



UBM Events Investor meeting

David Levin
CEO UBM

Paris, October 2010



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UBM at a glance*

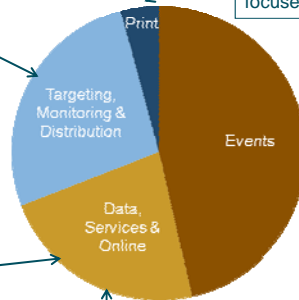
H1 2010 profit: £87.6m**



Reaching the audience
The largest global newswire distributor, providing targeted distribution and monitoring to enable customers

Online marketing services
Generating measurable ROI and high audience engagement

Data & Services to meet critical business needs
Specialist data and communication products servicing key sectors including Healthcare, Technology & Transportation



Print - marketing services
B2B magazines being managed towards a focused portfolio of leading titles

Where buyers meet sellers
The world's second largest 'pure play' event organiser: major trade shows across all key geographies

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* Excludes acquisition of Canon Communications

** Adjusted operating profit excluding corporate operations

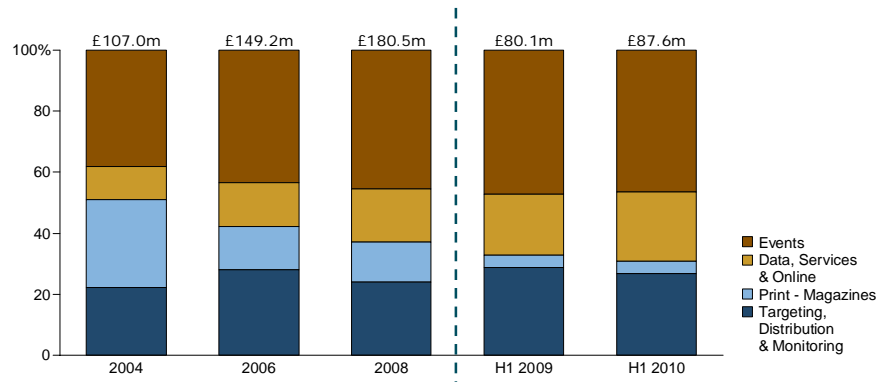
Global exhibitions market



- Face to face thriving in digital age
 - Complementary to on-line - not in competition
- Emerging economies driving growth
 - Significant growth opportunities in fast growth economies and as part of/ driver of industrial globalisation
- Highly fragmented
 - Acquisition opportunities
- Strong business models
 - With economies of scale in operation (venues, marketing, databases, brands, operations)
 - Great cash generation engine

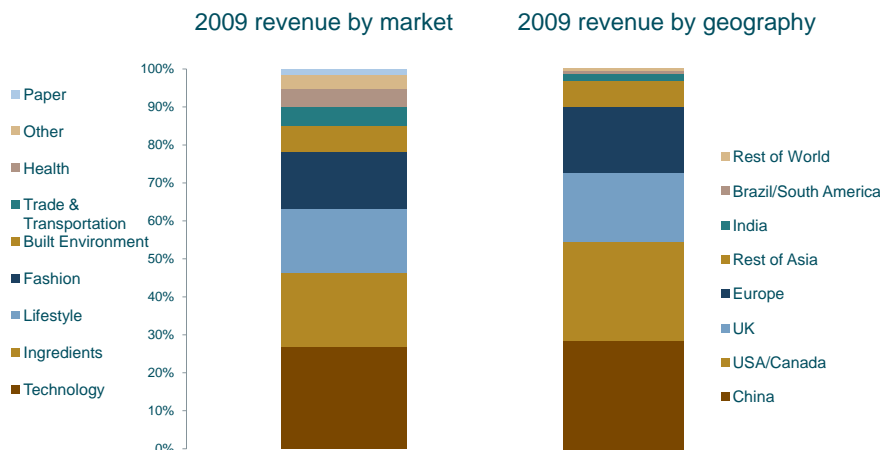
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Strategic focus: Adjusted operating profit mix 2004-2010*



5 * excluding corporate operations

Highly diversified global platform



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Our top 20 annual events & key biennials



	Location	Profile	Year of Inception	SQMs	Attendees
H1 Events - 2010 actuals					
The Interiors Show	Birmingham	Furniture	1991	50,467	25,007
Informex USA	San Francisco	Chemicals	1985	6,652	3,586
APLF - Fashion Access, Spring	Hong Kong	Leather fashion	1985	9,673	14,303
APLF - Materials	Hong Kong	Leather technology	1985	12,145	18,025
Cruise Shipping Miami	Miami	Cruise ship outfitting	1985	13,001	13,930
Game Developer Conference	San Francisco	Software game development	1988	6,879	18,694
Voicecon Spring	Orlando	Unified communications	2004	3,077	792
ESC West	San Jose	Embedded systems	1990	5,253	8,636
Hotelex	Shanghai	Hotel outfitting	1992	30,838	34,547
Interop	Las Vegas	Business technology	1987	7,905	2,043
IFSEC	Birmingham	Global security	1974	17,106	22,743
CPhI China	Shanghai	Pharmaceutical sourcing	2002	32,834	28,847
June Jewellery & Gem	Hong Kong	Jewellery	1988	24,102	19,094
				219,932	210,247
H2 Events - 2009 actuals					
Black Hat USA	Las Vegas	Computer security	1997	399	3,984
Furniture China	Shanghai	Furniture	1995	112,920	37,825
September Jewellery & Gem	Hong Kong	Jewellery	1983	60,405	39,146
CPhI Worldwide	Madrid	Pharmaceutical sourcing	1990	46,937	12,500
ICSE	Madrid	Pharmaceutical contract services	2000	7,092	2,731
Psych Congress	Las Vegas	Psychiatry	1988	5,620	2,522
Cosmoprof Asia	Hong Kong	Beauty & packaging	1996	26,807	26,217
				260,180	124,925
				480,112	335,172
Biennials - even years					
H1 Events - 2010 actuals					
Hopital	Paris	Hospital outfitting	1964	20,000	25,885
H2 Events - 2008 actuals					
HiE	Paris	Health Ingredients	2000	7,747	7,220
Biennials - odd years *					
Geront	Paris	Elderly care	1999	8,200	12,000
FIE	Frankfurt	Food ingredients	1986	26,423	14,326
Marintec	Shanghai	Ship building/outfitting	1981	26,367	42,689

£100m of forward bookings committed over next 12 months

30 June 2010
Forward bookings up 12% adjusted for phasing; unadjusted up 17%

* 2009 information provided for these shows

Exhibitor paid event
Exhibitor & attendee paid event

35 Event businesses acquisitions 2005-2010 £165m: 64 Exhibitions, 24 conferences, 8 awards



Name	Year of acquisition	Country
Tissue World	2005	Europe
ICMI	2005	USA/Canada
Informex	2005	USA/Canada
Mondial	2005	UK
Black Hat	2005	USA/Canada
Japan Jewellery Fair	2005	Japan
MediaLive (inc MediaLive Japan)	2006	USA/Canada
Shorecliff	2006	USA/Canada
The National Venue Show	2006	UK
Thames Gateway Forum	2006	UK
ATC Conference	2006	Europe
The Care Show	2006	UK
Austin Games	2006	USA/Canada
Sandhill Software	2006	USA/Canada
CCCS (ICMI China)	2006	China
Quest Media	2007	UK
Guangzhou Beauty Fair	2007	China
Ithaca	2007	UK
Decorex	2007	UK
Energy Solutions	2007	UK
Intermodal	2007	Brazil/South America
Mass Events Labs	2008	USA/Canada
Exposure Events (BSEC)	2008	UK
Vision Events	2008	USA/Canada
EDA Exhibitions (Embedded Systems)	2008	UK
Securex	2008	Middle East/Africa
Sleep & Arc	2008	UK
IDMF	2008	UK
Global Games Media	2008	Europe
CIOE (70% interest)	2009	China
DesignCon	2010	USA/Canada
Sign China	2010	China
E Commerce Expo	2010	UK
The Concrete Show/Restaurbar	2010	Brazil/South America
Navalshore	2010	Brazil/South America
Children-Baby-Maternity-Expo	2010	China

8 acquisitions with event alignment £146m: multiple events & supporting technology



Name	Year of acquisition	Country	Event brands
Light Reading	2005	USA/Canada/Europe	Ethernet Expo
Commonwealth	2006	USA/Worldwide Events	Break Bulk, Journal of Commerce
AIG	2006	UK	Aero Engine Expo, Aircraft Maintenance Conference
RISI (2% & 48%)	2007 & 2009	USA/Worldwide Events	Tissue World, Containerboard Conference
How Machines Work	2007	USA/Worldwide Virtual Events	Multiple Virtual Events
Think Services (HDI)	2008	USA	World IT Service & Technical Support
Virtual Press Office	2009	USA/Trade Show Press Offices PRNewswire	Multiple
Route Development Group	2010	UK/Worldwide Events	World Routes

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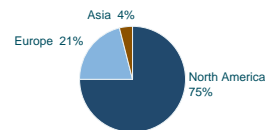
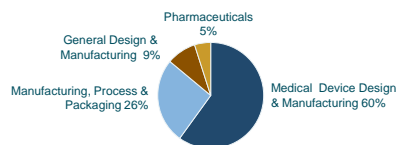
Canon's events portfolio



Events revenue \$51m (48% of Canon revenue) LTM to 30 June 2010

Breakdown by sector (%)

Breakdown by geography (%)



- Leading position in medical devices market – which Canon leverages into adjacent advanced manufacturing segments
- Regionally based co-location strategy is key to Canon's market position:
 - 7 key co-located "event series"
 - 41 events across four industry verticals
- 120,000 sqm of exhibition space, 115,000 qualified attendees and 9,400 exhibitors
- UBM will accelerate growth by geo-cloning events globally, building on existing positions in Germany and Singapore
- 3 Canon events to join UBM "top 20"
- Modest biennial impact of approximately \$1m in H1 of even years
- Forward booking for Canon's events +3% on prior year as at 7 September 2010

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Events: our ambitions

- The leading scale events company in our chosen markets
 - Largest & best in target markets
 - Build leading emerging markets position
 - Develop our leading China market position
 - Grow India and Brazil
 - Expand into next tier territories
 - Continue focused acquisition programme in attractive markets/communities and attractive geographies
 - Leverage knowledge and expertise through GEM initiative
 - Network revenue opportunities
 - Infrastructure operational scale
 - Venue and contractor cost management
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UBM Events Investor meeting

Jane Risby-Rose, Chief Advisory Officer,
UBM Events Worldwide

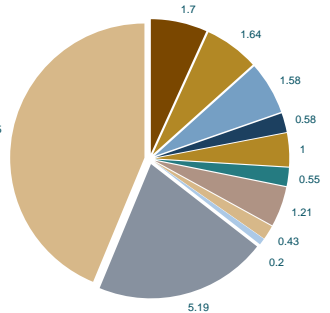
Paris, October 2010

Global exhibitions: a \$25 billion market



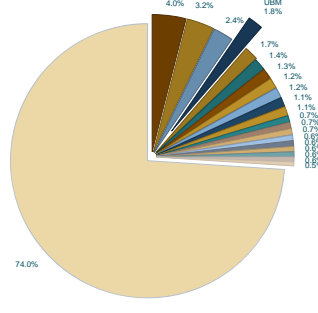
Exhibitions market by geography

- Germany
- France
- UK
- Spain
- Italy
- Russia
- China
- Brazil
- India
- Other
- US



Exhibitions market by operator

- Reed Exhibitions (UK)
- GL Events (France)
- Messe Frankfurt (Germany)
- UBM (UK)
- Fiera Milano (Italy)
- Messe Düsseldorf (Germany)
- Koelnmesse (Germany)
- Deutsche Messe (Germany)
- Messe München (Germany)
- DMG World media (UK)
- Comexposium (France)
- HKTDC (Hong Kong)
- ITE (UK)
- Nielsen Business media (US)
- Ifema (Spain)
- Fira Barcelona (Spain)
- Clarion Events
- BolognaFiere (Italy)
- EMAP (UK)
- Advanstar (US)
- Other



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Source: AMR Research 2010

In UBM's hands



What we do

- Scale economies
- Organic development
- Portfolio synergy
- Geo-clones
- Proactive sustainability

Impact

1. More buyers
2. More space
3. More geographies
4. Reduced costs/improved margins
5. Extended life



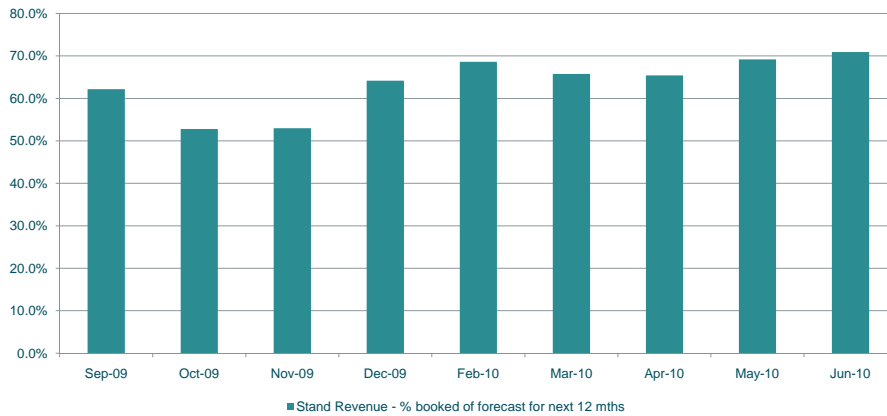
Improve ROI to exhibitors and attendees

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Top 20 forward bookings Secure, cash positive business model



Stand Revenue - % booked of forecast for next 12 mths



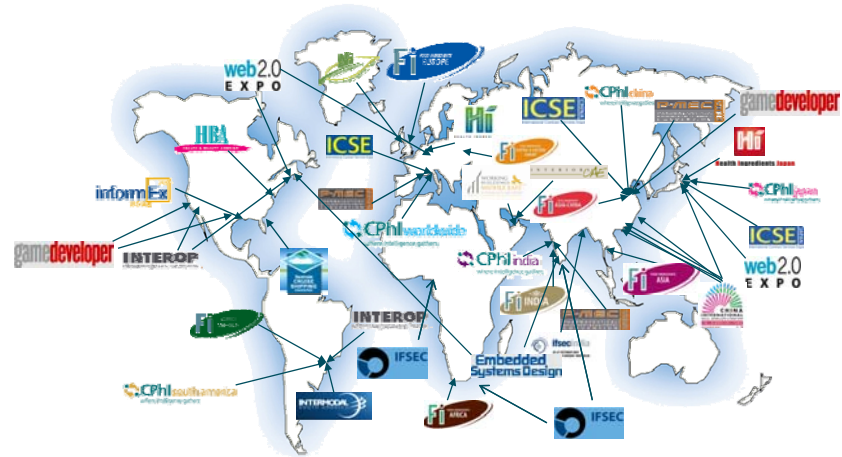
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Opportunity for growth



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Geo-cloning creates further growth opportunity



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Galvanising best practice



- Horizontal focus
- Talent, passion and innovation
- Global Events Momentum (GEM) – internal connectivity
- Increasing focus on environmental sustainability

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a UBM template of success

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Co-located events:



- APIs
- Custom Manufacturing
- Intermediates
- Fine Chemicals
- Excipients
- General



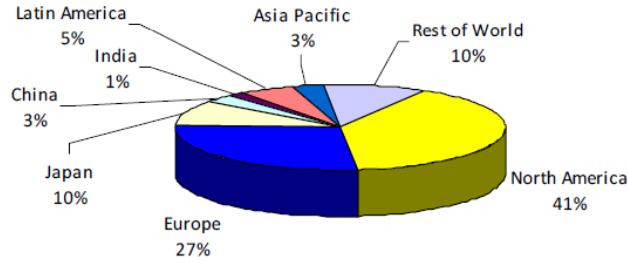
An overview of CPhI

Eliane van Doorn
Paris 2010

www.cphi.com
www.wherepharmameets.com



The pharmaceutical market in 2009 geographical breakdown (total \$750bn)



Co-located events:



www.cphi.com
Ready for business

Pharmaceutical value chain



segment	added value per segment (\$bn)	total added value (\$bn)
Intermediates	15	15
Advanced intermediates	46	61
Active ingredients (API's)	14	75
Formulation, packaging, marketing, R&D, product maintenance and other product related costs	675	750

Co-located events:



www.cphi.com
Ready for business

CPhI worldwide
where intelligence gathers

Country Pavilions

- APIs
- Fine Chemicals
- Custom Manufacturing
- Excipients
- Intermediates
- General

Co-located events:

icse **PM&EC EUROPE** **BioPh**

United Business Media

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CPhI worldwide
where intelligence gathers

CPhI History

Launched in **1990** – 16 exhibiting companies & 250 visitors in Frankfurt

2010 – 1900+ exhibiting companies & 25000 visitors, show moving around Europe – 50.000m2 net

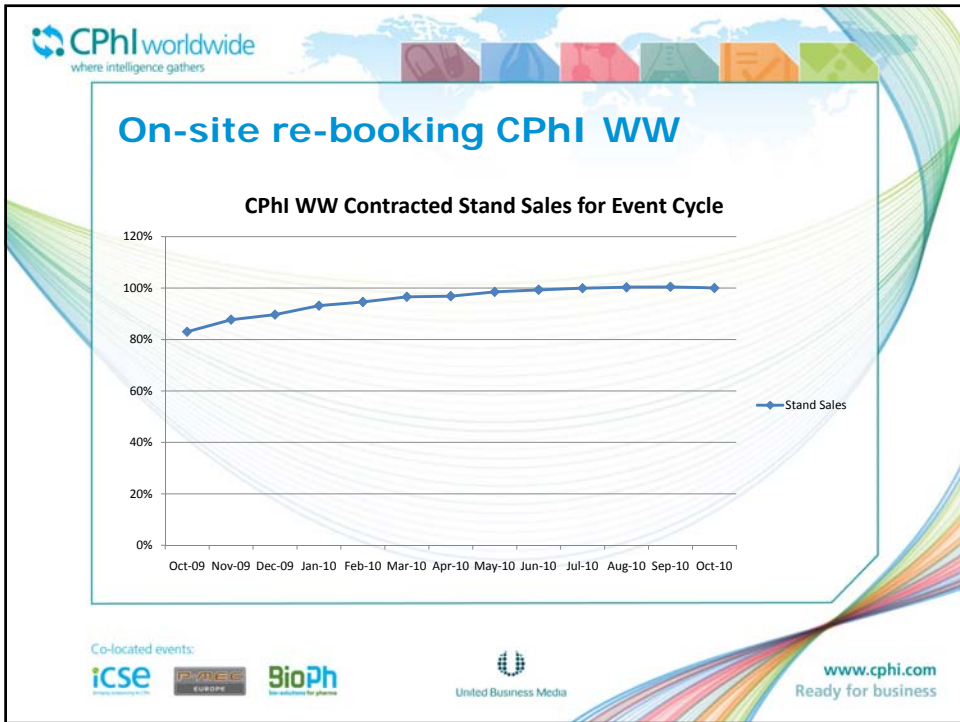
- **Geo-clones:**
 - 2001 China (2010 - 35.000 m2)
 - 2002 Japan (2010 - 4.500 m2)
 - 2006 India (2010 - 12.000 m2)
 - 2008 South America (2010 - 3.000 m2)

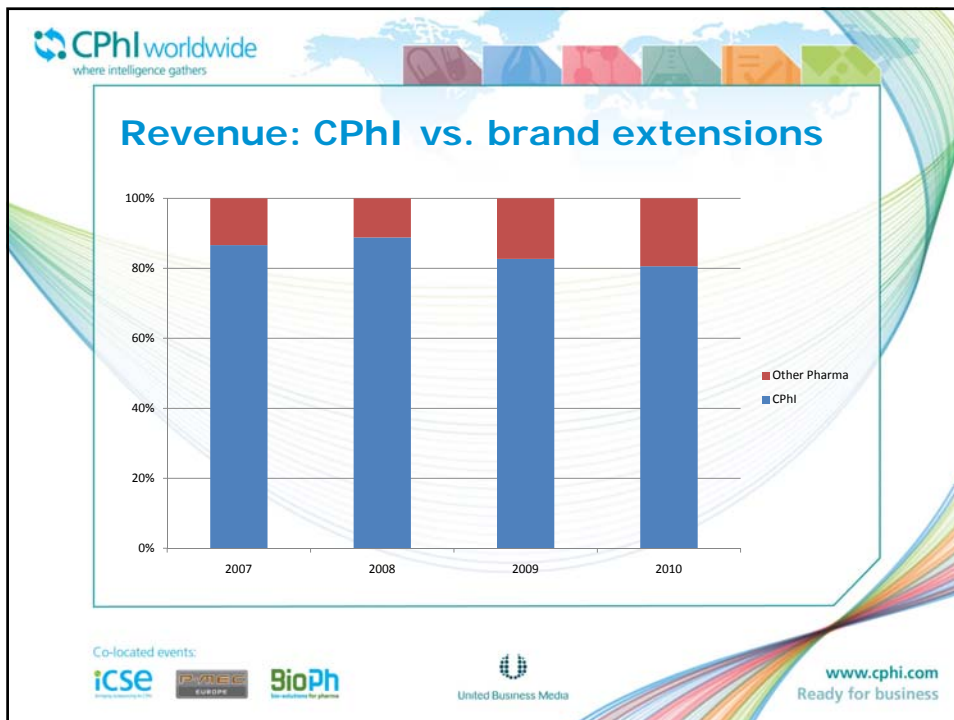
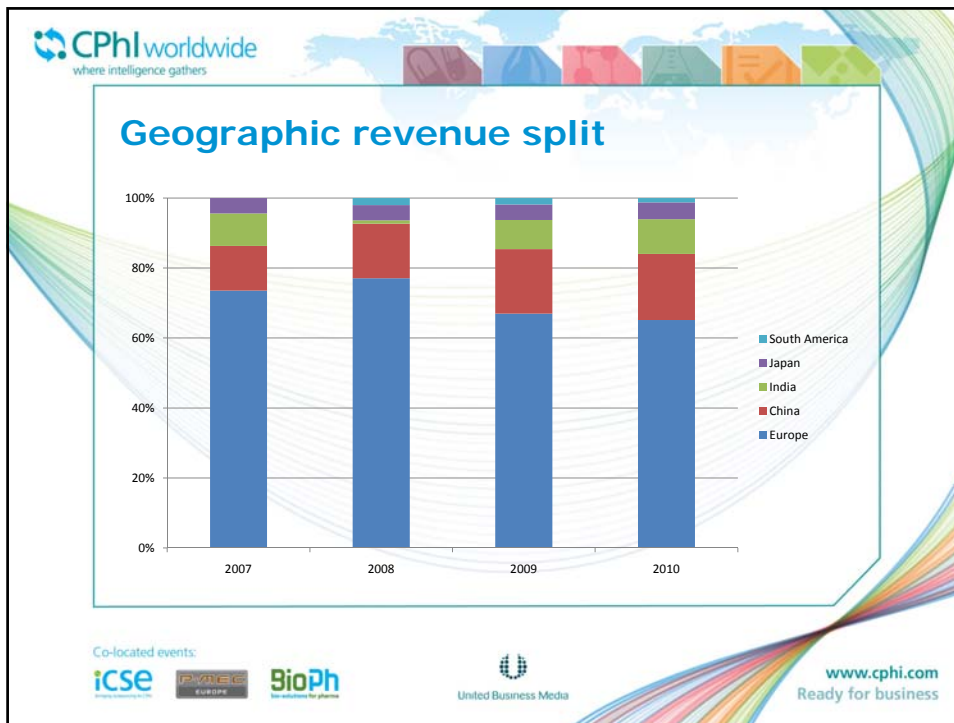
Co-located events:

icse **PM&EC EUROPE** **BioPh**

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Brand extensions

ICSE – International Contract Services Expo

- 2000 ICSE (2010 - 10.000 m2)
 - 2005 pavilion in CPhI Japan
 - 2007 'trail' in China, 2010 pavilion in CPhI China
 - 2008 pavilion in CPhI India

PMEC – Pharmaceutical Machinery & Equipment Convention

- 2005 PMEC
 - 2007 India (12.000 m2) & China (12.000 m2),
 - 2008 Japan and South America pavilions in CPhI

BioPh – Bio Solutions for Pharma

- 2009 BioPh (from zone to brand -pavilions, trails and conferences)

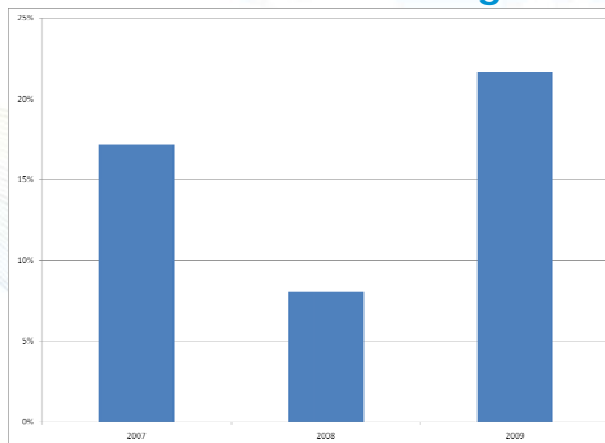
Co-located events:



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Brand extensions: revenue growth



Co-located events:



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CPH worldwide
where intelligence gathers



Extensions Non exhibition

- CPH Conferences 
 - Europe 2008
 - India 2010
 - China & South America 2011
- Wherepharmameets.com – 2009
- CPH-online - 2010 


Co-located events:










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CPH worldwide
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Future outlook & focus

- Manage 'mother' brands
 - Zoning (Finished dosage & generics)
 - Adjacent markets
 - InnoPack 
 - LabWorld 
- Continue launches & geo-clones
 - Mexico
 - Turkey
- Being at the centre of the community
 - CPH Online 
 - CPH Conferences 

Co-located events:

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- Easy onsite navigation
- Less time walking, more time talking
- Better focus on doing business

Co-located events:

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Thank you!

Any questions?

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