

40 ANS
DE PASSION

40 YEARS
OF PASSION



1970
2018

ANNUAL RESULTS
22 MARCH 2018

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GL EVENTS' 40 YEARS OF EXISTENCE, 20 YEARS AS A LISTED COMPANY



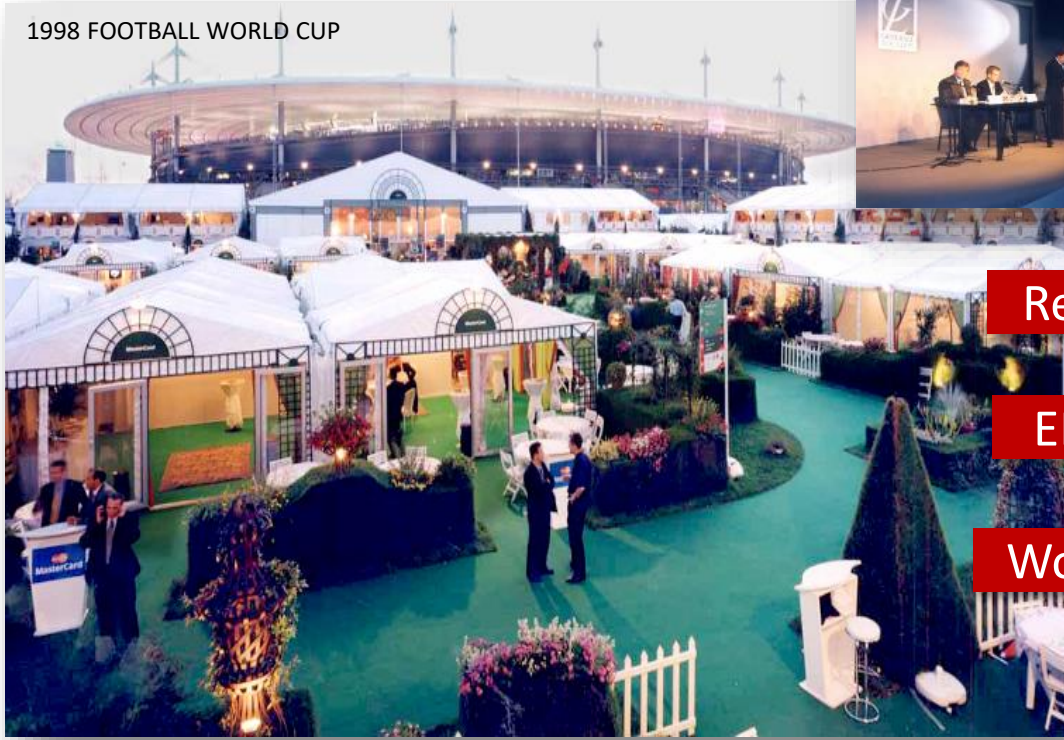
- 1978 → CREATION OF POLYGONE SERVICES
- 1998 → GÉNÉRALE LOCATION IPO
- 2018 → GL EVENTS NEARING THE €1BN REVENUE MILESTONE

SINCE 1998, 20 YEARS OF GROWTH

IPO



1998 FOOTBALL WORLD CUP



1998

2018

Revenue

€130m

€954m

x 7

EBITDA

€20m

€135m

x 7

Workforce

1,132

4,300

x 3.5

SINCE 1998, 20 YEARS OF DEVELOPMENT DEVOTED TO BUILDING AN INTEGRATED EVENT INDUSTRY GROUP

SAO PAULO EXPO



SYDNEY OLYMPIC GAMES



	1998	2018
BUSINESSES	1	3
EVENTS	0	300
VENUES	1	40

FROM GÉNÉRALE LOCATION TO GL EVENTS, A TRANSFORMATION INTO AN INTERNATIONAL PLAYER

AICHI / JAPAN

EIFFEL BRANLY
RECEPTION
SPACE



1998

2018

INTERNATIONAL
SCALE

6

+ 20

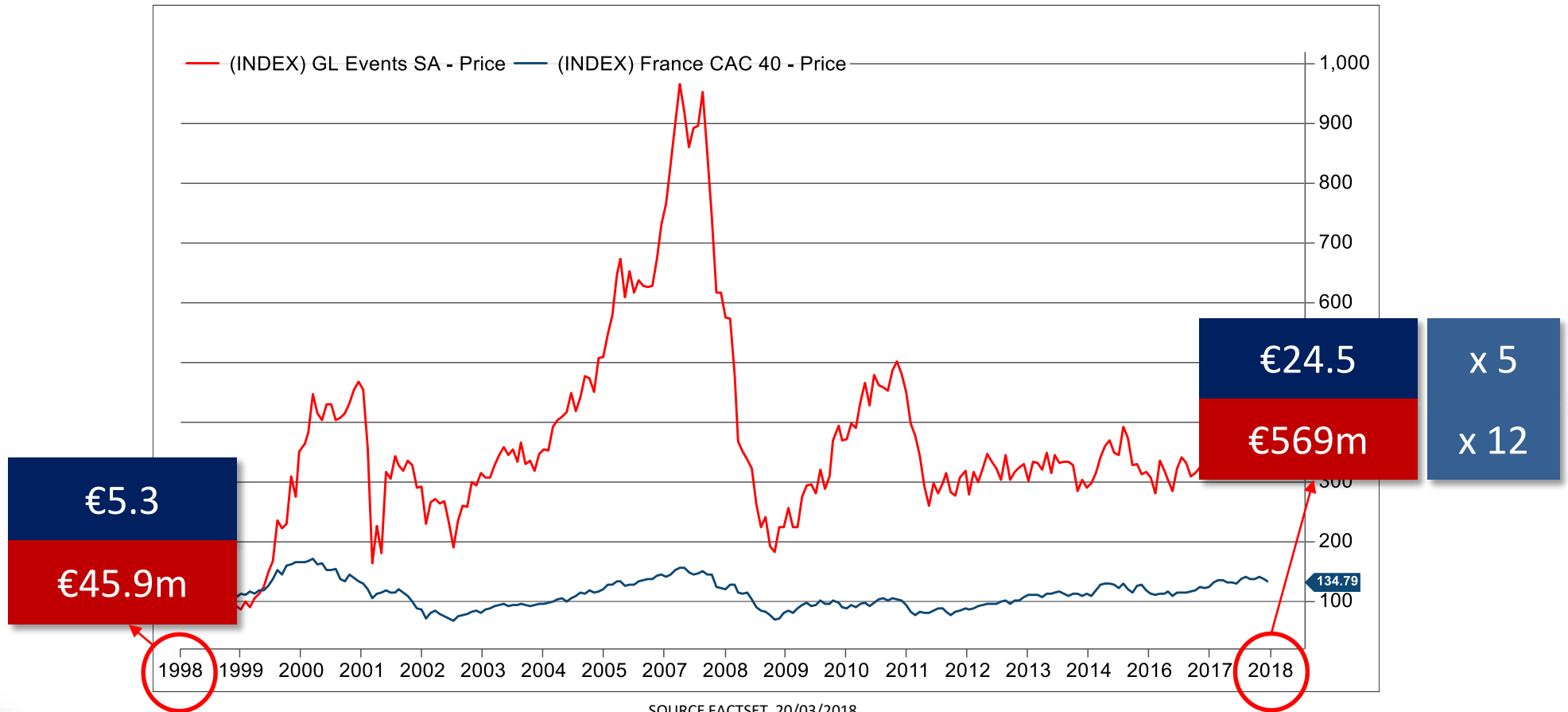
COUNTRIES

INTERNATIONAL
REVENUE

10%

45%

STOCK PRICE MULTIPLIED BY 12 IN 20 YEARS



SOURCE FACTSET, 20/03/2018



40 YEARS: GL EVENTS, AN INTEGRATED PROVIDER OF EVENT SOLUTIONS AND SERVICES

50%
of 2017
revenue

GL EVENTS LIVE
SERVICES FOR EVENTS



17%
of 2017
revenue

GL EVENTS EXHIBITIONS
ORGANISING TRADE SHOWS AND
CONSUMER FAIRS,
CONVENTIONS AND EVENTS



33%
of 2017
revenue

GL EVENTS VENUES
VENUE MANAGEMENT



3 COMPLEMENTARY BUSINESSES

- AN INTEGRATED OFFERING COVERING THE THREE MAJOR EVENT INDUSTRY SEGMENTS.
- A STRATEGY OF GLOBAL INTEGRATION FOR THESE BUSINESSES AT THE INTERNATIONAL LEVEL.

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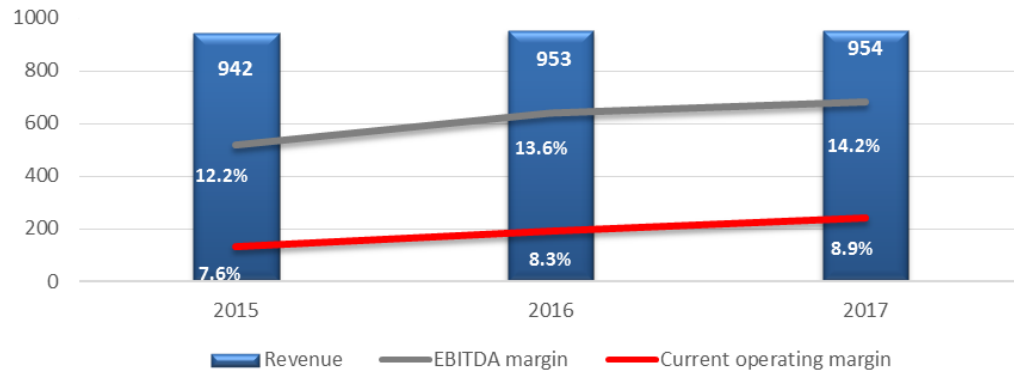


1970
2010

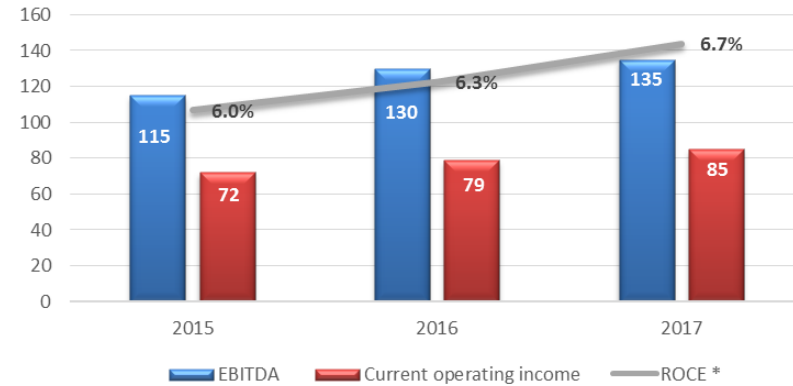
2017 HIGHLIGHTS

2017 FINANCIAL HIGHLIGHTS: STEADY SALES AND IMPROVING PROFITABILITY

Revenue, EBITDA margin & Current operating margin



EBITDA, Current operating income & ROCE



* 2017: adjusted for acquisitions on full-year basis

2017 ANNUAL HIGHLIGHTS

GROWING BUSINESS MOMENTUM OF SAO PAULO EXPO

Venues EBITDA margin: + 1 pt.



TARGETED ACQUISITIONS

Market positions reinforced in key regions and strategic businesses for the Group

A PROJECT TO STRENGTHEN OUR PRESENCE IN ASIA

Preferred bidder status awarded for the future Aichi International Exhibition Centre in Japan

2017 ANNUAL HIGHLIGHTS: TARGETED ACQUISITIONS

**STRENGTHENING THE BUSINESSES
AS A PROVIDER OF SUPPLIES AND EQUIPMENT
IN KEY INTERNATIONAL REGIONS**



Chile

Supply and medium term leasing of modular structures



United Kingdom

A provider of temporary structures



Dubai

A provider of temporary structures and indoor fixtures, power and cooling units



**STRENGTHENING MARKET POSITIONS IN FRANCE
IN STRATEGIC SEGMENTS**



Organisation of medical conventions and training



Trade show devoted to industrial subcontracting



Exhibition devoted to sheet metal and welding technologies

**ACCRETIVE BUSINESSES
IN KEY GROWTH MARKETS –
€18 MILLION IN REVENUE**

**A REINFORCED MARKET
POSITION
FOR THE ORGANISATION OF
MEDICAL CONVENTIONS**

**OBJECTIVE:
CREATE THE LEADING
SHOWCASE FOR FRENCH
INDUSTRY**

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FINANCIALS

2017 REVENUE BY BUSINESS DIVISION

- **A very good business performance** contributing to largely stable revenue (€0.8 million) despite **the absence of major Jumbo events** (€130 million in 2016) and **an unfavourable foreign exchange effect** (€12 million).
- Highlighting the ability of Group teams to seek out and develop new markets

€m	2017	2016	2015	Change 2016/2017	Change 2015/2017
Live	471.9	500.5	486.4	-6%	-3%
Exhibitions	165.2	144.9	166.4	14%	-1%
Venues	316.7	307.6	289.6	3%	9%
Revenue	953.8	953.0	942.4	0.1%	1.2%

Unfavourable base effect: absence of Jumbo events and a negative foreign exchange effect

Good performance. Year including SIRHA. Continuing focus on optimizing the exhibition portfolio's business profile

Full-year impact of SP Expo
Continuing growth of Group venues (Paris, Lyon, Budapest...)

GL EVENTS LIVE 2017



2017 was marked by a less favourable calendar for large events, though with a performance that limited the decline in revenue through the Division's positive business momentum and effectiveness of its strategic drivers:

Defending its business positions and market share for events and recurrent customers:

- Recurrent events: SIRHA, the International Agricultural Show, Saut Hermès, Equita...
- Important events: the Convention of Notaries, the European launch of the new Nissan Micra
- New projects focusing on its expertise in stadiums, the La Rochelle grandstand seating extension, installations for U Arena
- New offerings for exhibitors, in particular innovative stands for major contracting parties (Reed and Comexposium) and Première Vision (creation of a new stand of 35,000 sqm)

GL EVENTS LIVE 2017



Success by the Division in competing for prestigious events:

- France-Africa summit in Mali,
- America's Cup, structures in the Bermudas
- CAN 2017 in Gabon
- Confederations Cup in Russia
- African Union-European - Union Summit in Côte d'Ivoire

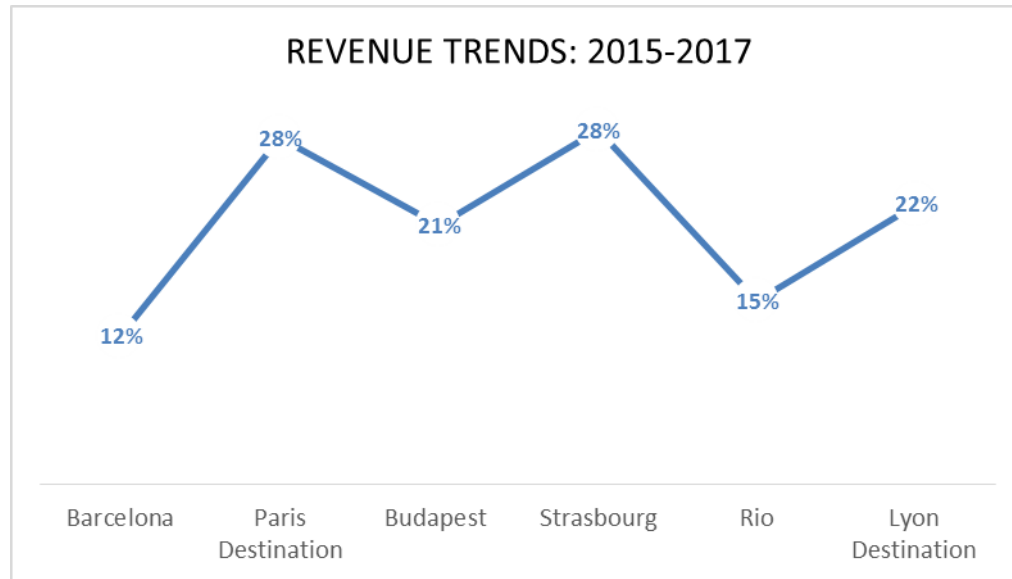
GL EVENTS EXHIBITIONS 2017

- **Solid gains for revenue and attendance for B2B blockbusters:**

No. of Exhibitors & Visitors	2017		Prior editions		Exhibitors (change %)	Visitors (change %)
	Exhibitors	Visitors	Exhibitors	Visitors		
CFIA	1,150	20,063	952	19,062	✓ 21%	✓ 5%
Europack-Euromanut	540	16,100	422	11,081	✓ 28%	✓ 45%
Industrie	920	24,934	859	18,909	✓ 7%	✓ 32%
Sirha	1,947	189,574	1,918	132,447	✓ 2%	✓ 43%
Paysalia	664	25,096	570	17,643	✓ 16%	✓ 42%
Rocalia	125	14,580				
Première Vision	3,626	220,459	3,667	234,681	✗ -1%	✗ -6%

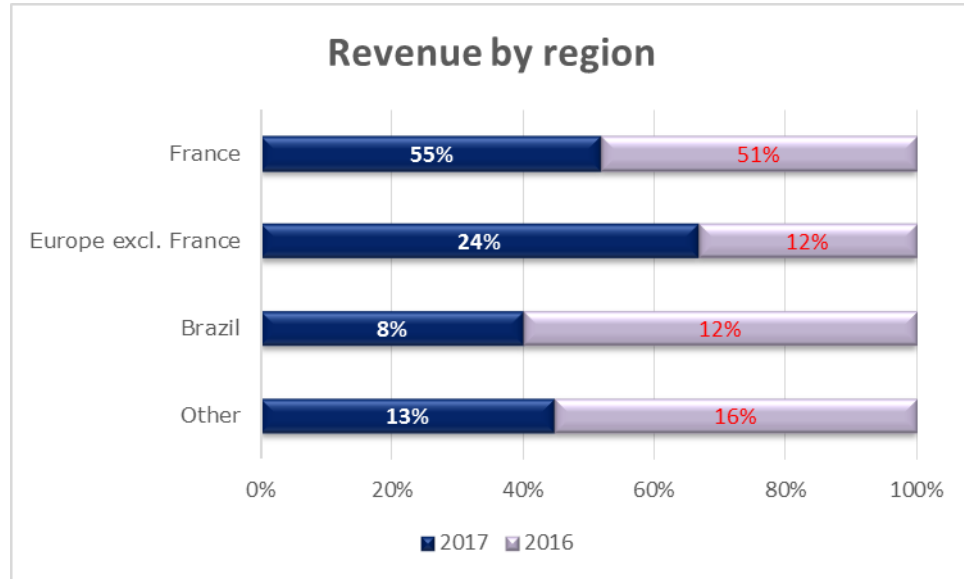
- **For B2B exhibitions business performances were more mixed**

GL EVENTS VENUES 2017



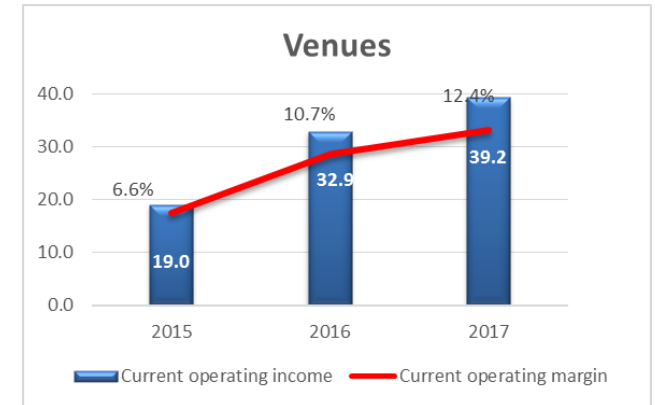
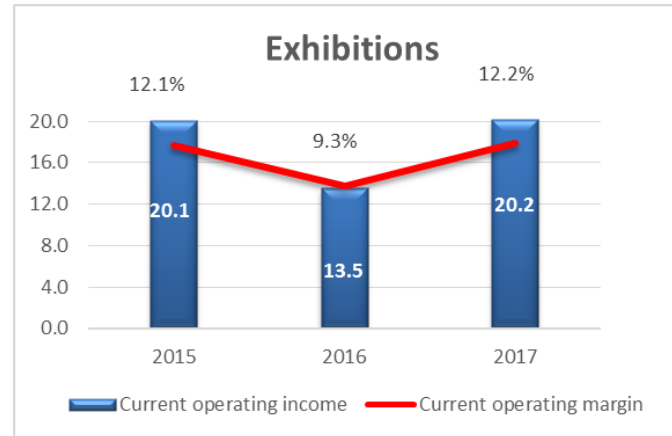
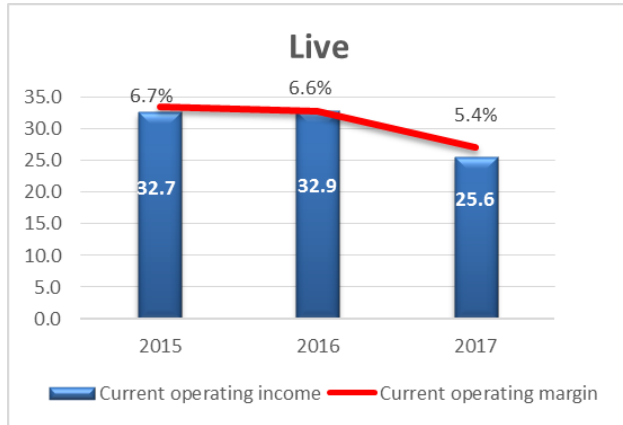
- Opening of a sales office in New York to promote operations in Brazil and Europe.
- Renewal of the management concession for Polydome of Clermont Ferrand for 10 years.
- Full-year impact of Sao Paulo Expo.

REVENUE BY REGION: 2017 & 2016



- France accounted for 55 % of sales in 2017 vs. 51 % in 2016
- Brazil: impact of the Rio Olympic Games in 2016 partially offset by Sao Paulo Expo's growing business momentum
- Other countries: COP 22 in Morocco in 2016.

CURRENT OPERATING MARGIN BY BUSINESS DIVISION



- **Live** : a year without jumbo events vs. 2015 and 2016 but bolstered by the recovery of the corporate segment and the improvement in the UK
- **Exhibitions**: a marginal improvement in the operating margin, good performances from B2B events (Industrie, SIRHA, Première Vision, Paysalia...)
- **Venues**: a favourable biennial effect, full-year contribution from SP Expo and growth of Paris, Lyon, Budapest...

OPERATING PROFIT 2017: + 7.2%

€m	2017	2016	2015	Change 2016/2017	Change 2015/2017
Revenue	953.8	953.0	942.4	0.1%	1.2%
Purchases and external charges	-569.5	-579.5	-584.4	-2%	-3%
Staff costs and profit sharing expenses	-233.4	-226.3	-222.5	3.1%	4.9%
Other operating income and expenses	0.1	-1.3	-0.3	N/A	-133%
Taxes and similar payments	-15.8	-16.0	-20.4	-1%	-23%
EBITDA	134.8	129.9	114.8	4.1%	17.8%
<i>EBITDA margin (%)</i>	<i>14.2%</i>	<i>13.6%</i>	<i>12.2%</i>		
Accumulated depreciation and provisions	-50.2	-50.6	-43.1	-1%	16%
Current operating income	85.0	79.3	71.7	7.2%	18.5%
<i>Group current operating margin (%)</i>	<i>8.9%</i>	<i>8.3%</i>	<i>7.6%</i>		
Other non-current income and expenses	-0.6	-2.2	-2.6	-72.7%	-76.9%
Operating profit	84.4	77.1	69.1	9.5%	22.1%

- **Purchases and external charges**
 - The ratio of purchases and external charges to sales declined one point vs. 2016 (60% vs. 61%)
 - The level of internal subcontracting grew 4 % vs. N-1 (> 80 %)
 - Absence of jumbo events
- **Staff costs contained**
 - Excluding the impact of changes linked to acquisitions, payroll was up only €2 million vs. N-1
- **Other non-current income and expenses**
 - Impact of reorganisations / portfolio adjustments
 - Indemnity received upon the end of Verona litigation

CONSOLIDATED RESULTS 2017

€m	2017	2016	2015	Change 2016/2017	Change 2015/2017
Operating profit	84.4	77.1	69.1	9.5%	22.1%
Net financial income (expense)	-16.9	-17.2	-12.4	-2%	36%
Profit before income tax	67.5	59.9	56.7	13%	19%
Income tax	-21.5	-22.7	-18.6	-5%	16%
Net income of consolidated companies	46.0	37.2	38.1	23.7%	20.7%
Equity-accounted method	-0.3	-0.9	-1.0	-67%	-70%
Net income	45.7	36.3	37.1	25.9%	23.2%
o/w NCI	10.6	4.4	6.3	141%	68%
o/w Net income attributable to equity holders of the parent	35.1	31.9	30.8	10%	14%

- **NET FINANCIAL EXPENSE**

- Lower borrowing costs (€0.9 million => cf. debt restructuring in H2 2016) despite a non-cash charge of €1.8 million: restructuring of interest rate hedges

- **CORPORATE INCOME TAX**

- Rate of 32%, down vs. N-1 impacted by improved profitability in Turkey and Hungary

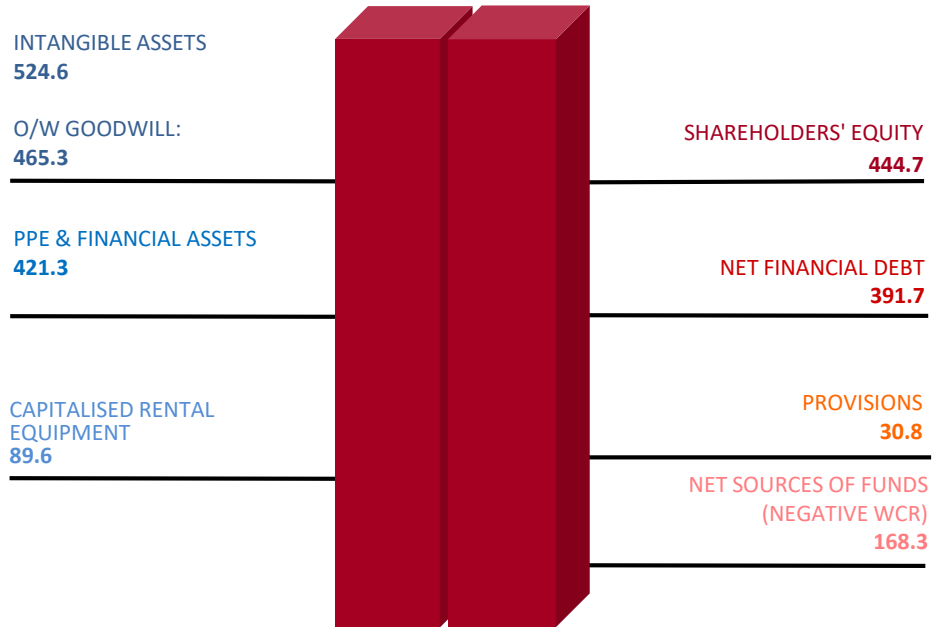
- **NON-CONTROLLING INTERESTS**

- SIRHA impact and improved profitability for Strasburg, Turkey

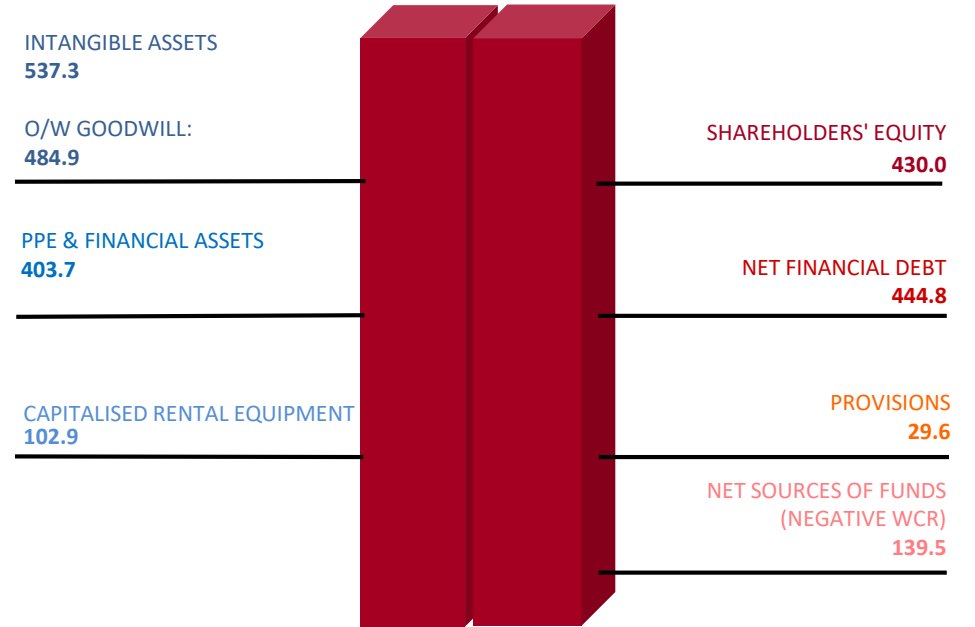
- **RATE OF NET INCOME ATTRIBUTABLE TO THE PARENT OF 3.6% (VS. 3.3% IN N-1)**

BALANCE SHEET AT 31/12/2017

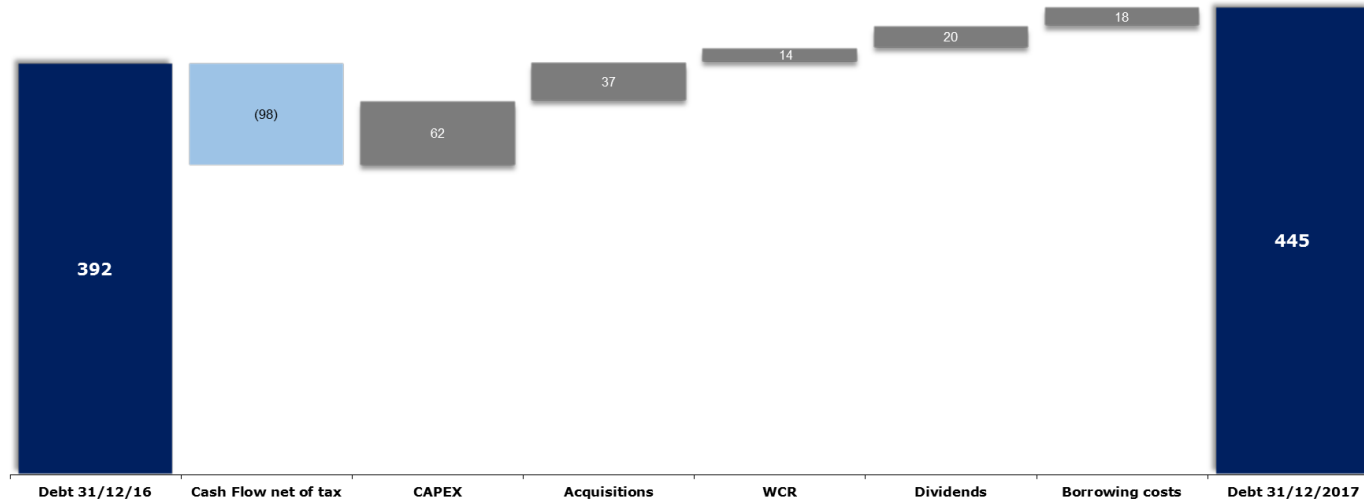
**31/12/2016
(€m)**



**31/12/2017
(€m)**



CHANGE IN NET DEBT



- Improved cash flow + €9.3m vs. 2016
- Capital expenditures divided by 2 vs. 2016
- 2017 acquisitions and the balance of the purchase price for Jaulin Group.
- 2016 Net Source of Funds included inflows from SIRHA and COP 22. Trade payables having been settled in Q1 2017
- Lower borrowing costs (restructured in Q3 2016)

A DEBT ASSOCIATED WITH LONG-TERM AND SECURE ASSETS

- Debt backed by long-term assets secured by commitments and concessions with terms of several decades.
- **60 %** of debt linked to long-term assets.

Venues under concessions and remaining terms

Palais Brongniart work (25 yrs.)

Matmut Stadium work (59 yrs.)

Metz Renovation work (25 yrs.)

Rio Centro (40 yrs.)

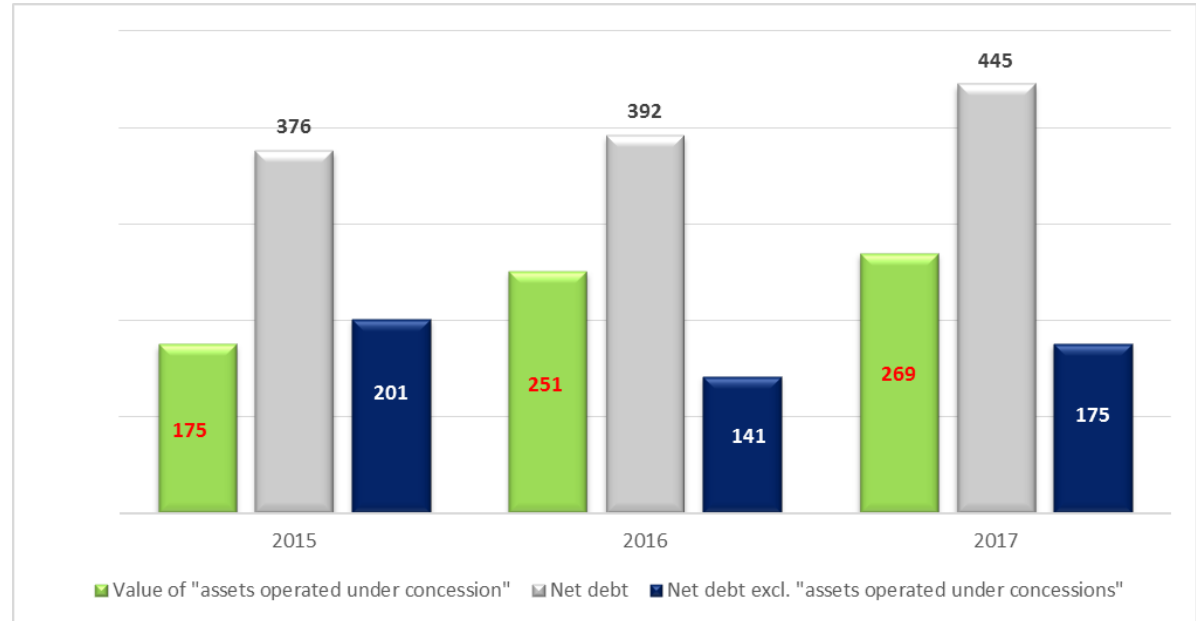
Arena Rio (29 yrs.)

Eurexpo (29 yrs.)

Sao Paulo Expo (27 yrs.)

Grand Hôtel Mercure Rio (40 yrs.)

- Average maturity of 4 years
- Average rate 2.77%
- Restated gearing 41 % (vs. 103 % not restated).



MATMUT STADIUM INAUGURATION / LYON



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STRATEGY
& OUTLOOK

INTEGRATION OF ACQUISITIONS COMBINED WITH MARKETING CAPACITY: GLOBAL INDUSTRIE

Before:

4 independent trade shows



Digital solutions for factories

midest

Industrial subcontractors

TOL
expo

Sheet metal & welding technologies

Start-Ups
Demonstrators

Innovation

2018: an integrated trade show

Villepinte, from 27 to 30 March 2018



Demonstration of GL events' expertise in rapidly integrating new acquisitions

- With the acquisitions of Midest and Tolexpo, GL events created a major overarching industry event
- An ambition: "Become the largest professional event in France devoted to industry today and tomorrow"

A new large-scale annual industry event

- Even years: Villepinte
- Odd years: Lyon

1st major edition in Paris in 2018:

- Bringing together all industrial sectors
- 100,00 sqm of space, 5 halls
- Approximately 2,700 exhibitors (international: 30%)
- Approximately 50,000 visitors expected

REINFORCING SYNERGIES

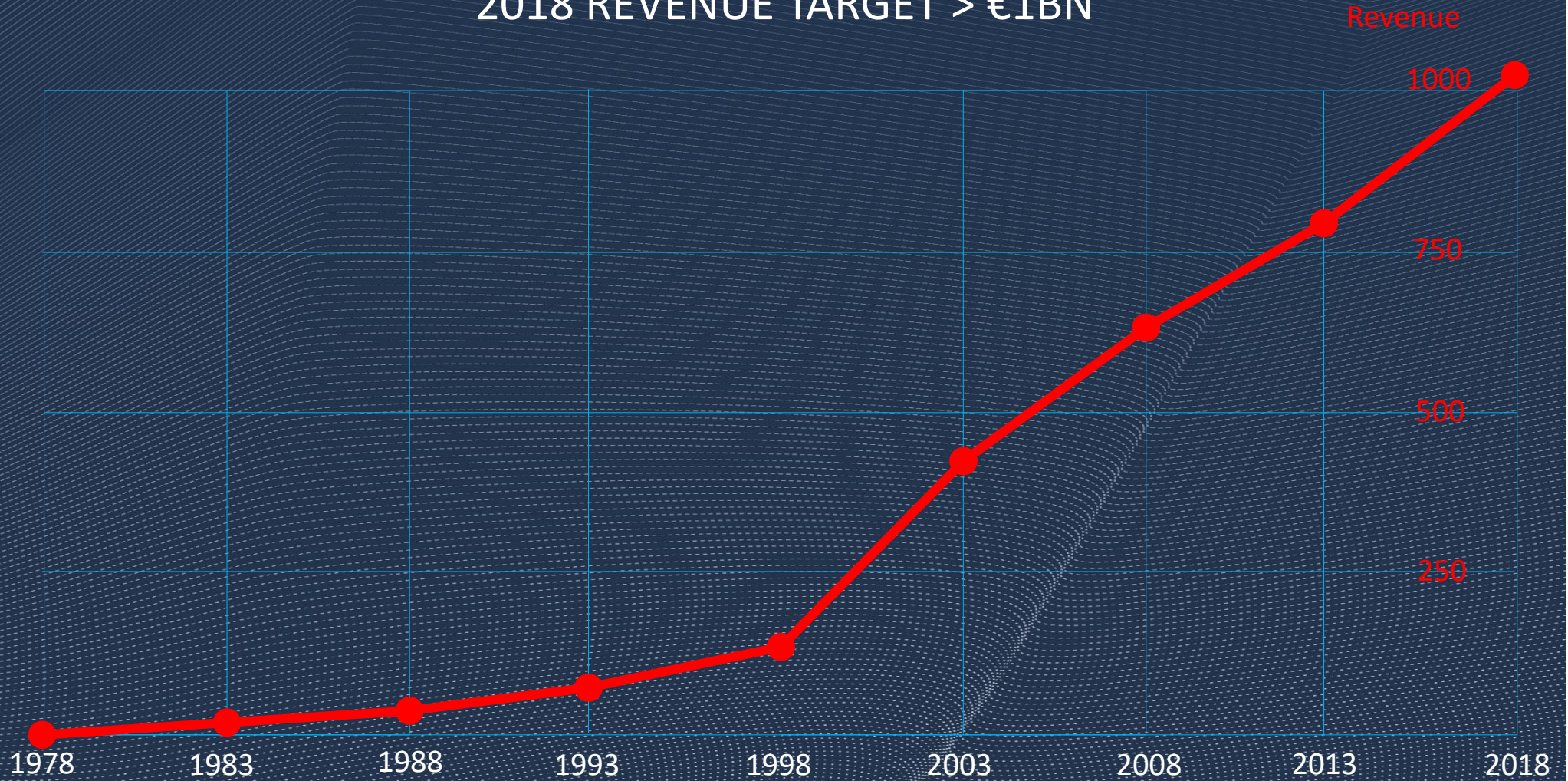


- Gains by the Enova trade fair (EXHIBITIONS, VENUES and LIVE)
- 1st Edition of SIRHA GREEN in June 2018 (EXHIBITIONS, VENUES and LIVE)
- EUROBOIS, France's lumbar sector trade show (EXHIBITIONS, VENUES and LIVE)
- CFIA's attractiveness confirmed (EXHIBITIONS and LIVE)
- The development of the Venues division's sites generates services for GL events Live

PRESENCE AT INTERNATIONAL EVENTS

- Winter Olympic Games in South Korea
- 10th edition of the Saut Hermès equestrian show at the Grand Palais in Paris
- Commonwealth Games in Australia
- Longines FEI World Cup™ Finals for Jumping & Dressage
- World football Cup in Russia (installation services for the company marketing VIP packages)
- Asian Games of Djakarta
- Ryder Cup in Paris (the worlds' 5th largest event in terms of television audience)

2018 REVENUE TARGET > €1BN



AND TOMORROW? CONTINUING GROWTH

GROWTH

- Balanced growth across all businesses, in France and international markets, combining organic growth and targeted acquisitions

PERFORMANCE

- Continued focus on effectively managing financials

DEVELOPING ASSETS

- Developing the Group's tangible and intangible assets: event venues and flagship exhibition brands

INNOVATION

- Pursuing opportunities linked to technology trends and topics: innovative event concepts, digitization, extracting value from data

DEVELOPMENT PROJECTS

- **GL events Live:** Continuing to reinforce geographical and targeted business line coverage to complete the offering
- **GL events Venues:** Calls for tender in progress in France and international markets to expand the network and develop a multi-destination business offering
- **GL events Exhibitions:** Complementary "products" for strategic segments and geographic opportunities

DEVELOPMENT PROJECTS IN ASIA

ASIA, A COMPLEMENTARY REGION FOR THE GROUP'S DEVELOPMENT

Japan, a country with major events in the pipeline

- World Rugby Cup WCR 2019
- Tokyo 2020 Olympic Games

...and where GL events has established a foothold by obtaining preferred bidder status for the future Aichi International Exhibition Centre

China, a market of the future



- Joint venture between GL events and Yuexiu Group to develop a network of event venues
- Management by GL events of the future 50,000 sqm Guangzhou Yuexiu International Congress Centre targeted for opening in 2020.
- Organisation and sponsoring agreement for the Bourse d'Or Asia-Pacific in Guangzhou, first step in ramping up its role as a content provider

DEVELOPMENT PROJECTS IN ASIA



United Arab Emirates

- Projects for GL events Venues
- With acquisitions completed 2017, projects for development for the entire region in view of the upcoming events:
 - Africa Cup of Nations (2019),
 - World Expo "Dubai 2020«
 - The World Football Cup (2022).

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CSR ENGAGEMENT

AND TOMORROW? SUSTAINABLE DEVELOPMENT & PERFORMANCE

GL EVENTS, AN ENGAGED CORPORATE CITIZEN

With a CSR approach since 2009

Industry recognition: included in
the Gaïa ranking since 2015



27th / 85

Revenue category >
€500 million:

34th / 230

General ranking

A STRONG ENGAGEMENT WITH 3 PRIORITIES

A responsible
employer



The staff:
an intangible asset
underpinning performance

Reducing the
environmental
footprint



Developing
sustainable design-based
offerings
a strong selling point

Contributing to
regional development



Positive impact
in local territories,
providing a guarantee
of operational
efficiencies

A strategy of sustainable growth and performance

CSR – A GROUP ENGAGEMENT SINCE 2009

- A sustainable development department offering dedicated expertise to support the operational teams
- A disability enterprise project
- Offerings of alternative products and services
- Three Group-wide programmes addressing environmental, employment-related and social challenges



- Sustainable offerings
- Waste management
- CO₂: Optimising transportation and energy consumption



- Safety
- Diversity and disabilities
- Promoting quality of life at the workplace



- Promoting the territories and the local economy
- Creating local value

Cross-functional challenges: sustainable purchasing, certifications, supporting the business lines

CSR - GL EVENTS INCLUDED IN THE GAÏA INDEX

Results of the 2017 Gaïa Rating campaign:

Global ranking: 37th/230

Ranking in the revenue category > €500m: 29th/87



Included in the 2017 Gaïa index

Gaïa-Index, a department of EthiFinance, is specialised in the analysis and rating of ESG (Environnement, Social and Governance) performances of SMEs and intermediate sized enterprises. Since 2009, Gaïa Rating has collected ESG data from most listed SMEs and midcaps in France. This information is used to rate their level of transparency and performance. Rankings are categorized by revenue band in order to present awards to the best actors from a select panel of 230 SMEs and midcaps listed on the Paris stock exchange, using 4 size and liquidity criteria. The ESG Gaïa Rating agency is used by leading management companies in their management processes and investment decisions.

The Gaia index ranks 70 mid-sized listed companies with the best CSR performances.

CSR - GL EVENTS INCLUDED IN THE GAIA INDEX



www.gaia-rating.com

GL Events

ISIN | FR0000066672
Macro secteur | Service
Marché | Compartiment B

Rating	Notation	2014	2015	2016	Tendance 2015-2016	Panel Gaïa 230 - 2017	Appréciation / Benchmark
GOVERNANCE	GOUVERNANCE	70	76	74	↘	66	●
Relations with shareholders	Relation avec les actionnaires	70	90	90	=	74	●
Functioning of governance bodies	Fonctionnement des instances de gouvernance	67	70	67	↘	67	●
CSR policy and business conduct	Politique RSE et conduite des affaires	80	80	80	=	57	●
EMPLOYMENT	SOCIAL	75	77	83	↗	63	●
Characteristics and labour policy	Caractéristiques et politique sociale	93	79	93	↗	74	●
Working conditions	Conditions de travail	33	67	67	=	64	●
Development of skills	Développement des compétences	70	80	80	=	58	●
Equal opportunity employment	Egalité des chances	100	100	100	=	64	●
Health safety	Santé-sécurité	50	50	63	↗	46	●
ENVIRONMENT	ENVIRONNEMENT	65	81	90	↗	60	●
Environmental policy and management system	Politique environnementale et système de management	50	63	69	↗	43	●
Energy and GHG	Energie et GES	75	83	100	↗	62	●
Water, air, ground and waste	Eau, air, sols et déchets	67	100	100	=	78	●
EXTERNAL STAKEHOLDERS	PARTIES PRENANTES EXTERNES	75	75	75	=	50	●
Relations with suppliers	Relation avec les fournisseurs	75	75	75	=	49	●
Relations with customers, civil society and product liability	Relation avec les clients, la société civile et responsabilité des produits	75	75	75	=	50	●
Overall Rating	Note Globale	71	77	80	↗	62	●

Légende : ● favorable (note > moyenne benchmark) ● neutre (note +/-10 pts = moyenne benchmark) ● défavorable (note < moyenne benchmark)



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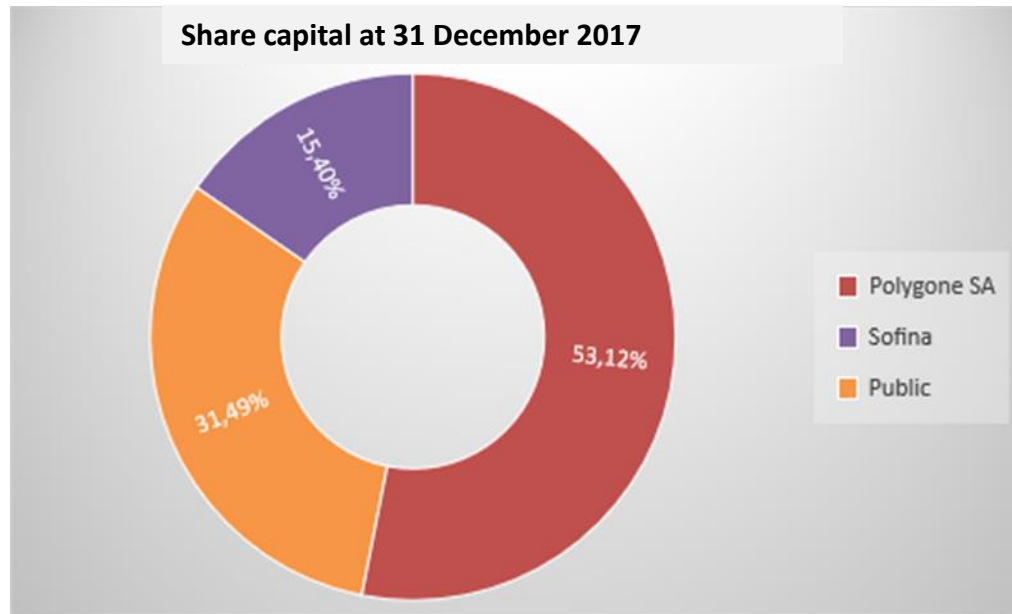
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APPENDIX

KEY STOCK MARKET DATA



A PUBLICLY TRADED COMPANY SINCE 1998

NUMBER OF SHARES 23,402,711 (at 31/12/2017)

LEI: 9695002PXZMQNBPY2P44

ISIN code: FR0000066672

SYMBOL: GLO

MAIN INDEX: CAC All shares

MARKET: COMPARTMENT B (*EURONEXT PARIS*)

Eligibility for French Personal Equity Savings Plans (PEA/PEA-PME): YES

PROPOSAL FOR PAYMENT OF A STOCK DIVIDEND (€0.65 PER SHARE)

NEXT FINANCIAL EVENT:

24 April 2018: 2018 1st QUARTER SALES (AFTER THE CLOSE OF TRADING)

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