

40 YEARS  
OF PASSION



1970  
2010

BUSINESS  
REPORT

BRINGING PEOPLE TOGETHER



# 2018 COMPANY REPORT





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THE 28th CHINA [BEIJING] INTERNATIONAL BUILDING DECORATIONS & BUILDING MATERIALS EXPOSITION  
第二十八届中国[北京]国际建筑装饰及材料博览会



# 第29届中国[上海]建筑装饰及材料博览会

THE 29th CHINA [SHANGHAI] BUILDING DECORATIONS & BUILDING MATERIALS EXPOSITION

展会时间: 2019年8月15日-17日

展会地点: 上海.新国际展览中心

FAIR DATES / 15th-17th, August, 2019

EXHIBITION VENUE / Shanghai New International Expo Center



中展(北京)国际展览有限公司  
CIEC (Beijing) International Exhibition Co., Ltd.



OLIVIER GINON  
CHAIRMAN

2018 was a remarkable year, marked by a double anniversary for the Group: 40 years of existence and 20 years as a publicly traded company. Having reached an age of maturity with solid foundations, shared adventures and expertise, we are now ready for a future on the world stage. Highlighting the Group's growth momentum, 2018 was above all the year we crossed the milestone of €1 billion in revenue. This business volume validates our vision: continuing to progress by constantly improving our fundamentals.

Our worldwide operations, expanding network and the events we support in France and international markets are a reflection of our tested and balanced strategy. By effectively managing costs and risks in a world of constantly moving boundaries and economic and geopolitical uncertainties, GL events is ensuring it has the means to pursue well-managed, balanced and ambitious growth.

The example of Asia illustrates our development methodology: before acquiring a company or equity stake, the acquiree is brought into line with our standards and its assets and teams are integrated before inclusion in the Group's scope. We are in this way strengthening our presence on this continent as it becomes one of our most important growth drivers. China in particular offers enormous potential for the event industry, with the emergence of a large middle class supporting

"CHINA IS A MARKET OFFERING CONSIDERABLE POTENTIAL FOR THE EVENT INDUSTRY."

forecasts for strong growth by 2021. This market's solid fundamentals underpin a positive outlook for trade shows – in what is now the second-largest exhibition market in the world – and B2B events. We are convinced that this continent is key to the Group's development. We were able to wait for the right moment, seize opportunities and build ties of confidence with local partners. In Japan, we are helping our institutional partners open up the country more widely to business tourism and events and address growing needs in terms of space for trade shows and exhibitions.

This new chapter in our development is also made possible by the confidence of our shareholders, recently confirmed by this year's capital increase with a subscription rate of 125%. Its success provided us with additional resources to accelerate our development in the Asia-Pacific region.

The Group's future is, however, above all built with our employees. At the end of 2017, we initiated a collaborative approach in Aubrac, France, where we already organised a meeting of more than 500 employees from all backgrounds to design together the future of the Group, more agile, more cross-cutting and more innovative, keeping pace with social and societal change.

We are honoured by the confidence of our customers, our shareholders and our partners. This confidence illustrates the importance of the relationship of mutual trust we have built. Strengthening our model for creating value and our CSR commitment, it contributes to our Group's strong culture of responsibility. For more than ten years these priorities have been shared by all our business lines and activities, dictating our courses of action and inspiring our best practices: achieving excellence to bring people together.

**Olivier Ginon**  
Chairman



COMIC CON EXPERIENCE - SÃO PAULO, BRAZIL



# GLEVENTS IN 2018

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# A GLOBAL PLAYER IN THE WORLD OF EVENTS

GL events is a world-class provider of integrated solutions and services for events operating across the three main market segments:

- conventions, conferences, congresses,
- cultural, sports, institutional, corporate and political events,
- trade shows and consumer fairs.

The Group intervenes on behalf of public and private customers in France and international markets: companies, institutions and event organisers. It assists them at every stage of the process from defining their event strategies or concepts to final implementation in the field. Working alongside public authorities, it contributes to policies designed to promote the attractiveness of territories and their economic development. This is achieved by integrating a dynamic and ambitious approach in the management of venues entrusted to it and the events organised.

Present on five continents with operations in more than 20 countries, in 2018 GL events had revenue of 1041 million. GL events is listed on Euronext Paris, Segment B (mid caps).

## THREE STRATEGIC BUSINESSES DIVISIONS

**GL events Live's** expertise covers all specialised business lines and services for corporate, institutional and sports events

to provide turnkey solutions from consulting and design to staging the event itself.

**GL events Exhibitions** manages and coordinates the Group's portfolio of more than 300 trade fairs and

events within sectors which include notably the food industry, culture, textiles and fashion, manufacturing, construction...

**GL events Venues** manages a network of 50 venues (convention and exhibition centres, concert halls and multi-purpose facilities) in France and international destinations.

## AN INTERNATIONAL GROUP

GL events is a top-tier world-class provider of solutions and services for events with several key strengths:

- a strategy of selective and sustainable local bases of operations to capture international growth, today reflected by more than 90 offices spanning five continents branches, sales offices or venues managed under concession agreements implemented by building alliances with top-tier local partners or acquiring structures with strong positions in their market,
- regular participation in large global events: Olympic Games, world cups, international meetings... for which GL events has a track record of success as an industry benchmark in terms of the quality of its services,
- a capacity to manage multi-national teams and projects.

## A UNIQUE BUSINESS MODEL: A COMPLEMENTARY MIX OF EVENT INDUSTRY SOLUTIONS AND SERVICES

### GL EVENTS LIVE

FROM DESIGN TO EXECUTION:  
SPANNING THE FULL RANGE OF SERVICES  
OF EVENTS



**GL EVENTS VENUES :**  
A NETWORK OF  
50 EVENT VENUES

**GL EVENTS EXHIBITIONS**  
ORGANISATION OF EXHIBITIONS  
AND EVENTS



GIST 2018 - ISTANBUL, TURKEY

### CONTINUING GROWTH MOMENTUM

GL events has continued to grow in a coherent and selective manner by effectively leveraging its key strengths:

- an integrated business model with synergies across the Group's three major businesses in order to optimise performances and enhance complementarities throughout the world;
- a solid base in its domestic market that has expanded to international markets, building on the strengths of mature countries,
- pursuing opportunities in emerging markets with strong growth potential,
- powerful logistics capabilities that today cover the full event production cycle from sourcing, manufacturing to assembly, making it possible to produce and deliver equipment within very tight deadlines,
- a focus on innovation in all its spheres of intervention: creation of equipment integrating sustainable development requirements, implementing the digital transformation in all areas of the company, monitoring developments to identify future trends, collaborating with creators, designers, architects, etc.
- a commitment to developing destinations offering significant potential.

### COMPELLING ASSETS

GL events has significant assets that bolster its standing as a market leader, provide differentiation in the worldwide event landscape and reinforce the confidence of its stakeholders:

- a brand offering name recognition that conveys an image combining the strengths of rigorous standards, a culture of respecting promises and high quality services,
- cutting-edge know-how covering every facet of event organisation,
- trade shows and fairs with strong name recognition,
- a network of venues,
- a perfectly adapted equipment portfolio.

4,506

EMPLOYEES (38 % OUTSIDE FRANCE)

€1.041 BN

IN REVENUE (50 % FROM  
INTERNATIONAL MARKETS)

MORE  
THAN 90

OFFICES WORLDWIDE

50

VENUES UNDER MANAGEMENT  
(COMBINED AVAILABLE PUBLIC SPACE  
OF MORE THAN 1.3 MILLION SQM)

315

PROPRIETARY EXHIBITIONS  
AND EVENTS (200 EXHIBITIONS  
AND 115 EVENTS ORGANISED)

MORE  
THAN 3,700

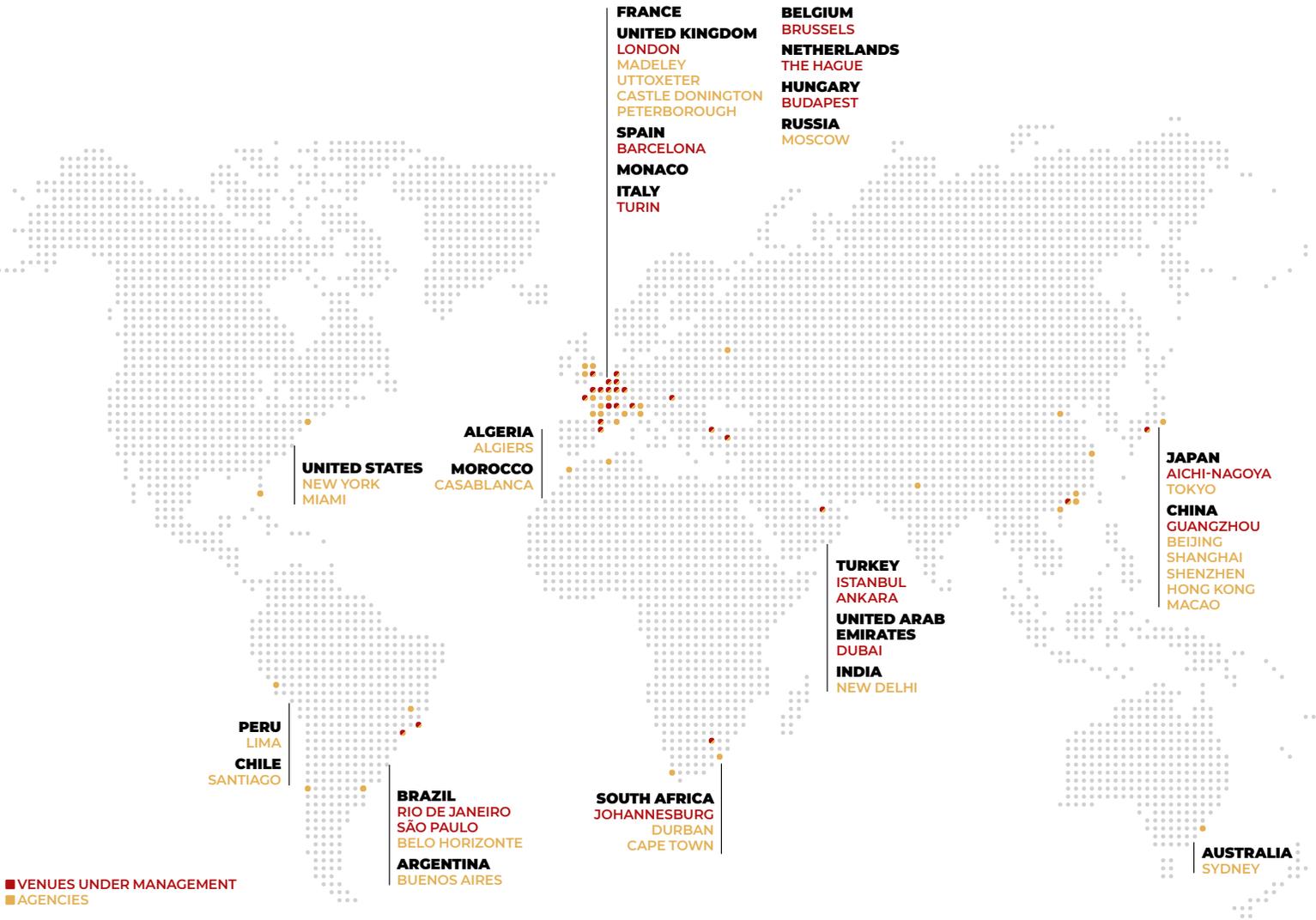
EVENTS STAGED:

MORE  
THAN 4,500

EVENTS DESIGNED AND EQUIPPED

MORE  
THAN 14 MILLION

ATTENDEES AND EXHIBITORS



- FRANCE**
- |                    |                  |
|--------------------|------------------|
| BORDEAUX           | AMIENS           |
| BREST              | CAEN             |
| CANNES             | CLERMONT-FERRAND |
| ÎLE-DE-FRANCE      | LYON             |
| LILLE              | METZ             |
| LYON               | PARIS            |
| MARSEILLE          | REIMS            |
| METZ               | ROANNE           |
| NANTES             | SAINT-ÉTIENNE    |
| POITIERS           | STRASBOURG       |
| RENNES             | TOULOUSE         |
| ROUEN              | VALENCIENNES     |
| STRASBOURG         | VANNES           |
| TOULOUSE           |                  |
| VILLENEUVE-SUR-LOT |                  |

# 2018, A YEAR HIGHLIGHTING SOUND FUNDAMENTALS UNDERPINNING SUSTAINABLE GROWTH

GL events delivered both commercial and operating performances in 2018. Crossing the €1 billion milestone, revenue reached €1.041 billion, up from €954 million in 2017 (+9 %). EBITDA followed in step, rising from €135 million to €150 million. Over the last three years, the operating margin has also continued to trend upwards from 8.3 % in 2016, 8.9 % in 2017 to 9.4 % in 2018. Over the same period, ROCE<sup>1</sup> rose from 6.7% to 7.3%.

The increase in current operating income of 15 % highlights the effective management of both external costs within an environment of growth as well as rising staff costs.

Trends for revenue and current operating income between 2014 and 2018 highlight the Group's solid fundamentals which have driven continuing profitable growth. On that basis, growth in current operating income (+ 49 %) and EBITDA (+ 40 %) significantly outpaces revenue (+ 11 %) over the same period.

2018 was notably marked by contributions from mega events (€70 million), with successful launches of new exhibitions (Global Industrie and Sirha Green). Accounting for 50 % of revenue, up from 45 % in 2017, international markets represent a powerful engine for growth for the Group. Despite the unfavourable currency foreign exchange effect in Turkey and Brazil, business performances were dynamic in these two countries.

During the period, the Group finalised the end of the operations of the Padova Fiere site and initiated acquisition projects in Chile and China. These items will impact operating results;

The Group has pursued its strategy of optimising its sources of funds with the implementation of a Negotiable European Commercial Paper (NEU CP) programme. Based on all operating, financial and non-recurring items, net income attributable to equity holders of the parent rose 20% from €2017 to €42 million.

To finance the acceleration of its growth in Asia and, in particular, China, the Group completed a successful capital increase in October 2018. With a subscription rate of 125% and raising gross proceeds of €106.7 million, this resulted in the issuance of 5,996,557 new shares.

This capital increase also benefited the Group's net debt situation (€369 million). This debt serves to finance premium assets backed by long-term contracts (25 to 60 years).

## OPERATING HIGHLIGHTS FOR THE THREE DIVISIONS

As a provider of services for events, **GL events Live** registered growth in revenue of 19.4% from 2017 to €563.5 million. The division's profitability in 2018 was boosted by mega events: Commonwealth Games in Australia, the world football championship in Russia, the European Games in Scotland, the Asian Games in Indonesia and the Ryder Cup in France. The division also continued to implement measures designed to optimise costs and asset turnover.

With a portfolio of more than 300 proprietary shows and events, **GL events Exhibitions** had €156 million in revenue. On a comparable biennial basis, its operating margin rose 2 points between 2016 and 2018. The biennial effect from the absence of Sirha and the Biennial Rio de Janeiro International Book Fair was offset by the success of the first edition of Global Industrie in Paris in March and Piscine Global Europe at year-end which strengthened its leadership within its market segment (growth in exhibitors, attendees and international presence). The division also made two selective acquisitions in the period with FISA, Chile's leading PCO/PEO, and Even Pro in France, bolstering the development of the industry sector offering in French regions after Global Industrie in Paris and Lyon.

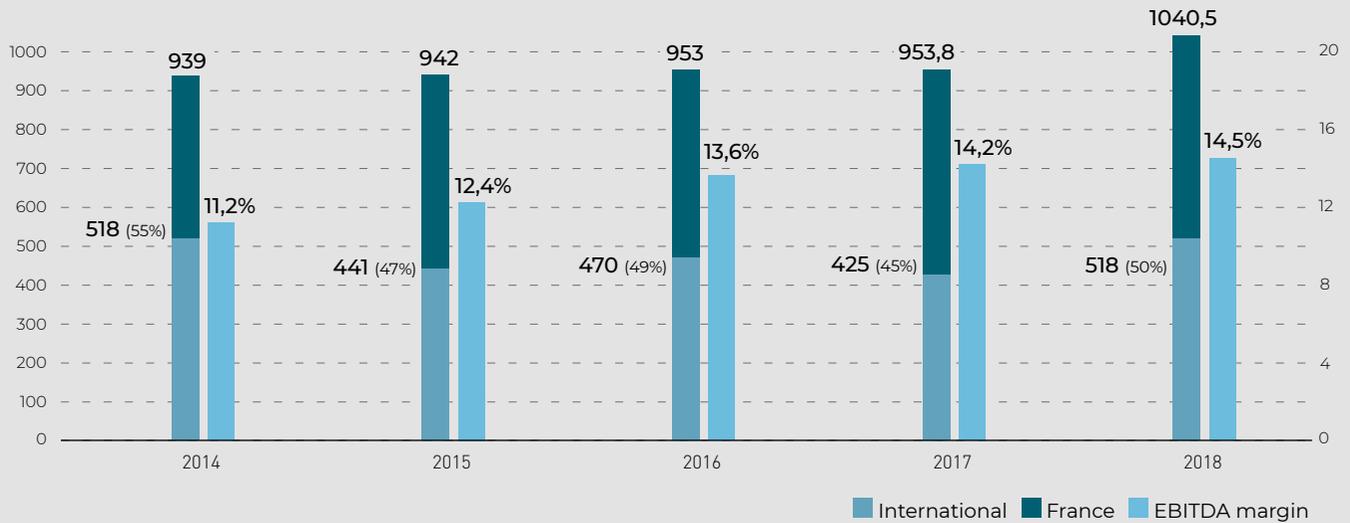
**GL events Venues**, which manages an international network of 50 venues, had revenue of €321 million, up 4.8 % LFL\* (+1.3 % on a reported basis), with continuing gains from destinations like Budapest, Barcelona and Paris. The division's earnings were adversely affected by negative foreign exchange effect of the Brazilian real and the Turkish Pound; The division also incurs costs linked to preparations in 2018 for the launch of new sites in Japan and China and which will begin operations only at the end of 2019.

GL events Venues strengthened its network in the period by adding sites in Reims, Saint-Etienne, Caen and Dubai and renewing concessions for the Scarabée multi-purpose hall of Roanne (for 10 years) and the Lyon Convention Centre (for 20 years).

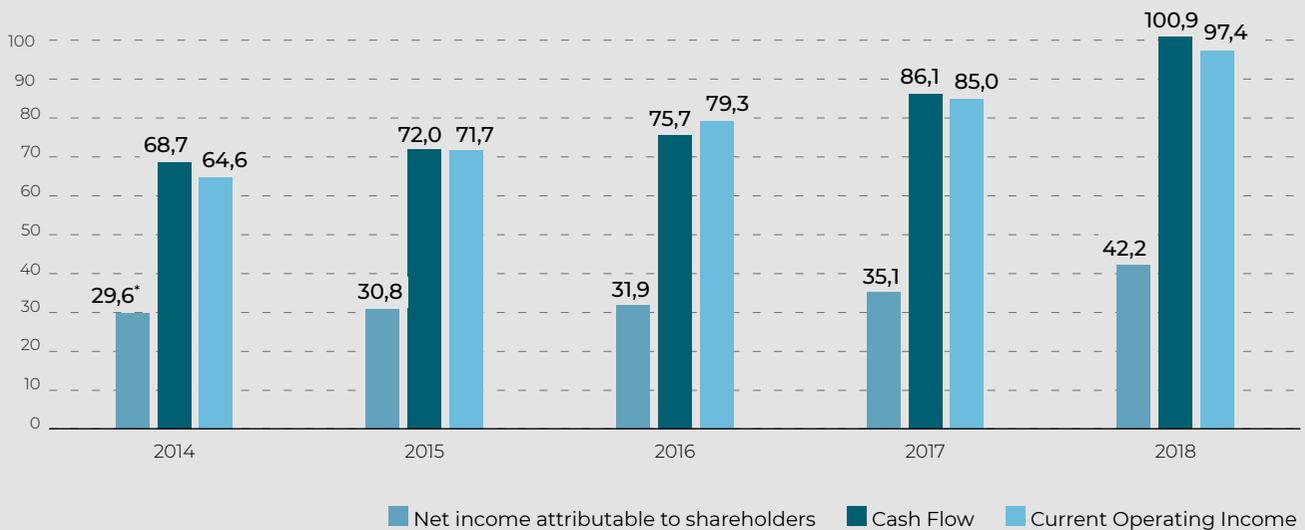
<sup>1</sup> ROCE: Return on capital employed

\*LFL = Like-for-like defined as at constant structure and exchange rates

## REVENUE GROWTH (€M) AND THE EBITDA MARGIN (%)



## NET INCOME ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT (€M) CASH FLOW (€M) AND CURRENT OPERATING INCOME (€M)



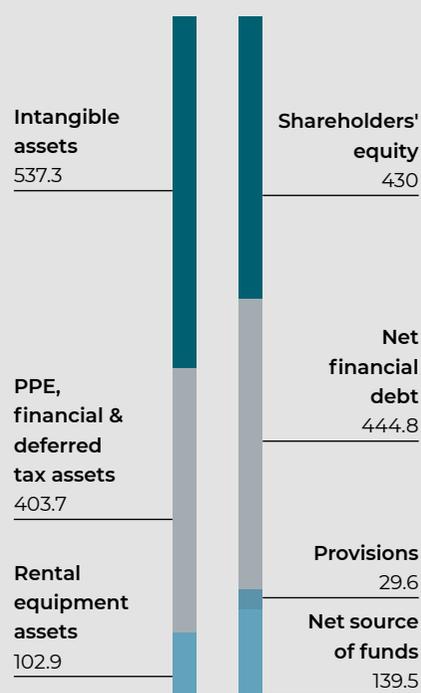
\* RESTATED TO ELIMINATE THE IMPACT OF IAS 8.

## CONSOLIDATED INCOME STATEMENT HIGHLIGHTS (€M)

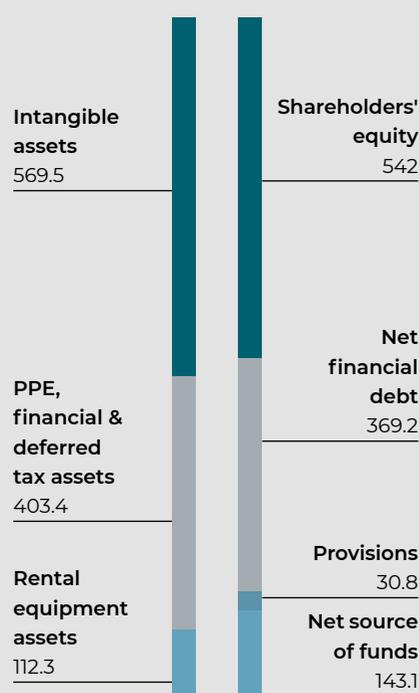
	2018	2017	
<b>REVENUE</b>	<b>1,040.5</b>	<b>953.8</b>	
EBITDA	150.4	135.2	- EBITDA: 14.5 % OF REVENUE (14.2 % IN 2017)
CURRENT OPERATING INCOME	97.4	85.0	
OPERATING PROFIT	88.2	84.4	- CURRENT OPERATING MARGIN: 9.4% (8.9% IN 2017)
NET FINANCIAL INCOME (EXPENSE)	-13.7	-16.9	
TAX	-21.8	-21.4	
<b>NET INCOME OF CONSOLIDATED COMPANIES</b>	<b>52.7</b>	<b>46.0</b>	- NET INCOME ATTRIBUTABLE TO GROUP SHAREHOLDERS: + 20.3 %.
EQUITY-ACCOUNTED INVESTEEES AND NON-CONTROLLING INTERESTS	-10.4	-10.9	
<b>NET INCOME ATTRIBUTABLE TO SHAREHOLDERS</b>	<b>42.2</b>	<b>35.1</b>	

## CONSOLIDATED BALANCE SHEET HIGHLIGHTS (€M)

BALANCE SHEET 2017

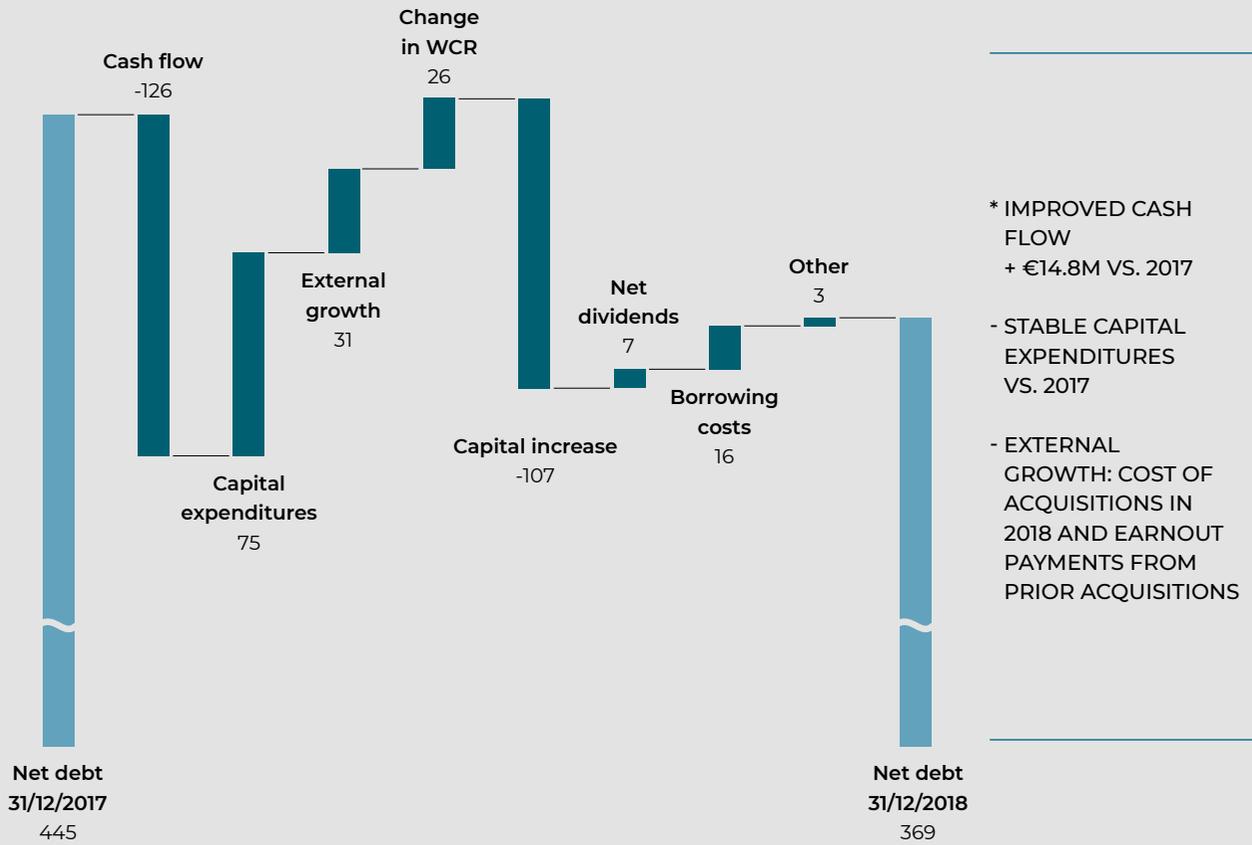


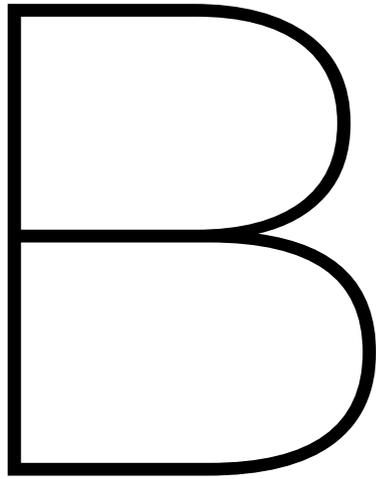
BALANCE SHEET 2018



- INTANGIBLE ASSETS: INCREASE LINKED MAINLY TO ACQUISITIONS IN THE PERIOD (EVEN PRO, FISA)
- SHAREHOLDERS EQUITY: BENEFITING FROM THE IMPROVEMENT IN PROFITABILITY AND THE CAPITAL INCREASE
- SOLID NET SOURCE OF FUNDS (€143.1M).

## CHANGE IN NET DEBT (€M)





## BOARD OF DIRECTORS

### Olivier Ginon

#### **CHAIRMAN AND CHIEF EXECUTIVE OFFICER**

Born on 20 March 1958. His office was renewed by the combined general meeting of 29 April 2016 until the close of the annual general meeting called in 2020 to approve the financial statements for the fiscal year ending 31 December 2019.

### Olivier Roux

#### **DIRECTOR - VICE CHAIRMAN**

Born on 11 June 1957. Appointed by the ordinary general meeting of 24 April 1998, last reappointed by the combined general meeting of 29 April 2016, for a term ending at the close of the Annual General Meeting to be held in 2020 to approve the financial statements for the year ending 31 December 2019.

### Yves-Claude Abescat

#### **DIRECTOR**

Born on 28 May 1943. Appointed by the combined general meeting of 16 May 2008, last reappointed by the ordinary general meeting of 28 April 2017, for a term ending at the close of the Annual General Meeting to be held in 2021 to approve the financial statements for the year ending 31 December 2020.

Mr. Yves-Claude Abesca is Chair of the Audit Committee. Independent Director.

### Société Aquasourça

(a *société anonyme* or public limited company incorporated under and governed by Luxembourg law)

#### **DIRECTOR**

Represented by Sophie Defforey.

Born on 21 February 1955.

Co-opted by the Board of Directors on 11 December 2015, replacing the company Aquasourça, having resigned, for the remainder of the term of office of the latter, or until the end of the Annual General Meeting to approve the financial statements for the period ending 31 December 2017. The appointment of Aquasourça (Luxembourg) was ratified by the company's General Meeting of 29 April 2016 (10<sup>th</sup> resolution). Reappointed by the by combined general meeting of 24 May 2018 until the close of the annual general meeting called in 2022 to approve the financial statements for the fiscal year ending 31 December 2021.

Independent Director - Compensation and Nominating Committee member.

### Anne-Sophie Ginon

#### **DIRECTOR**

Born on 18 August 1983. Appointed by the ordinary general meeting of 25 April 2014, and reappointed by the combined general meeting of 24 May 2018 for a term expiring at the end of the annual general meeting called in 2022 to approve the financial statements for the year ending 31 December 2021.

### Anne-Celine Lescop

#### **DIRECTOR**

Born on 17 June 1983. Appointed by the ordinary general meeting of 25 April 2014, and reappointed by the combined general meeting of 24 May 2018 for a term expiring at the end of the annual general meeting called in 2022 to approve the financial statements for the year ending 31 December 2021.

CSR Committee Member.

### Philippe Marcel

#### **DIRECTOR**

Born on 23 November 1953. Appointed by the Combined General Meeting of 11 July 2003, and last reappointed by the combined general meeting of 30 April 2015 until the end of the annual general meeting called in 2019 to approve the financial statements for the year ending 31 December 2018.

Compensation and Nominating Committee Chair – Independent Director.

## Marc Michoulier

### **DIRECTOR**

Born on 12 September 1956. Appointed by the combined general meeting of 25 April 2014, reappointed by the combined general meeting of 24 May 2018, for a term expiring at the end of the annual general meeting called in 2022 to approve the financial statements for the fiscal year ending 31 December 2021.

Compensation and Nominating Committee member – Independent Director.

## Fanny Picard

### **DIRECTOR**

Born on 4 August 1968. Appointed by the combined general meeting of 30 April 2015 for a term expiring at the end of the annual general meeting called in 2019 to approve the financial statements for the year ending 31 December 2018.

Independent Director.

## Erick Rostagnat

### **DIRECTOR**

Born 1 July 1952. Appointed for the first time by the combined general meeting of 20 June 2002 and last reappointed by the combined general meeting of 24 May 2018, for a term expiring at the end of the annual general meeting called in 2022 to approve the financial statements for the year ending 31 December 2021.

## SOFINA (SA)

(incorporated under and governed by Belgian law)

### **DIRECTOR**

Represented by Mr. Edward Koopman.

Born on 9 February 1962.

Appointed by the ordinary general meeting of 29 April 2016, for a term of four years or until the end of the annual general meeting called in 2020 to approve the financial statements for the year ending 31 December 2019.

Audit Committee member.

## Nicolas de Tavernost

### **DIRECTOR**

Born on 22 August 1950. Appointed by the combined general meeting of 16 May 2008 and last reappointed by the ordinary general meeting of 24 May 2018, for a term ending at the close of the Annual General Meeting to be held in 2022 to approve the financial statements for the year ending 31 December 2021. Independent Director.

## Caroline Weber

### **DIRECTOR**

Born on 14 December 1960. Appointed by the combined general meeting of 29 April 2011 and last reappointed by the ordinary general meeting of 25 April 2014, for a term ending at the close of the Annual General Meeting to be held in 2018 to approve the financial statements for the year ending 31 December 2017.

Independent Director. Audit Committee member. CSR Committee Member.

## Giulia Van Waeyenberge

### **DIRECTOR**

Born on 19 March 1982. Co-opted by the Board of Directors on 5 September 2017, replacing Sophie Servaty, having resigned, for the remainder of the term of office of the latter, or until the end of the annual general meeting called in 2020 to approve the financial statements for the period ending 31 December 2019.

## Daniel Havis

### **DIRECTOR**

Born on 31 December 1955. Co-opted by the Board of Directors on 5 July 2017, replacing Ming-Po Cai, having resigned, for the remainder of the term of office of the latter, or until the end of the Annual General Meeting called in 2019 to approve the financial statements for the period ended 31 December 2018.

## Gilles Guedard-Comte

### **NON-VOTING OBSERVER (CENSEUR)**

Born on 15 July 1955. Following his resignation from the office of director on 12 April 2017, the Board of Directors decided to appoint him as a non-voting observer (*censeur*) until the end of the General Meeting to be held in 2019 to approve the financial statements for the period ending 31 December 2018.

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## AUDITORS

### **STATUTORY AUDITORS**

Mazars

Maza Simoens

### **DEPUTY AUDITORS**

Raphael Vaison de Fontaube

Emmanuel Charnavel

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Olivier Ginon  
**CHAIRMAN**



Olivier Roux  
**VICE CHAIRMAN**

# EXECUTIVE COMMITTEE



Olivier Ferraton  
**DEPUTY CHIEF  
EXECUTIVE OFFICER  
MANAGING DIRECTOR,  
LIVE DIVISION**



Erick Rostagnat  
**MANAGING DIRECTOR  
CORPORATE FINANCE  
AND ADMINISTRATION**



Jean-Eudes Rabut  
**MANAGING DIRECTOR,  
VENUES DIVISION**



Christophe Cizeron  
**DEPUTY MANAGING  
DIRECTOR, VENUE  
MANAGEMENT**



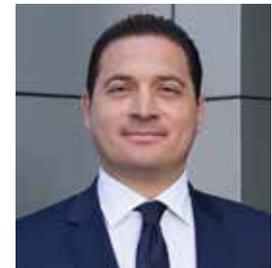
Philippe Pasquet  
**MANAGING DIRECTOR,  
EXHIBITIONS DIVISION**



Damien Timperio  
**MANAGING DIRECTOR,  
GL EVENTS BRAZIL**



Sylvie Fouillouse  
**VICE PRESIDENT, HUMAN  
RESOURCES**



Sylvain Bechet  
**CHIEF FINANCIAL  
OFFICER**



Gaultier de la  
Rocheborchard  
**GROUP GENERAL  
COUNSEL**



Bruno Lartigue  
**EXECUTIVE COMMITTEE  
SECRETARY  
CHIEF PUBLIC AFFAIRS  
OFFICER**



Denis Tomasicchio  
**GROUP CHIEF INFORMATION  
OFFICER**



PREMIÈRE VISION PARIS - FRANCE

### EXECUTIVE COMMITTEE

The Executive Committee sets Group strategic directions with respect to both overall Group operations and business lines. It also examines investment projects (including potential acquisitions) in order to make recommendations to the Board of Directors and implements for the entire Group the business development and management control decisions.

### BUSINESS DIVISION COMMITTEES

The Business Division Committees are comprised of the heads of each business unit and oversee the finances and operations of each of the companies under their purview. They also seek to optimise commercial synergies among business lines and ensure that company policies are implemented.

### AUDIT COMMITTEE

The audit committee is made up of three directors, two of whom are independent. It participates in the preparation of meetings of the Board of Directors responsible for ruling on the corporate and consolidated semi-annual and annual financial statements. Its principal mission is to ensure the relevance and consistency of accounting principles applied by the company and that the procedures of reporting and control are adequate. It is also responsible for overseeing the selection of statutory auditors. Finally,

it assesses the risks incurred by the Company and monitors internal control procedures. To this purpose, it is provided with reports summarising the controls carried out in the year.

### 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.

### COMPENSATION AND NOMINATING COMMITTEE

The compensation and nominating committee is made up of three independent directors. It is responsible for reviewing the Group's wage policy, and more specifically with respect to managers, as well as proposals for the grant of stock options and restricted stock units. It is informed of the arrival and departure of key managers and consulted on the appointment and renewal of the terms of directors and officers.

### CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Comprised of two directors and the Chief Sustainability Officer, the CSR Committee meets every quarter to review the priorities of the Group's CSR strategy and in particular, CSR reporting.



ASIAN GAMES - JAKARTA, INDONESIA



OLIVIER ROUX  
VICE CHAIRMAN

Growth in 2018 was fuelled by four major drivers: business and operating performances contributing to gains in revenues and earnings, the development of new exhibitions, strategic acquisitions strengthening our position as a global player in the event universe.

GL events once again distinguished itself as a contributor to major international events: the Gold Coast Commonwealth Games in Australia, the European Games of Glasgow, the Asian Games in Indonesia, the F1 Grand Prix and the Ryder Cup in France. We were able to provide another demonstration of our technical expertise with a 34 m high covered grandstand, an exclusive service meeting the highest safety standards.

In international markets, GL events significantly expanded its coverage: GL events Venues' network counts 50 sites, with the integration of the Aichi International Exhibition Centre in Japan and the Dubai South Center which reinforces our presence in the Persian Gulf region in preparation for major events in 2019-2022. The renewal of Public-Private Partnership concessions (*Délégations de Service Public*) of the Lyon Convention Centre, the Scarabée of Roanne and new contracts signed in Caen, Saint-Etienne and Reims, also strengthen our network of venues under management.

Global Industrie's successful launch demonstrates the Group's commitment to supporting the development of

## "A STRONG YEAR WITH A LINE-UP OF MAJOR EVENTS."

an industry sector. Reflecting a strategic ambition of the French government, we united four trade shows under a single banner to promote innovation and digital transformation. The success of the editions in Paris in 2018 and Lyon in early 2019 demonstrate the relevance the positioning of this meeting to address the needs of a sector in the process of reinventing itself.

The inauguration of Eurexpo's Hal 7 in Lyon highlights the attractiveness of the largest exhibition centre outside the Ile de France greater Paris region and, more generally, the Lyon destination. Through a virtuous circle, the increase in the site's capacity supports the development of leader exhibitions. This was demonstrated by Sirha which registered a new record in attendance in January 2019. The creation of Sirha Green devoted to sustainable food services held on an alternating basis in even years highlights our ability to anticipate market trends to support professionals in their search for original and innovative solutions. This is also the case for BePositive and ExpoBiogaz for which we intervene alongside key players in the energy transition sector, another major societal priority. The acquisition of Fisa, Chile's leading professional exhibition organiser strengthened the Group's position in Latin America in a country that remains the region's most stable economy.

2019 promises to be dynamic as we focus on achieving smart and profitable growth by leveraging our core strengths: reinforced synergies between our teams and the solidity of our integrated business model.

**Olivier Roux**  
Vice Chairman

# GLOBAL INDUSTRIE PARIS

With 36,000 attendees and 2,254 exhibitors the first edition of **Global Industrie Paris** is a genuine success. Under the patronage of the President of the French Republic, this event provided a common showcase for staging four complementary exhibitions. As such it represents the largest cross-sector exhibition in France covering 50 industry fields and laying groundwork for the factory of the future.

MARCH 2018

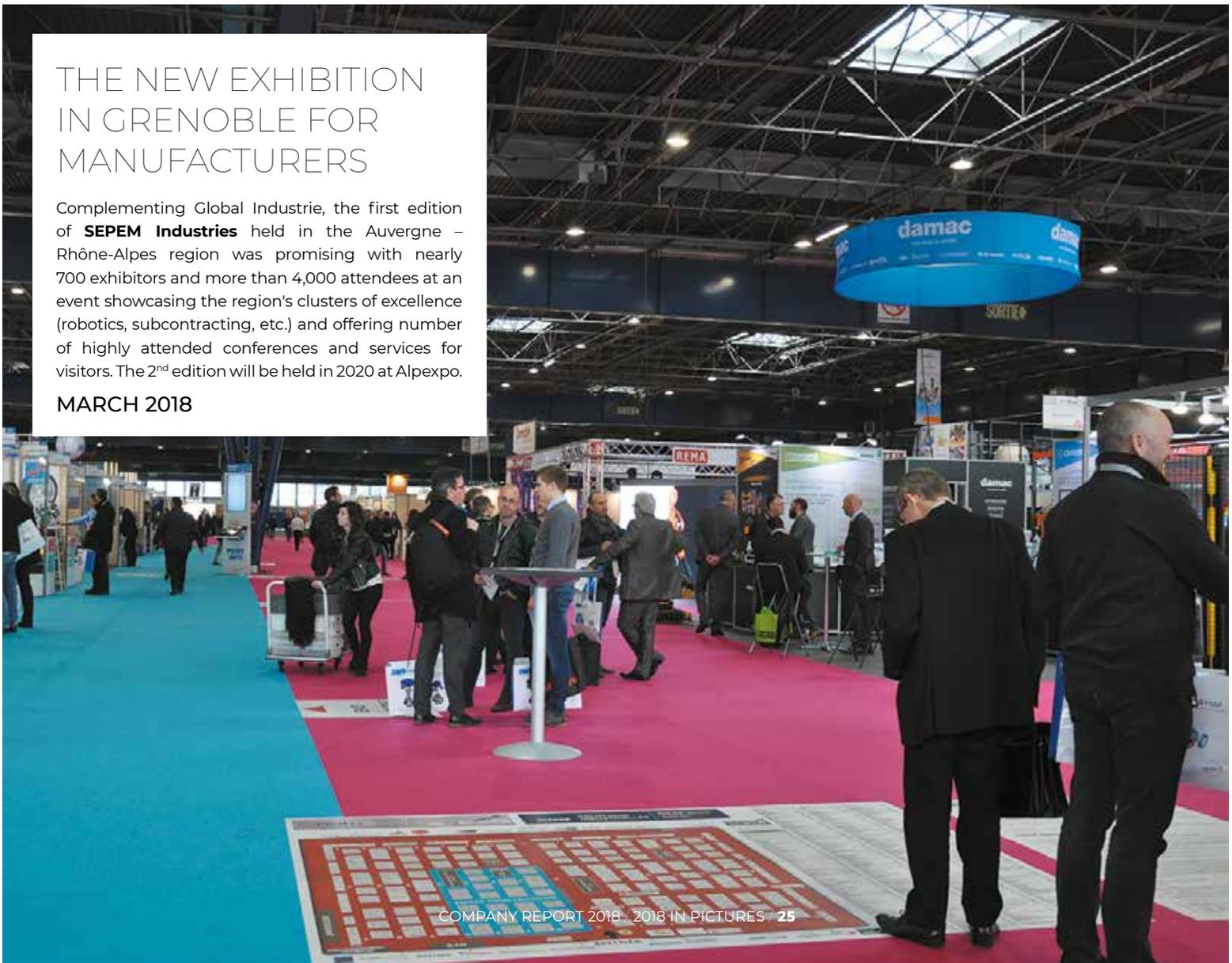


# ANNUAL HIGHLIGHTS

## THE NEW EXHIBITION IN GRENOBLE FOR MANUFACTURERS

Complementing Global Industrie, the first edition of **SEPEM Industries** held in the Auvergne – Rhône-Alpes region was promising with nearly 700 exhibitors and more than 4,000 attendees at an event showcasing the region's clusters of excellence (robotics, subcontracting, etc.) and offering number of highly attended conferences and services for visitors. The 2<sup>nd</sup> edition will be held in 2020 at Alpexpo.

MARCH 2018





## JAPAN TAKES CENTRE STAGE IN BRAZIL

Tastings, a Cosplay fashion event, workshops, dance and martial arts demonstrations : during three days, the **Japan Festival Rio Matsuri** took the visitors on a trip far from Brazil. Transformed for the occasion, Riocentro staged a first immersive and memorable edition to celebrate the 110<sup>th</sup> anniversary of Japanese immigration to Brazil, home to the largest Japanese community outside Japan in the world.

MARCH 2018





## A YEAR OF RECORD PERFORMANCES FOR THE XXI COMMONWEALTH GAMES

After more than two years of study, GL events supplied and installed for this 21<sup>st</sup> edition grandstand seating for more than 60,000 people across 12 different sites. Despite the technical, regulatory, logistics and operational challenges, the teams set new records: a 34 m high covered grandstand, the highest ever built, overhanging roofing, a one-piece grandstand designed with 9,498 seats, the largest capacity seating-system ever installed.

**APRIL 2018**



## EXPOMIN, A LEADING INDUSTRY EXHIBITION IN SANTIAGO, CHILE

Organised every second year in Chile's capital by Fisa, the country's leading PCO/PEO acquired by GL events in 2018, Expomin is a major exhibition: the country is the world's leading producer of copper and lithium, with mining representing more than 18 % of its GDP. With more than 1,300 exhibitors and 70,000 attendees, it is the sector's second-largest exhibition and the largest in Latin America.

APRIL 2018





## THE WEB CONFERENCE IN LYON

Following www2017 in Perth (Australia) the 27<sup>th</sup> edition of this prestigious event devoted to the web, **The Web Conference** was held at the Lyon Convention Center, attended by nearly 2,500 researchers, developers, users, companies and enthusiasts from more than 60 countries focusing on the theme: "Bridging natural and artificial intelligence worldwide".

APRIL 2018





RÊVONS PLUS GRAND

## THE PSG FOUNDATION ON THE PARC DES PRINCES STADIUM GROUNDS

Imagined by the children of the Foundation, **the Annual Gala of the PSG Foundation** took the form of a dinner at the Parc des Princes stadium. 350 people under a Crystal tent enjoyed a meal designed by the children and produced by the talented chef, Jean Imbert. Nikos Aliagas, the French television personality, was behind the camera to immortalise the event;

MAY 2018



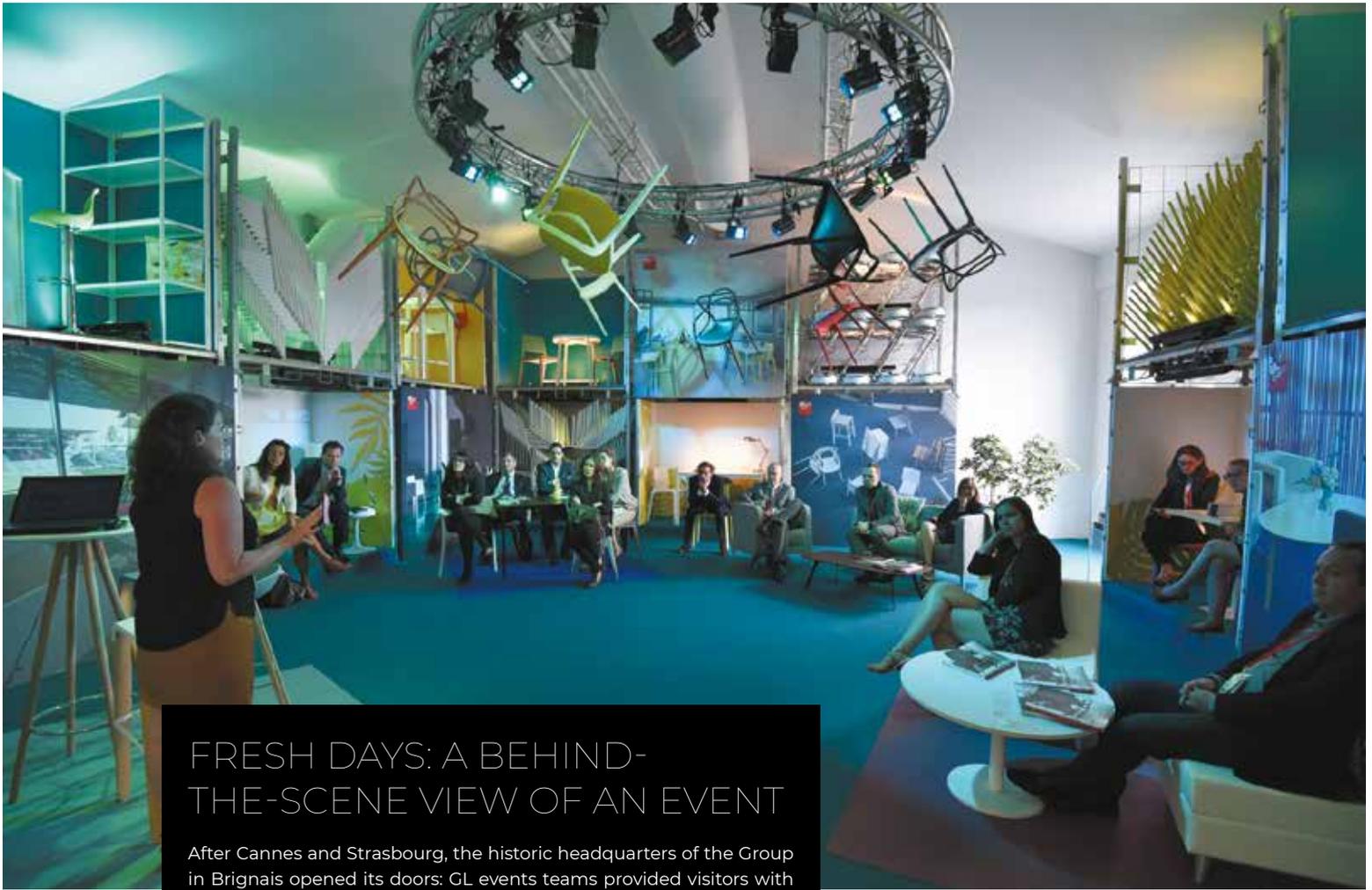


## THE BOCUSE D'OR ASIA-PACIFIC SELECTION

For the first time in its history, the **Bocuse d'Or Asia-Pacific** continental qualifying selection was held in China. The Guangzhou International Convention Centre hosted the continental selection of the world's most prestigious gastronomical competition; Out of the eleven candidates, five earned the right to go up against the best candidates from the other world regions to be held at the Sirha in January 2019.

MAY 2018





## FRESH DAYS: A BEHIND-THE-SCENE VIEW OF AN EVENT

After Cannes and Strasbourg, the historic headquarters of the Group in Brignais opened its doors: GL events teams provided visitors with a behind-the-scenes view of their specific fields, working methods and innovations. In a showroom of more than 1,000 sqm, the range of Group expertise – grandstands, overlays, general contracting services, air-conditioning and power supply, audio-visual services, furniture ... – were presented under one roof to give visitors an overview of the different components of an event.

JUNE 2018





## THE BIOGAS INDUSTRY MEETS IN STRASBOURG

After the success of the previous editions in Strasbourg in 2016 and in Bordeaux in 2017, **Expobiogaz** returned to the capital of the Grand-Est Region. Focusing on the theme of methanation and the monetisation of biogas, this exhibition provided opportunities for producers and users of the sector to develop contacts within a convivial environment. 4,000 professionals attended the conferences with a specific business meeting area providing a space for networking between with buyers and projects developers.

JUNE 2018



## 1<sup>ST</sup> EDITION OF SIRHA GREEN

The first edition of the sustainable food service exhibition, Sirha Green held its inaugural edition at Eurexpo Lyon. 200 exhibitors presented innovations of the sector and their responses to the social and environmental challenges which have become vital to hospitality and food service professionals.

JUNE 2018

17-19  
juin  
2018

*Sirha*  
GREEN

**BIENVENUE**

f t i  
#sirhagreen

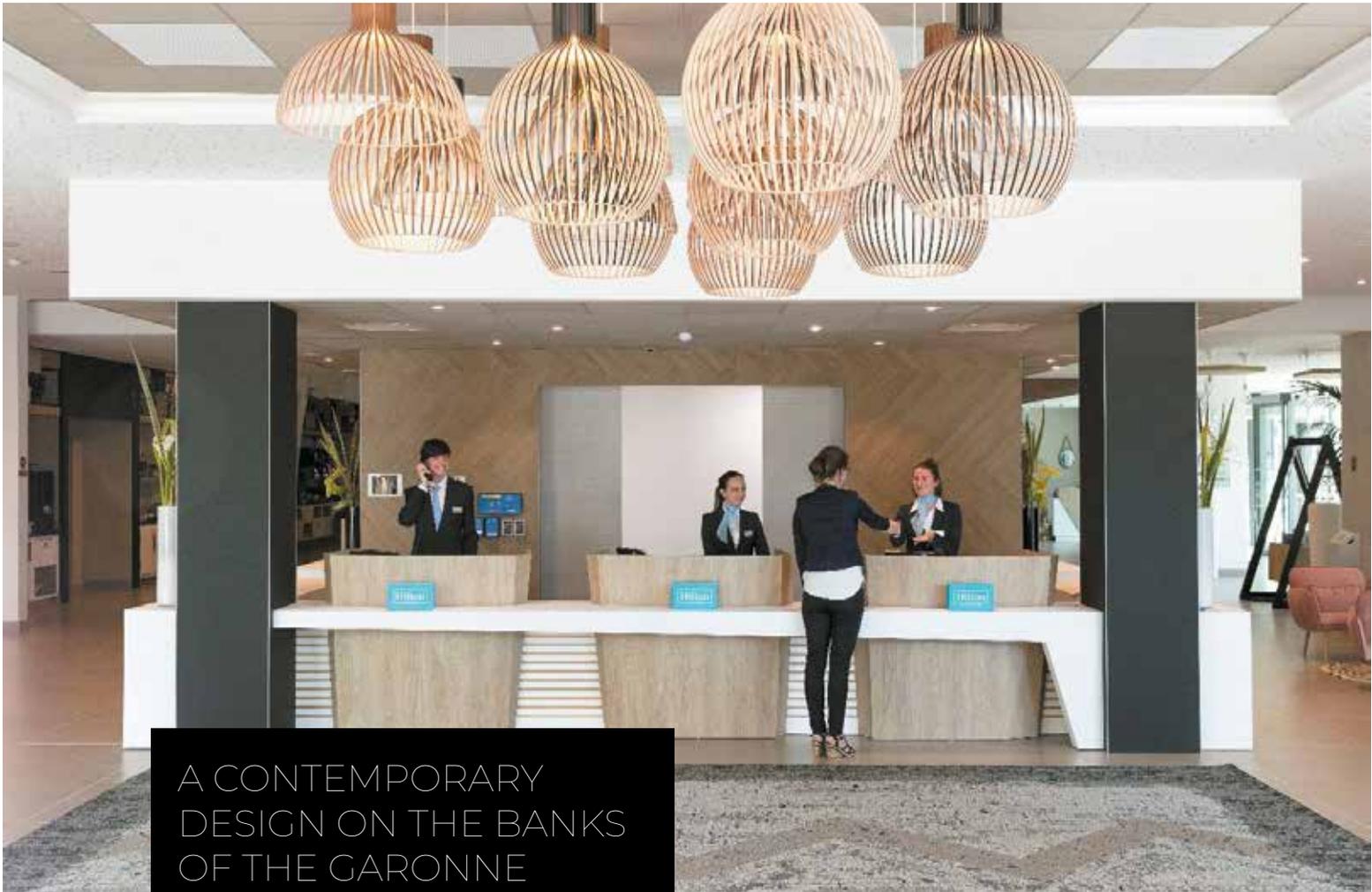


## THE FORMULA 1 GRAND PRIX RETURNS TO FRANCE

The French Formula 1 Grand Prix is back at the Paul Ricard Circuit of Le Castellet after a ten-year absence. Under a recently won five-year contract, GL events installed grandstand seating for 52,000 people. A range of its expertise was showcased including complex assembly on rough terrain.

**JUNE 2018**

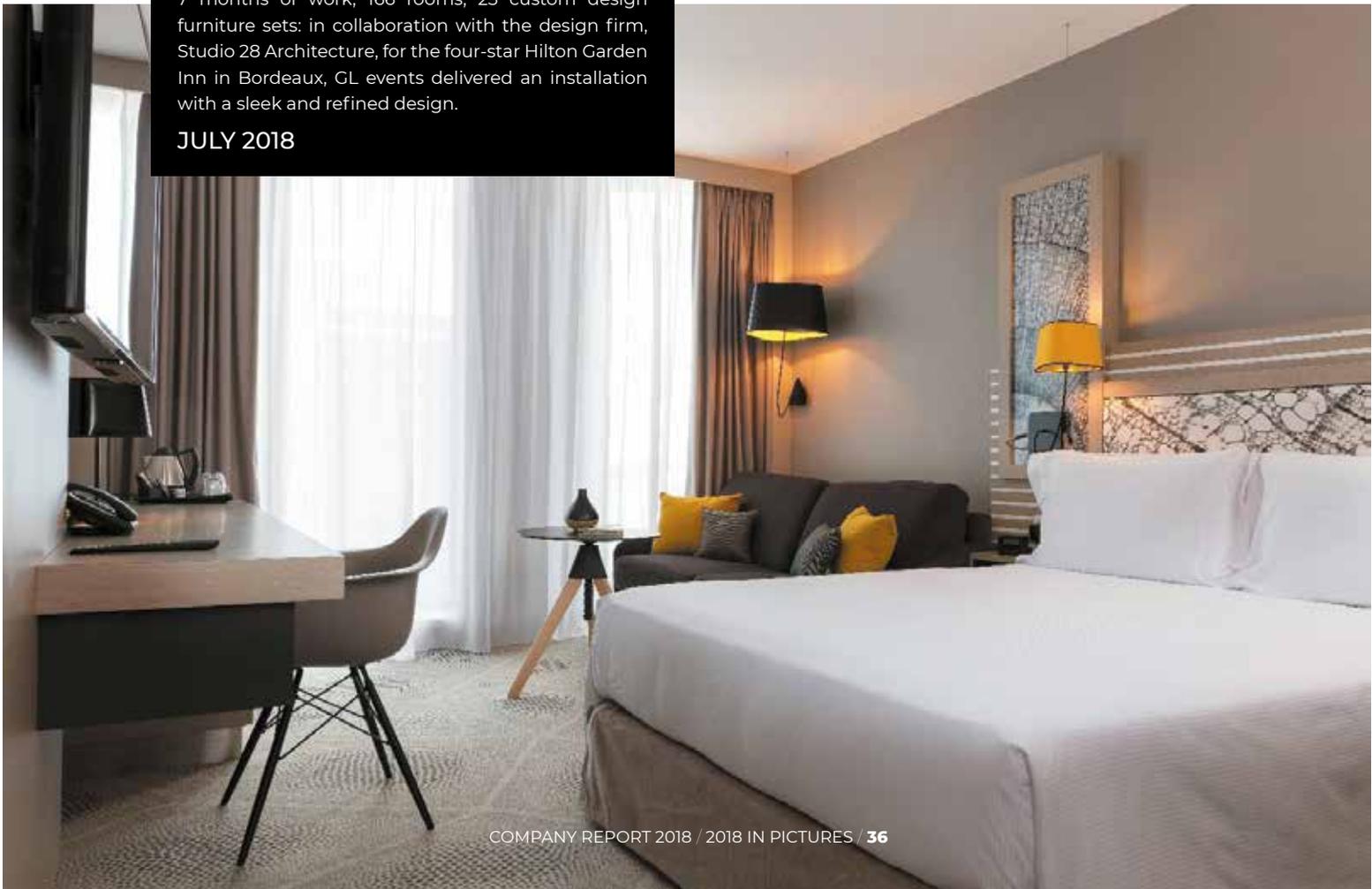




## A CONTEMPORARY DESIGN ON THE BANKS OF THE GARONNE

7 months of work, 166 rooms, 25 custom design furniture sets: in collaboration with the design firm, Studio 28 Architecture, for the four-star Hilton Garden Inn in Bordeaux, GL events delivered an installation with a sleek and refined design.

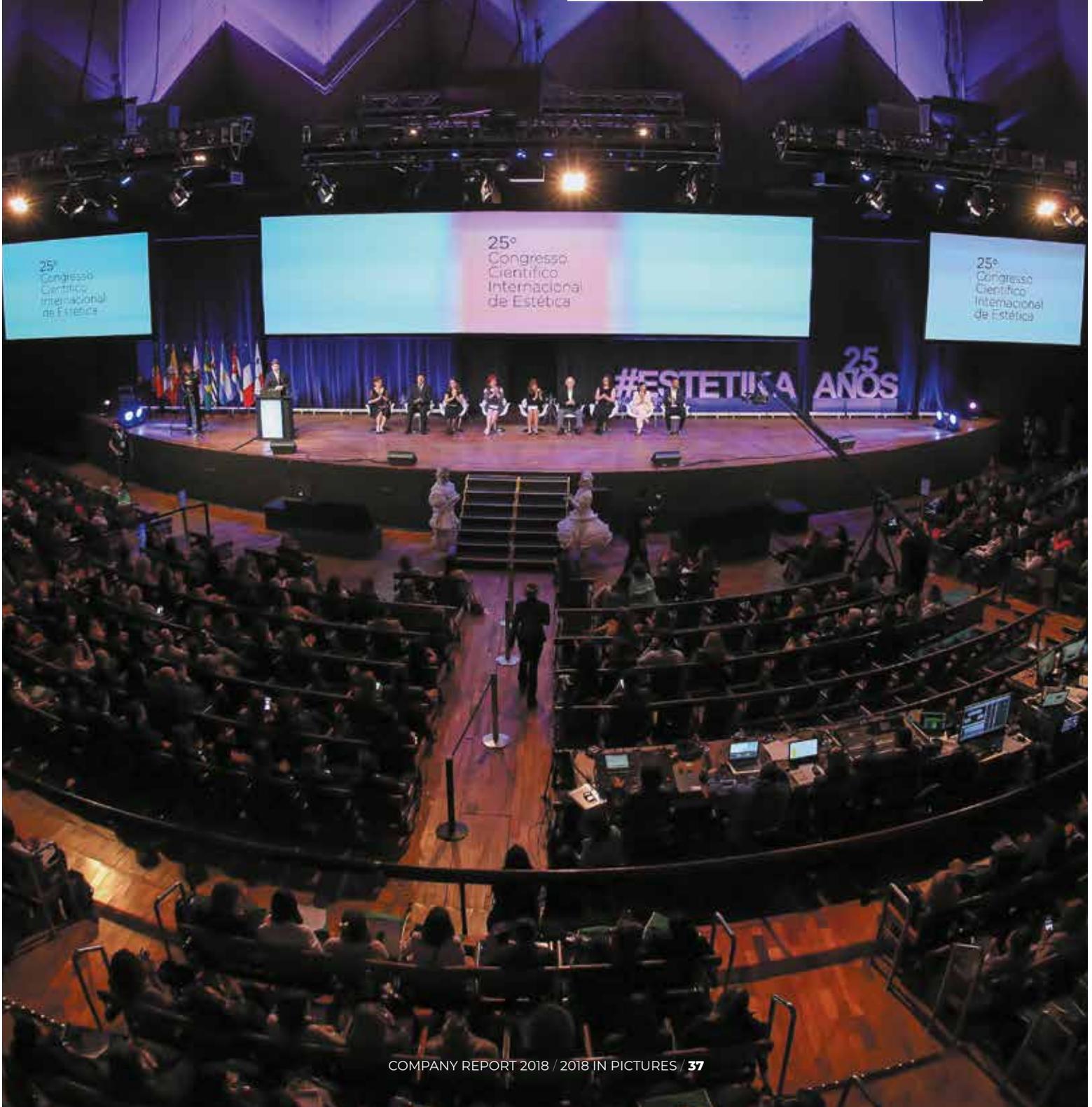
**JULY 2018**



## ESTETIKA IN SÃO PAULO

The international beauty fair, one of the most prestigious fairs in its sector in Latin America - showcased some 200 brands of exhibitors and proposed a range of conferences attracting nearly 15,000 visitors.

AUGUST 2018

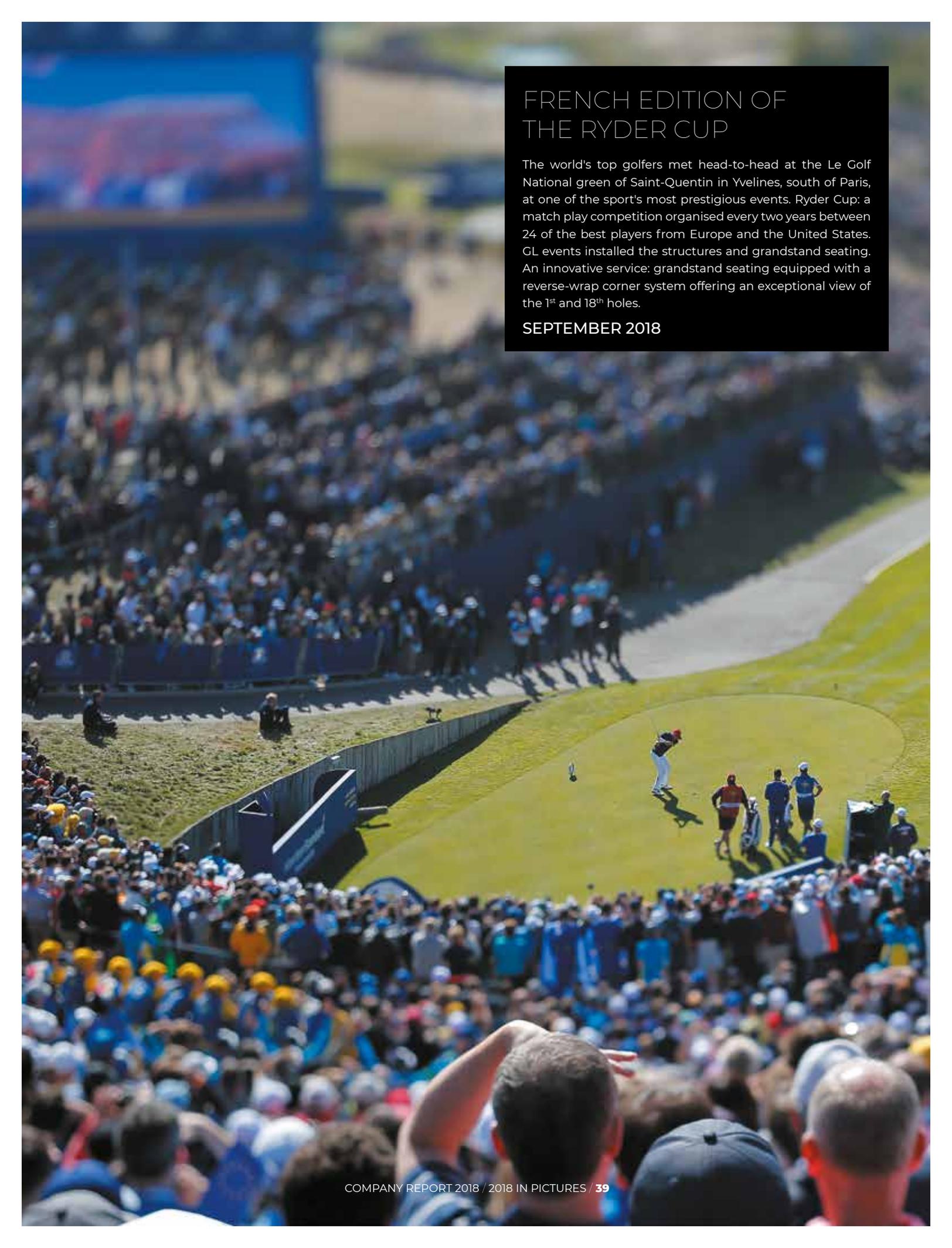


## XVIII<sup>TH</sup> ASIAN GAMES

GL events was selected by the organising committee of the Asian Games as the general contractor for the 18<sup>th</sup> edition. 45 participating countries, 65 playing venues, 45,000 sqm of temporary structures and grandstand seating for 15,500 installed by teams in Dubai.

AUGUST 2018





## FRENCH EDITION OF THE RYDER CUP

The world's top golfers met head-to-head at the Le Golf National green of Saint-Quentin in Yvelines, south of Paris, at one of the sport's most prestigious events. Ryder Cup: a match play competition organised every two years between 24 of the best players from Europe and the United States. GL events installed the structures and grandstand seating. An innovative service: grandstand seating equipped with a reverse-wrap corner system offering an exceptional view of the 1<sup>st</sup> and 18<sup>th</sup> holes.

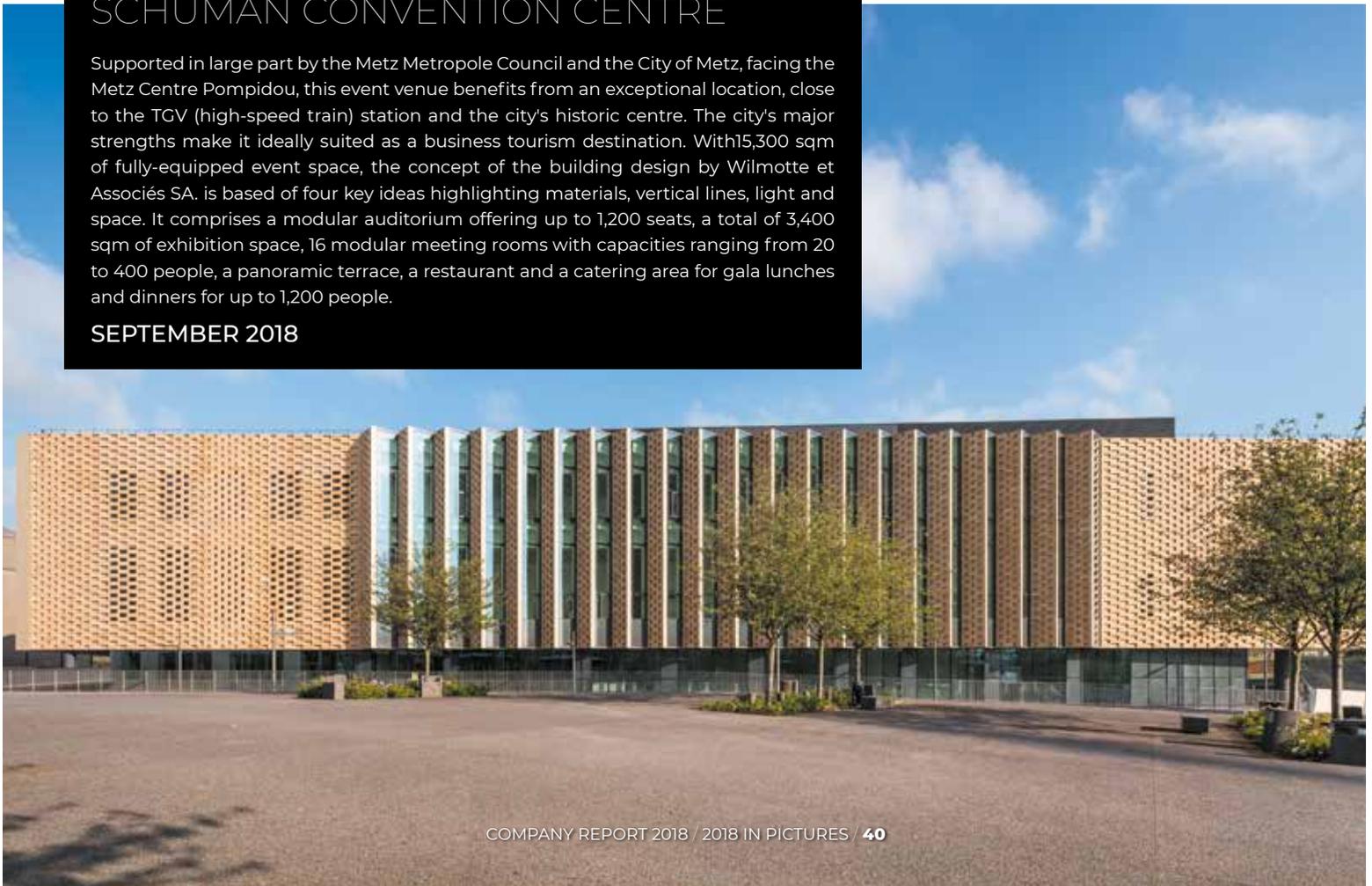
**SEPTEMBER 2018**



## OPENING OF THE METZ ROBERT SCHUMAN CONVENTION CENTRE

Supported in large part by the Metz Metropole Council and the City of Metz, facing the Metz Centre Pompidou, this event venue benefits from an exceptional location, close to the TGV (high-speed train) station and the city's historic centre. The city's major strengths make it ideally suited as a business tourism destination. With 15,300 sqm of fully-equipped event space, the concept of the building design by Wilmotte et Associés SA. is based on four key ideas highlighting materials, vertical lines, light and space. It comprises a modular auditorium offering up to 1,200 seats, a total of 3,400 sqm of exhibition space, 16 modular meeting rooms with capacities ranging from 20 to 400 people, a panoramic terrace, a restaurant and a catering area for gala lunches and dinners for up to 1,200 people.

SEPTEMBER 2018



## LAUNCH OF AICHI SKY EXPO IN JAPAN

The Aichi International Exhibition Centre unveils its new brand: Scheduled to open its doors in August 2019, this venue has been branded with a new name, Aichi Sky Expo, reflecting both the building process architecture and its easy access to the airport. The logo, created by Akio Ogawa, a designer using traditional Japanese themes, conveys images of the sea, the sky and the wind. Managed by the consortium formed by GL events and Maeda Corporation, with 60,000 sqm of exhibition space, a conference centre and large outdoor areas, the site is designed to host every type of exhibition, convention and concert.

**SEPTEMBER 2018**





## INCREASED CAPACITY AT THE STADIUM IN AIX-EN-PROVENCE

To support the Provence Rugby club's advance to the PRO D2 second division, GL events equipped the Maurice David Stadium with a 2,222-seat grandstand in line with the standards of the French National Rugby League.

The sports facility now has a capacity to seat 6,000 people with the construction of the new North grandstand, a modular grandstand scaled to Eurocodes with a steel frame.

**SEPTEMBER 2018**



## YOUNG TALENT MEET UP AT BUDAPEST

**Euroskills** is Europe's largest skills competition for young professionals up to 25 years of age covering a range of areas – creative arts and fashion, transportation and logistics, technology... The 2018 edition held at Hungexpo brought together 525 competitors from 28 countries, offering special events: conferences, experience opportunities...

SEPTEMBER 2018



## HUBFORUM AT THE FOREFRONT OF DIGITAL TRANSFORMATION

Maison de la Mutualité hosted **Hubforum** Paris, the leading rendezvous of digital decision-makers. 100 speakers and 3,000 participants attended the event which focussed on the theme: "No trust, No business."

For retail and e-commerce players, trust is a key pillar underpinning the development of all organisations.

OCTOBER 2018



## ENOVA: FROM AN IDEA TO THE FINISHED PRODUCT

The meeting of industry and R&D professionals, was held in Paris, following editions in Lyon and Toulouse. With 3,500 visitors, 262 exhibitors and 120 innovative products, **Enova** confirmed its standing as the meeting of choice for entrepreneurs looking for innovative solutions.

OCTOBER 2018





## EURONAVAL'S CELEBRATE ITS 50<sup>TH</sup> ANNIVERSARY

The world meeting of naval technologies for the future held every year at Paris-Le Bourget, **Euronaval** celebrated its 50<sup>th</sup> anniversary in 2018. For this event, GL events provided more than 10,000 sqm of overlays: general contracting, signage, stands, furniture, structures...

**OCTOBER 2018**



## KIDEXPO PARIS 2018

The 12<sup>th</sup> edition of **Kidexpo Paris** welcomed back its young public. Shows, an escape game, Lab, the French Beyblade Burst championship...

NOVEMBER 2018



## EUREXPO LYON INAUGURATES A NEW HALL

In a highly competitive event market, **Eurexpo Lyon**, the leading exhibitions centre in France outside Paris has experienced steady growth for more than 10 years. Designed by the AIA Architectes agency, the new 10,000 sqm hall was inaugurated at the Equita Longines Lyon equestrian exhibition and will support the growth of leading exhibitions and host new ones during busy periods.

NOVEMBER 2018



## CENTENARY OF THE 1918 ARMISTICE

Before the Arc de Triomphe, heads of state and government leaders gathered to commemorate the 100<sup>th</sup> anniversary of the WW1 Armistice.

GL events installed grandstand seating 3,600 people, two 2,500 sqm covered grandstands, 280 Louis Ghost chairs, a 500 sqm "crystal" canopy and 110 flags.

This ceremony required three weeks of assembly, closing the Place de l'Étoile for two nights and the intervention of 60 technicians;

**NOVEMBER 2018**





**LA PLACE**  
THE FINTECH MEETING POINT

## INAUGURATION OF LA PLACE AT THE PALAIS BRONGNIART

Located at the heart of Palais Brongniart, La Place is a venue devoted to meetings and collaborative initiatives for drivers of innovation in the banking, finance and insurance sectors and proposes a weekly program of conferences, workshops, meet ups, after work get-togethers.....

Its inauguration was attended by 200 guests and partners, including Generali France, Cap Gemini, Crédit Agricole and the founding members: Bpifrance, the Finance Innovation Cluster, the Louis Bachelier Institute and Paris Europlace.

**NOVEMBER 2018**





THE SÃO PAULO  
INTERNATIONAL  
MOTOR SHOW 30<sup>TH</sup>  
EDITION EXTENDS  
ITS REACH THROUGH  
A DIGITAL PRESENCE

700,000 Facebook followers, 2.6 million online visitors, 2.3 million views for the show's official web series, 1,200 hours of interactive activities... For its 30<sup>th</sup> edition, the **São Paulo International Motor Show** boosted its reach by leveraging the World Wide Web and fan engagement.

Sao Paulo Expo stages Latin America's largest auto show.

NOVEMBER 2018



## GARTNER SYMPOSIUM ITXPO

The CCIB Barcelona international convention centre hosted the new edition of the largest global event gathering of IT sector and digital business leaders. 9,000 attendees focused on issues relating to the digital transformation of businesses: the development of skills, innovative technologies for data & analytics, artificial intelligence, machine learning, customer experience, cybersecurity.

NOVEMBER 2018



SYMPOSIUM | ITXPO

**Signature  
Series**  
with Magnus Revang



## SIRHA ISTANBUL'S 6<sup>TH</sup> EDITION

The must attend event for hospitality and food service professionals, **Sirha Istanbul** welcomed more than 11,000 visitors at the Istanbul Congress Center at its 6<sup>th</sup> edition, with new events, including notably a special section devoted to ice cream.

**DECEMBER 2018**



## LONDON IN INDIGO BLUE

Following the success of the Parisian show in May, Denim Première Vision, now a globetrotting event, travelled to Shoreditch, East London, the legendary avant-garde culture and fashion destination. 89 exhibitors from 18 countries were selected by the committee of industry professionals to represent the best companies in every trade. On the event's program: inspiration and trends, but also eco-responsible innovations.

**DECEMBER 2018**



## 6<sup>TH</sup> EDITION OF BLOSSOM PREMIÈRE VISION

Inaugurating the 2020 spring-summer season, Blossom showcased pre-collections of the fabrics, leather and accessories of more than 100 designers: the latest innovations in materials, use of colours, premium quality leather products, precious-metal components, silks, refined embroideries and lace, original prints and jacquards, etc.

**DECEMBER 2018**







# GL EVENTS, BUSINESSES AND MARKETS

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# AN ORIGINAL AND WINNING BUSINESS MODEL THROUGH INTEGRATION

Since its creation, GL events Group has been deploying a unique business model within the universe of events. The Group's initial core business of services was expanded by the addition of two other areas of expertise: event organisation and venue management. This strategy has enabled it to become the only truly global player in this market where it is today recognised as a partner of choice for regional and local governments and large international customers.

This integrated approach covering the entire range of solutions and services for an event promotes synergies across the different business lines. In this manner, the delivery of high added value services can be coordinated from a single entry point. This helps build a strong brand identity and name recognition for the Group among its customers and partners.

This model fosters a dynamic for both internal and external growth, contributing to profitability by optimising asset turnover across business lines.

It structures GL events' strategy for international development as exemplified by Brazil where GL events has become a global provider by developing simultaneously across its three business divisions, Live, Venues and Exhibitions.

"GL EVENTS, A GLOBAL  
PLAYER WITHIN THE EVENT  
INDUSTRY MARKET."



LYON E-SPORT - FRANCE

# GL EVENTS LIVE

## A FULL SERVICE OFFERING

GL events Live provides end-to-end services and solutions for corporate, sports, cultural and institutional events, exhibitions and conventions from the design phase to production.

### COVERING THE ENTIRE VALUE CHAIN OF EVENT SERVICES

Combining event communications consulting and services, GL events Live' expertise covers the complete range of solutions necessary to successfully produce an event: the construction of temporary facilities hosting the public (structures, grandstands, seating systems and stadiums), event overlay services (general contracting services, energy, fittings, stand, signage, audio-visual solutions and furniture) and finally, reception services (hospitality services and floral decorations).

As a consulting agency, Live! by GL events assists customers in defining and implementing their communication strategy.

Hall Expo (temporary and long-lasting structures and grandstands) is ISO 9001 certified (quality) for temporary buildings in the United Kingdom. Profil is certified by the French "NF Services Prestataire d'accueil" label (quality).

In the area of sustainable development, Hall Expo has ISO 20121 certification (sustainable events), GL events Audiovisual obtained the PrestaDD label and GL events UK ISO 14001 certification.

### A SOLID TRACK RECORD OF EXPERTISE AND RELIABILITY

A leading provider of services and solutions for the production of events, GL events Live is recognised for the professionalism of its teams, multidisciplinary expertise and its successful track record in being selected for and delivering the most complicated and demanding event projects worldwide. Its solid experience gives it the ability to form and manage multicultural and multi-business line teams.

Driven by an entrepreneurial culture, the Group has an established track record in meeting deadlines and quality targets.

Finally, through its solid asset base and logistics capabilities it is able to deliver its services for every type of event in France and international markets within tight deadlines.

### MISSIONS:

CONSULTING  
CREATION  
COORDINATION  
LOGISTICS

### TRADE RECEIVABLES

NATIONAL  
INTERNATIONAL  
AGENCIES  
CORPORATE  
PCO/PEO,  
(EXHIBITIONS TRADE SHOWS, CONSUMER FAIRS AND EVENTS)  
INSTITUTIONS

### MAJOR EVENTS OF 2018

XXIII<sup>TH</sup> WINTER OLYMPIC GAMES  
SAUT HERMÈS  
XXI<sup>TH</sup> COMMONWEALTH GAMES  
CANNES FILM FESTIVAL  
FORMULA 1 FRENCH GRAND PRIX  
XXI<sup>TH</sup> WORLD FOOTBALL CUP  
XVIII<sup>TH</sup> ASIAN GAMES  
RYDER CUP  
THE EVIAN CHAMPIONSHIP  
EQUITA LONGINES  
ESPACE T BY TRANSGOURMET

€563.5M

REVENUE

2,861

EMPLOYEES

€110.5M

ASSETS

14

SPECIALISED BUSINESS LINES

MORE THAN 90

OFFICES WORLDWIDE

115

EVENTS ORGANISED

4

TOP-TIER LOGISTICS PLATFORMS  
IN FRANCE: PARIS NORD,  
PARIS SUD, LYON, NANTES

IN INTERNATIONAL MARKETS:  
UK, BRAZIL, SOUTH AFRICA, UNITED  
ARAB EMIRATES, HONG KONG

# GL EVENTS LIVE IN 2018

GL events Live's performances in 2018 reflect contributions from services delivered for a range of recurrent events and major international sports, political and cultural events to which the Group has been a top-tier provider of event solutions and services for 20 years. More generally, they illustrate our core strategic and operational strengths:



FESTIVAL ESCALADE, SÈTE - FRANCE

- **Upstream preparation** based on a two-pronged relational and operational approach. Large events in 2018 like the Africa-EU Summit in the Ivory Coast, the Asian Games in Indonesia, COP 24 in Poland illustrate the Group's capacities of anticipation in terms of assets and the skills, expertise and equipment to be deployed. The initial contacts with the European Tour, owner of the Ryder Cup, began in 2016, and the division's teams are already preparing for the 2022 edition to be held in Rome. In Japan, a team was formed to prepare for the major events lined up for the World Rugby Cup in 2019 and the Tokyo Olympic Games in 2020.
- **Participation in large events:** the European Games of Glasgow, the XXI<sup>th</sup> Commonwealth Games in Australia, the Centenary of 11 November in Paris, Euronaval, the Formula 1 French Grand Prix, the FIFA World Cup football tournament in Russia highlighting the Group's capacity to spearhead a multi-site event organised in ten cities over a vast territory the size of a continent. Its effectiveness is bolstered by procedures and IT tools capable of managing several thousand employees across all sites.
- **The Group's track record of success is the result of its** ability to rapidly deploy skilful and highly efficient teams, the solidity of its processes, the quality of its assets whose rotation is a historical growth driver. This credibility is today deployed across all event industry business lines: between France and the United Kingdom, domestic market positions remain solidly established; they are also supporting an international deployment which today has been extended to Asia with the addition of operations in Japan and China in 2018.
- **Synergies across the Group's different areas of expertise contribute to profitable growth cross-fertilising competencies increase the effectiveness by GL events teams of combining efforts to ensure the success of shared projects.** This is the case for example in South Africa, the Middle East or Japan: the deployment of the teams of the Live division provided points of entry to the other businesses and facilitated the creation of a consortium with Maeda Corporation for the Aichi Sky Expo concession.
- **This represents added value in terms of creation:** while the rotation of assets for large events represents 90 % of its business, the Live division developed its expertise in the areas of design and museology services. This level of excellence has contributed to exceptional achievements: for example the new Hilton



GOODWOOD FESTIVAL OF SPEED - SUSSEX, UNITED-KINGDOM

Garden Inn in the centre of Bordeaux, designed and produced in the Group's production unit in Poitiers or the corner display designed by Décorama for a major watchmaker-jeweler.

- **Through the Live division's CSR engagement, GL events has become an event industry pioneer in this area** (see pagepage 83). The safety and risk management policy meets the highest standards: to this purpose, the Group refers to its own reinforced standards which go beyond existing regulatory framework. For example, it supports the Île-de-France region by enabling the delivery of equipment for the Formula-E Grand Prix Championship in Paris to arrive by inland waterway transport rather than by truck: an approach reflecting the goal of reducing the carbon footprint of events to a minimum.

## 2019 OUTLOOK

This year ahead offers a rich line-up of recurrent events: the Paris Air Show, the Africa Cup of Nations in Egypt, the G7 in Biarritz, the Pan-American games...

2019 will permit a return on investment from acquisitions completed in 2018 and now operating on a full-year basis: an event agency in Hong Kong, an event hostess service agency in Paris, adding to our capacity to service many events regardless of their size or location in conjunction with an ambition improving asset rotation.



OPEN XIII - MARSEILLE, FRANCE

# GL EVENTS LIVE: MARKETS AND TRENDS

The renewed strength of tourism in France (marked by a return of both French and foreign tourists after several years of decline) is a positive indicator for the French event market, with an estimated value of €2 billion; The accelerating internationalisation of major events is also expected to drive market growth. In addition, the renovation and construction of new infrastructures and reinforced marketing strategies should attract more visitors. Investments in digital tools will also profit organisers, generating increased efficiencies and profitability.

## DIGITISATION AS A GROWTH DRIVER

Occupying an increasingly important place in communication strategies, digitisation is leading companies and brands to multiply event initiatives: exhibitions (general public or B2B), conventions, seminars, product launches, sports events, corporate anniversaries – Events are targeted and orchestrated to create an experience and engagement among participants, whether partners, staff, consumers or influencers...

## A GROWING NUMBER OF VERY LARGE-SCALE EVENTS

While costly to produce, very large-scale events increasingly common in the luxury, automotive and mass retail sectors. The impact of these communications initiative are amplified by social media which provide them with legitimacy by raising their visibility.

SOURCE: L'ÉVÉNEMENT & GLOBEX 2018 – AMR INTERNATIONAL

## THE MICE (MEETINGS, INCENTIVES, CONFERENCING, EXHIBITIONS) MARKET: CONTINUING GROWTH IN DEMAND IN 2018

- In 2018, 52 % of MICE sponsors reported the same level of spending as in 2017, and 10 % reported higher budgets (compared to 3 % in 2017/2016).
- Seminars represent the most prevalent type of business meeting followed by events, conventions and incentives. "Seminar" is a generic term referring to all forms of content addressing audiences of limited size (compared to conferences and conventions).
- MICE are above all organised for the purposes of communication, management and incentivising employees and partners. Motivation, information and the launch of products and services are the most widely covered thematic.

SOURCE: COACH OMNIUM "DIGEST 2018-2019"

## 2019 OUTLOOK

2019 offers a rich line-up of important events for the industry (Sirha, Batimat, Vinexpo, SIAE...). According to a survey conducted by LEADS (a professional association in the Design & Stand sector) of 53 member agencies, 72 % of those surveyed expect 2019 to be better or stable in relation to 2018 (growth in the number of employees, revenue and gross margins).

Finally, event industry players seem to be attaching increasing importance to the idea of sustainable events. Beyond the issue of complying with regulations and standards, measuring and above all managing of the social, economic and environmental impacts have evolved into a core engagement. The awareness of the importance of this issue appears genuine and the commitment to proposing sustainable services adapted to customer expectations is growing.

SOURCES: LEADS (FRENCH ASSOCIATION OF DESIGN & STAND AGENCIES) & UNIMEV

# GL EVENTS EXHIBITIONS: A WORLD-CLASS PLAYER WITH A LOCAL FOCUS

As a specialist in the organisation of trade shows and consumer fairs in France and international markets, GL events Exhibitions proposes world-class expertise to meet the needs of local communities based on an understanding of their needs and priorities.

The Group organises international meetings covering a cross-section of economic sectors (fashion and fabrics, food industry, the factory of tomorrow, mining, swimming pools...) representing major events for the professionals of these industries. This broad sectorial coverage is reinforced by an international business mix, a mix between B2B and B2C segments as well as annual and biennial, and even biannual meetings as is the case of the fashion industry. This diversity provides the division with balanced and secure revenue streams.

## STRATEGIC PILLARS

GL events Exhibitions' strategy is based on several lines of action:

- a positioning as an event industry reference at the heart of communities, with flagship brands and events,
- a solid domestic base in each market,
- strong synergies with the other Group businesses,
- versatile and highly qualified teams, capable of innovating in terms of format and content to address new expectations and practices, particularly in developing digital services and solutions for events,
- providing differentiation either through exclusive content, as with the Bocuse d'Or within the framework of Sirha, or by facilitating communities, as with Piscine Global, a forum for exhibitors to promote exchanges outside of trade shows.

## SOLID BASES, GROWING INTERNATIONALISATION

France remains a solid market. This is illustrated by successes in the B2B segment like Sirha, Global Industrie, Première Vision Paris, CFIA, and also consumer fairs like the Lyon International Fair, *Habitat* and *Viving* or the *Salon des Vins et de la Gastronomie* (wine and gastronomy) events of Rennes or Brest that every year attract a significant number of visitors based by proposing strong thematics and innovative content.

In international markets, exporting trade shows leverages the strength of their brands to unlock additional potential from regional spinoffs. Première Vision in New York and Sirha in Istanbul are in this way able to extend their global reach through major hubs in these regions and this international development is accelerating. After Brazil and Turkey, GL events Exhibitions acquired FISA in Chile in 2018 as well as CIEC Union and Fashion Source (subject to MOFCOM\* approval) in China in 2019.

*Ministry of Commerce of the People's Republic of China*

## MISSIONS:

DESIGNING, ORGANISING AND PRODUCING TRADE FAIRS DESIGNED TO BRING TOGETHER B2B AND B2C COMMUNITIES

## TRADE RECEIVABLES

COMPANIES  
GENERAL PUBLIC  
ENTHUSIASTS  
INDUSTRY ASSOCIATIONS  
INSTITUTIONS

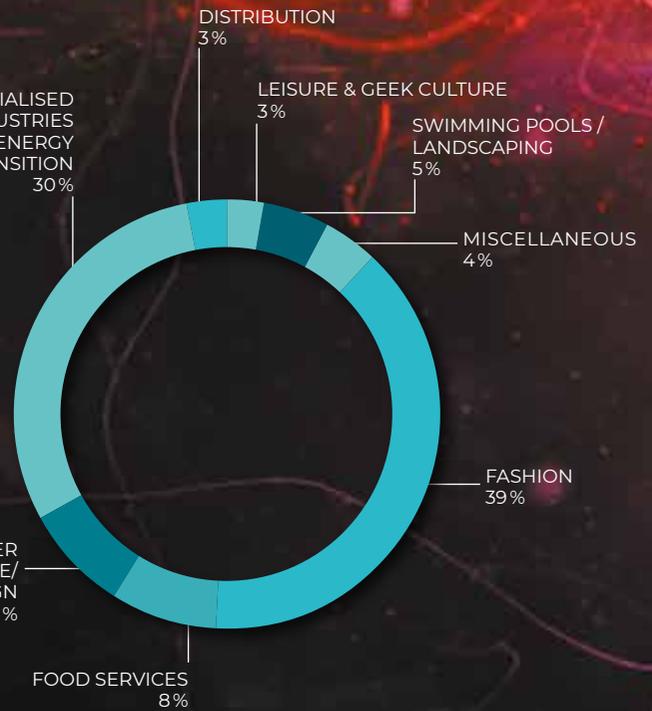
## MAJOR EVENTS OF 2018

EXPOMIN SANTIAGO  
CFIA RENNES  
SEPEM GRENOBLE, COLMAR  
LYON INTERNATIONAL FAIR  
GLOBAL INDUSTRIE PARIS  
SIRHA GREEN  
PREMIERE VISION PARIS, NEW YORK,  
ISTANBUL, DENIM PV, BLOSSOM PV  
PISCINE GLOBAL

400  
EMPLOYEES

200  
EXHIBITIONS & EVENTS  
ORGANISED

€156M  
REVENUE



MORE THAN 2 MILLION  
ATTENDEES\*

MORE THAN 20,000  
EXHIBITORS

\* Comparable figures on a biennial basis

# GL EVENTS EXHIBITIONS IN 2018

Two successes in 2018 offset the absence of Sirha and the Biennial Rio de Janeiro International Book Fair in the period: the first edition of Global Industrie in Paris and Piscine Global Europe which strengthened its leadership within its market segment.

Highlighting the performances achieved by combining organic and external growth, Global Industrie, was created by grouping together four exhibitions: Industrie and Smart Industrie combined with two exhibitions in 2017, Midest and Tolexpo. This new concept was introduced to address an ambition of governmental authorities to support the sector's technological development and

growth driven by innovation and start-ups, as illustrated notably by the presence of the public investment bank, Bpi France, among its partners. A goal which highlights a newfound vitality as openings of new sites over the last year has outpaced closures within the French industrial landscape.

Its implementation was achieved in record time, with the Global Industrie concept based on an annual meeting organised on an alternating basis in Paris and Lyon. The success of the first edition in Paris has confirmed its relevance, establishing its position from the outset as the sector's most important event.

GL events has strengthened and completed its range of expertise in this sector by acquiring in 2018 Even Pro, the organiser of Sepem Industries which stages seven regional exhibitions devoted to industrial services, equipment, processes and maintenance. These different events with Global Industrie form an a very complementary offering. Exhibitors are in this way able to be present at these two events and reach all their audiences, from management to operational decision-makers.

The food service sector was marked by the creation in 2018 of Sirha Green, a biennial event now staged on an alternating basis with Sirha. The goal is to build a position in the emerging sector of sustainable food services expected to acquire an increasingly important strategic dimension in the years ahead. Developed to support out-of-home food service professionals, Sirha Green covers the complete range of evolving consumer trends: locavore, vegan, organic... as well as channels for production and transformation more respectful of the environment and health.

The Paris edition of Première Vision remains solid and the luxury segment remains particularly buoyant. The Blossom exhibition offering a preview for pre-collections has found its market niche and audience thanks to a very targeted concept. In response to the transformation of denim market whose focus has completely shifted towards ready-to-wear brands, Denim Première Vision has been repositioned and relaunched as a traveling event in Europe.

Deployed in parallel with the exhibitions, the Première Vision's new digital platform, MarketPlace, has met with a very positive response from buyers. And as the digital approach is increasingly integrated into the sector's practices, it will gain momentum by supporting the next editions of the Denim and Accessories shows, following the Fabrics show in September 2018 and the Leather show in February 2019.



SIRHA GREEN - LYON, FRANCE



GLOBAL INDUSTRIE - PARIS, FRANCE

In international markets, the acquisition of a 60 % stake in Fisa, Chile's leading professional exhibition organiser, has strengthened the Group's positions in Latin America, particularly in a country with a productive and stable economy. Fisa's portfolio has 10 exhibitions, including Expomin one of the world's largest mining sector exhibitions, and Chile's largest trade show.

In Turkey and Brazil, two countries that have experienced a periods of economic and geopolitical turmoil, the portfolios are in the process of being restructured.

Finally, the division is rationalising its portfolio of French consumer fairs in order to reinvent new formats adapted to evolving expectations: this is the case for example with Geek Days in Lille and Rennes with the latest edition registering strong growth in attendance.

## 2019 OUTLOOK

2019 got off to a strong start with a record edition for Sirha (+17,000 attendees) occupying the entire Eurexpo Lyon site, including the new Hall 7. The initial successes of Global Industrie were confirmed in Lyon by a performance that surpassed the Paris edition of 2018. Be Positive, the exhibition devoted to energy transition and CFIA both registered growth in activity. And going forward, several major events are lined up for the year: Expo Biogaz in Lille in June and exhibitions in the southern

hemisphere (Chile, Brazil) in the second half. And in May the edition of Denim Première Vision will be staged for the first time in the Tortona district, the city's fashion and design hub.

In international markets, one of the main developments for the 2019/2020 period is planned in China:

- the acquisition of a 55 %-stake in CIEC Union has strengthened the Group's portfolio with the addition of eight events totalling 700,000 sqm of exhibition space per year, including five leading events in the decoration and construction finishing work sectors.
- the acquisition of a 60 %-stake in Fashion Source (subject to MOFCOM\* approval) with two editions held in Shenzhen, has strengthened the Group's fashion and textiles range.

The division will continue to develop by leveraging its drivers for growth, sustainability and solidity: strengthening its fields of expertise and its brands, investing in event industry leading products, expanding its international presence, adapting the priorities of its businesses and repositioning certain exhibitions within trends identified as offering long-term growth potential. Finally, the division will continue to integrate the businesses and teams added through acquisitions in 2017 and 2018.

*Ministry of Commerce of the People's Republic of China*



# GL EVENTS EXHIBITIONS: MARKETS AND TRENDS

The global exhibition organising market continued to grow, driven primarily by the US and China, after reaching US\$26.3 billion by the end of 2017. The total market growth of 3.5 % reflects diverse performances across market segments: in mature markets, Germany, Italy and France maintained overall moderate growth (3 %) versus stagnation in the UK as uncertainty around Brexit continues.

Emerging market growth returned to its 2013 level driven by fast growing economies such as China, India Indonesia and Mexico. Russia has started to recover though remains far behind its record high of US\$1 billion in 2013; In contrast, Brazil and Turkey, hit by a large recession in 2015, have been adversely impacted by economic and political uncertainty.

While the US remain by far the largest exhibitions market valued at US\$13.7 billion, or nearly 50 % of the worldwide total, China (US\$2.72 billion, up 11 % in 2017) has cemented its position in second-place acquired in 2015, overtaking Germany (US\$1.75 billion) which is now in third position. With a market valued at around US\$1.67 billion and US\$1.63 billion, the United Kingdom and France complete the list of the top five, with Italy just behind (US\$740 million).

Upcoming markets in Southeast Asia such as Thailand, Singapore, Malaysia or the Philippines and Vietnam are gaining momentum with growth of between 5% and 14 %.

The issues linked to the digital transformation and data are continuing to profoundly transform the exhibition industry. Organisers are adapting to this trend at different paces according to their sectors, geographical regions and degrees of maturity by enhancing on-site events with social media initiatives, dedicated apps, etc.

SOURCE: GLOBEX 2018

## FOCUS ON CHINA

As the world's second-largest event organising market since 2015 notably for trade shows, valued at US\$2.16 billion, China benefits from a growing middle-class which represents a significant growth driver for events and B2C exhibitions. It accounts for 57 % of the Asian market for space sold in 2017.

The trade show culture is strong in Shanghai, Beijing, Guangzhou and Shenzhen. It is also present in certain regional centres like Chengdu.

Strong gains are expected by 2021 with a compound annual growth rate of 9.2 %, accompanied by significant market fragmentation which will attract investments, particularly in tier two and tier three cities.

SOURCE: PRESENTATION TO ANALYSTS (SFAF - FRENCH SOCIETY OF FINANCIAL ANALYSTS)



PISCINE GLOBAL - LYON, FRANCE

# GL EVENTS VENUES

## THE STRENGTH OF A WORLDWIDE NETWORK OF PREMIUM VENUES

GL events manages a network of 50 event venues in France and throughout the world. Convention centres, exhibition centres, reception facilities, multi-purpose facilities, this unique offering of different types of venues is evolving to address new needs. It benefits from strong synergies from the Group's businesses, particularly in terms of the production of content and innovative formats (shows, replication of events).

These venues which host every type of event (economic, cultural, scientific, sports, etc.) represent forces of attractiveness and tools for development extending the economic reach of cities and territories. Conscious of the strategic importance of this issue, regional authorities are investing in construction or extension projects that fit within a broader framework of large urban development programmes.

Within a competitive market, GL events develops its business and lines of action by focusing on long-term contracts. Working closely with regional and local authorities, its expertise and know-how is deployed in the service of major territorial ambitions for economic, social and cultural development. The Group seeks to ensure the highest standards of excellence in meeting the needs of both delegating authorities and its customers at the sites (organisers, exhibitors, visitors, convention attendees, etc.). This is achieved by a commitment to professionalism, safety for people, reliability for equipment and providing the best possible service to its customers.

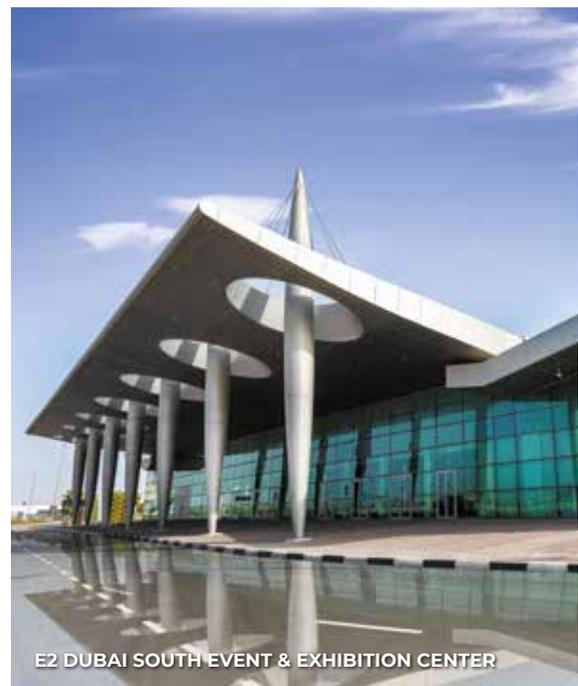
GLEvents Venues is pursuing an environmental approach at all the network's sites. This approach is ISO 14001 certified for sites in France (first obtained in 2012 and renewed at the end of 2018). CCIB in Barcelona obtained 2018 ISO 20121 (sustainable events).

### MISSIONS:

MANAGING AND MARKETING  
CONVENTION CENTRES  
EXHIBITION CENTRES  
RECEPTION FACILITIES  
CONCERT HALLS  
MULTI-PURPOSE FACILITIES  
SPORTS ARENAS

### TRADE RECEIVABLES

NATIONAL  
INTERNATIONAL  
LOCAL AUTHORITIES, INSTITUTIONS  
COMPANIES, KEY ACCOUNTS  
PCOS/PEOS  
GENERAL PUBLIC



E2 DUBAI SOUTH EVENT & EXHIBITION CENTER

## THE NETWORK OF VENUES AT 31 MARCH 2019

### CONVENTION CENTRES

- Ankara (*Turkey*): Congressium Ankara
- Barcelona (*Spain*): Centre de Convencions Internacional de Barcelona (CCIB)
- Brussels (*Belgium*): Square - Brussels Convention Centre
- Caen: Convention Centre\*
- Clermont-Ferrand: Polydome
- Guangzhou (*China*): Guangzhou Yuexiu International Congress Center (*opening and 2020*)
- The Hague (*Netherlands*): World Forum The Hague
- Lyon: Centre de Congrès de Lyon
- Metz: Metz Robert Schuman Convention Centre
- Metz: Centre de Convention du Technopôle
- Paris: Maison de la Mutualité
- Paris: Palais Brongniart
- Reims: Convention Centre\*
- Saint-Étienne: Convention Centre
- Strasbourg: Palais de la Musique et des Congrès
- Toulouse: Centre de Congrès Pierre Baudis
- Valenciennes: Cité des Congrès

### EXHIBITION CENTRES

- Aichi-Nagoya (*Japan*): Aichi Sky Expo (*opening in August 2019*)
- Amiens: Mégacité
- Budapest (*Hungary*): Hungexpo
- Caen: Exhibition Centres\*
- Clermont-Ferrand: Grande Halle d'Auvergne
- Dubai (*United Arab Emirates*): E2 Dubai South Event & Exhibition Center
- Johannesburg (*South Africa*): Johannesburg Expo Centre\*
- Lyon: Eurexpo Lyon
- Metz: Exhibition Centres
- Paris: Espace Événements du Parc Floral de Paris
- Paris: Paris Event Center
- Rio de Janeiro (*Brazil*): Riocentro
- Reims: Exhibition Centres\*
- Saint-Etienne: Exhibition Centres\*
- São Paulo (*Brazil*): São Paulo Expo
- Strasbourg: Exhibition Centres
- Toulouse: Exhibition Centre then as from 2020: MEETT (the new Toulouse exhibition and convention centre)
- Turin (*Italy*): Lingotto Fiere
- Vannes: Le Chorus

### RECEPTION FACILITIES

- Istanbul (*Turkey*): The Seed
- Lyon: La Sucrière
- Lyon: Matmut Stadium Lyon Gerland
- Paris: Le Pavillon Chesnaie du Roy
- Saint-Etienne: Verrière Fauriel\*
- Saint-Etienne: Reception space of La Cité du design\*
- Saint-Etienne: Conference Space of Métrotech\*
- Toulouse: Espaces Vanel

### MULTI-PURPOSE FACILITIES AND CONCERT HALLS

- Clermont-Ferrand: Zénith d'Auvergne
- London (*United Kingdom*): Battersea Evolution
- Reims Arena (*opening in 2021*)\*
- Rio de Janeiro (*Brazil*): Jeunesse Arena
- Roanne: Le Scarabée
- Turin (*Italy*): Oval

\* sites integrated in the GL events Venues network in the 2019 first quarter

996

EMPLOYEES

€320.9M

REVENUE

50

VENUES

MORE THAN 1.3 MILLION  
SQM OF PUBLIC SPACE

# GL EVENTS VENUES IN 2018

The Venues division hosted a number of significant events: Estro, Eshre, Ispor Europe at CCIB Barcelona, the São Paulo International Motor Show and the Fispal Tecnologia fair at São Paulo Expo, the International Congress of Mathematicians at RioCentro, Euroskills at Hungexpo, Pollutec at Eurexpo Lyon, Climate Finance Day at Palais Brongniart...

In September the Metz Congrès Robert Schuman convention centre opened its doors. This 15,300 sqm building designed by Wilmotte et Associés is ideally located close to the city's historic centre, the TGV (high-speed train) station and the Centre Pompidou-Metz museum;

In November, Eurexpo Lyon inaugurated its new 10,000 sqm Hall 7; This extension allows the venue to support the growth of its leading exhibitions. With space now totalling 140,000 sqm, it has strengthened its position among Europe's largest exhibition centres.

In November, the La Place meeting facility at Palais Brongniart was officially inaugurated. As a collaborative, convivial and open venue, showcasing Fintech companies and their innovations, La Place is devoted to sharing developments which are transforming the economy.

Several new exhibitions were organised by the network's venues including the launch of a new fair devoted to vintage cars, Auto Moto Classic held successively in Strasbourg, Toulouse and Metz.

## NEW DESTINATIONS, NEW VENUES

In 2018, the Venues division continued to strengthen its network: GL events was awarded the management concession for the Aichi International Exhibition Centre. Aichi Sky Expo (60,000 sqm), which is to open its doors in August 2019 and will offer new opportunities to organisers of exhibitions, conventions and events

In Dubai, GL events signed an 8-year management concession agreement for the E2 Dubai South Event & Exhibition Center, an exhibition park located in the heart of the future Dubai international Airport that will be the site of the 2020-2021 Dubai World Expo.

In France, as a member of a consortium headed by Eiffage Concessions, the Group was selected by the city of Reims starting 1 January 2019, to manage for the next 27 years the Reims Exhibition Centre, the Convention Centre and the multi-functional arena which will open its doors in 2021.

The city of Caen awarded the Group the management of its exhibition and convention centres for 4 years effective as from 1 January 2019.

In Saint-Etienne, GL events was awarded the management of four venues in early 2019 by the city and the Saint-Etienne Metropole for a 30 year term: the Convention Centre (already managed by the Group), the Exhibition Centre, the La Verrière-Fauriel and the La Cité du Design reception facilities. Since early 2019, GL events has also been managing the Métrotech conference facility for a term of three years

Several Public-Private Partnership concessions (*Délégation de Service Public*) have been renewed: the Lyon Convention Centre for 20 years and the Scarabée of Roanne for 10 years.

Other projects continue to be under development such as the Toulouse Exhibition Centre, recently renamed MEETT - Toulouse Exhibition & Convention Centre which will open its doors in 2020.

In Strasbourg, a project for a new exhibition centre has also been launched. This facility will cover nearly 14.8 acres, with a partial delivery scheduled in 2021 in completion in 2022.

## 2019 OUTLOOK

In 2019, the network of venues will continue to world-class events including Global Industrie at Eurexpo Lyon (in March), the G7 Environment Ministers' meeting in the Metz Congrès Robert Schuman convention centre (in May), the Global Entrepreneurship Summit in June at the World Forum in The Hague (June).

Developing business for sites under management is also a priority.

To support the development of the Group's activities in China, the commercial network will be strengthened by the opening of an agency in Shanghai;

2019 also began with the acquisition of the African exhibition centre located in Johannesburg with a 60 % majority stake in the company which manages the venue. With 42,000 sqm of indoor space on a site totalling 510,000 sqm, it hosts the largest exhibitions and events held in South Africa.

Initiatives to develop the network of venues will continue both in international markets and in France.





# GL EVENTS VENUES: MARKETS AND TRENDS

## BUSINESS TRENDS FOR VENUES

The event venues sector is constantly adapting to evolving expectations of market players and major societal trends.

These trends that have been emerging over the last few years are worth being recalled:

— **The diversification of event formats and their content:** the boundaries between different types of events are fading with the emergence of hybrid events offering diversified and innovative content.

— **Unique and custom-design events requiring specific offerings:** each participant is looking for the experience of an event tailored to their specific needs. Event venues and organisers must in response propose offerings adapted to the specific needs of each.

— **Growing demands in terms of services:** demand in terms of the service range and quality during and around the event is increasing.

Another major trend in the event sector of recent years is the increasing role of digital tools. This trend is illustrated at the sites and events by the intensification and diversification in the deployment of technological systems and digital practices to support and optimise customer traffic and experience.

The use of virtual reality to present event sites and their offerings is developing.

The growing role of digital technologies is not reducing attendance. Instead the use of such innovative solutions is supplementing face-to-face meetings at the events.

**Societal and environmental responsibility as an important priority:** within a global environment in which environmental and societal issues are becoming a core priority, expectations of customers and government stakeholders in this area are increasing. In response, event venues are proposing services with lower environmental footprints and equipment with high environmental value.

## MARKET TRENDS FOR THE THREE MAIN BUSINESSES: TRADE SHOWS, EXHIBITIONS, CONVENTIONS AND CORPORATE EVENTS

Worldwide growth forecasts for the exhibition market are approximately 5 % CAGR to 2022<sup>1</sup>.

In the convention market, the ICCA<sup>2</sup> (International Congress & Convention Association) has been noting for a number of years a steady growth in the number of international association meeting. A new record was reached in 2017 with 12,558 international association meetings. In city rankings, Barcelona has overtook Paris and Vienna to claim first place.

The 2018 annual member survey conducted by the AIPC<sup>3</sup> (International Association of Convention Centres) highlights the growing strength and improved outlook of the corporate meeting sector.

<sup>1</sup> AMR 2018 – "THE GLOBAL EXHIBITION ORGANISING MARKET: ASSESSMENT AND FORECAST TO 2022"

<sup>2</sup> ICCA 2017, "STATISTICS REPORT COUNTRY & CITY RANKINGS"

<sup>3</sup> AIPC 2018, ANNUAL MEMBER SURVEY





SQUARE BRUSSELS - BRUSSELS, BELGIUM

# 2019, A DYNAMIC YEAR

The Group intends to pursue its development in France and international markets and continues to focus on optimising the management of operating costs, improving asset rotation and, as required, making adjustments to the portfolio. It will also benefit from the contributions to earnings expected from acquisitions:

- in China, the Group is deploying an experienced bi-cultural management team, integrating current managers of the acquired entities. It will implement its management tools and deploy its procedures to provide a solid organisational framework for the synergies that will be developed.
- In South Africa, the acquisition in February of the country's largest exhibition centre in Johannesburg with 42,000 sqm of indoor space has further strengthened GL events' network.

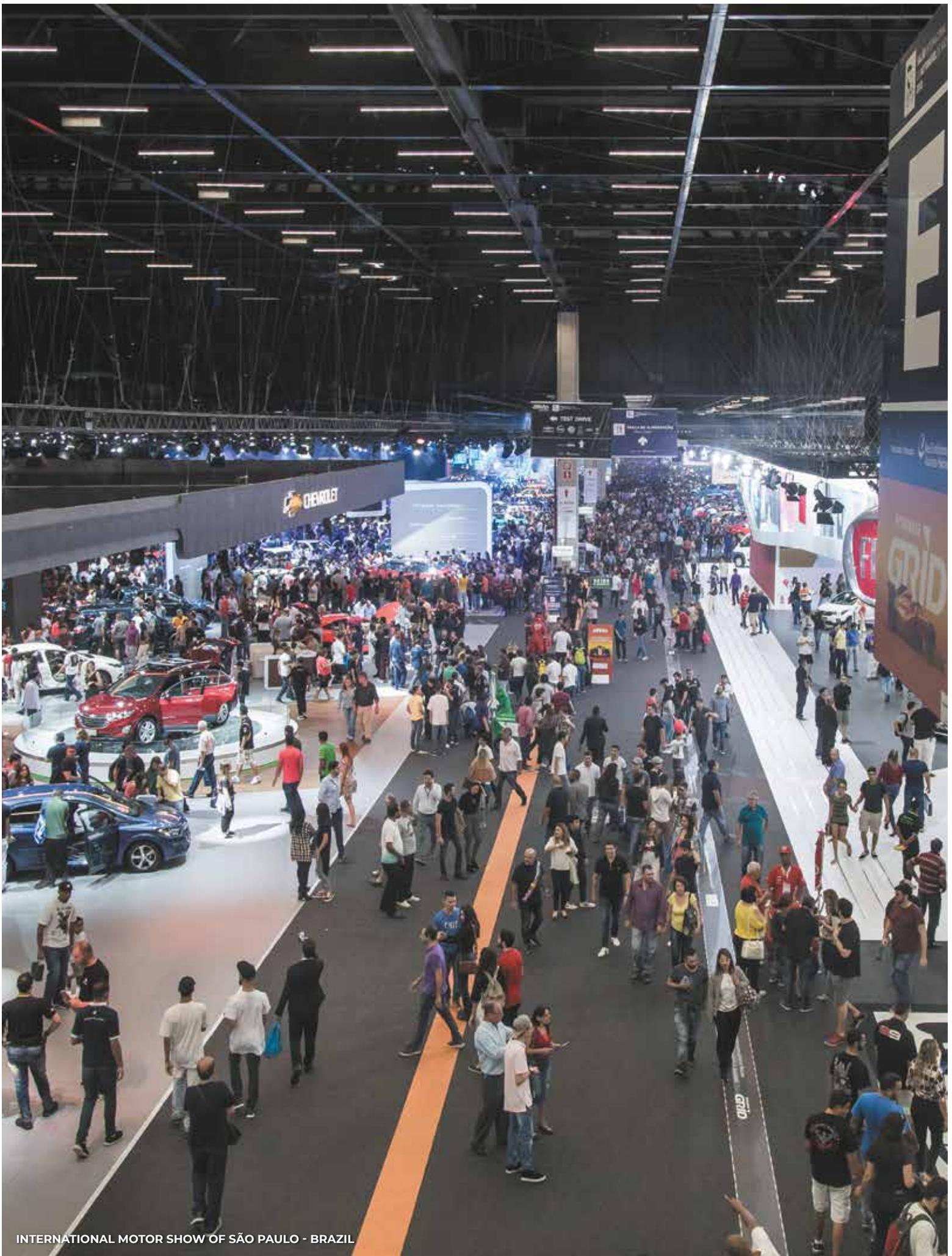
In Japan, the Aichi International Exhibition Centre in the Nagoya region will open its doors in September: Aichi Prefecture is Japan's largest industrial region and home to the headquarters of the leading automotive manufacturers and large aerospace and robotic groups. In addition, a dedicated team is working on the preparations for the Tokyo Olympic Games in coordination with its main stakeholders: organising committee, sponsors, host cities,...

In Chile, the outlook for major events such as COP 25 in December, combined with the city of Santiago aim to take advantage of these events to build an extension to its exhibition centre will provide significant opportunities in terms of development.

Excluding mega events, 2019 will be highlighted by a number of large exhibitions: Sirha at the start of the year, Global Industrie which confirmed in Lyon the success of its first in edition in Paris in 2018, the Formula E race in Paris.

In light of acquisition projects now in progress and the calendar of events and exhibitions, GL events is expecting growth in revenue of more than 7 %.





INTERNATIONAL MOTOR SHOW OF SÃO PAULO - BRAZIL



# GL EVENTS, THE GROUP

**83** / CORPORATE SOCIAL RESPONSIBILITY

**102** / HISTORY & MILESTONES

**108** / SHAREHOLDER INFORMATION



NOTE: THE STATEMENT OF NON-FINANCIAL PERFORMANCE AND METHODOLOGICAL INFORMATION CAN BE FOUND IN THE REGISTRATION DOCUMENT.

# CORPORATE SOCIAL RESPONSIBILITY

When GL events first launched its sustainable development policy in 2009, three frameworks for action were deployed to transform its engagement into reality: Think Green, Think People and Think Local, focusing on environmental, employment and social priorities according to its businesses.

Highlighting a 10-year commitment to corporate social responsibility (CSR), 2018 marks a new stage of maturity in its deployment. Reflecting management's strong commitment to CSR thematics and laying the groundwork for our future engagements, the Group's sustainable development approach has confirmed its strategic dimension within the company. This is based on a two-pronged realignment revolving around experience of both customers and staff.

## REMAINING ATTENTIVE TO STAKEHOLDERS: RISKS AND ISSUES

The strategic position of CSR was confirmed with exchanges on the importance of CSR priorities in the Group's development in a collaborative seminar, meetings of the executive committee, CSR Committee and the Board of Directors.

The analysis of the needs of external stakeholders (customers, regional governments, institutions, suppliers, etc.) was the focus of meetings with management. Using the input of more than 100 employees, the most significant risks and issues were ranked.

- Adapting our offerings, proposing alternatives
- Optimising waste management
- Equipping and managing buildings in a sustainable manner
- Optimising energy consumption and containing CO<sub>2</sub> emissions linked to transport
- Engaging employees and developing collaborative initiatives
- Promoting diversity, inclusion and employment for all
- Ensuring the safety of our employees and customers
- Creating value and employment for territories

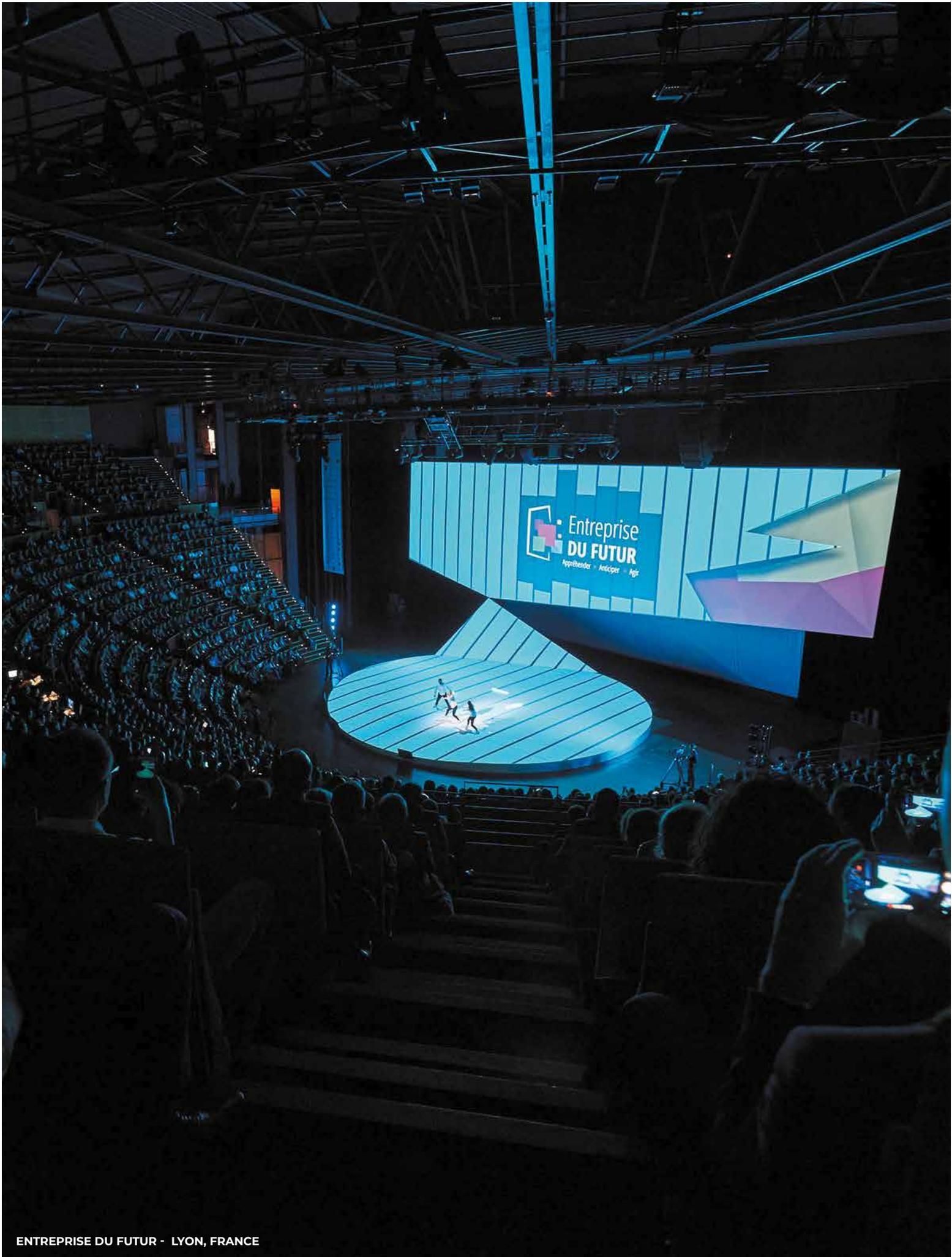
## 2018 GAÏA RATING

The Gaïa index ranks 70 companies from a panel of listed 230 intermediate sized companies and SMEs recognised for their CSR approach and represents a key source of data for investors incorporating ISR (socially responsible investment) non-financial criteria into their decision-making process. As every year, GL events is reviewed and ranked by a non-financial rating entity. The Group maintains its performance and this year is ranked 51<sup>st</sup> out of 230 companies assessed according to 110 ESG (Environnement, Social and Governance) criteria.

General ranking	51th/230
General category : Revenue > €500m	37th/85

GAÏA RATING CERTIFIES THAT GL EVENTS WAS A COMPONENT OF THE 2018 GAÏA INDEX IN WHICH IT HAS BEEN INCLUDED SINCE 2015.

Gaïa-Index, a department of Ethifinance, is specialised in the analysis and rating of ESG (Environnement, Social and Governance) performances of SMEs and intermediate sized enterprises. Since 2009, Gaïa Rating has collected ESG data from most listed SMEs and midcaps in France. This information is used to rate their level of transparency and performance. Rankings are categorised by revenue band in order to present awards to the best actors from a select panel of 230 SMEs and midcaps listed on the Paris stock exchange, using 4 size and liquidity criteria. The ESG Gaïa Rating agency is used by leading management companies in their management processes and investment decisions.



# ENVIRONMENTAL INFORMATION



GL events' environmental policy is spearheaded by the Think Green programme launched in 2009.

## OBJECTIVES

- 1 Sustainable products and services:  
Adapting the offerings – proposing alternatives**
- 2 Optimising waste management**
- 3 Equipment and the management  
of our venues with high environmental value**
- 4 Containing CO<sub>2</sub> emissions**

## 2018 HIGHLIGHTS:

- First edition of Sirha Green
- Developing collaboration with eco-agencies
- Launch of four company transportation schemes
- Study on the electric model for the utility vehicle fleet
- Developing an eco-responsible food and beverage plan for the sourcing of caterers, reducing food waste and bio waste management
- Supporting the seven sites of the network of premium GL events Venues in obtaining ISO 20121 certification
- ISO 14001 certification of GL events UK
- Implementation of ISO 20121 and ISO 14001 standards for Jaulin and Décorama respectively

## 2019 PROJECTS

- Development of offerings of new alternative services
- Definition of the mobility strategy
- Deployment of the sustainable food and beverage policy
- Implementation of a coaching programme for recycling
- ISO 20121 certification of GL events Venues' sites
- Formalisation of our "Green offices" strategy

## 1. SUSTAINABLE PRODUCTS AND SERVICES: ADAPTING THE OFFERINGS – PROPOSING ALTERNATIVES

The sustainable development team provides support to the teams of different departments to systematically integrate environmental issues in products and services so as to anticipate the needs of key decision-makers/customers. This support is reflected by the diversity of initiatives:

- Making available a materials library for the eco-design of spaces and venues;
- Providing project support to sales engineers and operational staff;
- Developing product recycling services for customers;
- Research and development for new service offerings in close collaboration with the marketing and purchasing teams.

**IN PRACTICE:** Support has been provided to the Food and Beverage (F&B) teams at the reception sites: producing a sustainable F&B guide, organising a day for exchanges between catering managers on purchasing, contributing to calls for tender and the pre-selection of caterers. The goal is to promote changes in menus (with an increased focus on organic, local, seasonal and vegan choices) but also practices to limit impacts and offer customers alternative offerings.

**IN PRACTICE:** The Group's offering of exhibitions is in this way evolving to integrate sustainable development in their organisation:

- "green itineraries" helping attendees discover exhibitors proposing sustainable alternatives:
- conferences on sustainable development challenges of specific sectors:
- creating exhibitions addressing sustainable development themes.

### THE FIRST SIRHA GREEN

Sirha Green is the first event which seeks to help catering and food industry players respond to new consumer trends (bio, "free-from", veganism, vegetarianism, short cycles, energy-saving technologies, foodtech, social and environmental responsibility). Its first edition was held at Eurexpo in June.

## 2. OPTIMISING WASTE MANAGEMENT

Waste collection and management remains a major issue for the events industry, without a doubt one of the main drivers currently transforming economic and operating models.

While making available rental equipment which is by definition reusable represents the Group's historic business, this activity generates waste linked to the volume of disposable consumables used such as carpet tiles, signage, stands or customised spaces, certain plastic packaging, cardboard, etc. This waste remains on-site after the events, with 54% of this amount managed by GL events at the sites of the Venues division produced by service providers of the events, whether internal or external to the Group.





Reducing the impact of waste relies on two levers:

- Reduce the production of waste from our services by using sustainable design solutions but above all reuse, for example reusable carpet tiles;
- Develop waste separation mechanisms at the warehouses and reception venues in partnership with specialised waste management partners, operating teams and cleaning service providers;

**IN PRACTICE:** Biowaste produced by catering service providers operating at GL events' sites is a resource adapted for recycling through methanation or for producing compost. Experiments were launched in 2018 to test their models and the conditions for their proper deployment. The Lyon Convention Centre has accordingly launched a biowaste sorting system in the offices and highlighted the challenge of ensuring that procedures are properly applied by rotating catering teams.

Managing waste originating from events is a complex issue, involving many stakeholders. It integrates changes in processes used across the entire sector, where this issue is addressed by the joint work of Unimev, the event industry trade association. The Group occupies a central role in the discussions of the sector, serving as chair of the CSR commission.

### 3. EQUIPMENT AND THE MANAGEMENT OF OUR VENUES WITH HIGH ENVIRONMENTAL VALUE

The environmental impact of buildings is a critical issue. For the reception venues (50 sites of the GL events Venues network) or logistics warehouses, a number of levers may be activated to help reduce environmental impacts.

#### Adapting equipment

In connection with contracts with delegating public authorities the objective is to adapt the equipment of sites to limit their environmental impact.

Several types of actions are taken:

- Investments in centralised technical management,
- Work on the air management systems,
- Relamping,
- Developing waste separation equipment,
- Using renewable energies;

**IN PRACTICE:** The brand new Metz Congrès Robert Schuman convention centre (opened in September 2018) designed by architect Jean-Michel Wilmotte is equipped with all the latest technologies. It is currently pursuing steps to obtain the rating of "Excellent" of the "NF Bâtiment Tertiaire Démarche HQE® Neuf" standard.



POLLUTEC 2018 - LYON, FRANCE

#### Adapting processes:

Equipment represents only one lever for reducing the environmental impacts of sites. Efficient venue management also requires the adoption of processes and partnerships with maintenance service providers.

ISO 14001 certification of the network of French venues (renewed for three years at the end of 2018) provides the framework for managing the environmental performance of the relevant sites through action plans, procedures, instructions and reporting.

**IN PRACTICE:** Maintaining and servicing energy-using equipment is an important lever for achieving energy efficiencies. A centralised call for tender covering GL events Venues' 19 French sites made it possible to select a single service provider for preventive maintenance and servicing for low-voltage heating, air-conditioning and plumbing equipment.

#### 4. CONTAINING CO<sub>2</sub> EMISSIONS

Measures to reduce energy consumption contribute significantly to reducing greenhouse gas emissions.

CO<sub>2</sub> emissions are also reduced by means of electricity supply contracts that include a "renewable energy" option. This green energy supply accounts for 15 % of the

electricity consumption for the reporting boundary of French companies.

The other significant source of direct emissions is fuel consumption linked to the transportation of goods (including the consumption of the directly-owned fleet) and employees.

**IN PRACTICE:** The Group's car policy has integrated the Renault ZOE electric vehicle along with the electric Kangoo ZE for its logistics bases with deployment planned in 2019.

Four company transportation schemes (CTSs) were developed in 2018 to limit the impact of employee travel for the sites of Confluence (headquarters), Strasbourg, Gonesse and Jaulin in Chilly Mazarin.

Jaulin signed a memorandum of understanding with a start-up to test a solution equipping truck capable of significantly limiting NO<sub>x</sub>, SO<sub>x</sub> and fuel emissions, without it being necessary to change vehicle.

# EMPLOYMENT INFORMATION



With its 4,506 employees (+ 4.8 % in relation to 2017), 2,814 of which based in France, across 100 business units, GL events operates on the basis of decentralised human resources management.

Launched in 2011, the Think People programme establishes a broad-based framework for the CSR engagements of each company.

Its objectives have been adjusted to address the specific context of the Group

## OBJECTIVES

1. **Strengthening employee engagement**
2. **Diversity and inclusion**
3. **Health and safety in the workplace**

## 2018 HIGHLIGHTS

- Seminars in Aubrac, France: six collaborative work sessions and a management seminar, with the participation of more than 400 employees to create value for customers and invent together GL events Group of tomorrow
- International talent recruitment campaign: International Onboarding
- Persons with disabilities: expiration of the Agefiph convention in September
- Meeting with job integration stakeholders
- Welcome Convention

## 2019 PROJECTS

- Deployment of professional integration initiatives
- Measures supporting entry-level employees in France
- Continuation of the Aubrac meetings
- Scoping\*\* of workplace quality of life initiatives

## 1. STRENGTHENING EMPLOYEE ENGAGEMENT

### ATTRACTING TALENT

As a services Group, the men and women of GL events are its valuable resource. Attracting talent is in consequence a key priority for ensuring its sustainability.

### IN PRACTICE: International Onboarding

To support the Group in its fast-growing international markets (China, Japan, Chile etc...), the human resources departments have developed an innovative recruitment initiative to create an internal talent pool with a dual culture: International Onboarders. At the end of a recruitment campaign targeting LinkedIn and leading schools, a recruitment day with members of the executive committee was able to select and convince the most interesting profiles.



#### PROMOTING "COLLABORATIVE" INITIATIVES

Since it was created, GL events Group has been driven by a strong entrepreneurial culture promoting the empowerment of employees who are closely associated with initiatives to transform the business units and the Group. Hospitality services and the organisation and installations for an event are developed exclusively in project mode: collaborative approaches to maximise this employee engagement are in this way critical.

#### IN PRACTICE: Aubrac, designing the Group's future together

The "Aubrac" project was among the high points of 2018. Nearly 400 people coming from every division, country and business lines were invited to Aubrac to participate in the six work sessions focusing on Group innovations and transformations. Applying a collaborative approach, ten projects were covered focusing on three priorities:

- Promoting the emergence of ideas for collaborative actions to create additional value
  - for customers (products, offerings, new services),
  - for the organisation and operating procedures (breaking down barriers, agility, cooperation...)
- Inventing with the employees the GL events of tomorrow.
- Developing a corporate culture in step with societal changes (collaboration, freedom of expression and inclusion).

**PROMOTING INTERNAL MOBILITY**

The challenge is proposing a dynamic career path to employees, facilitating the acquisition of multiple skill sets to manage complex projects in an environment where agility and cross-functional capabilities are in increasing demand. The internal mobility strategy aims to enhance the business line approach by exchanging points of view and activating synergies.

Opportunities are offered by the Group for international deployment designed to transfer expertise and know-how to the venues and integrated business units and mobilise employees motivated by the transfer of skills and the discovery of other cultures.

**2. DIVERSITY AND INCLUSION**

As a signatory of the diversity charter since the end of 2010, GL events is committed to developing an equal opportunity culture that offers a chance to all: this involves recognising the expertise, skills and engagement and entrepreneurial spirit of each, independently of diplomas, gender, age or state of health.

**WORKERS WITH DISABILITIES**

Promoting the professional integration of persons with disabilities has been one of the Group's priorities. The signature of an agreement with AGEFIPH has given a framework and strong momentum to this approach. Its one-year renewal to September 2018 has made it possible to reinforce measures adopted, multiply the most effective impacts and focus efforts on recruitment. The number of employees with disabilities with permanent employment contracts in France has risen from 33 at the end of 2013 to 84 at 31 December 2017 (the overall employment rate for persons with disabilities was 4.83 % in 2017, with 2018 data not yet available). An action plan spearheaded by a disability project manager is focused on five main subjects.

1. Awareness-raising and training
2. Information and communication
3. Recruitment and integration
4. Job stability and continued employment
5. Collaboration with the sheltered work sector.

**IN PRACTICE:** Two recruitment days designed for applicants with disabilities were organised in partnership with the specialised HR consulting firm Thom'pous and HR teams. After pre-selecting profiles corresponding to the job openings, 30 candidates were shortlisted and invited to participate in "speed meeting" interviews with HR managers or the managers of the posts open to recruitment.

**INSERTION**

GL events continues to promote equal opportunity as a signatory of the 1,000 company member charter (*La Charte des 1,000*), a partnership between companies and the Greater Lyon urban authority, in favour of job integration and employment. To address the priorities of our stakeholders, and in particular, local authorities, this charter promotes concrete actions with simple but ambitious objectives: adopting alternative recruitment methods, contributing to job access, promoting knowledge about our businesses, supporting entities promoting job integration, invest in local efforts in favour of employment.

**3. OFFERING A SECURE ENVIRONMENT FOR OUR EMPLOYEES AND CUSTOMERS**

Worker health and safety constitute a critical component of social responsibility. Safety is a key issue for the different service-related business lines. GL events teams' activities include assembling a range of structures from the simple stand partition to a grandstand for a stadium. Such tasks require the application of strict rules guaranteeing safety for everyone at the worksite.

To achieve this objective, programmes are provided that offer training in the latest personal safety and risk prevention procedures. Reflecting this priority, 47 % of total training hours provided in 2018 were devoted to safety.

For events, plans for prevention, general coordination for safety and health and a specific safety and environmental protection plan (PPSPS) are adopted to ensure the safety of our employees as well as the employees of our suppliers. GL events must also guarantee the safety of visitors at sites under its management (exhibition centres, convention centres, reception or multi-purpose venues). Venues under management fall under the category of public-access buildings (*Etablissements Recevant du Public* or ERP) and as such are subject to strict regulations. Employees are trained in safety procedures (SSIAP fire safety and first aid levels 1 to 3) for these sites. The profile and number of the safety personnel present at the site is specifically scaled and adapted to the events being staged. Training to continuously update knowledge about first aid measures for "front-line" employees in the service areas and those working in buildings open to the public, training in fire fighting measures are provided in priority and integrated into training programmes.

In response to the growing risk of terrorism, GL events has maintained its prevention measures by means of collective and day-to-day efforts, carried out in close collaboration with governmental authorities (*préfectures*) and institutional security organisations.



# AUBRAC, DESIGNING THE GROUP'S FUTURE TOGETHER

Today we are at a crossroads. On one side, the known world, a pyramid hierarchy, projects driven by vertical information flows and managers who seem to know where they're going and guarantee the results; and on the other side, an unknown world emerging from networked communities, constantly evolving design thinking-based projects, immediate access to information by all, guided by managers focused on meaning, developing talent and global, economic, social and environmental performance.

In today's world, these two universes currently coexist. Our current and future performances are driven by our culture of excellence and expertise, on cooperation and innovation as we seek to invent solutions which address the needs of our customers and offer our employees a unique professional destiny.

Our developments are accelerating by the cross-cutting nature of our businesses, the porosity of our organisations, innovation and expansion into new territories, new products, new services. The approach of collaborative transformation initiated at Aubrac is contributing to developing responses to these challenges.

Since the end of 2017, teams of staff have been designing the Group's future at Aubrac, a remote and inspiring territory. More than 500 people, coming from all business lines, functions, countries and generations have built functional and organisational business project prototypes.

This approach fosters and accelerates our transversal nature, agility and capacity for innovation, in tune with social and societal change.

Working differently together, combining our strengths and focusing attention to all, reinventing agile organisations developing new activities, are among the subjects addressed Aubrac. Beyond these concrete projects, our culture is evolving and transforming our organisations. Our employees, through their commitment and spirit of engagement, are offering our customers a renewed experience of the value chain across the spectrum of the event industry. And so today, Aubrac is much more than just a series of meetings;

It is a spirit of initiative, a desire to work together differently, a spirit of cooperation between all of us where exchanges and experience count more than certitudes.





# CREATING VALUE FOR TERRITORIES



With more than one hundred offices worldwide, GL events provides customers with local service reflecting a commitment to creating value to benefit the territories where it operates.

## PRIORITIES BY DIVISION

1. **Venues: strengthening the territorial coverage of sites to promote the vitality of regions**
2. **Exhibitions: facilitating exchanges for professional communities and local initiatives**
3. **Live: developing local partnerships**

### 1. GL EVENTS VENUES: STRONG LOCAL POSITIONS ACTIVELY CONTRIBUTING TO THE VITALITY OF TERRITORIES

In addition to its role as a manager of venues, GL events Venues is a key player in promoting business tourism, the economic development of businesses, and more generally, territorial development in the service of the public interest. In partnership with all the territory's economic, political and civil society stakeholders, GL events Venues contributes to developing the territorial network and facilitating contacts between companies, industry associations and learned societies.

In parallel with the space rental activity, through the creation of events, GL events Venues' development teams seek to transform the sites into highly effective tools for creating value and showcasing the territory's specific areas of excellence.

**IN PRACTICE:** In partnership with the French government space agency (*Centre National d'Etudes Spatiales* CNES), Toulouse Metropole and the Occitanie Region, in 2018 GL events Venues designed a new event in the service of all stakeholders of the space sector. The first edition will be held in 2020 in the brand new exhibition centre of Toulouse, the European capital of the aerospace industry. Its goal will be to federate the international stakeholders of large ecosystem concerned by the impact of aerospace developments on the company and the economy;

### Contributing to local jobs

The Group's responsibility in the area of sourcing and subcontracting is central to its sustainable development strategy. The purchasing policy defines prerequisites in terms of quality, cost, delivery deadlines and sustainable development at the national level. However, it also encourages using local suppliers when they meet these criteria.

### 2. GL EVENTS EXHIBITIONS: ORGANISING TRADE SHOWS AND SUPPORTING PROFESSIONAL COMMUNITIES AND LOCAL INITIATIVES

Much more than an ephemeral event, trade shows and exhibitions offer vehicles for both energising professional and civil society communities as well as for promoting territorial economic development. This momentum is based on:

- The impact of a unique gathering of all the sector's stakeholders: professional federations, companies, public authorities, political and economic decision-makers, clusters, research and training institutions, experts, customers, suppliers, media, local authorities, regions and countries...
- Community management and promotion throughout the year through websites, blogs, dedicated social media, conferences and the publication of high content newsletters.
- Presenting trends for products and services, showcasing innovations.
- Producing high value added content for seminars and conferences.

### 3. GL EVENTS LIVE: SUPPORTING LOCAL ECONOMIES

For GL events Live's activities, stakeholders' expectations concern primarily the Group's ability to promote the regional economy calling upon local suppliers. This requirement is frequently conveyed in connection with public procurement contracts. The proximity offered by the GL events Live's network of agencies is a genuine asset. For customers, long-term partnerships contribute to a better balance in terms of costs, meeting deadlines and local impacts.

For organising committees of large international sports competitions or major political events, promoting a region's heritage and creating local value are top priorities. For that reason, the aim is both to promote the region but also to stimulate the local economy and employment. As a service provider for these events, GL events incorporates these requirements by providing, solutions that in addition to addressing budgetary and operational criteria, also enhance local partnerships.

### SPONSORSHIP

GL events is a supporter of the universe of culture, sports and not-for-profit initiatives. In parallel, each Business Unit supports at a local level voluntary-sector initiatives that address the social challenges of their territory, based on a community-centred approach. In 2018, key actions or entities supported by the Group included:

- The Lyon Festival of Lights
- Sport dans la Ville
- Solidarité Sida
- La Villa Noailles
- L'Institut Français de la Mode
- Emmaüs Action Est
- Le Printemps de Pérouges
- Le Saut Hermès

A sponsoring contract has also been renewed with Elise Marc and Méлина Robert-Michon, a world-class athletes with disabilities.

### GLOBAL INDUSTRIE, A MAJOR MULTI-SECTOR GATHERING OF MANUFACTURERS

By acquiring and combining Midest and Tolexpo in July 2017 with the Industrie and Smart Industrie trade shows, GL events Exhibitions has created Global Industrie, the European gathering for manufacturing sectors whose first edition was held in March 2018. This large-scale exhibition brought together players coming from the entire industrial ecosystem.



# CROSS-FUNCTIONAL CHALLENGES

## 1. ADAPTING THE PURCHASING POLICY

GL events' purchasing policy operationalises its CSR commitment to secure the supply chain and better manage the environmental and social impacts of its purchases of products and services.

The buyers are key partners for the sustainable development department. For categories of purchases having an impact (significant volume or environmental/social impacts), the team works in coordination with the sustainable development department to integrate targeted environmental and social criteria in relation to the specific issues of the category of supplies. Initially based on the use of somewhat lengthy and generic questionnaires, in recent years a more targeted approach has been adapted, gradually introducing CSR clauses in the contracts.

- finalisation of the corruption risk map;
- identifying personnel most at risk who will follow specific dedicated training programmes in 2019;
- completion of a feasibility study on accounting control procedures for execution in 2019;
- in connection with the assessment of third parties, pre-definition of criteria and a procedure for deployment in 2019.

All managers of the subsidiaries, including all those located in international markets, have been tasked by Executive Management with the responsibility of deploying measures and procedures decided at the executive management level. Actions to be taken in countries identified as at risk are the focus of particular vigilance.

## 2. CHANGES IN THE SCOPE OF CERTIFICATION

The Group intends to gradually extend the scope of certification:

- The ISO 14001 certification was renewed for the network of GL events Venues France
- GL events UK received ISO 14001 certification for the first time.
- The CCIB Barcelona international convention centre obtained ISO 20121 certification (event sustainability management).
- Other Group entities are engaged in this process: Décorama, Jaulin and several sites of the GL events Premium network.

## 3. ETHICS AND COMPLIANCE

GL events' activities adopt a concrete approach to promoting ethical practices and compliance according to French and international standards.

### PREVENTING CORRUPTION

In 2018, under the impetus of executive management, the project team created to implement the eight pillars of the French anticorruption law (*Loi Sapin 2*) continued with its actions, and in particular:

- publication of the anti-corruption code on the Group intranet and Internet sites and providing for disciplinary measures in conjunction with a whistleblowing system accessible by email;

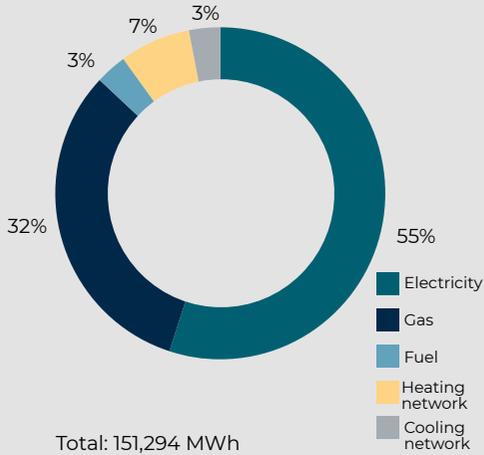
### THE CCIB BARCELONA INTERNATIONAL CONVENTION CENTRE OBTAINED ISO 20121



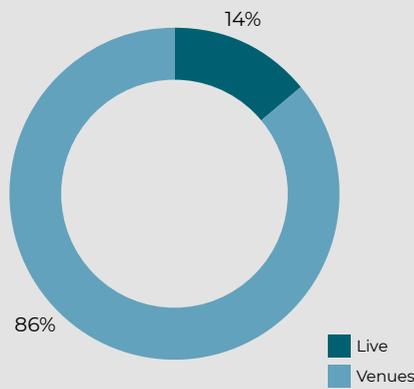
NOTE: PUBLISHED DATA RELATES TO THE GL EVENTS LIVE AND GL EVENTS VENUES REPORTING BOUNDARY.

# THINK GREEN INDICATORS

## ENERGY CONSUMPTION BY TYPE (%)

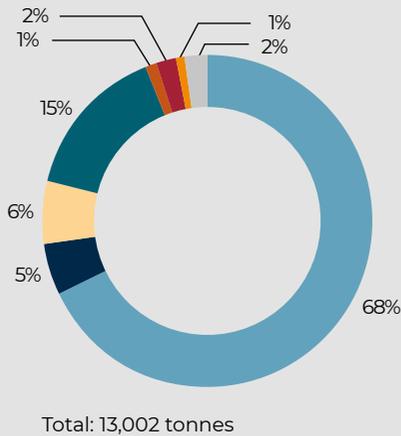


## ENERGY CONSUMPTION BY DIVISION (%)

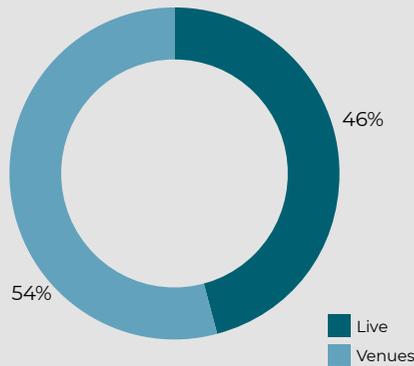


BASED ON DATA PROVIDED, GL EVENTS LIVE ACCOUNTS FOR 14 % OF ENERGY CONSUMPTION WITHIN THE RELEVANT REPORTING BOUNDARY. CONSUMPTION OF THE GL EVENTS VENUES SCOPE REFLECTS THE NATURE OF THE BUILDINGS THAT IN CERTAIN CASES CAN REACH A SURFACE AREA OF 140,000 SQM SUCH AS EUREXPO IN LYON. WEATHER CONDITIONS AND FLUCTUATIONS IN THE LEVEL OF ACTIVITY ALSO HAVE A SIGNIFICANT IMPACT ON ENERGY CONSUMPTION.

## WASTE PRODUCTION BY CATEGORY (VENUES AND LIVE BUSINESS DIVISIONS COMBINED):



## QUANTITY OF WASTE PRODUCED BY BU



IT SHOULD BE NOTED THAT OF THE APPROXIMATELY 13,002 TONNES OF REPORTED WASTE, THE VENUES DIVISION PRODUCES 54%. WE ALSO NOTE IN THE VOLUMES REPORTED FOR THIS BUSINESS UNIT THAT A SIGNIFICANT PERCENTAGE OF THIS VOLUME ORIGINATE OUTSIDE OF GL EVENTS FROM EXTERNAL EVENT ORGANISERS. IN CONSEQUENCE, IF GL EVENTS VENUES MANAGES THE WASTE GENERATED BY THE EVENTS IT HOSTS, IT IS NEVERTHELESS NOT THE DIRECT SOURCE.

- NHIW/non-separated waste
- Paper / Cardboard
- Metals
- Wood
- Glass
- Carpeting
- Organic waste
- Other

## WATER CONSUMPTION\*

490.679 m<sup>3</sup>

\* Total water consumption for buildings and fire hose cabinets

Of this amount, GL events Venues accounted for 81 % and is linked to the number of visitors attending the events, the type of event as well as the process of cleaning the sites..

NOTE: INDICATORS ARE CALCULATED BASED ON THE WORKFORCE AT 31 DECEMBER 2018.

# THINK PEOPLE INDICATORS

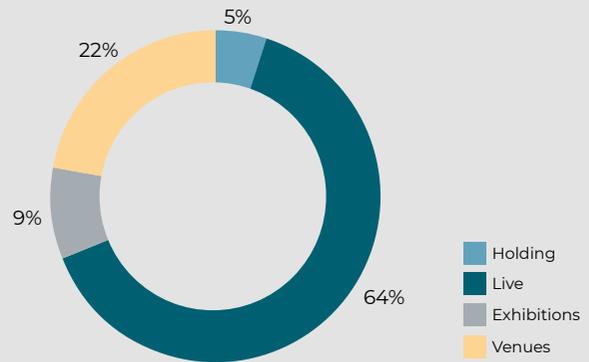
## THE MEN AND WOMEN OF GL EVENTS

# 4,506

EMPLOYEES AT 31/12/2018

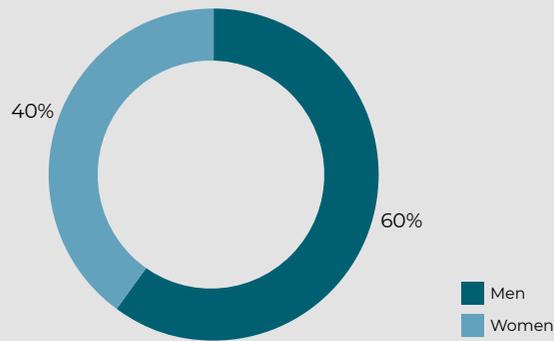
### HEADCOUNT BY DIVISION

(AT 31/12/2018)



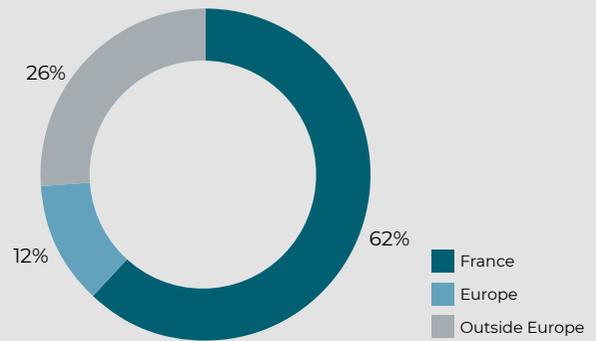
### HEADCOUNT BY GENDER

(AT 31/12/2018)



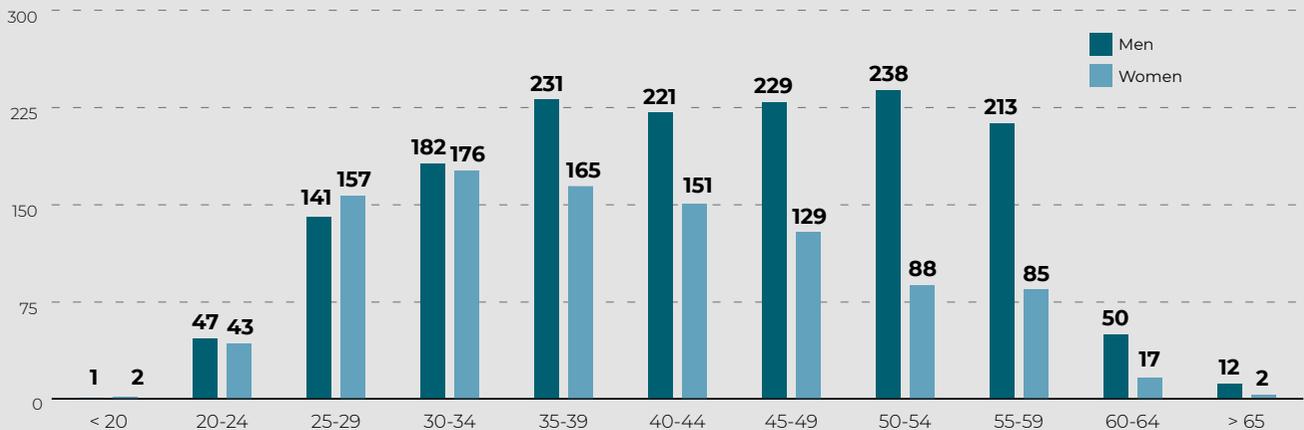
### HEADCOUNT BY REGION

(AT 31/12/2018)



### BREAKDOWN BY AGE AND GENDER FOR PERMANENT STAFF - GL EVENTS

(FRANCE REPORTING BOUNDARY AT 31/12/2018)





LOU RUGBY VS. CARDIFF

# THE PASSION OF SPORTS

## A PASSION FOR SPORTS DRIVING EVERY FACET OF THE GROUP

For more than 10 years, through its services and equipment, GL events has acquired a world-class stature in the segment for major international sports events, a very demanding market in terms of quality, safety and sustainable development. It is also the organiser of Equita Longines, the leading equestrian event in France and a unique event hosting world-class competitions.

GL events Sports brings together the Group's full range of expertise in terms of organisation, event services and the management of reception venues within the universe of sports.

In keeping with its values and CSR commitment, the Group supports men and women who strive for excellence and push their limits within their disciplines. This is the case of two high-level athletes the Group has been supporting since 2015:

Mélina Robert-Michon, professional discus thrower and Olympic vice champion. Her 2019 season began well: French Cup Winter Throwing champion of 24 February in Salon de Provence followed by fourth-place in the European Cup in Samorin on 10 March, she is currently preparing actively for two major challenges: the World Athletics Championships to be held in Doha in September 2019 and the Tokyo Olympic Games in 2020; Élise Marc, a paratriathlon athlete who is a competitor at the Asvel Triathlon. Her performance in 2018 was particularly brilliant with six races on the international circuit which ended with five victories in the world triathlon cup in Yokohama, Iseo, Lausanne and Besançon as well as championships in Europe in Tartu (Estonia), and second place in the World Triathlon Grand Final Gold Coast (Australia). Elise Marc was also named Paratriathlete of the Year 2018 by the ETU (European Triathlon Union).



GL events is the main shareholder of LOU Rugby. In 2016, the team was promoted to the Top 14 rugby competition and, for the first time in its recent history, maintained its place in 2017. The Group has thus associated its image with this historic club that boasts a number of emblematic players: Liam Gill, Carl Fearn, Jonathan Pélissié, Clément Ric, Mike Harris and Delon Armitage.

And in 2018, for the first time since 1953 two players of LOU Rugby joined the French national team, Baptiste Couilloud and Lionel Beauxis.

The LOU rugby has invested in the Matmut Stadium of Gerland. The stadium has been completely renovated under the direction of the Group into a full-fledged multi-complex facility. On that basis, it now hosts an average of 15,000 spectators per match, in addition to proposing 200 events per year in its reception facilities and serving 200 meals per day in its restaurant.

Since April 2015, Olivier Ginon is the Vice Chair of the Economy of Sports task force (*Filière Sport*) chaired by the French Minister of the Economy and Finance.

The Sports Sector Committee represents a platform providing a framework for coordination and exchange between the French government and all participants in the sports industry stakeholders at the international, national and local levels. It brings together on an informal an open basis all participants in the sports economy (companies, local administrations, associations, sports federations, clubs, sports professionals, etc.) in order to win contracts together in international markets, promote innovation and renew socioeconomic models in the field of sports.

# HISTORY & MILESTONES

## 1978-1989

**SARL POLYGONE SERVICES IS CREATED** by Olivier Ginon and three partners (Olivier Roux, Gilles Gouédard-Comte and Jacques Danger).

**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).

**NAME CHANGE** to Générale Location.

## 1990-1997

**EIGHT YEARS** of growth. Générale Location strengthens its strategy of providing global solutions through acquisitions and creations in the sectors of general contracting for exhibitions, furniture rental, premium stands, signage, fixtures for mass retailers and museums, hosting services.

**GÉNÉRALE LOCATION** launches its international development with 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.).

**MAJOR PROJECTS** for the Group: Olympic Games in Sydney, the European Heads of State Summit (coinciding with the French EU Presidency), and several second millennium events.

**A NEW NAME** for Générale Location: 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, FRANCE

## 2004-2009

**IN ADDITION TO THE ACQUISITION** of Market Place, a specialised event communications agency and Temp-A-Store in the United Kingdom (temporary structures), Promotor International and AGOR (organisation specialist), and an equity interest acquired in Première Vision, GL events registers very strong growth in the B2B segment with the acquisition of six new industry trade fairs.

**THE GROUP DEVELOPS ITS INTERNATIONAL NETWORK OF VENUES**, acquiring Hungexpo, the operating company of the Budapest Exhibition Centre and wins management concessions for the Riocentro Convention Centre of Rio de Janeiro, Pudong Expo for the city of Shanghai, the Brussels Square meeting centre, the Turin Lingotto Fiere exhibition centre, Curitiba Estação Embratel Convention Centre and the Rio de Janeiro Aréna in Brazil and the World Forum Congress Centre of The Hague. GL events acquires Traiteur Lories to accelerate the development of its Food & Beverage strategy.

**IN 2005 AND 2007**, the Group launches two rights issues that raised €35.7 million and €77.6 million.

**IN FRANCE**, GL events wins concessions for the Metz Exhibition Centre, Exhibition and Convention Centres (Nice, Amiens), the Roanne Scarabée multifunctional hall, the Troyes Convention Centre and the Maison de la Mutualité in Paris.

## 2010

**THE CREATION** of GL events Exhibitions on 1 January 2010 enables the Group to strengthen the level of service provided to exhibitors and visitors alike, in coordination with the different event industry players and professionals.

**IN FRANCE**, GL events was selected to manage the Palais Brongniart.

**GL EVENTS** wins a historic contract for the FIFA World Cup 2010™ in South Africa. The Group also strengthens its position by contributing to a number of international events such as the Shanghai World Expo.

## 2011-2012

**GL EVENTS CONFIRMS ITS LEADERSHIP** with contributions to a number of international events: the Africa Cup of Nations in Qatar, the RBS 6 Nations rugby championship and summit meetings for the French presidency of the G8 and G20, the London Olympic Games, the Rio+20 Summit, etc.

**ACQUISITIONS OF BRELET**, a French provider of temporary installations for trade fairs and events, Slick Seating Systems Ltd, a UK-based specialist in the design and manufacture of grandstands and seating solutions in the UK and Commonwealth countries, and Serenas, Turkey's leading PCO.

**WITH THE RENEWAL OF THE MANAGEMENT CONCESSION FOR TOULOUSE EXPO EXHIBITION** Centre, the management concession for the new Ankara Convention and Exhibition Centre in Turkey and La Sucrière in Lyon, GL events continues to build its international network of premium venues.

**GL EVENTS CARRIES OUT A CAPITAL INCREASE** to accelerate its development in emerging markets and, in particular, Brazil with a very promising line-up of major events in 2016. Sofina becomes a Group shareholder

**EXPORTING THE PROPRIETARY EVENT CONCEPTS** to different geographical regions confirms its potential for generating high added value for the Group (Première Vision in New York, Sao Paulo and Moscow, the Bocuse d'Or in New York, Sirha in Shanghai and Geneva, etc.).

## 2013

**IN BRAZIL**, the acquisition of LPR, a Brazilian company specialised in the supply of general installations and furniture; the Group is awarded a 30-year management concession for the São Paulo Imigrantes Exhibition Centre following a call for tenders.

**CONSTRUCTION OF A 20,000 SQM TEMPORARY EXHIBITION PARK** in Sydney.

**THE GROUP IS AWARDED A TEN-YEAR CONCESSION FOR THE METZ CONVENTION CENTRE.**

## 2014

**ON 1 JANUARY, THE GROUP'S THREE EVENT AGENCIES**

- Alice Événements, Market Place et Package - are combined into a single entity, specialised in strategic and operating communications for events. Live! by GL events

**THE GROUP OBTAINS A PUBLIC SERVICE CONCESSION**

through Strasbourg Événements for the management of two major facilities: the Music and Convention Centre and Exhibition Park of Strasbourg.

**AS A STAKEHOLDER OF THE G20 SUMMIT**

in Brisbane, Australia and the COP 20 in Lima, Peru, the Group confirms its positioning for major political and environmental events.

**OPERATIONS IN LATIN AMERICA** are ramped up by acquiring positions in Chile.

**THE OFFERING OF MODULAR AND DURABLE STADIUMS**

introduces an innovation with the concept of rapidly installed and cost-efficient infrastructure

## 2015

**COMMENCEMENT OF A MAJOR PROGRAM FOR SAN PAOLO EXPO: THE CONSTRUCTION OF A 7-LEVEL 4,532 PLACE PARKING FACILITY.**

**INAUGURATION IN RIO DE JANEIRO OF THE GRAND**

**HÔTEL MERCURE** for which GL events is the prime contractor. Carried out in partnership with Accor, this five-star establishment has 306 rooms

**ACQUISITION OF THE JAULIN GROUP**

which allows GL events to strengthen its position in the Paris region and adds a new venue to its network: Paris Event Center.

## 2016

**IN APRIL, INAUGURATION OF SÃO PAULO EXPO**, Latin America's largest exhibition centre with a total area of 120,000 sqm.

**A STRONG PRESENCE AT THE RIO SUMMER OLYMPIC**

**GAMES**, with competitions hosted at Group sites (Rio Arena and Riocentro), the provision of numerous catering and hospitality services.

**SIGNATURE OF A JOINT VENTURE**

between GL events and Yuexiu Group to jointly develop a network of event sites in China. The first step in 2019: managing the future Guangzhou Yuexiu Exhibition and Convention Centre (50,000 sqm).

**AFTER COP 20 IN LIMA AND THE COP 21 IN PARIS,**

GL events is a stakeholder of the COP 22 hosted in Marrakesh. The Group confirms accordingly its standing as a major player for these global sustainable development meetings.

## 2017

**CREATION OF GLOBAL INDUSTRIE.** With the acquisition of the Tolexpo and Midest trade shows, combined with Smart Industries, GL events has created a major broad-based event for the industrial sector. The first edition will be held in 2018 at Paris-Nord Villepinte.

**MATMUT STADIUM OF GERLAND IS COMPLETELY**

**REFURBISHED.** After six months of work, the playing grounds of LOU Rugby is ready to host sports events and large events.

**STRATEGIC ACQUISITIONS:** Tarpulin (Chile), Wicked & Flow (Dubai), Aganto (UK) and the CCC agency.

**CONTINUING DEVELOPMENT IN ASIA:**

after China, GL events is awarded preferred bidder status for the management of the future Aichi International Exhibition Centre (Japan).



## 2018

**A VERY SUCCESSFUL FIRST EDITION OF GLOBAL INDUSTRIE:** Reflecting a strategic priority of the French government, GL events created the standard-setting exhibition of the French industrial sector.

**WITH AÏCHI SKY EXPO AND E2 DUBAI SOUTH EVENT & EXHIBITION CENTER,** the network of venues has been strengthened in regions of the world where significant developments are expected.

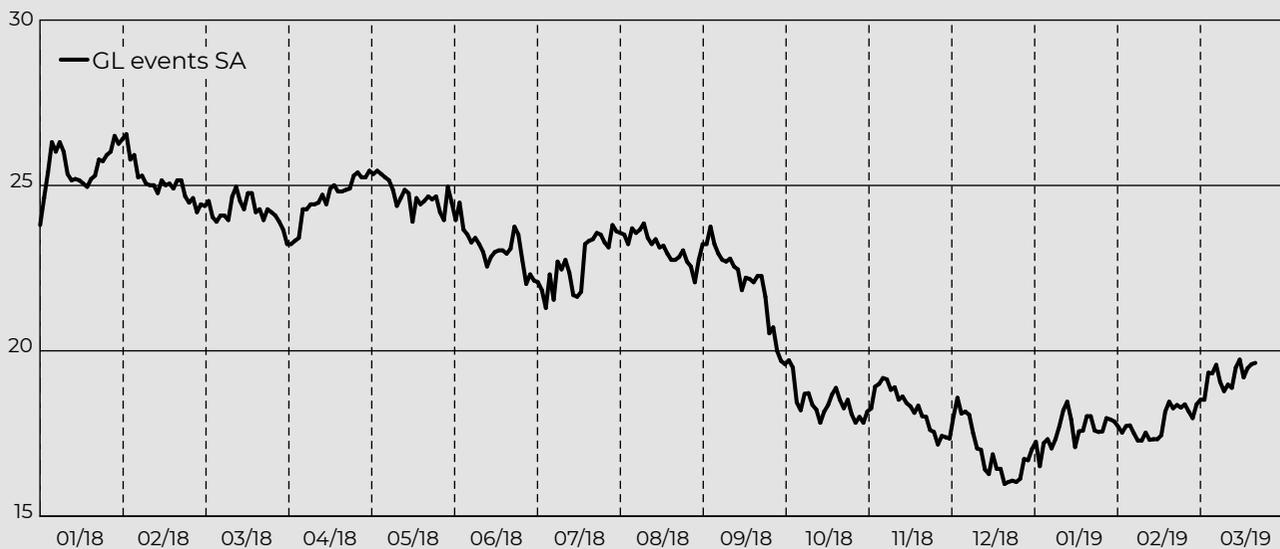
**THE GROUP'S NETWORK OF EVENT VENUES IS** reinforced by the addition of Reims and Caen.

**WITH THE ACQUISITION OF FISA,** Chile's leading professional exhibition organiser, the Group has strengthened its market positions in Chile, and more generally, and Latin America.

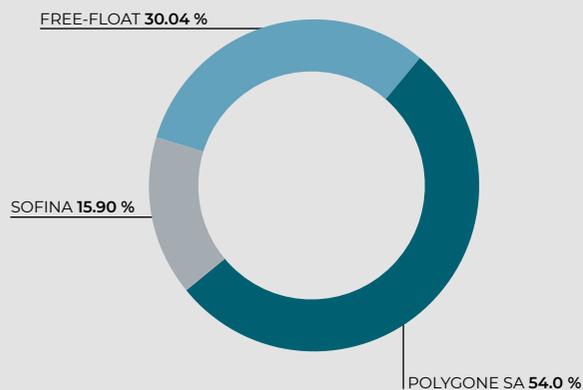
Reflecting a dual dynamic of both organic and external growth, the €1 billion revenue milestone was crossed in a year marked by a double anniversary: 40 years of existence and 20 years as a publicly traded company.

# SHAREHOLDER INFORMATION

## SHARE PRICE DATA



## SHAREHOLDER OWNERSHIP STRUCTURE AT 31 DECEMBER 2018



## DIVIDENDS

At the upcoming annual general meeting to be held on 26 April 2019, the Board of Directors will submit a proposal to distribute a dividend of €0.65 for 2018 representing a payout ratio of 46 %.



\* Dividends paid in the form of shares: 83.95 %.

\*\* Dividends paid in the form of shares: 87.5 %.

## 2019 INVESTOR CALENDAR

<b>23 APRIL 2019</b>	2019 FIRST-QUARTER REVENUE (AFTER THE CLOSE OF TRADING)
<b>26 APRIL 2019</b>	AGM / EGM IN LYON
<b>17 JULY 2019</b>	2019 FIRST-HALF REVENUE (AFTER THE CLOSE OF TRADING)
<b>3 SEPTEMBER 2019</b>	2019 FIRST-HALF REVENUE (AFTER THE CLOSE OF TRADING)
<b>15 OCTOBER 2019</b>	2019 THIRD-QUARTER REVENUE (AFTER THE CLOSE OF TRADING)

**PRESS RELEASES**

GL events' press releases may be consulted at the company's website, [www.gl-events.com](http://www.gl-events.com) (under "Group>Financial Information"). They are systematically sent by e-mail, fax or the post to all persons having so requested.

**ANNUAL REPORTS**

Copies of the GL events' annual reports can 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.

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

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Since its initial public offering, GL events' communications strategy has focused on maintaining strong investor relations.

The following information can be found on the company's website ([www.gl-events.com](http://www.gl-events.com)) in the space for shareholders:

- 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: [info.finance@gl-events.com](mailto:info.finance@gl-events.com)



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