



08

COMPANY REPORT

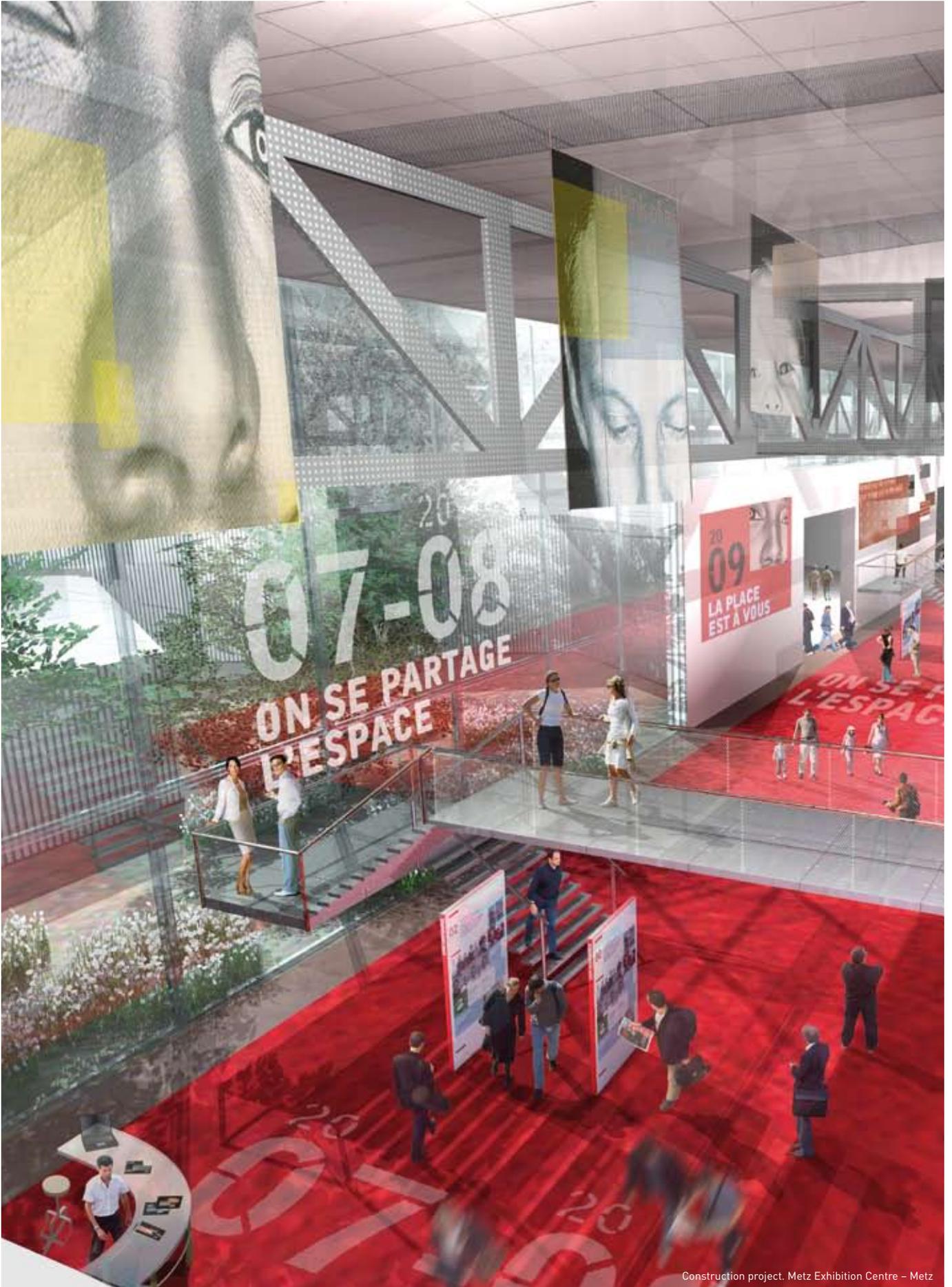
... BRINGING PEOPLE TOGETHER



08

**GL EVENTS
ANNUAL REPORT 2008**

The registration document filed with the AMF can be consulted at the website of the Group (www.gl-events.com) and the AMF (www.amf-france.org)



Construction project. Metz Exhibition Centre – Metz

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Who's next

MESSAGE OF THE CHAIRMAN

OLIVIER GINON

In 2008, GL events completed the restructuring of its operations



“The company is now particularly well-positioned to pursue and build on this development”

Following five years of robust growth and the integration of new business lines that has transformed GL events into a global event industry provider of international stature, the company is today particularly well-positioned to pursue and build on this development. Achievements in 2008 were in line with the strategic objectives launched a few years ago to strengthen our position in venue management, develop our portfolio of proprietary events and continue to rationalise and expand our service offering.

In venue management, highlights in 2008 included the acquisition of Expo Indus, organiser of six industrial trade shows and the signature of an agreement with the French Federation of Women's Ready-to-Wear to accelerate the international development of fashion trade fairs.

Major events were also organised by the Group in 2008. These included Equita Lyon that hosted a 5* international dressage competition, events in connection with the French Presidency of the European Union, Guerlain's 180th anniversary in the gardens of the Rodin Museum or a very spectacular edition of the Bologna Motor Show.

Venue management also registered gains in 2008 with the addition of the Troyes Exhibition Centre to GL events' network that today counts 29 sites with 11 international destinations and more than one million of m².

Renovations were also carried out of Square Brussels and the Hotel Salomon de Rothschild that will open in 2009 and an €11 million naming rights agreement was concluded for the Rio de Janeiro Arena.

Recurrent business, profitability and synergies with other GL events activities have made venue management a major vector for Group's development.

Finally GL events has reinforced the stature of its event service activity, notably through its contributions to the Beijing Olympic Games, UEFA Euro 2008, the RBS 6 Nations Championship, as well as Expo Zaragoza 2008 and the Lyon Festival of Lights.

With the acquisition of Traiteur Lorieux, the only caterer with the title of Royal Warrant Holder of the Court of Belgium, GL events has also firmly established its position as a provider of value-added event services.

Another symbolic initiative was the design of an eco-stand in connection with the Pollutec international exhibition of environment equipment, technologies and services, a showcase for the Group's ability to propose sustainable design solutions and illustrating GL events' commitment to corporate social responsibility.

In an uncertain economic environment, GL events' performances in 2008 were in line with targets. On this basis and with its portfolio of quality assets and cash resources, it looks to the future with confidence. And in an event market that continues to constitute both for businesses and the general public, an essential vehicle for communications, meeting and business, it remains attentive to development opportunities in the industry.

Olivier Ginon
Chairman



Cannes International Film Festival



01



Year in Review

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Organisation

Conferences
Trade shows
Fares
Conventions
Exhibitions
Product launches
Inaugurations
Galas
General meeting
Seminars

Venues

Paris (2)
Lyon (3)
Toulouse (2)
Clermont-Ferrand (3)
Metz
Nice
Saint-Étienne (3)
Roanne
Vannes
Troyes

Barcelona
Brussels
Budapest
London
Padua
Rio de Janeiro (2)
Curitiba
Shanghai
New York
Turin

Services

Temporary fixtures
Furniture
Decoration
Lighting
Signage
Stands
Structures
Grandstands
Sound systems
Audiovisual equipment
Hospitality services
Fittings

PROFILE

GL events is an integrated group offering a complete range of event industry solutions divided into three major segments: Venue management and Event Organisation, and integrated Services for trade fairs, conventions and events. The Group operates on behalf of a broad range of institutional and private customers in France and throughout the world, committed to reforming the missions entrusted to it in a manner that faithfully reflects the ambitions and stakes of the customers.

Present on five continents, GL events has more than 3,000 employees with sales of €606 million in 2008.

GL events operates in the three major segments of the event industry market:

- Trade fairs and exhibitions for professionals and the general public,
- Congresses and conventions,
- Cultural, sports and political events.

GL events has accordingly adopted an organisation comprising three core business divisions:

- Event organisation: With a proprietary portfolio nearly 200 major B-to-C and B-to-B trade fairs, GL events is pursuing its development through its unique business model: organising events, hosting events in its network of venues under

management and providing a range of services to participants.

- Venue Management: 29 venues under management in France and in other countries (convention centres, exhibition parks, concert halls and multi-purpose facilities).

- Event services propose more than 35 areas of expertise through a network of more than 80 offices in France and throughout the world. The extensive range skills of the men and women of GL events makes it possible to provide comprehensive solutions to cover every aspect of a project from design to completion (fixtures, structures, lighting, general installation, stands, signage, furniture, decoration, audiovisual equipment, IT management, hospitality services, floral decoration, catering, etc.)



Orhopa

€236,9m (39 % of total sales)

International revenue

605,7 M€

Consolidated revenue



€28,7m

Net income

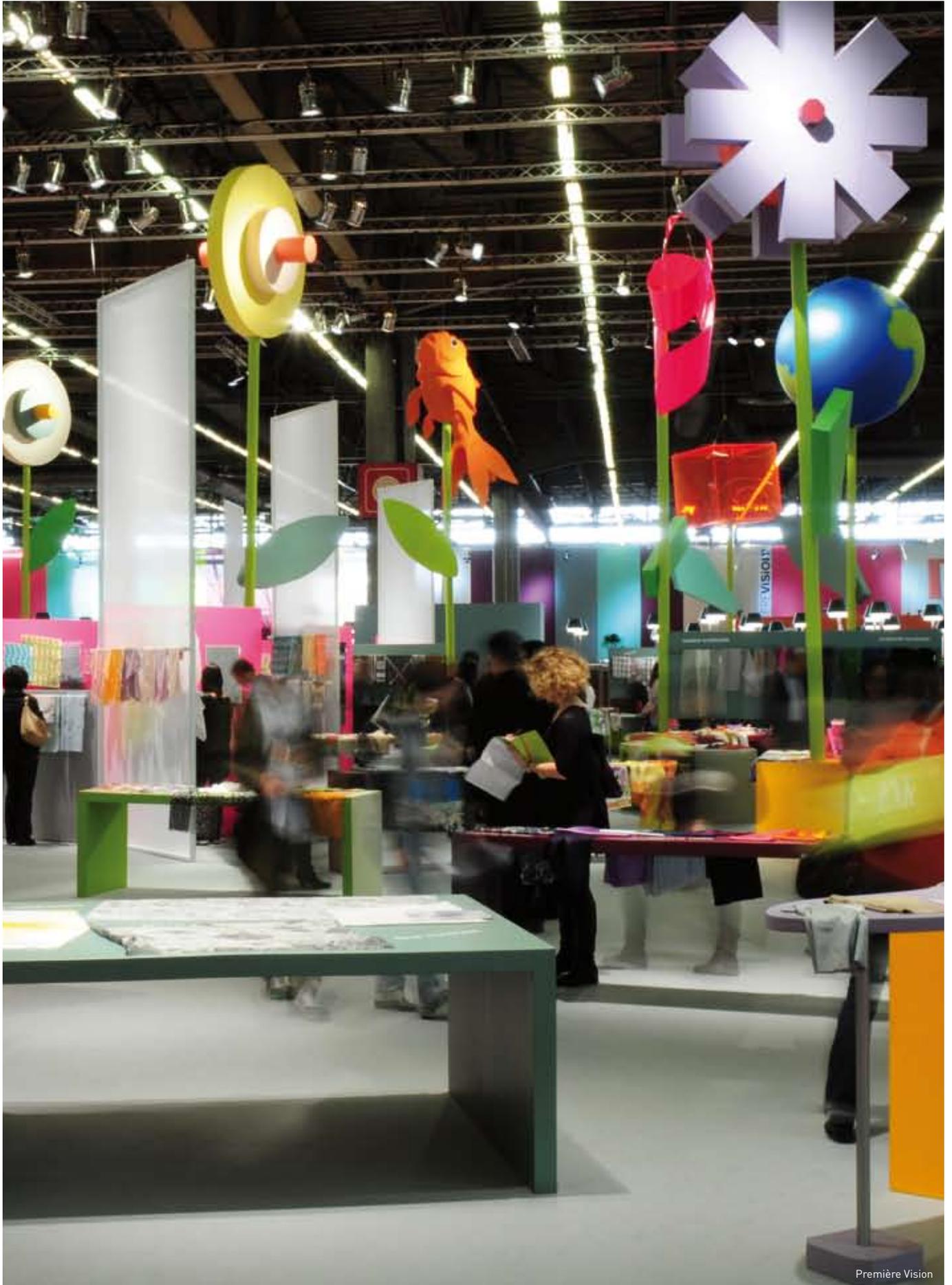
more than 80
offices throughout the world

more than 3,000
employees



29

Convention and exhibition centres,
concert halls, and multi-purpose facilities



Première Vision

MESSAGE OF THE VICE CHAIRMAN

OLIVIER ROUX

2009 will be a big year for major events



“Our ability to anticipate, our responsiveness and mobility contribute to offsetting the effects of the economic slowdown”

What was the start of 2009 like for GL events?

We have gotten off to a particularly strong start thus far in 2009 with the organisation of a number of major events. Noteworthy successes I would like to cite include the SIRHA International Hotel Catering & Food Trade Exhibition and the Bocuse d'Or as well as trade fairs in the construction and renewable energy sectors. In 2009, these trade fairs experienced further growth. Another noteworthy event was the corporate convention of the Eiffage Group attended by more than 30,000 people at seven sites in France. Finally, we also contributed actively to the organisation of the Alpine World Ski Championships at Val d'Isère by proposing a broad range of events services.

Did Venue Management experience comparable growth performances?

In early 2009, we added a 30th venue to our network, the Turin PalOval, a 20,000 m² sports facility built for the 2006 Olympic Games. And just recently, we established a presence in Istanbul. Finally, our concession for Pudong Expo exhibition and convention centre in Shanghai has been extended until 2015.

In the second half of 2009 new reception venues integrated in 2008 will be opened: the Hotel Salomon de Rothschild in Paris, the Brussels Square and the Troyes Exhibition Centre. We will also continue to be attentive to new market opportunities that may arise in 2009, as venue management remains for GL events a key priority for development.

What other major events are in the pipeline for 2009?

The program for the period ahead will be particularly eventful with the organisation of major corporate events, notably for

L'Oréal, and the continuing expansion of recurrent events such as Equita that has become a stage of the World Cup.

I can also cite many other events including in particular in the textile, industrial and agri-food sectors that are among the Group's 200 proprietary trade fairs in addition to those it organises on behalf of its customers in France and in other countries around the world.

Will the economic slowdown have an impact on GL events' activity?

Of course, the current situation of uncertainty requires market participants to be cautious. We have moreover indeed noted a change in the behavior of exhibitors and visitors for certain events.

However a number of sectors remain robust and the "trade fair segment" has proved to be relatively resilient in the current downturn. This is because B-to-B meetings remain good investments for companies seeking to maintain and develop their sales and create opportunities for face-to-face encounters with their customers.

As for GL events, anticipating the effects of the slowdown in 2008, we have pursued the reorganisation of our services activities, focusing the efforts of our teams on strengthening the quality and competitiveness of the services we provide our customers.

Our ability to anticipate, our responsiveness and mobility that are an integral part of the GL events culture, constitute a strength in challenging periods that contributes to offsetting the effects of the economic slowdown, and reinforces our confidence in the outlook in 2009 and the years ahead.

Olivier Roux
Vice Chairman

08

ANNUAL HIGHLIGHTS



GL EVENTS' STRENGTHENS ITS POSITION IN THE FASHION SEGMENT

The French Federation of Women's Ready-to-Wear (Fédération française du Prêt à Porter Féminin or the FFPAPF) and GL events concluded an agreement to develop fashion-related events in France and other countries. The FFPAPF's mission is to provide support to all actors in the field of fashion in promotion, sales and creation. Through the operating company Sodes, it organises such prestigious trade fairs as the *Prêt-à-porter Paris*, *Atmosphère* and *The Box* in France as well as *The Train* and *Platform 2* in New York or the *Living-Room* in Tokyo.

January 2008



SIX NEW INDUSTRIAL TRADE FAIRS

GL events acquired six industrial trade fairs. These include manufacturing technology trade fairs *Industrie Paris* and *Industrie Lyon*; international trade fairs for systems, components and solutions for industry and large-scale infrastructure, *SCS Automation & Control Paris* and *SCS Automation & Control Lyon*, *Forum de l'Electronique*, an international electronics industry show and the *RF & Hyper* tradeshow dedicated to radio frequencies, microwaves, wireless, optical fibres and their applications.

February 2008



A FAITHFUL CONTRIBUTOR TO THE RBS 6 NATIONS 2008

A world-class provider of services and solutions for major sports events, the Group actively contributed the RBS 6 Nations 2008 rugby championship. A partner of this European summit for rugby XV for the last three years, GL events' contributions included notably temporary fittings for numerous areas for welcoming sponsors and VIP guests of the French rugby Federation.

January 2008

IN GENEVA FOR THE UEFA EURO 2008

After rugby, football. GL events contributed to the UEFA Euro 2008 European football championship that held in Switzerland and Austria. In particular, the Group was responsible for installations for the Geneva Stadium and the Fan Zone.

May 2008



GL EVENTS AT THE HEART OF THE EUROPEAN UNION

Following the largest call for tenders in the event media sector ever organised, GL events was awarded the event management and organisation for the 12th rotating presidency of the European Union for France (PFUE). All GL events teams were called to task for this major undertaking that included lighting, broadcasting, sound, IT, installation of tents, fitting of venues, etc.

March 2008



THE FIRST BOCUSE D'OR IN ASIA

Ten countries were selected for the Gourmet World Shanghai trade fair in China organised in connection with the first edition of Bocuse d'Or Asia. Organised by GL events, this event represents a first phase of an initiative launched in 2005. Its purpose is to open up the world's most prestigious culinary competition to new countries with an opportunity of joining the exclusive club of countries with the greatest standards of gastronomic excellence.

May 2008



BOCUSE D'OR EUROPE

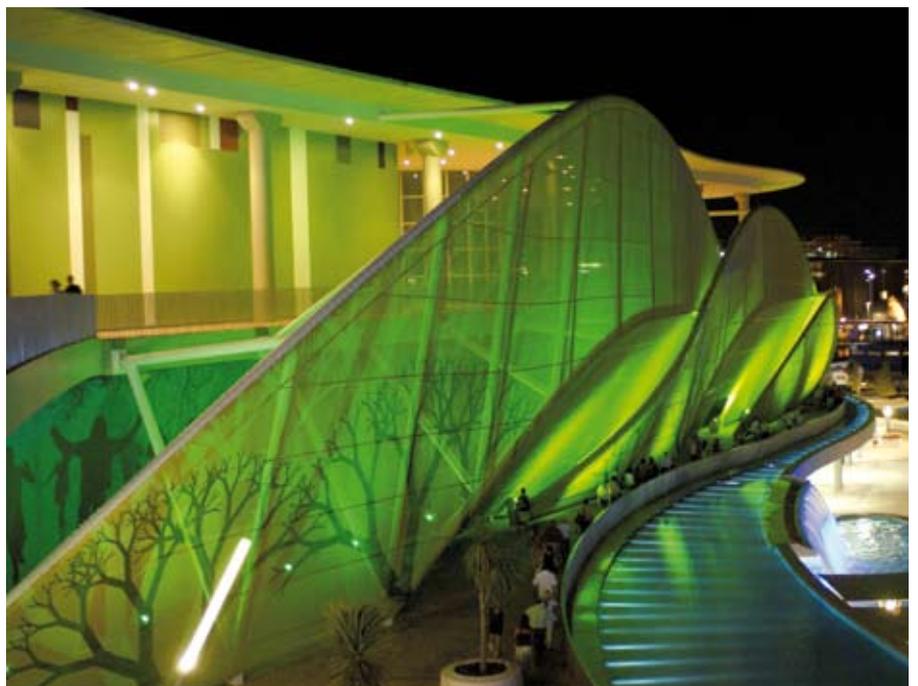
The Bocuse d'Or Europe event at the *Gourmet* trade fair was held in Stavanger Norway. This was the first time a European championship of chefs was organised.

July 2008

EXPO ZARAGOZA 2008

At this international exhibition on water and sustainable development, GL events joint venture with two Spanish companies that contributed to its selection to be a "official supplier" for audio visual and scene lighting for the whole show.

October 2008



180 YEARS OF GUERLAIN

For this prestigious anniversary, celebrated in the gardens of the Rodin Museum in Paris, GL events' audiovisual and service specialists provided their support to Gérard Cholot. The set designer had imagined a creation full of whimsy, a poetic and playful journey in the form of labyrinths, with allegories around the theme of the Guerlain Bee, the names of the most famous fragrances of this perfume house or the theme of spring and flowers.

June 2008



GL EVENTS QUALIFIES FOR THE BEIJING OG

Following the installation in Hong Kong of sites for the equestrian events for the Beijing Olympic Games, the Group added a new event to its list of successes. An investment that resulted in nearly 1000 maps drawn, 120 cargo containers transported by ship from Europe to Asia, an arena of 18,500 places, 16,000m² of tents, almost 450 temporary buildings, tens of kilometres of electrical cabling and nearly 50 kilometres of fibre optics...

August 2008

NEW SUCCESS FOR EQUITA'LYON

Over the years, Equita'Lyon has developed unique identity as a dynamic trade fair, full of vitality, animated by an extraordinary passion for everything equestrian. This year, the major innovation included the 5* International Dressage Competition with the participation of the world's best riders. For this new discipline distinguished by its elegance and prestige, presented by Hermès, Lyon was awarded the honour of hosting a "World Cup stage", a status accorded to only ten events in the world.

November 2008



A GL EVENTS LAB AT THE BUY&CARE SHOW

The trade fair for responsible purchasing, Buy&Care presents innovative products and services that meet the needs of sustainable development. In 2008, the Group GL events offered a pedagogic eco-designed showcase for innovative event products and services.

December 2008

THE LYON FESTIVAL OF LIGHTS PUTS ON A SPECTACULAR SHOW

Official partner of the celebrated Lyon Fete des Lumières event, GL events was at the same time the producer, designer and director of a number of light shows. With an original staging designed, a bold artistic concept, a disconcertingly moving audio background, an avant-garde technological performance, astonishing light effects, GL events teams met all the challenges.

December 2008



33RD EDITION OF THE BOLOGNA MOTOR SHOW

The international car and motorcycle show of Bologna, The Motor Show held its 33rd edition. Given the difficulties of the sector, this success highlights the resilience of the quality events in particular and trade show media in general.

December 2008



GL EVENTS ASSUMES THE MANAGEMENT OF THE TROYES EXHIBITION CENTRE

GL events was awarded an eight year concession for the management and marketing of the Troyes Exhibition Centre. This exhibition centre currently holds 20 events per year including Habimat, the trade fair for home design solutions for healthy living and the environment. Entirely renovated, it includes a new multi-purpose hall with a capacity for 6,500.

December 2008



ACQUISITION OF TRAITEUR LORIER

To accelerate its Food & Beverage strategy, GL events acquired Traiteur Loriers. The only caterer with the title of Royal Warrant Holder of the Court of Belgium, Traiteur Loriers rapidly became the reference for exceptional events in Benelux and subsequently France. The entrepreneurial spirit and reputation for excellence of this company offer GL events significant opportunities for development in the event catering segment.

December 2008

COMPANY VALUES AND SOCIAL RESPONSIBILITY

CSE: Focusing on people

Based on indicators and good practices corporate social responsibility (CSR) represents both an objective and quantitative expression of sustainable development practices applied by a company.

As a publicly traded company, GL events has an obligation to meet its CSR commitments. Two major priorities have been defined by Group Human Resources. First, successfully attract, motivate and retain talent. In other words, provide all employees opportunities to evolve and develop their expertise and skills. Secondly, fight against all forms of discrimination: age, gender, religion... and promote the integration of population segments in difficulty (young jobseekers without schooling, the long-term unemployed...).

The notion of social progress however does not only concern Group employees. It also applies to the suppliers with which GL events shares its vision and values to promote and improve the application of the principles of ethical conduct.

CSR is also deployed outside the scope of the company's business operations, and includes a social dimension that is frequently very important. Since its creation, GL events has consistently focused on respecting its environment by notably working in collaboration with associations or individuals to promote a wide range of initiatives. Its most recent partnership was concluded with "Le Petit Monde", a French non-profit organisation created to build temporary residences near the East Lyon Hospital for Women, Mothers and Children

complex (HFME) inaugurated in 2007. In a landscaped area near this facility, 42 studios were built with a total area of 2,500m² that are made available to families of hospitalised children. It provides an environment especially designed for parents with a human dimension, enabling them to remain near their children, better understand illness and receive the appropriate support for their duration of the stay.

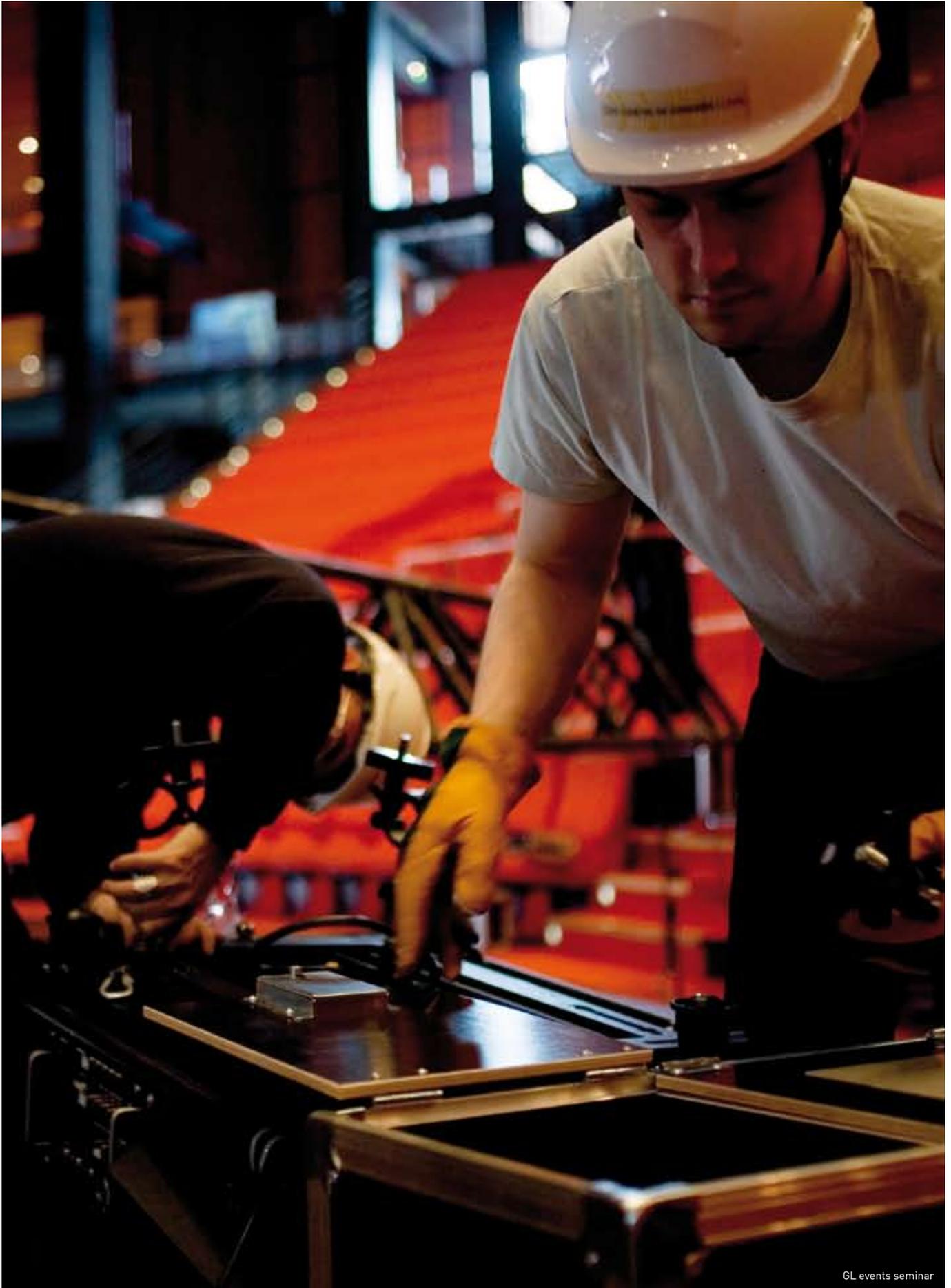
In 2008, GL events also supported the not-for-profit association Sport dans la Ville in connection with its 10th anniversary both financially and in terms of organization and services. The Group was attracted by this association devoted to promoting the social and professional integration of underprivileged youth by establishing sports centres in the heart of difficult neighbourhoods.



GL events seminar

CORE VALUES

- Respect for customers, suppliers, employees and shareholders.
- Corporate responsibility in dealing with local and regional governments with which the Group works.
- Initiative fuelling growth expansion and fostering corporate culture of judicious risk-taking.
- Imagination to develop innovative solutions GL events apart from the competition.



GL events seminar



Lab' GL events. Buy&Care/Pollutec

Establishing the ephemeral as a long-term value



Sustainable development: from a commitment to reality

20 years after its creation, the concept of sustainable development has never stopped to be a subject of controversy. For example, does it offer a “green alibi” to companies with little interest in the objectives of responsible environmental conduct? Is it just a fashion? For this reason it must be constantly emphasized and repeated that sustainable development constitutes a fundamental long-term issue, uniting economic, social and environmental objectives. The challenge is ultimately to bequeath to future generations a healthy planet and fight against the depletion of resources.

For GL events, sustainable development thus represents an incredible opportunity for progress. It opens up the way for developing an alternative and innovative offering that resonates with market demand

and above all directly addresses the challenges of the future. We are in effect at a crossroads, facing a paradox that represents a fantastic challenge: establishing the ephemeral as a long-term value that contributes to sustainable development.

For this reason, sustainable development become a key strategic priority for GL events. It is time to anticipate and innovate before it is no longer a matter of choice. Moreover the current climate is favourable, public opinion is receptive and conscious of the stakes and the market is ready. In addition, our foundations are sufficiently solid, both externally through our offering that has given us a competitive advantage and internally through our code of conduct and well tested working practices. It is consequently up to us to lead the way as the trendsetter.

In this spirit, as a major provider of event industry solutions and services, GL events is constantly improving its processes and seeks to provide its customers with ever greater satisfaction and guarantees. Today, it is time to consolidate these advances and undertake an initial assessment of concrete results :

- Creation of an “eco-design” working group focusing on event services;
- Establishing a list of eco-suppliers;
- Developing a specific line of standard or customized eco-design stands;
- Equipping Group production sites with waste sorting bins;
- Developing master agreements with service providers providing for waste recovery.

ECO-STANDS: AN ANSWER TO STRONG MARKET DEMAND

According to the definition provided by the French Environment and Energy Management Agency (Ademe) “eco-design consists of integrating the environment from the product design phase whether for goods, services or processes.” Consistent with its image as a pioneer, GL events rapidly identified the enormous growth potential of this new approach. In response, the Group presented its first eco-stand at the 4th Conference on Sustainable Development held in Nantes in October 2006. Since then, by developing a methodology, a listing of participating suppliers, a specific manual and above all a clearly defined and truly competitive offering, eco-design has become an integrated part of the GL events approach. This has resulted in new creations such as the Rhône-Alpes Region stand for the Pollutec trade fair, the VIP space of the Indigo trade fair, etc...





GL events stand. Heavent

An ambitious Human Resources policy

GL events' Human Resources policy seeks to associate economic performance with improvements in employment terms and conditions. It also endeavours to focus the energies of the men and women that comprise the Group around the core values that constitute its key strengths: respect, solidarity, a spirit of initiative and imagination.

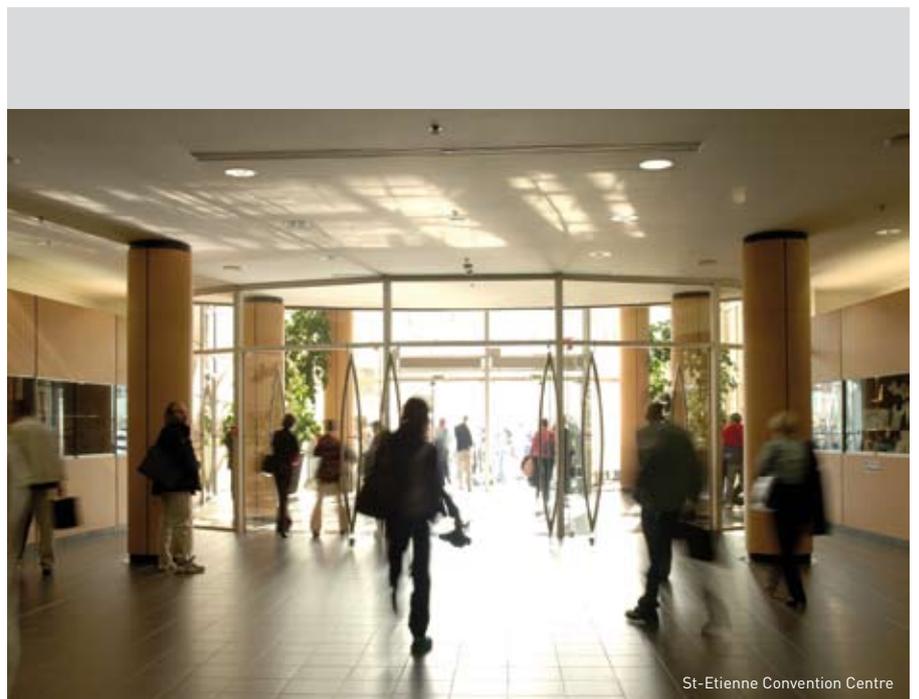
GL events' success is closely related to applying these values on a day-to-day basis. To achieve this goal, GL events' human resources policy has eight main priorities:

- A human resources policy to attract, reward and retain talent;
- A policy of associating compensation with performances in each business line;
- A safety and accident prevention policy at all worksites;
- Ensuring reliable sourcing by subcontractors;
- A commitment to personnel diversity and equal opportunity employment;
- Constructive exchanges between employees and management;
- A strong commitment to internal communications efforts;
- A training policy designed to anticipate changes in the Group's business activities and job needs.

Attracting, rewarding and retaining talent

GL events' growth in recent years has naturally resulted in an increase in its workforce. At 31 December 2008, the Group had an average workforce of more than 3,000 excluding hostesses and seasonal workers.

The Human Resources policy of the Group consequently has multiple goals: recruiting skills that will contribute to the Group's expansion, designing highly effective training programs to develop professional and managerial skills, promoting a common corporate culture and the transmission of a well-established expertise within the



St-Etienne Convention Centre

Group so that the talent of today provides a reservoir of strength for the future. In 2008, GL events provided internship opportunities to more than 200 trainees. In addition, job opportunities with the Group can be consulted on the Internet.

New procedures were adopted in response to these multiple challenges: a common annual review adopting the same format for all GL events employees, a system to identify employees with high potential at the international level as well as a job mobility charter for France and the international in the countries where the Group has operations.

In addition to training to maintain and develop skills of individual employees, every year cross-functional workshops are organised for sales and engineering staff. With the launch of GL events Campus, a new training resource was introduced.

GL EVENTS CAMPUS

To provide a venue for GL events employees who share the Group values, GL events campus was launched at the end of 2008. This Group corporate campus is preparing to meet a number of challenges:

- Foster employee motivation and participation,
- Promote a common culture and team spirit,
- Foster integration within the Group and the creation of lasting networks,
- Design and organise training programs adapted to needs and,
- Optimise returns of investments in training, organise internal knowledge sharing through specifically identified and trained instructors.

To meet these multiple objectives, as a new training organisation, the GL events Campus will be tasked with a twofold mission: coordinating all Group training plans for optimized results; develop major training priorities for the development of expertise in the different Group business lines.

Compensation and group performance

Total compensation is linked to Group performance. The general compensation policy of the Group recognises individual performance while taking into account the level of responsibility and proven skills and of course the ability to effectively fulfil the function.

In addition to the base salary, a policy of variable compensation is applied linked to both overall Group and individual performances.

Profit sharing agreements are in place at most French subsidiaries that reinforce the employees' direct stake in the overall performance of GL events.

Safety and accident prevention

For GL events, ensuring the physical safety of its employees is a major priority. It is for this reason that all Group employees and partners contribute to the safety and accident prevention goals of the Group. This system is based on three major principles:

- Each person is responsible for his or her attitude and behavior in terms of occupational safety. Every person intervening in any manner whatsoever at a worksite under GL events' responsibility must adopt an exemplary, vigilant and proactive approach.
- All occupational risks are clearly identified. In the accident prevention action plans, the corresponding risks are identified and results are regularly monitored in relation to anticipated performances.
- All incidents and accidents are analyzed both by internal experts and also, when necessary, by outside professionals.

Subcontracting and control procedures

GL events ensures reliability of sourcing from subcontractors. In 2008, the Group adopted a process covering both employment regulations and job safety. More than 400 trade fairs in 2008 were audited by a dedicated team to ensure that processes were applied.

Promoting diversity and equal opportunity employment

As its operations become increasingly international, GL events considers diversity as a competitive advantage. Fighting discrimination of every type and ensuring equal opportunities for all employees represent a key priority of GL events' human resources policy.

Fostering dialogue between employees and management

GL events is particularly committed to productive dialogue between employees and management through ongoing exchanges in order to adapt to change in a manner that achieves an optimal balance between a harmonious working environment and economic performance.

Trade associations

GL events is an active supporter of trade associations and serves on the labour committee of the French Federation of Fairs, Trade Shows, and Conventions.

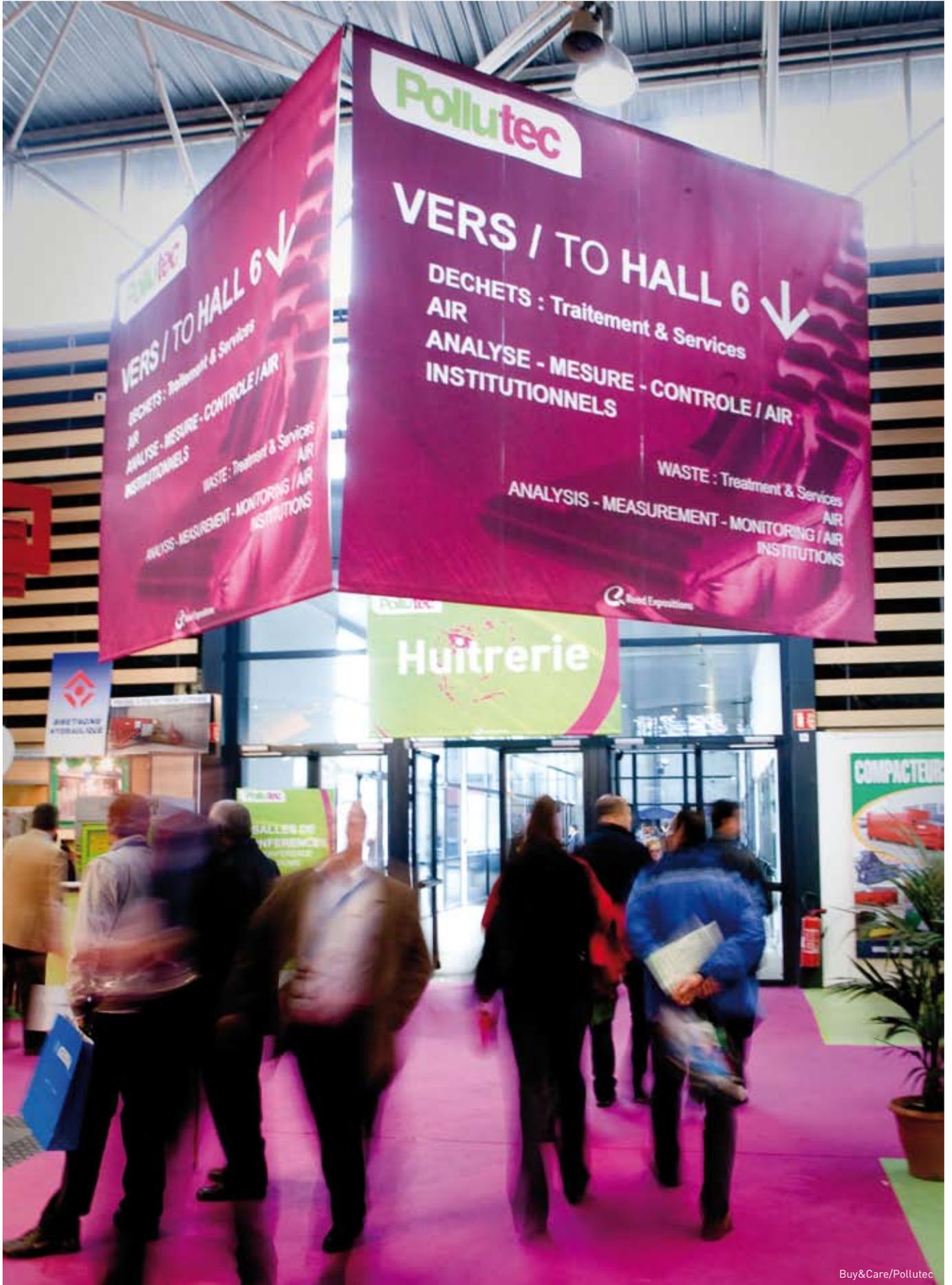
The French apprenticeship tax is allocated to three types of establishments pursuant to a company-wide policy. These include those providing (i) specialised training in our specific business lines; (ii); general training that meet our recruitment priorities (iii) training to handicapped persons.

In addition, GL events' support department managers are members of the trade associations representing their fields (e.g., AFTE, DFCG, AFDCC, and Lyon Place Financière & Tertiaire).

Internal communications

GL events attaches particular importance on corporate communications whether with employees, the shareholders or the staff of newly acquired companies.

An array of materials (a new employee handbook, company newsletters, Intranet) and employee encounters (seminars, training sessions) promote the integration of new employees and information sharing among different populations within the Group.



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GL events, Businesses and Markets

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MARKET AND STRATEGY

The event market: three types of events

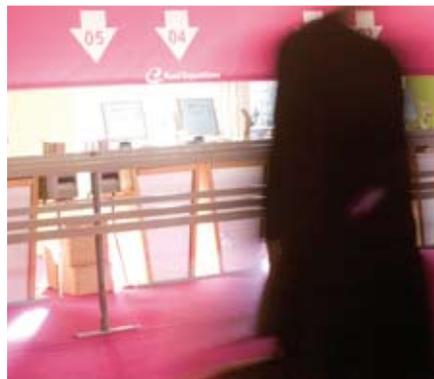
Trade shows and exhibitions

Regional or international fairs for the general public or special segments, B-to-C and B-to-B trade shows for all sectors.



Conventions and congresses

Congresses in a variety of fields (scientific, economic, non-profit organisations, educational, political, etc.), business conventions, international forums as well as corporate events (seminars, incentives, general meetings, public relations, unveilings and product launches)



Major events

Worldwide sports and cultural events, summits and political meetings, institutional events (inaugurations, etc.)



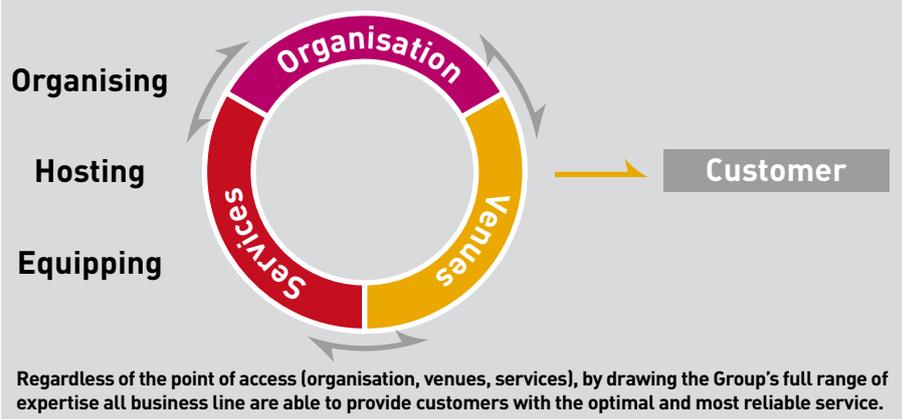
An integrated business model

GL events' unique business model is based on a complementary mix of expertise covering event organisation, venues and related services.

Through this integrated offer, GL events can support all types of events from the most simple to the most complicated requiring proven know-how and dependability in all steps of the event planning process.

As a partner and adviser to its customers, GL events' goal is to become the leading global fully integrated provider of event solutions and services.

A fully integrated event industry offering





Event organiser

For the last 10 years, GL events has pursued a growth strategy of developing an integrated offering to ensure a successful event for businesses and the general public: trade shows and exhibitions, fairs, congresses, etc.

In 2008, with more than 17,000 customers serviced and not less than 2,600 trade fairs equipped, the Group once again demonstrated the merits of this strategy. Offering a higher level of professionalism, better positioned to address the needs of organisers and participants, GL events continues to pursue its development in the Event Organisation and Venue Management sectors.





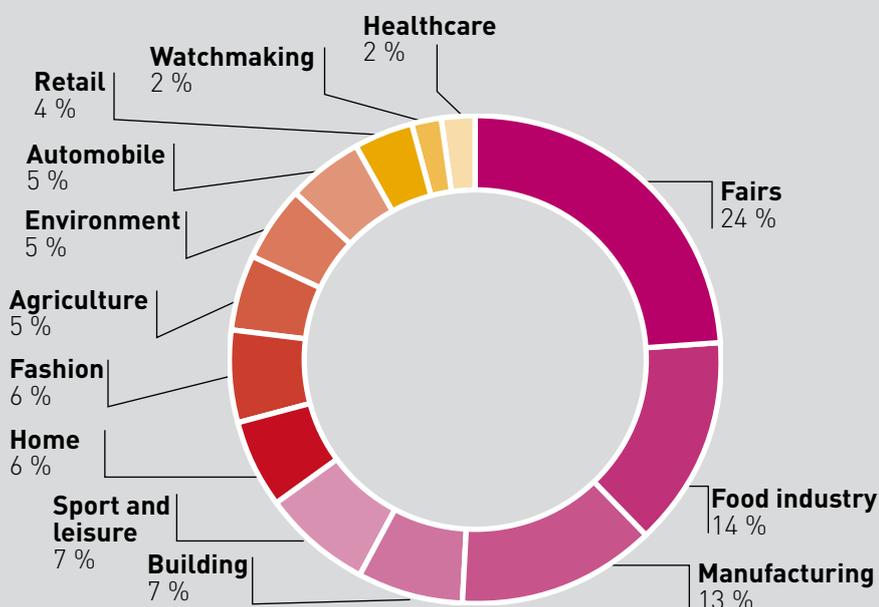
Ideaspora

A portfolio of 200 proprietary trade shows

In terms of prestige events, GL events currently has a portfolio of nearly 200 B-to-B and B-to C trade shows. The Group's scope of intervention spans 24 sectors (food industry, sports, health care, home and interior design, etc.). In 2008, the addition of Sodes and Expo-Indus contributed to reinforcing the already highly diversified network in Asia, Latin America, Europe and North America.

In a worldwide market for trade fairs estimated according to the AMR "Events Industrie" 2008 study at €77 billion, the European market represents €11 billion. Within this latter region, France and Italy the key countries where the Group organises events account for effectively 13% and 25% of the European market.

A balanced mix across business sectors



MAJOR TRADE SHOWS IN 2008

- Motor Show Bologna (Italy)
- My Spécial Car Show (Italy)
- SIRHA (France)
- Biennale du Livre (Brazil)
- Tradexpo Paris (France)
- Habitat (France)
- Flormart Autunno (Italy)
- Foire Internationale de Lyon (France)
- Industrie Paris (France)
- Salon Automobile Lyon (France)
- Prêt-à-porter Paris (France)
- Piscine - Aqualie - Wellgreen (France)
- Tuttinfiera (Italy)
- Auto et Moto d'époque (France)
- Foire Internationale de Toulouse (France)
- Bike Expo Show (France)
- Foire Internationale de Metz (France)
- Construma (Hungary)



SIRHA (International Hotel Catering & Food Trade Exhibition)

Venue management: firm foundations for future growth

GL events' portfolio of 29 venues includes four types: exhibition halls, convention centres, concert halls and multi-purpose facilities, reception areas.

Venue management has experienced significant international expansion, highlighted by the latest additions of premium destinations : Budapest, Brussels, Padua, Rio de Janeiro, Shanghai... In this respect, Hungexpo exemplifies the Group's growth strategy. First because this site incorporates GL events' three core areas of expertise: venue management, event organisation and services. And also, because its important stature in Hungary offers a springboard for expanding into CCEE (countries of Central and Eastern Europe).

Providing a natural fit with the GL events offering, this activity underscores commitments and investments made possible by the Group's solid financial position. As a result, the Group has a solid and well-established network to support its business. Each site constitutes an important local operation in its own right, while

contributing on cross-functional basis to other Group venues around the world. GL events strives to respect and support the local culture and economy of all the communities where it operates and maintain existing partnerships.

The diversity of GL events' worldwide network offers event organisers real alternatives both in terms of size and attractive destinations for hosting their event. GL events' network of venues has been successful in diversifying its customer portfolio (congresses, event agencies, seminars and conventions, etc.) by adapting the infrastructures to specific requirements. By focusing on developing an integrated offering (covering event organisation and services) GL events venues contribute to revenue growth and guarantee the success of an event. This ability to invest both in event organisation in addition to the venues constitutes a key success factor and contributes to recurrent revenue.



Industry



Equita' Lyon - Eurexpo

GL events strives to respect and support local cultures wherever it operates.

35 specialised areas of expertise in the service of events

Its ability to understand the complexity of an event highlights the expertise of the GL events teams. To meet the needs of organisers of large worldwide events the Group increasingly offers not just a technical solution but rather a comprehensive package covering safety, compliance with standards, deadline and cost requirements, an exclusive design concept, the management of subcontractors and financial reporting.

In this way, the Group can leverage its significant track record of experience as a contributor to major worldwide sports events and close relations with international bodies.



Business trends: pursuing a strategy of integration

A major worldwide provider of solutions and services in all event industry segments covering venue management, event organisation and services, GL events reinforced its business model in 2008. The Group has taken measures to optimise the organisation of its international operations, following several years of expansion driven by major acquisitions.

In 2009, GL events will reap the benefits of this proven business model based on integrated development. Event organisation has become a highly complex

activity as a multiple formats, methods of organisation and technical innovations are introduced. Today, the success of an event is to a great extent based on the organiser's ability to coordinate the different services. At the same time, service integration provides productivity gains, while safeguarding competitiveness and margins in a challenging environment adversely affected by the international crisis.

With the outlook at the start of 2009 particularly uncertain, GL events is currently

organised to successfully take advantage of market trends, in the face of competition with greater exposure in respect to margins. The economic situation both for event media and major industry sectors of customers deteriorated further starting in the 2008 second half. This has intensified competitive pressures and economic difficulties for many market participants.

In this uncertain environment, GL events can count on its sustained momentum and secure sources of financing to pursue its integration by:

- Optimising and rationalising its offer across all specialisations, with a commitment to maintaining the competitiveness and quality of services,
- Leveraging its geographical coverage implantation and well diversified customer portfolio,
- Strengthening its positions in event organisation with the twofold objective of increasing the brand's visibility and added value.





Convention Centre - Lyon

GL events' network: locations throughout the world

29 event venues

- **In France** : Lyon, Paris, Saint-Étienne, Roanne, Clermont-Ferrand, Nice, Toulouse, Vannes, Metz, Troyes.
- **In Europe** : Barcelona, Brussels, Budapest, London, Padua, Turin.
- **Outside Europe** : Rio de Janeiro, Curitiba, Shanghai and New-York.

The added value provided from this extensive network of venues offers GL events' customers the possibility of multiplying the impact of their event communications throughout the world.

More than 80 offices worldwide

GL events' offices provide customers with the full range of its services. These offices are supported by four large logistics operations in France in Lyon, southern and northern Paris and Nantes.

In France, the event organisation business is supported by two dedicated offices:

- **Lyon**, in the Cité Internationale
- **Paris**, avenue de New-York

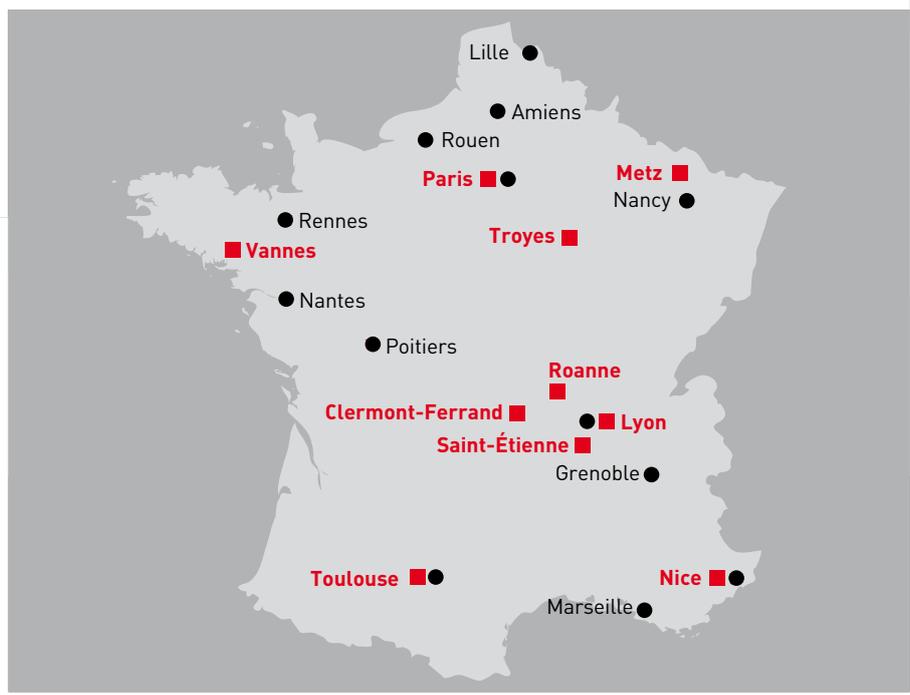
These offices reinforce synergies and contribute to coordinated approaches to projects and the development of concerted responses to major calls for bids.

29 Event venues

more than 80 offices worldwide



■ Venues under management
● Agencies



EVENT ORGANISATION AND VENUE MANAGEMENT

Giving meaning to an event

At all its sites, GL events proposes events that convey a message. This ability to invest an event is achieved through strong synergies that exist within the Group between the Event organisation, Venue management and Service activities.

GL events gives meaning to events by drawing upon its expertise across the entire event cycle covering the design and specifications, general coordination event communications, etc. Its comprehensive range of expertise enables the Group to provide added value when proposing solutions to customers.

GL events' strategy in this business is focused on three areas:

- Creating and replicating proprietary events worldwide and notably in venues managed by the Group. In 2008 years, 26 new trade shows were in this way been created or replicated.
- Strengthening partnerships with event agencies;
- Increasing our presence in the segments of conventions, congresses and incentive events.



La.Venue - New York



Eurexpo Lyon

more than 1million m²

Total exhibition space managed by GL events

2,700

Events hosted



8million

*Visitors, spectators
and convention-goers*

1,067 *Employees*



29

Venues under management
(18 in France, 11 international)

Venue management: respecting local cultures



Brussels

In 2008 GL events operated 29 sites representing a total of 1 million m², covering all five types of event venues: exhibition halls, convention centres, multi-purpose facilities concert halls, and reception spaces. Through this diversified portfolio, the Group is able to meet the needs of all event organisers in the market.

In connection with its missions through public-private partnerships (*délégations de service public*) GL events ensures the commercial development, management, maintenance and optimising the value of the facilities operated under concessions.



Hungexpo – Budapest

The local governments that own the property expect in return for their investments in equipment socioeconomic, cultural and sports events as well as economic benefits and induced job creation from the site's activity: hotels, restaurants, transportation...

GL events strives constantly to conduct its activities in a manner respectful of local culture. In particular, it seeks to respect the specific characteristics of local communities and economies wherever it operates and maintain existing partnerships integral to the life of the site.



Parc Floral – Paris



Eurexpo – Lyon



Lingotto Fiere – Turin

VENUES MANAGED BY GL EVENTS

The Troyes Exhibition Park acquired by the Group in 2008 is part of a network that now includes 29 sites with 11 international venues.

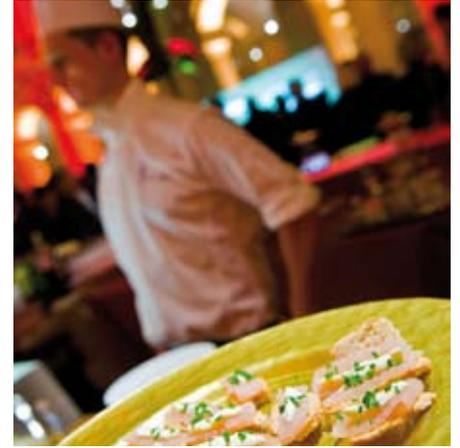
In France:

- Lyon – Eurexpo
- Lyon – Cité Centre de Congrès
- Lyon – Château de Saint-Priest
- Paris – Parc Floral
- Paris – Hotel Salomon de Rothschild
- Toulouse – Exhibition Centre
- Toulouse – Pierre Baudis Convention Centre
- Metz – Metropole Exhibition Centre
- Nice – Nice Acropolis Convention Centre and Exhibition Park
- Clermont-Ferrand – Exhibition Park and Zénith de la Grande Halle d'Auvergne
- Clermont-Ferrand – Polydome Convention Centre and Exhibition Park
- Saint-Étienne – Fauriel Convention Centre
- Saint-Étienne – La Verrière
- Saint-Étienne – Le Grand Cercle
- Roanne – Le Scarabée
- Vannes – "Chorus" Exhibition Park
- Troyes – Troyes Exhibition Park

International:

- Barcelona (Spain) – CCIB Convention Centre
- Budapest (Hungary) – Hungexpo
- Padua (Italy) – PadovaFiere
- Brussels (Belgium) – SQUARE
- Turin (Italy) – Lingotto Fiere
- London (United Kingdom) – Battersea Evolution
- Rio de Janeiro (Brazil) – Rio Centro
- Rio de Janeiro (Brazil) – HSBC Arena
- Curitiba (Brazil) – Centre de Convention Estação Embratel
- Shanghai (China) – Pudong Expo
- New York (USA) – Event Centre

SERVICES



2008, an eventful year marked by the Beijing Olympic Games

In addition to the UEFA European football championship, held in Switzerland and Austria in 2008, GL events confirmed its successful track record of expertise in the segment for "large" events at the Beijing Olympic Games. In Hong Kong at sites for equestrian events, the Group installed not less than 16,000m² of tents, nearly 450 temporary buildings, tens of kilometres of electrical cabling, 50 kilometres of fibre optics...

Such events constitute major logistical challenges for the Group that must be capable of deploying the full range of its teams' expertise across five continents.

In 2009, GL events will be an official supporter for such events as the Alpine World Ski Championships at Val d'Isère and a FIFA supplier for the Confederations Cup in South Africa.

A diversified skill base

The services business is not limited to large-scale events and covers the full spectrum of needs for occasions of all sizes. In 2007, the Group provided services to close to 3,500 events worldwide.

Large events however remain important sources of recurrent business. Outside the Paris region, the focus of industry trade shows is on niche segments and local markets, in parallel with major national and European events. Tradeshows for the general public supplement, regional fairs

and special events catering to sophisticated enthusiasts devoted to wine, DIY, culture, etc.

For conventions and congresses there has been a proliferation in recent years of events in all sectors (sports, politics, science, etc.) that has contributed to sustained growth for the company.

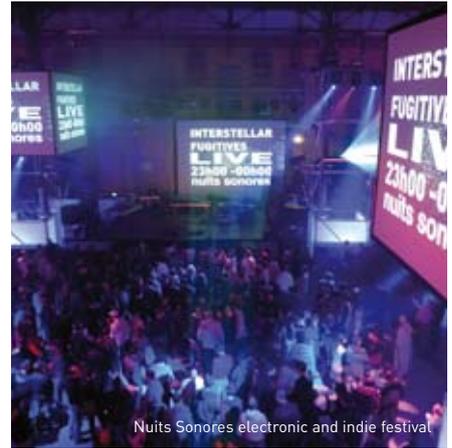
A unique global offering

As a partner and advisor to event organisers, the company stands apart from its competitors in what remains a highly fragmented market. GL events has proven expertise in virtually every step of the event planning process, from design to logistics and deadline management.



Salon VIP - Open de Tennis de Paris Bercy

3,500
events



Nuits Sonores electronic and indie festival



1,560
employees

35

areas of expertise



300,000
products in stock

(with a catalogue of more than 1,000 items)



Première Vision

Services for trade fairs, conventions and events

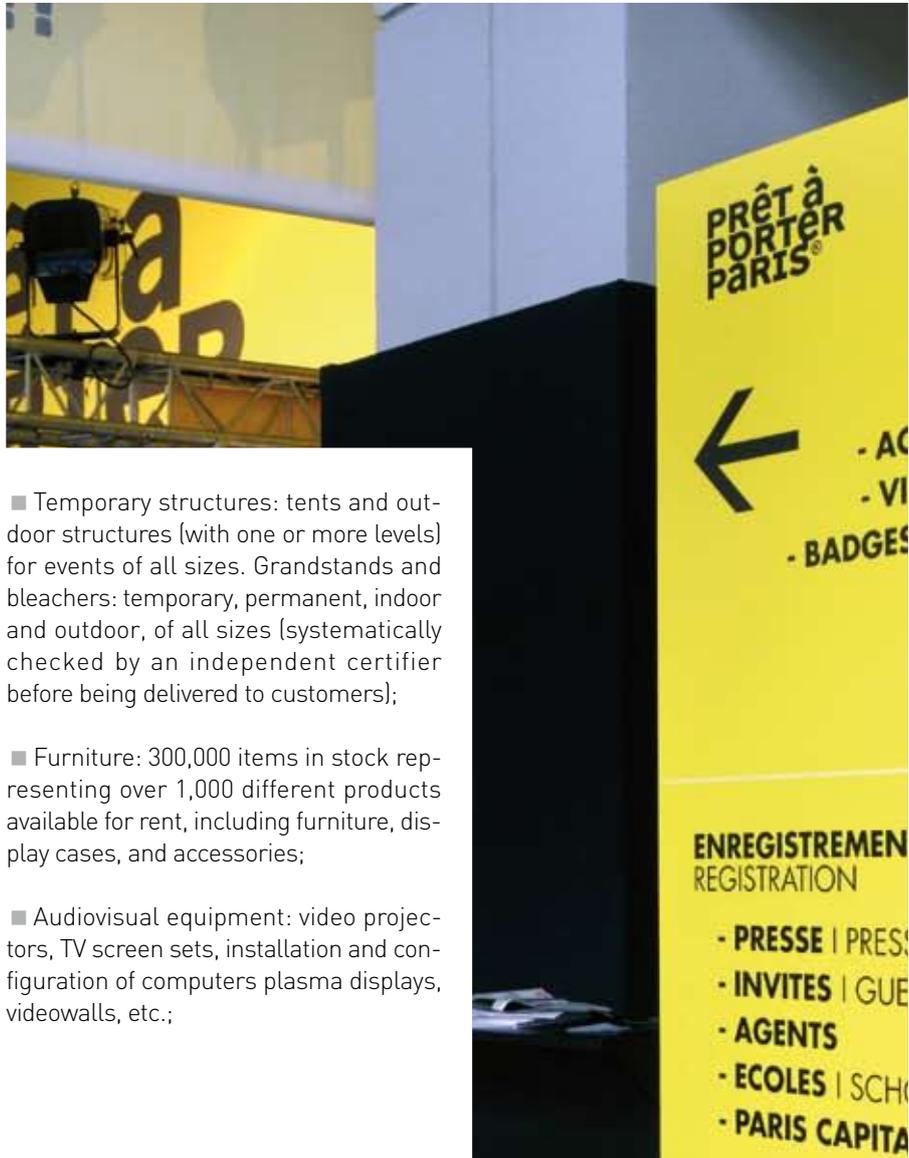
- General installations: full event area preparation, including layout and installation of networks, structures, traffic flow, AV equipment, etc.;

- Venue design: creation, layout, furniture, and decorations based on the area's intended use (reception, lounges, meeting rooms, forums, restaurants, VIP rooms, etc.);

- Signage: floor plans, direction indicators, space markers, event programmes, safety warnings, etc.;

- Stands: traditional, collapsible, and modular;

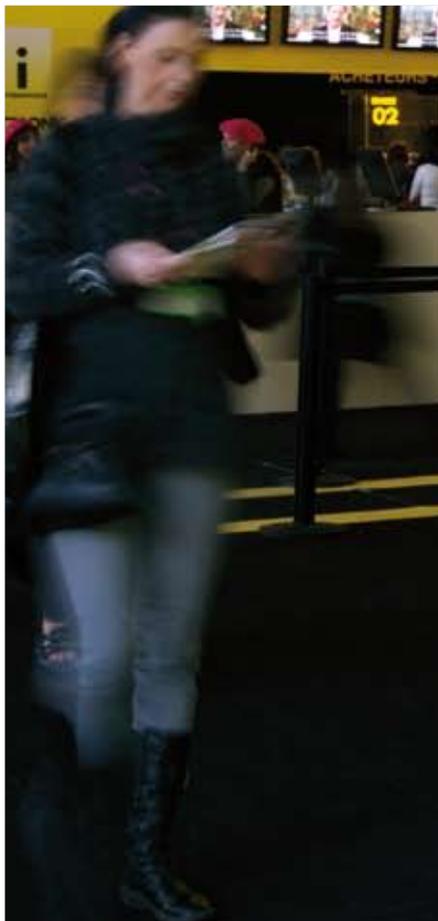
- Floral decoration: arrangements adapted to each setting;



- Temporary structures: tents and outdoor structures (with one or more levels) for events of all sizes. Grandstands and bleachers: temporary, permanent, indoor and outdoor, of all sizes (systematically checked by an independent certifier before being delivered to customers);

- Furniture: 300,000 items in stock representing over 1,000 different products available for rent, including furniture, display cases, and accessories;

- Audiovisual equipment: video projectors, TV screen sets, installation and configuration of computers plasma displays, videowalls, etc.;



- Sound and simultaneous interpretation services: equipment for recording, amplification, mixing, playback, etc.;

- Lighting: traditional, scenic, and customised for stands and special rooms (press, VIP, food service, etc.), as well as electric wiring;

- Climate control: for permanent and temporary structures;

- Hospitality services: bilingual or trilingual hostesses;

Prêt à Porter - Paris



■ Prefabricated temporary structures: GL events is the leading company in Europe for temporary structures. It has developed a range of aluminium frame products with PVC coatings with resistance to wind and snow comparable to permanent buildings. In 2008, the Group increased the area of the installed base by 100,000m². In the manufacturing sector, GL events provided Renault France solutions to house the production operations for the Kangoo 2. In the event sector, it provided notably two-storey structure that resisted typhoons in Hong Kong.



Center Parks – Verneuil-sur-Avre



Salon de la Lingerie



180th anniversary of Guerlain



03

GL events, The Company

- 48 Key figures
- 50 Balance sheet, income statement and cash flow statement highlights
- 52 Shareholder information
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- 62 History and milestones

KEY FIGURES

Continued revenue growth

GL events had sales of €605.7 million in 2008, declining very marginally 0.8% like-for-like (comparable structure and exchange rates). With an increase in sales volume of 5.6% (organic growth of 8.7%), the resumption of growth was confirmed in the 2008 fourth quarter.

GL events' sales from **venue management and events** grew 5.8% to 55% of total consolidated revenue. With a portfolio of more than 200 B-to-B and B-to-C trade fairs, the Group has also organised more than 230 trade fairs, conventions, conferences or corporate events in 2008 on behalf of customers. Total rental space of the 30 venues managed and promoted by the Group in 2008 exceeded one million m².

In line with its strategy, venue and event management continued to provide opportunities to promote **Services** in 2008 following a particularly eventful period for large events in 2007. Revenue from Services amounted to €272.6 million, retreating 5.6% like-for-like.

Despite a more challenging environment, the Group was successful in maintaining the **operating margin at a good level** of 8.8%. By division, the operating margin was 11.3% for Venue and Event management and 5.7% for Services. Consolidated operating cash flow registered a robust increase to €80.8 million.

Net income amounted to €28.7 million increasing shareholders' equity to €307.9

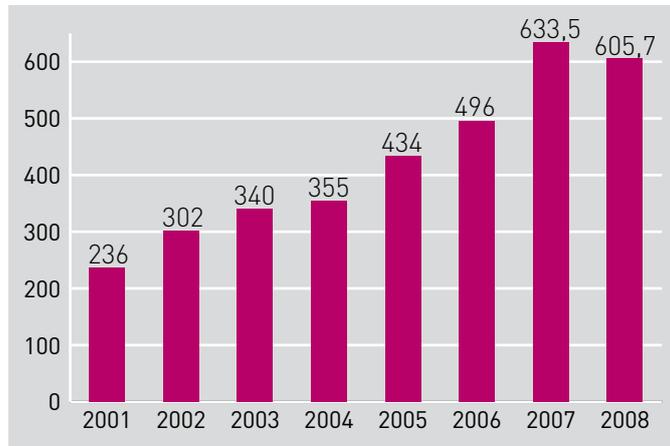
million. The Group has a solid balance sheet, with gearing at 0.72. **The Group consequently has a well-balanced portfolio of premium assets.**

The Group has a well-balanced portfolio of premium assets



SIRHA (International Hotel Catering & Food Trade Exhibition)

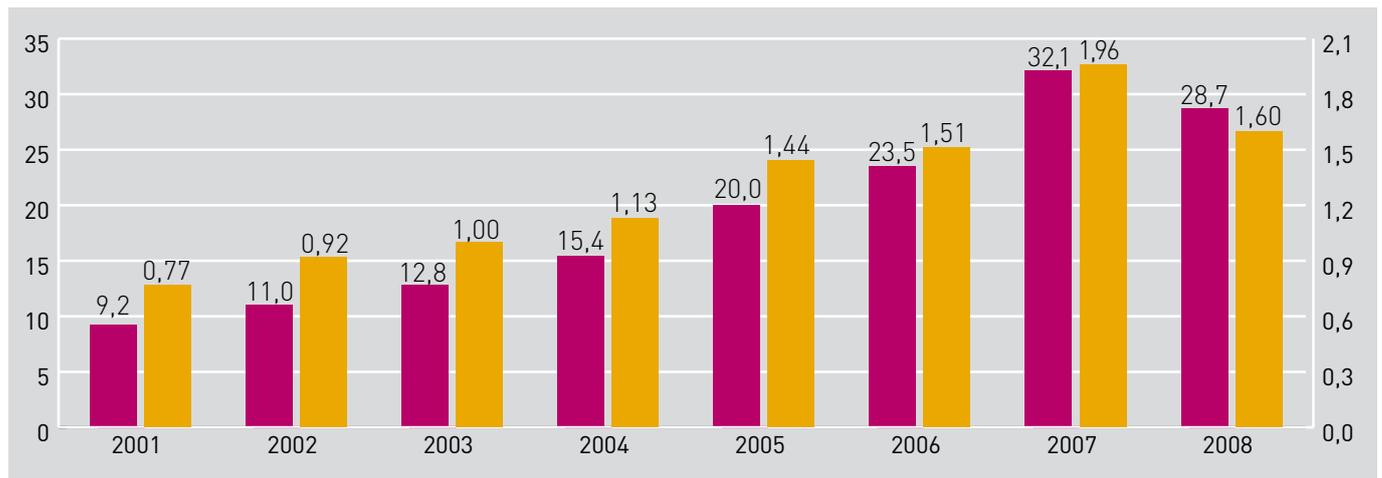
Revenue growth (€ million)



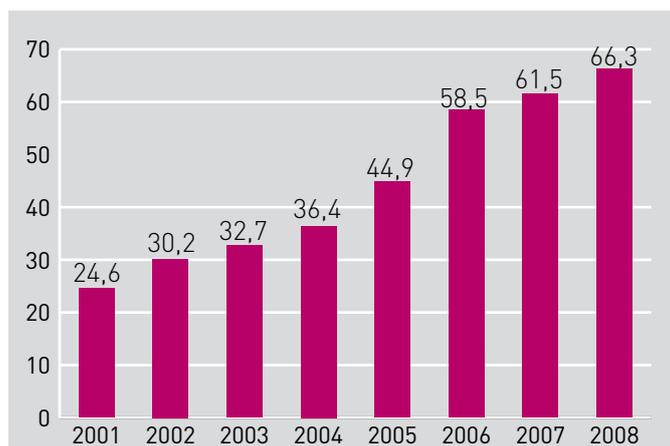
International revenue (€ million)



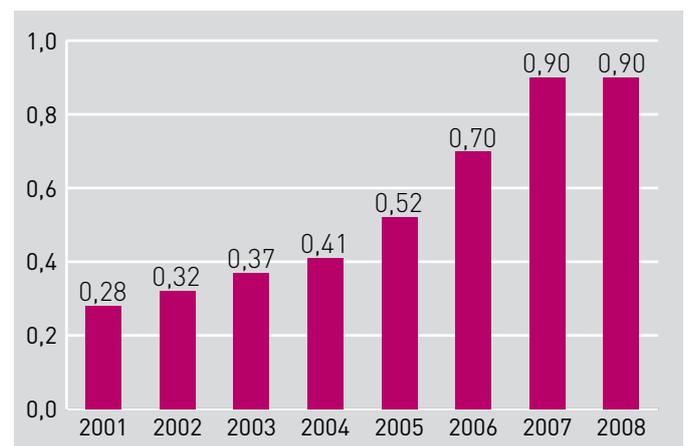
Net income (€ million) and net earnings per share (€)



Cash flow (€ million)



Gross dividend per share (€)



BALANCE SHEET, INCOME STATEMENT AND CASH FLOW HIGHLIGHTS

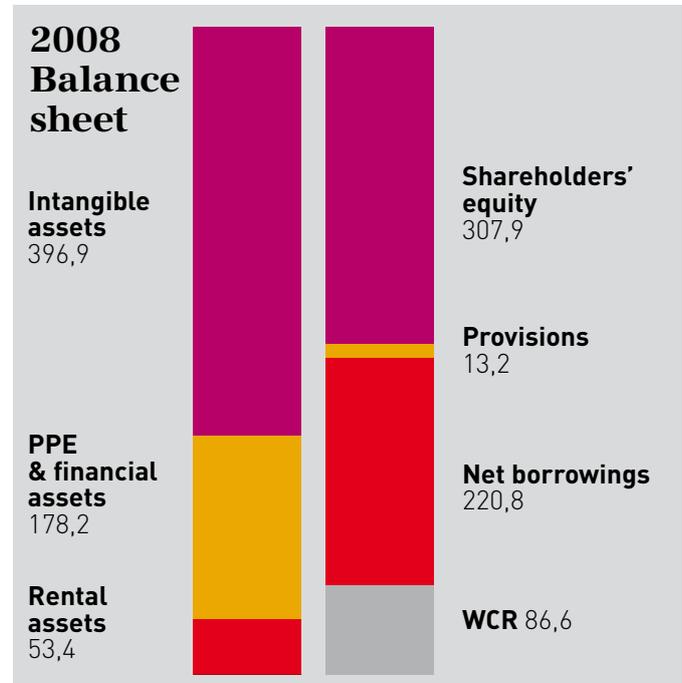
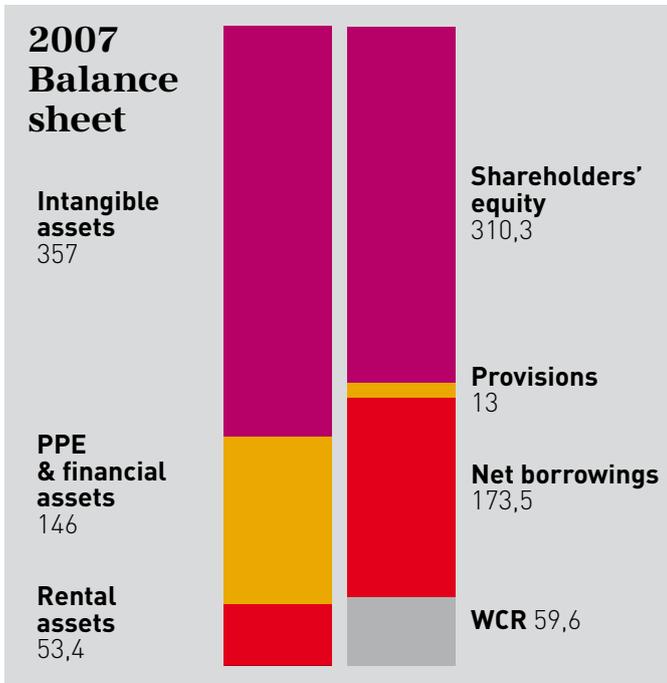


Première Vision

€ million	2008	2007	Variation
Net sales	605,7	633,5	- 4,4 %
Operating profit	53,1	56,2	- 5,4 %
Operating margin	8,8%	8,9%	-
Net financial expense	(17,6)	(7,3)	-
Corporate income tax	(6,9)	(13,8)	-
Net income of fully consolidated subsidiaries	28,7	35,1	- 18,2 %
Income from equity-accounted investments	1,2	1,1	-
Minority interests	(1,2)	(4,1)	-
Net income	28,7	32,1	- 10,6 %
Net margin	4,7%	5,1%	-

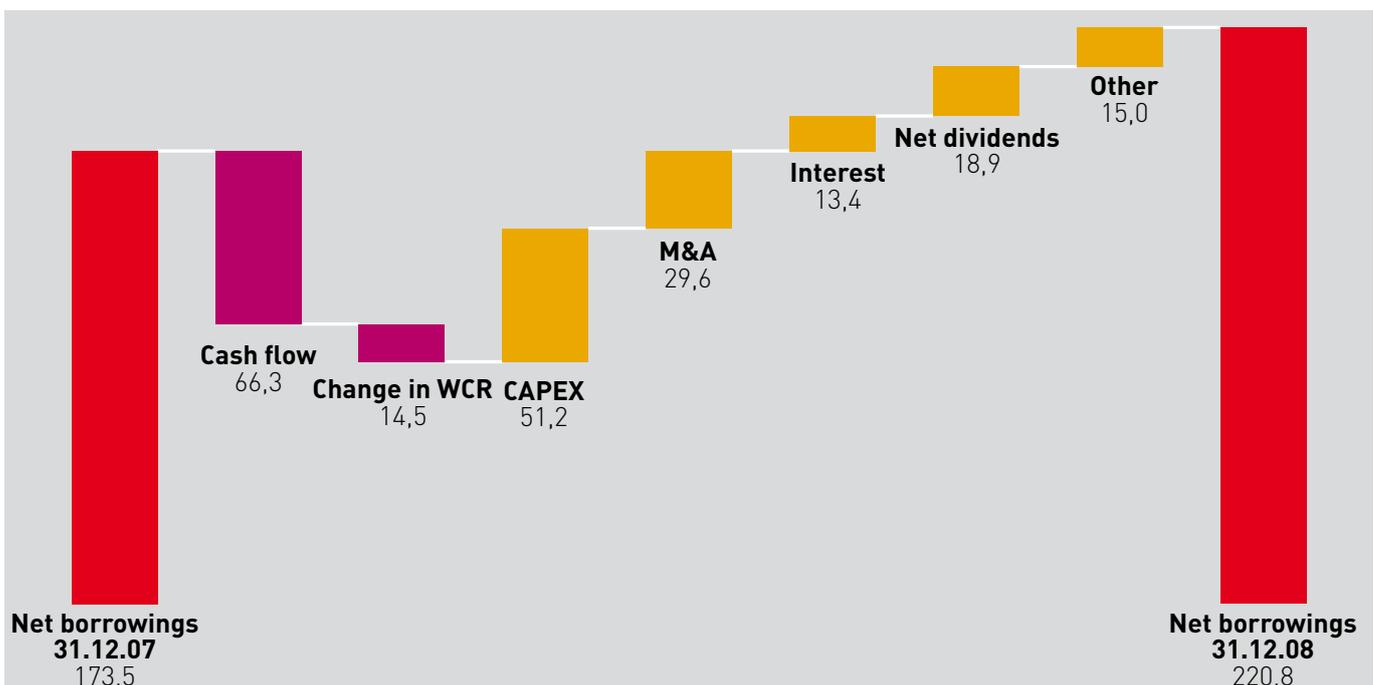
Balance sheet highlights

- Increase in the net source of funds (negative WCR) from venue management
- Gearing of 0.72: financial leverage creating value back by high-quality long-term assets
- Return on Equity : 11,6%



Cash flow highlights

- Strategic acceleration of Events Organization with the acquisition of Agor and Promotor International.



SHAREHOLDER INFORMATION



Grand Prix de Tennis – Lyon

Market

Eurolist compartment B
ISIN Code — FR 0000066672
Bloomberg Code — GLOFP
REUTERS Code — GLTN.PA
FTSE Code — 581

Since its initial public offering, GL events has applied a communications strategy committed to promoting strong investor relations.

The following information can be found on the company's website in a special section dedicated to shareholders (www.gl-events.com, under "Group Financial Information"):

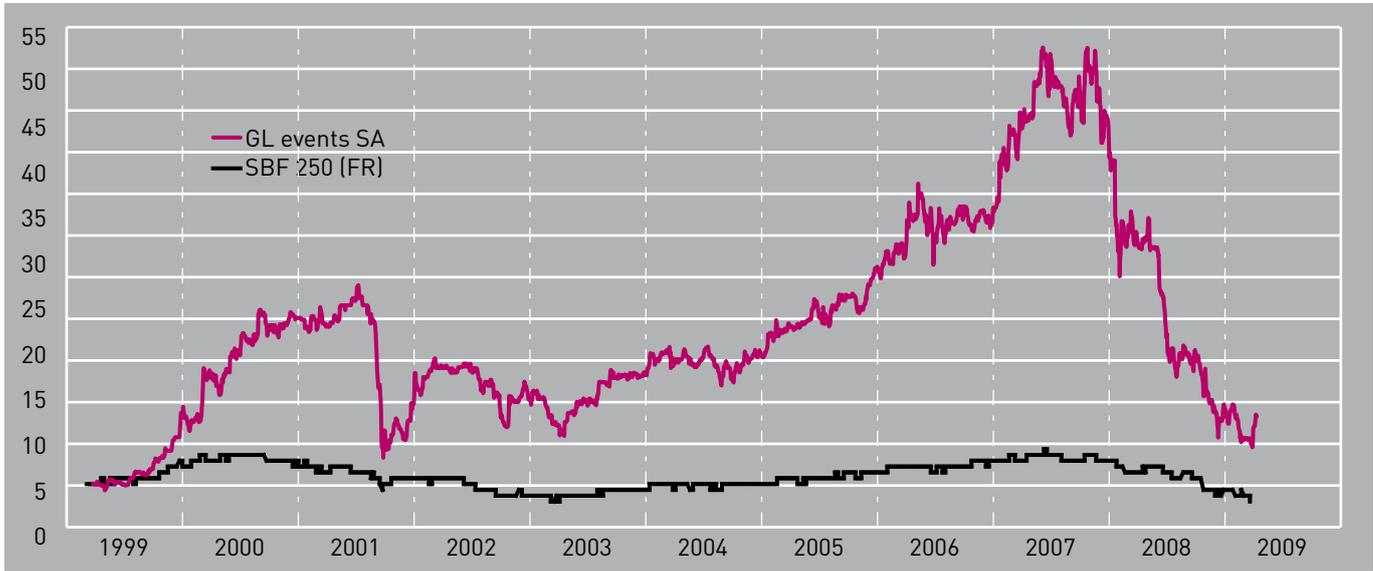
- Current archive press releases;
- A financial reporting calendar;
- A shareholders' guide;
- Downloadable annual reports and financial publications;
- Key figures;
- Recordings of management interviews

Shareholder documents are available from the investor relations department and investors may also register to receive press releases by e-mail, fax, or the post, as soon as they are issued.

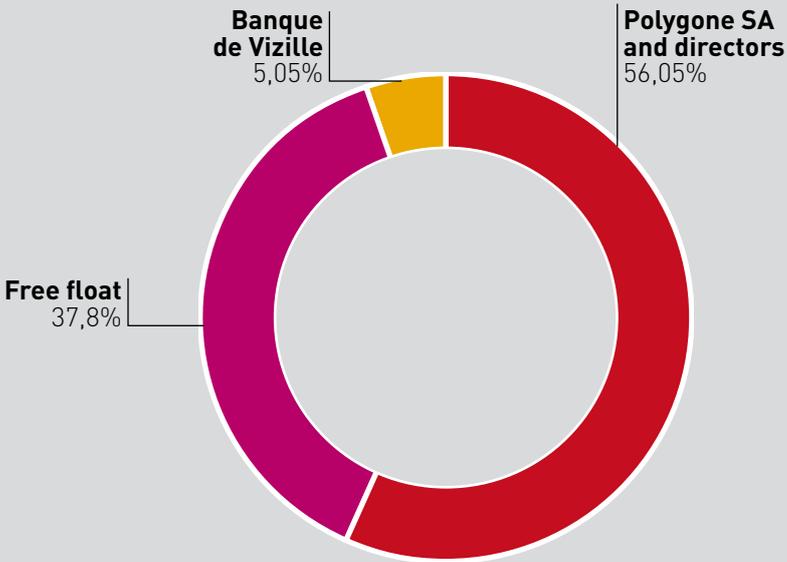
Email : infos.finance@gl-events.com

Share Price Trend

1999 – 2009



Shareholder Structure





Buy&Care/Pollutec



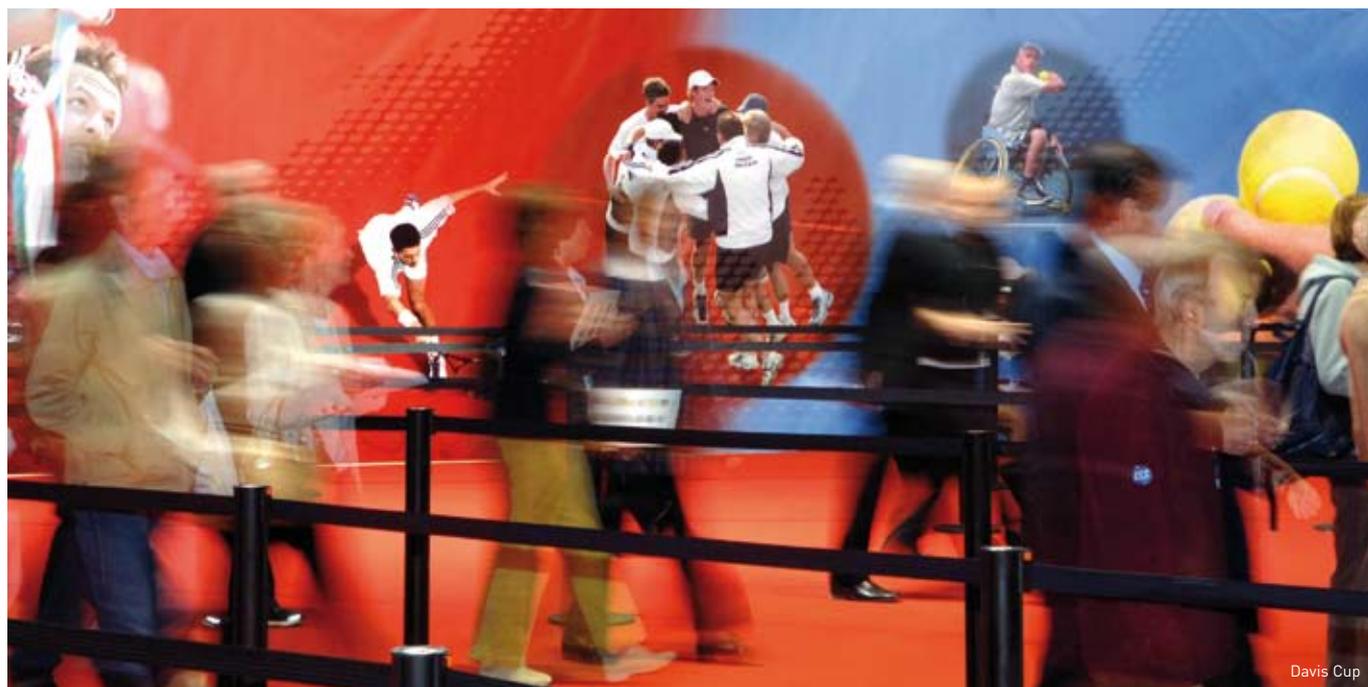
Dividends

Dividends paid for the last five fiscal years and the dividend payment to be proposed at the next General Meeting are presented below:

Fiscal year ended	Gross dividend per share (€)
31 december 2004	0,41
31 december 2005	0,52
31 december 2006	0,70
31 december 2007	0,90
31 december 2008 (proposed)	0,90



Cannes International Film Festival



GL events Share Trading Activity

The following table presents the trading activity of the GL events share over the last 18 months:

Month	Average closing price for months (in €)	Trading volume (in thousands of shares)	Total monthly trading volume (in thousands of euros)	High (in €)	Low (in €)
2007					
September	46,55	246	12 297	50,00	43,37
October	50,25	190	8 249	52,35	46,52
November	45,98	520	23 632	53,00	40,00
December	42,14	143	7 528	46,13	39,75
2008					
January	32,72	462	21 012	40,92	26,03
February	32,40	311	14 821	34,80	30,00
March	31,12	201	6 231	32,53	30,00
April	31,67	223	6 441	34,00	30,01
May	29,01	212	5 899	30,90	25,26
June	21,49	621	13 012	25,65	17,90
July	18,38	595	11 267	19,85	16,04
August	18,97	171	3 251	20,00	18,00
September	18,36	307	5 694	20,06	17,00
October	15,20	312	4 687	18,50	13,05
November	12,50	359	4 157	14,24	9,31
December	12,48	184	2 213	13,70	11,20
2009					
January	12,16	93	1 048	13,60	9,56
February	9,85	522	5 156	10,99	9,47

2009 investor calendar

10 March 2009	Press release	—	2008 sales
11 March 2009	Paris Palais Brongniart (10:00 a.m.)	Analysts, fund managers and journalists	Presentation of 2008 results
22 April 2009	Press release	—	2009 first-quarter sales
24 April 2009	Lyon Palais des Congrès (9:30 a.m.)	Shareholders	Annual general meeting
21 July 2009	Press release	—	2009 second-quarter sales
31 July 2009	Press release	—	2009 first-half results
31 August 2009	Paris Palais Brongniart (6:00 p.m.)	Analysts, fund managers and journalists	Presentation of 2009 first-half results
20 October 2009	Press release	—	2009 third-quarter sales

Press releases

GL events' press releases are posted on the company's website, www.gl-events.com (under "Group>Financial Information"), after 6 p.m. the evening before they are released to journalists. They are also sent by e-mail, fax or the post to people who have requested (faxes are sent the same evening, while documents sent through the post are subject to mail delivery schedules).

FINANCIAL ANALYSTS

- BERENBERG BANK
- CM CIC SECURITIES
- CA CHEUVREUX
- GILBERT DUPONT
- FORTIS
- LANDSBANKI KEPLER
- NATIXIS SECURITIES
- ODDO SECURITIES
- PORTZAMPARC
- SOCIÉTÉ GÉNÉRALE
- EXANE BNP PARIBAS
- JEFFERIES



Buy&Care/Pollutec



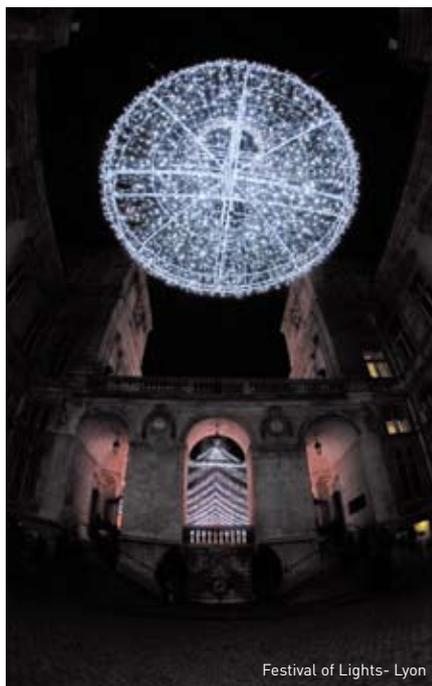
Buy&Care/PolLutec

Annual reports

Copies of the GL events' annual reports may be obtained on request or downloaded in electronic form from the company's website. Previous press releases and annual reports (since the company was listed) are also available on the company's website.

French / English

English translations of GL events' financial publications are available in electronic form at its website www.gl-events.com [Group>Financial Information] or may be obtained on request from the investor relations department.



Festival of Lights- Lyon

INVESTOR RELATIONS

Érick ROSTAGNAT

Managing Director Corporate Finance and Administration

Tel: 04 72 31 54 20

Fax: 04 72 31 54 95

Website:

www.gl-events.com

[see "Group>Financial Information"]

e-mail: infos.finance@gl-events.com

CORPORATE GOVERNANCE

Board of Directors

OLIVIER GINON CHAIRMAN

Appointed by the Annual General Meeting of 24 April 1998, reappointed by the AGM of 25 June 2004 for a term ending at the close of the AGM to be held in 2010 to approve the financial statements for the fiscal year ending 31 December 2009.

OLIVIER ROUX VICE-CHAIRMAN, MANAGING DIRECTOR

Appointed by the Annual General Meeting of 24 April 1998, reappointed by the AGM of 25 June 2004 for a term ending at the close of the AGM to be held in 2010 to approve the financial statements for the fiscal year ending 31 December 2009.

YVES-CLAUDE ABESCAT DIRECTOR

Appointed by the Combined General Meeting of 16 May 2008 for a term ending at the close of the AGM to be held in 2013 to approve the financial statements for the fiscal year ending 31 December 2012.

AQUASOURÇA DIRECTOR

Represented by Sophie Defforey-Crepet. Appointed by the Combined General Meeting of 20 December 2002, reappointed by the Combined General Meeting of 2008 for a term ending at the close of the AGM to be held in 2014 to approve the financial statements for the fiscal year ending 31 December 2013. Independent director.

PHILIPPE MARCEL DIRECTOR

Appointed by the Combined General Meeting of 11 July 2003, for a term ending at the close of the AGM to be held in 2009 to approve the financial statements for the fiscal year ending 31 December 2008. Independent director.

ANDRÉ PERRIER DIRECTOR

Appointed by the Combined General Meeting of 9 June 2000, reappointed by the Combined General Meeting of 2006, for a term ending at the close of the AGM to be held in 2012 to approve the financial statements for the fiscal year ending 31 December 2011. Independent director. Chairman of the Audit Committee.

NICOLAS DE TAVERNOST DIRECTOR

Appointed by the Combined General Meeting of 16 May 2008, for a term ending at the close of the AGM to be held in 2014 to approve the financial statements for the fiscal year ending 31 December 2013. Independent director.

GILLES GOUÉDARD-COMTE DIRECTOR

Appointed by the Combined General Meeting of 14 June 1996, reappointed by the Combined General Meeting of 2008, for a term ending at the close of the AGM to be held in 2014 to approve the financial statements for the fiscal year ending 31 December 2013.

DAMIEN BERTRAND DIRECTOR

Appointed by the Combined General Meeting of 20 June 2002, reappointed by the Combined General Meeting of 2008, for a term ending at the close of the AGM to be held in 2014 to approve the financial statements for the fiscal year ending 31 December 2013.

ÉRIK ROSTAGNAT DIRECTOR

Appointed by the Combined General Meeting of 20 June 2002, reappointed by the Combined General Meeting of 2008, for a term ending at the close of the AGM to be held in 2014 to approve the financial statements for the fiscal year ending 31 December 2013.

The Board of Directors has established two special committees, an Audit Committee and a Compensation-Nomination Committee.





Convention Centre- Lyon



OLIVIER GINON
Chairman

Management Committee



OLIVIER ROUX
Vice-Chairman



JEAN-EUDES RABUT
Managing Director,
Venue and Event
Management



ÉRICK ROSTAGNAT
Managing Director,
Corporate Finance
& Administration



DANIEL CHAPIRO
Executive Director



PASCAL MONTAGNON
Director,
Human Resources



OLIVIER FERRATON
Managing Director,
Services Division



DAMIEN BERTRAND
Managing Director,
Trade Shows



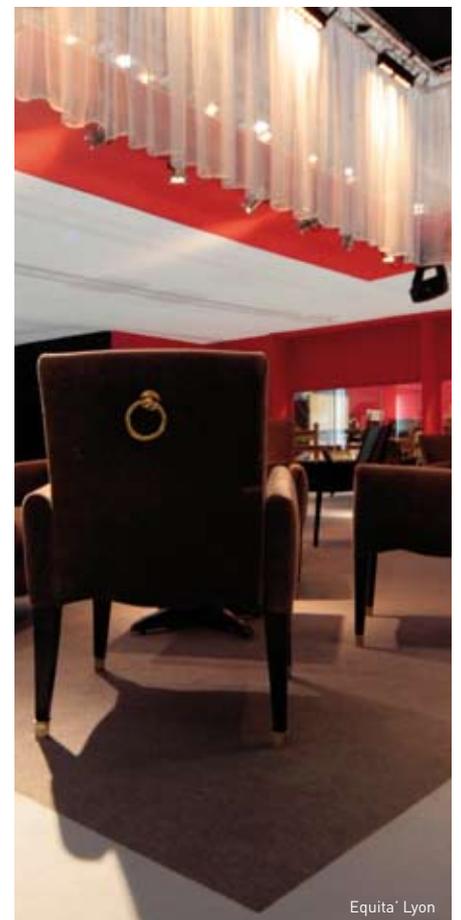
RENÉ PÉRÈS
Managing Director,
Trade Shows



OLIVIER HOHN
Managing Director,
Structures and
Grandstands Division



PadovaFiere - Padua



Equita* Lyon



Eurexpo Lyon

GENERAL MANAGEMENT COMMITTEE

This committee addresses current operating issues, finance, human resources and IT systems.

EXECUTIVE COMMITTEE

The Executive Committee defines strategies for the Group as a whole as well as individual business lines. It also examines potential acquisitions so as to make recommendations to the Board of Directors and implements the company's business development strategy and internal control policy.

BUSINESS UNIT COMMITTEES

The Business Unit Committees are comprised of the heads of each business unit

and oversee the finances and operations of each affiliated company. They also seek to optimize commercial synergies among Group business lines.

INVESTMENT COMMITTEE

The Investment Committee reviews and decides whether to approve any investments that are either above certain set amounts or not included in initial budgets.

MANAGEMENT SEMINARS

To provide an opportunity to review Group developments, key priorities and strategy, management seminars are organized twice a year.

– **Cabinet MAZARS**
 – **Cabinet MAZA SIMOENS**
 Statutory Auditors

– **Raphaël VAISON DE FONTAUBE**
 – **Olivier BIETRIX**
 Deputy Auditors

HISTORY AND MILESTONES



1978 – 1984

- Sarl Polygone Services is created by Olivier Ginon and three partners (Olivier Roux, Gilles Gouédard-Comte and Jacques Danger).

1989

- Alliance between Polygone Group (No. 1 in France for the installation of exhibitions and events) and Cré-Rossi (rental of trade show furniture, accessories and surfaces).
- Adoption of the name of Générale Location.



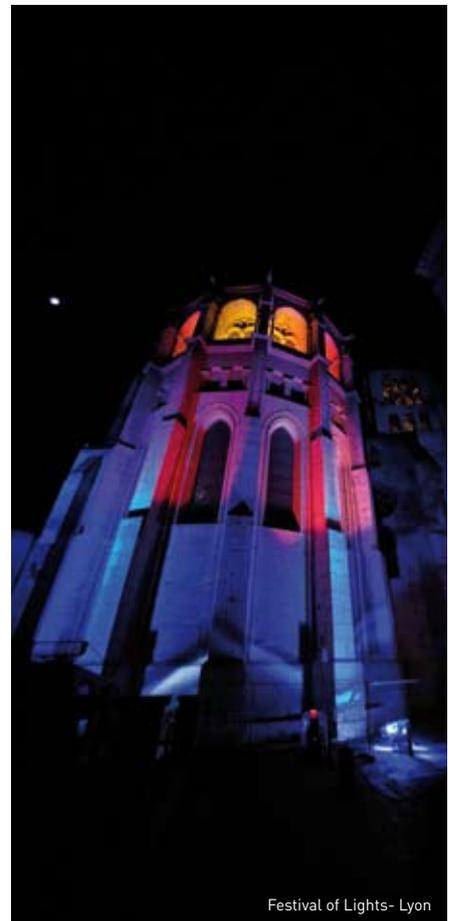
Première Vision

1990 – 1997

- Eight years of growth. Générale Location builds a network of specialists and strengthens its strategy of providing global solutions through acquisitions and creations in the sectors of general installations for exhibitions, equipment leasing, premium stands, signage, fixtures for mass retailers and museums, hospitality services.
- Générale Location launches its international development, opening an office in Dubai.

1998 - 2003

- Six formative years of major transformation. After its initial public offering on the Second Marché of the Paris Stock exchange, Générale Location takes its first steps in the sector of large international events (Football World Cup in France, Heads of State Summit, and Cannes Film Festival, etc.).
- The Group also completes major projects: Olympic Games in Sydney; the European Heads of State Summit (coinciding with the French EU Presidency); and several second millennium events.
- Générale Location becomes GL events. The venue management and event organisation business registers very strong growth and to pursue its expansion in the event market, the Group launches a rights issue of €15.4 million.



Festival of Lights- Lyon

2005

The Group reorganises its operations into two major business units: Venue management and the Organisation of events and Services.

- The Company accelerates its international expansion.
- An office is opened in Shanghai.
- GL events buys majority stake in the Padua Exhibition Centre in Italy.
- Acquisition pursuant to the privatisation of Hungexpo, the operating company of the Budapest Exhibition Centre.
- The Group acquires Performance Organisation, a regional public fair organiser in France and Chorus, the operating company of the Vannes Exhibition Centre.
- The Group undertakes a rights issue that enables it to raise €35.7 million.

2006

Further acceleration of international expansion notably in venue management accompanied by significant development of the network in France.

- GL events awarded concessions for the Riocentro Convention Centre of Rio de Janeiro and Pudong Expo for the city of Shanghai.
- Renewal in France of the concession for the Lyon Convention Centre, acquisition of a majority stake in Sepelcom, a significant stake in Sepel, the management company of Eurexpo, the Lyon Exhibition Centre.

The Group is awarded the management contracts for the Metz Exhibition Centre and the Nice Acropolis Convention Centre.



Eurexpo - Lyon



PREMIÈREVISION
PARIS
NEW YORK
MOSCOU
SHANGHAI
BEIJING
TOKYO
BRUXELLES

Première Vision



HSBC Arena – Rio de Janeiro



Equita' Lyon

2007

Confirmation of the increasing contribution of events to Group revenue (venue management and organisation).

- GL events is awarded concessions in France for the Roanne Scarabée multifunctional hall and in international markets for the Brussels Convention Centre (Square Brussels) and for the Curitiba Convention Centre in Brazil.
- Acquisition of the Turin Lingotto Fiere exhibition centre, organisation specialists Promotor International and AGOR and a stake in Première Vision.
- Very successful rights issue that raises €77.6 million.

2008

The Group registers very strong growth in the B-to-B segment with the acquisition of six new industry trade fairs.

- With the installation in Hong Kong for equestrian competitions in connection with the Beijing Olympic Games, the Group confirms its track record of successes with a new worldwide event.
- GL events acquires Traiteur Loriers to accelerate the development of its Food & Beverage strategy.
- GL events is awarded the concession for the management of the Troyes Convention Centre.

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This document can be consulted and downloaded
at www.gl-events.com



Route d'Irigny
ZI Nord - BP 40
69530 Lyon-Brignais

Tel: +33 (0) 4 72 31 54 54
Fax: +33 (0) 4 72 31 54 99
infos.finance@gl-events.com

www.gl-events.com