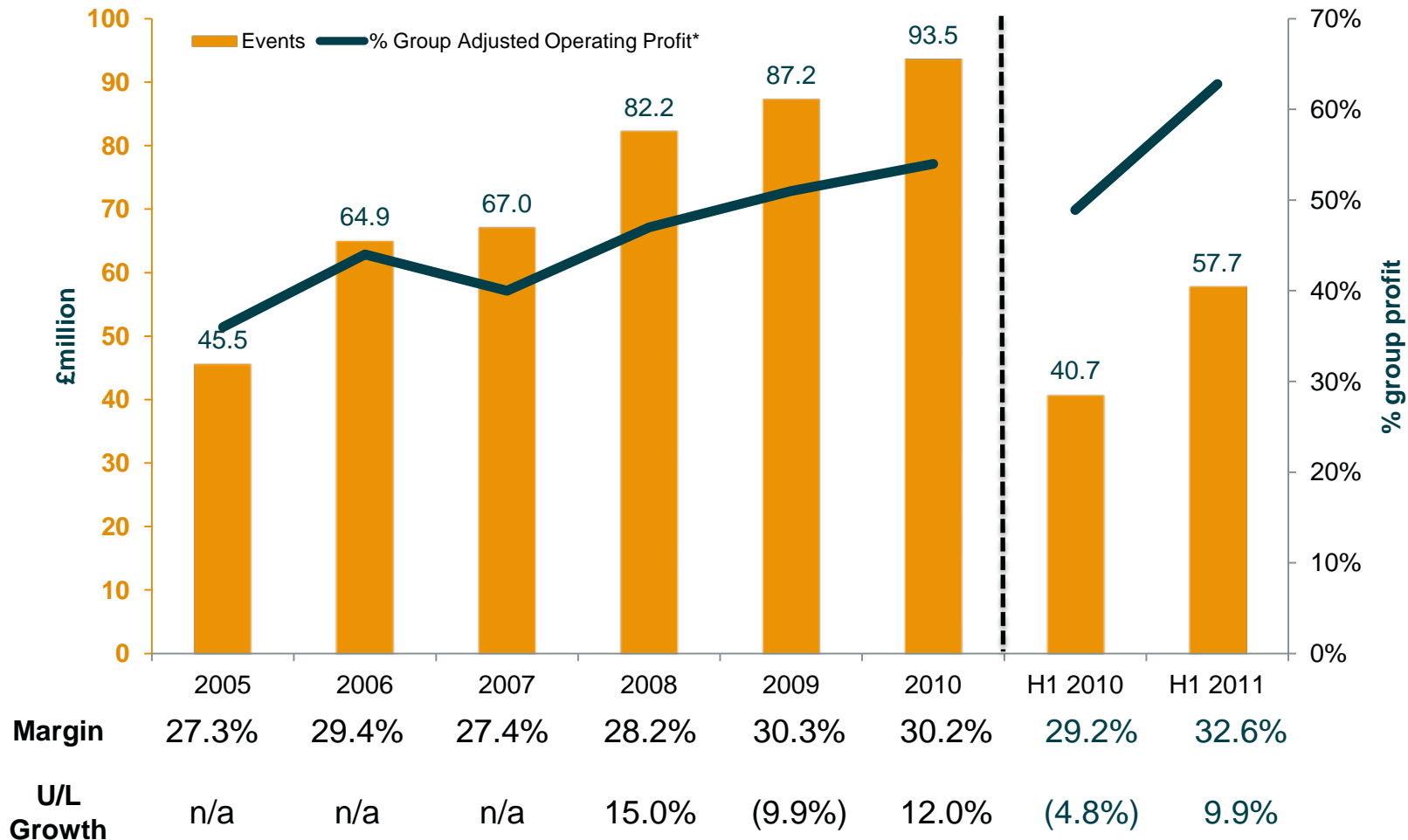
Exhibitions market by operator (%)



Source: AMR International Ltd (2010f), *The Global Exhibition Organizing Market: Assessment and Forecast to 2014*.

# Growing importance of Events

Adjusted operating profit\*



\* Before amortisation of intangible assets on acquisitions, exceptional items and share of taxation on profit from joint ventures and associates

# Top 10 Events acquisitions in the last 3 years



**CANON COMMUNICATIONS**

Global  
Advanced Manufacturing



Global  
Aviation Routes



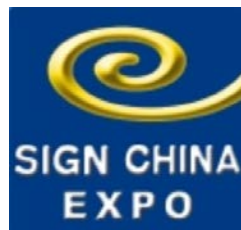
Brazil  
Concrete



UK  
Sustainable Building



CHILDREN-BABY-MATERNITY EXPO  
China  
Child & Baby Products



China  
Signage



SE Asia  
Water, Livestock, Energy



MAGAZINE, CONFERENCE & TRADESHOW  
USA  
Catering



USA  
Online Marketing

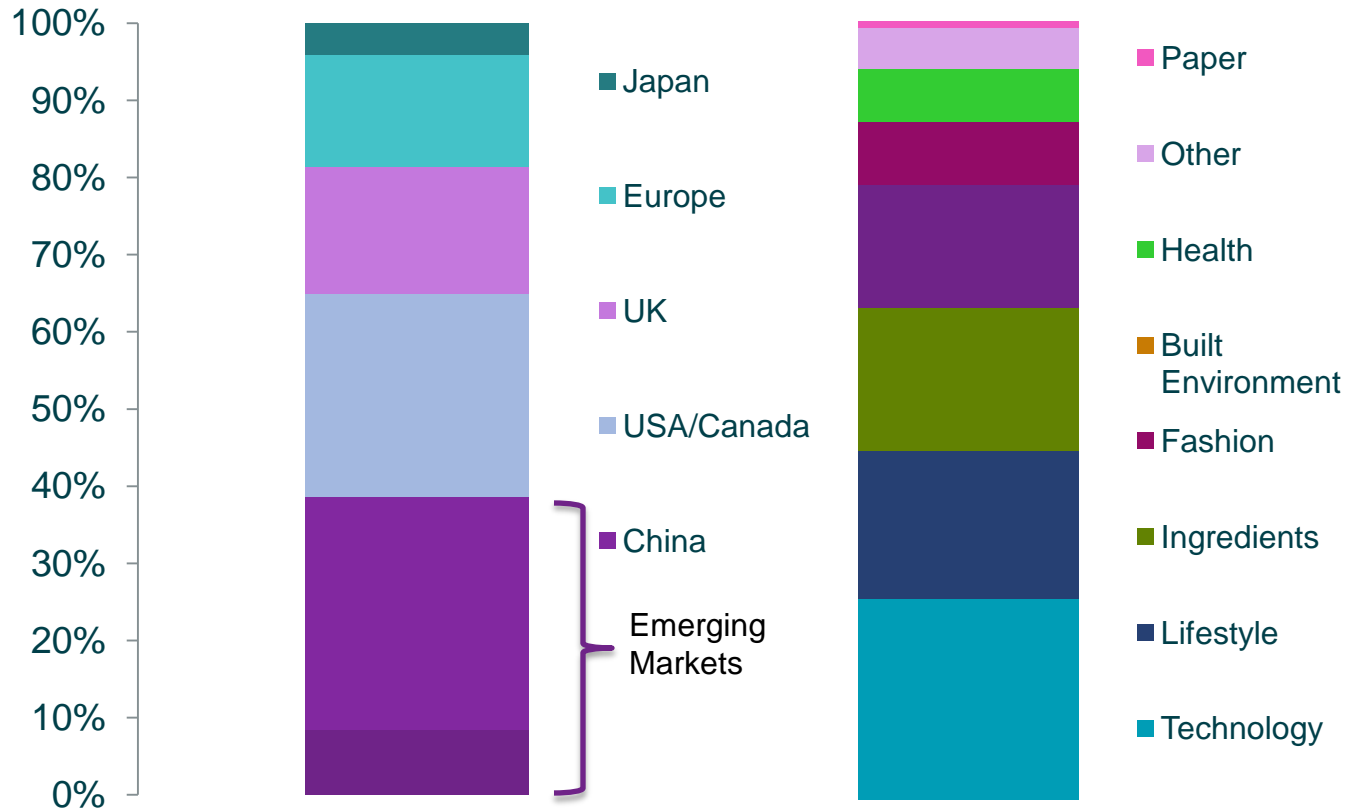


India  
Travel & Tourism

# Events: A diversified global platform

2010 revenue by geography

2010 revenue by market



# Top 20 Events

**Forward  
bookings for  
2010  
Top 20  
annual  
events +16%\***

2010 Events – H1	Market	Timing	Age (Yrs)	m <sup>2</sup>	Visitors
The Interiors Show	UK	Q1	20	52,049	27,215
Informex USA	N.America	Q1	26	6,459	3,675
Game Developer Conference	N.America	Q1	23	7,177	19,870
Cruise Shipping Convention	N.Am	Q1	26	13,478	3,820
APLF - Materials (HK)	EM	Q1	26	13,747	12,883
Sign China	EM	Q1	8	37,071	60,529
APLF - Fashion Accessories (HK)	EM	Q1	26	8,895	10,723
Interop Las Vegas	N.America	Q2	24	8,541	7,411
ESC West	N.America	Q2	21	5,310	8,220
Hotelex Shanghai	EM	Q2	19	39,488	68,134
IFSEC	UK	Q2	37	18,387	25,951
HK Jewellery & Gem – Jun	EM	Q2	23	29,945	22,452
CPhI China	EM	Q2	9	38,047	58,528
2010 Events – H2	Market	Timing	Age (Yrs)	m <sup>2</sup>	Visitors
HK Jewellery Show – Sept	EM	Q3	28	62,722	44,274
Furniture China	EM	Q3	16	115,729	32,708
Black Hat USA	N.America	Q3	14	511	5,300
World Routes	N.America	Q3	16	21,000	2,254
CPhi WorldWide	Europe	Q4	21	50,146	19,471
Cosmoprof Asia (HK)	EM	Q4	15	31,089	29,296
ICSE	Europe	Q4	11	9,736	4,298

*Shaded lines denote attendee paid events*

*\*As of September 2011*

## Top 20: The heart of our business

- About half of total Events revenue and m<sup>2</sup> in 2010
- Over two thirds of Events adjusted operating profit\* in 2010
- China (9 events), US (7 events), Europe (2 events), UK (2 events)
- 15 exhibitor paid events and 5 exhibitor and attendee paid events
- Stand revenues represent 76% of total; attendee revenue 11.5%
- Serve highly diversified markets

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\*Before amortisation of intangible assets on acquisitions, exceptional items and share of taxation on profit from joint ventures and associates

# Optimising Performance – GEM\*



\*GEM – Global Events Momentum

# UBM: Events – A busy 2011

## Performance Improvement – Best Practice

- Database of event metrics
- Resign/ Sales
- Global event suppliers database
- Long tail review
- Pricing
- ROI

## Geo-adaptations - 2011

- IFSEC Nigeria
- IFSEC South India
- ESC Brazil
- LightReading Live Brazil
- Mumbai Jewellery & Gem
- Crop World Indonesia
- BSEC Asia
- Sign Indonesia

## Acquisitions



## Strategy in action



- World's largest 'sustainable design & building construction' event
- Strong growth since inception in 2005
- Organic growth potential – expect revenues to double in 4 years
- Significant synergies with UBM Built Environment
- Excellent geo-adaptation opportunities
- 1st geo-adaptation scheduled in Shanghai in 2012

# Events: Our ambition

- Become the leading scale events company in our chosen markets
- Develop our leading position in the China market
- Expand in other emerging markets
  - Build on leadership in India
  - Develop next tier : SE Asia (Indonesia, Malaysia, Thailand, Vietnam..), Americas (Brazil, Mexico, Colombia), Middle East (Turkey)
- Systematically geo-adapt our portfolio
- Leverage knowledge and expertise
  - Leverage cost base
  - Network revenue opportunities to drive growth
  - Embrace virtual events as symbiotic
- Bolt on acquisitions to continue to deliver

# Supplementary information

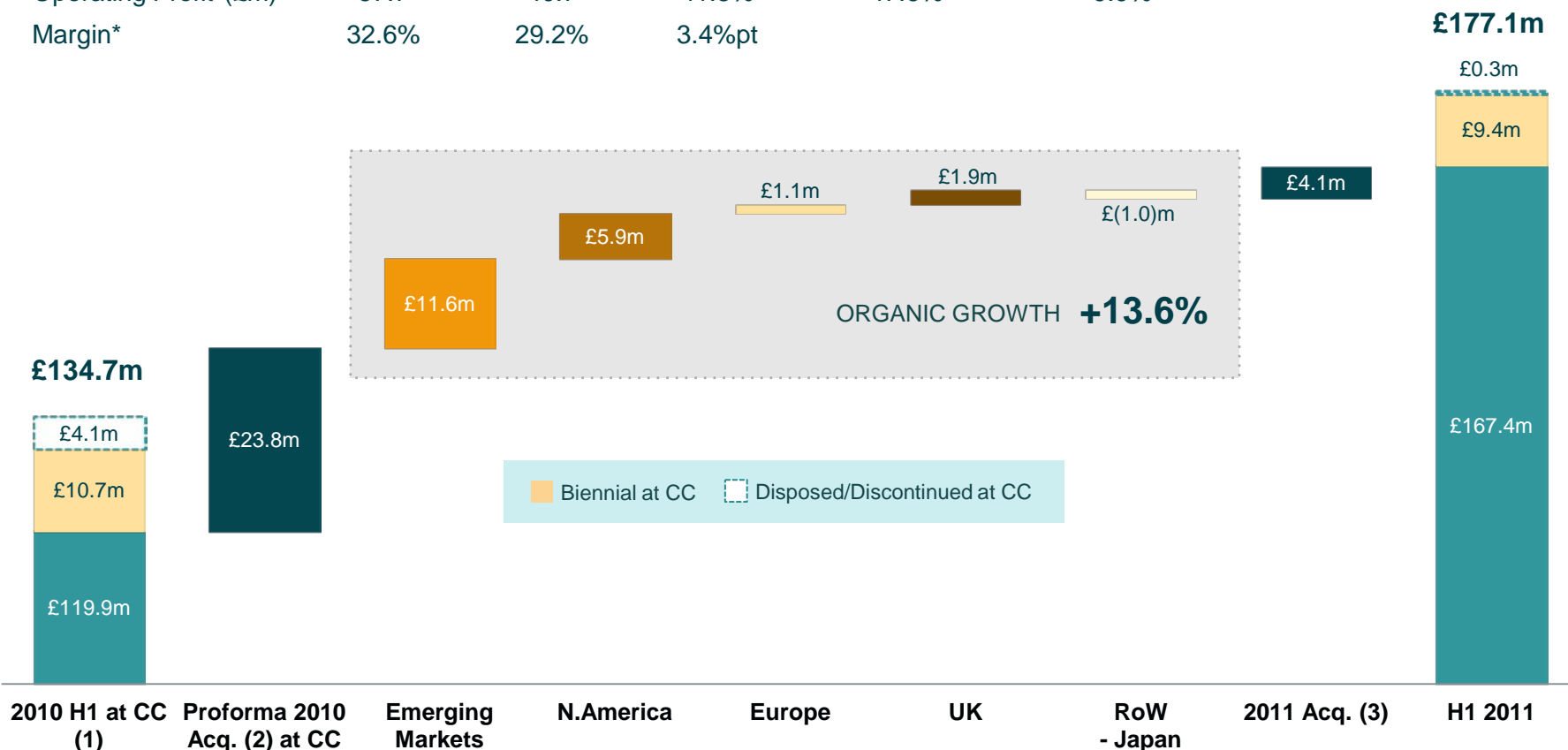
# Events

	<b>H1 2011 (£m)</b>	<b>H1 2010 (£m)</b>	<b>Change (%)</b>	<b>Underlying Change* (%)</b>
<b>Total Events revenue</b>	<b>177.1</b>	<b>139.3</b>	<b>27.1</b>	<b>-</b>
<b>Biennial Events revenue</b>	<b>9.4</b>	<b>10.8</b>	<b>-13.0</b>	<b>-</b>
<b>Annual Events revenue</b>	<b>167.7</b>	<b>128.5</b>	<b>30.5</b>	<b>13.6</b>
- Emerging Markets	52.9	42.3	25.1	28.8
- N. America	62.6	43.5	43.9	10.4
- UK	31.1	29.8	4.4	6.8
- Europe	17.0	8.4	102.4	8.8
- RoW - Japan	4.1	4.5	-8.9	-19.5
<b>Adjusted operating profit*</b>	<b>57.7</b>	<b>40.7</b>	<b>41.8</b>	<b>9.9</b>
<b>Adjusted operating profit margin*</b>	<b>32.6%</b>	<b>29.2%</b>	<b>3.4%pt</b>	

\* Non-GAAP measures are defined in the supplementary materials

# Events growth drivers

6m to 30 Jun	2011	2010	Change	CC Change	U/I* Change
Revenue (£m)	177.1	139.3	27.1%	31.5%	13.6%
Operating Profit*(£m)	57.7	40.7	41.8%	47.6%	9.9%
Margin*	32.6%	29.2%	3.4%pt		



1. 2010 H1 reported £139.3m – FX impact of £(4.6)m

2. Incremental revenues had the 2010 acquisitions been owned since 1 Jan 2010

3. H1 2011 contribution from 2011 acquisitions – further £2.3m incremental pro forma revenues had these acquisitions been owned since 1 Jan 2011

\* Non-GAAP measures are defined in the supplementary materials

# Events revenue & operating trends

	Annual Events			Biennial Events		
	H1 2011	H1 2010	Change	H1 2011	H1 2010	H1 2009
Stand revenues (£m)	117.0	86.9	34.6%	8.6	9.8	8.0
Sponsorship/Other revenues (£m)	30.6	24.0	27.5%	0.5	0.9	0.2
Paid attendee revenues (£m)	20.1	17.6	14.2%	0.3	0.1	0.0
<b>Total revenues (£m)</b>	<b>167.7</b>	<b>128.5</b>	<b>30.5%</b>	<b>9.4</b>	<b>10.8*</b>	<b>8.2*</b>
<b>Adjusted operating profit** (£m)</b>	<b>53.8</b>	<b>37.3</b>	<b>44.2%</b>	<b>3.9</b>	<b>3.4*</b>	<b>2.9*</b>
Adjusted Operating profit margin**	32.1%	29.0%		41.5%	31.5%	35.4%
Total m <sup>2</sup> (000's)	580	406	42.9			
Exhibitors (000's)	26	18	44.4			
Total visitors (000's)	892	666	33.9			

\* Revised for Annual Event previously designated as Biennial

\*\* Non-GAAP measures are defined in the supplementary materials

# Biennials



	Reported				
	2011	2010	2009	2008	2007
<b>Revenue</b>					
H1	9.4	10.8	8.2	13.0	5.4
H2	-	7.7	20.3	4.0	12.8
Total		18.5	28.5	17.0	18.2
<b>Operating profit**</b>					
H1	3.9	3.4	2.9	4.6	1.6
H2	-	3.1	10.6	1.0	5.7
Total		6.5	13.5	5.6	7.3
<b>Margin**</b>					
H1	41.5%	31.5%	35.4%	35.4%	29.6%
H2		40.3%	52.2%	25.0%	44.5%
Total		35.1%	47.4%	32.9%	40.1%

	At Constant Currency				
	2011	2010	2009	2008	2007
<b>Revenue</b>					
H1	9.4	10.7	8.0	13.9	6.4
H2	-	7.7	20.0	4.0	14.1
Total		18.4	28.0	17.9	20.5
<b>Operating profit**</b>					
H1	3.9	3.3	2.8	4.9	2.0
H2	-	3.1	10.4	1.0	6.2
Total		6.4	13.2	5.9	8.2

## Key events:

Odd years H1 Geront, Tissue World, PACKEX, Int. Fire Expo  
 H2 FIE, Marintec China, Transport Symposium

Even years H1 Hopital, KBB, Sea Japan, Asian Paper  
 H2 HIE, Seatrade Med, Fi South America