



Company Report

2009

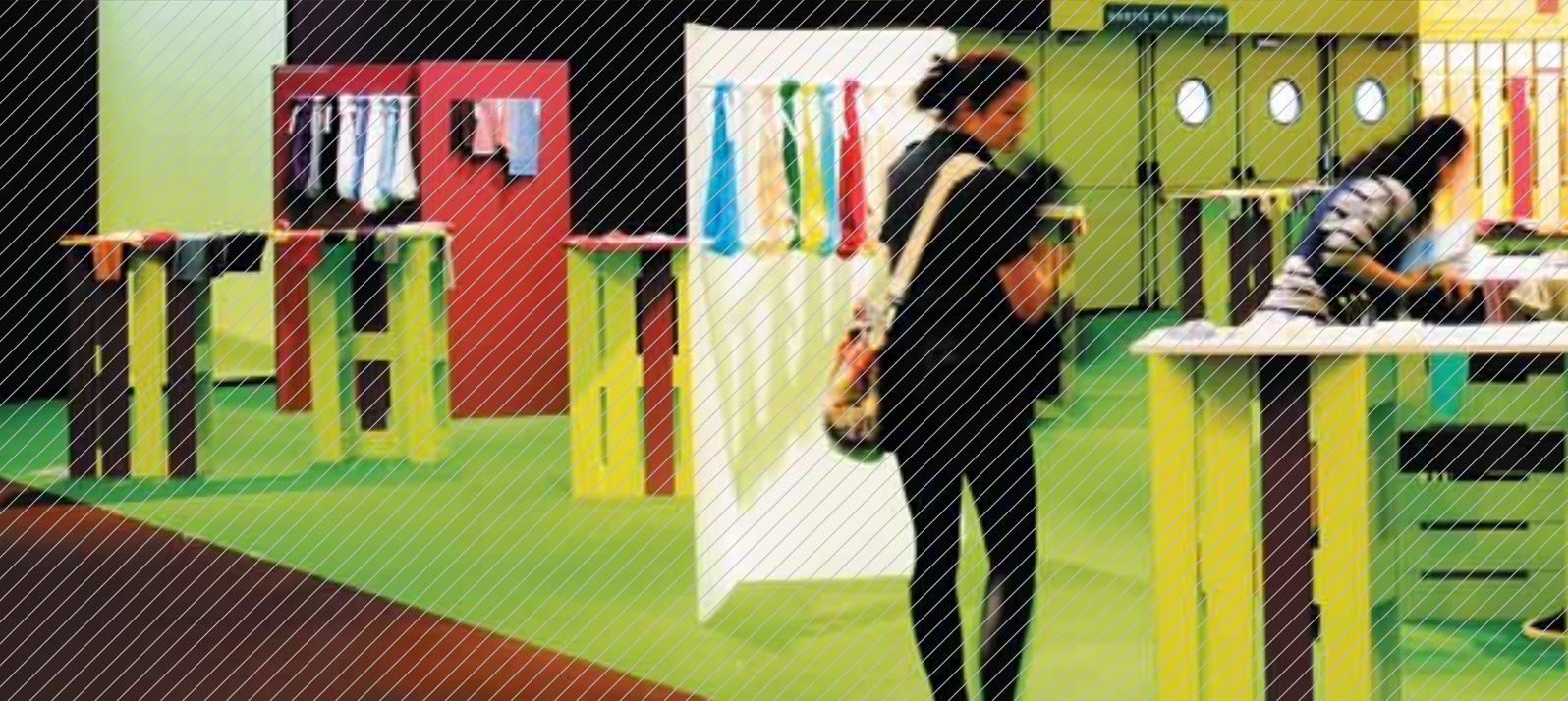
BRINGING PEOPLE TOGETHER



Company Report

2009

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)





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100th anniversary Gala Diner of L'Oréal - Grand Palais de Paris



Message of the Chairman

Olivier Ginon

In an international environment that continued to be very challenging throughout 2009, our Group delivered results that were more than satisfactory. Though marginally down from the prior year, business overall remained steady. And while the event industry market itself significantly contracted as major customers revised their budgets downwards, we remained resilient in the face of economic turbulence while continuing to prepare for the period ahead. This has included maintaining tight control over our capital resources to retain our ability to invest and take advantage of strategic opportunities.

We have in consequence pursued our cost reduction measures and reduced our net financial debt by €83 million through the sale of real estate assets in Budapest and Turin. The margin of maneuver provided by the resulting cash inflow has enabled us to pursue our projects for development, notably by targeting countries with strong growth potential such as Turkey. International markets have also experienced remarkable expansion and in will for the first time 2010 account for more than 50% of our revenue.

This trend in large part reflects our established track record in servicing major sports and cultural events. This is illustrated by our contribution to the 2010 FIFA World Cup South Africa™ for which we were awarded the largest contract ever granted to a sole provider in this area for the provision of installations for the 10 sites hosting the competition. This latter success is a result of the groundwork we have laid in South Africa with our partner Oasys, and confirms our leadership position in the segment of sports events as well as our ability to build long-lasting and profitable alliances.

2009 was also marked by the operational launch of premium event venues: the Brussels Convention Centre, Palais de la Mutualité, World Forum Convention Centre of The Hague and Amiens Mégacité. Exemplifying our development in France, a new site will be added to this portfolio, accompanied by a highly innovative renovation project: the Palais Brongniart, the former location of the Paris stock exchange, for which we have brought together different

actors to contribute to an innovative entrepreneurial project based on the values of economic and social responsibility. Much more than a traditional venue management venture, the mission of this undertaking will be to create a new hub of activity with a stronger human dimension promoting the values of the economic entrepreneurship and the different stakeholders.

Finally, we have further reinforced the specific strengths of our business model by developing our integrated offering so that, more than ever, we remain able to propose comprehensive creative solutions based on a high degree of responsiveness and maintaining close relations with our customers.

Through these projects and the achievements, our performance in 2009 was distinguished by its energy and an unwavering determination to maintain our forward momentum. These results are not only the product of budgetary measures and strategic choices. They reflect the quality of our teams that have confirmed their ability meet the challenges of their missions with audacity and determination. Courageous, inventive and with a strong team spirit, the Group's men and women have confirmed they are capable of managing projects in a manner that fully integrates economic constraints without at all compromising the high standards of quality expected by our customers.

Prospects for 2010 and beyond, with the major events of the Olympic Games and World Cups ahead, provide reasons for confidence and an incentive for continued entrepreneurship. As a responsible corporate citizen, GL events will pursue its development strategy by leveraging its core strengths: a pioneering spirit that has distinguished it since its creation, a clear business focus and ethical values indispensable for a major market player, all factors capable of contributing to sustainable growth.

Olivier Ginon
Chairman



Square Inauguration - Brussels



01

GL events, Year in Review

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Corporate profile

As the leading fully integrated international provider of event solutions and services, GL events offers specialised expertise for every area of the event industry throughout the world. The Group operates in the three major segments of the event industry market: the organisation of trade fairs, conventions and events, the management of venues on behalf of local and regional administrations, and services for events.

Through its integrated offering that covers all event industry specialisations and its presence through 91 offices in France and international markets, GL events assists companies, institutions, and event organisers at every stage of the process from the definition of their event strategies to final implementation in the field.

GL events' 3,248 employees originate from a wide range of nationalities and different horizons whose expertise covers every phase and specialised need for staging an event. And in keeping with its historical values, it has developed an ambitious Corporate Social Responsibility policy and contributes to advances in its industry.

In 2009, the Group had revenue of €581.4 million.

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

- Trade fairs and exhibitions for professionals and the general public
- Congresses, conventions, seminars and incentive events
- Corporate, institutional, cultural or sports events

GL events' organisation is focussed on three core businesses:

• Event organisation

GL events is the organiser of more than 250 proprietary trade shows for a diversified range of sectors that include the food industry, the automobile sector, home and interior design and watchmaking and healthcare. The Group also assist corporations and institutions in designing and producing every type of event. Finally, its extensive network of venues allows it to generate further value by replicating events as well as provide support to its customers for itinerant events on all five continents.

• Venue management

GL events has developed a unique network of venues managed in large part under concession agreements or long-term public-private partnerships. At 2000 year-end,

the Group's portfolio included 34 venues: convention centres, exhibition halls, concert halls and reception areas. An international network that provides a particularly attractive range of venues for customers constantly looking for new business tourism destinations and enables GL events to service its major accounts in most of their strategic regions.

• Services for event organisers

With more than 36 specialised areas of expertise represented, the event services division offers a very large range of skill sets that permit GL events to equip and install every type of event throughout the world from design to completion: structures, general installations, lighting, furniture, decorations, audiovisual equipment, IT management, hospitality services, etc. GL events' extensive network of local offices combined with a significant inventory of assets, ensures its position as a provider of choice for major international events.



Organisation	Venues
Conferences	Paris (3)
Trade fairs	Lyon (3)
Fairs	Toulouse (2)
Conventions	Clermont-Fd (3)
Exhibitions	Metz
Product launches	Nice
Inaugurations	Saint-Etienne (3)
Galas	Roanne
General meetings	Vannes
Seminars	Troyes
Services	Amiens
Temporary fixtures	Barcelona
Furniture	Brussels
Decoration	Budapest
Lighting	London
Signage	Padua
Stands	Rio de Janeiro (2)
Structures	Curitiba
Grandstands	Shanghai
Sound Systems	New York
Audiovisual equipment	Turin (2)
Hospitality services	Istanbul
Fittings	The Hague

Kairouan, 2009 Capital of the Islamic Culture - Tunisia

€ **581.4** m
Consolidated revenue

34

Convention
and exhibition
centres, concert halls
and reception venues

91

Offices
in France
and worldwide

€ **25.2** m
Net income

3,248

permanent
employees

€ **232** m

international sales
(40% of total revenue)

Entrance Hall of the Square – Brussels



Eiffage Group five-yearly convention - Paris



Message of the Vice Chairman

Olivier Roux

In a particularly difficult economic climate, what is your assessment of 2009 for the event sector and for GL events?

The event industry was significantly affected by the economic crisis with declines ranging from 10% to 20% according to the segment. Cuts in communications budgets inevitably had an adverse impact on our markets. In this context, GL events maintained a high level of activity with revenue of €581.4 million, a marginal decline from the prior year. In such an environment, this in consequence represented an excellent performance, reflecting the considerable efforts made by commercial and operating teams. Our Group's excellent resilience has confirmed the pertinence of its business model based on providing an integrated offering covering the three major event industry segments: services to organisers, venue management and the organisation of events combined with the expanding presence in international markets of all its businesses.

What are the reasons for this resilience at the Group level as well as in the different business lines?

Certain specific and well-defined segments, notably the automobile and manufacturing sectors as well as selected markets in Europe, reflecting the economic conditions of these countries, adversely affected our businesses in 2009. Conversely, certain growth sectors such as the food industry and the environment, showed robust gains as did countries in phases of rapid development such as South America or Africa, two strategic regions with attractive growth potential for the years ahead. An analysis of performance by specific business lines first highlights increasing synergies between our businesses, further demonstrating the effectiveness of our integrated model, particularly during more challenging economic cycles. Services performed well, particularly in international markets with FIFA Confederations Cup™ and the Africa Cup of Nations, but also in our historical markets with installations for major events such as Première Vision or the Salon International de la Haute Horlogerie.

Furthermore, the Services division has returned to operating profitability, a strategic priority for 2009 as well as a Group commitment. Revenue for Venue and Event Management remained steady overall, representing an excellent performance in a recessionary market. Four new sites were added to our network of venues in 2009. We also made noteworthy contributions to such events as the SIRHA International Hotel Catering & Food Trade Exhibition, the CFIA packaging and technologies trade fair, the trade fair for renewable energies and the biennial international book fair of Rio de Janeiro in addition to high profile corporate events for major accounts such as Eiffage and L'Oréal or the Opening Ceremony of the Francophone Games held in Beirut. This division accounted for more than half of consolidated sales in 2009.

What are GL events' priorities for 2010?

2010 should be a period of sustained growth for GL events, with remarkable prospects for major international events such as FIFA World Cup South Africa™, the Shanghai World Expo or the Commonwealth Games in India. Venue management should register growth driven by full-year operating contributions from new sites such as the Brussels Convention Centre, The World Forum Convention Centre of The Hague, the Amiens Mécacité Exhibition and Convention Centre and Hôtel Salomon de Rothschild, the Palais de la Mutualité and Palais Brongniart in Paris, to which will be added new sites, under development. Finally, we also intend to pursue further integration of our business lines and teams, and expand our Corporate Social Responsibility strategy, a key condition for the sustainable growth of our Group in a market in constant transformation: fostering the personal development of our employees, reducing the environmental impact of our activities and contributing to the vitality of the regions where we operate, all constitute organisational components of our growth strategy.

Olivier Roux
Vice Chairman

Annual highlights



17th edition of the Print'Or exhibition

France's leading international exhibition for the jewellery, clock and watchmaking industry, Print'Or proposed for its 17th edition, an exhaustive display in favour of retail jewellers. For the staging of this event, 4,250 visitors (3% from abroad), benefited from the GL events range of expertise: general installation, furniture, pre-equipped stands, a press lounge, floral decorations...

January 2009



Five-yearly convention of the Eiffage Group

From January to April, Package Organisation managed the five-yearly convention of the European construction and civil engineering group, Eiffage. Organised in the form of a tour of seven French cities, this event provided an opportunity to welcome more than 30,000 employees staged like a real televised show. This included a TV news broadcast platform, a talk show and a one-man show by the renowned French comic, Nicolas Canteloup.

January 2009

SIRHA: a major international catering and food trade exhibition

2,098 exhibitors, 6,000 chefs from 120 countries, 141,380 visitors, 600 innovations presented... A few figures that confirm Sirha's unique stature as a major catering and food industry event. For the 25th consecutive year, GL events staged, organised and equipped the entire trade fair, a major rendezvous for trendsetting developments in the catering and food industry sector.

January 2009



Kairouan in the high-tech spotlight

In 2009, the Tunisian city Kairouan was selected as the “Capital of the Islamic Culture”. To celebrate this event, a show was produced by the Group through its subsidiary GL events Algérie. Organised at the El Moussala Square, behind the Okba mosque minaret, spectators were dazzled by a one-hour performance blending sound and light. As a backdrop to six choreographed scenes on themes ranging from the history of the city to poetry, via science and knowledge, a trompe l’œil was projected on a façade measuring 60m in length and 6m in height, as well as on to the 20m high minaret.

March 2009



1st first worldwide symposium of L’Oréal in Paris

To celebrate its 100th anniversary, L’Oréal Professionnel organised its first world symposium in Paris with the help of the event specialist agency, Market Place. With the name “Inspiration Paris”, this event brought together nearly 4,000 professionals of the hairdressing industry from more than 70 countries. After being welcomed at an opening ceremony held in the Tuileries Garden, participants were then provided with six Master Shows organised over a two-day period. The event was brought to a close with a gala dinner and evening festivities at the Grand Palais.

June 2009



FIFA Confederations Cup™: GL events rises to the challenge

GL events Oasys Consortium is the product of a partnership between GL events and the South African company, Oasys Innovations. This new entity was awarded by the FIFA™ World Cup 2010 2010 Organising Committee the seven main contracts for the provision of temporary installations for the FIFA™ Confederations Cup. A few figures illustrate the scope of the challenge in covering an extensive territory ranging from Johannesburg to Pretoria and from Rustenburg to Bloemfontein: 26,787 m² of temporary structures, more than 10,000 m of cabling, 25 studios for TV and broadcasters to be fitted, 10,800 m² of surface painted...

June 2009

French literature on centre stage

The Rio de Janeiro International Book fair held every two years is consistently a highly successful event. The level of patronage by the public, sales volume and media coverage regularly surpass the expectations of the organisers of this flagship event for the book trade in Brazil. In 2009, 800,000 visitors explored the 15,000 m² of the Riocentro exhibition space. And with this edition coinciding with the “Year of France” in Brazil, French literature was accorded a special place of honour.

September 2009



GL events inaugurates the Brussels meeting place, Square

GL events continues to expand its offering of venues for staging events both in France and international destinations. Located in Brussels, the political heart of Europe, the “Square” opened its doors on 20 September 2009 at 8:09 p.m. On the top floor, the “Panoramic Hall” of this convention centre for which GL events was awarded a 27 year management concession, is clearly worth the detour. Signed by internationally acclaimed designer Arne Quinze, it offers a breathtaking 360° panoramic view of Brussels.

September 2009





The “Jeux de la Francophonie” showcased in Beirut

Produced by Market Place, the opening ceremony of the 6th Jeux de la Francophonie (Francophone Games) held in Beirut were rebroadcast in 70 countries around the world. Written and produced by Daniel Charpentier, this show featured 1,500 performers in Beirut’s largest stadium. The stage consisted in large part of an enormous projection screen laid on the ground. Dancers, musicians, singers and projected images were combined to form compositions designed as dreamlike journeys across the cities and regions of Lebanon.

September 2009

Dinner in the sky in Paris

“Dinner in the sky” was set in the Tuileries Gardens for 25 people thirty metres above ground. In the presence of 10 of France’s leading chefs, 22 guests were transported to a dinner served on a platform held up by a crane. GL events contributed to this event by providing the indispensable equipment required by each chef.

September 2009



Group awarded the management concession for Palais de la Mutualité

The Mutualité Française awarded GL events the management concession for the landmark Palais de la Mutualité. Foncière Polygone, the real estate company that holds the 35-year emphyteutic lease, will undertake renovations representing an investment of nearly €20 million. Entrusted to architect Jean-Michel Wilmotte, their objective will be to bring the Palais de la Mutualité in line with security standards and functionality requirements of modern event venues.

October 2009



Equita'lyon: stage of the Equestrian World Cup

For its 15th edition, Equita'lyon hosted two stages of the Equestrian World Cup for jumping and dressage. In conjunction with this first time event, the equestrian symphonic work "Carmencita" with the participation of Julia Migenes, the Lyon Symphony Orchestra and a choir of 150 singers directed by Philippe Fournier was performed for 6,000 spectators.

October 2009



GL events expands into the Netherlands

With the signature of the management concession for the World Forum Convention Centre of The Hague, GL events has further expanded its presence on the worldwide event scene. Located in the heart of the international District of The Hague, the political capital of the Netherlands and a high-level destination for international relations, this venue includes the country's largest auditorium: seating for 2,100, 20 meeting rooms, a restaurant, a capacity for hosting more than 5,000 people with total space of 40,000 m².

October 2009





Race to Dubai: a new golf event

The Race to Dubai is a new competition in the PGA European Tour. The world's top players will compete to win an exceptional prize. For this unique sports event held at the Jumeirah Golf Estates, teams of GL events Owen Brown were called upon to install more than 5,000 m² of tents. To provide a facility to accommodate the press covering this event, the new line of temporary structures, Absolute, was selected.

November 2009

Heavent 2009: GL events presents its “think green” programme

For the 2009 edition of the Heavent event industry trade fair, GL events decided to showcase a stand dedicated to sustainable development. Entirely eco-designed and bearing the colours of the Group, it was presented with an intentionally unconventional display given its underlying message of being... green. This stand was built using less material, reflecting a streamlined dematerialised architectural concept (cubes designed solely by means of frames) and communication (digital media, e-invitations).

December 2009



GL events at the East Asian Games

GL events Hong Kong Limited provided installation, construction and disassembly services for the 5th East Asian Games, organised in Hong Kong. In contributing to this event, the high level of experience and flexibility in meeting the needs of the different participants were particularly noted.

December 2009



solutions éco-évènementielles

Core values

Respect for customers, suppliers, employees and shareholders;

Corporate responsibility as a partner with local and regional governments;

A spirit of initiative fuelling growth expansion and fostering a corporate culture of judicious risk-taking;

Imagination to develop innovative solutions to set GL events apart from the competition.

Company values and CSR

Sustainable development has in recent years become a major priority for the company and its stakeholders. Committed to a culture of responsibility constituting the cornerstone of its strategy as a corporate citizen governing relations with employees, society and the environment, in 2009 GL events set up a “Sustainable Development Mission” that reports directly to the Chairman and the Executive Committee of the Group. With a truly cross-functional approach, this mission will be supported by a dedicated team whose efforts will be backed by a network of correspondents representing all event specialisations and Group offices.



Heavent Meetings - Paris

Focusing on people

With a workforce of 3,248 employees, representing a rich and wide variety of professional and cultural backgrounds, GL events has adopted an ambitious human resources strategy with two key priorities. First, successfully attract, motivate and retain talent. In other words, give all employees, notably through training, an opportunity to evolve in the company 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...) by becoming members of its teams. The goal of social progress however does not only concern Group employees. It also applies to the suppliers and partners with whom GL events seeks to share its vision and values to promote and improve the application of the principles of ethical conduct in its business activities. CSR is also deployed outside the scope of the company's business operations and includes very important a social dimension. GL events is a partner of local governments and stakeholders and a natural contributor to the regions where it operates.

With 91 offices in France and worldwide, the Group is committed to playing an active role as a responsible corporate citizen by supporting events, projects or organisations that contribute to and provide a showcase for local communities. GL events provides financial support to many projects in favor of social solidarity, the environment, sports or culture. In 2009 for example the Group supported the Charles Hedrich project for a journey bridging the North and South Poles using only natural energy. It is also a supporter of the not-for-profit association Sport dans la Ville, that promotes social integration through sports and contributes, through the efforts of local subsidiaries to many CSR projects, particularly in the fields of healthcare and social initiatives. The Lyon Festival of Lights, on 8 December and the Lyon Contemporary Art Biennial were just a few of the events that GL events supported in 2009, by contributing its resources and expertise to ensure the success of these events.

A proactive environmental programme

How to reconcile the ephemeral nature of an event with the need for the sustainable management of natural resources? This requirement of corporate responsibility has for a long time been a key priority of GL events. Many initiatives have been developed in recent years within the Group in the environmental area: from training to eco-design, organising environmentally responsible events, carbon audits, transportation optimisation plans, recycling waste at sites, etc. A multitude of experiences that starting in 2009 the Group has decided to multiply and organise as part of a global approach. In an effort to meet the challenges raised by the problem of global warming and declining natural resources, GL events has adopted an ambitious programme to reduce the environmental impact of its activities. Objective: better address environmental concerns in all event specialisations to anticipate regulatory trends, effectively meet market expectations and strengthen GL events' overall position in the event industry.



Think Green, an ambitious programme, a shared approach

The purpose of this programme, under the banner "Think Green" is to demonstrate that it is first and foremost through intelligence, and more specifically study, innovation, sharing experience and the initiatives of the different parties that the industry will successfully advance. To provide it increased visibility and name recognition, this programme has been branded with the adoption of a strong and simple graphic design, with white graphics set against a red circle, linking it with the company's own corporate identity.

By developing this environmental action programme, GL events' objectives are threefold:

- Limit the environmental impact of events that are staged, organised and equipped;
- Promoting CSR construction, renovation and the operation of event venues in coordination with public customers;
- Promote awareness and provide training to Group employees on good practices in sustainable development within the company.

Intervening upstream in the lifecycle of an event

With its position as a global provider, GL events has opportunities but also the responsibility to intervene across the entire lifecycle of an event. With this objective, the Think Green programme is broken down into components covering all event industry specialisations of the company:

Designing and organising events, designing stands and event venues: training designers and event project heads in eco-design and the organisation of eco-events within the framework of "GL events Campus";

- Manufacturing and purchasing products and materials for events: implementing a responsible purchasing approach, organising supplier days focusing on sustainable development, developing offers for alternative products through an ambitious R&D strategy;
- Logistics and the transport of goods and people to events: action programmes dealing with logistics platforms (optimisation of distances and loads, measures to reduce the occurrence of trucks returning empty), eco-driving training programmes;
- Venues and reception services: managing buildings and services for associated events provide catering services adapted to Group's venues (organic menus, seasonal products and local suppliers), progressively implement energy audits, eco-maintenance programmes for technical supervisory staff;
- Reuse and management of waste: disassembly, maintenance and reuse of materials: developing selective waste sorting at our venues, awareness-raising campaigns for employees promoting environmentally responsible behavior.

Because sustainable development represents a major collective priority, GL events has associated its customers, suppliers and partners in its CSR approach and participates in work in its industry notably through the sustainable development commission of the FSCEF, the French Federation of the trade fair, exhibition and convention industry.

The integration of all the event industry specialisations gives GL events a particular responsibility but also an opportunity through its ability to intervene both upstream and downstream in the cycle of events.



Eco-design

An eco-designed stand for the French civil aviation authority (DGAC) at the Paris Air Show. While the materials used to build the stand were carefully selected (eco-label paint, FSC wood, natural linoleum floor, LED lighting), design is also decisive for the impact of the finished product: easy-to-transport parts, standardised reusable woodwork, dematerialisation, consumables reduced to a minimum.



Eco-behavior

In 2009 GL events launched a major awareness-raising campaign for employees promoting environmentally responsible behavior.

The integration of all the event industry specialisations gives GL events a particular responsibility but also an opportunity through its ability to intervene both upstream and downstream in the cycle of events.



Renewable Energies Trade Fair - Lyon



GL events campus

A new resource for GL events employees who share the Group values, GL events Campus was launched early 2009. This corporate campus will assist the Group 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 benefits generated by training, organise internal knowledge sharing through specifically identified and trained instructors. To meet these multiple objectives, as a new training organisation, GL events Campus' mission is to implement the France BU administrative processes within the allocated financial resources by optimising budgets and effectively managing purchasing and grants.

In 2009, within the framework of GL events Campus, the Group inaugurated the "Welcome Convention" for new staff. During a two-day period, management presented GL events' different activities and operating units to 100 participants to provide them with background about the commercial environment and Group challenges. An occasion to take ownership of the company values and ethics, as well as to create a network. Through GL events Campus, the Group also enabled nearly 1,500 employees to receive training representing 35,000 hours of training provided.



An ambitious human resources policy

GL events' human resources policy associates economic performance with improvements in employment terms and conditions. Focusing the energies of the men and women that comprise the Group around core values that constitute its key strengths (commitment, enthusiasm, innovation or local service) represents its priority.

GL events' human resources policy includes eight main components:

- Measures to attract and retain talent;
- 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 a diversified workforce and equal opportunity employment;
- Constructive exchanges between employees and management;
- A strong commitment to internal communications efforts;
- A forward-looking training policy to anticipate changes in the Group's business activities and job needs.

Attracting and retaining expertise and talent

At 31 December 2009, the Group had an average workforce of 3,500, excluding hostesses and intermittent workers. The Group's human resources policy has

multiple goals: GL events must attract expertise required to support its expansion but that has to be accompanied by an ambitious training policy to promote the development of professional and management skills. The Group must also promote a common corporate culture and the internal transmission of its well-established expertise so that today's talent successfully contributes to ensuring a solid foundation for the future. To successfully execute the large international projects of GL events, the Human Resources department seeks to form teams providing a rich mix of human qualities. To assemble the necessary talent, it must consequently draw upon the Group's internal resources but also outside expertise. It never hesitates to assemble teams comprised of members with different experiences and cultures for a given event. One such example would be the FIFA™ 2010 Confederations Cup with a team representing 20 different nationalities.

To meet these different challenges, new procedures have been adapted: a common annual review adopting the same format for all GL events employees, a system to identify employees with high potential as well as a job mobility charter regarding opportunities at the Group level.

In addition to training to maintain and develop skills of individual employees, every year the Human Resources Department organises cross-functional workshops for sales and engineering staff. In 2009, with GL events Campus, the Group launched a new initiative.



GL events has always placed a premium on a responsibility, service, creativity and teamwork. Through the “New Talents” programme, graduates of prestigious schools are provided with an opportunity to participate in the growth of GL events through commercial development, project management, engineering, finance, marketing or purchasing functions.

Compensation and Group performance

Total compensation is linked to Group performance. The Group’s general compensation policy recognises individual performance while taking into account the level of responsibility and skills applied and of course the ability to effectively fulfil the function. In addition to the base salary, a policy of variable compensation is applied to establishing incentives linked both to 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

Employee safety is a major Group priority. It is for this reason that one of its most important responsibilities is ensuring the physical safety of its employees. The system applied in which all stakeholders within the Group participate 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 drawing upon internal expertise and also, when necessary, by outside specialists.

Subcontracting and control procedures

GL events ensures reliability of sourcing from subcontractors. In 2009, the Group in effect adopted a process covering both employment regulations and job safety. The majority of trade fairs (435 in 2009) were audited by a dedicated team to ensure that processes were effectively applied.

Promoting diversity and equal opportunity employment

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

Fostering dialogue between employees and management

GL events is strongly committed to fostering productive and ongoing dialogue in order to adapt to change by achieving 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 recruit-

ment priorities and (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, AFDC, and Lyon Place Financière & Tertiaire).

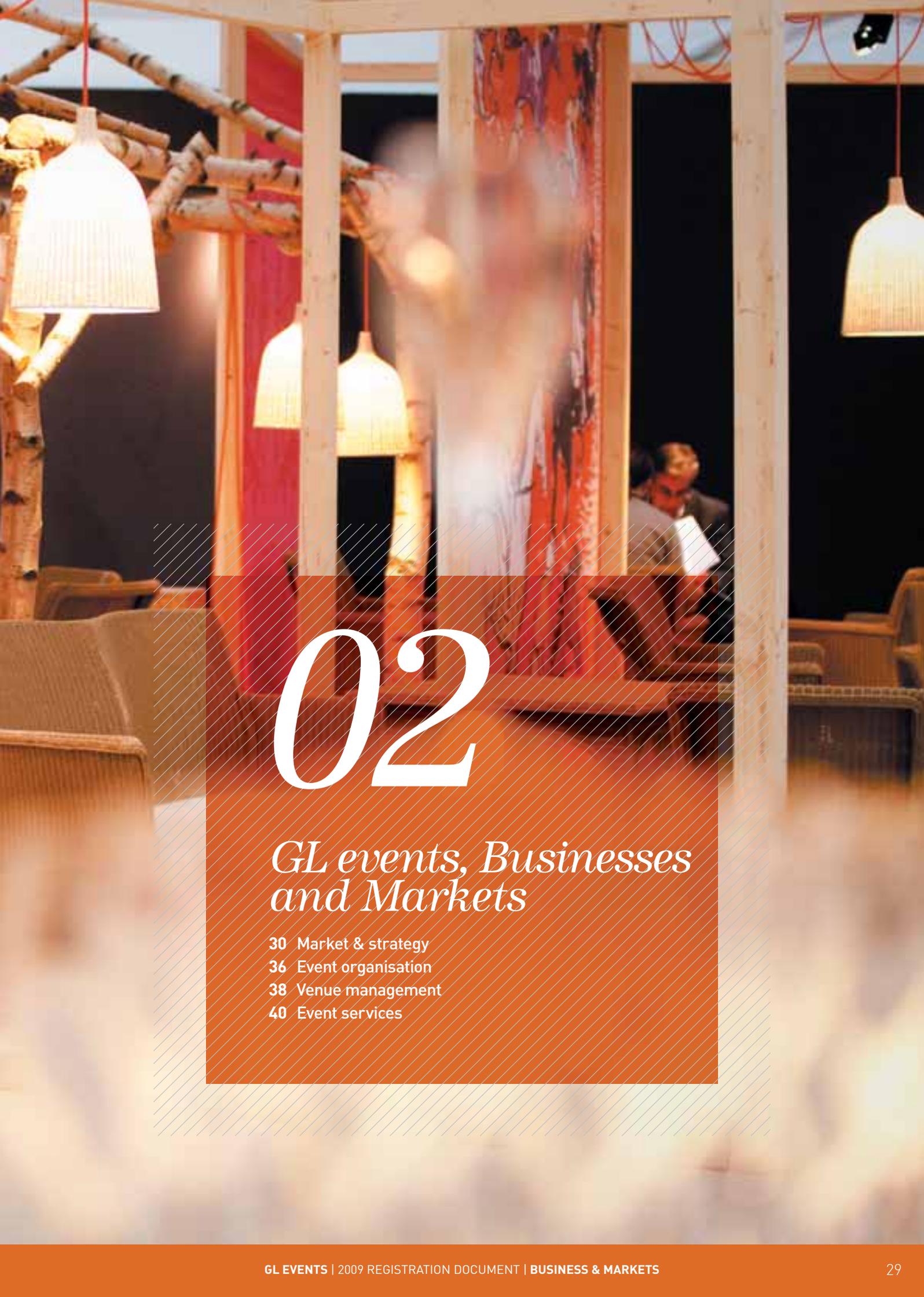
Internal Communications

GL events attaches particular importance on corporate communications in favour of 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) exist to facilitate the integration of new employees and promote information sharing among different divisions and departments.



Première Vision - Paris





02

GL events, Businesses and Markets

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Market and strategy

GL events: an integrated business model

The event market of today covers three major types of events:

- Trade fairs and exhibitions that include regional or international fairs for the general public or special sectors as well as B-to-C and B-to-B trade shows for all sectors;
- Congresses and conventions destined for diverse groups with a shared purpose or interests. The first may cover events for scientific, economic, non-profit, political groups and subjects. The second may include business conventions, international forums as well as corporate events (seminars, incentives, general meetings, public relations, unveilings and product launches);
- “Large events” covering sports, summits and political meetings.

GL events’ business model is based on providing a complementary mix of expertise covering:

- Event organisation
- Venue management
- Services for events

This integrated offering enables GL events to position itself as a global player providing solutions for all types of events from the simplest 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’ is today the leading fully integrated global provider of event solutions and services.



SIRHA Catering and Food Trade Exhibition - Lyon



Euro 2010 Handball Qualification - Nice



E3 Electronic Entertainment Expo, Ubisoft stand - Los Angeles

Event organiser: giving meaning to an event

A strategy concentrated on three areas

The growth strategy is based on the development of an integrated offering providing a complete range of solutions and services for the staging of successful events for businesses and the general public: trade shows and exhibitions, fairs, congresses, etc:

- Creating and replicating proprietary events worldwide and notably in venues managed by the Group;
- Developing its offering of corporate events for large international accounts;
- Increasing its position in the segment of conventions, congresses and incentive events.

In this way, the Group gives meaning to events by drawing upon its expertise across the entire event cycle covering:

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.

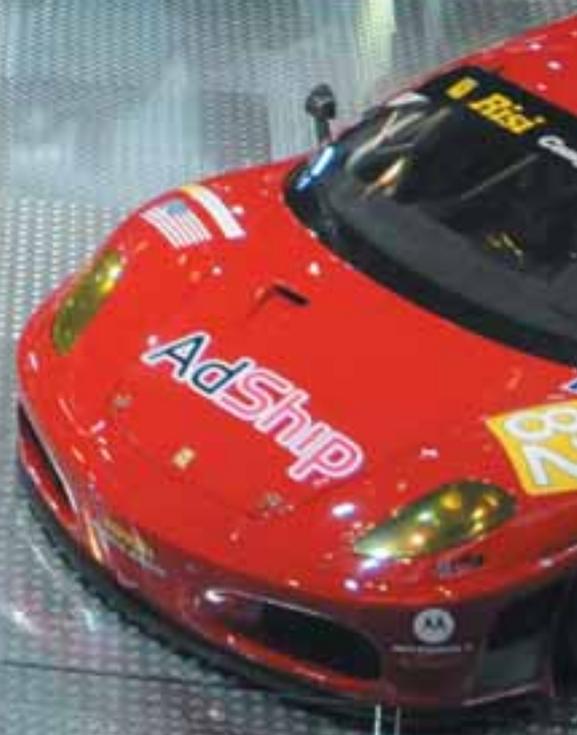
A portfolio of 250 proprietary trade shows

In terms of prestige events, GL events currently has a portfolio of nearly 250 B-to-B and B-to C trade shows showcasing a dozen sectors of activity: food industry, sports and leisure, healthcare, home and interior design, retail, watchmaking, fashion, etc. This strategy of balanced segmentation is combined with geographical diversification reflected by the development of GL events with coverage spanning from Asia to Latin America as well as Europe.



Major trade fairs in 2009

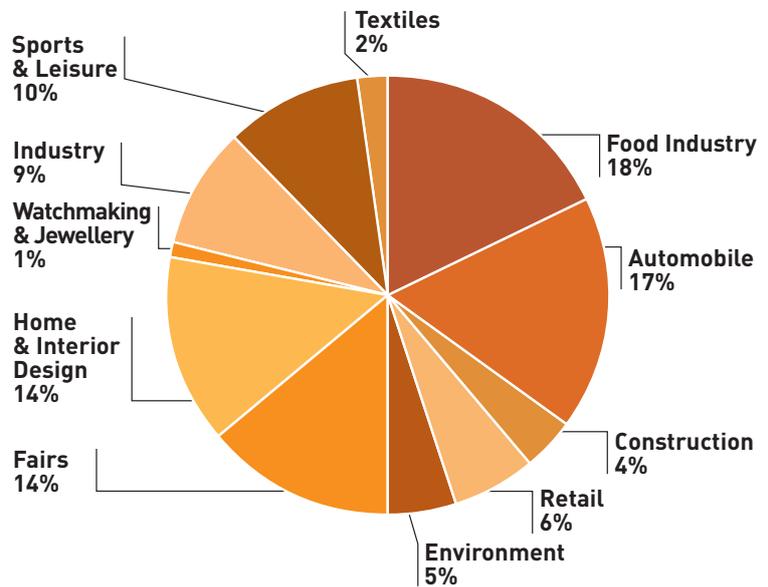
SIRHA (France)
Lyon International Fair (France)
Industrie Paris (France)
Salon Automobile Lyon (France)
Prêt-à-porter Paris (France)
Tuttinfiera (Italy)
Auto et Moto d'époque (Italy)
Toulouse International Fair (France)
Bike Expo Show (Italy)
Construma (Hungary)
Les rendez-vous de la construction durable
et de l'énergie propre (France)
BNV (Hungary)
Fiera Campionaria (Italy)
Casa Su Misura (Italie)
Toulouse Automobile Show (France)
My Special Car Show (Italy)
Utazas (Hungary)
Budapest Motor Kiallitas (Hungary)
Piscine - Aqualie - Wellgreen (France)
Bologna Motor Show (Italy)
Biennial International Book Fair (Brazil)



Motor Show - Bologna



Trade fairs: a balanced mix across sectors



Corporate events

GL events assists companies define and implement an event communications strategy to bring brands and their public together (whether B-to-B or B-to-C) for optimal effect: conventions, product launches, inaugurations, commemorating events or anniversaries... Specific fields of expertise developed by specialised event communications agencies have progressively joined the Group over the years.

Market Place and Alice Evénements thus chose to leverage their strategic capacity by adding the expertise of an extended network providing a complementary range of know-how in skills, services and event venues.

Conventions, congresses and incentive events

GL events organises for learned societies, public institutions, professional associations or organisations intervening in a broad range of activities, congresses, conventions, incentive events and seminars, providing these groups with shared interests an opportunity to exchange their views combined with the benefits of the latest communications technologies.

The expertise of a Professional Conference or Congress Organiser (PCO) is today largely recognised and developed, in particular by Package Organisation, in France and in international markets.



Lingotto Fiere - Turin

Venue management: a growing network of sites

Venue management represents a key competitive strength of the Group by providing the basis for sustained development and recurrent business for all its operating activities through long-term concessions. GL events that operates 34 sites representing a total of more than 1 million m², manages four major types of event venues: exhibition halls, convention centres, concert halls and reception areas. Through this diversified portfolio of venues, the Group is able to meet the needs of all event organisers in the market.

These sites are generally managed under long-term public-private partnership type concessions (délégations de service public). These types of concessions have in effect inaugurated a new form of public-private partnership. GL events' role in this type of partnership is not simply to ensure the development, management, maintenance and promotion of the venue. The priorities set by the local or regional authority that owns the venue within this framework encompasses notions of public interest and service focusing on the achievement of specific objectives:

- Generating economic benefits and induced job growth;
- Managing and developing socioeconomic, cultural and sports events of cities or regions;
- Transforming infrastructures into showcases of economic and cultural vitality as well as major venues for staging events;

- Transforming infrastructures into showcases of economic and cultural vitality as well as major venues for staging events.

Providing a natural fit with 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 working on a cross-functional basis with 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. The Group 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.

A global offering for national and international events

Its ability to understand the complexity of an event highlights the expertise of 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.

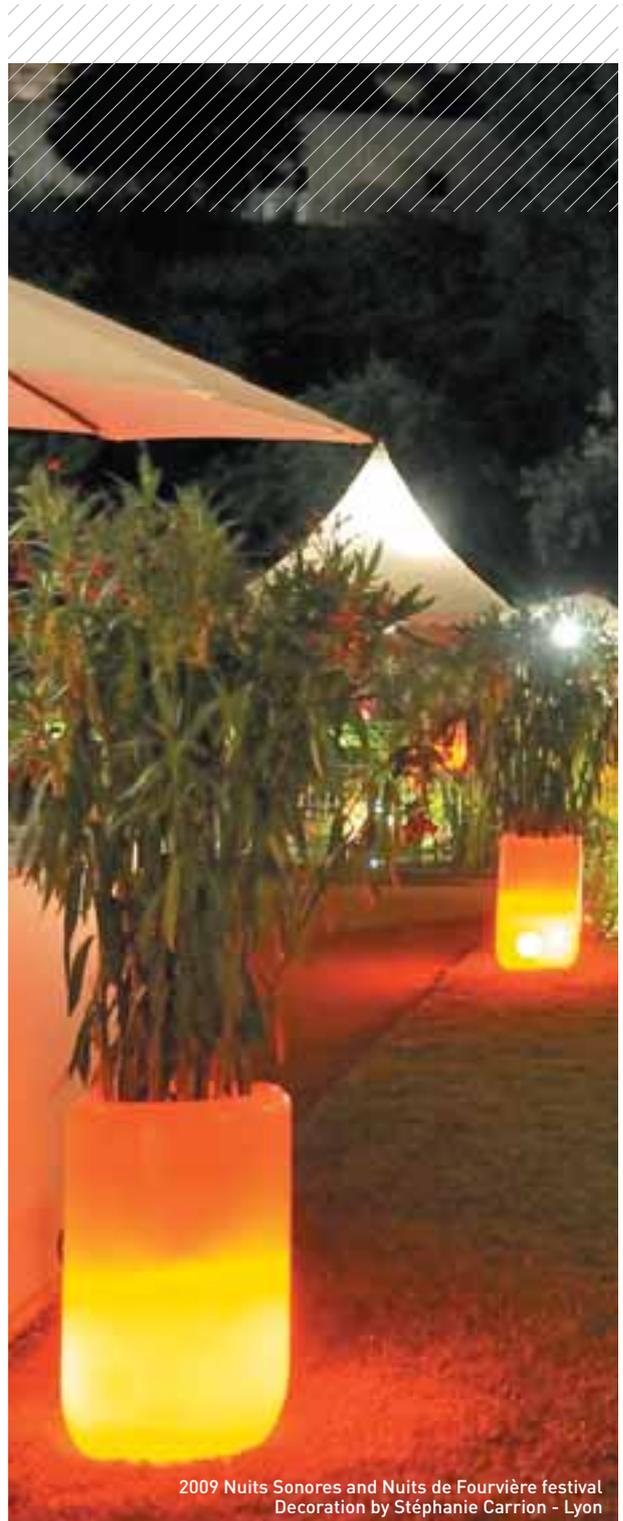
A unique global offering

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.

Services for trade fairs, conventions and events

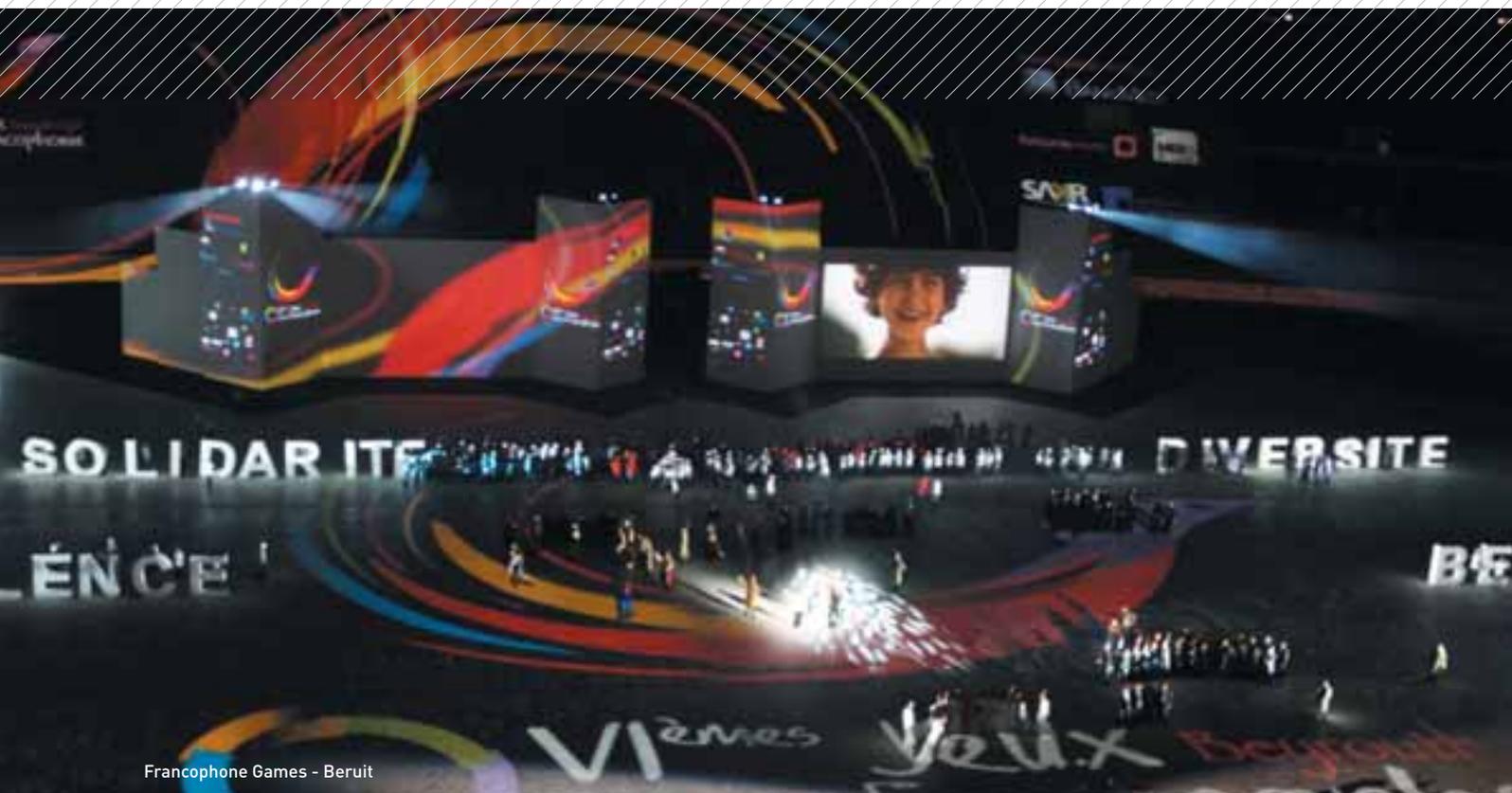
- General installations: full event area preparation, including layout and installation of networks, structures, traffic flow, AV equipment, etc.;
- Venue design: creation, layout, furniture, and decorations based on the area's intended use (reception, lounges, meeting rooms, forums, restaurants, VIP rooms, etc.);
- Signage: floor plans, direction indicators, space markers, event programmes, safety warnings, etc.;
- Stands: traditional, collapsible, and modular;
- Temporary structures: tents and outdoor structures (with one or more levels) for events of all sizes;
- Furniture: furniture rental, display cases and accessories. 300,000 items in stock representing an exhaustive catalogue of more than 1,000 products;
- Grandstands and bleachers: temporary, permanent, indoor and outdoor, of all sizes (systematically checked by an independent certifier before being delivered to customers);
- 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;

- 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.



2009 Nuits Sonores and Nuits de Fourvière festival
Decoration by Stéphanie Carrion - Lyon

Event organisation in 2009



The event organisation activity is gaining momentum

With more than 8 million visitors hosted and 4,000 events serviced and equipped by not less than 35 specialised event industry business lines, the Group demonstrated again in 2009 the merits of this strategy.

GL events continues to pursue its development as a provider of solutions and services for the successful organisation of events. The segment of corporate events organised by companies for their staff or customers has in particular acquired an increased dimension. Among the most prestigious events in the corporate segment were those for companies such as Eiffage, L'Oréal or Guerlain. This success reflects the expertise of our teams as well a growing track record and name recognition with major customers. In late 2009, GL events significantly reinforced its position in this sector with the acquisition of Alice Evénements,

specialised in the organisation of corporate and B-to-C events with a portfolio of major accounts that include IBM, Total or SNCF.

Launch of GL events Exhibitions

To reinforce the level of support and service provided to businesses and professional associations and accelerate its development, in 2009 GL events grouped all its trade fair activities in France within a specialised entity "GL events Exhibitions". Concentrating in this way the strengths of all Group companies with expertise in organising B-to-B and B-to-C trade fairs (Agor, Sepelcom, Expo Indus, Norexpo and Performance) under a common banner will make it possible to deliver even higher quality services to both exhibitors and visitors.



250

proprietary
tradeshows

30

trades shows
created since 2006

472
employees

Prêt à Porter Paris® trade show

34

venues under management

(20 in France, 14 international)

Venues managed by GL events

The Palais de la Mutualité of Paris, the Amiens Mégacité Exhibition and Convention Centre and the World Forum Congress Centre of The Hague, (Netherlands), acquired by the Group in 2009, provide a natural fit to a network that now includes 34 venues with 14 in premium international destinations.

France:

Paris - Convention Centre - Mutualité
Paris - Event and Exhibition Centre - Parc Floral
Paris - Exclusive Venue - Hôtel Salomon de Rothschild
Lyon - Convention Centre - Centre de Congrès de Lyon
Lyon - Convention and Exhibition Centre - Eurexpo
Lyon - Reception Venue - Château de St-Priest
Nice - Convention and Exhibition Centre - Acropolis
St-Etienne - Convention Centre
St-Etienne - Reception Venue - Le Grand Cercle
St-Etienne - Reception Venue - La Verrière Fauriel
Toulouse - Convention Centre - Centre de Congrès Pierre Baudis
Toulouse - Exhibition Centre - Toulouse Expo
Clermont-Ferrand - Exhibition Centre - Grande Halle d'Auvergne
Clermont-Ferrand - Concert Hall - Zénith d'Auvergne
Clermont-Ferrand - Exhibition and Convention Centre - Polydome
Metz - Exhibition Centre - Metz Expo Evénements
Roanne - Event and Exhibition Centre - Le Scarabée
Vannes - Exhibition Centre - Le Chorus
Troyes - Exhibition Centre - Troyes Expo
Amiens - Exhibition and Convention Centre - MégaCité

International:

Rio de Janeiro (Brazil) - Convention and Exhibition Centre - Riocentro
Rio de Janeiro (Brazil) - Multifunctional Indoor Facility - HSBC Arena
Curitiba (Brazil) - Convention Centre - Estação Embratel Convention Center
Turin (Italy) - Convention and Exhibition Centre - Lingotto Italy
Turin (Italy) - Multifunctional Exhibition and Sports Facility - Oval
Padua (Italy) - Exhibition Centre - PadovaFiere
Barcelona (Spain) - Convention Centre -
Centre de Convention International de Barcelone (CCIB)
Budapest (Hungary) - Exhibition Centre - Hungexpo
London (England) - Exhibition and Event Centre - Battersea Evolution
Brussels (Belgium) - Convention Centre - SQUARE Brussels Meeting Centre
The Hague (Netherlands) - Convention Centre - World Forum
Istanbul (Turkey) - Event Venue - The Seed
New York (US) - Reception Venue - La.Venue
Shanghai (China) - Exhibition Centre - Pudong

The Seed - Istanbul

Venue management in 2009

Strong development international markets

On 31 December 2009, GL events was present in eight of the 20 leading event destination countries (including 5 of the top 7) and in 5 top 20 cities worldwide for hosting events (with 3 in the top 6). The Group's portfolio of 34 venues includes four types: exhibition halls, convention centres, concert halls and multi-purpose facilities, reception areas. This venue management offering is distinguished by three key characteristics:

- Its international dimension;
- An extensive network of premium sites;
- A solid track record of success.

Noteworthy achievements in 2009 by GL events have strengthened these three cornerstones of its strategy:

- In Istanbul, "The Seed" convention centre has strengthened the Group's network of international destinations by the addition of a highly symbolic venue at the crossroads of Europe and Asia;
- Square, the Brussels meeting centre, strategically located at the political heart of Europe;
- In The Hague, the World Forum Convention Centre is a high level destination for events dealing with international relations and law;
- In Paris, the Group's portfolio has been further strengthened by the addition of two exceptional venues: the Hôtel Salomon de Rothschild and the Palais de la Mutualité;
- In Amiens, the Mégacité Exhibition and Convention Centre has strengthened the Group's regional coverage.

2,700
events hosted

705
employees



8 million
visitors, spectators
and convention-goers

FIERA DELLE QUALITÀ ITALIANE

Fiera Campionaria Trade Fair - Padua

Services for events in 2009



Convention of French Notaries – Lille

A unique ability for rapid deployment

In 2009, GL events once again displayed its full range of expertise through contributions to many international cultural, sports or professional events. The considerable and highly effective logistics capabilities of the Group represents a major competitive advantage for meeting the many challenges for successfully staging such events.

Maintaining sufficient supplies of materials through automated inventory management systems, strategically located warehouses and a highly responsive and easy-to-deploy truck fleet constitute the cornerstones of the Group's logistic capabilities. In addition to the Alpine World Ski Championships at Val d'Isère or the Africa Cup of Nations, GL events also achieved noteworthy success at the SIRHA (Catering and Food Trade Exhibition), a leading event in its industry, by providing general installations, signage, audiovisual equipment and the installations for the reception areas for VIPs and the general public as well as the Bocuse d'Or area. GL events' teams also contributed to providing services for the FIA Formula One Grand Prix of Barcelona and Monaco, the Cannes Films Festival, the Le Bourget International Paris Air Show, Djazagro agrofood industry trade fair of Algiers or the Nuits Sonores and Nuits de Fourvière festivals in Lyon...

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

This Group's unique ability in this area was highlighted by a top prize for its own performance at the Confederations Cup held in South Africa. GL events Oasys Consortium received the Gold Award in the Event Overlay & Facilities category at the Sport Event Management Awards. This award was granted for the quality of its service based on five criteria: successful management of the entire project, rigorous compliance with tight deadlines, meeting the challenges of distance, partnering with the local economy through value-added initiatives and synergies achieved with other partners including sponsors and host cities.

The services business is not limited to large-scale events and covers the full spectrum of needs for occasions of all sizes. In 2009, the Group provided services to more than 4,000 events worldwide.



4,000
events

GRAND LYON FILM FESTIVAL
13/18 OCTOBRE

Festival of Lights - Lyon



1,962
employees

36
areas
of expertise

300,000
products in stock
(with a catalog
of more than 1,000 items)

Carrousel de la Mode fashion trade show - Paris

The GL events network: a global presence

34 event venues

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

The added value provided from this extensive network of venues provides GL events Group customers with a means to multiply the impact of their event communications throughout the world.

91 offices worldwide

GL events' offices provide customers access to its full offering of services. These offices are supported by four large logistics platforms in France located in Lyon, southern and northern Paris and Nantes.

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 tenders.

Prêt à Porter Paris® trade show



Outlook for strong growth

The Group will be a significant contributor to major worldwide events in 2010, including notably the FIFA World Cup South Africa™ with a historical contract for €40 million and additional revenue anticipated from contracts by Oasys Innovation in this same country. GL events will also be present at the 2010 Shanghai World Expo (contracts for approximately €6 million) and the 2010 Commonwealth Games of Delhi (a €7 million contract already signed plus other events currently under negotiation). In 2010, the Group expects to accelerate its development in Venue Management and Events with the inauguration of the Hôtel Salomon de Rothschild, significant growth momentum for the Brussels Convention Centre and full-year contributions from recently awarded management concessions for venues such as

The World Forum Congress Centre of The Hague, the Amiens Mégacité Exhibition and Convention Centre and the Palais de la Mutualité in Paris. On this basis, the Group anticipates strong growth in revenue from international operations in 2010.

GL events is determined to strengthen its network of venues of premium event industry destinations, with a very favourable calendar for calls for tenders. The City of Paris' Special Commission thus selected GL events' management concession proposal for the Palais Brongniart, the former location of the Paris stock exchange, based on a truly innovative project (projected revenue of €360 million over 50 years).



World Forum Convention Centre - The Hague



Vienne Jazz Festival

FORUM EXP

SORTIE DE SE



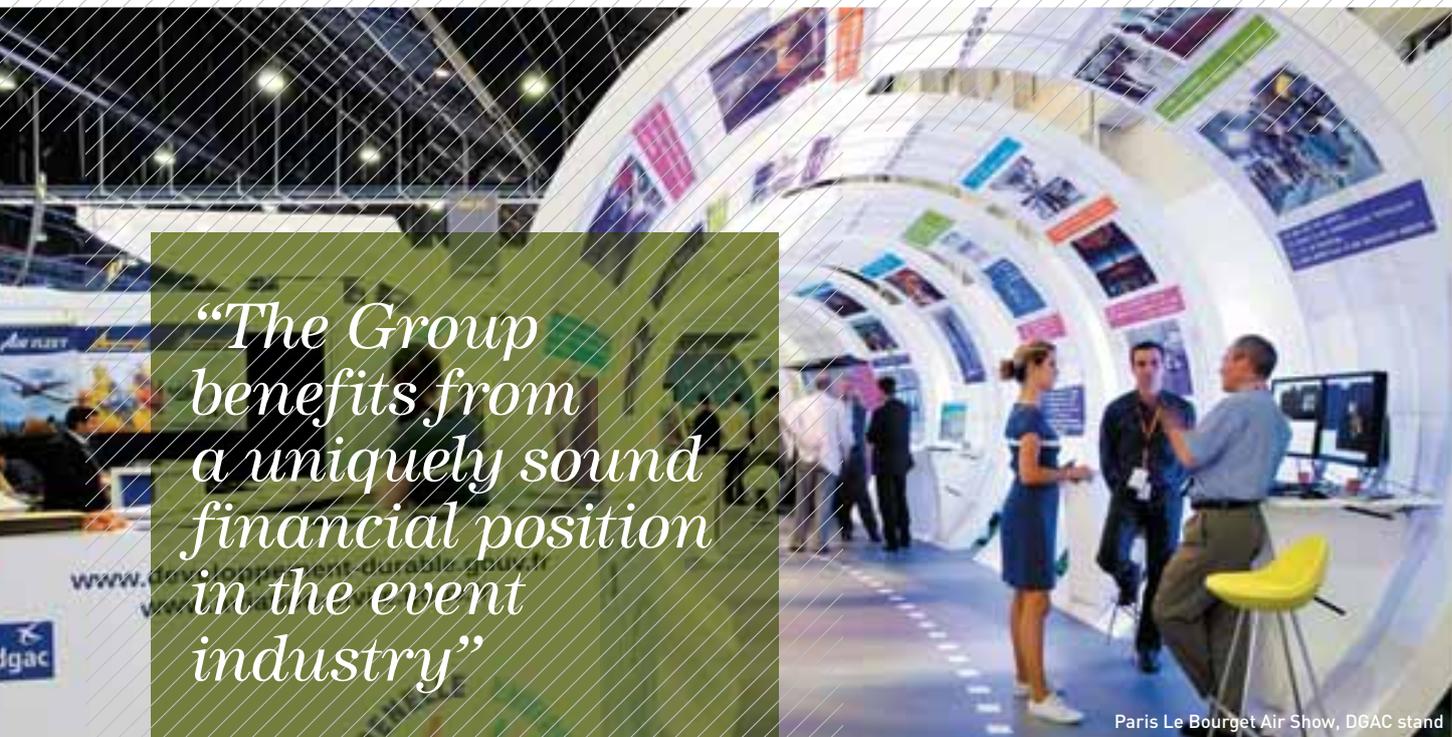


03

GL events, The Company

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

Key figures



“The Group benefits from a uniquely sound financial position in the event industry”

Paris Le Bourget Air Show, DGAC stand

A resilient performance in a worldwide market impacted by downturns in certain sectors

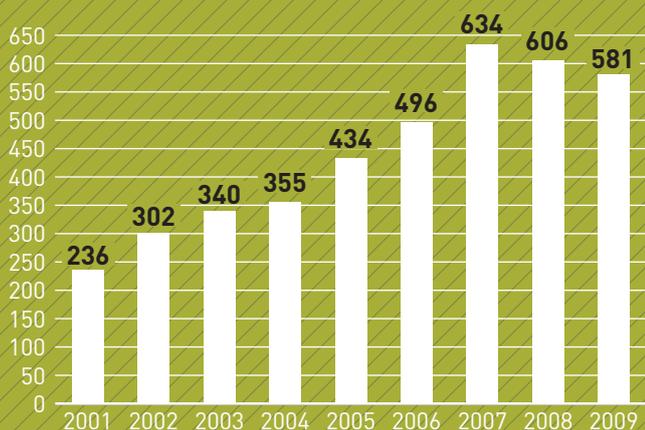
In an event industry market significantly impacted by the economic crisis with declines ranging from 10% to 20% according to the segment, the Group had annual sales of €581.4. Its expanding presence in markets with strong growth potential limited the effects of the global downturn in certain sectors. In this way, GL events delivered remarkable performances in South America and Africa, two strategic regions for the years ahead.

Venue Management and Events had revenue of €324.9 million, down 2.4% (-4.8% like-for-like*). These businesses account for 56% of total consolidated revenue. GL events' position in strong growth segments or products resulted in very positive contributions from key trade fairs such as the SIRHA International Hotel Catering & Food Trade Exhibition, the CFIA packaging and technologies trade fair or the trade fair for renewable energies.

Services had revenue of €256.4 million, declining 5.9% (-10.2% like-for-like). This level of activity reflected the successful efforts and commitment of the Group's commercial teams, particularly in international markets. The Group had operating profit of €45.5 million with an operating margin of 7.8% and net income attributable to equity holders of the parent company of €25.2 million. With gearing of 0.56% for shareholders equity of €330 million, the Group also benefited from working capital funds (negative WCR) of approximately €64 million. On this basis, the Group has a particularly sound financial position in the event industry that will enable it come through the crisis even stronger than before.

*Comparable structure and exchange rates

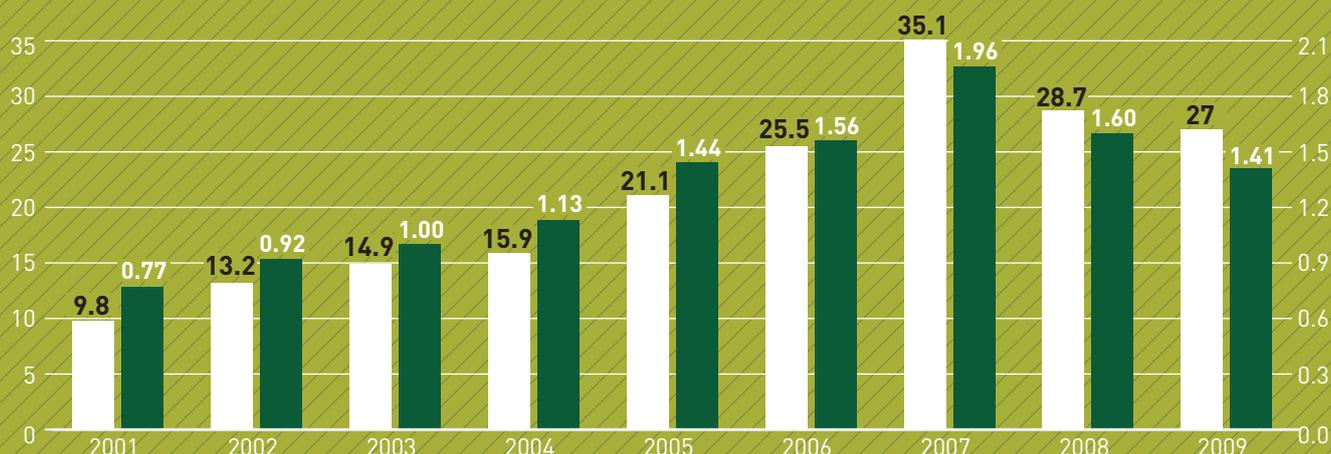
Revenue growth (€m)



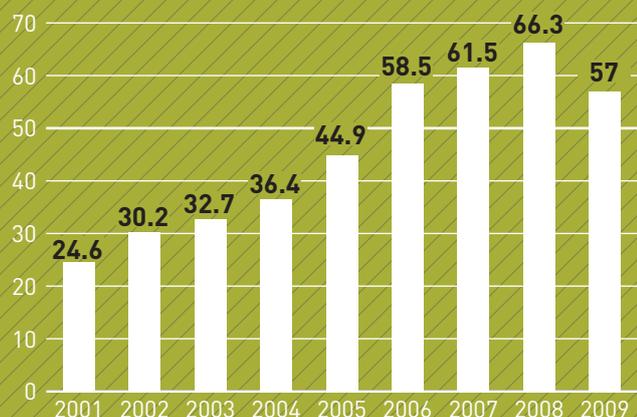
International revenue (€m)



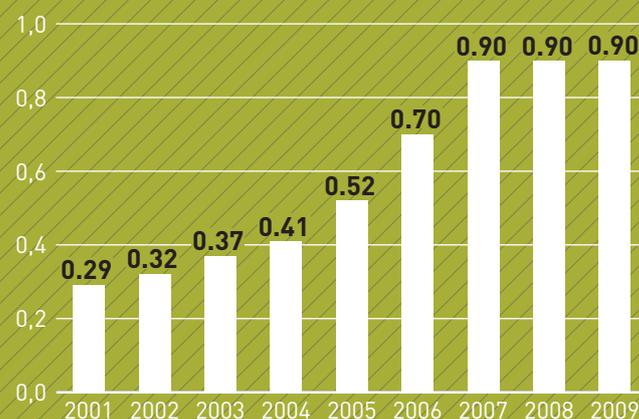
Net income from consolidated companies (€m) and net earnings per share (€)



Cash flow (€m)



Gross dividend per share (€)



Balance sheet, income statement & cash flow highlights



Cannes International Film Festival

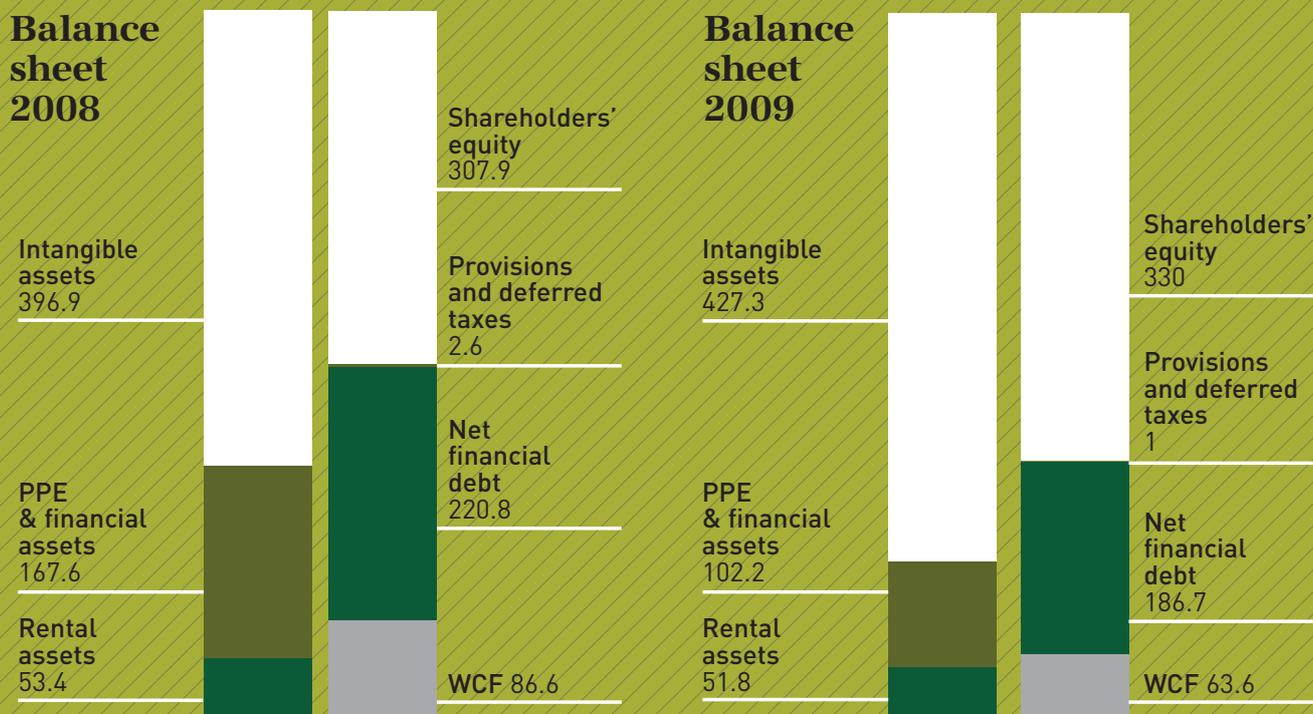
Income statement highlights

€ millions	2009	2008	Change
Revenue	581.4	605.7	-4%
Operating profit	45.5	53.1	-14.4%
Net financial expense	-11.9	-17.6	-
Tax	-6.6	-6.9	-
Net income of fully consolidated subsidiaries	27	28.7	-5.8%
Income from equity-accounted investments	0.7	1.2	-
Minority interests	2.4	1.2	-
Net income	25.2	28.7	-12.2%
Net margin	4.3%	4.7%	-

Balance sheet highlights

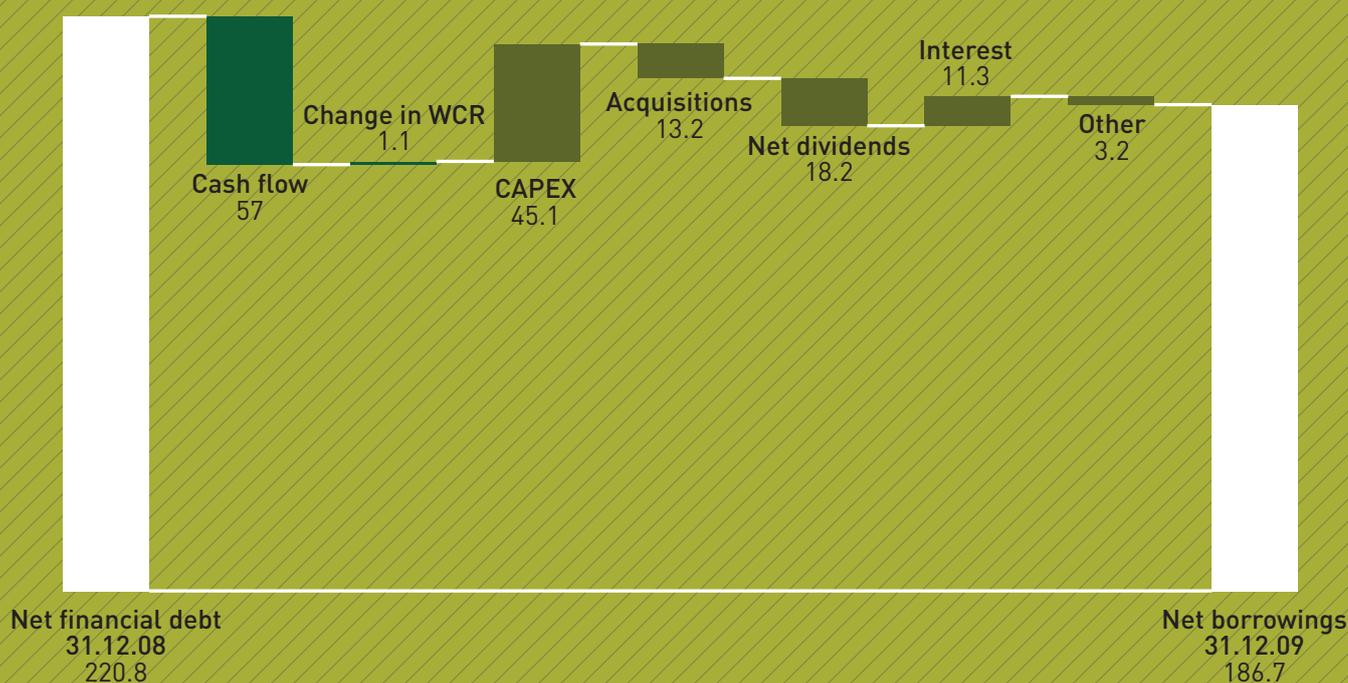
Increase in the Net Source of Funds (WCF or negative WCR) reflecting the specific characteristics of the venue and event management businesses

Gearing of 0.56: financial leverage creating value, backed by high-quality long-term assets
Return on Equity: 11,6%



Cash flow highlights

A strategic acceleration of the event organisation business with the acquisitions of Agor and Promotor International



Shareholder information

2010 IVM



Première Vision - Paris

Share price data



Market

Eurolist compartiment B
ISIN Code – FR 0000066672
Bloomberg Code – GLOFP
REUTERS Code – GLTN.PA
FTSE Code – 581

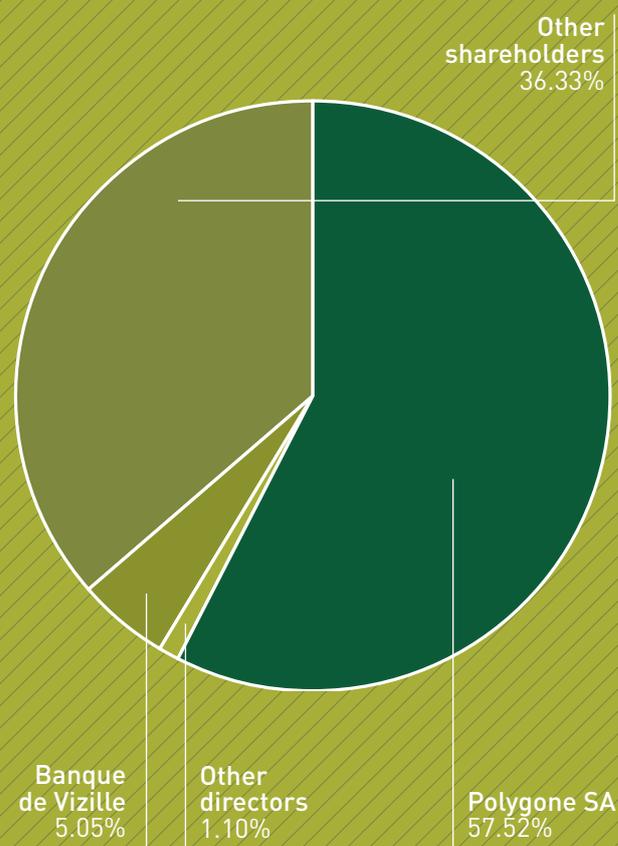
Since its initial public offering, GL events has applied a communications strategy committed to promoting strong investor relations.

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"):

- Recent and past press releases;
- A calendar of financial publications;
- A shareholders' guide;
- Downloadable annual reports and financial publications;
- Key figures;
- Recordings of management interviews.

Email: infos.finance@gl-events.com

Shareholder ownership structure



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	0.90
31 December 2009 (proposed)	0.90

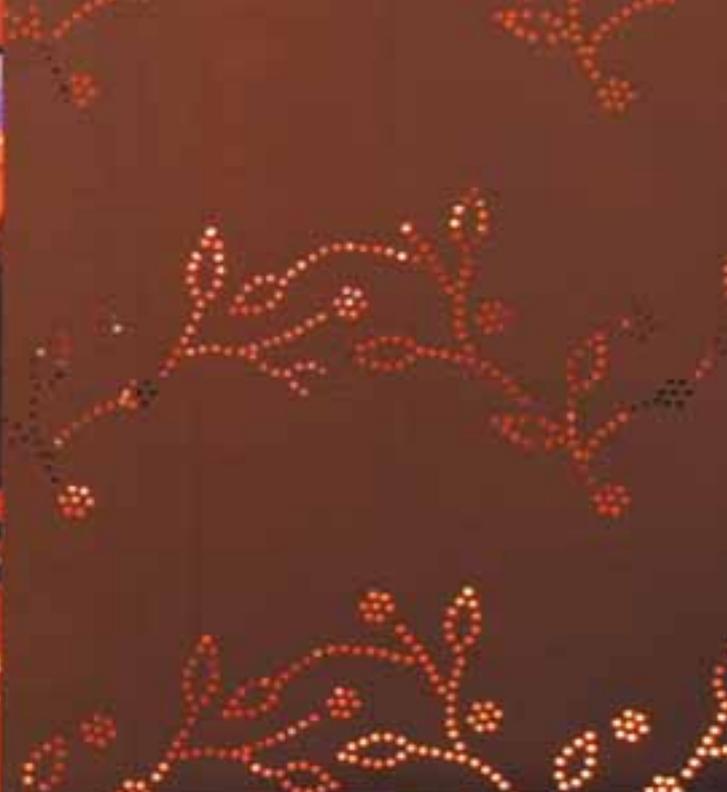
GL events share trading activity

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

Month	Closing price in Euros (monthly average)	Trading volume (in thousands of shares)	Monthly trading volume (in thousands of euros)	High (in €)	Low (in €)
2008					
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
March	11.01	274	3,141	12.50	8.84
April	13.05	207	2,640	14.15	12.00
May	13.38	115	1,539	13.90	12.48
June	13.03	289	3,777	14.58	11.90
July	11.26	616	7,088	12.25	11.15
August	13.71	369	5,061	15.60	12.65
September	15.80	374	5,915	16.50	14.85
October	16.51	408	6,818	17.60	15.40
November	15.30	191	2,921	15.95	14.80
December	15.47	264	4,000	17.14	14.30
2010					
January	16.21	275	4,412	17.30	15.50
February	16.23	356	5,784	16.70	15.40



SIRHA Catering and Food Trade Exhibition - Lyon



Eiffage Group five-yearly convention - Paris

2010 Investor calendar

30 April 2010	Cité Centre de Congrès Lyon (9:30 a.m.)	Shareholders	Extraordinary and Ordinary General Meeting
29 July 2010	Paris (5:30 p.m.)	Analysts, fund managers, journalists	Presentation of 2010 first-half results
30 July 2010	Press release	—	2010 first-half sales and earnings
19 October 2010	Press release	—	2010 third-quarter sales

Financial publications

Copies of the GL events' annual report 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.

Analyst coverage

- BERENBERG BANK
- CMCIC SECURITIES
- CA CHEUVREUX
- GILBERT DUPONT
- FORTIS
- NATIXIS SECURITIES
- ODDO SECURITIES
- PORTZAMPARC
- SOCIÉTÉ GÉNÉRALE
- EXANE BNP PARIBAS

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. on the evening preceding the date of their publication in the financial press.

They are systematically sent by e-mail, fax or the post to all persons having so requested (faxes are sent the same evening, while documents sent through the post are subject to mail delivery schedules).

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.



Investor relations

Érick Rostagnat
Managing Director Corporate
Finance and Administration

Tél.: +33 (0)4 72 31 54 20

Fax: +33 (0)4 72 31 54 95

Website:

www.gl-events.com

(See "Group>Financial Information")

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

Corporate governance



Interfilière lingerie & beachwear trade fair – Paris

Board of Directors

Olivier Ginon

CHAIRMAN

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

Olivier Roux

DIRECTOR, VICE CHAIRMAN,
DEPUTY CHIEF EXECUTIVE OFFICER

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 until the close of the Annual General Meeting to be held in 2013 to approve the financial statements for the fiscal year ending 31 December 2012. Independent Director Audit Committee and Compensation and Nomination Committee member.

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. Compensation and Nomination Committee member.

Philippe Marcel

DIRECTOR

Born on 23 November 1955. Appointed by the Annual General Meeting of 11 July 2003, reappointed by the Annual General Meeting of 24 April 2009, for a term ending at the close of the shareholders' meeting to be held in 2015 to approve the financial statements for the fiscal year ending 31 December 2014. Independent Director. Independent director. Compensation and Nomination Committee Chairman.

André Perrier

DIRECTOR

Appointed by the Combined General Meeting of 9 June 2000, reappointed by the Combined General Meeting of 14 May 2006, until the close of the Annual General Meeting to be held in 2012, to approve the financial statements for the fiscal year ending 31 December 2011. Independent Director. Audit Committee Chairman.

Nicolas De Tavernost

DIRECTOR

Appointed by the Combined General Meeting of 16 May 2008 until the close of the Annual General Meeting to be held in 2014 to approve the financial statements for the fiscal year ending 31 December 2013. Independent Director. Audit Committee member.

Gilles Gouedard-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.

Erick 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 and Nomination Committee.

Auditors

Cabinet Mazars

Cabinet Maza Simoens

Statutory Auditors

Raphaël Vaison de Fontaube

Olivier Bietrix

Deputy Auditors

Executive committee



Olivier Ginon
Chairman



Olivier Roux
Vice Chairman



Erick Rostagnat
*Managing Director,
Corporate Finance
and Administration*



Jean-Eudes Rabut
*Managing Director,
Venue Management*



Olivier Ferraton
*Managing Director,
Event Services*



Damien Bertrand
*Managing Director,
Trade Shows*



René Pérès
*Managing Director,
Trade Shows*



Olivier Hohn
*Managing Director,
Structures
and Grandstands*



Franck Glaizal
*Managing Director,
Italy, Hungary
and Turkey region*



Frédéric Regert
*Chief Financial
Officer*



Pascal Montagnon
*Executive Director
Human Resources*



Daniel Chapiro
*Group executive
Director - Venue
management - IT*





Lyon International Fair



The Train & The Box - New York

General management committee

This committee addresses current operating issues, and notably projects relating to 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 optimise 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 organised twice a year.

History and milestones



1978 - 1984

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

Print'Or trade show – Lyon

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.

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.



Vienne Jazz Festival

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.



World Forum Convention Center - The Hague

2004

- Acquisition of Market Place, an events communication agency.
- Acquisition of Temp-A-Store in the United Kingdom (temporary structures).
- A share repurchase programme for a maximum of 10% of the share capital.

2005

- The Group reorganises its operations into two major business units: Venue Management and Event Organisation 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.
- In France, the Group acquires Performance Organisation, a regional public fair organiser and Chorus, the operating company of the Vannes Exhibition Centre.
- The Group launches a rights issue that raises €35.7 million.



Prêt à Porter Paris® trade show

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 also awarded the management contracts for the Metz Exhibition Centre and the Nice Acropolis Convention Centre.

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) and for the Curitiba Convention Centre and the Rio de Janeiro Arena 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 Lorieux to accelerate the development of its Food & Beverage strategy.
- GL events is awarded the management concession for the Troyes Convention Centre.



Prêt à Porter Paris® trade show

2009

- GL events reinforced the development of its worldwide network with premium destinations offering high international visibility, laying solid foundations for sustained growth against the backdrop of an event industry that today, is becoming increasingly global.
- In connection with the FIFA™ Confederations Cup South Africa 2009 – general repetition of the 2010 FIFA™ World Cup – GL events is selected as a provider of event overlay & facilities services.
- In the international arena, GL events is awarded a management concession for the World Forum Congress Centre of The Hague.
- In France, GL events was awarded management concessions for the Palais de la Mutualité in Paris and the Mégacité Exhibition and Convention Centre in Amiens.

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