

STAND OUT...
BE OUTSTANDING!





Easyfairs Activity Report 2018



WHO WE ARE

**Easyfairs, a company
that stands out**



WHAT WE OFFER

**Outstanding
solutions**



HOW MANY

**A growing
business**

ANOTHER TWO OUTSTANDING YEARS IN OUR 20-YEAR STORY

We have trouble believing it ourselves. How the years fly by. Last year, we celebrated a major anniversary: **20 years since we established Artexis in Belgium**. Fourteen years ago, we launched a new brand, **Easyfairs**, which rapidly gained traction and recognition across Europe.

Over the past two years the pace of change has really accelerated. With the **acquisition of Evenementenhal** in 2016 we joined the **20 largest companies in the exhibitions industry worldwide**. Yet our status as an entrepreneurial company is stronger than ever: we are faster to market with new concepts and developments than any other company we know in the business.

In our last Activity Report we announced the merger of our two companies as Artexis-Easyfairs. The integration is now complete. However, in every country where we do business, apart from Belgium, we are only known by the name Easyfairs. Our new corporate branding reflects this reality: with a little regret, we are “retiring” the Artexis brand.

That means we are now quite simply **Easyfairs**. A brand which, together with our mission, **Visit the**

future, makes an unambiguous statement of what we do, and a promise of what we deliver. We are an **events company** first and foremost. Our venues are there primarily to host our own events, though of course other organisers and entrepreneurs are more than welcome to use our excellent facilities to host their own successes.

So what is it that makes Easyfairs stand out from the rest of the events industry? Our accelerating rate of **growth**; our success in organising **multi-format events**; the advanced **technology backbone** that runs through our company; and our **process-driven** approach, which enables **repeatable success**, for example through the **geo-cloning** of events. Above all it is the **unique contributions made by individual members of the family**, with their extraordinary diversity of talents and interests.

Please take the opportunity to learn about their passions in life. They really are an outstanding bunch of people.

Eric Everard CEO and Founder, Easyfairs

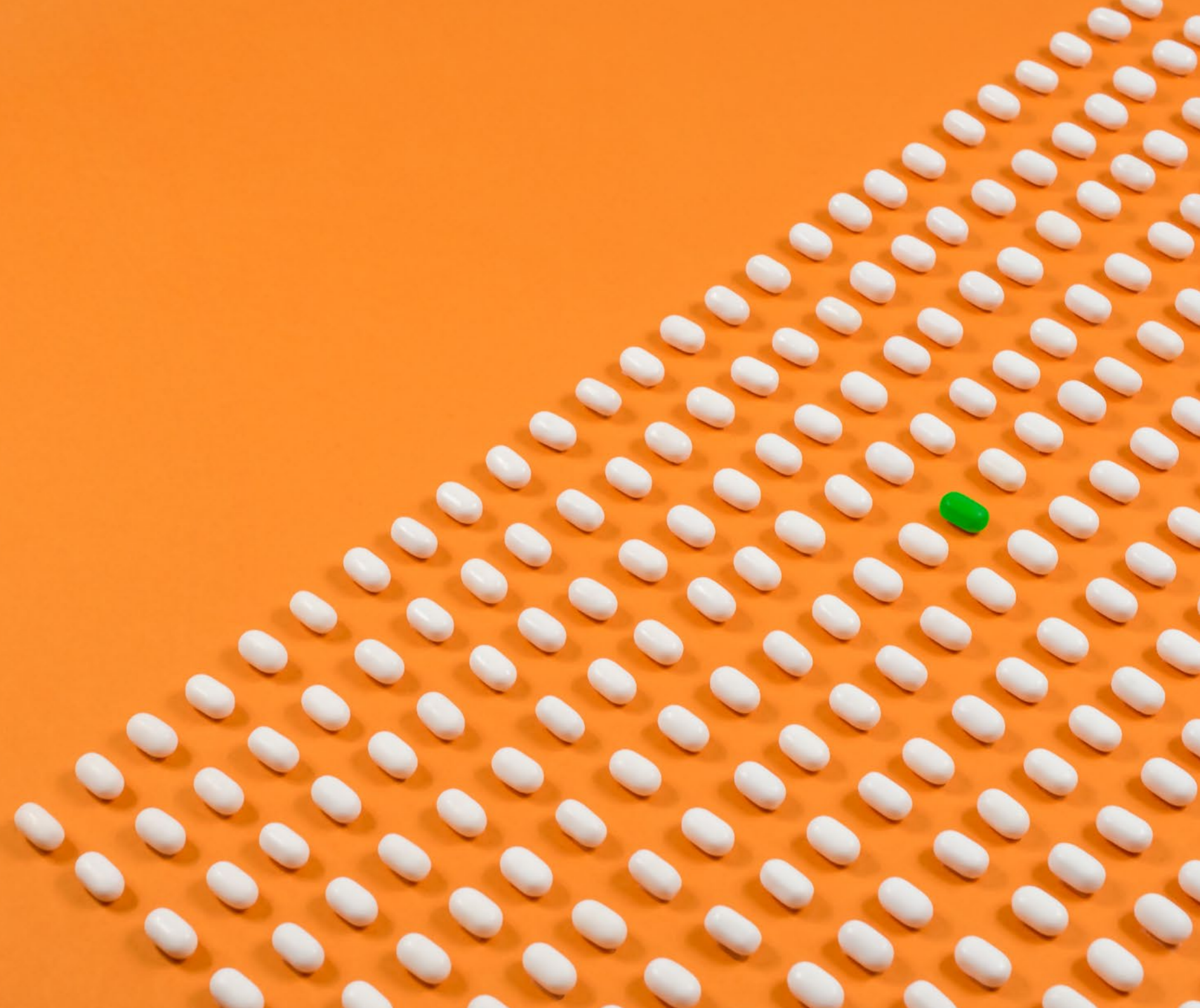


Part 1
Who we are

Easyfairs, a company that stands out



What makes Easyfairs stand out is right there, in the name. That's because everything is made effortless for customers. It's the communities we serve who take centre-stage, so that visitors are free to enjoy a great experience – including a trip to the future. Meet the people who stand out behind the scenes.





STAND-OUT EVENTS & VENUES

We **deliver stand-out multi-format events** and **manage an outstanding network of venues**. What makes us stand out is, first, that we **make things “easy”**. Whatever the format, whether a trade show, exhibition, summit or convention, our aim is to make everything as enjoyably effortless as possible for our exhibitors and visitors. That way, everybody can focus on having a great experience: doing business, networking, discovering innovations, learning about new trends and directions.

Second, our events are **an invitation to “visit the future”**. They provide a vision of how people’s lives, their businesses,

their industries can and will change for the better. Helping our visitors to make informed decisions that will be personally or professionally rewarding.

Third, our events stand out because they are **100% focused on communities**. Our concepts evolve successfully precisely because we invest a great deal of time and effort to understand what makes a particular community tick, and how it is changing. Only by understanding the unique dynamics of a community can we design and execute events that offer the ideal format and content mix to meet its needs.

VISIT THE FUTURE

A LONG-TERM VISION

The future, of course, is a long time coming, whereas events always take place at a fixed point in time. A fourth and crucially important reason that explains why our events stand out is the company structure. Easyfairs is an **entirely family-owned firm**. In December 2016 our founder Eric Everard bought back the last external shareholding from finance.brussels. That means we are under no short-term pressure from investors and shareholders to boost profits. We can launch a new event and give it time to evolve and build up a following. We can acquire existing events and give them the breathing space they need to become truly outstanding. In fact, each year Easyfairs reinvests 80% of its profits in the further development of its portfolio.

STANDING OUT IN OUR EXHIBITIONS INDUSTRY

The acquisition of Evenementenhal in July 2016 brought us into **AMR International’s Top 20 exhibition organisers worldwide** based on our total revenues. This has given us greater visibility within our industry, visibility that we can leverage going forward to deliver many more stand-out events and manage more outstanding venues. In June 2016 we announced that we would be opening a further **exhibition hall in Europe**. We will manage a facility located outside Gothenburg that is being financed with a € 50 million investment from Swedish real estate company Klöver. The facility will open its doors in January, 2019.

Zoom on

ERIC EVERARD

CEO AND FOUNDER

What is it?

Tintin's rocket from *Destination: Moon and Explorers on the Moon*.

Where did you get it?

It's a gift from my wife.

What does it mean to you?

Like Easyfairs, it's a Belgian creation appreciated around the world. It symbolises the exploration of new frontiers and acceleration towards our goals. The sky is the limit.

What are its special qualities?

We share the same mission: "Visit the future".



HOW WE OPERATE

We are a close-knit family, held together by a **strong and well-architected “family home”** in Brussels. We share our strategy, know-how and systems across the regions, wherever we do business. It is a unique approach within our sector, and a source of huge competitive advantage. Most of the larger exhibition companies are simply an aggregation of events, venues and activities with little integration or coherence. An archipelago of disconnected islands, adrift from the mainland. That is not the Easyfairs way.

On the other hand we are the very opposite of monolithic. What the regions do with the platform we provide is largely up to them. This is what we mean by **“glocal”: think global, act local**. We are where we are because our fantastic **creativity and entrepreneurial spirit** rests on solid foundations. To take a concrete example: the Group works with local offices to propose standardised branding and event concepts for a portfolio of events covering the entire packaging value chain. The local offices then adapt their own programme to the specific needs of the local packaging communities: in one region, the emphasis might be on packaging design and materials; in another, it might be packaging machinery and logistics.

Group HQ thus serves as an enabler and a facilitator. Not only does it deliver the services that enable our regional operations to reduce costs. Our family home also provides the communal time and space that enables our regional operations to learn from each other, through the Easyfairs Academy (both face-to-face and online), Senior Leadership Team meetings, industry and role-focused forums, as well as countless informal interactions.

VISIT THE FUTURE



OUR MISSION

Why we are here
Visit the future

We serve communities, give them a vision of their future, foster connections and offer a life-changing experience.

OUR VISION

Where we are going

We lead in our chosen markets by combining two positioning fundamentals:

- being a leader in selected geographies through venue management and event organisation
- being a leader in selected (niche) industries through a network of national/regional events and ultra-niche international events

OUR VALUES

How we behave

We've selected four values that we apply in our day-to-day work, these being: integrity, creative entrepreneurship, being results driven and last but not least: having fun.

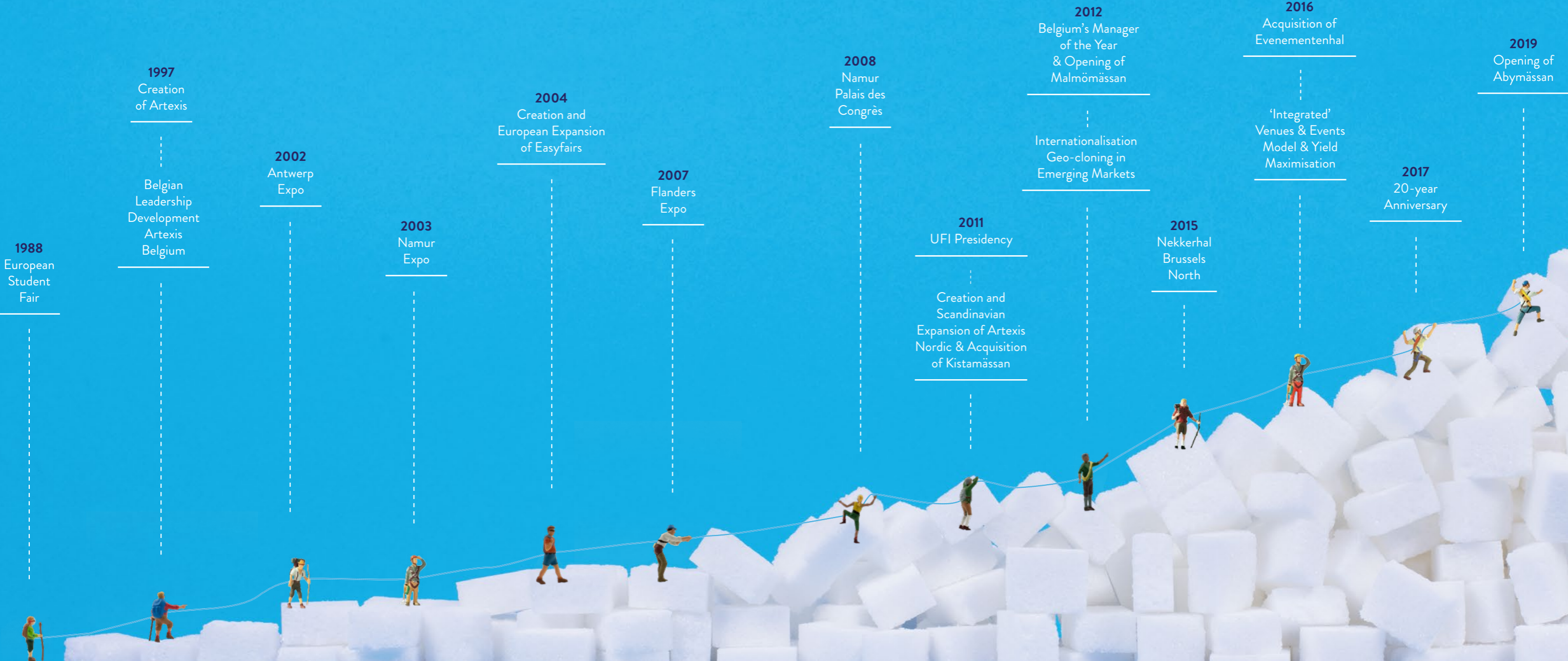
OUR STRATEGY

How we will achieve it

We will achieve our mission and vision by being the best, most innovative and trendsetting company in the worldwide events industry:

- in talent development and constant learning
- in marketing and technology
- in modelling and mastering processes

A SUCCESS STORY



Zoom on

ANNE LAFÈRE

GROUP COO

What is it?

A pair of mountain boots.

Where did you get it?

I really can't remember! What matters: they have been part of my life for 15 years.

What does it mean to you?

Conquering mountains and surpassing yourself.
Challenges accepted, choices taken, paths followed –
always in good company!

What are its special qualities?

If they could speak, they would say: "Together, we will get to the top!"

What is your business challenge?

Developing talent, motivating the team to go the extra mile,
providing the tools they need to do the job.



Zoom on

MARC HELLEMANS

GROUP CFO

What is it?

An ice axe.

Where did you get it?

From a speciality mountaineering store.

What does it mean to you?

My ice axe reduces risk as I negotiate my way through difficult, and sometimes scary terrain.

What are its special qualities?

In the right hands it's the perfect multi-purpose tool. Thoughtfully designed and resilient, fit for purpose.

What is your business challenge?

Implementing financial tools and processes to ensure we maintain sustainable growth, while controlling risk.



Zoom on

BENOÎT DAVID

GROUP HEAD OF M&A AND
STRATEGIC ALLIANCES
GENERAL SECRETARY

What is it?

A Sony Walkman.

Where did you get it?

A gift from my parents.

What does it mean to you?

Universality, continuity. Its invention meant that for the first time, we could take the joy of music anywhere.

What are its special qualities?

If it could speak, it would quote Yehudi Menuhin:
“Music creates order out of chaos.”

What is your business challenge?

As the group grows ever faster in all our regions, the big challenge is to ensure harmony, coherence and compliance across all of our activities.



Zoom on

STEPHAN FORSEILLES

GROUP HEAD OF TECHNOLOGY
& DIGITAL TRANSFORMATION

What is it?

“Algorithms” by Robert Sedgewick.

Where did you get it?

It’s a book I bought in the late eighties.

What does it mean to you?

More than any other book, it fuelled my fascination for computer science.

What are its special qualities?

It describes the various algorithms that drive modern technology.

What is your business challenge?

To give Easyfairs the technology that ensures we are not merely the objects of change, but the agents of change in our industry.



Zoom on

ERIC PRÉAT

GROUP HEAD OF PRODUCT
DEVELOPMENT

What is it?

A photograph of my yacht Marianna, taken in 1937.

Where did you get it?

It was taken by the famous marine photographer, Beken of Cowes.

What does it mean to you?

The spirit of adventure. We compete against much bigger ships, but it's skilful sailing that wins results.

What are its special qualities?

Marianna was built in 1925 and is still going strong. If it could speak, it would say: "If the wind changes, trim the sails."

What is your business challenge?

I investigate new event concepts to push our "eventpreneurial" spirit even further into the uncharted waters of new industries and communities.

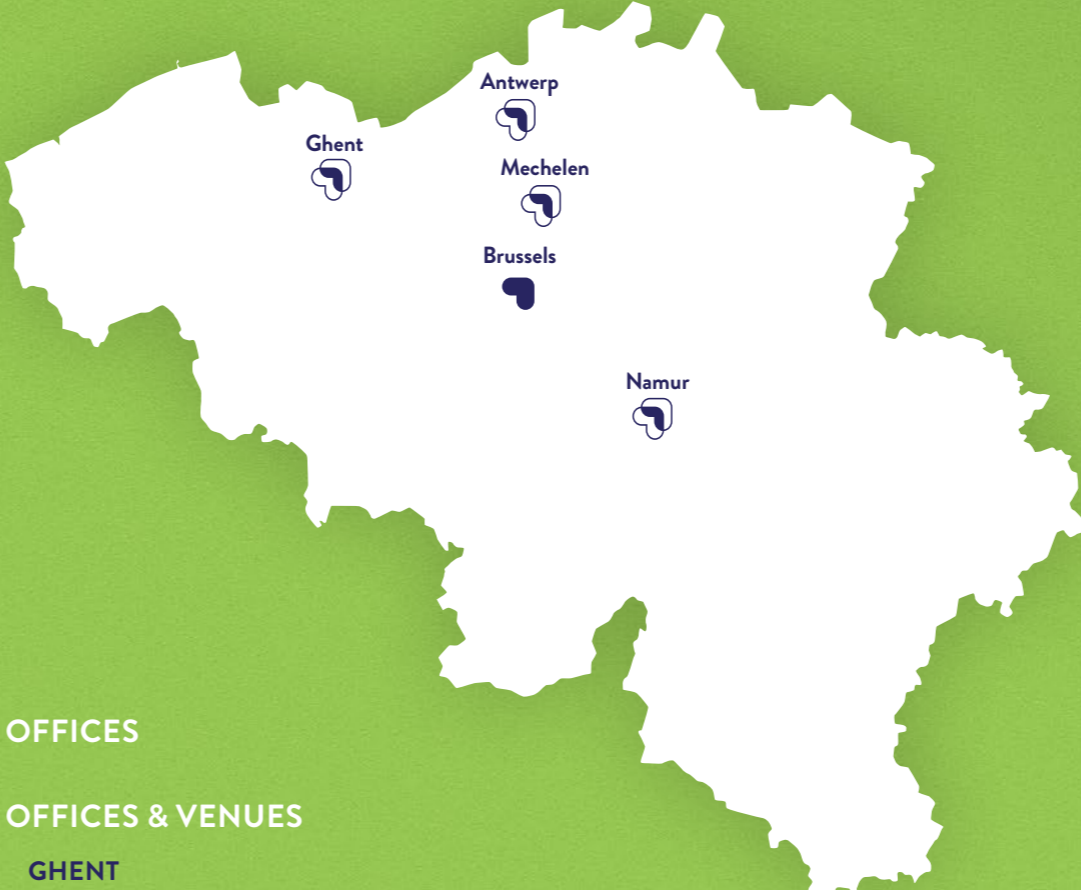


BELGIUM

As one of the country's leading events companies we serve an **incredibly diverse range of communities**: modern art, antiques, comics and fantasy, construction, food and catering, industrial technologies and leisure pursuits – and that's just to name a few. Market-leading B2B brands include *Empack*, Belgium's leading packaging event, *Horeca Expo* (hotels, restaurants and cafés), *Realty*, serving Belgium's real estate professionals, and *Transport & Logistics*. *Facts* is Belgium's leading comic con event, now taking place twice annually. *Art Brussels* is a stand-out event on the global arts scene, while *Antica* is a well-established showcase for fine art and antiques.

Over the past two years we consolidated our **leadership position** in the Belgian healthcare market. In 2016-17 we launched the *Belgian Boat Show Float*, *Advanced Engineering*, *Inside Out* for exterior and interior decoration, and a new event for the global diamond trade, *Carat+* in Antwerp.

A great number of our own and third party exhibitions and trade shows take place at **our network of four venues** throughout Belgium: Flanders Expo, Antwerp Expo, Namur Expo and Nekkerhal Brussels North. These are **also equipped to host** a diverse range of events from major sporting tournaments, musicals and parties through to business meetings. In 2016-17 we created **innovative venue concepts** such as the Black Box at Nekkerhal-Brussels North, which allows event organisers to create a specific atmosphere, sound and lighting without significant changes to the building.



OFFICES

OFFICES & VENUES

- GHENT**
Flanders Expo
- ANTWERP**
Antwerp Expo
- MECHELEN**
Nekkerhal Brussels North
- NAMUR**
Namur Expo

NUMBER OF FTE

170

SECTORS WE SERVE

| | |
|--------------|-------------|
| Art | Leisure |
| Construction | Hospitality |
| Healthcare | Industrial |
| Comics | ... |

KEY EVENTS

| | |
|--------------|-----------------------|
| Horeca Expo | Realty |
| Art Brussels | Health & Care |
| BIS | Transport & Logistics |

NUMBER OF SQM MANAGED

104 120

NUMBER OF OWN EVENTS

37

NUMBER OF EXHIBITORS

6 365

NUMBER OF VISITORS

463 460



Zoom on

DIRK VAN ROY

HEAD OF EASYFAIRS BELGIUM

What is it?

A photograph of my wife, son and daughter.

Where did you get it?

I took it in Provence in 2015.

What does it mean to you?

My family is my greatest asset in life.

What are its special qualities?

We are all different but we are one family, which is re-energising and a constant source of pleasure. "Happiness is only real when it is shared."

What is your business challenge?

To build maximum occupancy of our halls with multi-format events that deliver a great shared experience.



Zoom on

DIRK OOSTERLINCK

HEAD OF EASYFAIRS EVENTS
BELGIUM

What is it?

My “mobile office”.

Where did you get it?

I moved to flex desking many years ago.

What does it mean to you?

It represents the way I work: open office, always close to colleagues, flexible.

What are its special qualities?

Virtually everything I need to work is in my backpack. If it had a voice, it would sing: “Wherever I lay my hat, that’s my home.”

What is your business challenge?

To enter the market successfully with new events by leveraging the amazing talents of colleagues at our offices in Antwerp, Brussels, Ghent and Namur.



THE NETHERLANDS

The **2016 acquisition of Evenementenhal** made Easyfairs the **country's leading exhibitions company**, as well as taking Easyfairs into the Top 20 global ranking for exhibition organisers. Key events include *Empack Utrecht* (packaging), *Bakkersvak* (bakery supplies and services), *Rundvee & Mechanisatie* (cattle farming and agricultural equipment), *Landbouwdagen Intensieve Veehouderij* (livestock farming), *HortiContact* (horticulture), *Transport Compleet*, *Infra Relatiedagen* (ground, road and water construction), *Maritime Industry*, *Trendz* (specialist retail) and *Installatie Vakbeurs* (installation industry).

With the acquisition of Evenementenhal we also now have **three excellent venues** in the Netherlands in Gorinchem, Hardenberg and Venray. Over the next year our objectives include fully **merging the two companies** and **maximising the yield** from these venues by organising our own back-to-back events.



OFFICES & VENUES

GORINCHEM

Evenementenhal Gorinchem

HARDENBERG

Evenementenhal Hardenberg

VENRAY

Evenementenhal Venray



NUMBER OF FTE

236

SECTORS WE SERVE

| | |
|----------------------|--------------|
| Industrial | Automotive |
| Print & Packaging | Construction |
| Retail & Hospitality | Beauty |
| Comics | Industrial |
| Agriculture | Lifestyle |
| Horticulture | ... |

KEY EVENTS

| | |
|-------------|----------------------|
| Empack | Transport Compleet |
| Bakkersvak | Infra Relatiedagen |
| RMV | Maritime Industry |
| LIV | Trendz |
| Horticonact | Installatie Vakbeurs |

NUMBER OF SQM MANAGED

61 616

NUMBER OF OWN EVENTS

85

NUMBER OF EXHIBITORS
10 709

NUMBER OF VISITORS
451 145



Zoom on

JEROEN VAN HOOFF

HEAD OF EASYFAIRS
NETHERLANDS

What is it?

My TaylorMade golf driver.

Where did you get it?

From a specialist sports shop.

What does it mean to you?

I like to give every fresh challenge my best shot.

What are its special qualities?

It generates exceptional distance through speed, and with the right follow-through, exceptional accuracy.

What is your business challenge?

To develop the merged business of Easyfairs and Evenementenhal into the Number 1 in the Netherlands.



Zoom on

MARTINE BRAMER - BEKMANN

HEAD OF EASYFAIRS
HARDENBERG & VENRAY

What is it?

A special quote: "Collect moments not things."

Where did you get it?

I have been collecting beautiful moments all my life.

What does it mean to you?

Unexpected pleasures. A hug from my daughter, a note from my son. A conversation with a close friend. Celebrating success with colleagues.

What are its special qualities?

Spontaneity. Beautiful moments can happen anywhere, any time. They stay with you for a lifetime.

What is your business challenge?

Harnessing the amazing energy and talent we have in our team. Making wonderful events happen with great visitor experiences while having fun. Let it be a special moment for everyone.



Zoom on

CORNELIEN BAIJENS

HEAD OF EASYFAIRS
GORINCHEM

What is it?

A cookbook.

Where did you get it?

A present from someone who knows me very well!

What does it mean to you?

Jamie Oliver is my favourite cook, the USA my favourite holiday destination, and cooking for friends and family my greatest pleasure.

What are its special qualities?

Good food and good company bind us to the best things in life. As Jamie Oliver says: "Cooking is the ultimate giving."

What is your business challenge?

Growing the business by organising great events. Like cooking, that means think, prepare, execute and enjoy.



NORDIC

Easyfairs Nordic organises **events across Denmark, Finland, Norway and Sweden**. Our leading brands include *Fastfood & Café* – Restaurangexpo for the catering sector; *Empack* (now supported by *Packaging Innovations* and *Label & Print*); *Logistics & Distribution*; *Fastighetsmässan* (real estate); *Elmässan* (electrical and lighting); *Microsoft Techdays* and *SETT*, the Scandinavian Educational Technology Transformation Exhibition and Conference.

Our **focus** over the past two years has been to **geo-clone successful events** across the region.

In 2017 we announced that we will manage a **brand new venue** at the Åby race track, just ten minutes from the centre of **Gothenburg**. It will offer 15 000 square metres of indoor space plus access to 20 000 square metres outdoors. Complementing our existing venues Kistamässan (Stockholm) and Malmömässan (Malmö), this ultra-modern facility means that by the start of 2019 we will be able to **host events in Sweden's three largest cities**.



OFFICES

OFFICES & VENUES

GOTHENBURG

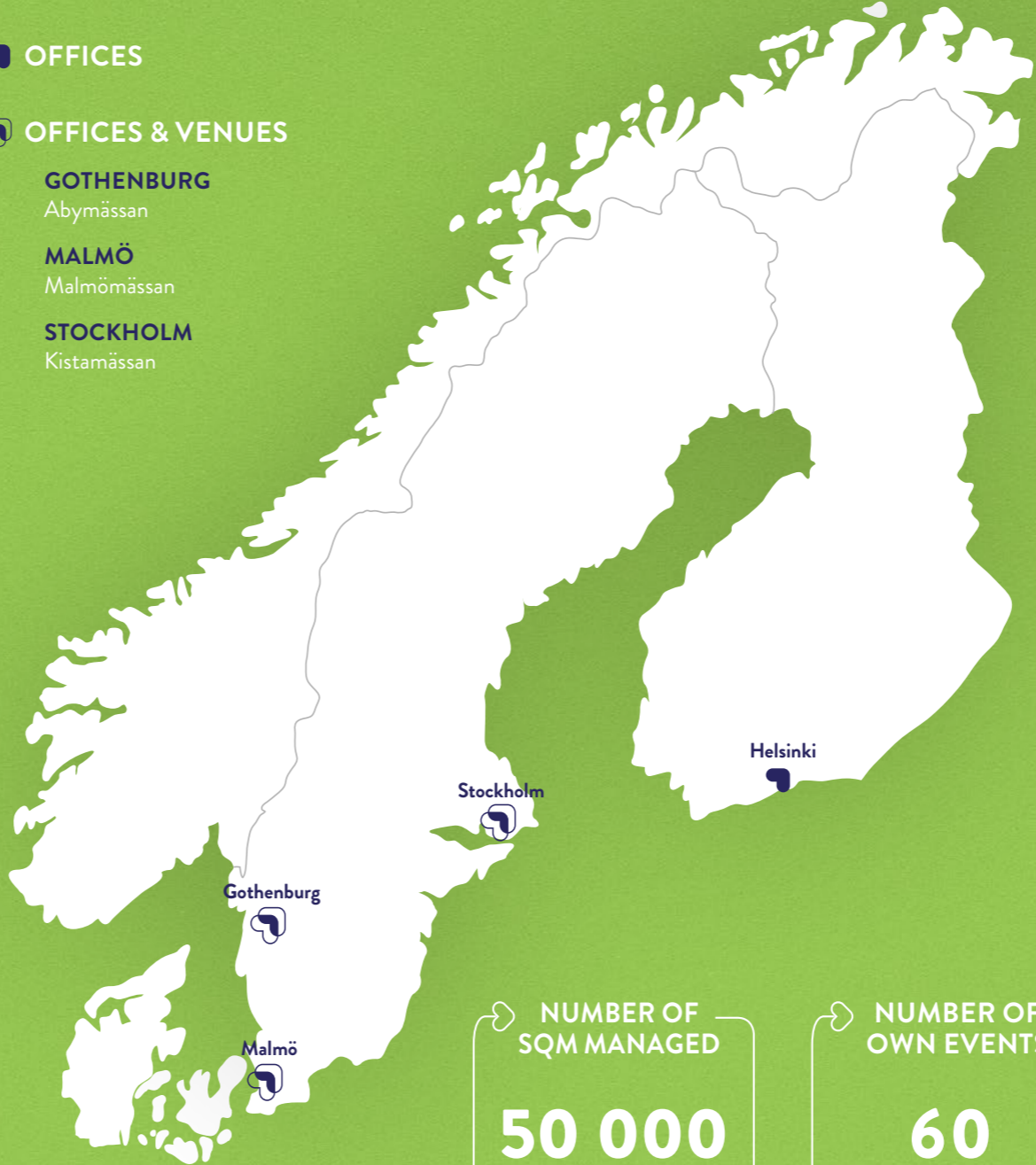
Abymässan

MALMÖ

Malmömässan

STOCKHOLM

Kistamässan



NUMBER OF FTE

137

SECTORS WE SERVE

| | |
|------------|-------------------|
| Packaging | Industrial |
| Logistics | Meetings & Events |
| Education | Real Estate |
| Healthcare | Comics |
| Food | Construction |
| IT | ... |

KEY EVENTS

| | |
|--------------------------|--------------------------|
| Fastfood & Café | Fastighetsmässan |
| Restaurangexpo | Elmässan |
| Empack | MTD - Microsoft Techdays |
| Packaging Innovations | SETT |
| Logistics & Distribution | |

NUMBER OF SQM MANAGED

50 000

NUMBER OF OWN EVENTS

60

NUMBER OF EXHIBITORS

6 245

NUMBER OF VISITORS

148 908



Zoom on

PETER WANDERYDZ

HEAD OF EASYFAIRS NORDIC

What is it?

My running shoes.

Where did you get it?

I inherited a keen interest in sport from my father.

What does it mean to you?

Running keeps our energy levels high at the Nordic office and it's a great way to socialise.

What are its special qualities?

Motivation before, exhilaration after. It's never too late to start training. "You don't have to be great to start, but you have to start to be great."

What is your business challenge?

The successful launch of a new multi-format venue at the Åbymässan near Gothenburg.



DACH

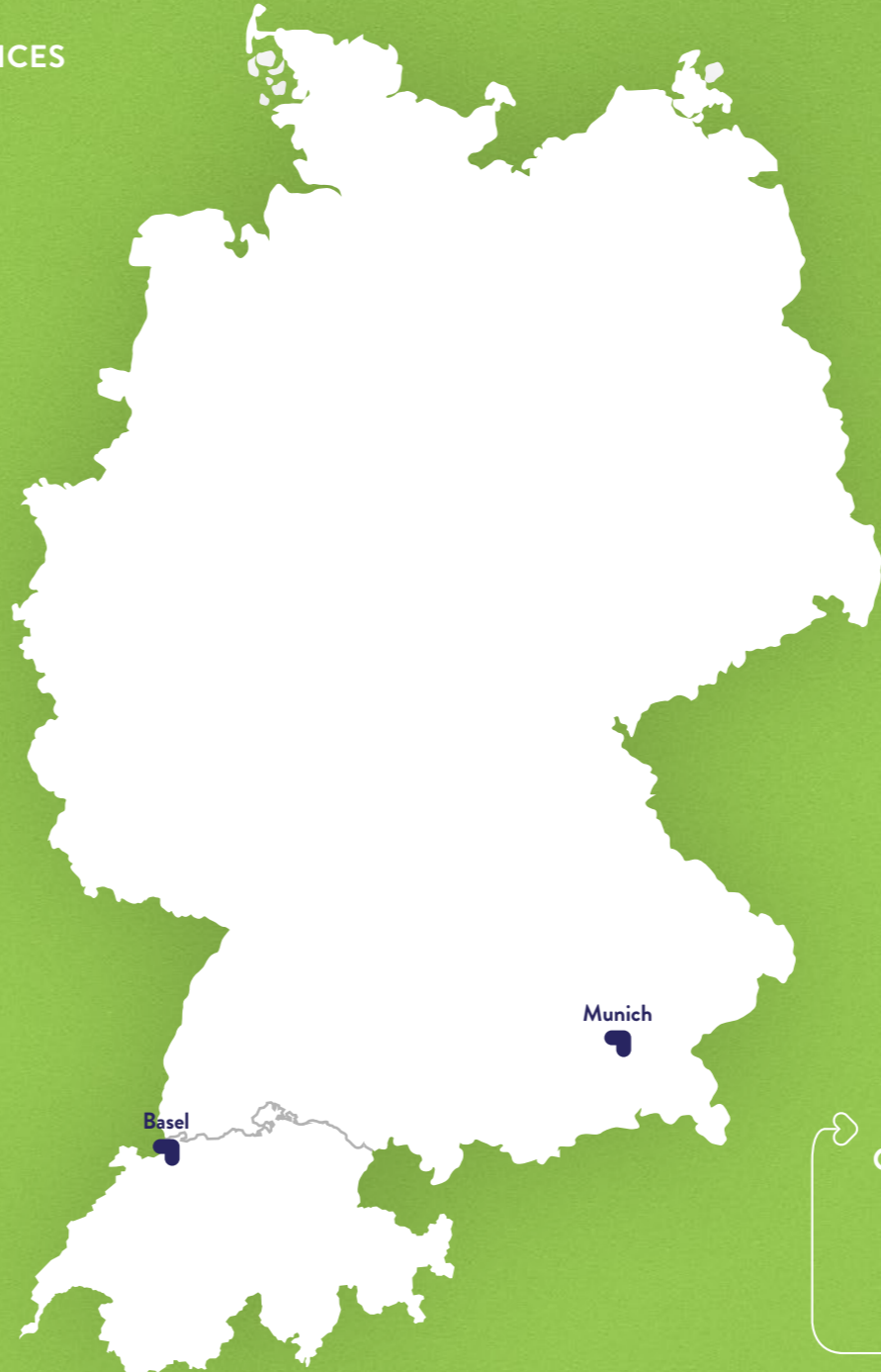
In 2017 we **combined** our operations in **Germany and Switzerland** to build content synergies and capture **cross-selling opportunities** across the German-speaking region. The current **focus** is mainly on **industrial technologies**. Our leading brands are *Solids* (Dortmund and Basel), *Recycling-Technik*, *Maintenance* and *Pumps & Valves* (Dortmund) together with our packaging and transport & logistics portfolio (Dortmund & Zürich).

Over the coming two years we will further build on these strengths, in particular within the highly industrialised and densely populated state of North Rhine Westphalia (NRW). In 2017 we created a dedicated NRW Unit to **expand the current programme of events** and introduce event brands that have been successfully launched and developed in other countries.

We also see **exciting opportunities in Switzerland**. It is a medium-sized country with a mature economy and thriving SME businesses, in many ways similar to Belgium, the Netherlands and Sweden, where we are the market leaders.



OFFICES



NUMBER OF FTE

43

SECTORS WE SERVE

| | |
|-----------|------------|
| Packaging | Industrial |
| Logistics | ... |

KEY EVENTS

| | |
|--------------------------|-------------------|
| Empack | Maintenance |
| Packaging Innovations | Automation |
| Logistics & Distribution | Pumps & Valves |
| Solids | Recycling-Technik |

NUMBER OF OWN EVENTS

14

NUMBER OF EXHIBITORS

1 572

NUMBER OF VISITORS

23 497

Zoom on

ROLAND BRAND

HEAD OF EASYFAIRS
DACH

What is it?

An original copy of Bruce Springsteen's 1984 album, "Born in the USA".

Where did you get it?

I bought it with my pocket money at the only record store in my home village.

What does it mean to you?

While I like all kinds of music, Bruce is still "The Boss".

What are its special qualities?

The album was often misunderstood as a hymn to conservative America but it is actually the complete opposite. So never judge a book by its cover!

What is your business challenge?

To accelerate our growth in Switzerland and Germany with live events as electrifying as a Bruce Springsteen concert!



UK & GLOBAL

Our office in Twickenham, UK, has a **truly global** reach! It not only organises events in the United Kingdom but also in Spain, Portugal, France, Germany, the Netherlands, Belgium, the United States, Algeria, the UAE, China and Singapore. Easyfairs is the **leading organiser of packaging events** in the United Kingdom, where the *Empack*, *Packaging Innovations*, *Label&Print* and *Luxury Packaging* brands are well established. Our packaging events in Spain and Portugal also receive widespread industry support. In 2016 we added to our visibility among the packaging community with **the acquisition** of the prestigious **Pentawards** and **ADF&PCD** (Aerosol & Dispensing Forum and Packaging of Perfume, Cosmetics & Design) events in Paris. We have since geo-cloned *ADF&PCD* in **New York and Shanghai**.

Our portfolio for the bulk liquids storage sector — *StocExpo & Tank Storage* — provides a great example of **geo-cloning** successful events in **emerging markets**. We currently organise events in Antwerp, Rotterdam, Hamburg, Singapore, and Dubai. Plans are underway to expand into additional markets.

In 2017 we acquired **MetalMadrid**, the most important annual meeting point for the metalworking, subcontracting, composites, laser-cutting and machinery components industries in Spain.

In Algeria we organise **Maghreb Pharma**, an event which attracts 190 exhibitors from 25 countries, covering the entire supply chain for local pharmaceuticals manufacturers. 2016 also saw our acquisition of **CCR Expo**, the UK's leading event for clinical, cosmetic and reconstructive surgical and non-surgical professionals.



OFFICES



NUMBER OF FTE
118

NUMBER OF OWN EVENTS
22

SECTORS WE SERVE

| | |
|--------------|------------|
| Packaging | Industrial |
| Logistics | Healthcare |
| Tank Storage | Comics |

KEY EVENTS

| | |
|-----------------------|--------------------------|
| ADF&PCD | Logistics & Distribution |
| Pentawards | Advanced Engineering |
| Empack | MetalMadrid |
| Packaging Innovations | StocExpo |
| Luxury Packaging | Maghreb Pharma |
| Label&Print | |

NUMBER OF EXHIBITORS
3 564

NUMBER OF VISITORS
103 611



Zoom on

MATT BENYON

HEAD OF EASYFAIRS
UK & GLOBAL

What is it?

My boat on the River Thames.

Where did you get it?

It comes from my love of all kinds of water sports and making the most of my leisure time!

What does it mean to you?

I travel a lot for work. Being on the river means home and family, as well as enjoying the gentle English countryside.

What are its special qualities?

It provides so much fun with family and friends.

What is your business challenge?

Geo-cloning the Group's strongest brands in markets as far away as the USA and China.



Zoom on

MARIA JOSÉ NAVARRO

HEAD OF EASYFAIRS
IBERIA

What is it?

A scallop shell, the iconic symbol of the Camino de Santiago.

Where did you get it?

When starting the Camino, it is given to every pilgrim. I have worn it on three occasions when completing the Camino.

What does it mean to you?

The Camino is a test of your endurance, determination and how to work with others to achieve a common goal.

What are its special qualities?

Magic. It gives you strength, grit and vision on the path to follow.

What is your business challenge?

Growing the business in Iberia while maintaining our entrepreneurial start-up spirit.





MEET THE ADVISORY BOARD

Our Advisory Board exists to challenge the Group's strategy and open our eyes to new opportunities. It is composed of independent members from the events industry and other sectors.

Thierry Geerts

Managing Director of Google Belgium, who helps broaden the Group's digital horizons.

Jacques de Vacleroy

Currently Vice Chairman of the Ahold Delhaize Supervisory Board, with extensive managerial and international experience in banking and insurance.

Muriel Everard

Expert in economics and European business, with many years' experience working for the European Commission.

Eric Everard

Founder and CEO of Easyfairs, Honorary President and Board Member of UFI, the Global Association of the Exhibition Industry, Board Member BNP Paribas Fortis Brussels region, Board Member BECI (Brussels Chamber of Commerce).

Nick Forster

30 years' experience in the global events industry, in particular with Reed Exhibitions.

Denzil Rankine

Founder and executive chairman of AMR International, a strategy consulting firm specialising in the exhibition industry.

Håkan Gershagen

Working in the exhibition industry since 1972, Håkan is an expert in international business development.

EASYFAIRS IN NUMBERS

17

We are active in 17 countries

752

Employees

218

Own events

28 455

Exhibitors

1 198 M

Visitors

10

Venues

215 736

Square metres managed

700

Hosted events



⌋ Average number of cups of coffee per office per week



⌋ Average number of steps taken by an event manager per event



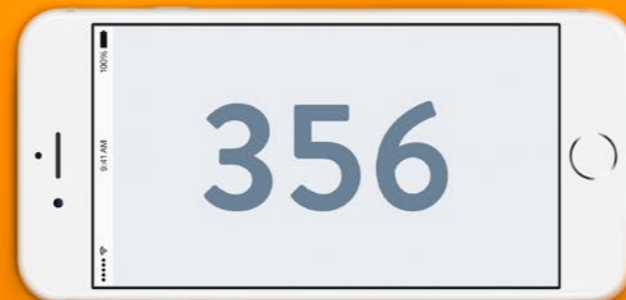
⌋ Nationalities within the company



⌋ Women employed



⌋ Millennials in the company



⌋ Men employed

Part 2
What we offer and do

What makes us stand out



Everything we do requires strategic thinking, detailed planning and design, and professional execution across our network of offices, events and venues. The strategy consists in understanding communities. We then plan and design multi-format events around their needs. For professional execution, we rely on innovative technologies, well thought-out processes and, of course, the talent and passion of our employees.

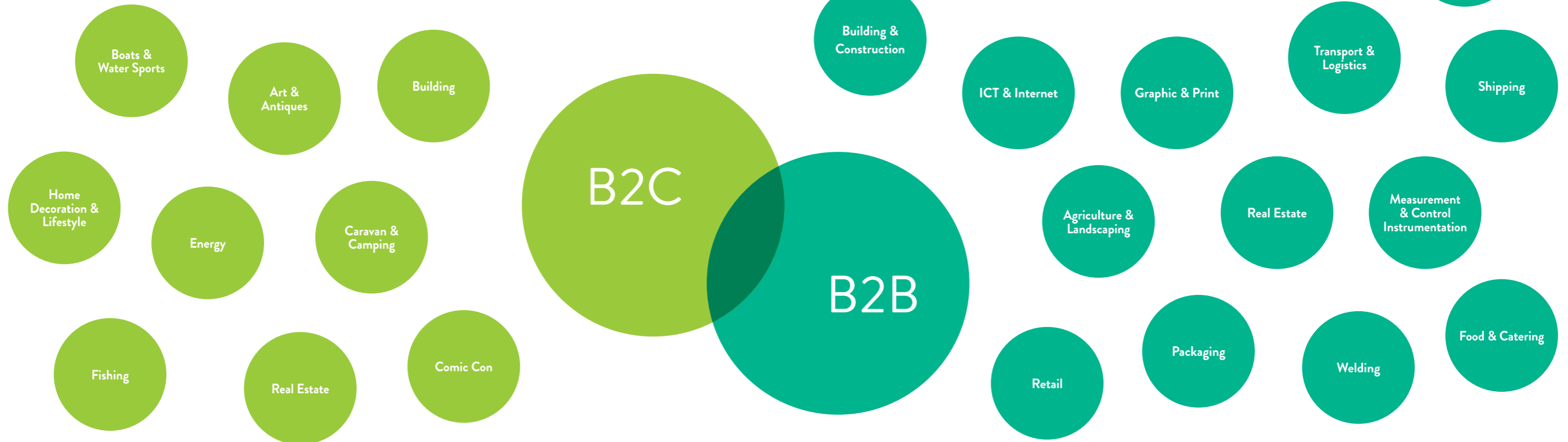


WE STAND OUT IN SERVING COMMUNITIES

Our mission is to serve communities with live events that enable them to *visit the future*; or, more specifically, *their future*. We define a community as any professional, occupational or interest group sharing common characteristics or challenges.

Designing and executing **an outstanding visit the future event** depends on **understanding the community's dynamics** and in

particular, the direction in which it is heading. That way we attract exhibitors offering the **right mix of products and services**, with a strong focus on **innovation** from both start-ups and sector leaders. Understanding communities also enables us to develop **qualitative content programmes** based on relevant new developments and the latest trends. With the support of advanced technology, we then deliver a **truly memorable experience** to both exhibitors and visitors.



Since our last Activity Report we have engaged with many new communities, while deepening and enhancing our relationships with those we already know well:

HEALTHCARE

In October 2016 we announced our acquisition of the *Clinical, Cosmetic and Reconstructive Expo* in the UK. The event attracts a serious audience of registered healthcare professionals. It is supported by the British Association of Aesthetic Plastic Surgeons (BAAPS) and the British Cosmetic Dermatology Group (BCDG).

We have a very **strong presence in the Belgian healthcare sector**, with a huge potential to expand in other countries. Over the past two years we have built a national portfolio by acquiring *Expo60+* in Mechelen, the top event in Flanders about care for the elderly, and *Healthcare Brussels*, focused on residential and home care. We have now merged these two events as *Health & Care* in Ghent and launched a parallel event *Soins & Santé* in Namur, the capital of Wallonia.

Finally, we acquired *Dentex*, the Brussels-based event for dentistry and dental care. We will invest further in healthcare events as this is a dynamic sector that will continue to grow.

INDUSTRIAL TECHNOLOGIES

Easyfairs has also extended its presence within industrial technology communities. We acquired UK Tech Events Ltd, organiser of *Advanced Engineering*, the UK's largest annual trade exhibition and conference for professionals at the **leading edge of engineering**. Taking place at the NEC Birmingham, it attracts some 700 exhibitors and 12 000 visitors annually.

We also acquired *MetalMadrid*, the most important annual meeting point for the metalworking industry in Spain. Taking place at Feria de Madrid, it attracts more than 400 exhibitors and 7 000 visitors annually.



PACKAGING

Easyfairs has a long-established reputation as the **leading organiser of events for packaging communities**. Over the past two years we have deepened and broadened this relationship. We acquired the *ADF&PCD (Aerosol & Dispensing Forum and Packaging of Perfume, Cosmetics & Design)* events in Paris and took the concept to New York. In 2018 we will also geo-clone the event in Shanghai.

Our UK & Global office acquired the *Pentawards*, whose primary mission is to increase awareness of excellence in packaging design. Its 55 categories are judged by an international jury of highly reputed designers and packaging design directors. Pentawards is a truly global institution, with the annual ceremony taking place in a different city each year.

COMICS, SCI-FI & FANTASY

Easyfairs is at home serving international business-to-business (B2B) and business-to-consumer (B2C) communities; we are now **conquering the known universe** with **human-to-human (H2H)** conventions! Over the past two years Easyfairs has enjoyed spectacular success with its festival events for the “fandom” community, now under the umbrella brand **Heroes**. To date we have **12 conventions in six countries** that bring together all things to do with superhero fantasy, animation, comics, sci-fi, games and cosplay. From Helsinki to Madrid, they all provide fans with an opportunity to meet the stars, enjoy contests and discover special collectors' items.

DIAMONDS

More than virtually any other, the **international diamond community** is one based on trust, personal relationships and face-to-face negotiation. It's a highly competitive and increasingly fast-changing environment where success depends on deep knowledge. In May 2017 we launched *CARAT+* in the de facto capital of the global diamond and diamond jewellery business, Antwerp. The event got off to a strong start, attracting many Diamond Trading Company (DTC) sightholders and prestigious sponsors.



WE STAND OUT IN ORGANISING MULTI-FORMAT EVENTS



MULTI-FORMAT

Easyfairs is a **multi-format event organiser**, which means we consider the needs of the markets and communities we serve and then design and execute the format that best suits those needs. Here are some concrete examples:

ALL-IN MODULAR

The all-in format provides a turnkey solution where everything that an exhibitor needs to participate is included in the price (space rental, modular stand building, stand furniture, onsite and online services, marketing). The all-in formula enabled Easyfairs to make an exceptionally rapid market entry in many geographies and sectors. One of the reasons that **Evenementenhal** was such a good fit for the Group is that most of its events use the all-in formula.

B2B TRADE SHOW

A business-to-business trade show provides a showcase for leading suppliers and pioneering innovators, typically covering an entire supply chain, to meet current and future customers. Our **portfolio of packaging trade shows** is a good example. Representatives of leading brands and retailers visit to discover innovations in packaging design, materials, equipment and logistics – all under one roof.

CONFEX

A confex is a combination of conference and exhibition. **SETT**, which takes place in Stockholm, Malmö and Oslo, is Scandinavia's largest exhibition and conference for innovative and modern learning. It brings together teachers, head teachers, preschool teachers, educationalists and administrators for inspiration, discussion and development.

SUMMIT

A summit is essentially a high-level networking platform for the key decision makers in a professional community. **Realty** in Brussels brings together 7 000 real estate professionals and 450 international investors, as well as more than 120 exhibitors, to learn about issues such as urban development and planning in Belgium and Luxembourg as well as the latest residential, corporate, retail and public architecture projects.

B2C EXHIBITION

Business-to-consumer events introduce end-consumers to suppliers of products and services meeting a particular set of needs. Our **BIS, Bouw & reno** and **Bois & Habitat** events bring together consumers interested in building or extending their properties.

B2V FAIR

Business-to-vertical refers to an event that is focused on a very specific vertical market. **Art Brussels**, for example, has evolved over 35 editions into one of Europe's top contemporary art fairs.

H2H CONVENTIONS

Our **Heroes** conventions across Europe are pop culture festivals bringing together fans of comics, sci-fi and anime.

WE STAND OUT BY CONNECTING & NETWORKING

OUR NETWORK OF OFFICES

Easyfairs now has a network of 19 offices in 11 countries.

OUR NETWORK OF EVENTS

National

Our national and regional events are broad-based events meeting the needs of national and local exhibitors, visitors and delegates. Thanks to our network of local offices, we are able to geo-clone strong brands such as Empack, Solids or Transport & Logistics across Europe.

International

Niche events such as StocExpo (for the tank terminal industry and the storage of oil & gas) and ADF&PCD (for the aerosol and beauty packaging markets) meet the needs of international exhibitors, visitors and delegates. They are centrally managed from our London office and geo-cloned worldwide.

OUR NETWORK OF VENUES

We run a network of 10 outstanding venues in Belgium, the Netherlands and Sweden, with a total capacity of 215 736 sqm. We will be adding a further venue at Åby near Gothenburg in January, 2019. These venues provide a wide range of full-service offerings in a variety of modern, appealing facilities to ensure an exceptional experience.

Our venues host a very broad spectrum of stand-out events: not only trade shows and exhibitions, but also conferences, congresses, seminars, conventions and product shows, as well as concerts and sports tournaments.





SUCCESS FACTORS



WE STAND OUT IN DEVELOPING TALENTS

Over the past two years we went the extra mile in helping to bring 752 geographically dispersed Easyfairs employees to their full potential with the comprehensive roll-out of the **Easyfairs Academy**, which we launched in 2014. We not only believe, but have demonstrated, that by accelerating talent development and encouraging talented individuals to try out new things we dramatically increase employee performance, engagement and retention. In 2017 these efforts were recognised as we won the **UFI Education Award**. In conferring this accolade UFI, the Global Association of the Exhibition Industry, paid tribute to the role played by talent development in our company's growth and highlighted the "measurement tools in place to continually assess the success of the project, and review if and when necessary".

The Academy focuses on the "**C Success Factors**" for the **events and venues business**. These are now firmly embedded in our company culture and provide a firm basis for continuing talent development under the slogan "**Boost your Future**".

Talent management takes a high priority at Easyfairs and we take a systematic approach. Over the past four years we have rolled out our Group-wide **e-HR platform** for agreeing team and personal objectives, personal development plans and competence and performance profiles. This means all of our HR data is digital and centrally managed. Among other advantages, this enables us to detect areas for action and plan talent acquisition, talent development and talent succession strategies.

WE STAND OUT IN BEING INNOVATIVE & TRENDSETTING IN MARKETING & TECHNOLOGY

Our motto **visit the future** not only applies to the content of our events, but also to the innovative marketing tools and advanced technology that provide a great experience for our visitors and exhibitors.

In 2017 we launched **EasyGo** with a rich set of new features based on the latest developments in digital marketing technology. The core feature is the **Smart Badge**. By touching an exhibitor's reader with their Smart Badge, visitors get all the info the exhibitor posts online on My Easyfairs via email and in their own My Easyfairs account. For the visitor, that means greater convenience. For the exhibitor, it means more leads and therefore a greater return on investment. And for the environment, it means less waste as there is a reduced need to distribute hard copy product literature. In 2017 we received nearly 345 000 touches, an average of 41 leads per stand — a huge advance on the old QR code technology.

EasyGo also underlines the strength of the Easyfairs business model: **straight-through, frictionless integration** between what happens on the exhibition floor and our online technologies, with the solution being available across **all of the Group's events**.



Part 3

What we have achieved

A global high-growth business



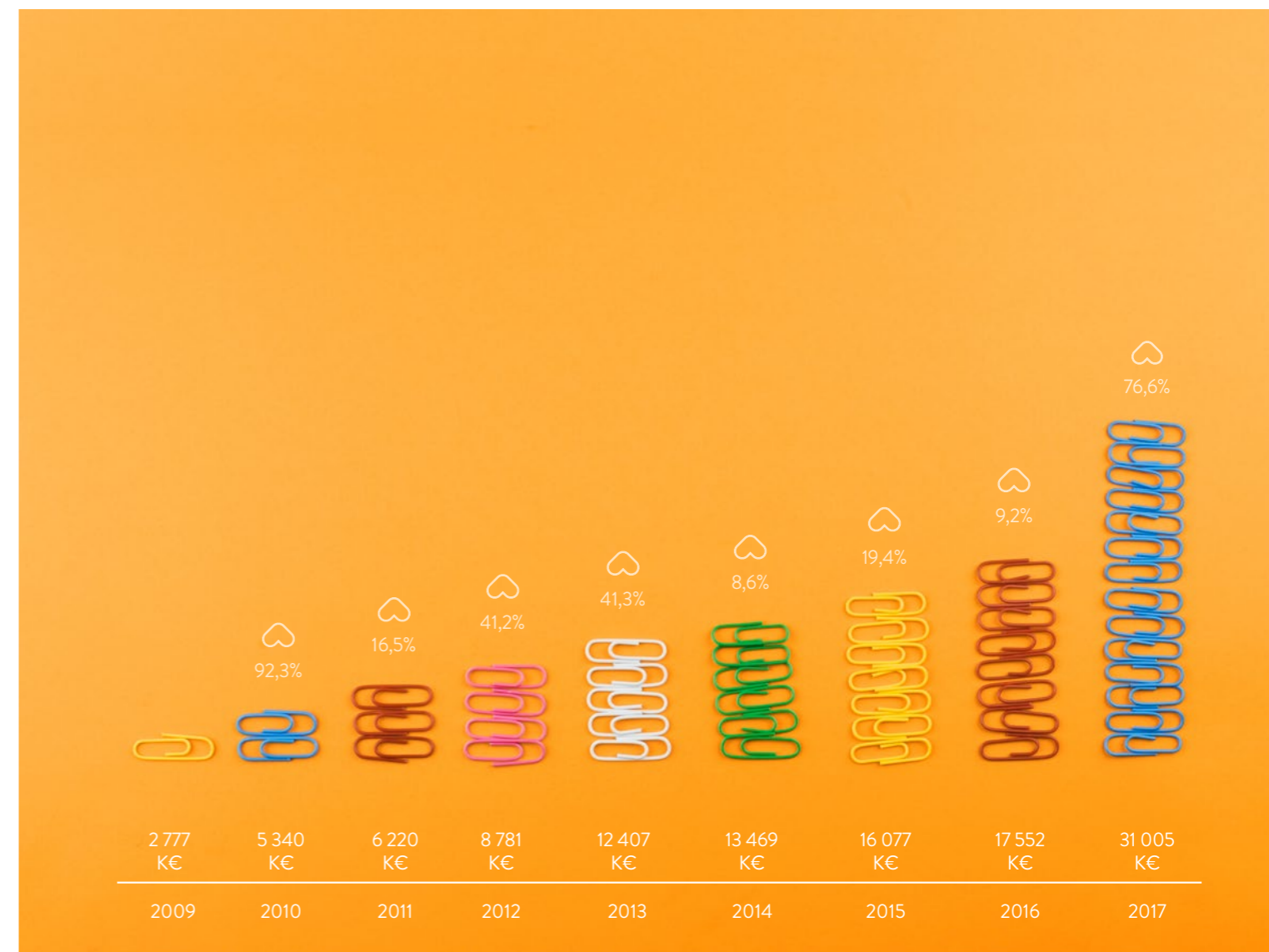
Over the past two years organic growth and strategic acquisitions have seen Easyfairs move into the Global Top 20 exhibition organisers. Solid financial results year-on-year have also enabled us to invest profits in continuous development and organic growth. In 2017 our total revenues exceeded € 160 million.



CONSOLIDATED BALANCE SHEET

| Financial year to 30 June (€ 1 000) | 30.06.2017 | 30.06.2016 | 30.06.2015 |
|-------------------------------------|----------------|----------------|----------------|
| ASSETS | | | |
| NON CURRENT ASSETS | 207 083 | 123 727 | 109 161 |
| Tangible fixed assets | 105 871 | 63 687 | 63 223 |
| Intangible fixed assets | 96 595 | 54 870 | 39 081 |
| Deferred tax assets | 3 562 | 4 346 | 6 040 |
| Other non current assets | 1 056 | 824 | 817 |
| CURRENT ASSETS | 62 921 | 47 156 | 52 586 |
| Trade and other receivables | 41 207 | 38 607 | 41 737 |
| Cash and cash equivalents | 21 714 | 8 549 | 10 849 |
| TOTAL ASSETS | 270 004 | 170 883 | 161 747 |
| EQUITY AND LIABILITIES | | | |
| TOTAL CAPITAL AND RESERVES | 56 303 | 52 828 | 50 025 |
| Capital and reserves — Group share | 52 044 | 48 779 | 43 868 |
| Minority interests | 4 259 | 4 048 | 6 157 |
| NON CURRENT LIABILITIES | 123 209 | 47 052 | 33 152 |
| Interest-bearing loans | 84 799 | 23 030 | 11 605 |
| Deferred and latent tax liabilities | 23 208 | 11 627 | 10 673 |
| Other non current liabilities | 15 202 | 12 394 | 10 874 |
| CURRENT LIABILITIES | 90 492 | 71 004 | 78 570 |
| Interest-bearing loans | 16 327 | 8 678 | 14 384 |
| Trade and other creditors | 74 165 | 62 325 | 64 186 |
| TOTAL EQUITY AND LIABILITIES | 270 004 | 170 883 | 161 747 |

EVOLUTION RECURRING EBITDA 2009-2017



EVOLUTION RECURRING REVENUE 2009-2017



GROSS MARGIN PERCENTAGE

| | | |
|-----------|--------------|-------|
| 2016/2017 | 62,5% | +0,4% |
| 2015/2016 | 62,1% | +2,3% |
| 2014/2015 | 59,7% | +2,9% |

RECURRENT EBITDA MARGIN

| | | |
|-----------|--------------|-------|
| 2016/2017 | 19,4% | +4,1% |
| 2015/2016 | 15,3% | +0,2% |
| 2014/2015 | 15,1% | +4,1% |

EQUITY GROUP SHARE (€1 000)

| | | |
|-----------|---------------|--------|
| 2016/2017 | 52 044 | +6,7% |
| 2015/2016 | 48 779 | +11,2% |
| 2014/2015 | 43 868 | +10,0% |

NET DEBT TO EBITDA RATIO

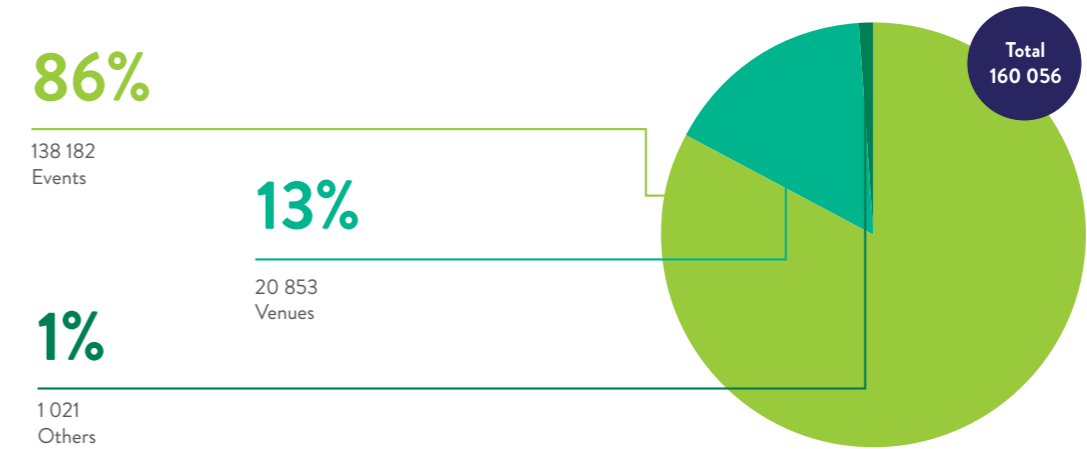
| | |
|-----------|-------------|
| 2016/2017 | 2,56 |
| 2015/2016 | 1,32 |
| 2014/2015 | 0,94 |

The condensed financial information presented in this section represents an abstract of the annual accounts and the consolidated accounts of Artexis Easyfairs Group SA / NV as approved by the General Assembly. These financial statements were drawn up in accordance with the Belgian GAAP (generally accepted accounting principles) and the IFRS standards respectively. The statutory auditor, Ernst & Young Réviseurs d'entreprise scrl, represented by Eric Golenvaux, certified that it had no reservations concerning the annual accounts and the consolidated accounts.

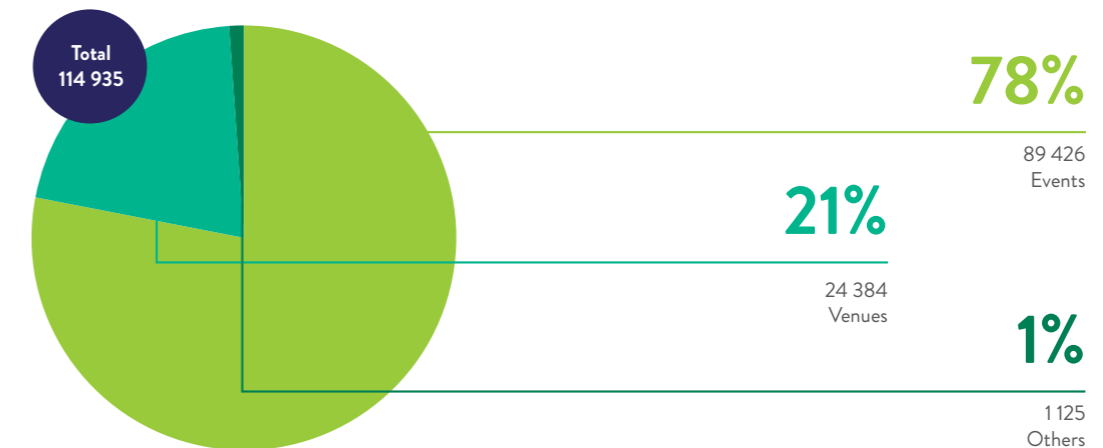
CONSOLIDATED INCOME STATEMENT

| Financial year to 30 June (€ 1 000) | 30.06.2017 | var (%) | 30.06.2016 | var (%) | 30.06.2015 |
|-------------------------------------|----------------|--------------|----------------|---------------|----------------|
| REVENUES | 160 056 | 39,3% | 114 935 | 7,8% | 106 648 |
| Events | 138 182 | 54,5% | 89 426 | 10,3% | 81 058 |
| Venues | 20 853 | -14,5% | 24 384 | -1,8% | 24 833 |
| Other | 1 021 | -9,1% | 1 125 | 48,6% | 757 |
| COST OF SALES | -60 090 | 37,9% | -43 583 | 1,5% | -42 945 |
| GROSS MARGIN | 99 966 | 40,1% | 71 351 | 12,0% | 63 703 |
| OPERATING EXPENSES | -83 343 | 33,3% | -62 541 | 17,1% | 53 395 |
| Operating expenses | -70 980 | 28,7% | -55 135 | 12,7% | -48 937 |
| Depreciations | -12 363 | 66,9% | -7 406 | 66,1% | -4 458 |
| OPERATING PROFIT | 16 623 | 88,7% | 8 810 | -14,5% | 10 308 |
| EBITDA | 28 986 | 78,8% | 16 216 | 9,8% | 14 766 |
| RECURRING EBITDA | 31 005 | 76,6% | 17 552 | 9,2% | 16 077 |

REVENUES PER BUSINESS 2016-2017
(€ 1 000)



REVENUES PER BUSINESS 2015-2016
(€ 1 000)



Publisher

Artexis Easyfairs Group SA/NV
Executive Editor: Anne Lafère
Rue Saint-Lambert 135
Sint-Lambertusstraat
1200 Brussels • Belgium

Editors

Anne Lafère, Caroline Bossaert & Ed Walker

Printer

DV3 Printing

Design, artwork & photography

Victoria Agency
www.victoria-agency.be

No part of this publication may be reproduced or made public in any form or by any electronic means, including automated information retrieval systems, without prior written permission from the publisher.



www.easyfairs.com



The ink used for printing this Activity Report is biodegradable. The printing presses used are environment-friendly too. What is remarkable is that these need less time to launch a print run. The result? Up to 60% less wastage.

Furthermore, these presses use 30% less energy than older ones and the energy consumed is 100% green. The paper used for the inside pages is sourced from sustainable forestry, as certified by the Forestry Stewardship Council (FSC).

DARE TO BE
DIFFERENT.
SUCCESSFUL
PEOPLE
ALWAYS
STAND  UT.