



2010 Interim Results

David Levin
Robert Gray

30 July 2010



First half 2010: solid performance in an improving environment

Highlights six months ended 30 June 2010

- Revenue £434.3m, down 0.2% from £435.0m
- Adjusted operating profit £83.2m (up 6.3% from £78.3m)
- EBITDA £91.1m (up 7.3% from £84.9m)
- Adjusted EPS 24.9p (down 6.7%)
- Robust cash generation – operating cash flow £76.9m (up 3.2% from £74.5m)
- Balance sheet strong – Net debt /LTM EBITDA 1.6x
- Interim dividend held at 6.0p

UBM at a glance

H1 2010 profit: £87.6m*



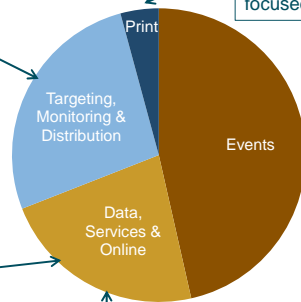
Reaching the audience
The largest global newswire distributor, providing targeted distribution and monitoring to enable customers

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



3

* Adjusted operating profit excluding corporate operations

2010 Interim Results

Our vision



- Position for growth – focus on leading positions in fast growth communities and geographies
- Events – face to face contact will continue to grow in importance as the surrounding world becomes increasingly digitised
- Data & Services – being the leading provider of rich data, information and services for selected markets
- Marketing services – providing print and online marketing services and relevant added value content which leverage our community engagement
- Targeting, Distribution and Monitoring – expanding our reach across an increasingly larger segment of corporate PR and marketing spend as a means to communicate the right message to the right audience

4

2010 Interim Results



UBM 2010 priorities: building for structural growth

- Develop events franchise
 - ✓ Leadership & expertise reinforced
 - ✓ Six acquisitions
- Build in emerging markets
 - ✓ China over 16% of group profits
 - ✓ New launches and geo-clones
China, Brazil, India, Indonesia,
Nigeria, Abu Dhabi
- Invest and innovate to
 - Build TD&M beyond the wire
 - Deepen data businesses
 - Expand online
 - ✓ “Beyond the wire” revenues up 16% to £35m
 - ✓ Infrastructure outsourced at T,D & M
 - ✓ Launches of new data products (Global Trade, Aviation)
 - ✓ Virtual events doubled
 - ✓ Pay walls on selected magazine sites
- Focus print portfolio
 - ✓ Four titles closed
 - ✓ Margins improved to 5%
 - ✓ Continuing objective: focused, sustainable titles

Support this with efficient capital deployment & balance sheet management

5

2010 Interim Results



2010 Interim Financial Results

Robert Gray

6

2010 Interim Results

Financial highlights

Six months to 30 June 2010



	2010	2009	Change %
Revenue (£m)	434.3	435.0	(0.2)
EBITDA (£m)	91.1	84.9	7.3
Adjusted operating profit (£m)	83.2	78.3	6.3
Financial expense (£m)	(7.1)	1.5	n/a
Adjusted PBT (£m)	76.1	79.8	(4.6)
Tax (£m)	(8.7)	(8.4)	3.6
Non-controlling interests (£m)	(4.1)	(3.3)	24.2
Profit (£m)	45.5	48.0	(5.2)
Adjusted EPS (p)	24.9	26.7	(6.7)
Adjusted EPS fully diluted (p)	24.7	26.4	(6.4)
Interim dividend per share (p)	6.0	6.0	-
Net debt £m	302.8	228.8	32.3
Net debt/LTM EBITDA	1.6x	1.3x	n/a

* Non-GAAP measures are defined in the supplementary information

2010 Interim Results

7

Segmental analysis

Six months to 30 June



	Revenue		Adjusted operating profit*		Operating margin	
	2010	2009	2010	2009	2010	2009
Events	139.3	137.2	40.7	37.8	29.2	27.6
Data, Services & Online	129.5	126.6	19.8	16.0	15.3	12.6
Print - Magazines	74.3	86.3	3.7	3.3	5.0	3.8
Targeting, Distribution & Monitoring	91.2	84.9	23.4	23.0	25.7	27.1
Corporate Operations	-	-	(4.4)	(1.8)	n/a	n/a
TOTAL	434.3	435.0	83.2	78.3	19.2	18.0

* Non-GAAP measures are defined in the supplementary information

2010 Interim Results

8

Underlying growth rates



	Revenue				Adjusted operating profit*			
	H1 2010	H1 2009	Reported change	Underlying growth	H1 2010	H1 2009	Reported change	Underlying growth
	£m	£m	%	%	£m	£m	%	%
Events	139.3	137.2	1.5	(1.5)	40.7	37.8	7.7	(4.8)
Data, Services & Online	129.5	126.6	2.3	2.6	19.8	16.0	23.8	19.1
Print - Magazines	74.3	86.3	(13.9)	(4.0)	3.7	3.3	12.1	(5.5)
Targeting, Distribution & Monitoring	91.2	84.9	7.4	3.6	23.4	23.0	1.7	(1.0)
Corporate Operations	-	-	n/a	n/a	(4.4)	(1.8)	n/a	n/a
TOTAL	434.3	435.0	(0.2)	0.4	83.2	78.3	6.3	0.8

* Non-GAAP measures are defined in the supplementary information

9

2010 Interim Results

Summary income statement Six months to 30 June



	2010 £m	2009 £m
Revenue	434.3	435.0
Adjusted operating profit	83.2	78.3
Financing expense	(7.1)	1.5
Adjusted profit before tax	76.1	79.8
Amortisation of intangible assets	(12.2)	(15.0)
Exceptional items: reorganisation and restructuring	(3.1)	(7.9)
relating to acquisitions	(0.7)	-
Profit before tax	58.3	59.7
Taxation	(8.7)	(8.4)
Profit after tax	49.6	51.3
Non-controlling interest	(4.1)	(3.3)
Attributable profit	45.5	48.0

10

2010 Interim Results

Financing costs reflect non recurring 2009 forex gains

Six months to 30 June



Interest and net financing income	2010 £m	2009 £m
Net interest costs	(8.6)	(6.3)
Financing income – Pension schemes	1.4	1.0
Foreign exchange gain on forward contracts	0.1	6.8
	(7.1)	1.5
Financing income – other	1.9	3.1
Financing expense – other	(3.7)	(0.3)
Total net financing (expense)/income	(8.9)	4.3

11

2010 Interim Results

2010: Exceptional charges reduced



- H1 2010: £3.8m (H1 2009: £7.9m)
- Reorganisation and restructuring costs £3.1m
 - Includes redundancy of £1.0m; property and other of £2.1m
 - Headcount reduction - 28 people
 - £0.6m paid in H1 2010, remainder expected H2 2010
 - Provision stands at £41.6m at 30 June 2010 (£50.0m at 31 December 2009)
 - Cash payments against prior year provisions totalled £13.3m in H1 2010
- Acquisition related costs £0.7m
 - Under IFRS 3 acquisition costs on acquisitions made on or after 1 January 2010 will be charged to the P & L
 - 12 acquisitions made in H1 2010

12

2010 Interim Results

Strong operating cash flow generation Six months to 30 June



	2010 £m	2009 £m
Adjusted cash generated from operating activities	94.3	95.8
Restructuring payments	(13.9)	(21.2)
Other adjustments	(3.5)	(0.1)
Cash generated from operations (IFRS)	<u>76.9</u>	<u>74.5</u>
Dividends from JVs and associates	0.4	0.1
Net interest paid	(8.1)	(5.7)
Tax paid: excluding HMRC settlement	(5.6)	(8.6)
HMRC settlement	(46.5)	-
Capital expenditure	(11.0)	(6.7)
Free cash flow	<u>6.1</u>	<u>53.6</u>
Acquisitions and prior year contingent consideration payments, net	(27.3)	(9.8)
	<u>(21.2)</u>	<u>43.8</u>
Cash conversion	100.1%	113.8%

13

2010 Interim Results

Acquisitions through to 30 June - £43.5m*



2010 Acquisitions to 30 June

	£m
The Concrete Show/Restaubar	13.3
Sign China	11.1
E-Commerce Expo	1.8
DesignCon	0.9
Navalshore	1.1
SharedVue	5.1
Game Advertising Online	3.6
CentTradeX	0.4
DNA-13	4.5
Corporate360	0.9
PRN Brazil	0.8
PRN Argentina	0.0
Acquisitions made since 30 June 2010	43.5
Children-Baby-Maternity Expo	9.9
	9.9

■ Events ■ Data, Services & Online ■ Targeting, Distribution & Monitoring

* Net of cash acquired and including expected contingent consideration of £20.2m

14

2010 Interim Results

Return on recent acquisitions improving



	Consideration £m	2008 ROI %	2009 ROI %	2010 ROI %
2008 acquisitions	51.2	12.4%	6.5%	8.9%
2009 acquisitions	27.7	-	14.8%	12.9%
2010 acquisitions*	43.5	-	-	10.0%
Total	122.4**			10.0%

* 2010 ROI calculated on a proforma basis and consideration includes estimated contingent consideration of £20.2m

** Consideration is net of cash acquired and includes estimated contingent consideration of £37.8m

15

2010 Interim Results

Leverage remains modest



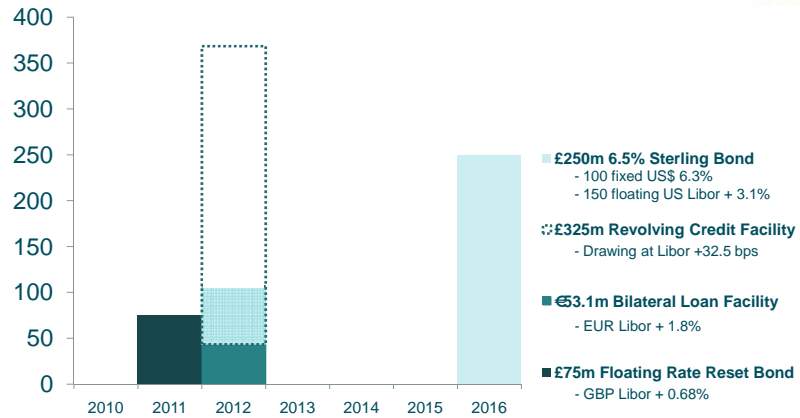
	H1 2010 £m	H1 2009 £m	FY 2009 £m
Opening net debt	(226.4)	(260.4)	(260.4)
Free cash flow prior to acquisitions	6.1	53.6	98.7
Net acquisitions	(27.3)	(9.8)	(30.9)
Free cash flow	(21.2)	43.8	67.8
Dividends paid	(47.4)	(46.5)	(63.2)
Proceeds from share issuance	0.1	0.2	0.2
Investment in own shares	(6.3)	-	-
Non cash adjustments: foreign exchange and fair value adjustments	(1.6)	34.1	29.2
Closing net debt	(302.8)	(228.8)	(226.4)
LTM EBITDA	190.6	175.5	184.4
Net debt/LTM EBITDA	1.59x	1.30x	1.23x

16

2010 Interim Results



Debt maturity profile at 30 June 2010



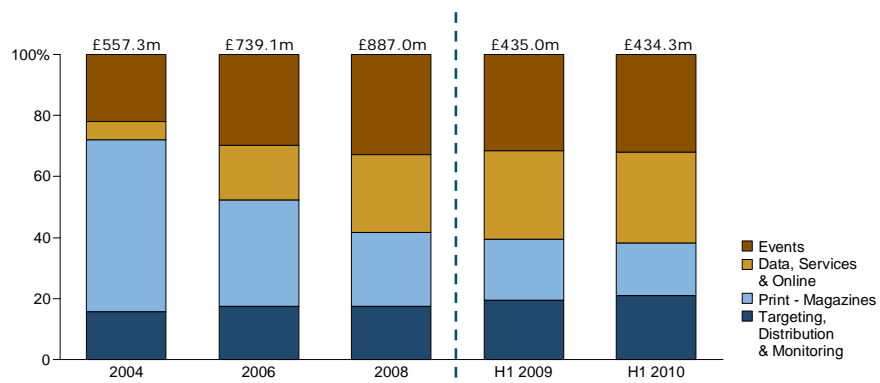
- Cash of £133.2m, total outstanding debt is £433.0m (64% US\$, 77% floating)
- £63.2m drawn under Revolving Credit Facility, £261.8m available.

17

2010 Interim Results



Strategic focus: Revenue mix 2004 - 2010



18

2010 Interim Results

Strategic focus: Delivering on our growth agenda



- Growth market orientation
 - EM revenues £56m, up 20% from £46m. Profits up 20% to £13.9m
 - China >10% of revenues to £44.6m, up 13%. China profits 16.7% of total

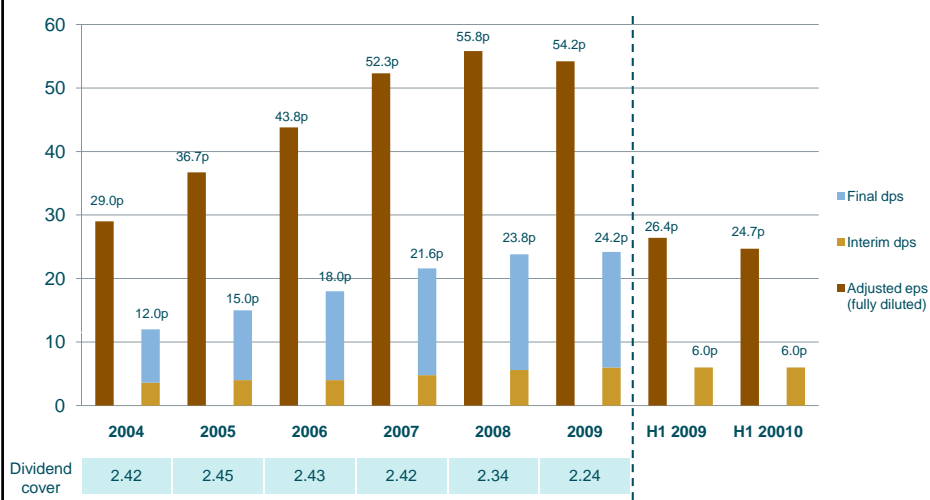
- Acquisitions
 - Acquisitions contributed £8.8m to reported revenue growth, and £3.4m of profit
 - YTD acquisitions add full year proforma revenues of £21.6m and profit of £5.6m. Cash investment is £29.8m; balance is deferred, contingent on earnings growth
 - Active pipeline

- Foundation for growth
 - Balance sheet will support substantial additional investment
 - Returns on invested capital maintained at 15%+
 - Returns on acquisitions significantly greater than WACC

19

2010 Interim Results

EPS & dividends



20

2010 Interim Results



Operational & Strategic Review

David Levin

21

2010 Interim Results



UBM 2010 priorities: building for structural growth

- Develop events franchise
 - ✓ Leadership & expertise reinforced
 - ✓ Six acquisitions (proforma full year revenue £11.4m)
- Build in emerging markets
 - ✓ China over 16% of group profits
 - ✓ New launches and geo-clones
China, Brazil, India, Indonesia,
Nigeria, Abu Dhabi
- Invest and innovate to
 - Build TD&M beyond the wire
 - Deepen data businesses
 - Expand online
 - ✓ “Beyond the wire” revenues up 16% to £35m
 - ✓ Infrastructure outsourced at T,D & M
 - ✓ Launches of new data products (Global Trade, Aviation)
 - ✓ Virtual events doubled
 - ✓ Pay walls on selected magazine sites
- Focus print portfolio
 - ✓ Four titles closed
 - ✓ Margins improved to 5%
 - ✓ Continuing objective: focused, sustainable titles

Support this with efficient capital deployment & balance sheet management

22

2010 Interim Results

Events

Six months to 30 June 2010



	H1 2010 £m	H1 2009 £m	FY 2009 £m	H1 Reported change %	H1 Underlying growth %	H1 Constant currency %
Turnover	139.3	137.2	287.5	1.5	(1.5)	3.3
Operating Profit	40.7	37.8	87.2	7.7	(4.8)	9.8
Operating Margin (%)	29.2	27.6	30.3			

- 32.1% Group Revenue
- 48.9% Group Adjusted Operating Profit

23

2010 Interim Results

Global Events Momentum



- GEM initiative
 - Best practice
 - Venue and other supplier management
 - Leverage worldwide infrastructure and multi community capabilities
- New launches and geo-clones including:
 - Abu Dhabi (Black Hat)
 - Nigeria (IFSEC)
 - Indonesia (Food Ingredients)
 - And continued expansion in China, India & Brazil
- Six acquisitions including eight tradeshowes
 - China (baby & maternity, outdoor signage), Brazil (shipbuilding, concrete, restaurants), US (electronics), UK (on-line retail)
 - More to come

24

2010 Interim Results

Our top 20 annual events & key biennials



H1 Events - 2010 actuals	Location	Month	Year of Inception	SQMs	Attendees
The Interiors Show	Birmingham	January	1991	50,467	25,007
Informex USA	San Francisco	February	1985	6,652	3,586
APLF - Fashion Access, Spring	Hong Kong	March	1985	9,673	14,303
APLF - Materials	Hong Kong	March	1985	12,145	18,025
Cruise Shipping Miami	Miami	March	1985	13,001	13,930
Game Developer Conference	San Francisco	March	1988	6,879	18,694
Voicecon Spring	Orlando	March	2004	3,077	792
ESC West	San Jose	April	1990	5,253	8,636
Hotelex	Shanghai	April	1992	30,838	34,547
Interop	Las Vegas	April	1987	7,905	2,043
IFSEC	Birmingham	May	1974	17,106	22,743
CPhI China	Shanghai	June	2002	32,834	28,847
June Jewellery & Gem	Hong Kong	June	1988	24,102	19,094
				<u>219,932</u>	<u>210,247</u>
H2 Events - 2009 actuals					
Black Hat USA	Las Vegas	July	1997	399	3,984
Furniture China	Shanghai	September	1995	112,920	37,825
September Jewellery & Gem	Hong Kong	September	1983	60,405	39,146
CPhI Worldwide	Madrid	October	1990	46,937	12,500
ICSE	Madrid	October	2000	7,092	2,731
Psych Congress	Las Vegas	November	1988	5,620	2,522
Cosmoprof Asia	Hong Kong	November	1996	26,807	26,217
				<u>260,180</u>	<u>124,925</u>
				<u>480,112</u>	<u>335,172</u>
Biennials - even years					
H1 Events - 2010 actuals					
Hopital	Paris	May	1964	20,000	25,885
H2 Events - 2008 actuals					
HIE	Paris	November	2000	7,747	7,220
Biennials - odd years					
Geront	Paris	May	1999	8,200	12,000
FIE	Frankfurt	November	1986	26,423	14,326
Marintec	Shanghai	December	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

25

Stand revenues solid, attendee revenues up 7.9% (7.3% excluding biennials) (constant currency)



	Including biennials			Excluding biennials		
	H1 2010 Revenue £m	H1 2009 Revenue £m	% change	H1 2010 Revenue £m	H1 2009 Revenue £m	% change
Stand	96.7	93.6	3.3	85.6	84.6	1.2
Sponsorship/other	24.8	24.8	-	24.0	24.7	(2.8)
Attendee	17.8	16.5	7.9	17.7	16.5	7.3
Total	139.3	134.9	3.3	127.3	125.8	1.2

26

2010 Interim Results



Events: our ambitions

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

27

2010 Interim Results



Data, Services & Online Six months to 30 June 2010

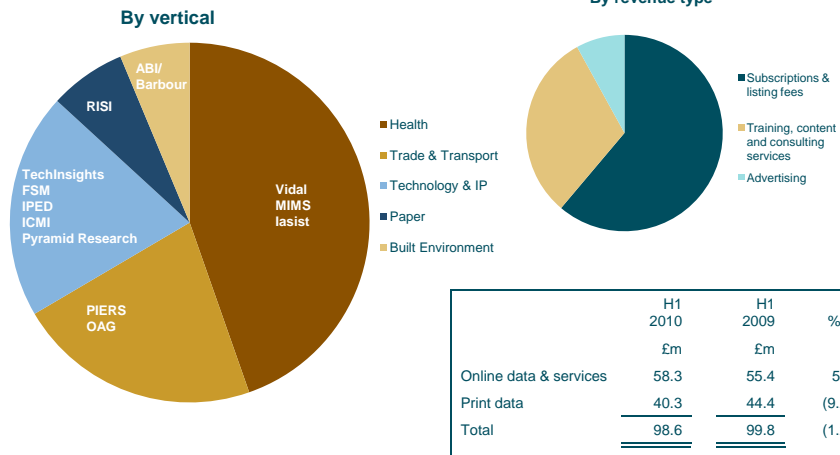
	H1 2010 £m	H1 2009 £m	FY 2009 £m	H1 Reported change %	H1 Underlying growth %	H1 Constant currency %
Turnover	129.5	126.6	232.9	2.3	2.6	4.6
Data & Services	98.6	99.8	179.1	(1.2)	(1.3)	1.1
Online	30.9	26.8	53.8	15.3	17.7	17.6
Operating Profit	19.8	16.0	37.9	23.8	19.1	27.8
Data & Services	20.3	19.1	37.3	6.3	5.4	9.6
Online	(0.5)	(3.1)	0.6	n/a	n/a	n/a
Operating Margin (%)	15.3	12.6	16.3			
Data & Services	20.6	19.1	20.8			
Online	(1.6)	(11.6)	1.1			

- 29.8% Group Revenue
- 23.8% Group Adjusted Operating Profit

28

2010 Interim Results

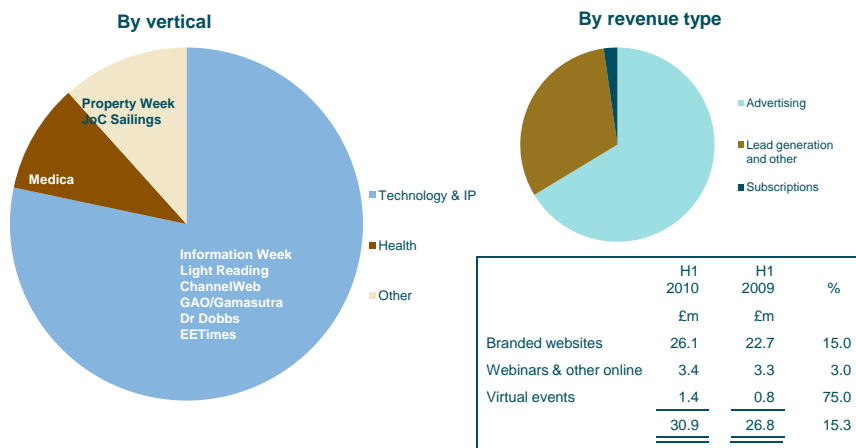
Data & Services: revenue breakdown



29

2010 Interim Results

Online: revenue breakdown



30

2010 Interim Results

Data, Services & Online: our ambitions



- Data & Services
 - The leading data provider in our selected markets
 - Quality and competitiveness of our data
 - Range of delivery options
 - Grow our subscription revenue base
 - Leading provider of IP Protection resources to the semi-conductor and electronics industries
 - Develop related training and consulting services
 - Be the leading provider of specialist training to selected markets
 - Margin goal: 25%

- Online – advertising increasingly bundled with print
 - Build on leading online marketing service position in our selected markets
 - Leverage that to offer branded sites and custom online work across portfolio
 - Develop virtual events
 - Drive profitability - margin goal: 10%+

31

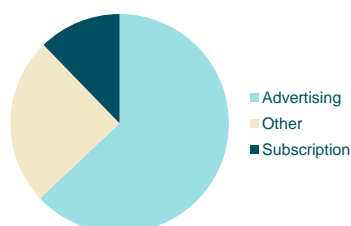
2010 Interim Results

Print - Magazines Six months to 30 June 2010



	H1 2010 £m	H1 2009 £m	FY 2009 £m	H1 Reported change %	H1 Underlying growth %	H1 Constant currency %
Turnover	74.3	86.3	165.8	(13.9)	(4.0)	(11.9)
Operating Profit	3.7	3.3	8.9	12.1	(5.5)	14.0
Operating Margin (%)	5.0	3.8	5.4			

- 17.1% Group Revenue
- 4.4% Group Adjusted Operating Profit

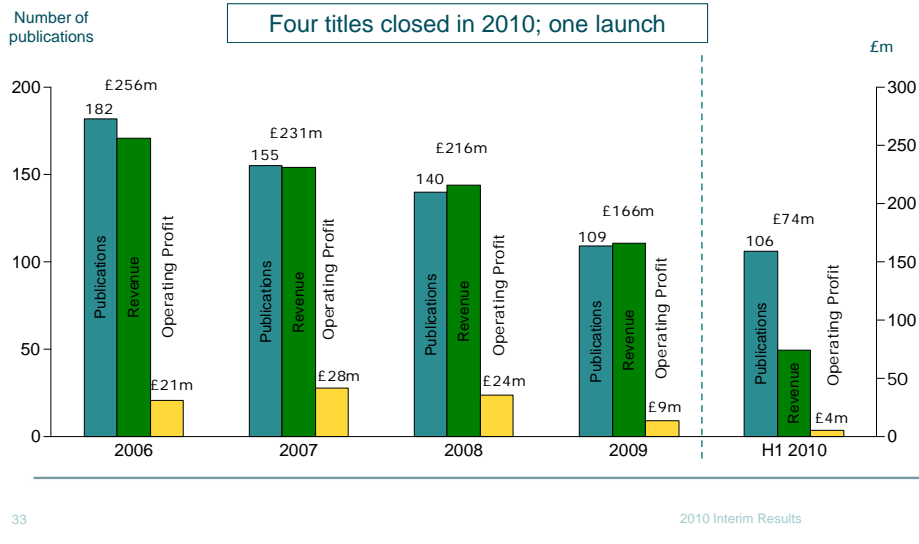


32

2010 Interim Results



Print - Magazines: Proactive portfolio management



Print: our ambitions

- A stable, profitable, focused part of the mix
- Print has a continuing value in media mix
- Most B2B markets remain over published; consolidation and closures inevitable
- “Last man standing” strategy will yield high quality, market leading profitable titles
- Increasingly sold as bundle with related on-line advertising
- Margin goal: 15% +

34

2010 Interim Results

Targeting, Distribution & Monitoring Six months to 30 June 2010



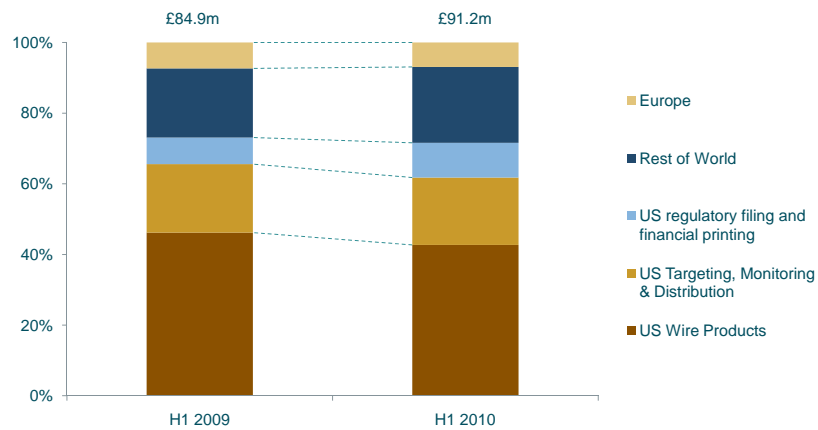
	H1 2010 £m	H1 2009 £m	FY 2009 £m	H1 Reported change %	H1 Underlying growth %	H1 Constant currency %
Turnover	91.2	84.9	161.4	7.4	3.6	6.6
Operating Profit	23.4	23.0	44.8	1.7	(1.0)	0.5
Operating Margin (%)	25.7	27.1	27.8			

- 21.0% Group Revenue
- 28.1% Group Adjusted Operating Profit

35

2010 Interim Results

Diversification beyond the wire



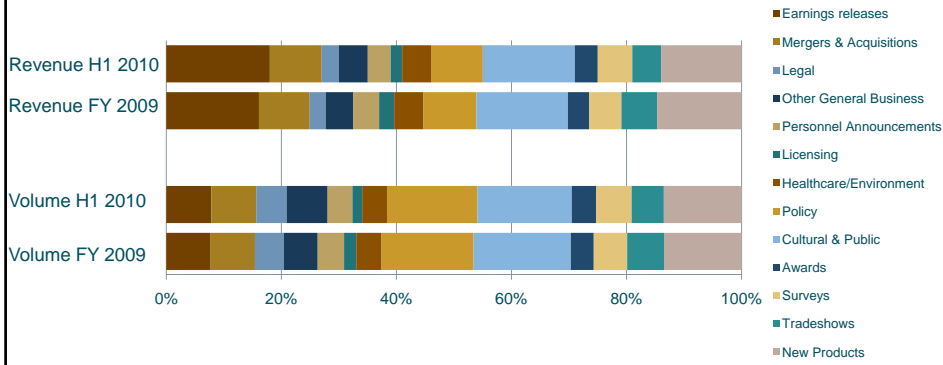
36

2010 Interim Results



US newswire traffic mix – 2010 actual Six months to 30 June

- Earnings releases account for 7.7% of traffic and 16% of revenue
- Policy-related wire releases account for 16% of traffic and 9.2% of revenue
- New product launches, tradeshows and surveys account for approximately 26% of revenue and volume



37

2010 Interim Results



Targeting, Distribution & Monitoring: Resilient performance

- Infrastructure upgrade
 - Service & robustness enhanced
 - 600 plus servers migrated to outsource vendor
 - Transitional costs will impact H2 margins
- Wire
 - Focus on shift to subscription from transaction
 - Investing in sales resource
 - Building international: Asia growth 15%
 -
- Continued growth beyond the wire
 - Total beyond the wire growth 16%
 - US wire now 43% total revenue (H1 2009: 46%)
 - MultiVu up 18.3% to £10.4m

38

2010 Interim Results

Outlook



- On track for 2010: macro environment remains uncertain
- Margins reflect continued investment
- Top 20 events forward bookings up 12%
- Good momentum for 2011

UBM: building long term profitable growth



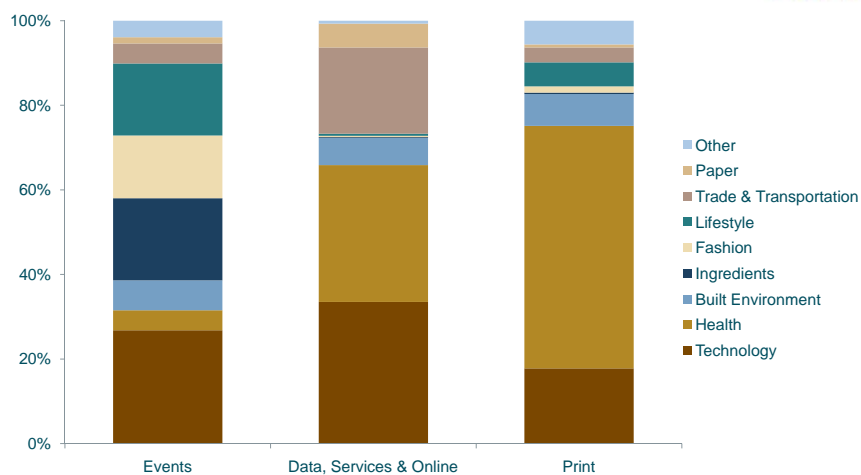
- Solid performance
- Strategy and team in place
- Strong acquisition track record
- Balance sheet strong
- Attractive geographic footprint
- Attractive markets/communities

Supplementary information

Definitions of non-GAAP measures

- **Adjusted operating profit**
 - Before amortisation of intangible assets on acquisitions, exceptional items and share of taxation on profit from joint ventures and associates
- **EBITDA**
 - Adjusted operating profit plus depreciation
- **Adjusted profit before tax and EPS**
 - Before amortisation of intangible assets on acquisitions, exceptional items, share of taxation on profit from joint ventures and associates, net financing expense – other. EPS also excludes deferred tax on the amortisation of intangible assets. Diluted EPS includes the impact of share options
- **Underlying**
 - Adjusted for the estimated effects of acquisitions and divestitures, discontinued businesses and products, foreign exchange and biennial events
- **Net debt**
 - Cash and cash equivalents less current and non-current borrowings
- **Effective tax rate on adjusted profit before tax**
 - Excludes movements in deferred tax liabilities on intangible assets

UBM: our core verticals



43

2010 Interim Results

Number of shares outstanding



	Closing				Average			
	2007	2008	2009	2010 H1	2007	2008	2009	2010 H1
Ordinary	239.5	241.9	243.5	242.8	254.0	241.2	243.1	243.5
Convertible	-	-	-	-	-	-	-	-
Other*	5.5	5.1	3.4	1.5	5.5	5.1	3.4	1.5
Total	245.0	247.0	246.9	244.3	259.5	246.3	246.5	245.0

44

* Shares under option

2010 Interim Results

Consistent cash conversion



	H1 2010 £m	H1 2009 £m	FY 2009 £m
Group operating profit before exceptional items	70.8	63.1	143.7
- Amortisation	12.2	15.0	26.8
- Tax on joint ventures	0.2	0.2	0.7
Adjusted operating profit	83.2	78.3	171.2
- Depreciation	7.9	6.6	13.2
EBITDA	91.1	84.9	184.4
- Working capital/other	3.2	10.8	4.8
Adjusted cash generated from operating activities	94.3	95.7	189.2
Capital expenditure	(11.0)	(6.7)	(14.5)
Operating cash flow	83.3	89.0	174.7
Adjusted operating profit	83.2	78.3	171.2
Cash conversion %	100.1%	113.7%	102.0%

45

2010 Interim Results

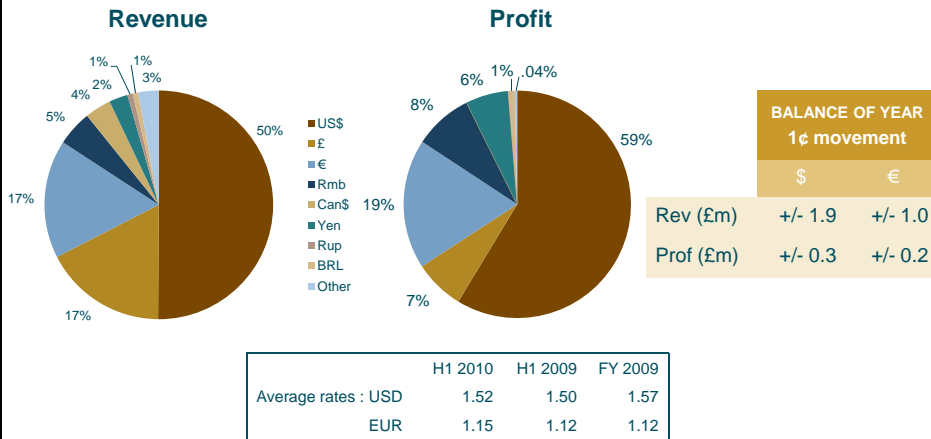
Underlying: adjustments to reported result by segment



Underlying revenue and adjustments	Changes in revenue				Underlying £m
	Acquisitions £m	Discontinued £m	Biennial £m	Currency £m	
Events	3.3	(5.9)	5.6	1.2	(2.1)
Data, Services	2.3	(1.1)	0.0	(1.2)	(1.2)
Online	0.8	(0.8)	0.0	(0.4)	4.5
DSO	3.1	(1.9)	0.0	(1.6)	3.3
Print - Magazines	0.0	(8.1)	0.0	(0.8)	(3.1)
Targeting, Distribution & Monitoring	2.4	0.0	0.0	0.8	3.1
TOTAL	8.8	(15.9)	5.6	(0.4)	1.2
Underlying profit and adjustments	Changes in in operating profit				Underlying £m
	Acquisitions £m	Discontinued £m	Biennial £m	Currency £m	
Events	2.3	(0.7)	2.6	0.7	(2.0)
Data, Services	0.5	0.0	0.0	(0.3)	1.0
Online	0.3	0.2	0.0	0.0	2.1
DSO	0.8	0.2	0.0	(0.3)	3.1
Print	0.0	0.7	0.0	(0.1)	(0.2)
Targeting, Distribution & Monitoring	0.3	0.0	0.0	0.2	(0.1)
TOTAL	3.4	0.2	2.6	0.5	0.8

46

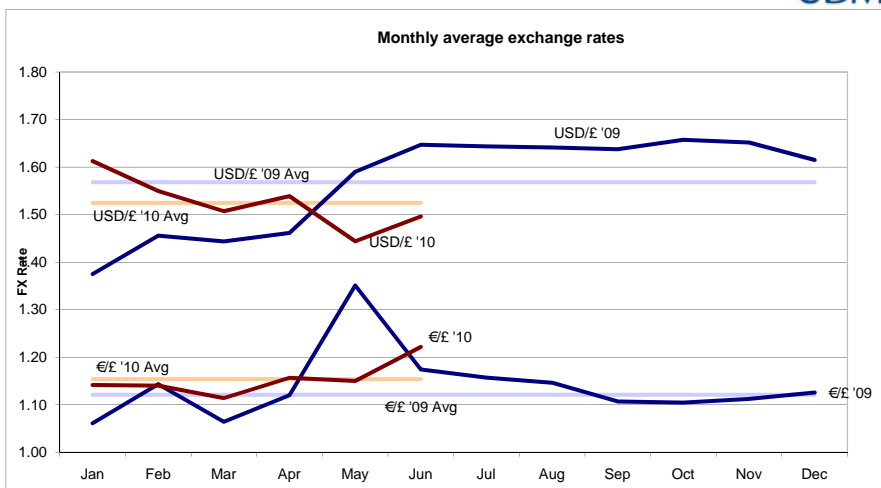
Currency breakdown



47

2010 Interim Results

Foreign exchange rates



48

2010 Interim Results

Return on average capital employed



	H1 2010	2009	2008	2007	2006
Operating profit before exceptional items (£m)	70.8	143.7	146.7	145.7	133.3
Average capital employed (£m)	894.5	910.6	815.9	642.5	585.3
Return on average capital employed (ROACE)	15.8%*	15.8%	18.0%	22.7%	22.8%

- IFRS measures
- Average capital employed is total assets less current liabilities, average for each period

49

* Annualised

2010 Interim Results

Events – statistical data



	H1 2010 000's	H1 2009 000's	FY 2009 000's
Annual Events			
Total SQM	405.8	377.4	895.3
Exhibitors	17.9	17.6	37.3
Total attendees	665.8	650.4	1,206.7
Biennial Events			
Total SQM	43.7	37.0	87.2
Exhibitors	1.7	1.7	3.6
Total attendees	55.9	49.2	109.4
All Events			
Total SQM	449.4	414.4	982.4
Exhibitors	19.6	19.3	40.9
Attendees	721.8	699.6	1,316.1

50

2010 Interim Results

Biennials at constant currency



	2010	2009	2008	2007
Revenue				
H1	12.1	9.3	15.4	7.8
H2		20.3	4.5	16.6
Total		29.6	19.9	24.4
Operating profit				
H1	5.0	3.3	5.3	2.4
H2		10.6	1.1	7.4
Total		13.9	6.4	9.8
Key events:				
Odd years H1	Geront, Tissue World, SINCE, Int. Fire Expo			
H2	FIE, Marintec China, Defense & Security			
Even years H1	Hopital, KBB, Sea Japan, Asian Paper			
H2	HIE, Seatrade Med			

51

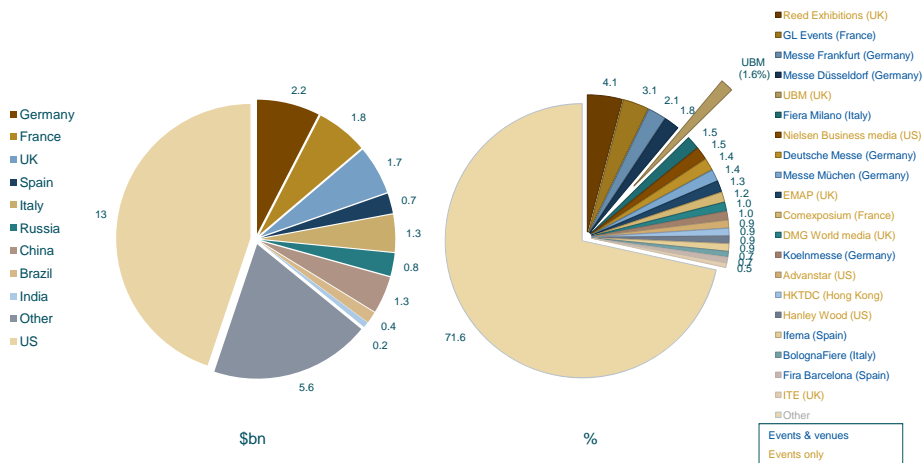
2010 Interim Results

Global exhibitions: a \$29 billion market



Exhibitions market by geography

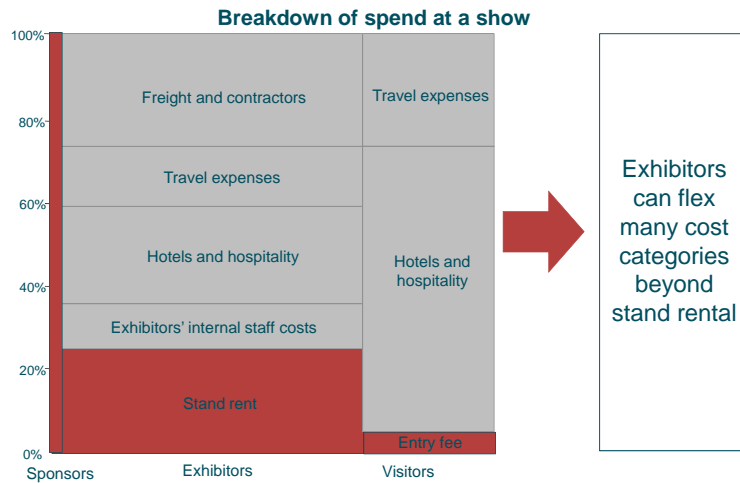
Exhibitions market by operator



52

2010 Interim Results

Show spend



Source: AUMA, AEO, AMR data and analysis

Data & Services



		H1 2010				H1 2009			
		Total	Subs & listing fees	Advertising	Other	Total	Subs & listing fees	Advertising	Other
Health	Vidal MIMS Iasist	43.8	37.2	5.3	1.3	43.8	35.6	5.8	2.4
Trade & Transportation	Aviation (OAG) Global Trade - PIERS - Jnl of Commerce	21.4	11.3	2.2	7.9	23.7	12.7	3.0	8.0
Technology & IP	TechInsights Everything Channel ICMI Pyramid Rsch	20.1	0.0	0.0	20.1	18.7	0.7	0.0	18.0
Paper	RISI	6.8	5.9	0.0	0.9	7.0	6.4	0.0	0.6
Built Environment	ABI/Barbour	6.2	5.8	0.4	0.0	6.6	6.0	0.6	0.0
Other		0.3	0.1	0.0	0.2	0.0	0.0	0.0	0.0
TOTAL		98.6	60.3	7.9	30.4	99.8	61.4	9.4	29.0

Online



		H1 2010				H1 2009			
		Total	Subs & listing fees	Advertising	Other	Total	Subs & listing fees	Advertising	Other
Technology & IP		24.2	0.0	16.6	7.6	20.3	0.0	15.1	5.2
TechWeb	Information Week Light Reading GAO/Gamasutra Dr Dobbs								
Health	Medica	3.1	0.2	1.4	1.5	2.6	0.0	0.9	1.7
Other		3.6	0.5	2.5	0.6	3.9	1.1	2.1	0.7
TOTAL		30.9	0.7	20.5	9.7	26.8	1.1	18.1	7.6