



UBM

# Form of Proxy

Reference Number                      Card ID                      Account Number

Resolution (Ordinary unless specified)	For	Against	Not voted
1. To receive and adopt report and accounts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. To approve the directors' remuneration report.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. To re-appoint Ernst & Young LLP as auditors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. To authorise the directors to determine the remuneration of the auditors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To re-elect David Levin as a director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To re-elect Alan Gillespie as a director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To re-elect Jonathan Newcomb as a director.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. To authorise the directors to allot relevant securities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Special Resolution: to change the name of the Company to UBM plc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Special Resolution: to allow general meetings to be called on 14 days' notice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Special Resolution: to disapply pre-emption rights.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Special Resolution: to authorise the purchase by the Company of ordinary shares in the market.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Special Resolution: to adopt new Articles of Association.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tick here if this proxy appointment is one of multiple appointments being made (see note 3).



UBM

If you are attending the Annual General Meeting of United Business Media Limited at The Westbury Hotel, Grafton Street, Dublin 2, Ireland on Tuesday 10 May 2011, please sign and date this admission card and present it at the registration desk on your arrival.

Signature:

Name:

Date:

2011



I/We, the undersigned, being (a) Member(s) of United Business Media Limited, hereby appoint the Chairman of the Meeting or

shares

to act as my/our proxy at the Annual General Meeting of the Company to be held on Tuesday 10 May 2011 at 4.30 pm, and at any adjournment thereof, and to vote in accordance with my/our instructions as indicated:

*Please mark the relevant box to indicate how you wish your vote to be cast or withheld for each resolution. In the absence of a mark against any resolution, and in relation to any other business which may properly come before the Meeting, the proxy may vote or abstain from voting at his/her discretion.*

Signed this day  of  2011

Signature

- The 'Not Voted' option enables you to abstain from voting on any resolution. An abstention is not a vote in law and will not be counted in the votes 'For' or 'Against'.
- Every holder has the right to appoint some other person(s) of his choice, who need not be a shareholder, as his proxy to exercise all or any of his rights, to attend, speak and vote on his behalf at the meeting. If you wish to appoint a person other than the Chairman, please insert the name of your chosen proxy holder in the space provided. If the proxy is being appointed in relation to less than your full voting entitlement, please enter in the box next to the proxy holder's name the number of shares in relation to which they are authorised to act as your proxy. If left blank your proxy will be deemed to be authorised in respect of your full voting entitlement.
- To appoint more than one proxy, (an) additional proxy form(s) may be obtained by contacting the Registrars on 0871 384 2239 (calls are charged at 8p per minute from a BT landline – other telephony provider costs may vary) or on +44 (0) 121 415 7047 (from outside the UK) Lines open 8.30 am to 5.30 pm, Monday to Friday. You may alternatively photocopy this form. Please indicate in the box next to the proxy holder's name the number of shares in relation to which they are authorised to act as your proxy. Please also indicate by ticking the box provided if the proxy instruction is one of multiple instructions being given. All forms must be signed and should be returned together in the same envelope.
- In the case of joint holders, the signature of any one of the holders will be valid but the names of all joint holders should be stated. For this purpose seniority is determined by the order in which the names appear in the register of members.
- In the case of a corporation, the proxy form must be executed under its common seal or signed on its behalf by a duly authorised officer or attorney.
- Any alterations made to this proxy should be initialled by the person(s) signing it.
- To be valid, this proxy form must be completed and sent, together with any power of attorney or other authority under which it is signed, to the address overleaf so as to arrive not less than 48 hours before the meeting, ie by 4.30 pm on Sunday 8 May 2011.
- Completion of this form will not preclude you from attending and voting at the meeting in person if you wish.
- CREST participants may lodge their proxy appointments via CREST. Please refer to Note 9 in the notice of meeting.
- You may, if you wish, register your proxy appointment electronically via the website [www.sharevote.co.uk](http://www.sharevote.co.uk). You will need the Reference Number, Card ID and Account Number shown opposite.

8054-010-4



## AGM Admission Card

I am attending as: (please tick relevant box)

- a shareholder of the company
- a proxy for the named shareholder
- a corporate representative of the named shareholder
- other

RESPONSE LICENCE NO.  
SEA 10847

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Equiniti  
Aspect House  
Spencer Road  
Lancing  
BN99 6ZN