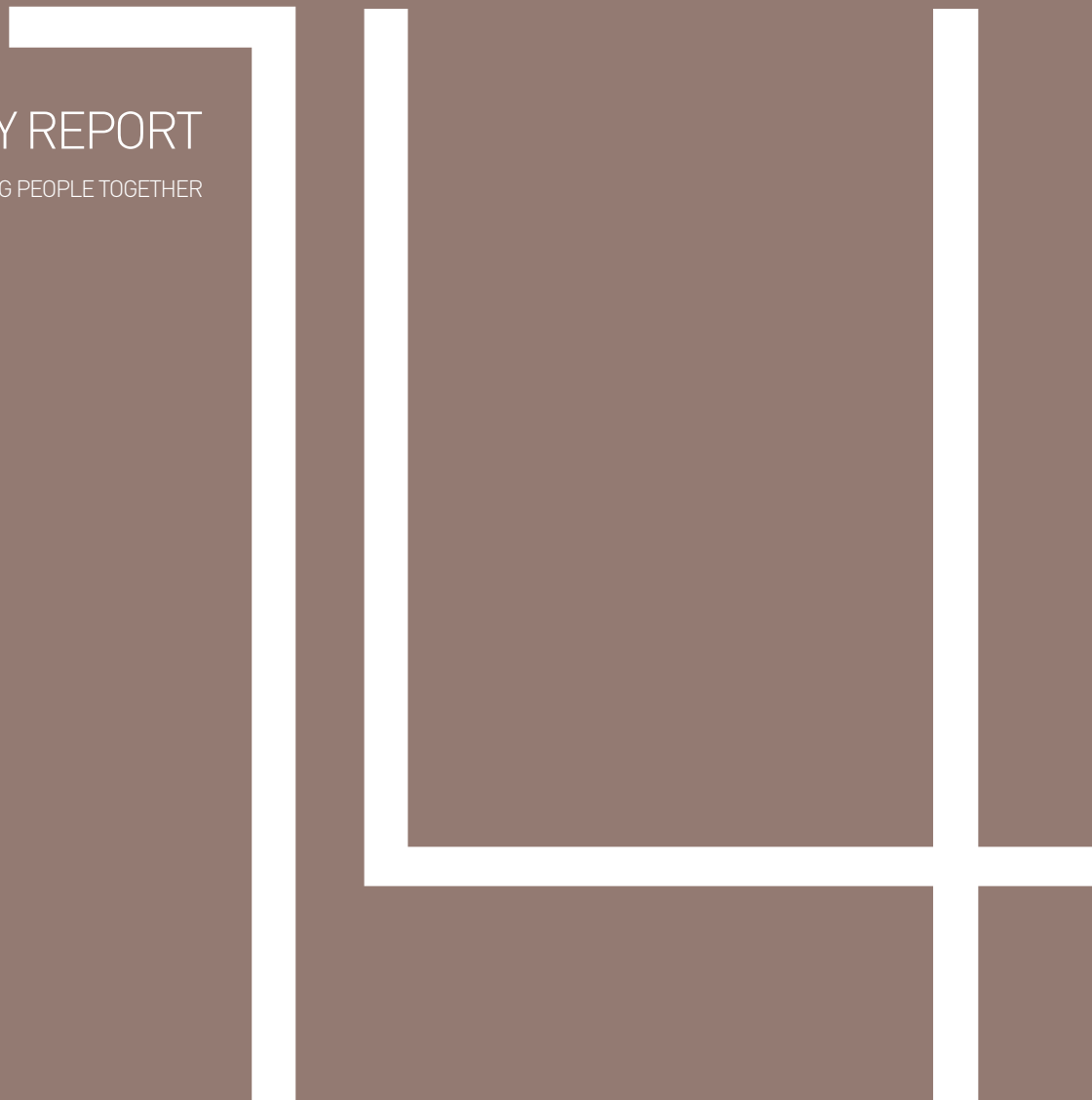




20

COMPANY REPORT

BRINGING PEOPLE TOGETHER





2014

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, 2014 IN REVIEW

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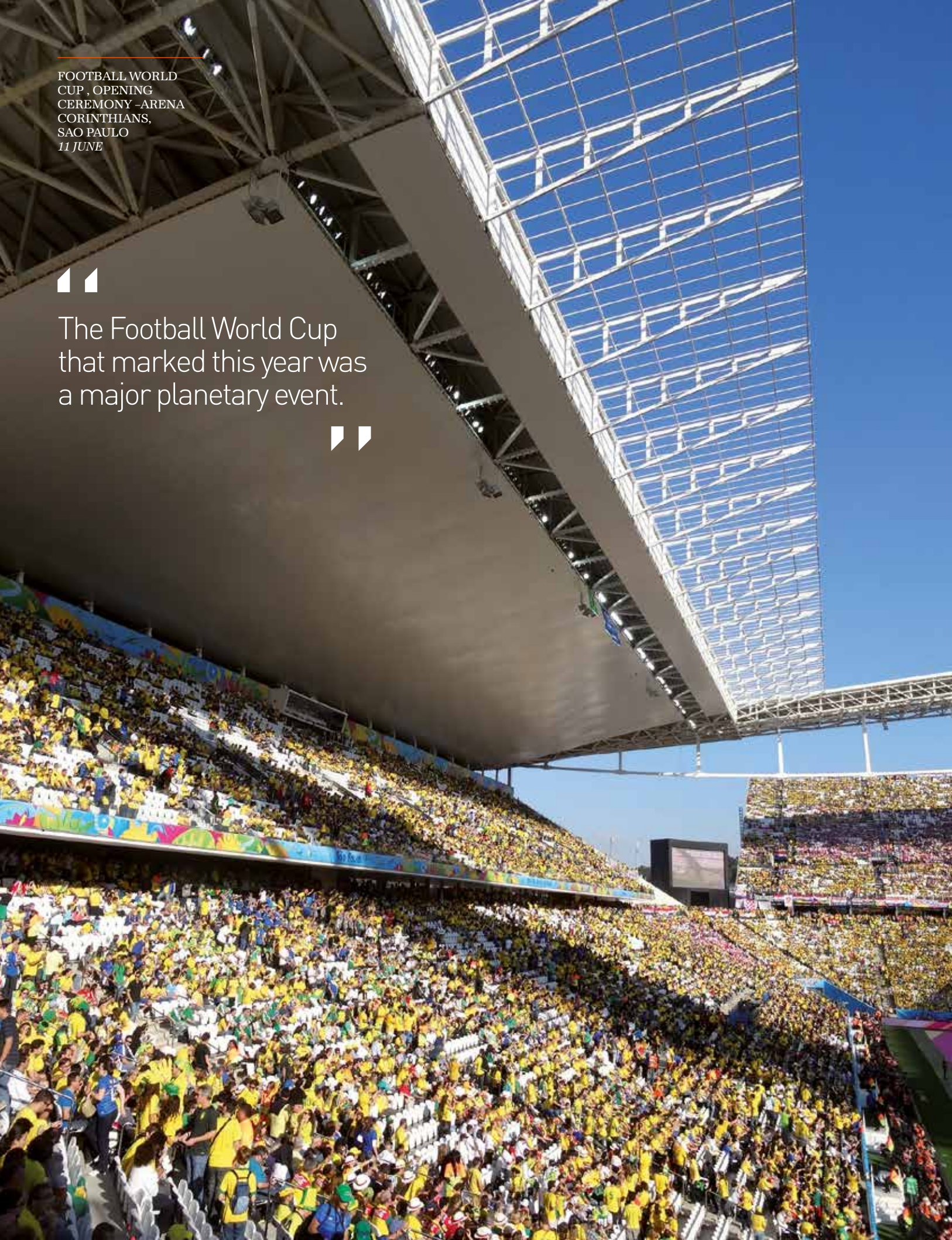
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FOOTBALL WORLD
CUP , OPENING
CEREMONY -ARENA
CORINTHIANS,
SAO PAULO
11 JUNE



The Football World Cup
that marked this year was
a major planetary event.





MESSAGE FROM THE CHAIRMAN

Revenue in 2014 grew 16% to reach €939.4 million, accompanied by a 34.7% rise in operating profit. This performance included growth of 7% in France and 25% in international markets. Exceeding forecasts, these figures confirm the solidity of our Group and relevance of its integrated organisation. They also highlight a steady forward momentum that has resulted in 30% growth over the last five years.

Important organisational changes

These performances are the result of substantive in-depth work accomplished by our teams. They are also a consequence of the maturity of our businesses and a focus on operating profitability. They have furthermore been supported by important organisational changes involving the consolidation and redefinition of boundaries in order to respond to market needs, as in the example of Sirha whose content has evolved and that is pursuing its expansion into new countries.

International markets in particular are a key focus of these organisational efforts as the destinations of choice for staging the major events representing our core business. The Football World Cup that marked the year or COP 20, a major event of planetary importance, represent such examples. Both were held in Latin America where we are bolstering our presence through major initiatives such as the integration of the São Paulo Imigrantes Exhibition Centre that, very symbolically, changed its name to São Paulo Expo, asserting in this way its position as a top-tier venue in the South American continent.

Bringing people together

Another growth driver in France and international markets, our network of venues is continuing to expand, as major meeting places like World Forum of The Hague or Palais Brongniart are added. By acquiring an equity stake in Strasbourg Événements, we have also added an excellent reference in the European capital: with a renovated convention centre and exhibition park, we are now able to propose a venue for exchange and meetings adapted to the challenges of this Eurometropolis.

With continuing growth momentum sustained by core strengths, the outlook for the year ahead is promising: we will for example be a stakeholder in the Expo Milano 2015 world's fair with feeding the planet as a core theme...

These developments confirm and reinforce our position as a major international reference in the event industry.

We are fortunate in being supported by talented people and resources contributing to the process of imagining and building the events of tomorrow through new tools, different formats, etc.

Responsible, agile and dedicated

Being an industry leader also entails responsibilities and duties to stakeholders, the environment, communities. Our commitment to sustainable development nourishes our business lines and activities. This is reflected today by a strong system of corporate governance and well-structured CSR strategy.

Responsibility, agility, dedication, engagement: GL events' 4,000 employees will remain focused on these requirements by joining their forces to ensure that 2015 fulfils the promise of 2014 and remains on track for lasting and profitable growth.

40TH RYDER CUP
- SCOTLAND
26-28 SEPTEMBER



GL EVENTS, 2013 IN REVIEW

- 11 / Corporate profile
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- 30 / 2014, in images

4,107

employees (35% abroad)

€939M

(55% from international markets)

OVER 90

locations worldwide

OVER 300

proprietary trade shows

40

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

OVER 4,000

events a year

OVER 11 MILLION

visitors and exhibitors

AN INTERNATIONAL GROUP

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

- congresses, conferences 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 Euronext Paris, Segment B, GL events had 4,107 employees with revenue of €939 million in 2014.



A world-class provider of integrated event solutions and services operating across the three main market segments



Three strategic business units

GL events Live offers expertise covering all business line specialisations and services for corporate, institutional and sports events to provide turnkey solutions from consulting services and design to producing the event itself,

GL events Exhibitions manages and coordinates the Group's portfolio of more than 300 proprietary trade fairs covering a wide range of sectors: food industry, culture, textiles, manufacturing...

GL events Venues manages a network of 40 venues (convention centres, exhibition centres, concert halls and multi-purpose facilities) in France and international destinations.

An international group

Since the early 2000s, GL events has established a position as a top-tier global provider of solutions and services for events by leveraging several key strengths:

- a strategy of selective and sustainable local development for capturing international growth today reflected by more than 90 offices spanning five continents;
- branches, sales offices or venues managed under concession agreements, and executed through alliances with top-tier local partners or by acquiring companies 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 an industry benchmark based on the quality of its services;
- a capacity to manage multi-national teams and projects.

Continuing growth momentum

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

- an 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;

SALON NOËL
GOURMAND - PALAIS
BRONGNIART, PARIS,
FRANCE
12-22 DECEMBER



- 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;
- a focus on innovation in all its spheres of intervention: creation of equipment integrating sustainable development requirements, implementing the digital transformation in all areas of the company (services, offerings, etc.), monitoring developments to identify trends, collaborating with creators, designers, architects, etc.

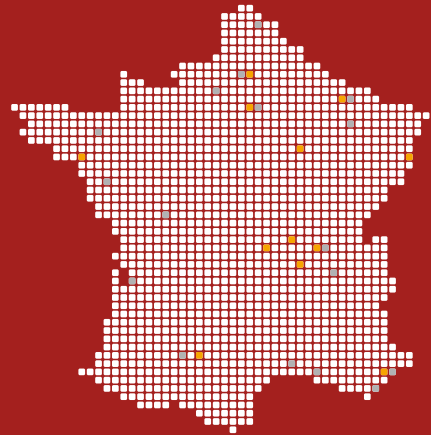
Compelling assets

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

- a brand providing positive name recognition, conveying an image of rigorous standards, consistency in meeting commitments and high quality services;
- cutting-edge know-how covering every facet of event organisation;
- trade show brands with strong name recognition.



- | | |
|------------------|---------------|
| RENNES | LILLE |
| VANNES | AMIENS |
| NANTES | ROUEN |
| POITIERS | PARIS |
| BORDEAUX | ÎLE-DE-FRANCE |
| CLERMONT-FERRAND | TROYES |
| ROANNE | NANCY |
| SAINT-ÉTIENNE | STRASBOURG |
| LYON | METZ |
| GRENOBLE | |
| TOULOUSE | |
| MONTPELLIER | |
| MARSEILLE | |
| CANNES | |
| NICE | |



■ VENUES UNDER MANAGEMENT
■ AGENCIES



PREMIÈRE VISION -
PARIS, FRANCE
18-20 FEBRUARY



2014, CONTINUING GROWTH

Revenue in 2014 reached €939 million, up from €809.1 million the prior year, or overall growth of 16.1% and 25% growth in international markets. This excellent performance is consistent with an established track record of continuing growth. Outperforming development by the markets, it highlights the positive forward momentum driving performances by all Group entities. This in turn builds value by generating “inter-business” synergies as well confirming the pertinence and solidity of its integrated business model.

The Group continued to focus efforts on adjusting costs and improving productivity. In response, the operating margin rose to 7.1 % from 6.1% one year earlier. Operating profit totalled €66.7 million and EBITDA stood at €104.8 million.

Performances by the three strategic business units, Live, Exhibitions and Venues

As a provider of events services, **GL events Live** registered strong momentum in the year, driven by the World Football Cup in Brazil. On that basis, its revenue reached €529.6 million, with operating profit of €39.7 million and an operating margin of 7.5%. The business unit also registered strong growth in Turkey (22%)

With a portfolio of more than 300 proprietary trade affairs, **GL events Exhibitions**’ revenue trends from one year to the next reflect the biennial effect of the most important events such as Sirha, held in odd years. Reflecting this cyclical profile, revenue in 2014 amounted to €143.2 million. In relation to a comparable period of 2012, revenue was up 5.3% with a good performance in terms of the operating profit and margin that remained stable.

GL events Venues, the business unit in charge of event venues, contributed significantly to growth with sales of €226.6 million, driven in particular by the performances of the Barcelona and Paris venues. Also noteworthy was the positive momentum for The Hague and Brussels.



Revenue bolstered by major world-class events.

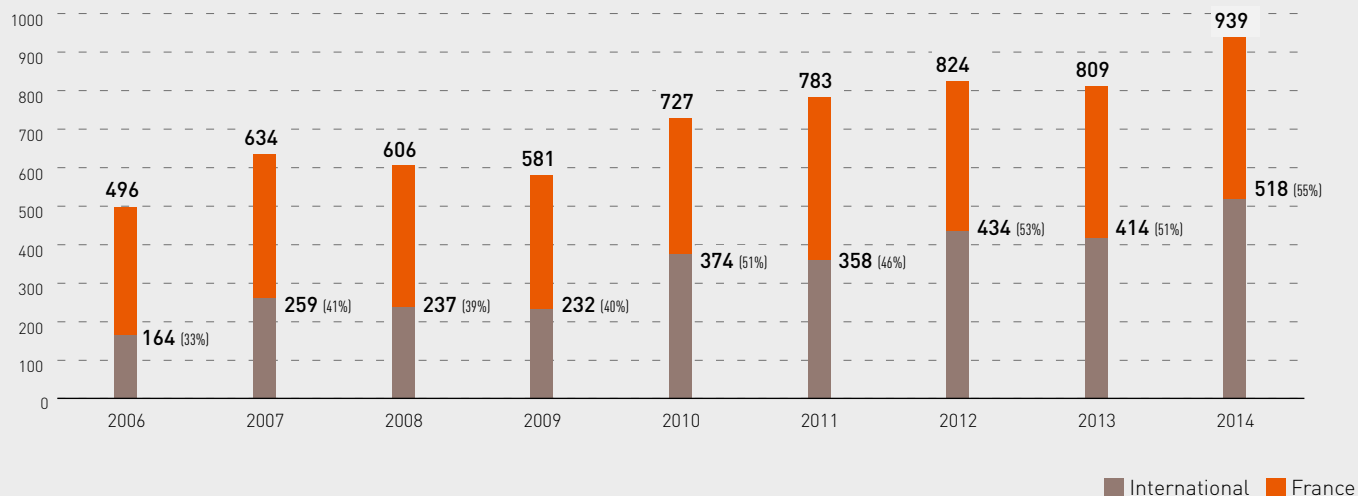


In addition to the line up of recurrent events and trade shows, revenue in the period was also bolstered by a number of world-class events: FIFA World Cup, the COP 20 environmental conference in Peru, the Glasgow Commonwealth Games, the FEI World Cup finals in Lyon (dressage and show jumping), Equita, the G20 summit of Brisbane

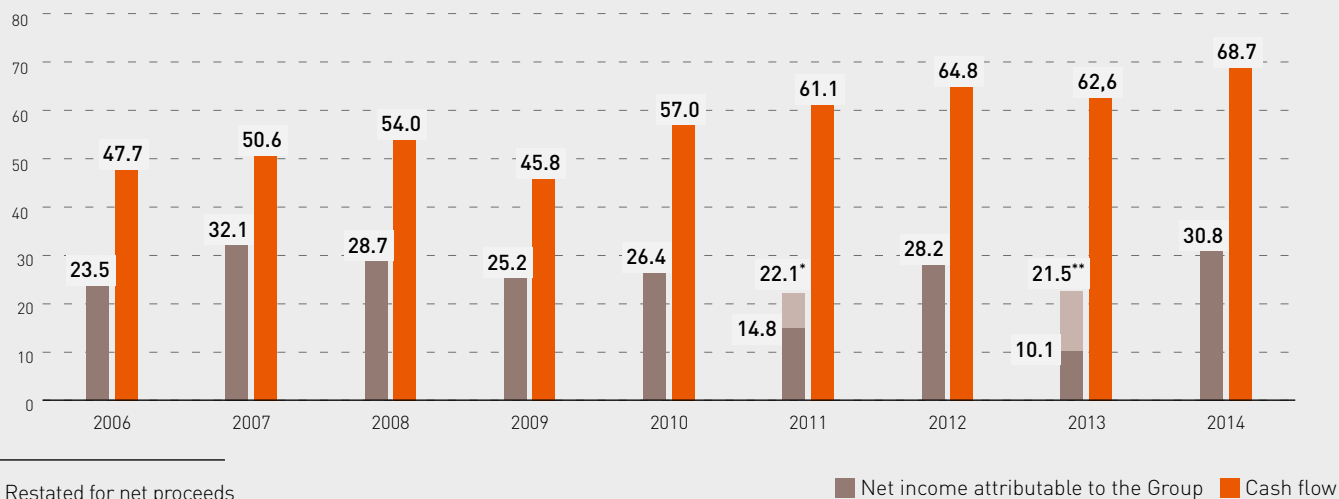
Other factors contributing to these results included:

- strengthening and expanding bases of operations in Latin America (+57% for sales in Brazil in BRL, opening subsidiaries in Peru and Chile);
- rolling out an exclusive concept of modular stadiums produced in La Rochelle, Aix en Provence, Castres and Lyon.

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.

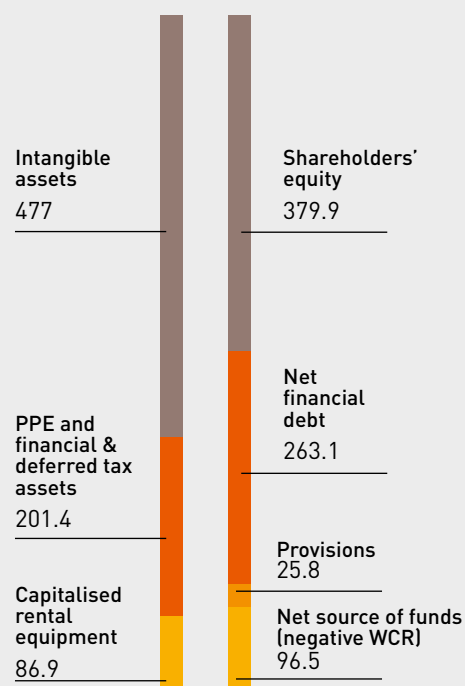
CONSOLIDATED INCOME STATEMENT HIGHLIGHTS (€M)

	2014	2013
REVENUE	939.4	809.1
CURRENT OPERATING INCOME	64.6	49.7
OPERATING PROFIT	66.9	38.3
NET FINANCIAL EXPENSE	- 11.2	- 6.8
TAX	- 19.3	- 16.1
NET INCOME OF CONSOLIDATED OPERATIONS	36.4	15.4
INCOME FROM EQUITY-ACCOUNT INVESTMENTS	- 0.9	- 0.8
NON CONTROLLING INTEREST	- 4.7	- 4.5
NET INCOME ATTRIBUTABLE TO THE GROUP	30.8	10.1
MARGE NETTE	3.3 %	1.2 %

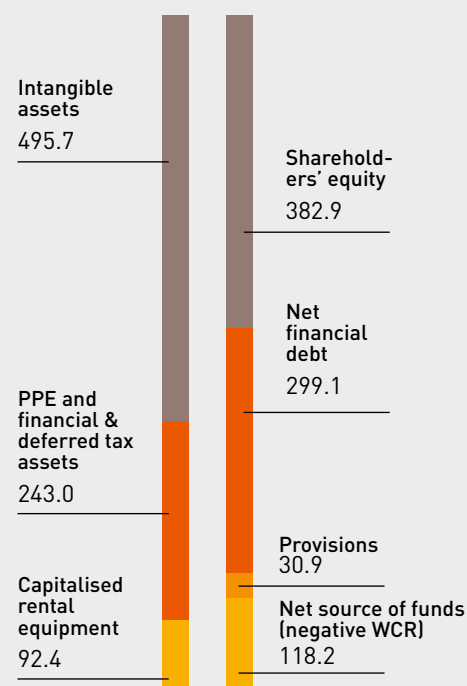
- Gross margin of 36.9%
- Operating profit impacted by the currency effect: -€2.6m.

CONSOLIDATED BALANCE SHEET HIGHLIGHTS (€M)

2013 BALANCE SHEET



2014 BALANCE SHEET

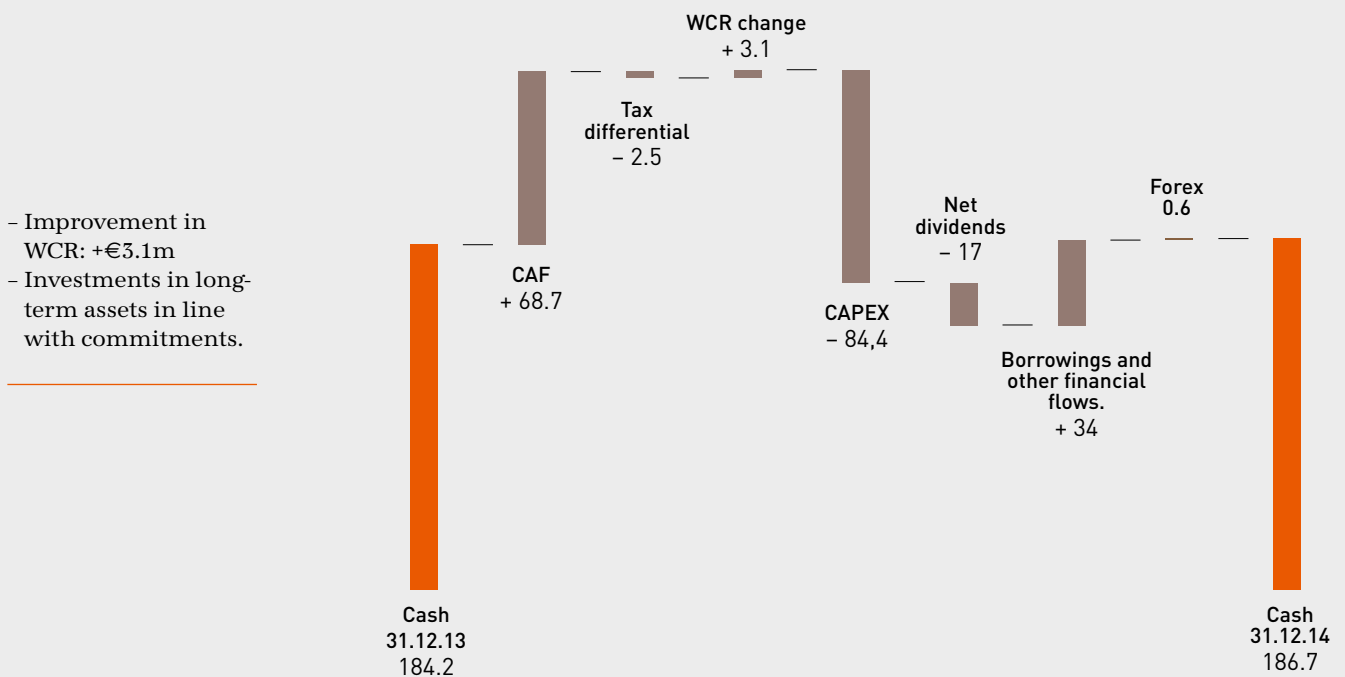


The balance sheet shows a net source of funds of €118.2m, with gearing of 78%.



SPORTACCORD
INTERNATIONAL
CONVENTION -
BELEK, TURKEY
6-11 APRIL

CASH FLOW HIGHLIGHTS (€M)





SAUT HERMÈS - PARIS,
FRANCE
14-16 MARCH



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 25 April 2014 until the close of the Annual General Meeting to be held in 2018, to approve the financial statements for the fiscal year ending 31 December 2017. Independent Director - Compensation and Nominating Committee.

Anne-Sophie Ginon

DIRECTOR

Born on 18 August 1983. Appointed by the Ordinary General Meeting of 25 April 2014 until the close of the Annual General Meeting to be held in 2018 to approve the financial statements for the fiscal year ending 31 December 2017.

Gilles Gouedard-Comte

DIRECTOR

Born on 15 July 1955. Appointed by the Combined General Meeting of 14 June 1996, reappointed by the Combined General Meeting of 25 April 2014, for a term ending at the close of the Annual General Meeting to be held in 2018 to approve the financial statements for the fiscal year ending 31 December 2017. Independent Director.

Auditors

STATUTORY AUDITORS

Mazars
Maza-Simoens

DEPUTY AUDITORS

Raphael Vaison
de Fontaube
Olivier Biatrix

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.

Anne-Céline Lescop

DIRECTOR

Born on 17 June 1983. Appointed by the Ordinary General Meeting of 25 April 2014 until the close of the Annual General Meeting to be held in 2018 to approve the financial statements for the fiscal year ending 31 December 2017.

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.

Marc Michoulier

DIRECTOR

Born on 12 September 1956. Appointed by the Ordinary General Meeting of 25 April 2014 until the close of the Annual General Meeting to be held in 2018 to approve the financial statements for the fiscal year ending 31 December 2017.

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.

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 25 April 2014, for a term ending at the close of the Annual General Meeting to be held in 2018 to approve the financial statements for the fiscal year ending 31 December 2017.

Nicolas de Tavernost

DIRECTOR

Born on 22 August 1950. Appointed by the Combined General Meeting of 16 May 2008, reappointed by the Combined General Meeting of 25 April 2014, for a term ending at the close of the Annual General Meeting to be held in 2018 to approve the financial statements for the fiscal year ending 31 December 2017. Independent Director.

Maxence Tombeur

DIRECTOR

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

DIRECTOR

Born on 14 December 1960. Appointed by the Combined General Meeting of 29 April 2011, reappointed by the Combined General Meeting of 25 April 2014, for a term ending at the close of the Annual General Meeting to be held in 2018 to approve the financial statements for the fiscal year ending 31 December 2017. Independent Director. Audit Committee member.



Olivier Ginon
CHAIRMAN

Executive Committee



Olivier Roux
VICE CHAIRMAN



Olivier Ferraton
**DEPUTY MANAGING
DIRECTOR**



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



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



Philippe Pasquet
**MANAGING DIRECTOR,
TRADE SHOWS**



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**



CONVENTION LCL,
MAISON DE LA
MUTUALITÉ – PARIS,
FRANCE
7 FEBRUARY

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.



BIENNIAL BOOK FAIR
OF MINAS - BELO
HORIZONTE, BRAZIL
14-23 NOVEMBER



COP 20 - LIMA, PERU
9 DECEMBER





2014 was a very good year in terms of commercial performances and organic growth, driven by major recurrent events and the strong name recognition of our brands. We registered revenue growth in all regions: +16% for Turkey, +27% for the Middle East, +77% for South America... and all strategic business units, with a particularly robust performance by GL events Live: +28.7% and GL events Venues: +12.8%, while results for the Exhibitions business unit, to properly reflect the effect of biennial events like Sirha, must be assessed over a two-year period.

The year was also particularly eventful in terms of major events and important developments. As a world-class provider of services and solutions for international sports events, the Group added prestigious new references: the world football cup in Rio de Janeiro, Cop 20 in Lima, the G20 summit in Brisbane, the first organisation of Copa Maya – the national selection of the Coupe du Monde de la Pâtisserie – in Mexico. GL events Live rolled out an innovative concept for modular and durable stadiums. While able to be installed in just a few weeks, it offers the performances and qualities of traditional structures. As such, it provides a very efficient solution for sports clubs that are evolving, faced with growing needs in terms of capacity.

The Group's commitment to sustainable development is also illustrated by the events it supports. This is the case with Formula E, a new motor racing discipline launched by FIA to promote use of electric cars (ten races each season set in city-centres of some of the world's most attractive destinations: London, Beijing, Punta del este, Paris...). By joining the convoy of the ten Grand Prix races starting with this first inaugural season, we intend to leverage this opportunity to approach new markets in other countries.

For GL events Venues, the sites of Barcelona and Benelux, in particular, registered good momentum in the period: World Forum in The Hague for example hosted major global meetings in such fields as healthcare and nuclear safety. Our prestigious Parisian sites, Palais Brongniart and Hôtel Salomon de Rothschild, hosted the first Sino-European Entrepreneurs Summit.

Our portfolio was also bolstered by the addition of Strasbourg Événements sites, now being upgraded with major renovations and extensions.

GL events Exhibitions registered significant successes with Industrie Paris, Europain, Piscine Global, Biennial Rio de Janeiro International Book Fair... With a balanced portfolio across sectors and geographic regions, strong positions in major industries, a proven strategy of replicating trade shows in international destinations, it is able to offset the impact of biennial events in even years. 2015 got off to a very robust start with a particularly successful SIRHA, accompanied for the first time by an event for the general public staged over several days in the Lyon area in the form of a gourmet and offbeat gathering.

The outlook for the short and medium term is very positive with a number of flagship events:

Significant events in 2015 will include the European Games of Bakou, the opening of the hotel built by the Group at Riocentro, COP 21 in Paris, an important presence at Expo 2015 in Milan as a provider of services for the Pavilions of France, Morocco, Gabon, the closing ceremony of the 11th African Games in Brazzaville...

And to support our business line specialisations, our offerings and tools are being expanded through a major digital transformation: for the Group's 4,000 employees, such technological advances will help drive our efforts to achieve continuing improvements for our customers in terms of agility and innovation.

Olivier Roux
Vice Chairman of GL events

LES TEMPS FORTS

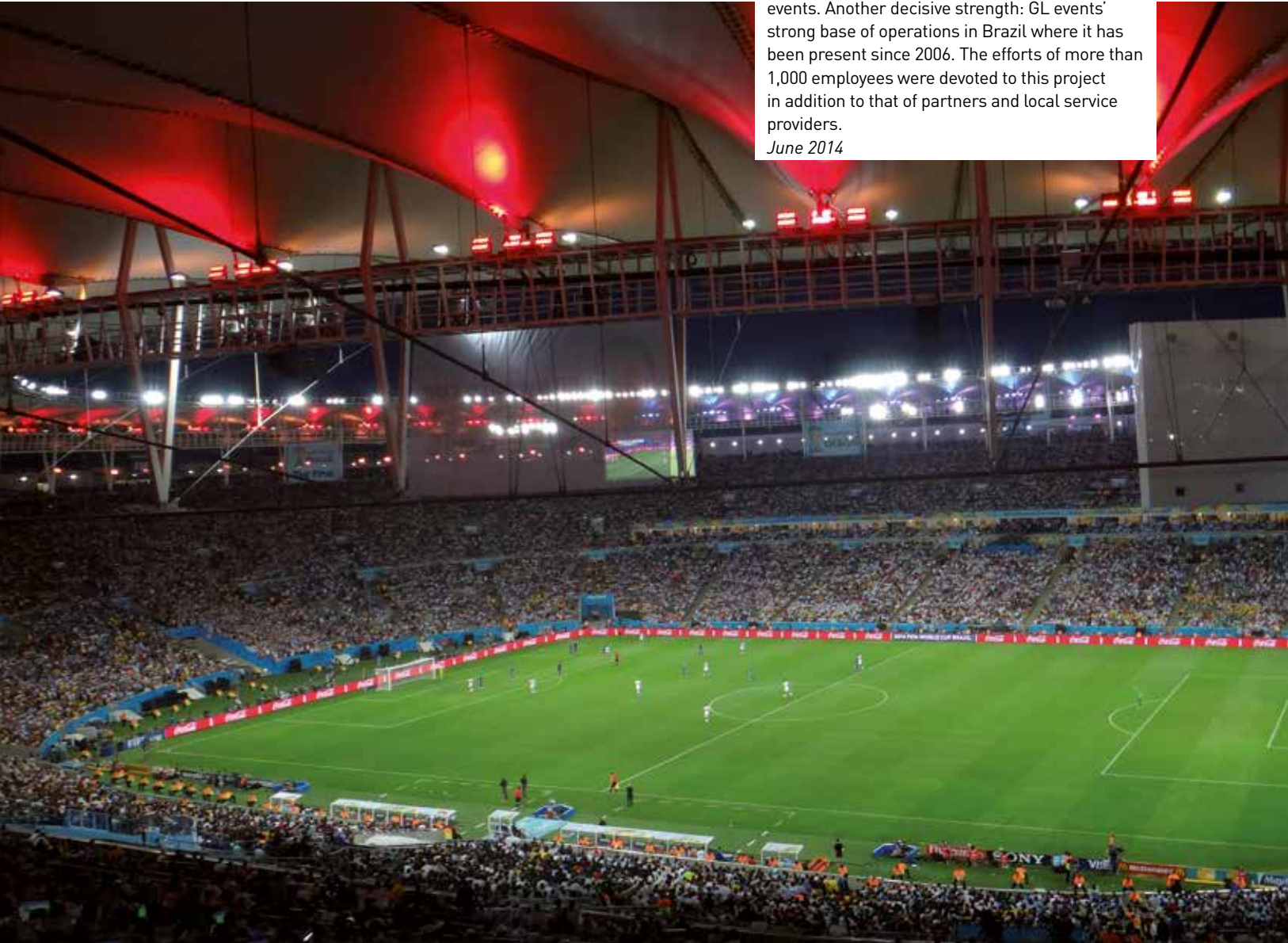
Latin America

Since 2006, GL events has become a full-fledged Brazilian enterprise in its own right. The cornerstone of this strategy, its integrated model, has allowed it to successfully develop through its three main businesses. Today, this development is being pursued beyond Brazil, which now provides a solid base for further expansion in South America.

Rio: Brazil as world stage for football

32 participating countries, 12 different cities for matches in a country with a geography combining jungle and mountains for a true logistics challenge... A challenge met by deploying resources and experience of the Group, a regular contributor to such large-scale and complex international events. Another decisive strength: GL events' strong base of operations in Brazil where it has been present since 2006. The efforts of more than 1,000 employees were devoted to this project in addition to that of partners and local service providers.

June 2014





Lima: COP 20 climate change conference

From 1 to 12 December, Peru's capital hosted the "Conference of the Parties" (COP 20), the international conference on climate change.

A crucial summit, ahead of COP 21 to be held in Paris in December 2015 to address a challenge of vital importance for the future of our planet; The army general headquarters made available 90,000 sq. m. that GL events transformed into a temporary convention centre to receive more than 10,000 people. All installations operated 24 hours a day as from 25 November.

December 2014



Grand Mercure, a new milestone in Riocentro's development

Latin America's largest convention centre now has its own hotel. Inaugurated in April 2015, the Grand Mercure designed by architect Jean-Michel Wilmotte has 300 rooms, six suites, a swimming pool, a fitness centre, a heliport ... An offering of high-quality accommodations to welcome Riocentro's convention-goers...

São Paulo Expo changes dimension

With an important renovation and expansion programme now underway, Imigrantes becomes São Paulo Expo: a change in both name and dimension, repositioning the site as a top-tier venue in a metropolitan region with 22 million inhabitants concentrating 75% of the Brazilian event market.



Paris: when China and Europe meet

The first Sino-European Entrepreneurs Summit (SEES) marked the 50th anniversary of the establishment of diplomatic relations between France and China. From 4 to 6 December, GL events' two exceptional Paris venues, Palais Brongniart and Hôtel Salomon de Rothschild, hosted the conferences, the dinner gala and closing ceremony, rounded off by the signature of Sino-European partnership projects. 300 participants attended these events in the presence of prestigious guests.

December 2014



The Hague: an event of global political dimensions

The first Nuclear Security Summit was launched in 2010 by President Obama with the goal of strengthening international cooperation in this area. With 53 countries participating, a total of 5,000 delegates, and 3,000 journalists, the third edition held at the World Forum of The Hague on 24 and 25 March was the largest conference ever organised by the Netherlands.

March 2014

NUCLEAR SECURITY
SUMMIT - WORLD
FORUM, THE HAGUE,
NETHERLANDS
24-25 MARCH



PREMIÈRE VISION -
PARIS
16-18 SEPTEMBER

STYLE FOCUS
A15 W16

PREMIÈREVISION

CHAOTIC ALLURE



LEDNITEX

STYLE FOCUS
A15 W16



10-15 VRS
HALL 6



Paris: strengthening synergies in the fashion sector

The September edition of Première Vision Paris marked the integration of six Paris shows into one event* for the international fashion world, now managed by a single organiser: Première Vision.

September 2014

*Première Vision Yarns, Première Vision Fabrics, Première Vision Leather, Première Vision Designs, Première Vision Accessories, Première Vision Manufacturing.



Turin: culture 2.0

More than one thousand operators from the universe of culture came together at Lingotto Fiere for AMIEX (Art & Museum International Exhibition Exchange) in March. Neither a trade fair nor a festival, this event seeks to provide a forum for exchange, with the 2014 edition focused on Web 2.0.

March 2014



Lyon welcomes the FEI World Cup™ finals

France had not hosted a world cup final for more than 20 years. It was Lyon that had the privilege of hosting this event from 17 to 21 April, with the show jumping and dressage finals organised at Eurexpo by Equita Lyon. Adding to its exceptional nature, the first “European comparative symposium on equine and human sports medicine” was held during the event.

April 2014

Sirha, Bocuse d’Or and Omnivore make a stop at Istanbul

The Omnivore World Tour continued its culinary voyage around the globe. From 27 to 29 November, the travelling culinary festival made a stop in Istanbul, a city in the midst of a vibrant culinary boom. 15 master classes by Turkish and international chefs showcased the ingredients of haute cuisine: passion, technique and a sharing of culture.

November 2014



Australia: GL events as a G20 summit stakeholder

For the Australian department of the Prime Minister and Cabinet, the Group, with a local partner, produced the installations for six sites to host the G20 summit in Brisbane in November. This participation confirmed GL events’ position as a provider of choice for major international political events.

November 2014



Australia 2014

EUROPEAN UNION

CHINA

G20, BRISBANE
- AUSTRALIA
15-16 NOVEMBER

COMMONWEALTH
GAMES - GLASGOW,
SCOTLAND
JULY



Barcelona as a high-tech capital

Gartner Symposium ITxpo is a global event bringing together the world's most important business leaders and chief information officers. More than 350 meetings organised over four days focusing on one main theme: responsibilities and ways to adapt new ideas and strategy to industry.

In keeping this unprecedented IT dimension, bandwidth of 800 MB was ordered, with availability for up to 900, the largest order ever for CCIB.

November 2014



Mexico: GL events' first Copa Maya

For the first time, GL events took charge of the Latin-American qualifying competition for the Coupe du Monde de la Pâtisserie (Pastry World Cup) held at the Mexipan trade fair, an exciting and intense event. With the Group's extensive track record in designing and staging events for the food service and hotel industries, the organisation of this event for this Latin American selection was a first.

August 2014

When the Commonwealth Games play in Scotland

With a total of 71 nations and territories and a programme covering 17 sports from 23 July to 3 August, the XXth Commonwealth Games offered participants and spectators alike great and beautiful moments of suspense and emotion. As an "Official Provider, the Group was among the stakeholders of this major event. Several entities pooled their efforts to provide several services: installing temporary structures at the event's six sites, studio cabins for the BBC, etc.

July 2014



Lyon: the birth of Piscine Global

Over the last 35 years, this event has become the largest international fair in the sector providing a real platform for exchange between all entities operating in this sector. This positioning led to the event's rebranding for the 2014 version that is now named Piscine Global, the flagship trade show with its spin-offs events, Piscine Middle-East and Piscine Asia. A must attend event for the 18,000 visitors to Eurexpo for an edition focused on innovation.

November 2014



Lyon: a celebration of craftsmanship

With 20,000 visitors, the First Biennial European Arts and Crafts Fair in Lyon was a resounding success. This remarkable level of attendance, bolstered by the event's fun and festive atmosphere, highlights the interest by the general public for the highly diversified range of fields covered combining art and technical craftsmanship.

November 2014

Strasbourg: the Convention & Exhibition Centre to be relooked

Added to GL events Venues' network under a public service management concession granted to Strasbourg Événements, this venue is undergoing major renovations. It will be opened up to the public in stages between May 2015 and 2016.



ESPACE WEB
espace web



NOVARTIS

EXELON

STADE MARCEL-
DEFLANDRE -
LA ROCHELLE,
FRANCE



Rio: Riocentro hosts Rio Oil & Gas

The oil and gas industries are at a major turning point. In this context, the theme adopted for the 17th edition of Rio Oil & Gas Expo and Conference was appropriately: "New Geopolitical Scenario: Addressing the Challenges" Some 55,000 visitors attended this event that boasted a roster of 1,300 companies on-site.

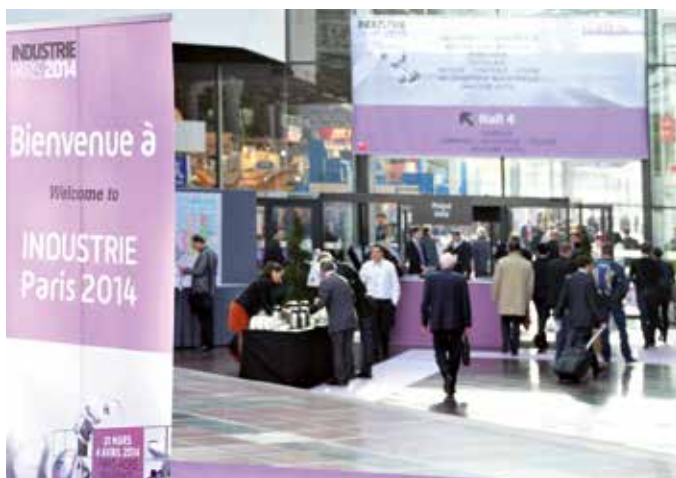
September 2014



GL events imagines modular and durable stadiums

Three months for a grandstand seating 2,779, 80 days for a stadium... the speed of execution in producing these structures represents a decisive advantage for this GL events solution in the area of modular stadiums. Economical, reliable and effective, this exclusive technique is being rolled out across France. In 2014, the rugby clubs of La Rochelle, Castres, Lyon and Aix en Provence chose this solution to support the advancement of their teams with specially adapted infrastructure.

October 2014



Paris Nord Villepinte transformed into an industrial capital

The "Industrie Paris 2014" show held from 31 March to 4 April brought together 850 exhibitors representing nine different specialities to address two key themes for the sector: training and innovation. 250,000 visitors attended over this five day period of convivial exchanges and business.

April 2014

Paris men's fashion makes a showing at Palais Brongniart

Tranoi is positioned as the most avant-garde trade show of the fashion sector with a unique selection of top designers. This event combining creation, festivity and business was staged at the Palais Brongniart from 29 June to 1 July to present the 2015 Spring-Summer collections.
July 2014



Paris: a temporary structure for the BNP Paribas Masters

Close for major renovations until the end of 2015, the Palais omnisports de Paris-Bercy reopened at the end of October for the BNP Paribas Masters tennis tournament. For this occasion, GL events installed a welcoming quality facility in an environment occupied by the worksite.
October-November 2014



Europain: the world's largest bakery and pastry shop

With more than 800 exhibitors and nearly 77,000 visitors, the 2014 edition of the world's largest bakery and pastry shop held in Villepinte from 8 to 12 March was a resounding success. Reflecting the sector's vitality, it offered a rich programme for exchange, business, events and contests for traditional bakers and pastry-makers as well as industry. And in the spirit of social responsibility, nearly 6 tons of bread, cakes and other food products were donated by the exhibitors to the Red Cross at the close of the international and vibrant trade show.
March 2014



FÊTE DES LUMIÈRES -
LUMIGNONS DU
CŒUR, CROIX-ROUSSE,
LYON, FRANCE,
5-8 DECEMBER



GL EVENTS, BUSINESSES & MARKETS

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- **73** / Outlook

DUBAI
INTERNATIONAL
PARACHUTING
CHAMPIONSHIP –
DUBAI, UNITED ARAB
EMIRATES
26 NOVEMBER
– 7 DECEMBER



AN ORIGINAL INTEGRATED BUSINESS MODEL



GL events
is the only
global player
in the market.



From its inception, GL events deployed a business model, unique in the event universe. Expanding from its initial core business of services, the Group then added two complementary sectors: event organisation and venue management. This strategy allowed it to become the sole truly global player operating in this market, recognised today 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 in turn makes it possible to coordinate the delivery of high added value services from a single entry point. It also contributes to providing the Group with a unified image that is clearly understood by its partners.

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

It also structures the international strategy of GL events. This approach is exemplified by the case of Brazil where it has become a global provider in this market by developing simultaneously across its three strategic business units, Live, Venues and Exhibitions. This strategy was validated by performances in 2014 and the outlook for 2015 that will see the opening of the Riocentro hotel and operations for São Paulo Expo ramped up...



GALENCIA PROPERTY
SOUTH AFRICAN
DERBY, KYALAMI
EQUESTRIAN PARK
- JOHANNESBURG,
AFRIQUE DU SUD
1-5 OCTOBER



Retro Noah
FURNITURE

BUILD A BOOTH

ENJOY

EST. 2012

RETRO NOAH FURNITURE

CUSTOM
MADE!



DURBAN HOMEMAKERS
EXPO - DURBAN,
SOUTH AFRICA
3-5 OCTOBER



45C

YOUR
wego
ure

RETRO TBOY

Whipped
Peanut
Butter
JURTURE

Build-A-Tote!
Seating - many seats?
Top - frame?
Textiles - fabric?
Color - color?
Pants

GL EVENTS LIVE: A GLOBAL SOLUTION

MISSIONS

Consulting
Coordination
Installation
Logistics

CLIENTS

National
International
Key accounts
Major events
PCOs/PEOs

MAJOR EVENTS OF 2014

Football World Cup –
Rio de Janeiro

Commonwealth
Games, Glasgow

Saut Hermès, Paris

Combining strategic and operational consulting for event communications and services for events, the Live business unit brings together all the expertise required to successfully design, produce and stage an event.

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

This strategic 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) to deliver services worldwide within deadlines that are always tight.

Today, the Group also has its own production sites for temporary structures. This is the case for the manufacture of Absolute range of structures which are designed and manufactured in Picardie, France. And for event organisation, GL events is supported by the expertise of its specialised event services agencies that since January 2014 have joined their 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 evolving constantly 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 websites, 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 or Hall Expo (event structures) in 2014.

A worldwide reference for event services

By combining design, overlay services and communications for large events into an integrated offering, the Group has acquired a position as a world leader 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, etc.

A pre-eminent position in the universe of sports

For more than ten years, GL events has acquired a pre-eminent position in the segment of major international sports events, a market characterised by a demand for high quality event structures. Furthermore, 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.

2.698

employees

Sales of

€ 529.6M

A € 90.3M

asset portfolio of rental equipment

+ 90

offices worldwide

4

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

GL EVENTS LIVE IN 2014



PARC DES
EXPOSITIONS
TEMPORAIRES, GLEBE
ISLAND - SYDNEY,
AUSTRALIE

Following a particularly dynamic period for this strategic business unit in 2013 (Confederations Cup in Brazil, Formula 1 Grand Prix of Monaco and Barcelona, the World Table Tennis Championships in Paris, World Youth Day of Rio, ...), 2014 began with the design and construction of the temporary exhibition park 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 for the period, the creation of Live! by GL events in early 2014. The new entity, created by joining the forces of the communication consulting agencies, Alice Événements, Market Place and Package, brings together an important concentration of complementary expertise. With a staff of 100, it organised more than 250 events in 2014.

GL events contributed to a number of major international events in 2014: the FIFA World Cup in Brazil, the Longines FEI World Cup™ Jumping Final and the Reem Acra

FEI World Cup™ Dressage Final in Lyon, the 2014 Commonwealth games in Glasgow, the 70th anniversary of the Normandy landings, the organisation of COP 20 (20th Annual Climate Change Conference) held in Lima, Peru, in December...

Other noteworthy achievements of the year included Equita's 20th edition and the development of the GL events offering for the sports segment with the construction of modular and durables stadiums, an exclusive Group concept, providing several rugby clubs with grandstand seating and reception facilities over the summer.

2015 outlook

The positions acquired by the Group open up interesting possibilities for upcoming events: the 2015 Rugby World Cup, the European Games of Bakou, the 2017 World Athletics Championship in London.

The line-up for France includes Euro 2016, World Gas Conference in June 2015, the COP 21 Climate Change Conference in Paris-Le Bourget in the fall and for Brazil, the 450th anniversary of the city of Rio de Janeiro in 2015, the Summer Olympic Games in 2016...

The Group will also be present at the Expo 2015, the next universal exhibition to be held in Milan, in charge of managing catering services and the boutique of the French Pavilion.



GL EVENTS LIVE : MARKETS AND TRENDS

In 2013, total spending on business tourism and events represented €8.5 billion for French companies while direct or indirect benefits ranged between €20 billion and €30 billion.

However, reflecting the impact of the economic crisis, 37% of companies reduced their budgets for meetings, incentives, conventions and exhibitions (MICE) in 2013. As key contributors to the success of organised events, exhibition and event services providers have no choice but adapt to a market undergoing profound transformations.

EXPOCASA -
LINGOTTO FIERE,
TURIN, ITALY
1-9 MARCH



Conventions

Figures based on data for activity of sites staging events confirm the momentum observed in 2012 for congresses and conferences organised and hosted in France: the total number of participants rose 9% between 2012 and 2013.

Growth for congresses without exhibitions has occurred at the expense of those with exhibitions which registered a significant decline in growth between 2012 and 2013 (-10%).

Congresses for national audiences registered good gains up 15.7% in the average number of participants, increasing on average from 967 to 981, whereas large-scale international congresses experienced a decline of 8.8%, breaking with the positive trend of 2011/2012.

Corporate events

The barometer published in 2014 by the French industry association of event communications agencies, ANAé (Association des agences de communication événementielle) noted the optimism of event communications agencies in an event market otherwise marked by stability.

Agencies invest largely in areas linked to event-related activities: business development in international markets, creating proprietary events and digital activities, in particular.

The major trends of 2012 have nevertheless been confirmed: the reduction in average spending per participant, the decrease in the average length of events, a renewed enthusiasm by participants and corporate seminars/conventions.

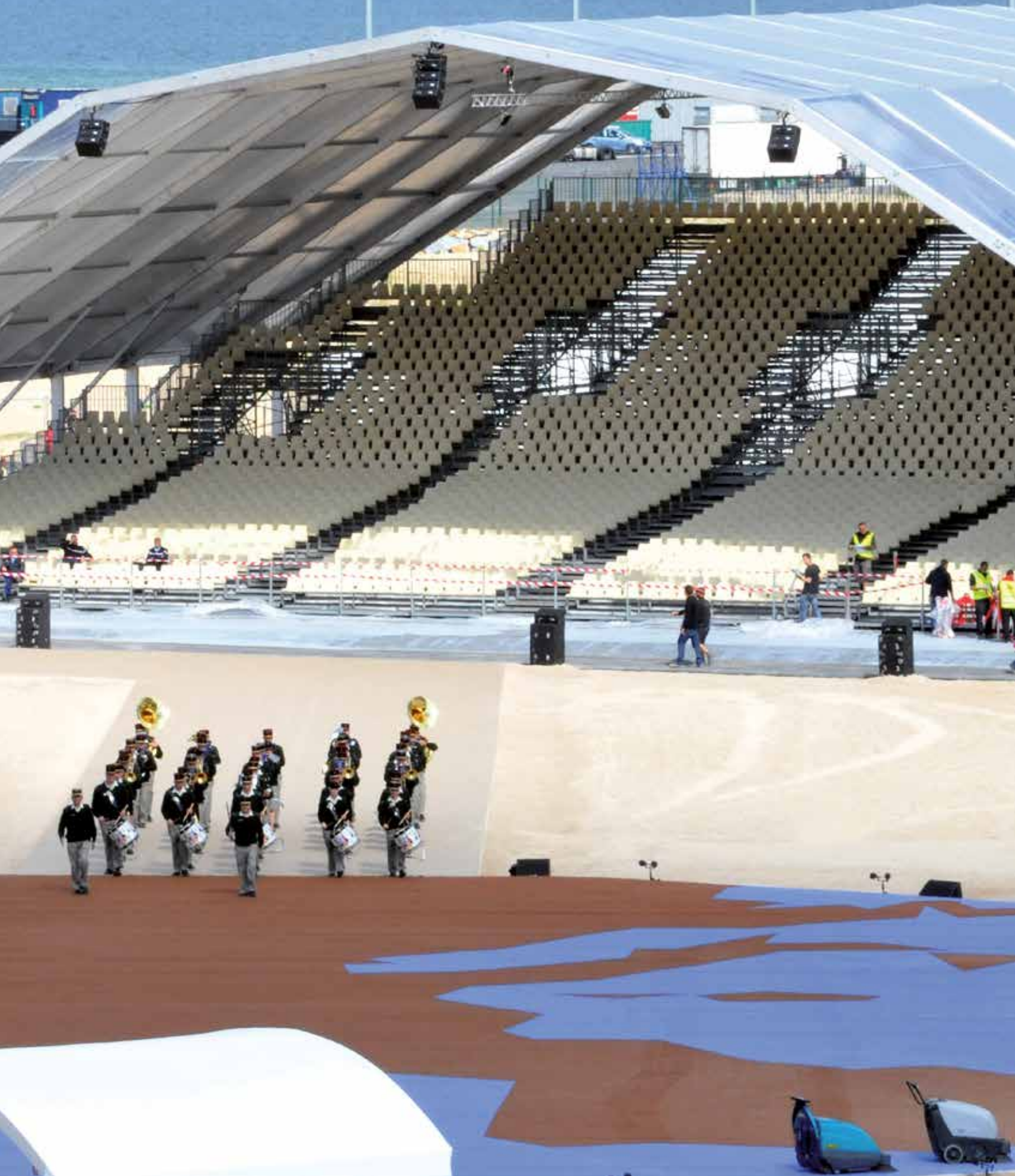
After the decline in 2012, the Coach Omnium study of 2014 highlighted the start of a modest upturn for corporate events, confirming the key role of conventions and seminars in promoting exchanges and team motivation.

Trade shows

In a difficult economic environment for exhibitors, trade shows registered another year of decline in average occupied space.

Another trend: the growing share of modular stands, with exhibitors increasingly receptive to "package" proposals combining price, visitor impact and manageability.

THE 70TH ANNIVERSARY
OF THE NORMANDY
LANDINGS -
OUISTREHAM, FRANCE
6 JUNE



388

employees

Sales of

€ 143.2 M

OVER 300

proprietary trade shows

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

MISSIONS

Designing, organising and producing trade shows and consumer fairs and marketing service offerings; bringing together communities of professionals or the general public.

CUSTOMERS

General public, companies, institutions

MAJOR EVENTS OF 2014

Première Vision Paris
Europain
Industrie Paris
Piscine Global
International Fairs of
Lyon and Toulouse
Omnivore World Tour
Biennial Rio de
Janeiro International
Book Fair
Equita Lyon
CFIA

GL events Exhibitions is the Group's strategic business unit specialised in the organisation of trade shows and consumer fairs in France and other countries throughout the world.

Its position is as a top-tier provider of solutions for the communities it addresses, and for the marketing and organisation of the events.

GL events has a large portfolio of trade shows and fairs that includes a number of strong sectors - fashion and textiles, food industry - with world-class events of the highest standards.

The Group's proprietary trade shows cover the major economic sectors: industry, construction, culture and leisure, home and interior design, environment, auto, trade and distribution.

This multiplicity of sectors, reinforced by a geographic presence in several continents and a mix of annual and biennial events provides it with balanced and secure revenue stream.

Strategic strengths

GL events Exhibitions' growth strategy is supported by several core strengths:

- a positioning as an event industry reference at the heart of communities, with flagship brands and events (Première Vision, Sirha, Industrie, etc.)
- solid domestic footholds in each of its markets (Europe, Latin America, etc.);
- strong synergies with Group business lines;
- agile teams driven by an entrepreneurial spirit.

Leveraging these core strengths, this business unit's development is built around key events in sectors where France occupies strong positions (food industry, fashion). It is constantly expanding its international reach, both through the continuous development of leading trade shows and their geographical deployment (geo-duplication) in growth markets at a global level.

Its capacity for innovation is also a powerful growth driver. This is reflected in the creation of original formats and content imagined to address new needs and practices: Big ! (Biennale Internationale du Goût), an international biennial taste event, the first of its kind for the general public in parallel with Sirha, the Omnivore World Tour, and the "Carré des Jardiniers".

GL events Exhibitions invests significantly in the continuous adaptation of its events and building name recognition for its brands: all trade shows organised within Première Vision Paris (Première Vision Fabrics, Leather, Accessories, etc.) have in that spirit been united under a single brand, illustrating its strength and exceptional global reputation.

Finally, with a large portfolio and its commitment alongside numerous communities of professionals and enthusiasts, GL events also has an offering of regional trade shows. This enables it to intervene in each of the territories where the Group operates.

GL EVENTS EXHIBITIONS IN 2014

International expansion continued in 2014 for several flagship trade shows: Première Vision Istanbul, the transfer – greatly appreciated by the market – of the Denim jean wear fair from Paris to Barcelona; a first edition of Sirha in Budapest followed by a second very successful spinoff in Istanbul.

In Paris, Première Vision integrated “Cuir à Paris” (now rebranded “Première Vision Leather”) and now includes six trade shows under its brand.

Its expertise in equestrian events developed with Equita and Saut Hermès made it possible for Lyon Eurexpo to host Longines FEI World Cup™ Final and to sign a multi-year contract with Longines that supports Equita’s CSI 5* competition.

Another highlight: an agreement for long-term collaboration was signed to organise Europain, the world bakery and pastry trade show.

In the consumer fair segment, the portfolio of food industry events was expanded by the addition of “Sugar”, a Paris show dedicated to pastry that met with considerable success. Other very popular events include those devoted to specific communities such as pet lovers.

The Omnivore World Tour continued its globe-trotting culinary festival with stops in Paris, Moscow, Shanghai, Istanbul, Sydney and Montreal.

2015 outlook

A number of events will help make 2015 a particularly promising year for GL events Exhibitions: in particular it will benefit from the favourable biennial effect of Sirha and Be Positive, both held in the first quarter as well as good performances from large annual trade shows.

Based on demand for participation registered to date, solid growth is expected. Efforts to improve profitability are producing results and supporting the business unit’s vitality.

Ongoing efforts are required to expand the depth and range of the portfolio and to adapt the trade shows to their evolving markets; the deployment of digital tools for example in particular contributes to raising visibility for trade shows and brands and moderating the communities represented.

International momentum is continuing with, in particular, the launch of Sirha in Rio de Janeiro in October as well as second editions of Piscine Asia and Sirha Budapest. A new trade show, Expo Andes, held in Santiago (Chile), will strengthen the Group’s positions in Latin America.

GL events has grouped its trade shows devoted to the home and interior design in France under a single brand, “Living”, present in twelve cities of France.

LYON INTERNATIONAL
FAIR – EUREXPO,
FRANCE
21-31 MARCH



EUROPAIN - PARIS,
FRANCE
8-12 MARCH





BOAT SHOW -
HUNGEXPO, BUDAPEST,
HUNGARY
13-16 FEBRUARY

GL EVENTS EXHIBITIONS : MARKETS AND TRENDS

* Sources: AMR –
The global exhibition
organising market

The global exhibition organising market continued to grow, reaching US\$23.4 billion in 2013 (up 3.7% from 2012).

According to estimates by AMR, the United States remains the largest market in value (US\$11.8 billion) followed by Europe (US\$6.4 billion for Germany, France, the UK, Italy combined). In 2013, China moved ahead of France and the United Kingdom.

After a period of steep recession followed by stagnation, the market began to turn around in 2010, and in 2011 began to show signs of a real recovery. Figures for visitors and exhibitors in particular returned to pre-recession levels, and even surpassing them in the case of certain emerging markets.

These latter markets also included significant variations: China remained solid with growth of 8% and India with 9%. Other regions produced strong gains: GCC countries (Gulf Cooperation Council - Saudi Arabia, Bahrain, Oman (Muscat), Qatar, United Arab Emirates, Kuwait), were up 13% from 2012.

At present, emerging countries now account for 28% of total worldwide exhibition space, up 5% from 2009. The strongest gains were registered by Gulf Cooperation Council (GCC) countries (+10%).

For mature countries the situation was very uneven in 2013: 7% growth in Germany, a sharp 16% decline in Italy in response to a strained economic climate precipitating a decline in both available exhibition space and the sales price per square meter. In France, there was a significant increase in the number of exhibitors. This increase, along with the rise in the number of visitors, at B2B events highlight renewed interest in this media for commercial relations and marketing in the corporate segment.

The climate for consumer fairs in contrast remains tied to a weak and uncertain spending outlook. However, fairs devoted to communities of enthusiasts like Equita have been increasingly successful.

ENOVA – PARIS,
FRANCE
16–18 SEPTEMBER



GL EVENTS VENUES: ESPACES DU MONDE EN RÉSEAU

MISSIONS

Managing and marketing

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

STAKEHOLDERS

Local authorities
Institutions

GL events Venues manages a network of 40 event venues (convention centres, exhibition centres, concert halls and multi-purpose facilities) throughout the world.

Transforming event venues into dynamic hubs of community life and exchange, but also forces of attraction extending the reach of cities and territories: this is GL events Venues' goal throughout the globe.

In collaboration with the public authorities owning the sites, the Group fulfils its missions by putting its know-how in the service of bold economic, cultural and human ambitions. Event sites enhance the attractiveness and extend the international reach

of regions in addition to generating significant economic benefits in the business tourism sector: the hotel sector, trade, tourism, etc...

GL events Venues manages a portfolio of facilities distinguished by their unique architectural quality. Further competitive differentiation is provided by the level of the skills and expertise possessed by every employee at the sites.

From Brazil to Turkey and including Europe and its major cities - Barcelona, Lyon, Brussels, Turin, Budapest... its teams share the same commitment and enthusiasm to promote GL events' culture of excellence in the fields of hospitality, organisation and services.



ACSE DINNER GALA -
PALAIS BRONGNIART,
PARIS, FRANCE
6 JUNE

Convention centres:

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

Exhibitions 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
- São Paulo (Brazil): São Paulo Expo
- Shanghai (China): Pudong Expo
- Strasbourg: parc d'expositions
- Toulouse: Toulouse Expo
- Troyes: Troyes Expo
- Turin (Italy): Lingotto Fiere
- Vannes: Le Chorus

Reception venues:

- 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
- Toulouse: Espaces Vanel

Multipurpose venues 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

869
employees

Sales of

266.6 M€

40
events sites

GL EVENTS VENUES IN 2014

GL events' offering was enriched by the addition of three venues in 2014.

The Music and Convention Centre and Exhibition Park of Strasbourg joined GL events' network after the Group became an equity partner of Strasbourg Événements that was just awarded the public services concession for 20 years (2016-2036). For this facility, a major programme has been launched for its extension and modernisation.

To achieve synergies between different its event facilities, the City of Toulouse renewed as from 1 January 2015 the management concession of GL events and its subsidiary Toulouse Événements for the Toulouse Pierre Baudis Convention Centre by expanding its scope to include Espaces Vanel that host a number of conventions and seminars.

The City of Paris renewed for 16 years as from 1 September 2015 the concession for Parc Floral with an expanded scope to include the Chesnaie du Roy: combining the resources of these two nearby sites located in the Bois de Vincennes will positively contribute to the development of both their activities.

These two renewals highlight the confidence of delegating authorities in GL events' capacity to develop local event activities and meet its commitments to local government.

Our venues hosted a number of events in 2014. Among the more noteworthy included the FEI (Fédération Internationale d'Équitation) World Cup Finals at Eurexpo Lyon, the Gartner Symposium ITexpo at the Barcelona International Convention Centre (CCIB), the Nuclear Security Summit at the World Forum of The Hague., the Oil & Gas Summit at Rio Centro...

STS BEAUTY –
CCIB, BARCELONE,
SPAIN
8-10 FEBRUARY



2015 outlook

As it consolidates and extends its network, GL events is committed to developing the activities of venues under its management through new offerings and innovative solutions continuously adapted to its customers' needs.

To this purpose, a new commercial platform will soon be launched in Paris to provide an optimal degree of responsiveness for customers, combined with visibility for the organisation of their events.

Following its success in Paris, its "business class" offering will be replicated in all convention centres managed by GL events. This concept that covers seminars, meetings and business lunches for up to 200 people is tailored to the market's needs and in particular, for groups with operations throughout the country.

Finally, GL events Venues has adapted its promotional tools to further bolster its commercial momentum: the web portal, the annual magazine as well as its participation in different B2B trade shows.



CONGRESIUM -
ANKARA, TURKEY



GL EVENTS VENUES : MARKETS AND TRENDS

In line with the economic upturn (+3.3% according to the IMF), the market for meetings overall started to pick up in 2014¹. This performance however varied significantly from one country to the next.

In France, Unimev (Union Française des Métiers de l'Événement), the French Meeting Industry Council presented a positive picture for 2013 with expectations for a generally solid performance in 2014².

The market for congresses remains the major business driver for convention and exhibition centres adapted for this type of event. This market offers undisputed advantages for sites and cities in terms of long-term visibility and significant economic impacts.

Congresses and conventions registered good performances in France and Europe. On a like-for-like basis (42 venues in France), the number of meetings grew 10% in 2013. Europe remains the top destination for association conventions and conferences. The quality of the programme and the notoriety of the speakers are two main factors driving convention attendance.

B2B and B2C trade shows have maintained the levels for the number of exhibitors and visitors. And while the surface area sold declined by 2.2%, revenue per square meter grew 5.7% in 2013. B2B trade shows are attracting more exhibitors (+4.2%) and visitors (+1.4%), benefiting in particular from increasing interest by international visitors.

And in contrast to trends of prior years, fairs were successful in recapturing visitor attendance by expanding their commercial offering and deploying innovative communication strategies. In the segment of trade shows for the general public, those addressing specific communities of enthusiasts are continuing to grow.

For corporate meetings, the information and communications technology, pharmaceutical, auto and construction sectors remain the most important customers. While in France, demand has fluctuated in recent years (with rising demand in 2013, 2011 2010, and declines in 2009 and 2012), the international market has stabilized for the first year since the recessionary crisis with growth of 4.7% expected³.

In conclusion, the market for meetings remained stable in 2013-2014 in France and internationally. While remaining cautious, companies are continuing to invest in meetings, as important promotional and motivational drivers for customer and employee audiences respectively.

Industry stakeholders remain optimistic about the outlook for 2015, despite the lack of political and economic visibility. Event innovation and customisation provide added value to all event operations in addition to competitive differentiation.

NBB, HSBC ARENA –
RIO DE JANEIRO,
BRAZIL
31 MAY



¹ EIBTM 2014 Trends Watch Report

² UNIMEV, 2013 market figures, July 2014

³ AIPC 2014 Member Survey Report: Centre Performance & Perspectives, September 2014

SIRHA 2015 –
EUREXPO, LYON,
FRANCE
28 JANUARY 2015

METRO



RYOMA TAKAYAMA
Japan 2015

2015, CONTINUING FORWARD MOMENTUM



International markets remain a powerful growth driver.



The Group will remain focused on achieving profitable and lasting development by leveraging its core strengths: an integrated business model having demonstrated its efficacy over the decades and international expansion, capturing added value from synergies across business lines, team commitment, its high quality networks of professionals and the strategic potential of its geographic bases.

THE MAGRITTE
AWARD - SQUARE
BRUSSELS, BELGIUM
7 FEBRUARY



With this in view, the Group applies a proactive strategy for business unit certification to guarantee customers an optimal quality and environmental compliance (ISO 9001 quality and ISO 20121 sustainability certifications, MASE safety certification).

Its positioning allows the Group to intervene in multiple development areas: modular and durable stadiums, jumbo events, city events, public-private partnerships. Its sourcing expertise and ability to bring together just the right skill sets within short time frames (engineers, project managers, logistics specialists, equipment and freight handlers, builders, etc.) represents a major competitive strength. The digital transformation of resources and tools is also contributing to the conception of innovative offerings and high value added services.

Based on its initial successes and very promising prospects, this positive momentum is expected to continue in 2015: Sirha 2015 at the expanded Eurexpo Lyon site that was a resounding success, the Milan Universal Exhibition (with three tenders won as of 31 March 2015) the European Games of Bakou, continuing development in South America (Test Events for the 2016 Olympic Games), the 2015 Rugby World Cup in Ireland...

International markets remain a powerful growth driver. For that reason we will continue in particular to pursue our expansion in Latin America (the opening of the Riocentro hotel and the renovation of the Sao Paolo exhibition centre...).

The Group will also pay particular attention to improving operating profitability, optimising asset turnover and achieving further gains in ROCE through possible disposals of non-strategic assets.

AN EXCLUSIVE INNOVATIVE
CONCEPT OF MODULAR AND
DURABLE STADIUMS AND
MULTI-PURPOSE INDOOR
FACILITIES FOR SPORTING
EVENTS AND CONCERTS.
IN 2014, THREE RUGBY
STADIUMS WERE EQUIPPED
ON THIS BASIS: CASTRES,
AIX EN PROVENCE, AND
LA ROCHELLE.

*STADE PIERRE-ANTOINE,
CASTRES, FRANCE*



GL EVENTS, THE GROUP

- **77** / Corporate social responsibility
- **96** / History
- **104** / Shareholder information



WELCOME
CONVENTION,
GL EVENTS
HEADQUARTERS -
LYON, FRANCE
14 OCTOBER

CORPORATE SOCIAL RESPONSIBILITY

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.

After more than five years of existence, CSR is today well integrated in the different enterprise processes, (business, purchasing, human resources, maintenance, etc.). The three programmes, Think Green (environment), Think People (employment and workplace conditions), and Think Local (social progress) continue to be rolled out. As part of a continuous improvement approach, these programmes address the challenges of our different activities, in coordination with line management and support functions.

**AGEFIPH : Association de Gestion du Fonds pour l'Insertion Professionnelle des personnes Handicapées*




Initiatives with long-term impacts were engaged in 2014 to structurally consolidate the policy that has been pursued over the last five years.

- Validation of the creation of a CSR committee within the Board of Directors, strengthening the strategic positioning of sustainable development;
- Creation of a HR Development Department to spearhead the Think People programme,
- The signature of an agreement with AGEFIPH* providing a framework and ambitious targets for the disability policy introduced three years ago.
- The first ISO 20121 certification of a business unit (sustainable events management).

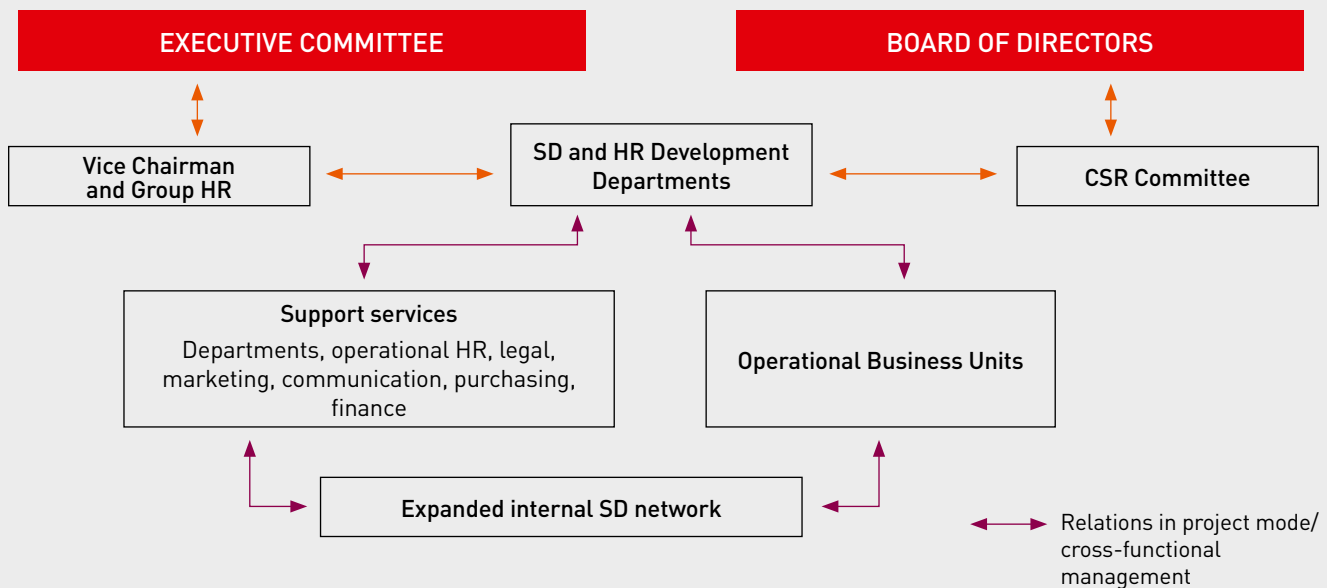
BEST PRACTICES
MEETINGS –
BRIGNAIS, FRANCE
8 JULY



GL events' key CSR priorities

	GL events Live	GL events Exhibitions	GL events Venues
	<ul style="list-style-type: none"> – Attracting, developing and retaining talent – Promoting equal opportunity employment – Promoting workplace quality-of-life and safety 		
	<ul style="list-style-type: none"> – Introducing new offerings (eco-design) – Improving waste management (reuse and processes) – Limiting CO₂ emissions relating to transport 	<ul style="list-style-type: none"> – Integrating the environment into project management 	<ul style="list-style-type: none"> – Efficiently managing energy consumption – Improving waste sorting rate
	<ul style="list-style-type: none"> – Developing use of local suppliers 	<ul style="list-style-type: none"> – Energising professional communities (innovation, connexions) 	<ul style="list-style-type: none"> – Evaluating and optimising regional value creation – Energising local networks
Cross-corporate challenges	Responsible purchasing, business support, management systems, communications, sponsoring		

CSR organisation within GL events





HR PERFORMANCE AND SOCIAL RESPONSIBILITY

Reinforced HR governance

Created in 2014 and reporting directly to the Human Resources Department, the HR Development Department is tasked with designing and spearheading the Think People programme. It has a team of five including a disability project leader.

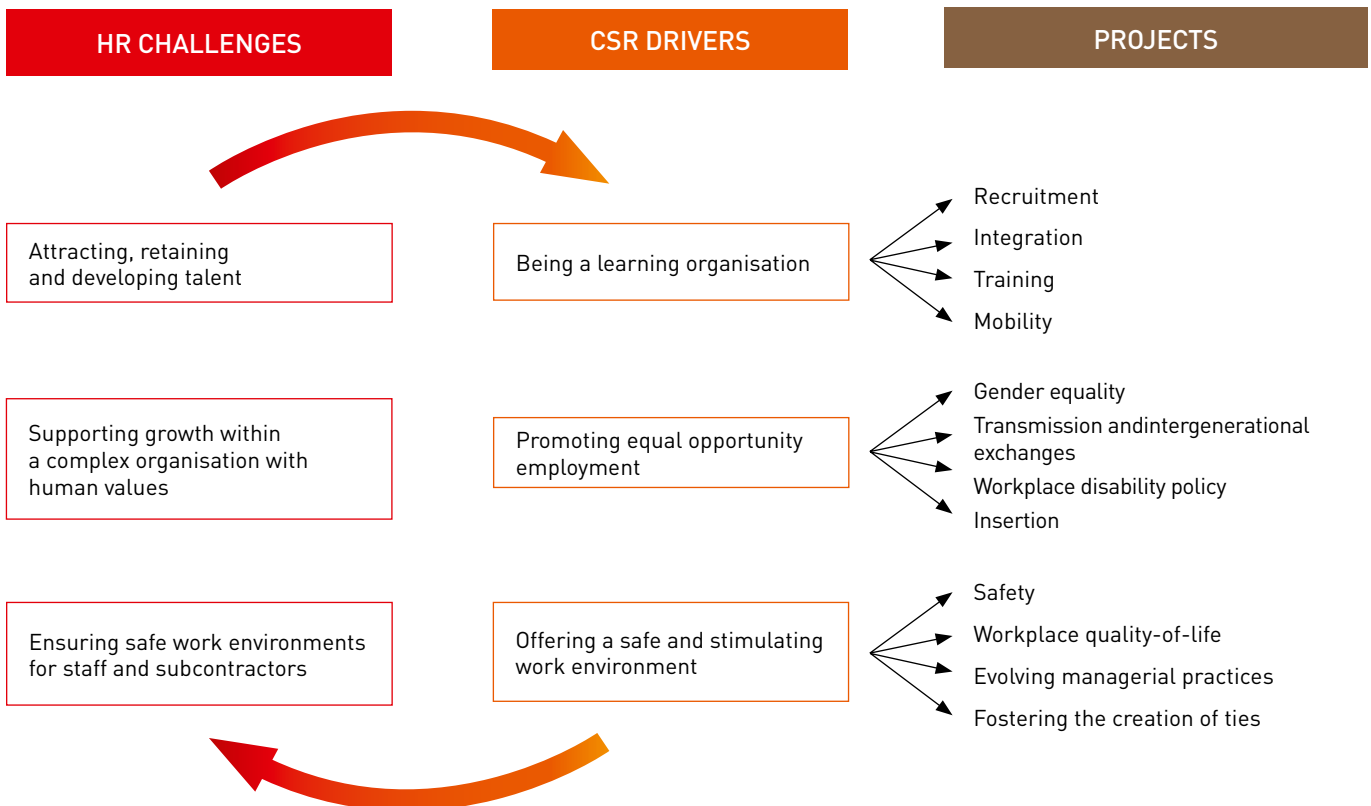
With issues relating to employment of increasing importance to stakeholders, one of its objectives is their integration by launching and coordinating cross-corporate HR projects within the Group.

In deploying these actions, it will draw on the local territorial network formed by all operational human resources teams.

Being a learning organisation

GL events' human resources policy has adopted a learning organisation model. In this flexible organisational model, knowledge ranks on the same level as major economic and social issues. Its goal is to constantly adapt to changing work situations within complex environments to maximise operational efficiencies.

HR challenges and CSR drivers within GL events



This involves, among other things, providing organisational and managerial responses to major challenges such as responsiveness, continuous diversification of the offering or flexibility through concrete mechanisms like mapping skills, GPEC forward-looking employment and skills management, etc.

The main objectives of GL events' HR strategy are addressing the aspirations of younger generations in terms of employment, developing motivation, the versatility and employability of its staff and strengthening know-how and expertise.

At the same time, the Group seeks foster employee empowerment in the work environment and stimulate learning through analytical tools and actions: training, meetings for identifying solutions to different social trends

Group expertise: 140 business line specialisations

Working for GL events entails evolving within a highly demanding competitive environment requiring high standards but also encouraging an ability to cooperate and coordinate multidisciplinary projects. With a wealth of expertise, know-how, passion for their work, Group employees constitute a reserve of skills to be leveraged and transmitted. To this purpose, the Group has created a team of internal instructors.

In order to formalise these criteria, a directory of business line specialisations was created in 2013. With a listing of 140 business line specialisations, more than 14 employment categories will soon be classified in the form of skill maps. This approach facilitates:

- recruitment, in particular in favour of the long-term unemployed,
- mobility and career change support,
- anticipating the expertise required by securing the career paths of employees, in coordination with the corporate university and the emerging notion of a learning organisation.

A structured system for integration

The successful integration of an employee represents a critical moment for the future success of his or her subsequent career path, contributing to his/her engagement and loyalty. Several tools have been deployed with this purpose, including the Welcome Convention organised every five years for new employees and a training module providing an

introduction to the specialised fields of expertise covered by the Live business unit.

A factor of Group differentiation: collective integration linked with external growth

External growth is an important driver for GL events' development. For that same reason, integrating employees from new entities contributes significantly to promoting good practices, creating a spirit of belonging, fostering synergies and encouraging cross-fertilisation.

Through organisational processes, the integration of each new company is accompanied by specific measures within a continuous improvement approach and factoring in the broader context of stakeholders. This was the case in 2014 for Strasbourg Événements, the semi-public managing company for the city's Music and Convention Centre and Exhibition Park, that joined GL events, after the Group acquired an equity stake. An important programme was accordingly deployed for the integration of its 114 employees.

Training employees

The Campus by GL events corporate university created in 2009 with an offering that addresses all Group employees. Ongoing training efforts highlight the Group's commitment to investing in the qualifications of its teams. In 2014, 24,254 hours of training were provided, with 8% devoted to management and 26% to safety.

These training objectives cover the following areas:

- fostering career development by building job skills of employees,
- contributing to the integration and discovery of the Group's business line specialisations,
- supporting adaptation to evolving market needs, new technologies, the company's organisation, legislation and preventing occupational risks,
- identifying, recognising and transmitting internal know-how.

Constantly evolving, **the training offering was reviewed in 2014** (60% of content including the development of distance e-learning), to remain in phase with new customer and employee expectations.

Encouraging mobility

The challenge: proposing a dynamic career path to employees, developing the acquisition of multiple skill sets to manage complex projects in an environment where agility and cross-functional capabilities are increasingly required.



**SIGNATURE OF THE
CONVENTION
AGEFIPH -
PIERRE-YVES
LECLERCQ,
AGEFIPH MANAGING
DIRECTOR,
OLIVIER GINON,
GL EVENTS CHAIRMAN**

Fifty different options are proposed for hierarchical, functional and geographic mobility. Particular attention however is paid to functional mobility which increases career path opportunities and promotes sharing experiences between business units.

A specificity: temporary mobility

Managing large international projects requires mobility for assignments for periods of 3 to 9 months with 80% of this demand met internally. In 2014, there were 95 conditions of this type in connection with large scale international events (the World Football Cup in Brazil, etc.).

Equal opportunity employment

Beyond the diplomas, this involves above all recognising the expertise, skills and engagement of each, the entrepreneurial spirit, the will to succeed, team spirit. The diversity charter signed at the end of 2010 has provided a framework for action to promote this priority in our Group.

Starting from an environment providing favourable regulatory incentives, the idea was to develop actions in favour of recruitment, job stability and continued employment and developing skills by focusing on four priority areas: disabilities, gender, age and social integration.

Promoting employment of persons with disabilities

The focus of Group business lines on receiving the public makes it particularly aware of challenges relating to disabilities, in particular with respect to access to its sites for trade shows and events. In 2013, the employment rate for disabled persons was 3.3% for the French workforce. The goal is increasing this to 5% by 2017.

The policy promoting employment opportunities for disabled persons that began in 2012 with an audit, has led to the signature of an agreement with the French agency AGEFIPH in 2014. This guarantees that resources and tools are available to employees with disabilities to facilitate and support their job stability and continued employment.

GL events also benefits from AGEFIPH support and assistance, in addition to Group actions focusing on six priorities:

- awareness-raising and training,
- information and communication,
- recruitment and integration;
- career development guidance;
- job stability and continued employment;
- collaboration with the sheltered work sector.

This has created strong forward momentum: the integration of persons with disabilities today represents a full scale corporate project mobilising all staff.

SALON HEAVENT,
STAND GL EVENTS –
PARIS, FRANCE
4-6 NOVEMBER



Promoting age diversity and intergenerational initiatives

Achieving the right balance between the expertise provided from experience and giving opportunities to young workers: this is a central priority for GL events, a Group that includes employees who have been present since its creation, with 24% of the workforce older than 50, an average age of 41 and seniority averaging more than 10 years. Beyond this, intergenerational exchanges and population ageing are issues of universal resonance. Promoting cooperation between generations is essential, a factor contributing to performance and efficiency, making it possible to achieve synergies between individuals with different ways of thinking and often with complementary knowledge sets.

Reflecting a commitment to responsible human resources management, GL events has adopted an active and dynamic approach to managing the age pyramid. In particular this has involved the implementation of a Group action plan relating to the intergenerational hiring agreement in 2013.

Guaranteeing gender equality in the workplace

In compliance with applicable regulatory and legal provisions*, each French company of the Group thus concerned has drawn up in action plan to ensure gender equality in the workplace. These plans, that are submitted to the Works Counsel, share two areas of focus, recruitment and training while the specific objectives, resources and timelines vary according to the establishment.

Agreements have also been signed with recruitment firms. These concern the inclusion of and compliance with a neutrality clause in all service agreements with such firms and a requirement to submit proposals to the company.

* The French Retirement Reform Act of 2010 and Decree No. 2011-822 of 7 July 2011 on the application of workplace gender equality obligations, French companies and article R.2242-2 of the French Labour Code.

Professional integration of vulnerable population groups

Innovative diversity initiatives have been launched as performance drivers. Their goal is to encourage managers to address subjects such as creating ties between people or implementing training and integration programs.

The Group contributes to the Sport dans la Ville not-for-profit association promoting social and professional integration of youth originating from under-resourced urban districts. Olivier Ginon, GL events' Chairman, sponsored the class of 2014. In the Rhône-Alpes region, twelve GL events employees participate in a mentoring initiative to assist youths aged between 15 and 23 in defining their professional project and creating a network. Today, three of them are now pursuing their work-study programmes within Group departments.

This experience will be expanded to the Gonesse site in the second half of 2015, and more generally to the Île-de-France region.

Guaranteeing employee safety

Worker health and safety constitute a critical component of social responsibility. Safety is a key priority for the different service-related business lines. GL events teams' activities include assembling and dismantling a range of structures from the simple stand partition to a grandstand for a stadium. Such tasks require the application of strict rules guaranteeing safety for everyone at the worksite. This imperative is reflected by the existence of a formal operational policy based on a continuous improvement approach. To achieve this objective, Campus by GL events runs programmes providing training on the latest personal safety and risk prevention procedures.

In 2014, reflecting this priority, 26% of total training hours provided in 2014 was devoted to safety or 6,200 hours.

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.

Workplace quality-of-life

La création d'un environnement de travail agréable pour les hommes et les femmes du Groupe est l'un des axes du programme Think People.

Creating a pleasant working environment for the Group's men and women is also a priority of the Think People programme.

Preventing psychosocial risks calls for the engagement by everyone to foster productivity for all by building a collaborative environment. This approach offers multiple benefits with two key lines of action:

- evolving managerial practices,
- fostering the creation of ties.

Advancing managerial practices

Workplace quality of life is determined by two areas for improvement, namely better organising and better managing. A comprehensive approach including training and communications measures has been developed in consequence for managers.

Building ties

GL events has a track record of strong geographic and structural growth. For that reason, it is important to create ties and provide all staff opportunities to acquire a full understanding of the Group's dimension and reach.

The objective: reinforcing synergies between business units, facilitating relations between services and activities, developing a spirit of cooperation and cross-corporate interactions:

- Speed meetings in Nantes following a move or at the Welcome Convention,
- "Cafés philos" at the headquarters in the La Confluence district of Lyon
- Best Practice meetings.



2015 PRIORITIES

- Creation of pilot sites for the future skills mapping
- Optimising the "temporary mobility" process
- Implementing a knowledge transmission process
- Equal opportunity employment: renewal of agreements in compliance with the French Gender Equality Act of 4 August 2014
- Training (CAMPUS by GL events)
- Validation of non-formal and informal learning – Team of internal instructors – 2 systems for promoting integration – e-learning





ADOPTING AN ECO-CENTRIC APPROACH TO MANAGEMENT

GL events' environmental policy is organised around the Think Green programme launched at the end of 2009. It includes sixteen commitments covering the entire lifecycle of an event. With important positions in this industry, GL events has both the possibility but also the responsibility to contribute to this process.

The Group's environmental commitments concern many areas: designing events, managing sourcing and logistics, energy consumption, green house gas emissions, producing and managing waste linked to GL events' activities.

Introducing new offerings

Eco-designing venues and events

By integrating the environment already in the design phase for an event or temporary event site, it is possible to reduce its impact in terms of waste and energy consumption. That is why GL events has pursued a eco-design approach for venues and events since 2007, addressing the concerns of major principals/decision-makers: organisers of large events, municipal and regional authorities, major corporate accounts, etc.

In 2014, the Group has continued to assist developers and designers by providing them with specific tools. A complete eco-design guide applied to GL events products and services was produced and sent to 50 designers and account managers.

Supporting sales engineers, account and product managers

Several tools encourage Group staff to integrate environmental issues in offerings developed for customers: training modules, a tendering guide, etc.

Integrating the environment into new products

Introducing changes in the offering also involves managing inventories and products purchased specifically for events. Work underway since 2009 with the purchasing department (see the specific section on responsible purchasing below) has made it possible to integrate sustainable development criteria in the main consultations carried out by the Group for selecting suppliers.

By closely collaborating with Live business unit managers, an offering of environmentally-friendly products has gradually been developed (reusable, recyclable, eco-label, energy-efficient, etc.).

Improving waste management

Waste management, a central environmental concern of the Group in light of its activities, has resulted in several areas for study and actions focused on processes and materials:

Integrating the environment into the management of GL events Venues

GL events Venues produces approximately 63% of the volume of waste generated by the Group. ISO 14001 certification (environmental management systems) of the sites of GL events Venues France, obtained in 2012, remains one of the major drivers for improvements in waste management (see the section on management systems). The main objectives concern waste sorting and recycling

Waste separation collection systems are gradually being implemented at Group-managed sites, including those outside the boundary of the ISO 14001 certification. Implementing such systems represents a long-term project given the number of parties intervening over the different phases of an event from assembly to dismantling. Within the event cycle, the more significant quantities of waste are produced during the dismantling phases. Raising awareness of staff working at the site is an important priority for guaranteeing the effectiveness of the separation collection process. To support this initiative, targeted information notices are posted at the sites.

Reuse: privileging use of rental equipment

In 2014 GL events Live implemented a plan for optimising the use of inventory. This plan accordingly optimises the turnover of the Group's inventory of rental equipment.

The "Equalisation" project was launched in the Grandstand and Seating Systems division. This solution makes it possible to scale up and combine inventories using accessories developed by the engineering department to be adapted to specific applications. The benefits are multiple. By reducing the number of parts manufactured, the volume of materials consumed is also reduced. The modularity of kits also reduces transport by combining separate inventories into a larger offering. In 2014, the same metallic structures originating from the London Olympic Games, were in this way installed at the World Football Cup, and then in Lima, Peru, for COP 20.

Achieving energy efficiencies

Heating venues receiving the public in the winter, cooling facilities in the summer, lighting the events: energy is a major environmental challenge in the event industry sector. GL events has several drivers for increasing energy performance efficiencies.

Gradual equipment renewal

Several sites – Palais Brongniart and Maison de la Mutualité, in particular – have undertaken to gradually replace light sources by LED lighting solutions. These fixtures consume less energy and have a longer lifespan which also reduces costs for their replacement. This very efficient technology is adaptable both to difficult to access locations and high-use areas.

Optimised management

Several factors linked to the Group's activity, characterised by a highly seasonal business cycle, need to be taken into account for optimising equipment management.

GL events intervenes in this area with the assistance of its equipment maintenance service providers.

In 2014, a call for tenders was launched by GL events Venues' for 11 French sites with a twofold objective of reducing costs and harmonising maintenance practices. Contractual provisions relating to sustainable development were incorporated, including temperature targets, responsible management of equipment waste, the installation of recording devices, monthly reports on consumption and operating performances with reports on incidents and proposals for corrective measures.

Influencing behaviour

Strict operating instructions are applied at Group sites to prevent all energy waste. Awareness-raising efforts targeting staff are carried out on a daily basis with the support of environment coordinators.

In connection with ISO 14001 certification of GL events Venues' sites in France, achieving energy consumption efficiencies is a key objective. Procedures, instructions and tracking indicators promote improvements in practices with the involvement of all staff whose activity impacts energy consumption.

FORMULA E
CHAMPIONSHIP –
PUNTA DEL ESTE,
URUGUAY



Reducing water consumption

GL events Venues account for approximately 90% of the Group's water consumption, whether for catering, building maintenance and heating/air conditioning. Water consumption is included in the scope of the ISO 14001 environmental management system for GL events Venues France. It is also subject to monitoring at other sites. Such controls have produced results involving significant reductions in water consumed.

Limiting CO₂ emissions

Energy efficiency measures contribute significantly to reducing CO₂ emissions.

In 2012, the main transportation department in based in the Lyon region (Brignais) adopted action plans focusing on commitments promoted within the "Objectif CO₂" Charter of the French Environment and Energy Management Agency (ADEME) based on four target areas: The business unit tasked with this plan obtained ISO 20121 certification in 2014. Procedures, tracking indicators, dispensing eco-driving training to drivers, use of Euro 6 vehicles equipped with an emissions monitoring system, all contribute to improved management of CO₂ emissions.



2015 PRIORITIES

- Implementation of energy and waste management action plans for primary Bus
- Renewal of ISO 14001 certification for GL events Venues in France and integration of Strasbourg venues in the certification perimeter
- Implementation of a "think green" products offer with marketing department
- Test of ISO 20121 methodology for event management project
- Deployment of ecodesign module in the "event project management" training module



THINK LOCAL: CREATING VALUE FOR GEOGRAPHIC TERRITORIES AND BUSINESSES

With more than 90 offices worldwide, GL events provides its customers local service, with a two-fold commitment to creating value and operational performance.

The Think Local programme seeks to anchor the Group's activities in the territories where it operates. Whether for GL events Venues, Exhibitions or Live, the Group intervenes as a stakeholder and contributor to local life by developing partnerships with entities forming its economic, industrial, tourism and cultural fabric.

GL events Venues: strong local positions actively contributing to the vitality of territories

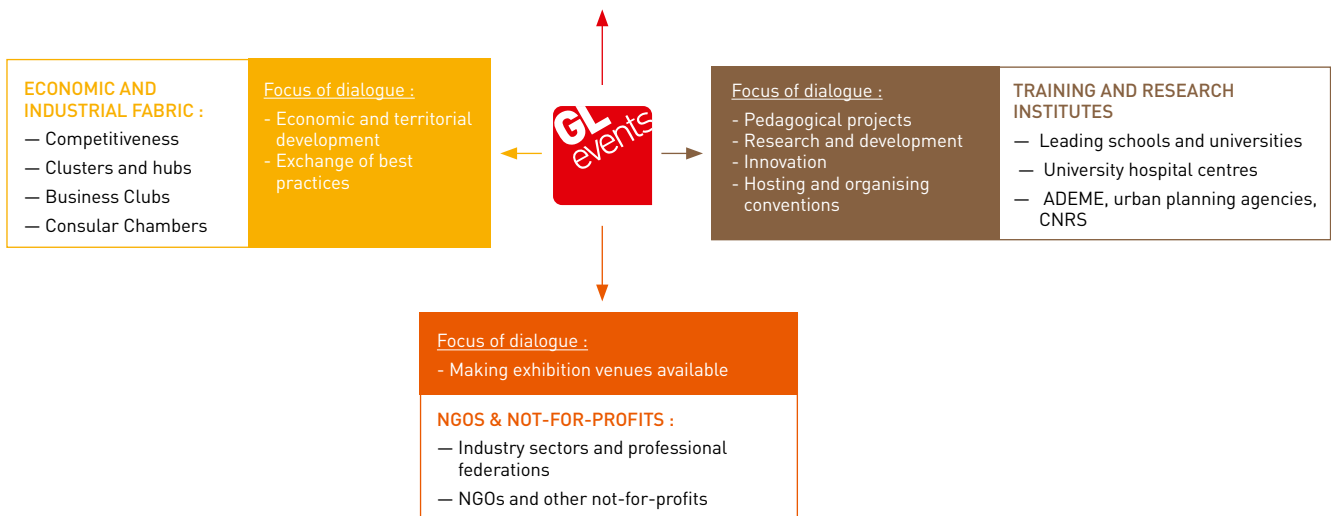
In addition to its role as a manager of venues, GL events Venues also contributes significantly to business tourism, the economic development of businesses, industry and trade and more generally, territorial development. In the service of the public interest, exhibition and convention centres represent essential tools for public territorial policy.

Indeed, the role of such venues is not limited to hosting or staging events. Through lasting relations based on continuous dialogue with partners, before and after the event, the venues are themselves stakeholders, occupying an integral place within local networks.

Strengthening territorial coverage

As manager of the venues, GL events develops strong relations with all stakeholders from the economic, political and non-profit sectors of the territory. As a member of this network of partners, the Group is able to identify the expectations and needs of each. The objective is to foster dialogue for launching effective initiatives for the territory and establish a common strategy for creating value.

Dialogue with stakeholders within GL events Venues



In partnership with the territory's main stakeholders, GL events actively works on developing the territorial network and facilitating contacts between companies (and their shareholders), professional associations, industry associations, learned societies, exhibitors, etc.

Supporting community vitality

The pace of local life is very often determined by the calendar of events that are hosted or organised. One of our roles in this context is contributing to the territory's strategy by providing guidance and support. As a place for exchange and as attractive destinations, the event venue offers an instrument for development by boosting the territory's vitality and notoriety. This involves actions, for example, to support the economy, industry and research, participating in community life, or contributing to local business sectors through events staged at Group sites.

Contributing to local jobs

The Group's responsibility in the area of sourcing and subcontracting is central to its sustainable development strategy. Its policy providing for a national list of suppliers in this way encourages, when local suppliers meet these standards, using the latter to promote the local economy, in a spirit of economic partnership (example: caterers, printers, communications, security services, etc.).

The creation of indirect economic value

From a purely economic standpoint, the creation of value in the territory goes beyond the simple metric of sales and job creation generated directly by the sites. Several studies initiated in coordination with tourism offices, professional federations or convention bureaus, highlight two types of economic impacts:

- spending of convention goers or visitors that increases with the distance from 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.

Promoting the territory

Even though promoting the territory is not the primary mission of an event venue as such, by receiving outside visitors and driving territorial development, it exercises an important role in selling the destination. Several initiatives have been launched by GL events to promote destinations and sell a comprehensive range of effective and competitive services.

GL events Exhibitions: energising professional communities and local initiatives through trade shows

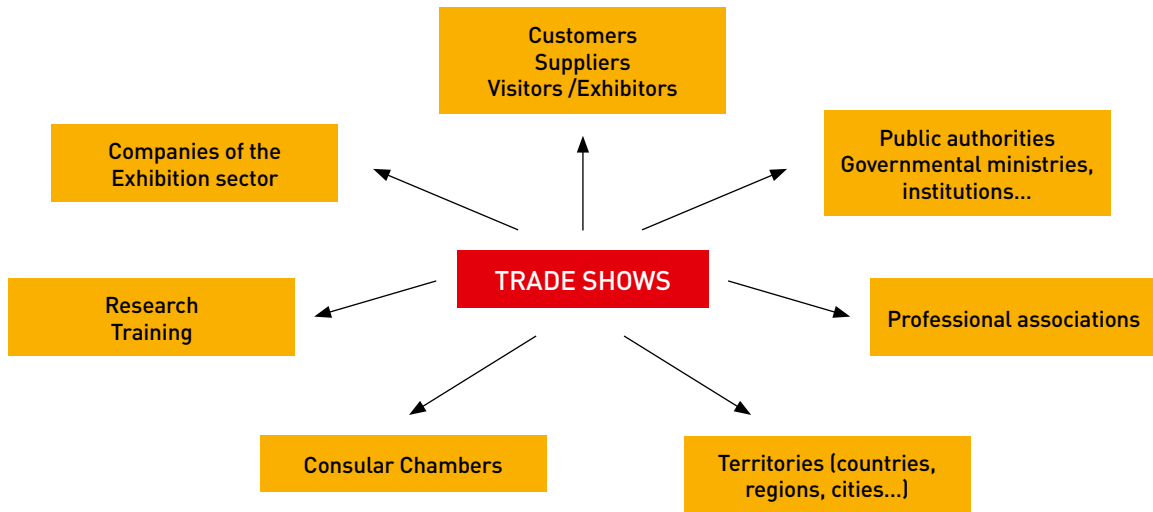
More than an ephemeral professional meeting, the trade show has become a space for staging special events, exchange and dialogue for communities of professionals and associations, and between stakeholders. professional federations, companies, public authorities, political and economic decision-makers, clusters, research and training institutions, experts, customers, suppliers, media, local authorities, regions and countries for international trade shows, etc.

As such, it is also a catalyst for innovation where the latest trends for products and services are showcased. The content of such events is evolving with the integration of symposia and conferences. Whether international or natural events with local dimensions or events anchored in their regions, trade shows remain powerful vectors for territorial economic development.

CENTRE DE CONGRÈS
DE LYON, FRANCE



Trade shows: platforms for stakeholder dialogue



Facilitating community exchanges outside trade shows

Promoting community exchanges does not end with the trade show. Fostering continuing relations between event stakeholders (visitors, exhibitors, media, experts, labour unions) is achieved through different channels:

- Moderating websites, blogs and dedicated social media networks
- Organising conferences, publishing high content newsletters, white papers, market watches.

International deployment: adapting to local environments, a key contributor to successful events

For the internationalisation or regionalisation of trade shows, the challenge is not their replication. They must also be adapted to address the specific characteristics of regional, national or international markets and the profile of the stakeholders of the target territories. The true significance of Think Local is reflected in the event's success. Local partnerships, adapting the offering to territorial stakes, these are key drivers of development.

PURCHASING, CONTINUING INTEGRATION OF A RESPONSIBLE APPROACH

GL events' purchasing policy concretely reflects its CSR commitment in order to secure the supply chain and better manage the environmental and social impacts of its purchases of products and services. Buyers put into practice the sustainable development priorities: integrating CSR criteria for the major market consultations, systematically submitting questionnaires to suppliers through a dedicated IT platform, etc.

The Group continues to evaluate key suppliers in relation to their performances in the different sustainable development areas. This system has been expanded to new calls for tender for master agreements. The Group Purchasing Charter that was just created has now been signed by its main suppliers, a testimony of their own engagement alongside GL events..

INTEGRATING SUSTAINABLE DEVELOPMENT INTO MANAGEMENT SYSTEMS

Sustainable development is cross-functional by nature. As such, it is destined to be taken into account in all processes of our companies. The implementation of management systems remains the best means for integrating CSR issues into day-to-day practices of staff. The scope of business units certified will be gradually expanded. In June 2014, Hall Expo obtained a dual certification for ISO

9001 (quality) and ISO 20121 (event sustainability management). After two years of efforts, the Spaciotempo teams received MASE certification (safety improvement) in September 2014.

A methodology guide for applying ISO 20121 to projects was introduced in 2014 and training will be provided to teams in the field in 2015.

SPONSORSHIP

GL events Group supported events occupying pre-eminent positions in the cultural and sportive life of the Lyons region in 2014:

- Events: Nuits Sonores, Fête des Lumières, Printemps de Pérouges, Biennale de la Danse.
- Sports: LOU Rugby club, Equita, L'Asvel.

In parallel, each business unit supports at a local level not-for-profit initiatives that address the social challenges of their territory, based on a community-based approach:

— Support for "Le Petit Monde" in Lyon (French non-profit organisation that provides accommodation facilities to hospitalised children).

— Support for the NGO, War Child at the World Forum in The Hague

— Promotion of a charitable organisation at each match of the LOU Rugby club

— Square Brussels meeting centre: assistance to homeless persons for accommodations during the winter (Algeco site)

• Loan of equipment to Handicap International for the Shoe Pyramid at GLM (Mobilier Paris)



2015 PRIORITIES

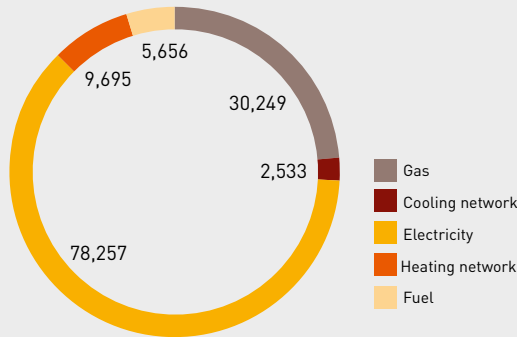
- Venues: tests for measuring territorial goodwill for a site for a destination
- Exhibition: test using the format of an "expanded" trade show report
- Work with purchasing departments on a geographic approach

THINK GREEN INDICATORS

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

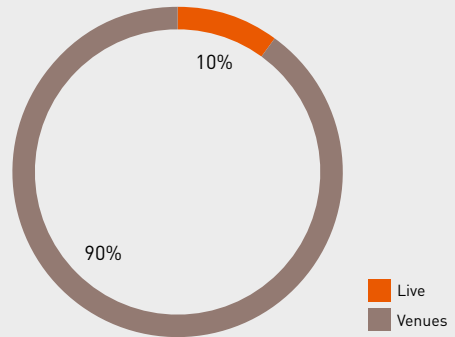
Based on data provided, GL events Live accounts for 10% of energy consumption within the relevant reporting boundary. Consumption of the GL events Venues scope reflects the nature of the buildings that in certain cases can reach a surface area of 120,000 m² such as Eurexpo in Lyon. Weather conditions and fluctuations in the level of activity also have a significant impact on energy consumption.

TOTAL ENERGY CONSUMPTION BY SOURCE (IN MWh)



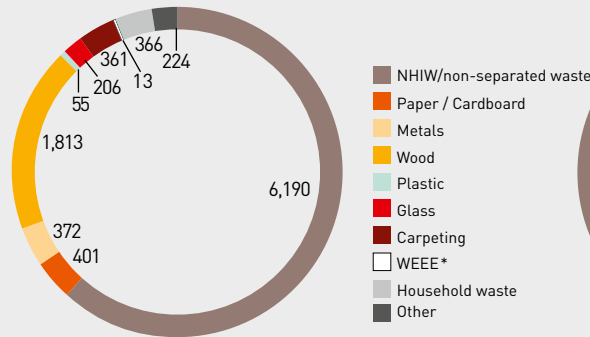
Total : 126 390 MWh

ENERGY CONSUMPTION BY BUSINESS UNIT



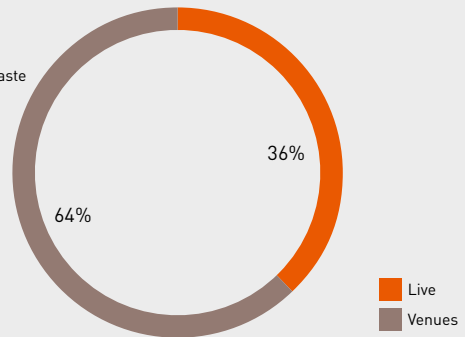
It should be noted that of the approximately 9,999 tonnes of reported waste, the Venues business unit produces 64%. We also note in the volumes reported for this business unit that a significant percentage of this volume originate outside of GL events from external event organisers. In consequence, if GL events Venues manages the waste generated by the events it hosts, it is nevertheless not the direct source.

TOTAL QUANTITY OF WASTE PRODUCED BY CATEGORY (IN TONNES)



Total : 9,999 tonnes

QUANTITY OF WASTE PRODUCED BY BUSINESS UNIT



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..

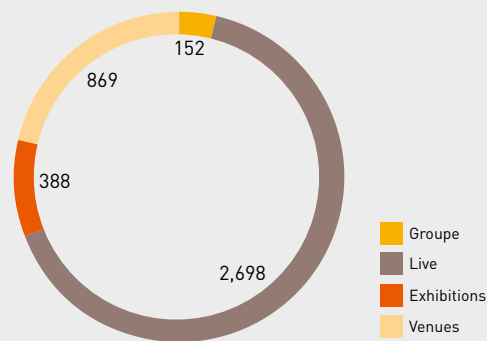
Water consumption
336,559 m³

THINK PEOPLE INDICATORS

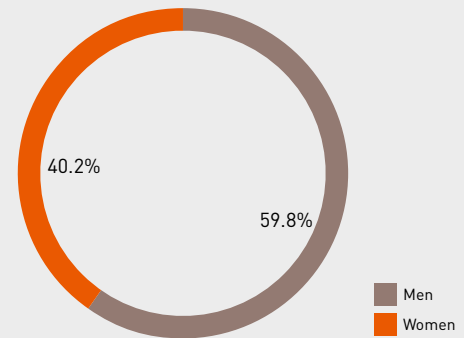
Note: indicators calculated based on the workforce at 31 December 2014

The men and women of GL events

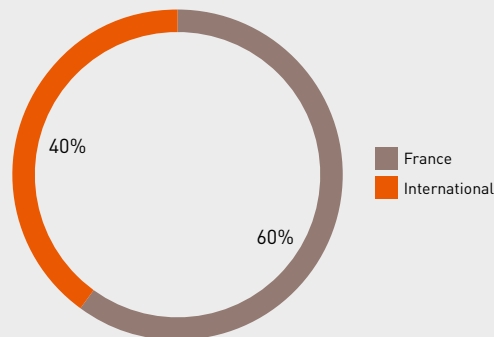
HEADCOUNT BY BUSINESS UNIT
(AT 31/12/2014)



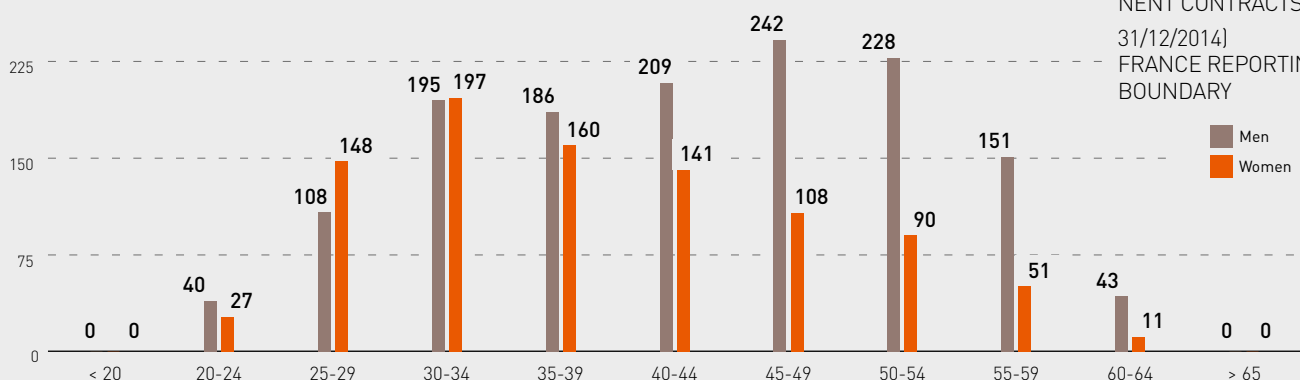
HEADCOUNT BY GENDER
(AT 31/12/14)



HEADCOUNT BY REGION
(AT 31/12/14)



HEADCOUNT BY GENDER AND AGE BRACKET (PERMANENT CONTRACTS AT 31/12/2014)
FRANCE REPORTING BOUNDARY





ARTIC MONKEYS -
HSBC ARENA, RIO DE
JANEIRO, BRAZIL
15 NOVEMBER



HISTORY AND MILESTONES



CONVENTION OF THE
FRENCH INSTITUTE
OF CHARTERED
ACCOUNTANTS,
SAINT-ÉTIENNE,
FRANCE
8-10 OCTOBER

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.).

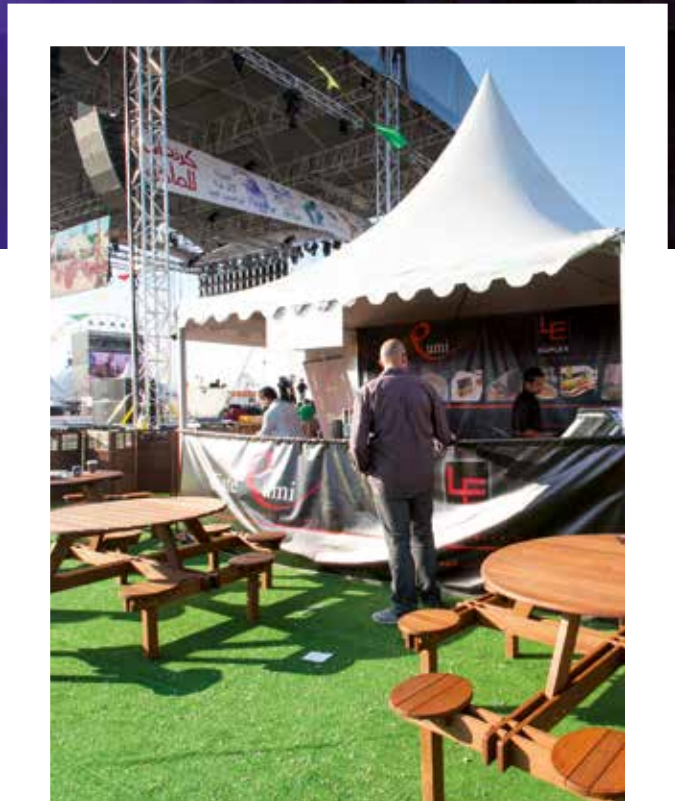
MAJOR PROJECTS FOR THE GROUP: Olympic
Games in Sydney; the European Heads of State
Summit (coinciding with the French EU Presidency);
and several second millennium events.

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.



20TH ANNIVERSARY
OF LIDL SPAIN- CCIB
BARCELONA, SPAIN
9 APRIL

DUBAI FOOD FESTIVAL
- DUBAI, UNITED ARAB
EMIRATES
21-22 FEBRUARY





CONSTRUIR - RIO
CENTRO, RIO DE
JANEIRO, BRAZIL
1-4 OCTOBER

FÊTE DES LUMIÈRES
- CHÂTEAU DE SAINT-
PRIEST, FRANCE
5-8 DECEMBER



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.

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.

MONTE CARLO
INTERNATIONAL
CIRCUS FESTIVAL
- MONACO
16-26 JANUARY



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.

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

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



NUTTS SONORES –
LA SUCRIÈRE, LYON,
FRANCE
28 MAY

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.

DEVELOPMENT OF FOOD & BEVERAGE.

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

2013

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

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

AFTER THE MAISON DE LA MUTUALITÉ, a second Terroir Parisien» restaurant is opened at the Palais Brongniart.

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

2014

ON 1ST JANUARY, THE GROUP'S THREE EVENT AGENCIES – Alice Événements, Market Place et Package – are combined into a single entity, specialised in strategic and operating communications for events. Live! by GL events. .

THE GROUP OBTAINS A PUBLIC SERVICE CONCESSION THROUGH STRASBOURG ÉVÉNEMENTS for the management of two major facilities: the Music and Convention Centre and Exhibition Park of Strasbourg.

AS A STAKEHOLDER OF THE G20 in Brisbane, Australia and the COP 20 in Lima, Peru, the Group confirms its positioning for major political and environmental events.

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

THE OFFERING OF MODULAR STADIUMS introduces an innovation with the concept of rapidly installed and cost-efficient infrastructure.



Flageolet d'Elampes
Paris
de Meaux
Haricot flageolet de Vitry
Frédéric Lalos

« Neau-chaud » sauce gribiche
Meaux
de Paris
Carotte marché de Paris
Clément Darné

« Neau-chaud » sauce gribiche
Meaux
de Paris
Carotte marché de Paris
Clément Darné

Agneau Champvallon
Chou-fleur de Chambourcy

Melon de Paris
Pissenlit de Montmagny
Philippe Nantois
Agneau d'Ile de France
Baquette Parisienne

Alexandre Drouard
Poireau de Gennevilliers

Navet jaune de Montmagny

Pommes faro
Oignon

Belle de Fontaine

Mel

Corn

Barbue d'

Carotte de Croisic

Pe

Oignon blanc

Oignon blanc

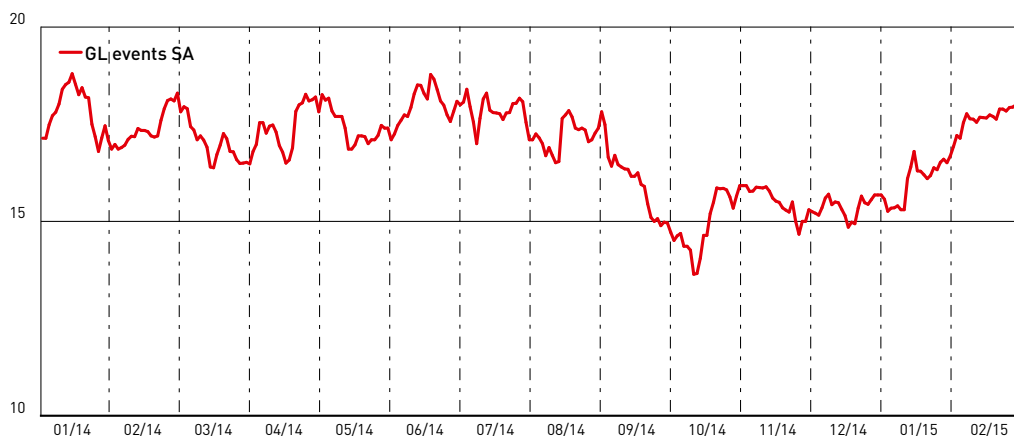
WE OWN THE NIGHT,
NIKE TRAINING CLUB
- PALAIS BRONGNIART,
PARIS, FRANCE
14 MAY



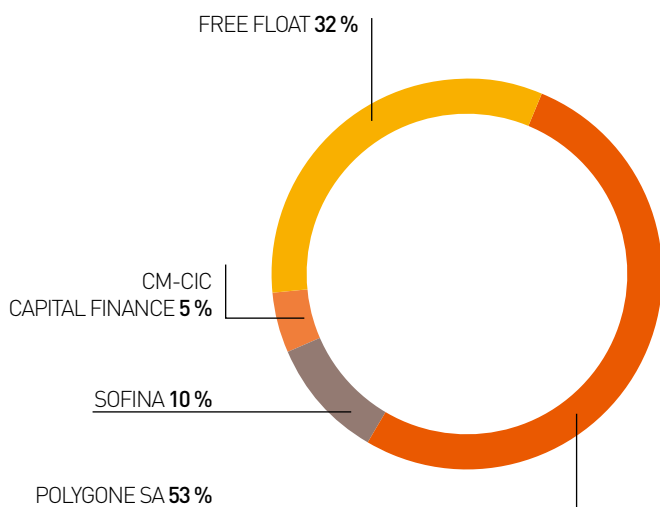


SHAREHOLDER INFORMATION

Share price data

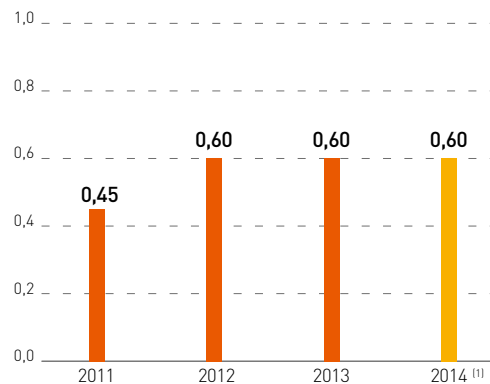


Shareholder ownership structure at 31 December 2014



Dividends

Dividend of €0.60 proposed to the AGM of 30 April 2015 Commitment to maintaining resources to support an exceptional period of development over the coming years. A yield of 3.5% based on the closing price of 4 March 2014.



(1) Proposed

2015 INVESTOR CALENDAR

28 APRIL 2015	2015 1 st quarter sales (after the close of trading)
30 APRIL 2015	AGO / AGE in LYON
9 JULY 2015	2015 2 nd quarter sales (after the close of trading)
2 SEPTEMBER 2015	1 st half results (after the close of trading)
20 OCTOBER 2015	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).

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

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