



2023

COMPANY REPORT

BRINGING PEOPLE TOGETHER



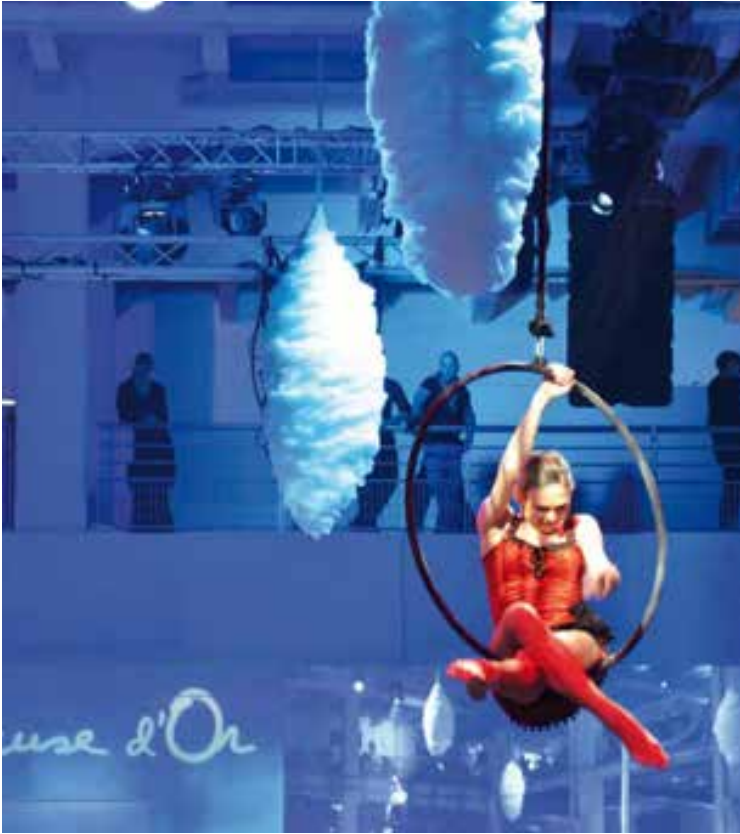
COMPANY REPORT

The registration document
filed with the AMF can
be consulted at the
website of the Group
www.gl-events.com
and the AMF
www.amf-france.org

GL EVENTS, 2013 IN REVIEW

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GL EVENTS
HEADQUARTERS -
LYON, FRANCE





ADAPTING TO CHANGE

An eventful period marked by a number of noteworthy events and developments in the life of the Group, 2013 was nevertheless impacted by an exceptionally strong currency translation effect. This resulted in a €25 million shortfall in sales that reached €809 million though with EBITDA remaining stable.

Demonstrating robust commercial performance, at constant exchange rates we outperformed the market with revenue excluding currency translation effects of €833.7 million. In a period that was subject to financial and economic crises, the Group showed good resilience. International markets continue to account for a major share of activity. For a decade, our worldwide operations and the replication of our expertise as a means for expanding into high potential emerging markets have successfully driven our international strategy. The Group has two decisive advantages for continuing international development: a diverse mix of geographic coverage and a capacity for adapting to change and offering innovative solutions and formats.



The world is changing,
and models must be reinvented.



These models must be constantly reinvented. In Australia, we returned to Sydney with a solution for building a temporary exhibition park that will operate for three years, the time required to complete the existing site's renovation; In this way, the Group is on the front line to pursue opportunities for the Darling Harbor renovation and modernisation project. In Brazil, we are deploying new approaches for the Rio de Janeiro and São Paulo event venues, imagined as multi-activity hubs combining offices, retail shops, hotels, recreational areas, gardens, etc.

And while our growth trajectory is in this way largely assured by a line-up of major international events –the World Football Cup and the Olympic Games– our role as a stakeholder in major development projects reinforces the solidity of our long-term presence, with 30 and 50 year concessions.

GL events is both solid and agile. Solid in terms of its foundations (an integrated business model, an international network based on the destination concept, customer loyalty) and agile in the way it operates, with proactive teams and a culture of creativity across our three businesses. This Group's solidity and agility is further enhanced by another pillar: quality combined with innovation in developing and executing our solutions, in the relations of our teams with their customers, in the processes structuring the operations of our business units.

More than ever, our growth prospects are sustained by their internal synergies, convergence of expertise, in-depth knowledge of the event "ecosystem", and ability to effectively time shifts in direction at decisive turning points. This capacity is perfectly illustrated by the creation of Live ! by GL events that has combined the forces of our three event agencies and their complementary ranges of expertise in order to become a top-tier provider of event production solutions.

More than ever, the Group's future represents a challenge shared by its 4,000 employees. Preserving this valuable human capital has always been a priority. Today it is thus one of the cornerstones of our CRS policy. These successes of 2013 were achieved by balancing cost efficiency requirements with our goal to develop the expertise and talent forming the strength of our unified and team-oriented Group.

Olivier Ginon
Chairman of GL events

GL EVENTS
HEADQUARTERS -
LYON, FRANCE



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3,976

employees

€ 809 M

(51% from international markets)

+ 90

locations worldwide

+ 300

proprietary trade shows

37

venues under management
(with a combined public access area
of more than 1 million sq.m)

+ 4,000

events staged

+ 11 MILLION

visitors and exhibitors

AN INTERNATIONAL GROUP

GL events is a worldwide provider of integrated solutions and services for events, with prominent positions across the three main segments:

- congresses and conventions;
- cultural, sports and political events;
- trade fairs and exhibitions for professionals and the general public.

Intervening on behalf of a large range of institutional and private companies in France and worldwide, the Group's mission is assisting companies, institutions, event organisers and local/regional government at every stage of the process from the definition of their event strategies to final implementation in the field.

Present on five continents, listed on NYSE Euronext Paris, Segment B, GL events had 3,976 employees with revenue of €809.1 million in 2013.

GL events Venues manages operations for a network of 37 venues that include convention centres, exhibition centres, concert halls and multi-purpose facilities located in major French cities and international destinations: Lyon - Paris - Toulouse - Nice... - Barcelona - Brussels - Budapest - London - Padua - Rio de Janeiro - Sao Paulo - Shanghai - Turin - Ankara - Istanbul - The Hague.

An international Group

For more than 10 years, GL events has established a position as a top-tier global provider of solutions and services for events:

- more than 90 offices spanning five continents – branches, sales offices or venues managed under concession agreements – managed by means of alliances with top-tier local partners or through acquisitions of company with strong positions in their market;
- participation in large global events: Olympic Games, World Cups, international meetings... for which GL events has established a track record of success as a major contributor based on the quality of its services;
- The capacity to manage multi-national teams and projects.

Continuing growth momentum

Since its creation, GL events has developed through a strategy of coherent and selective expansion based on a number of key strengths:

- its integrated business model leveraging synergies from the Group's three major business units for optimised performances and maximum benefits from their complementarity, throughout the world;
- a solid base in its domestic market that has expanded from France to Europe, building on the strengths of mature markets;
- pursuing opportunities in emerging markets with strong growth potential;



Logistics capabilities covering
the entire event production cycle.



Organised into three major business units

GL events Live covers the entire range of expertise and skills required to successfully stage corporate, institutional and sports events. From consulting services and design to producing the event itself, its teams provide turnkey solutions.

GL events Exhibitions manages and coordinates the Group's portfolio of a lot of proprietary trade fairs covering a wide range of sectors: food industry, culture, textiles...



WORLD FORUM -
THE HAGUE,
NETHERLANDS

— highly effective 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;

— focus on innovation in all its spheres of intervention: creation of new products adapted to sustainable development requirements, incorporating the latest communication technologies into our offerings, closely monitoring future trends, ongoing collaboration with creators, designers, architects, etc.



UNITED KINGDOM
LONDON, MIDLANDS

SWITZERLAND
GENEVA

NETHERLANDS
THE HAGUE

HUNGARY
BUDAPEST

BELGIUM
BRUSSELS

ITALY
TURIN, BOLOGNA, PADUA

LUXEMBOURG
LUXEMBOURG

RUSSIA
MOSCOW

CHINA
SHANGHAI,
HONG KONG, MACAO

UNITED STATES
NEW YORK

BRAZIL
RIO DE JANEIRO
SALVADOR
SAO PAULO
BELO HORIZONTE

SPAIN
BARCELONA

MOROCCO
CASABLANCA

ALGERIA
ALGIERS

QATAR
DOHA

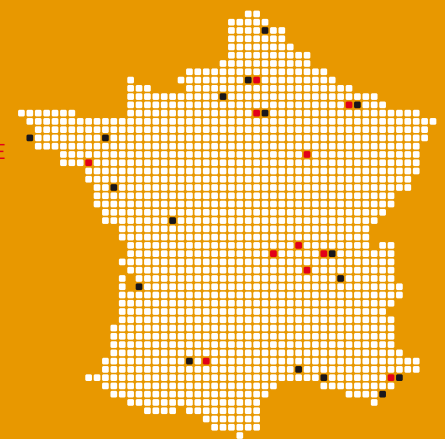
TURKEY
ANKARA, ISTANBUL

UNITED ARAB EMIRATES
DUBAI, ABU DHABI

SOUTH AFRICA
JOHANNESBURG
DURBAN
CAPE TOWN

BREST
RENNES
VANNES
NANTES
POITIERS
BORDEAUX
CLERMONT-FERRAND
ROANNE
SAINT-ÉTIENNE
LYON
GRENOBLE
TOULOUSE
MONTPELLIER
MARSEILLE
CANNES
NICE

LILLE
AMIENS
ROUEN
PARIS
ÎLE-DE-FRANCE
TROYES
NANCY
STRASBOURG
METZ



■ VENUES UNDER MANAGEMENT
■ AGENCIES

CONFEDERATIONS CUP
BRAZIL





2013 was marked by major projects and developments in all the Group's businesses...

Our commercial momentum for the year remained dynamic! Our domestic market remains solid. Turkey registered growth of 42% and today offers us a true point of entry into Eastern Europe. Brazil, where sales have doubled, continued to provide strong support to the Group's activity in South America in 2013.

GL events Live again confirmed its position as a partner of choice for the largest global events. The quality of its services contributed to successful events in Rio for the Confederations Cup and World Youth Day and the Test Events for Sochi, and more generally, wherever GL events is the equipment supplier record: Formula 1 Grand Prix, Six Nations rugby championship, Saut Hermes international show jumping competition... not to mention the worldwide launch of the new Renault Trucks range for which we were tasked by the brand with large-scale operations in Lyon...

GL events Exhibitions grew 20% from 2012, bolstered by Sirha's success and the launch of the World Cuisine Summit attended by many important figures. With 34 events per year, including 16 in international markets, Première Vision confirms its position as the world's leading organiser of fabric shows. Furthermore, through its portfolio of more than proprietary shows, GL events also confirms its role in supporting B2B sectors.

GL events Venues contributed more than 25% of Group revenue bolstered by accelerating momentum from the Paris sites – Maison de la Mutualité and Palais Brongniart – that introduced a new concept: a business class meeting area. A premium offering combining the highest quality standards notably in terms of catering with premium venues. In December, Strasbourg's deliberative bodies approved the equity partnership with Strasbourg Événements, the semi-public managing company for the Music and Convention Centre and Exhibition Park. The year thus ended by a new demonstration of confidence in the Group by a large city. With a portfolio of 37 venues in France and in international markets, GL events Venues offers cities and countries innovative solutions for business tourism development.

What is short and medium-term outlook?

Our position in the food industry sector was further strengthened by the 12-year partnership concluded in March 2014 with Ekip, the French association of catering equipment manufacturers and owner of Europain & Intersuc, the world bakery, pastry, chocolate and confectionery exhibition. This partnership will in turn contribute to increasing international visibility for this trade show.

The upcoming year will also include a very rich line-up for GL events: the FIFA World Cup in Brazil, the Commonwealth Games in Glasgow, the World Cup Finals for Show Jumping and Dressage in Lyon, marking the first time these two events are hosted in France simultaneously, a privilege for the capital of Gaul made possible by Equita' Lyon's proven track record of expertise.

Our goals are to cultivate close relations with decision-makers for sports, cultural, economic and institutional events, consolidate our international network and pursue the creation of new trade shows. Market conditions appear promising with a return to growth expected for developed countries. The road ahead will offer us numerous challenges!

Olivier Roux
Vice Chairman of GL events

PREMIÈRE VISION -
PARIS, FRANCE





ANNUAL HIGHLIGHTS

Lyon: “Technology against crime”, a premier event

Organised by GL events at the initiative of Manuel Valls, the French Minister of the Interior, and Mireille Ballestrazzi, the President of Interpol, attended by some 600 international experts: ministers, police officers, scientists and companies... An unprecedented format for addressing the challenges posed by new technologies.
July 2013



Turin: 26th edition of the Turin International Book Fair

300,000 visitors, nearly 1,400 publishers: the Turin International Book Fair, hosted at Lingotto Fiere, the most important Italian event in the sector and a major gathering for financial negotiations via the International Book Forum. It is also a driving platform for the sector, focusing on the future and innovation where the digital book and collaborative projects through social media and new publishing houses now occupy an important place.

May 2013



Lyon: Sirha celebrates its 30th anniversary

Nearly 3,000 exhibitors, more than 600 innovations unveiled, 185,450 professionals... the 2013 edition confirmed Sirha's standing as the world's major food event with, among others two of the sector's top competitions: the *Bocuse d'Or* and the *Coupe du monde de la Pâtisserie*. The 30th anniversary also provided an opportunity to rollout a new more assertive visionary identity putting the accent on innovation and food trends of the future for the "World Cuisine Summit" staged at the event.

January 2013




NORVÈGE
Ørjan JOHANNESSEN
Julie Marie EKSE JENSEN




NORVÈGE
Ørjan JOHANNESSEN
Julie Marie EKSE JENSEN







Evian: the Golf Championship 2013

In 2013, the Evian Masters changed status, becoming "The Evian Championship", the First Major tournament held in continental Europe. As a contributor to this edition held on a renovated and transformed green, GL events designed and supplied the temporary installations and more than 3,000 sq.m of tenting.

September 2013

The Hague: a worldwide and global reflection on the rule of law

Organised at the initiative of the WJP (World Justice Project), GL events staged the World Justice Forum, a gathering of representatives from government and civil society from more than 100 countries. Its objective: strengthen the rule of law throughout the world for a just and integrated society by fostering exchanges on subjects such as justice, technologies, sports, health and security.

July 2013

Moscow: first SIRHA edition in Russia

Against the backdrop of robust growth in the Russian market, GL events Exhibitions joined up with NTA events media group to launch the Moscow version of the gastronomy trade fair. 20,000 professional visitors were introduced to the innovative offering of an event that has become a laboratory for inventing the culinary trends of tomorrow.

April 2013





Lyon: The “Carré des Jardiniers” or paradise reinvented

Created in 2011 by GL events Exhibitions teams within the B2B “Paysalia” fair, the “Carré des Jardiniers” competition is organised to identify new talent in the field of professional landscaping recompensed by a “Master Gardener” award. Before a jury, five candidates and a special theme, this year participants were invited to re-create a paradise, the Persian word for “garden”...

December 2013

Lyon: a first for cancer research

Created in January 2011, the CRCL, the Lyon Cancer Research Centre organised its first international symposium at the Lyon venue. A major event attended by more than 550 researchers, students, doctors and participants from the manufacturing sector from several countries, reinforcing Lyon’s position in the field of scientific research.

February 2013



Brazil: Confederations Cup

Organised one year before the World Football Cup, this exceptional event brings together champions from each continent along with the host country team. The 2013 edition was staged in six Brazilian cities with GL events teams deployed on all fronts: temporary installations, furniture, technical and VIP area fixtures, hostesses, etc.

June 2013





JMJ

Rio 2013

VOLUNTÁRIOS



Winter, Sochi: Test Events

The test events preceding the Sochi Winter Games were organised from December 2012 to March 2013 in the Krasnodar region. Another Olympic-related event, with GL events a provider of temporary structures and technical equipment.

Winter 2013

Rio de Janeiro: World Youth Day

Over a seven-day period, Riocentro was transformed into the "Cidade da Fé" (City of the Faith) for 427,000 pilgrims coming from over 190 countries. The WYD was attended by a total of 3.5 million participants at many events organised throughout the city: fairs, festivals, religious festivities, exhibits, concerts, etc. A Brazilian edition all the more exceptional as the first attended by the new Pope François, originating from the Latin American continent.

July 2013



Paris: the Omnivore World Tour

12,000 gourmets gathered at the Maison de la Mutualité, Paris stop of the Omnivore World Tour. This culinary festival led by food artisans and top international chefs set up kitchen in the capital for the second consecutive year. Gourmet challenges with an emphasis on creativity and a three-day master class, for this one-of-a-kind "100% jeune cuisine" or young cuisine event.

March 2013

Sao Paulo: Imigrantes, a strategic venue in Brazil

With the concession for Imigrantes Exhibition Centre, GL events acquires a major platform for growth in Brazil with Sao Paulo as the main financial, commercial and industrial centre. The project: double the size of the site, currently 40,000 sq.m., to become the city's leading exhibition venue, but also launch a multi-functional programme with the construction of a convention centre, a 250-room hotel and the reconversion of a former government ministry into an office building.

August 2013



Shanghai: the Chinese first edition of Denim by Première Vision

Originating in Paris with two editions per year, Denim is the leading industry event for jean wear. Designed for professionals in Asia, this first Chinese edition is backed by Première Vision, successfully operating in the region since 2008. It is staged within an original setting: a former cotton mill used by GL events to re-create the atmosphere of a manufacturing environment.

October 2013

Lyon: records and exceptional events for Renault Trucks

In June, Renault Trucks selected Eurexpo for the worldwide launch of its renewed range. The largest corporate event of the year in France with more than 11,000 participants, 85 countries and 17 languages represented...A few weeks later, the company unveiled its range, this time to the general public, through an exceptional event organised by GL events Live, in the city centre: an exhibition of historic trucks, shows and giant projections... for a very large public gathered at place Bellecour, generating significant media coverage. Highlighting this success, GL events Live received for this event the Heavent Award for the General Public category.

June-July 2013





KICK OFF 4 ET 5 2013 FÉVRIER MONACO

Rio de Janeiro: Biennial International Book Fair, the most important publishing industry event of Brazil

200 authors, 950 exhibitors, 660,000 visitors gathered at Riocentro for an enormous celebration of reading and culture held over 11 days of literary events: discussions, meetings, games... Held on a rotating basis in Rio de Janeiro and Sao Paulo, this event is one of the most important drivers of the Brazilian book industry: 3.5 million works were sold at this event, or 700,000 more than in 2011.
September-October 2013



Monte Carlo: SFR marks the beat for its new offering, "Now"

The new concept of the phone carrier to support the launch of its 4G offering, "Now", highlights the dynamism of its services. For its internal launch for sales staff, SFR business teams,...., the event imagined by GL events struck a creative beat: DJ and dancers to set the tone for the event transitions, a flashmob around the "Gangnam Style" music hit, culminating at the foot of the famous Monaco casino, for a casual and playful evening gala...
February 2013



Padua: Auto Moto d'Epoca, 30 years of charm and elegance

The leading European exhibition of vintage cars organised by the Group had a record attendance for its 30th anniversary: more than 60,000 visitors from all over Europe came to admire the 3,600 models on exhibit. A meeting of enthusiasts but also an important sales event with more than half of the 2,600 vehicles on sale finding a buyer.
October 2013

Barcelona: the global international technologies event

Gartner Symposium/ITxpo is the world's most important gathering of CIOs and senior IT executive. 4,000 professionals gathered at the Barcelona CCIB Convention Centre for five days of exchanges and discussions about the key challenges and issues facing the sector.

November 2013



Sydney: commencement of work on the temporary exhibition park

With GL events having been selected in the face of a particularly fierce Australian competition, the contract covers the design and construction of a 20,000 sq.m. temporary structure, a daunting technical, regulatory and logistic challenge. Destined to replace the current exhibition park during its renovation, this temporary site was put into service in early 2014 and will operate until the end of 2016.

September 2013

Lyon: new headquarters for GL events

Located in the new La Confluence district, on the banks of the Saône, GL events' new headquarters designed by architect Odile Decq draws inspiration from the former industrial setting of the docks. With its four façades displaying a photographic creation by artist, Felice Varini, the building combines two off-centre parallelepiped volumes built around an internal atrium. Its successive levels open onto different views of the water, with a panoramic view from the upper floor.

December 2013



2013, A SOLID COMMERCIAL PERFORMANCE AND SUSTAINED MOMENTUM

Growth of
95%
for Brazil

Sales for the year came to €809.1 million, compared to €824 million in 2012. This decline is attributable to an exceptional currency effect on the euro notably from the depreciation of the Turkish, South African and Brazilian currencies, for a net impact of approximately €25 million.

Despite this, in line with prior years, 2013 once again illustrated, the Group's ability to deploy its growth strategy in a complex international environment marked with challenging economic conditions remaining and several countries.

Measures focusing on cost controls and improving productivity resulted in a 1.7 point improvement in the gross margin. EBITDA amounted to €89 million and current operating income €49.7m.

Major trends for the period confirmed its trajectory for solid forward momentum. International markets remained strong growth drivers, and now account for more than half of GL events' activity: with its strategic location at the crossroads of Europe and Asia, Turkey registered growth of 42% for the year. As for Brazil, the South American base still offering significant growth potential, in significant advances were achieved in this market in 2013 marked by major events: the Confederations Cup, World Youth Day of Rio, acquisition of LPR. Sales revenue exceeded €100 million, with growth in local currency of 95% and 54% based on consolidated figures.

In France, the year was marked by the creation of LIVE! by GL events. Created by joining the forces of the Group's three event communications agencies, Package, Alice Événements and Market Place, this new entity, with a staff of 100, will offer major customers a range of event industry expertise that unique in the market. In other noteworthy event was the scheduled acquisition of a 47% equity

stake in Strasbourg Événements, the semi-public managing company for the Music and Convention Centre and Exhibition Park.

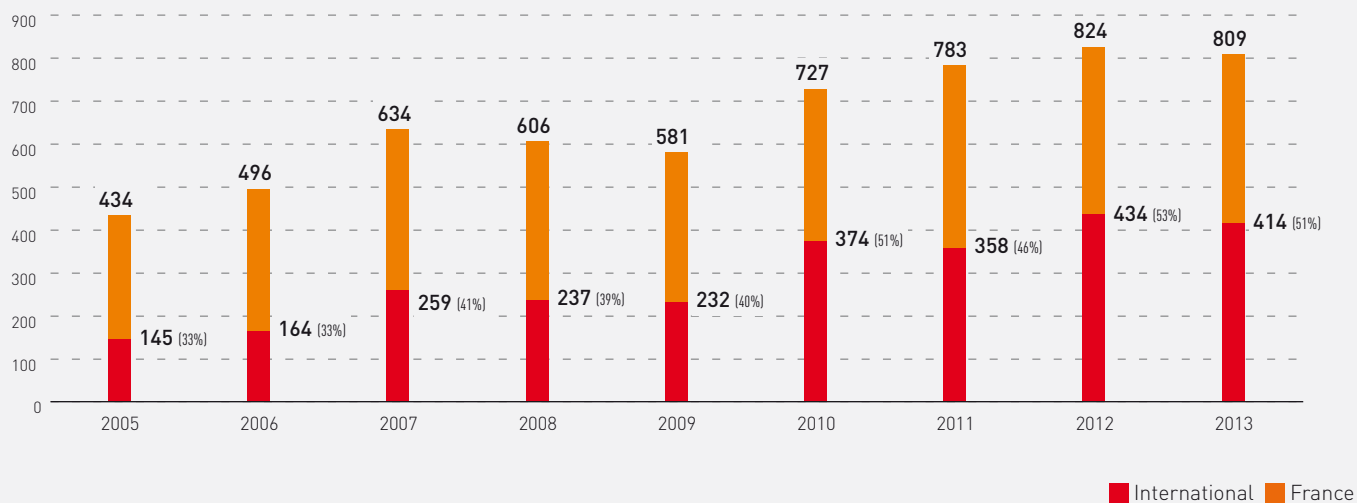
Live, Exhibitions, Venues: operating highlights of GL events' three business units

The events services specialist, **GL events Live**, had revenue of €411.4 million, down on 2012 (with the number of major events traditionally lower in odd years) and an operating margin of 3.6% (4% at constant exchange rates) Even though significantly impacted by the comparison base from the London Olympic Games, this business unit once again confirmed by the quality of its services its position as a partner of choice for major global events (Sochi Test Events, worldwide launch of the new range of Renault Trucks, etc.).

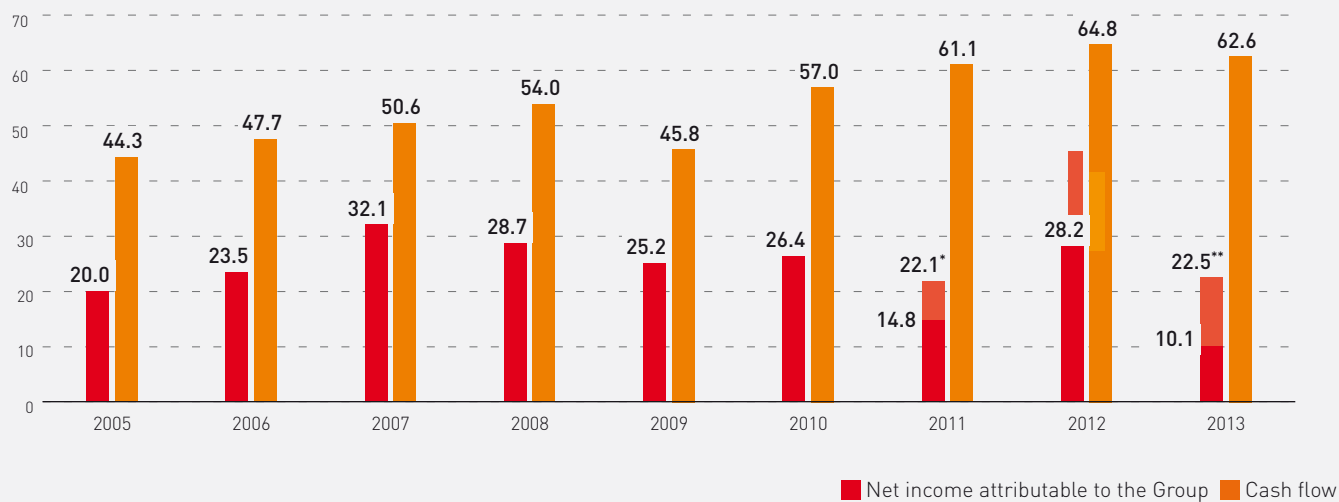
Bolstered by its sizeable portfolio of 300 proprietary trade shows, **GL events Exhibitions** registered a robust performance in 2013 driven by the success of SIRHA and Première Vision's different international editions. On that basis, sales revenue was up 18.7% to reach €161.5 million.

GL events Venues, that manages the Group's global network of 37 venues, registered a low improved operating performance despite lower revenue in 2013 (€236.2 million). Operating profit for the period rose to €17 million, up from €15 million with a 1.1 point improvement in the margin. For its Paris venues, a premium business offering was introduced for professional meetings, distinguished by the high quality of its services. With the Maison de la Mutualité, renovated by Jean-Michel Wilmotte, and the work carried out at Palais Brongniart, the French capital now possesses exceptional landmark venues that started to effectively ramp up their operations in 2013.

REVENUE GROWTH (M€)



NET INCOME ATTRIBUTABLE TO THE GROUP (M€) AND CASH FLOW (M€)



** Restated for net proceeds from a business disposal and the exceptional provision for the 2010 Commonwealth Games contract.

** Restated to eliminate the exceptional provision for goodwill.

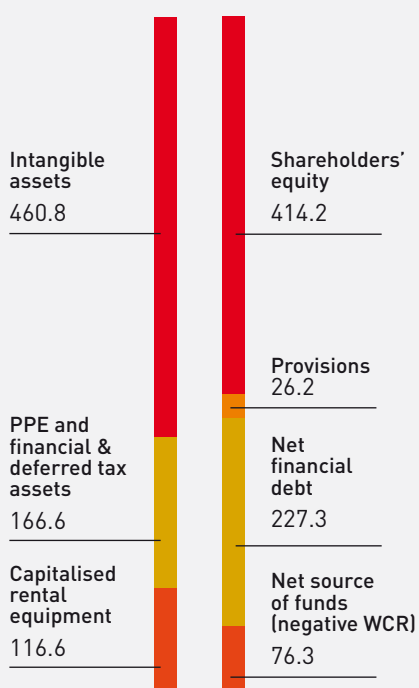
CONSOLIDATED INCOME STATEMENT HIGHLIGHTS (€M)

| | 2013 | 2012 |
|----------------------------------------------|-------------|-------------|
| REVENUE | 809.1 | 824.2 |
| CURRENT OPERATING INCOME | 49.7 | 50.6 |
| OPERATING PROFIT | 38.3 | 50.6 |
| NET FINANCIAL EXPENSE | - 6.8 | - 5.4 |
| TAX | - 16.1 | - 14.3 |
| NET INCOME OF CONSOLIDATED OPERATIONS | 15.4 | 30.9 |
| INCOME FROM EQUITY-ACCOUNT INVESTMENTS | - 0.8 | 0.4 |
| NON CONTROLLING INTEREST | - 4.5 | - 3.1 |
| NET INCOME ATTRIBUTABLE TO THE GROUP | 10.1 | 28.2 |
| NET MARGIN | 1.2 % | 3.4 % |

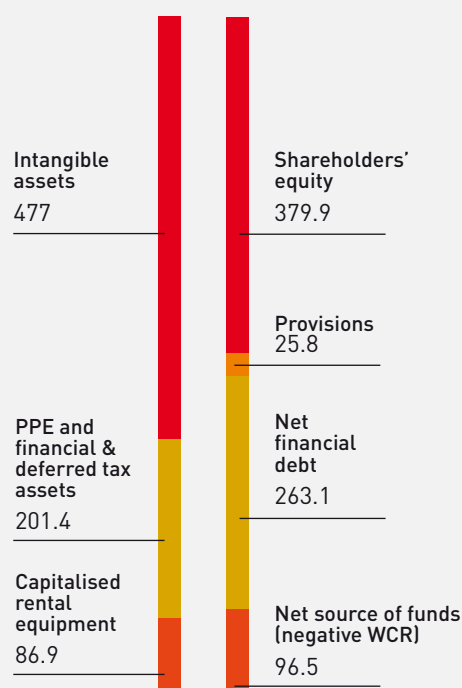
- A 1.7 point improvement in the gross margin
- Operating profit impacted by currency effect: -€3.m

CONSOLIDATED BALANCE SHEET HIGHLIGHTS (€M)

2012 BALANCE SHEET



2013 BALANCE SHEET



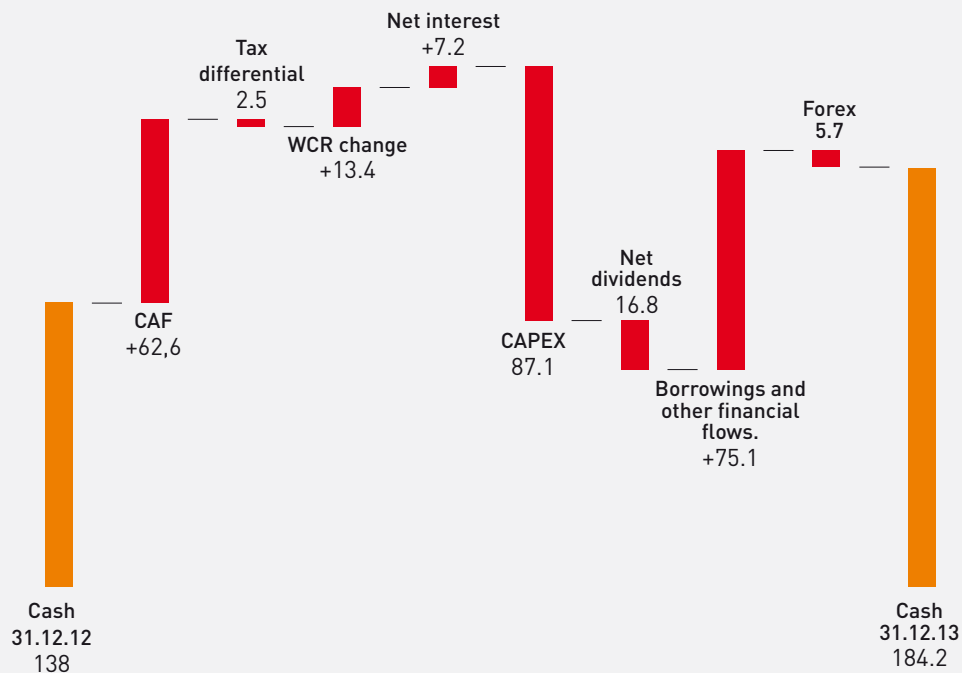
The balance sheet shows a net source of funds of €96.5m with gearing of 0.69.



PREMIÈRE VISION -
PARIS, FRANCE

CASH FLOW HIGHLIGHTS (€M)

Improvement
in WCR +€13.4m
Adapting new
financial resources
to expenditures for
the acquisition of
major assets for future
development



BOSPHORUS
INTERCONTINENTAL
RACE - ISTANBUL,
TURKEY



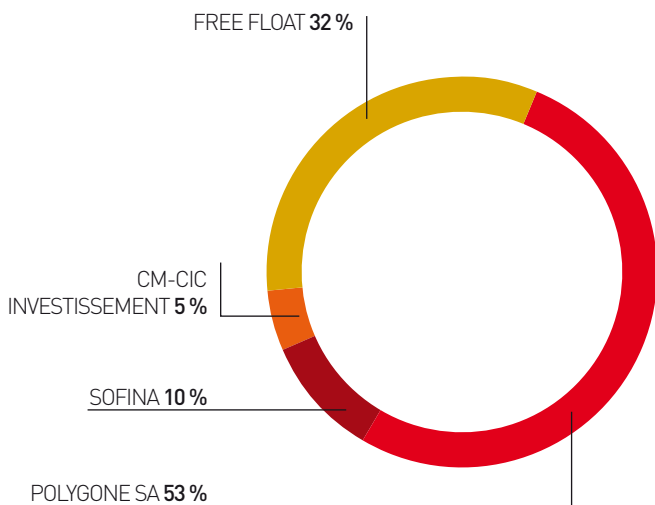


SHAREHOLDER INFORMATION

Share price data

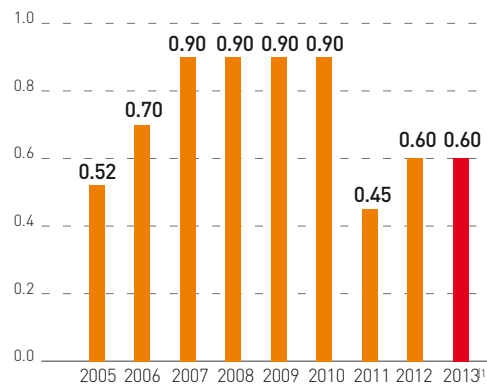


Shareholder ownership structure at 28 february 2014



Dividends

Dividend of €0.60 proposed to the AGM of 25 April 2014. Commitment to maintaining resources to support an exceptional period of development over the coming years. A yield of 3% based on the closing price of 4 March 2014



(1) Proposed

2014 Investor calendar

| | |
|------------------|-----------------------------------------------------------------|
| 22 APRIL 2014 | 2014 3 rd quarter sales (after the close of trading) |
| 25 APRIL 2014 | AGM / EGM in LYON |
| 15 JULY 2014 | 1 st half sales (after the close of trading) |
| 2 SEPTEMBER 2014 | 1 st half results (after the close of trading) |
| 14 OCTOBER 2014 | 3 rd quarter sales (after the close of trading) |

Press releases

GL events' press releases are posted on the company's website, www.gl-events.com (under "Group>Financial Information") after 6 p.m. on the evening preceding their publication date. They are systematically sent by e-mail, fax or the post to all persons having so requested (faxes are sent the same evening, while documents sent through the post are subject to mail delivery schedules).

PALAIS BRONGNIART -
PARIS, FRANCE



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 (Group>Financial Information) or may be obtained on request from the investor relations department.

Market

NYSE Euronext Paris - Compartment B (Mid Caps)
ISIN code: FR 0000066672
Bloomberg code: GLOFP
REUTERS code: GLTN.PA
FTSE code: 581

Since its initial public offering, GL events has applied a communications strategy committed to promoting strong investor relations.

The following information can be found on the company's website in a special section for shareholders (www.gl-events.com, under "Group Financial Information"):

- 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: infos.finance@gl-events.com

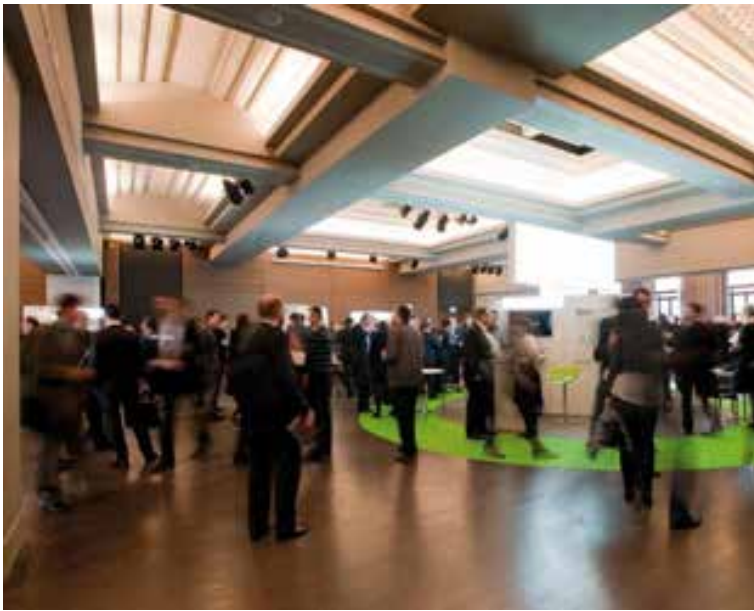


HEAVENT - PARIS,
FRANCE

WHO'S NEXT - PARIS,
FRANCE



HISTORY AND MILESTONES



MAISON DE
LA MUTUALITÉ -
PARIS, FRANCE

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).

ADOPTION of the name of 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 installations 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.



EQUITA' LYON - FRANCE

POSE PREMIÈRE PIERRE
TOUR INCITY - LYON,
FRANCE





CITE CENTRE CONGRES
AUDITORIUM - LYON,
FRANCE

INTERNATIONAL BOOK
FAIR-LINGOTTO FIERE -
TURIN, ITALY



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), 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.

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

SCOLIOSIS RESEARCH
SOCIETY ANNUAL
MEETING COURSE -
LYON, FRANCE



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.

GL EVENTS acquires Traiteur Lorieux to accelerate the development of its Food & Beverage strategy.

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 is selected to manage the Palais Brongniart in Paris.

GL EVENTS wins a historic contract for 2010 FIFA World Cup 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.



NICE ACROPOLIS -
NICE, FRANCE

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.

THE MANAGEMENT CONCESSION for Toulouse Expo exhibition centre, 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 the markets of emerging powers for worldwide events and in particular in Brazil with an unprecedented line-up of major events between now and 2016. Sofina becomes a Group shareholder.

WITH ITS PARIS VENUES, and especially Maison de la Mutualité, the Group develops its Food & Beverage activity.

THE STRATEGY OF EXPORTING PROPRIETARY EVENTS to different geographical regions confirms its effectiveness in generating high added value for

the Group, in particular with the editions of Première Vision in New York, Sao Paulo and Moscow, the Bocuse d'Or in New York, Sirha in Shanghai and Geneva or the Qatar Motor Show in Doha and Piscine in Abu Dhabi.

2013

GL EVENTS ACQUIRES LPR, a Brazilian company specialised in the supply of general installations and furniture to the country's leading event organizers.

IN BRAZIL, the Group was awarded a 30-year management concession for the Sao Paulo Imigrantes Exhibition Centre following a call for tenders.

CONSTRUCTION OF A 20,000 SQ.M TEMPORARY EXHIBITION parkin Sydney.

AFTER THE MAISON DE LA MUTUALITÉ, PALAIS BRONGNIART OPENS its doors to the "Terroir Parisien", the second restaurant of the same name, of top chef Yannick Alléno.

THE OFFERING OF EVENT VENUES is further strengthened by the ten-year concession awarded to the Group for the Metz Convention Centre.



mae

BOCUSE D'OR DINNER
GALA - LYON, FRANCE



use d'Or

GL EVENTS, BUSINESSES & MARKETS

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MAISON DE
LA MUTUALITÉ - PARIS,
FRANCE



AN ORIGINAL INTEGRATED BUSINESS MODEL



GL events is the only global player in the market.



CONGRESIUM - ANKARA,
TURKEY



From its origins to international development

From its inception, GL events deployed an original integrated business model, unique in the event universe. Expanding from its initial core business, services, the Group then added in two complementary sectors: event organisation and venue management. This strategy has enabled it to become the sole truly global player operating in this market, today with an established reputation as a partner of choice for major principals/decision-makers such as regional and local governments.

This integrated approach promotes synergies across different business lines. This makes it possible to coordinate the delivery of high added value services from a single entry point. The Group's identity is also strengthened by a unified image offering greater visibility and legibility for stakeholders.

This model has demonstrated its effectiveness from inception, creating momentum for both internal and external growth and ensuring the profitability of operations by optimising asset turnover across business lines.

It also structures the international strategy of GL events. This approach is exemplified by its expansion into and development in Brazil where the acquisition of Fagga eventos, the country's leading event organiser was successfully combined with the management of the HSBC, Arena and Riocentro venues. The comprehensive nature of its expertise covering every aspect of an event has represented a major growth driver over the last seven years and contributed to the Group's strong growth in South America. This was reinforced in 2013 with the acquisition of LPR, an event service company strategically based in several of the country's cities and already an equipment supplier of Riocentro.



SAUT HERMÈS - PARIS,
FRANCE



GL EVENTS LIVE: GLOBAL SOLUTIONS

MISSIONS

Consulting
Coordination
Installation
Logistics

CLIENTS

National
International
Key accounts
Major events
PCOs/PEOs

MAJOR EVENTS OF 2013

Confederations Cup -
Rio de Janeiro
WYD - Rio de Janeiro
Saut Hermès - Paris
Sydney, Glebe Island -
Australia
Nedbank Challenge -
Sun City, South Africa
Test Events Sotchi -
Russia
Launch of the new
range of Renault
Trucks - Lyon, France

Overlays and fixtures, assembly, equipment supply, catering services and hostesses, etc., GL events Live's service offering covers a comprehensive range of expertise forming GL events' original core business.

Its mission: assist companies, governments or associations in defining and implementing their event communications strategy.

This business unit combines two decisive strengths: a proven capacity for coordinating multi-cultural teams and value chain efficiencies. These strengths are enhanced by highly effective logistics capabilities (with a well-stocked inventory, strategically located warehouses and highly responsive and ready to deploy transport delivery) essential for delivering services throughout the world within deadlines that are always tight.

Today, the Group also has its own production sites for temporary installations. This is the case for the manufacture of Absolute structures or Slick Systems in the United Kingdom, specialised in the the design and manufacture of grandstands and seating solutions.

And for event organisation, GL events is supported by the expertise of its specialised event solutions agencies that since January 2014 have joined forces under a common banner, LIVE! by GL events.

Constantly evolving services

The offering ranges from more traditional services (equipment leasing, decoration, heating/air conditioning, etc.) to the more complex: modular custom-designed hospitality pavilions, the deployment of new communications technologies, etc.

Since the Group's creation, this offering has been constantly evolving both in quantitative terms, to broaden its scope of services in line with customer demands, and qualitative, by introducing innovations and original offerings (eco-design, designer equipment, e-business website for furniture, etc.). Services are also integrated by the Quality department of GL events Live into its efforts to achieve synergies and continuing improvement, as confirmed by ISO 9001:2008 certification received by the Furniture division in 2013.

A world event services key player

By combining design, overlay services and communications for large events into an integrated offering, the Group has acquired a position as a global player in this sector. On this basis, it contributes to major cultural, political and economic events...: the Cannes Film Festival, Summit Meetings of Heads of State such as the G20, World Youth Day Rio 2013, etc.

Among the many events equipped by the Group may be noted in particular the prestigious Lyon Festival of Lights attracting every year more than 2 million visitors, the Rendez-Vous Oseo Excellence (the Oseo Excellence Meeting), the International Jewellery Show in Dubai, City Events in Lausanne...

A pre-eminent position in the universe of sports

For more than ten years, GL events has also acquired a pre-eminent position in the segment of major international sports events. Regardless of the discipline involved, this high potential market is distinguished by a growing need for premium event structures. Since the 2012 London Olympic Games, sustainable development criteria are increasing the level of requirements of project specifications. In response, dedicated teams for large international projects have been reinforced by the addition of new expertise.

In 2013, the Group will have contributed to major events of the year: Formula One Grand Prix, the Saut Hermès international show jumping competition at the Grand Palais, ATP Tour Tennis Championships, the World Figure Skating Championships in Nice, Test Events in Sotchi, Russia...

Among the Group's innovations, City Events inaugurates a new meeting format offering professionals a venue for creating the sports events of tomorrow, by bringing together international sporting events participants and major customers that include international sports federations, associations and local authorities.

2,670

employees

Sales of

€411M

A €66M

asset portfolio of rental equipment

+90

offices worldwide

4

top-level logistics platforms in France (Southern and Northern Paris, Lyon, Nantes)

GL EVENTS LIVE: MARKETS AND TRENDS

According to the ICCA (International Congress and Convention Association), with 400,000 conferences and exhibitions organised each year, the worldwide event market is valued at US\$280 billion (€210 billion).

In France, expenditures devoted to events in 2012 represented €8.91 billion with direct and indirect economic impacts estimated to range between €20 billion and €30 billion.

Overall, trends for the year were encouraging against an economic backdrop that remained lacklustre.

The expertise of service providers and stand designers remains a decisive contributor to successful events and exhibitor engagement.

All areas of event expertise show the same degree of responsiveness in addressing the challenges faced by market players: remaining focused on the quality of the offering, diversification in areas covered and types of events, and increasing openness to international market. This demanding and highly qualitative adaptation in response to economic trends is positive and motivating for all market participants: exhibitors, visitors, venues, advertisers, service providers.

Congresses

Figures derived from the analysis of data for activities of sites staging events underscore extremely positive signs for the strength of the segment of congresses organised and hosted in France in 2012. On the basis of a constant scope for venues, the average number of participants has increased from 938 to 966 or 2.9%. The trend was pronounced in French regions for conventions and exhibitions: +9.8%, a performance largely due to the 6th World Water Forum organised in Marseille attended by 35,000 participants to which GL events was a contributor.

This growing contribution to conventions, particularly those with an international dimension, reflects notably the fact that they represent one of the last places providing professionals and specialists with opportunities for exchange, training and sharing the results of their research work. In consequence, for this category of event, the average number of convention-goers rose from 1,321 in 2011 to 1,360 in 2012.

This increase was also linked to the increase in the number of international conventions hosted by the panel of venues surveyed (108 in 2011 to 144 in 2012).

Corporate events

According to a study conducted by Anaé (an association of event communications agencies), the market remains active as confirmed by the good level for calls for tender. Despite that, agencies remain preoccupied by their profitability with negotiating conditions still very tough.

According to the Bedouk Coach Omnium benchmark study published in February 2013, corporate spending for the organisation of professional events declined 4.9% in 2012. "The gradual recovery in 2010 and 2011 generated considerable hope" though results have been less than expected. In an economic environment that remains fragile and uncertain, companies are continuing to rationalise "budgets devoted to professional meetings [...] while recognising the importance of both their internal and external audiences."

Major trends have been persisting:

- continuing prevalence of short events and the rise of study days,
- further reduction in budgets per participant,
- though nearly 9 participants out of 10 are enthusiastic about the idea of attending a seminar/convention.

Noteworthy is the prevailing place of the international customer base in the activity of French event service providers. For French exhibitors, services account for 42% of the expenses for participation: installations of stands, hospitality services, catering, transportation, etc.... This rate rises to 56% for foreign exhibitors.

Spending on the design and creation of stands accounts for 32% of the total budget of a French exhibitor and nearly 44% of a foreign exhibitor participating in an international trade fair in France. In this breakdown, foreign exhibitors also account for 61% of spending on personalised hospitality services and 49% on catering/reception services.

Source: OJS statistics agency – 2012 quantified report



GL EVENTS LIVE: 2013, GROWTH TARGETS CONFIRMED



CANNES FILM FESTIVAL -
FRANCE

“
LIVE! By GL events,
a concentrated mix of
complementary expertise.
”

The Live business unit registered very robust commercial momentum in 2013: Confederations Cup in Brazil, Formula 1 Grand Prix of Monaco and Barcelona, the World Table Tennis Championships in Paris, the Cannes International Film Festival, MIP TV media market event, World Youth Day of Rio, the Immunology and Immunotherapy Meeting, the Paris Book Fair, the Abu Dhabi cultural festival and Gulfood in Dubai... among the many events to which it contributed.

An important contract was signed with the Australian province of New South Wales to design and build a temporary exhibition centre of Sydney. Located on Glebe Island, a 20,000 sq.m. facility was put into service in early 2014 and will operate until 2016.

Another Group highlight in 2013, the creation of LIVE! By GL events. The new entity created by joining the forces of the communication consulting agencies, Alice Evénements, Market Place and Package, brings together an important concentration of complementary expertise. With a staff of 100, it plans to organise more than 250 events in 2014.

A major line-up of future opportunities

In the United Kingdom, positions acquired by the Group open up interesting possibilities for upcoming events: the Commonwealth Games to be held in Glasgow in 2014, the 2015 Rugby World Cup, the 2017 World Athletics Championship in London. In France: FEI World Cup TM Finals Jumping Dressage 2014, Euro 2016, World Gas Conference, COP 21...

In Brazil: the World Football Cup in 2014, the 450th anniversary of the city of Rio de Janeiro in 2015, the Summer Olympic Games in 2016...



WHO'S NEXT - PARIS,
FRANCE

383

employees

Sales of

€236M

300

proprietary trade shows

GL EVENTS EXHIBITIONS: A TRADE SHOW ORGANISER WITH A SOLID BASE

MISSIONS

Designing, organising and producing trade fairs designed to bring together B2B and B2C communities

CUSTOMERS

(EXCLUDING GROUP PROPRIETARY TRADE SHOWS)

Professional and industry associations, institutions and companies

MAJOR EVENTS OF 2013

Sirha
Première Vision (Paris, New York, Sao Paulo, Shanghai, Moscow)
Equita' Lyon
Industrie Lyon
CFIA
Rio de Janeiro International Book Fair
International Fair of Lyon and Toulouse

GL events Exhibitions is specialised in organising trade shows and major international fairs throughout the world. From Asia and Latin America and across Europe, this geographic mix of events is consistent with and reflects the Group's international presence.

At 31 December 2013, GL events had a well-balanced portfolio of more than 300 trade shows covering major economic sectors: food and catering industry, fashion and textiles, construction, culture and leisure, home and interior design, environment, auto, trade and distribution.

This positioning across sectors and territories contributes to stable long-term revenue streams while offsetting the biennial effect of certain major trade shows. It also benefits from the solidity of certain sectors less exposed to market cycles, providing greater resilience during recessionary periods.

Strategy and synergies

GL events Exhibitions' strategy is based on three key areas:

- supporting trade shows of major importance and accelerating their growth momentum by working with the stakeholders of the different sectors and professional communities;
- creating new events in sync with evolving market trends based on an in-depth knowledge of the sector and positioning as a partner of choice;

— constantly improving the quality of services provided to exhibitors and visitors by leveraging the broad range of GL events' expertise.

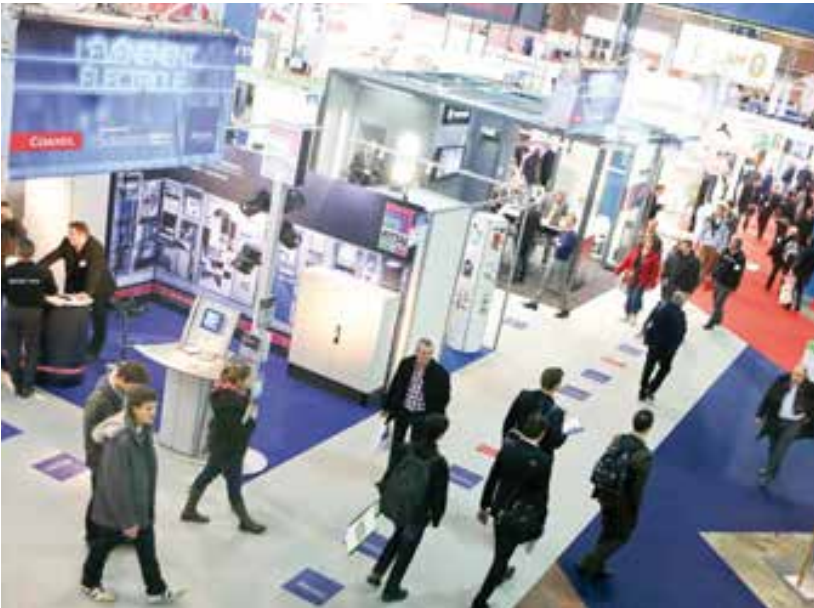
Solid bases, international expansion

France remains a solid market, as highlighted by the success of professional fairs such as Sirha, Industrie, Première Vision Pluriel, Bâtiment Energie Positive, as well as major events for the general public like Equita and the Lyon, Toulouse and Metz fairs, despite challenging economic conditions, attracting a large public through strong event themes.

Exporting B2B trade shows is a key focus of Group development in support of its strategy of international expansion. Noteworthy examples of this strategy include Piscine Splash, with the Singapore edition held in May attended by swimming pool professionals from the Asian market representing more than 30 nationalities, or Première Vision with New York, Shanghai, Moscow and Sao Paulo spin-offs of the Paris event in 2013.

In Brazil, Hair & Beauty, the country's major gathering for beauty professionals, and the biennial Rio de Janeiro International Book Fair (600,000 visitors) remain flagship events both for their sector and their geographical market. These examples perfectly illustrate successful synergies across business lines as events both staged and equipped by the Group.

GL EVENTS EXHIBITIONS: MARKETS AND TRENDS



BATIMENT ENERGIE
POSITIVE TRADE SHOW -
LYON, FRANCE

The global exhibition market registered solid gains in 2012, reaching US\$27 billion, up 5% from 2011.

2013 experienced a marginal slowdown, though with positive momentum expected to resume thereafter with forecasts for 5% growth between now and 2017. Demand in favour of face-to-face meetings providing opportunities for meaningful exchanges remains strong with no adverse risks weighing on the exhibition sector. Furthermore, digital tools have only enhanced the trade show offering and quality exchanges between participants assured by organisers, generating in this way additional revenue streams.

Independently of these short-term economy-driven growth factors, the exhibition sector remains structurally attractive with an excellent profile in terms of cash flow, a rate of renewal by exhibitors between 65% and 85% and strong potential for the consolidation in a market that remains still very fragmented.

Forecasts for the 2012-17 period point to stronger momentum for growth in the 7%-8% range concentrated in China, Russia, Brazil, the Gulf region and Turkey.

The German business model is also based on exporting trade fairs with one out three exported abroad compared to less than 10% for French events. The effectiveness of this strategy has been demonstrated over the last three years with GL events and was strengthened in 2013, as highlighted by developments for Sirha and Première Vision trade fairs.

In France, according to the Irep-France Pub study published in March 2013, whereas the communications market contracted overall in 2012 (-1.3%), expenditures devoted to fairs and trade shows rose in the consumer goods (+17% from 2011) and B2B industrial sectors (+9% from 2011).

Exhibitors also point out gains in terms of the quality of visitors as well as a positive business climate.

Whereas all economic signals were negative, with GDP growth ending 2012 at zero, participation by companies in professional events remained dynamic, with growth in 2012 up 0.7% on the basis of a constant scope for exhibitions.

In terms of specific trends, the major trade shows of the sector (food industry, textiles, etc.) continue to be a success.

In contrast, exhibitions dealing with consumer goods have been adversely affected by the decline in consumer confidence.

*(Sources: UFI - Global
Industry review 2012/
Etude Xerfi - Précepta/
Globex - Afi)*





GL EVENTS EXHIBITIONS IN 2013

In France, the excellent results of Première Vision's Paris edition in September 2013 confirmed its place as the world's leading fabric show. A trade show that furthermore has developed by incorporating five Eurovet fashion-industry related events, confirming in this way leadership positions in its sector.

The new edition of the world hospitality and food service event, Sirha, was a major media and commercial success marked by the launch of the World Cuisine Summit. Other noteworthy performances included those of the CFIA food industry packaging and technologies trade fair in Rennes, the Lyon edition of "Salon Industrie" trade show for production technologies and the continuing development of the Paysalia landscaping exhibition.

The Piscine trade show, a worldwide reference in the swimming pool market, pursued its international expansion with the successful launch of Piscine Asia in Singapore.

Bolstered by the successes, 2013 was a dynamic year for GL events Exhibitions.

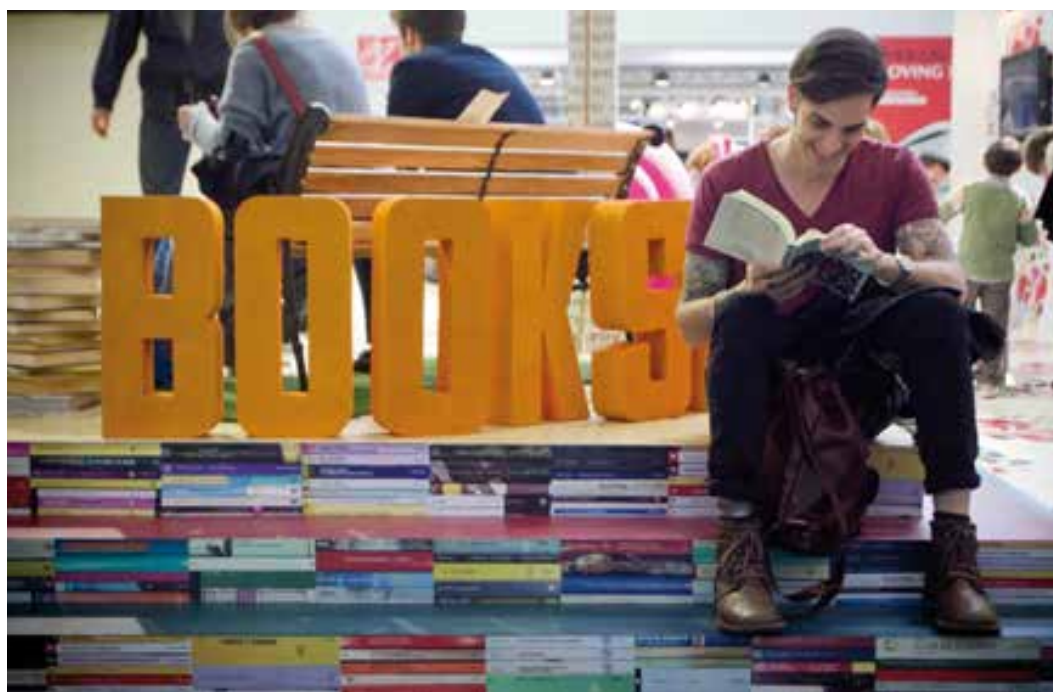
In Italy, several years of economic crisis, more specifically, in the automotive sector, directly impacted the Bologna Motor Show: in effect, with manufacturers not wishing to invest in such an event during a recessionary period, it was necessary to cancel the event scheduled to be held in December.

Promising outlook for 2014

The Group will pursue the development of its proprietary trade shows in strategic priority regions, notably through new developments by Première Vision in New York, the addition of the Cuir à Paris show to Première Vision's line-up of events, second Moscow and Istanbul editions of Sirha as well as its launch in Budapest and the strengthening of Piscine in Singapore and the Middle East.

The Omnivore food Festival has been integrated into GL events Exhibitions' portfolio since January 2014, and will pursue its world tour as a forefront event in the world of gastronomy.

TURIN INTERNATIONAL
BOOK FAIR-LINGOTTO
FIERE - ITALY



GL EVENTS VENUES: A GLOBAL NETWORK

MISSIONS

Managing and marketing

Convention centres
Exhibition centres
Reception facilities
Concert halls
Multi-purpose facilities

STAKEHOLDERS

Local authorities
Institutions

GL events manages a network of 37 venues spanning the globe: convention centres, exhibition centres, reception facilities, concert halls and multi-purpose facilities, each with different but complementary purposes. This allows the Group to develop its "destination" concept that involves creating a hub that combines several sites within a single city or region. Examples of this model include Rio de Janeiro (RioCentro/HSBC Arena), Lyon (Centre des Congrès/ Eurexpo/La Sucrière/ château de Saint-Priest) or Paris (Palais Brongniart/Palais de la Mutualité/Hôtel Salomon de Rothschild/Parc Floral).

While the contractual framework for management concession services may vary according to country, the goal is always the same: support local authorities granting the concession to develop attractive solutions for business tourism within an economic and financial climate that is sometimes challenging.

In Paris, an innovative concept was inaugurated with a premium business venue offering for professional

meetings (seminars; working lunches, meetings, etc.): catering signed by chef Yannick Alléno, the most advanced equipment, elegant and comfortable installations. The Hôtel Salomon de Rothschild, the Maison de la Mutualité and the Palais Brongniart have were in this way transformed into venues combining rich historical legacies, exceptional settings and the highest quality of hospitality services. In 2014, Palais Brongniart will benefit from major renovation work to optimise the full potential of this splendid landmark building.

In Lyon, the leading French exhibition centre outside of Paris has launched major expansion work: starting in 2015, an additional 9,000 sq.m. will make it possible to stage prestigious events like Sirha under optimal conditions. This increased scale will also foster the staging of concurrent events able to be held simultaneously. With a total area of nearly 130,000 sq.m., with this extension Eurexpo Lyon will henceforth rank among Europe's top 15 parks.



AMRAE CITE CENTRE DE
CONGRES LYON - FRANCE

Convention centres:

- Ankara (Turkey): Congresium Ankara
- Barcelona (Spain): Centre de Conventions International de Barcelone (CCIB)
- Brussels (Belgium): SQUARE Brussels Meeting Centre
- Clermont-Ferrand: Polydôme
- Lyon: Centre de Congrès de Lyon
- Metz: Metz Congrès Événements
- Nice: Acropolis
- Paris: Maison de la Mutualité
- Paris: Palais Brongniart
- Saint-Étienne: Convention centres
- The Hague (Netherlands): World Forum
- Toulouse: Centre de Congrès Pierre Baudis

Exhibition centres:

- Amiens: Mégacité
- Budapest (Hungary): Hungexpo
- Clermont-Ferrand: Grande Halle d'Auvergne
- Lyon: Eurexpo
- Metz: Metz Expo Événements
- Padua (Italy): PadovaFiere
- Paris: Parc Floral
- Rio de Janeiro (Brazil): Riocentro
- Sao Paulo (Brazil): Imigrantes
- Shanghai (China): Pudong Expo
- Toulouse: Toulouse Expo
- Troyes: Troyes Expo
- Turin (Italy): Lingotto Fiere
- Vannes: Le Chorus

Reception facilities:

- Istanbul (Turkey): The Seed
- Lyon: Château de Saint-Priest
- Lyon: La Sucrière
- Paris: Hôtel Salomon de Rothschild
- Saint-Étienne: Le Grand Cercle
- Saint-Étienne: La Verrière Fauriel

Multi-purpose facilities and concert halls:

- Clermont-Ferrand: Zénith d'Auvergne
- London (United Kingdom): Battersea Evolution
- Rio de Janeiro (Brazil): HSBC Arena
- Roanne: Le Scarabée
- Turin (Italy): Oval

37

venues under management

Sales of

€ 236M

780

employees

GL EVENTS VENUES: MARKETS AND TRENDS

In France on the basis of a constant scope for venues, the number of events hosted was up overall by 3.2% from 2011. The number of conventions has remained buoyant (+1.1%), whereas fairs and trade shows grew 4.2%, and corporate meetings were up 7.1% over the year.

The combined activity for the 48 sites studied measured in sq.m./days occupied and compared with 2011 grew 7.9% in France. This growth reflects several factors: an even numbered year with a rich line-up of biennial events, the triennial trade show Intermat (240,000 sq.m. deployed over 54 days) and the diversification of events staged. In effect, between 2008 and 2012 the share of fairs and trade

shows in the activity of sites declined from 80% to 67% over the period. Exhibition parks and centres are broadening their scope by staging other types of events: cultural and sports events and other types of operations, beyond their traditional area of intervention. Over the 2006-2012 period, other revenue streams from technical services and space rental have declined in the fair and trade show segment while significantly increased for conventions and other types of events.

GL events Venues contributed €236.2 million to Group annual revenue, in large part originating from medical conventions, sports, cultural, corporate and economic events and events relating to fashion.

MAISON DE LA
MUTUALITÉ - PARIS,
FRANCE



[Source : JWC]



MAISON DE
LA MUTUALITÉ
TERRASSE - PARIS,
FRANCE



GL EVENTS VENUES IN 2013

Despite persistent difficulties linked to the economic conditions of Italy and Hungary, profitability was up and significant advances were achieved in 2013 in France and international markets.

A number of events were organised at Group venues: medical conventions like the European Congress of Psychiatry, the International Symposium of the Cancer Research Centre at the Lyon Convention Centre, the meeting of the French National Anti Cancer League in Nice... the Magritte Awards ceremony for the Belgian film industry in Brussels, Super Rio Expofood Fair, the Paris edition of the Omnivore World Tour at the Palais de la Mutualité... In Lyon, Eurexpo staged a number of flagship events including the worldwide launch of the new range of Renault Trucks, the Renewable energy exhibition... Activity at the site remains as buoyant as ever with results in 2013 up against the backdrop of a broader global market in a downturn.

In December, Strasbourg Metropolitan Area Urban Council approved GL events' acquisition of a 47%

equity stake in Strasbourg Evénements. This equity partnership will provide the semi-public managing company for the Music and Convention Centre and Exhibition Park with resources to strengthen its position in the face of increasing international competition and ensuring projects for new equipment planned for 2016. It also highlights GL events' contribution in its role of expert assisting regional governments, by supporting the implementation of their strategic decisions.

In Brazil, the management concession for the Imigrantes exhibition centre added in August of last year has given GL events a strategic base in Sao Paulo and a new vehicle for growth within the country. The project is to double the site's current area of 40,000 sq.m. to become the city's number one exhibition venue and respond to the shortage of exhibition space. This is to be supplemented by the construction of a convention centre, a 250-room hotel and the reconversion of a former government ministry into an office building.

DIANA ROSS CONCERT
HSBC ARENA -
RIO DE JANEIRO, BRAZIL



PREMIÈRE VISION -
SAO PAULO, BRAZIL

&city
&glam



2014, DEVELOPMENT DRIVEN BY EXPERTISE



The Group's goal is to maintain momentum in emerging countries for solid and sustainable growth.



LCL CONVENTION -
PARIS, FRANCE



GL events' coverage of the complete range of solutions and services across the entire value chain, in mature markets and emerging countries, provides it with differentiating points of access to its customers. More than ever in 2014, its commercial momentum will remain a driving force, bolstered in particular by renewed growth in selected mature countries. Flagship events also set the stage for a very promising period ahead: the FIFA World Cup in Brazil, the upcoming Commonwealth Games in Glasgow, and the World Cup Finals for Show Jumping and Dressage in Lyon... International development will continue to focus on strategic regions with priority on selected countries: Brazil, Russia, Turkey and the Gulf region. The Group's goal is to maintain momentum in emerging countries for solid and sustainable growth.

Brazil: strong growth on the horizon

The World Football Cup, the Summer Olympics, the 450th anniversary of the city of Rio de Janeiro... Between now and 2016, Brazil will host an unprecedented line-up of major global events. Having laid solid foundations over the last seven years, drawing on the strength of its integrated business model, GL events is now positioned to contribute to these events, through its complementary mix of know-how and established track record of success. This presence has been reinforced by an increased flow of recurrent business from institutional and corporate events. It also reflects the strength of building expansion and development projects for Riocentro and Imigrantes in Sao Paulo, expanding into true programmes for urban renewal and increasing the attractiveness of cities.

SAUT HERMÈS PARIS -
FRANCE



GL EVENTS, THE GROUP

— **76** / Corporate governance

— **83** / Corporate social responsibility

BOARD OF DIRECTORS

Olivier Ginon

CHAIRMAN

Born on 20 March 1958. Appointed by the Ordinary General Meeting of 24 April 1998, reappointed by the Ordinary General Meeting of 30 April 2010, for a term ending at the close of the Annual General Meeting to be held in 2016 to approve the financial statements for the fiscal year ending 31 December 2015.

Olivier Roux

DIRECTOR, VICE CHAIRMAN

Born on 11 June 1957. Appointed by the Ordinary General Meeting of 24 April 1998, reappointed by the Ordinary General Meeting of 30 April 2010, for a term ending at the close of the Annual General Meeting to be held in 2016 to approve the financial statements for the fiscal year ending 31 December 2015.

Yves-Claude Abescat

DIRECTOR

Born on 28 May 1943. Appointed by the Combined General Meeting of 16 May 2008 until the close of the Annual General Meeting to be held in 2013 to approve the financial statements for the fiscal year ending 31 December 2012. Independent Director. Chairman of the Audit Committee and Compensation and Nominating Committee member.

Aquasourça

DIRECTOR

Represented by Sophie Defforey-Crepet, born on 21 February 1955. Appointed by the Combined General Meeting of 20 June 2002, reappointed by the Combined General Meeting of 16 May 2008 until the close of the Annual General Meeting to be held in 2014, to approve the financial statements for the fiscal year ending 31 December 2013. Independent Director - Compensation and Nominating Committee.

Ming-Po Cai

DIRECTOR

Born on 26 March 1969. Appointed by the Combined General Meeting of 29 April 2011 until the close of the Annual General Meeting to be held in 2015 to approve the financial statements for the fiscal year ending 31 December 2014. Independent Director.

Richard Goblet d'Alviella

DIRECTOR

Born on 6 July 1948. Appointed by the Ordinary General Meeting of 31 October 2012 until the close of the Annual General Meeting to be held in 2016 to approve the financial statements for the fiscal year ending 31 December 2015. Audit Committee member.

Gilles Gouedard-Comte

DIRECTOR

Born on 15 July 1955. Appointed by the Combined General Meeting of 14 June 1996, reappointed respectively by the Combined General Meetings of 20 June 2002 and 16 May 2008 until the close of the Annual General Meeting to be held in 2014, to approve the financial statements for the fiscal year ending 31 December 2013. Independent Director.

Philippe Marcel

DIRECTOR

Born on 23 November 1953. Appointed by the Combined General Meeting of 11 July 2003, reappointed by the AGM of 24 April 2009 for a term ending at the close of the Annual General Meeting to be held in 2015 to approve the financial statements for the fiscal year ending 31 December 2014. Compensation and Nomination Committee Chairman. Independent Director

André Perrier

DIRECTOR

Born on 13 August 1937. Appointed by the Combined General Meeting of 09 June 2000, reappointed by the Combined General Meeting of 27 April 2012, for a term ending at the close of the Annual General Meeting to be held in 2016 to approve the financial statements for the fiscal year ending 31 December 2015. Independent Director.

Érick Rostagnat

DIRECTOR

Born on 1 July 1952. Appointed by the Combined General Meeting of 20 June 2002, reappointed by the Combined General Meeting of 16 May 2008, for a term ending at the close of the Annual General Meeting to be held in 2014 to approve the financial statements for the fiscal year ending 31 December 2013.

Nicolas De Tavernost

DIRECTOR

Born on 22 August 1950. Appointed by the Combined General Meeting of 16 May 2008 until the close of the Annual General Meeting to be held in 2014 to approve the financial statements for the fiscal year ending 31 December 2013. Independent Director.

Maxence Tombeur

ADMINISTRATEUR

Born on 10 October 1982. Appointed by the Ordinary General Meeting of 31 October 2012 until the close of the Annual General Meeting to be held in 2016 to approve the financial statements for the fiscal year ending 31 December 2015.

Caroline Weber

ADMINISTRATEUR

Born on 14 December 1960. Appointed by the Combined General Meeting of 29 April 2011 until the close of the Annual General Meeting to be held in 2015 to approve the financial statements for the fiscal year ending 31 December 2014. Independent Director. Audit Committee member.

Auditors

STATUTORY AUDITORS

Mazars
Maza-Simoens

DEPUTY AUDITORS

Raphael Vaison
de Fontaube
Olivier Bietrix

RE-CREATION
AIX-EN-PROVENCE -
FRANCE





Executive Committee



Olivier Ginon
CHAIRMAN



Olivier Roux
VICE CHAIRMAN



Olivier Ferraton
**DEPUTY MANAGING
DIRECTOR**



Érick Rostagnat
**MANAGING DIRECTOR,
CORPORATE FINANCE
AND ADMINISTRATION**



Jean-Eudes Rabut
**MANAGING DIRECTOR,
VENUE MANAGEMENT**



Frédéric Regert
**EXECUTIVE VICE
PRESIDENT,
CORPORATE FINANCE &
ADMINISTRATION**



Thierry Bourgeron
**VICE PRESIDENT,
HUMAN RESOURCES**



Daniel Chapiro
**MANAGING DIRECTOR,
VENUE MANAGEMENT
OPERATIONS AND
INFORMATION SYSTEMS
OPERATIONS**



Stéphane Hue
**MANAGING DIRECTOR,
GL EVENTS EXHIBITIONS**



Emmanuel David
**COMMUNICATION
DIRECTOR**



NEDBANK GOLF
CHALLENGE - SOUTH
AFRICA

Executive Committee

The executive committee sets Group strategies with respect to both overall Group operations and business lines. It examines potential acquisitions so as to make recommendations to the Board of Directors and implements the company's business development strategy and internal control policy.

Business Unit Committees

The Business Unit 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 work on increasing commercial synergies between Group businesses.

International Committee

The International Committee meets quarterly as a forum for pooling efforts and exchanging ideas, projects and advances made by each subsidiary outside France with the objective of creating synergies and strengthening the Group's presence in global markets.

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.

Audit Committee

Comprised of three independent directors, this committee participates in preparing the 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 assure the pertinence and consistency of accounting principles applied by the company and ensure that the procedures of reporting and control are adequate. It is also responsible for overseeing the selection of independent auditors. Finally, it assesses 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.

Compensation and Nominating Committee

Comprised of three independent directors, the Compensation and Nominating Committee is responsible for reviewing the compensation policy of the Group, and more specifically for managers as well as proposals for the grant of stock options and bonus shares. It is informed of the arrival and departure of key managers. It is also consulted on the appointment of auditors in addition to the appointment and renewal of the terms of directors and officers.



Note: all CSR disclosures required under Article R225-105-101 of the French Commercial Code, explanations on methodology and the independent assurance report on sustainable development are included in the registration document.

GIVING FORM TO THE COMMITMENTS

GL events' commitments to corporate social responsibility are reflected by its very organisation and coordinated by the sustainable development department. This priority is in turn deployed across three cross-cutting programmes: Think People, Think Green, Think Local.

Think People is the focus of reinforced collaboration with the human resources department taking into account the importance of employee-related issues. This programme and the corresponding lines of action are organised around two long-term priorities: strengthening cooperative spirit, changing perceptions.

BE SUSTAINABLE !



EMPLOYMENT ISSUES

- Diversity
- Improved quality of life
- Talent



ENVIRONMENTAL ISSUES

- Waste
- Energy
- CO₂ emissions



SOCIETAL ISSUES

- Regional reach and stature
- Local communities
- Innovation

Think Green seeks to reduce environmental impacts in all Group activities, both internally through staff engagement, and externally, through the offering of services and equipment for customers.

Achieving progress through certification

Pursuing the initiative launched in 2012, the process for ISO 14001 certification of French sites continued with Maison de la Mutualité, Palais Brongniart and La Sucrière. With GL events Live, Hall Expo initiated a process to obtain ISO 20121 certification with a target for June 2014.

Think Local is committed to creating shared value in regions. This programme contributes to promoting regional reach and stature in partnership with local governments as an engaged stakeholder. Think Local takes form with a first internal study seeking to assess, promote and optimise the creation of regional value. A research project that demonstrated the powerful contribution of meetings as vehicles for enhancing the vitality and attractiveness of regions.

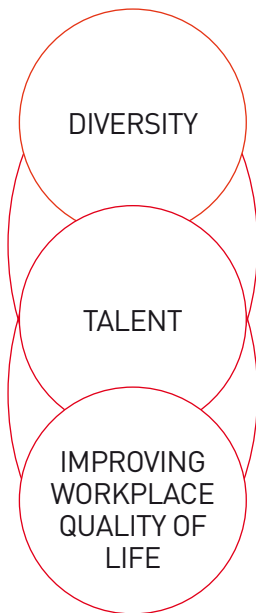


“ IN 2013, 24,438 HOURS OF TRAINING WERE PROVIDED FOR COMPANIES WITHIN THE FRENCH REPORTING BOUNDARY. ”



REMAINING ATTENTIVE TO THE EXPECTATIONS OF THE COMPANY'S MEN AND WOMEN

Launched in 2011, the purpose of the Think People programme is to provide a developmental framework for employee growth within the company. In 2012, this programme led to an action plan organised according to three main priorities: diversity (disability, gender, age, social integration), managing talent (the Passion for talents programme) and workplace quality of life. This momentum continued in 2013 with two key objectives: making tools available to managers and promoting the development of ties within the company.



Fostering management development and engagement

Managers play a decisive role in promoting the Think People programme, developing skills and the work environment. For that reason, they represent an important priority within the Think People programme that includes a comprehensive awareness-raising and training module:

- issuance of a “manager’s guide”, providing a common standard in France and other countries to convey the Group’s values and its vision of the role of human resources management;
- internal radio broadcasts on the “HR channel” covering topics such as parenthood, technostress, managing forms of addiction, generation Y, cancer in the workplace, integrating disabled employees, etc. These broadcasts are supplemented by practical information sheets developed by an occupational psychologist;
- providing dedicated training on specific subjects (integrating disabled workers, mentoring, etc.).

Building ties

Encouraging synergies, promoting the exchange of best practices, taking measures enabling teams to get to know each other better: different lines of action that enhance the value of the company’s human capital and its reputation as an employer. With this objective, GL events rolled out a new

vehicle for its corporate Campus, the “Best Practices Meeting”: days devoted to special topics with contributions by experts and providing opportunities for sharing experience.

Mainstreaming disability within the workplace

A newsletter distributed in France and other countries, participation in forums on the employment of disabled persons,... Over the last two years, GL events has adopted different measures for the integration of disabled employees within its activities. Some of these measures fall within the scope of the three-year agreement with Gesat, a French national network of sheltered work establishments: days of exchanges with Group buyers to identify purchasing options in the sheltered sector, use of vocational rehabilitation centres for disabled workers (ESAT) for laundry and dry-cleaning, telemarketing and assembly services...

These coordinated initiatives are part of a comprehensive policy to be rolled out in 2014, followed by a diagnostic phase initiated in 2013. This policy will be based on several priorities:

- recruitment,
- job stability and continued employment,
- training.

Welcoming and training new staff

Becoming a leading employer, building knowledge and expertise, fostering loyalty and developing talent, encouraging a proactive career approach... These are the actions that show that we care.

The Welcome Convention

Since 2009, a special programme has been in place for new arrivals. This “Group process and policy” training is designed for employees working with the company for between three and twelve months who may deal with either “internal customers” or external

customers and prospects. This training addresses several objectives: offer an initiation to the Group business lines, appropriate its culture and gain an understanding of realities through meetings and exchanges.

The 2013 edition was devoted to “cooperation and diversity” and introduced innovation in the formats by combining moments of conviviality, workshops covering specific subjects and “one to one” or “one to few” formulas fostering exchanges between participants. In 2013, 132 people attended this event from 43 companies of the Group and nine countries.

Creating international synergies across different entities and regions.

GL events Campus

The Think People programme also encompasses skills management covering the full cycle from recruitment to career guidance notably through the corporate training platform, GL events Campus.

The primary mission of GL events Campus, is coordinating and optimising the internal training programmes of GL events Group companies. This mission covers three major objectives:

- enhancing individual and collective skills,
- promoting the Group corporate culture and values,
- supporting and contributing to business development.

This training offering is updated yearly in line with the Group’s strategic priorities, development prospects and needs, as expressed by managers and staff. It provides an extensive catalogue of over 90 courses, which may be basic or expert level, on theory with practical application.

The International Management Program

Over more than a decade, GL events has intervened as an international group across five continents with one third of its staff outside of France. This international dimension in itself constitutes an important growth driver. To optimise its potential, a training programme was tested in 2013 with two main goals:

creating international synergies between different divisions and regions and developing managerial competency across countries where operations exist. Its first edition was attended by participants representing nine different nationalities from ages 25 to 57.

Health and safety: priority requirements

An essential component of corporate social responsibility along, safety is a critical priority for service-related activities. The activities of the GL events teams include the assembly and disassembly of a range of structures from the simple stand partition to a grandstand for a stadium. For that reason, strict rules are required to guarantee safety of everyone at the worksite.

A site-specific health and safety plan (PPSS) is implemented for each event organised. In addition a specific signage system has been deployed at all Group sites.

Training is also provided through GL events Campus to permit target groups to hold valid permits and receive training in the latest personal safety and risk prevention procedures:

- Training certification (CACES) for operators of worksite equipment (valid for 5 to 10 years);
- Road safety training and qualifications for lorry drivers (FIMO and FCOS);
- The adoption of specific gestures and positions for all employees performing manual operations.
- Work performed at heights and on scaffolding;
- A uniform document;
- Fire emergency services safety certification (SSIAP level 1 to 3);
- Workplace first-aid personnel;
- Electrical accreditation.

Reflecting this priority, 30% of total training hours provided in 2013 were devoted to safety representing 7,446 hours, 989 days of training and 464 persons trained in the period.



WELCOME CONVENTION
LYON - FRANCE

Think people, a tool for growth for GL events Brazil

Attracting talent, developing skills, rewarding and retaining staff: in a context of economic growth, the lines of action of the Think people programme provide effective tools for supporting the development of the Brazilian subsidiary. In this way, CSR makes concrete contributions both to company performance but also to professional fulfilment of employees.

RECOVERY
AND RECYCLING
OF CARPETING





INTEGRATING ENVIRONMENTAL ISSUES

GL events' environmental policy is organised around the Think Green programme launched at the end of 2009. This programme includes sixteen commitments covering the entire lifecycle of an event for major types of impacts in which the Group is able to intervene as an integrated provider of solutions for events:

- the production of waste which may be significant in light of the ephemeral nature of all events;
- energy consumption depending on several factors: type of event, location, number of visitors, type of equipment used, the presence of heating and ventilation systems, etc.
- GHG emissions generated by event logistics and the transport of visitors (approximately 80% of total emissions).

Improving waste management

This area covers several points of reflection and actions:

Reduction: eco-design added value

GL events' methodology for the eco-design of venues in place since 2006, first focuses on reducing the quantities of raw materials used. In 2013, an event venue eco-design guide was developed by the R&D unit; tools for assessing the performance of materials were acquired in coordination with the French eco-design hub of Saint-Etienne.

Reuse: privileging use of rental equipment

Event services cover in large part materials and equipment rental. For this reason, preference is given to the use of rental equipment included in GL events Live's portfolio of assets, and their reuse.

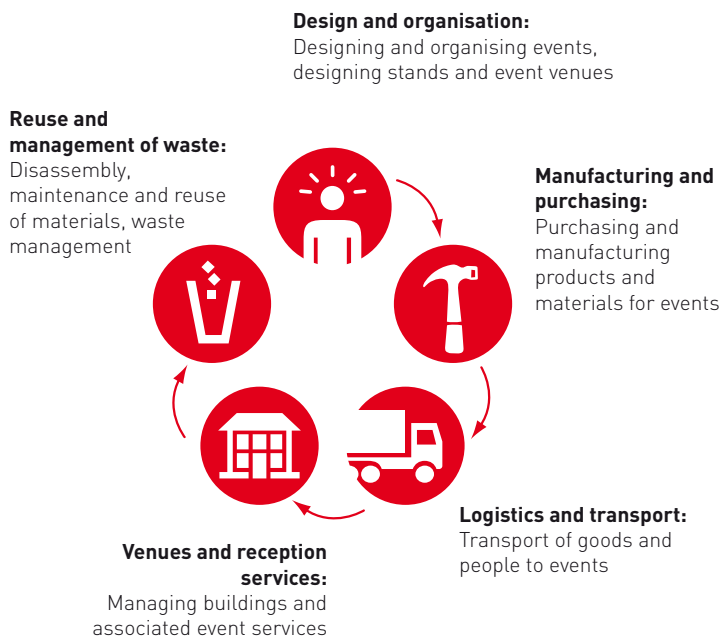
Recycle: waste separation and new recycling channels

Within the framework of ISO 14001 certification of the facilities of GL events Venues in France, improving waste management in terms of the rate of separation collection and energy recovery is a major objective. A harmonised monthly reporting procedure in place since 2012 makes it possible to track improvements in performance in this area.

Waste separation collection systems are gradually being implemented, including those outside the boundary of the ISO 14001 certification. The implementation of efficient waste separation collection systems represents a long-term project, requiring awareness-raising of many participants in the different phases of an event.

GL events also contributes at an institutional level, by chairing the "Waste Management and Circular Economy" commission of UNIMEV (Union Française des Métiers de l'Événement), the French Meeting Industry Council. In 2013, a major survey was conducted of industry participants with the objective of harmonizing practices and identify new recycling processes.

THE LIFECYCLE OF AN EVENT



Reducing emissions from transport

The event industry generates significant amounts of green house gas. Intervening in this category of emissions represents a complex challenge as they result from different factors over which the Group does not always exercise control, starting with the individual behaviour of visitors.

GL events has implemented a carpooling system for the exhibitions it organises. This system has also been adopted internally for all of the Group's French venues. Furthermore, more and more exhibition parks are located in outlying areas of cities serviced by public transit systems or ad hoc shuttle services which contributes an improved carbon assessment.

- responsible purchasing practices for Group buyers,
- eco-organisation of events for event project managers,
- eco-design for stand and event venue designers,
- environmental management for site representatives.

Quality and certifications: a proactive and energetic approach

In 2012 GL events Venues' French network was certified ISO 14001. This certification process allows us to address expectations of stakeholders, whether customers or concession grantors, in addition to preparing the way for adapting to regulatory developments while at the same time focusing team efforts on common projects. This process was continued in 2013 with its extension to three new sites certified in the period: Maison de la Mutualité in Paris, La Sucrière in Lyon and the Nice Acropolis. As for Hall Expo, a subsidiary specialised providing temporary structure, it has initiated an ambitious process to achieve double ISO 9001/20121 certification.

Other sites have also begun certification processes. The CCIB Barcelona international convention centre is ISO 14001 and EMAS certified while the World Forum in The Hague was awarded the top gold level Green Key global eco-rating. In France, the Scarabée multi-purpose hall of Roanne and the Fauriel Convention Centre of Saint-Étienne were also recognised for their commitment by receiving Qualicongrès certification for the implementation of their quality and sustainable development approach.

More generally, quality is a reality that acquires substance within the Group through its organisation: GL events Live has built up a network of twenty quality correspondents tasked with focusing on ongoing improvement in customer satisfaction.

“ Incorporating the environment into our businesses. ”

Optimising energy performance

The implementation of an environmental management system in compliance with the ISO 14001 standard as well as energy audits performed made it possible to identify three areas for improvement:

The gradual renewal of equipment

Plans for the replacement of equipment are gradually being implemented at GL events Venues' different sites. This has made it possible to install more energy-efficient systems like the led solutions adopted at Nice Acropolis, Palais Brongniart,...

Optimising equipment management

This line of action takes into account several factors: seasonal fluctuations in activity, climate, etc. and involves the intervention of service providers responsible for equipment maintenance.

Promoting staff awareness

Employee engagement is a key contributor to the success of the environmental approach across all activities and fostering innovative practices.

For that reason, the GL events Campus training platform features modules that address specific issues faced by its activities and designed for target audiences:



CONTRIBUTING TO LOCAL COMMUNITIES

GL events by definition contributes to and promotes regional development, both through the sites it manages on behalf of local public authorities and as a stakeholder in large international events. These territorial, economic, social and societal impacts are enhanced through the Thing Local programme: research on value in the broad meaning of the term, created by the Group in the territories where it operates by each of its divisions.

GL events Venues: venues in the service of regions

A preliminary study was launched in 2013 within the GL events Venues reporting boundary, for a selective sample of convention centres, venues of local or international renown, in France and other countries or regions.

Three key major fronts have been identified: territorial network, general interest, creating indirect economic benefits.

The territorial network

At the heart of local networks, venues maintain special relations with many stakeholders: local government and representatives of the State, institutions promoting tourism, media, the economic world in the broad sense, associations...

General interest

These connections enable venues, beyond their mission of staging or organizing events, to perform essential missions of general interest: contributing to community life, enhancing the attractiveness of destinations and regional reach, supporting local activities and providing stimulus to local economies. In 2014 the goal is to understand this creation of intangible value in a more quantitative manner using measurable indicators at all venues.

The creation of indirect value

Several studies conducted in coordination with tourism offices highlight the creation of value beyond

WORLD CUISINE SUMMIT -
LYON, FRANCE





**REGIONAL
STAKEHOLDERS**

Customers

Employees

Delegating public
authorities

Professional
associations

Specialised partners

Schools, training
organisations, local
authorities

Suppliers,
subcontractors

revenue and direct employment linked to the venues alone. Two types of indirect benefits are identified:

- spending of convention goers or visitors that increase in importance with the distance of their geographical place of origin: hotels, meals, taxis, tourism-related spending,
- spending of exhibitors, excluding the cost of their participation, on accommodations, meals and subsistence expenses.

GL events Live: know-how in the service of research

The convention organising teams of the Group's event agencies make valuable contributions to scientific communities. Specifically, they contribute, at their level, by developing ties between community members, providing media coverage support, organising workshops, to fostering research advances by organizing on a regular basis networks of experts dealing with very cutting-edge subjects.

By way of example, Kobé has developed considerable knowledge of the stakes of HIV in France, and has organised with a scientific committee conferences and workshops enabling participants to compare their approaches and remain at the forefront of the latest developments.

GL events Exhibitions: innovation catalyst

The value created by GL events Exhibitions teams in B2B trade fairs far exceeds the revenue generated by the number of square meters of exhibition space sold. A successful trade fair represents a crossroad where all stakeholders concerned by a specific subject can meet, exchange ideas, present their innovations, strengthen their synergies. It is a catalyst for innovation, accelerating the creation of ties but also providing a boost to the development of a professional sector and territory through the window of media coverage open with the event.

This is highlighted by the example of the first edition of the SIRHA World Cuisine Summit held on Monday 28 January in Lyon, within the framework of SIRHA 2013. The theme: "Better food services for a better life". This event was attended by nearly 700 convention-goers that included many top executives from the food industry. They were able to exchange points of view with leading inspirational chefs as well as avant-garde thinkers and visionary or provocative free spirits... An innovative initiative marking the

beginning of an adventure for exploring and sharing opinions about food service trends of the future.

Responsible purchasing and subcontracting

Securing the supply chain and better managing the environmental and social impacts of its purchases of products and services. The objective of this policy is to integrate sustainable development goals into the purchasing process.

Suppliers are also evaluated on their performances in the area of sustainable development. This system has been expanded to new calls for tender for the development of master agreements and a purchasing charter has been created.

GL events also has a unit responsible for overseeing subcontracting. In addition, it is responsible for verifying compliance with regulatory requirements with respect to labour law.

Intervening with local stakeholders

At both national and corporate levels, GL events works with several organisations:

- A Framework agreement with the French Environment and Energy Management Agency (ADEME) signed in September 2011 providing notably for reports to this institution on a regular basis;
- Active participation in the Sustainable Development Commission of the French Meeting Industry Council (UNIMEV).
- Membership since 2011 in the network "IMS entreprendre pour la Cité", an organisation promoting dialogue on CSR best practices made up of more than 200 French companies including CAC 40 firms;
- Signing of the Diversity Charter, accompanied by an annual report on our action plans and practices submitted to Charter management;
- Member of Gesat, a network of sheltered work establishments that promote the employment of disabled workers.

SPONSORSHIP AND CORPORATE RESPONSIBILITY

GL events contributes to the Sport dans la Ville not-for-profit association devoted to promoting social and professional integration of youth originating from under-resourced urban districts. In 2013, nine Group employees participated in a mentoring initiative for youths aged between 15 and 23. This partnership was strengthened by the sponsorship of the Group's Chairman Olivier Ginon of the Job dans la Ville class of 2013-2014. This offshoot of the association also assists young persons in the process of defining their professional project.

GL events staff contribute as volunteers to specialised event management training programmes for various educational institutions (the IAE Lille business school, Institut Robin, etc.).

The Group has continued to support "Le Petit Monde", a French non-profit organisation that allows families remain near their children during long-term medical stays by constructing accommodations near hospitals.

The Barcelona CCIB Convention Centre, when possible, donates different sorts of equipment to associations.

In 2013, GL events Group also supported major cultural events such as the Lumière Grand Lyon Film Festival and the Lyon Contemporary Art Biennial, the Lyon Festival of Lights or Nuits Sonores.

ERWIN OLAF EXHIBITION -
LYON, FRANCE

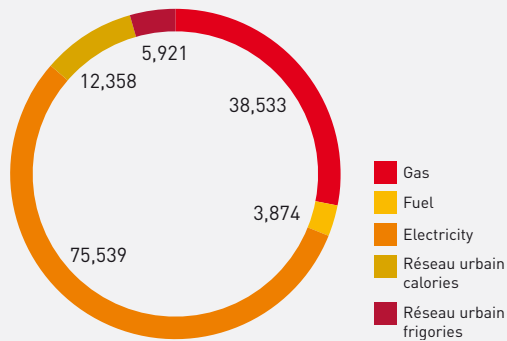


THINK GREEN INDICATEURS

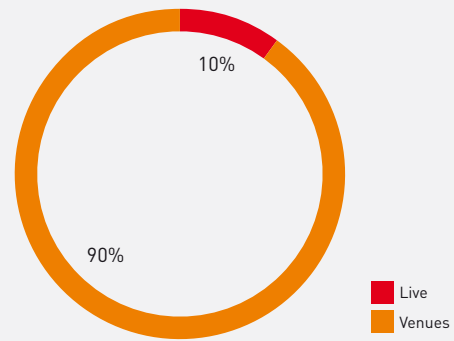
Note: This published data relates to the GL events Live and GL events Venues reporting boundaries.

Based on data provided, GL events Live accounts for 10% 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 120,000 sq.m such as Eurexpo in Lyon. Another factor to be noted is that such structures are very heterogeneous with respect to the type of construction and their construction date.

TOTAL ENERGY CONSUMPTION BY SOURCE (IN MWH)

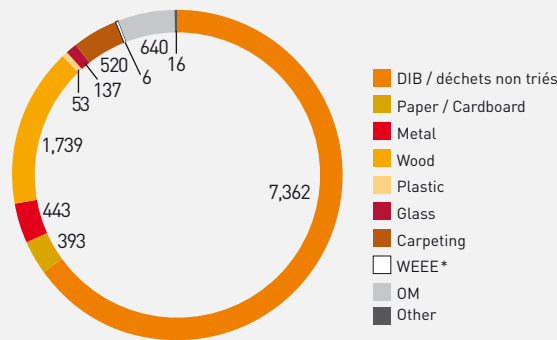


ENERGY CONSUMPTION BY BU

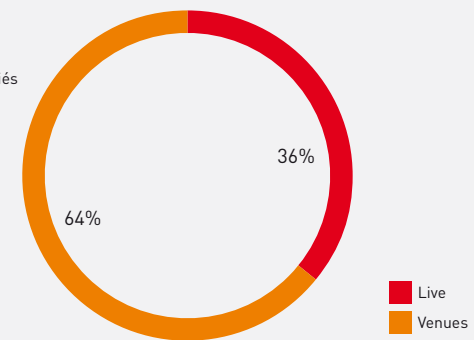


It should be noted that of the approximately 11,309 tons of reported waste, the Venues business unit produces 64%. We also note in the volumes reported for this business unit that a significant percentage of this volume originate outside of GL events from external event organisers. In consequence, if GL events Venues manages the waste generated by the events it hosts, is nevertheless not the direct source.

TOTAL WASTE PRODUCING BY CATEGORY (IN TONNE)



TOTAL WASTE PRODUCING BY BU



Of this amount, GL events Venues accounted for 90% and is linked to the number of visitors attending the events, the type of event as well as the process of cleaning the sites.

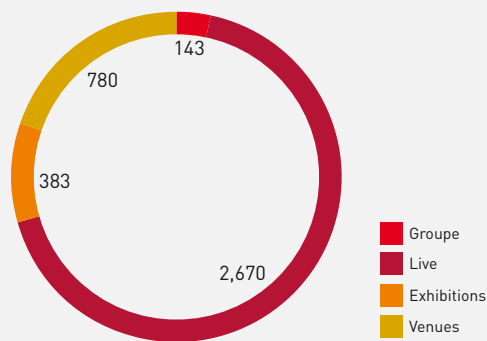
Water consumption
402,413 cbm

THINK PEOPLE INDICATEURS

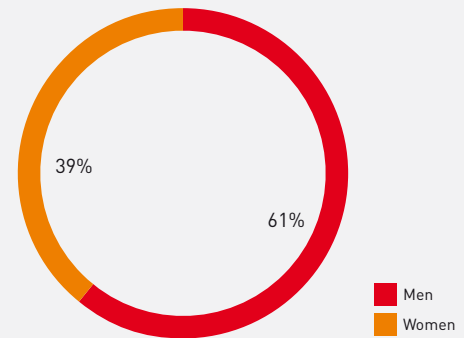
Note: indicators are based on actual headcount at 31/12/13.

The men and women of GL events

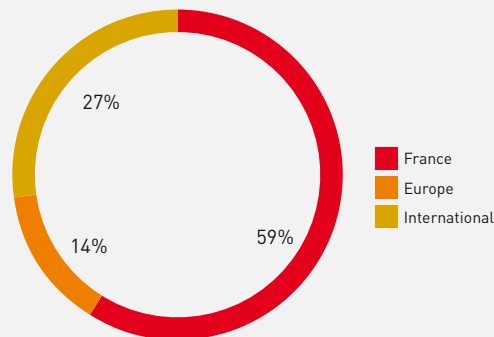
HEADCOUNT BY BU
(AT 31/12/2013)



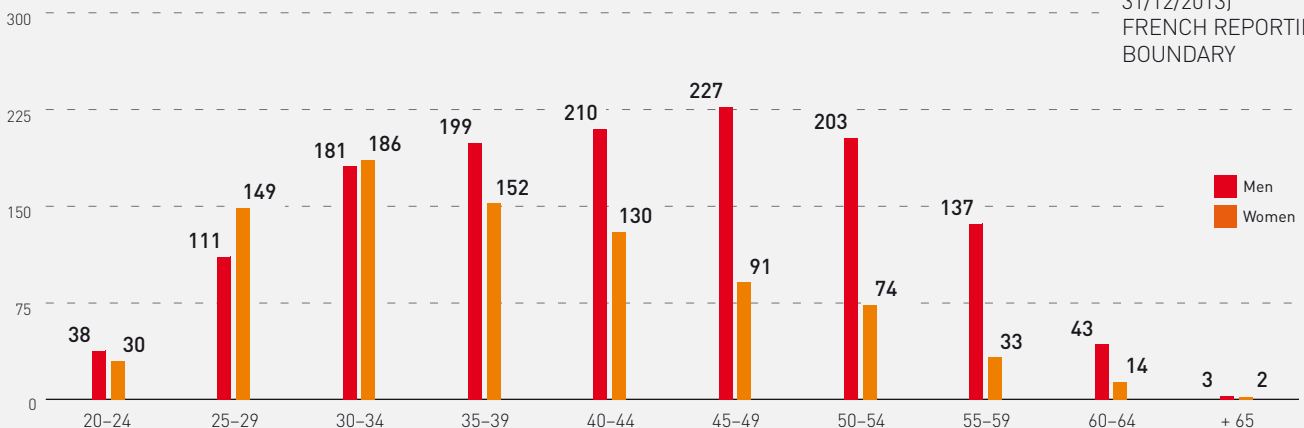
HEADCOUNT BY GENDER
(AT 31/12/13)



HEADCOUNT BY GEOGRAPHICAL BREAKDOWN
(AT 31/12/13)



HEADCOUNT BY GENDER AND AGE BRACKET
(PERMANENT CONTRACTS AT 31/12/2013)
FRENCH REPORTING BOUNDARY





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CENTER - BRUSSELS,
BELGIUM



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