



Lyon, 18 February 2014

Association Première Vision and GL events announce the acquisition of the Cuir à Paris show

Première Vision S.A., worldwide leader in fashion industry trade shows, is acquiring, through its subsidiary Modamont SAS, the Cuir à Paris show from current owners SIC S.A., which is a division of the professional organisation of the French leather industry. The operation will be effective as of 1 March 2014, and will allow Première Vision to become the organiser of the Cuir à Paris show as of the edition held from 16-18 September 2014.

Cuir à Paris, a show specialised in leather and fur for international fashion and design industry professionals, is approximately 15 years old. In 2005 it joined the Première Vision Pluriel show ensemble, held in February and September at the Parc d'Expositions de Paris Nord-Villepinte. It has an annual turnover of approximately 6 million euros.

The Cuir à Paris show has seen steady growth in its business since joining Première Vision Pluriel. First in terms of its exhibitors - tanners, furriers, manufacturers of textiles for accessories, manufacturers of technical components and chemical products: 349 in February 2013 (+22% over February 2012); 445 in September 2013 (+8% vs Sept. 12); and 375 exhibitors (+7% vs Feb. 13) registered for the edition taking place next 18 to 20 February. But also in terms of its visitors - buyers, stylists, designers, trend studios and fashion and design professionals - who numbered 13,044 in February 2013 (+ 6.6 % vs Feb.12); and 17,000 in September 2013 (+21 % vs Sept. 12). This success demonstrates the relevance of the concept of complementary shows designed to address all the needs of international fashion industry players at one event.

Following the merger with Expofil - yarns and fibres - in 2004, the purchase of Indigo - textile patterns - in 2005, the purchase of 49% of Modamont - accessories and components -in 2007, then of its entirety in 2011, followed by the purchase of Zoom - fashion manufacturing - in August 2013, Première Vision now has complete control of the six Première Vision Pluriel shows. This ensemble of trade fairs is unique in the world, bringing nearly 63,000 international industry professionals around some 1,950 exhibitors in September (for the autumn winter collections) and some 58,000 visitors around some 1,800 exhibitors in February (for the spring summer collections).

Thanks to its constant demand for a diversified and selective offer of high-quality, creative and innovative products and services, the Première Vision Pluriel concept has demonstrated its relevancy and effectiveness in an ever more competitive international market. For the exhibitors and visitors attending each of its six shows, Première Vision Pluriel is a high-performing tool that coherently brings together different activity sectors, creating paths and synergies between each of the various industries, which here achieve their full value and reveal their synergies.

This operation allows Première Vision to integrate a sixth activity sector, leathers and furs. This is a market segment that has proved particularly vigorous in recent years in terms of high-end and luxury brands in the apparel, leathers and footwear sectors. For its part, Cuir à Paris will now benefit from the expertise of the Première Vision company, which will pursue and strengthen its previous development policy to energise and promote the show, including possibly bringing this industry sector to certain of its international events.

The current operational team will continue to manage the show with the support of the Première Vision management and teams. The leathers and skins profession remains associated with Cuir à Paris, through the implementation of a Strategic Committee to include a number of distinguished names in the sector.

About Première Vision:

For 40 years, Première Vision, a subsidiary of the Association Première Vision and the GL events Group, has been organising shows and events for professionals in the international fashion and textile industry. By constantly adapting to the needs of international markets, the Première Vision shows remain true to the same high goals: to provide its visitors a selective, quality and creative offer and services, and unique fashion information.

With the creation of the PV Manufacturing company in 2013, and following the announcement in January 2014 of the launch of a new show in Istanbul in October 2014 through the founding of a joint-venture company with the Turkish group CNR Holding, Première Vision will now be organising **34 shows around the world** each year:

- **18 shows in France:** 6 Première Vision Pluriel shows (in September and in February at Paris Nord-Villepinte) – Expofil (yarns and fibres), Première Vision (clothing fabrics), Cuir à Paris (leathers and furs), Indigo (textile patterns and surface designs) Modamont (trimmings and components for fashion and design), and Zoom (contract manufacturing); the shows dedicated to fashion fabrics and ready-to-wear positioned around the short term and updating, Tissu Premier and Collections (in November and May in Lille,) Made in France, the show of French manufacturing (April in Paris) and the fashion sourcing show Fatex (in July in Paris at Porte de Versailles).
- **16 international shows:** Première Vision New York (in January and July), Indigo New York (in January, April and July); Première Vision Shanghai and Denim by Première Vision Shanghai (in March and October); Première Vision Sao Paulo (in May and in November); Première Vision Istanbul (in March and October); Indigo Brussels Home Edition (in September); and the leading show for jeans fabric, Denim by Première Vision (in November and May in Barcelona).

Upcoming events: Annual results, 5 March 2014 (after the close of trading)

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