

2020



BUSINESS REPORT

BRINGING PEOPLE TOGETHER



2020
BUSINESS
REPORT



CHEL TENHAM FESTIVAL 2020 - ENGLAND

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GL EVENTS, THE GROUP

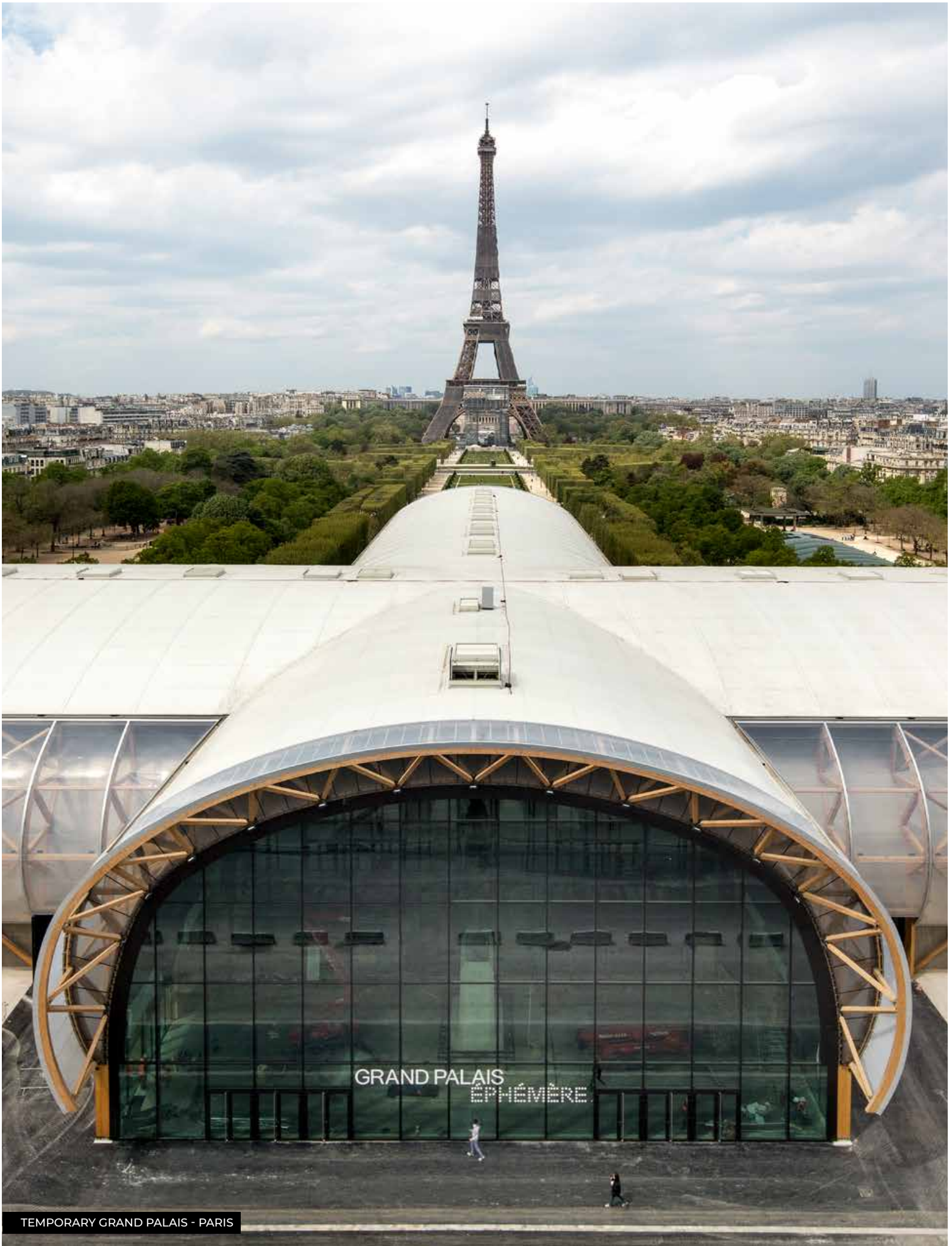
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GRAND PALAIS
ÉPHÉMÈRE



"OUR QUALITIES AND STRENGTHS WILL PROVIDE THE FOUNDATIONS FOR A SUCCESSFUL REBOUND."

OLIVIER GINON

CHAIRMAN

2020 will go down in history as a year unlike any other. In terms of its violence, brutality, but also the incredible strengths it inspired. The strength to think differently, work differently, approach the future differently. Despite my 42 years of experience, I would never have imagined ever having to face a year like the one that has just ended. Our industry bore the full brunt of this violence which brought our activities to a standstill.

As a group characterised by its considerable vitality and audacity, GL events is by nature constantly in movement. These constraints and obstacles thus forced us to act contrary to our nature. Never before have we faced a crisis of this magnitude. I never thought I'd see a day when exhibitions centers would be shuttered, trade shows and fairs would be cancelled one after the other and teams would be sent home. This crisis was in these respects totally unprecedented and our business and risk management models had never included the scenario of a sudden and widespread shutdown. And yet this is what happened. Hence the brutality of this shock. After weathering the storm, it is now time to fully assess its impact and notably an unprecedented loss with a 59% drop in revenues.

And yet, at the same time this ordeal demonstrated our exceptional strengths. And first among these, the strength of our teams. For that reason, I wish to pay a particular tribute to their courage and spirit of self-sacrifice in overcoming these challenges. They rapidly adapted to remote working practices and the use of digital technologies, whether in

sales or support functions. The managers also adopted new approaches and practices for managing their teams. Projects were accelerated both at the level of Group operations and also for customer offerings. We maintained ties with our communities and promoted a conciliatory approach and fair business practices for our customers, even in the case of late cancellations. And despite the challenges, our commitments were honoured. In less than two months, our ways of working, acquiring new markets and approach to customer relations management were profoundly transformed.

This crisis also enabled the public authorities to more fully appreciate the specific nature and vital importance of our industry. As the crisis continued, its strategic importance and the government's vital role in supporting its recovery became increasingly evident. Thanks to hard work, information campaigns and meetings, the entire industry is now recognised in all its diversity. And in this context, GL events has confirmed its position as a key player within an ecosystem of vital importance to the French economy. Trade fairs, exhibitions and major events are now recognised as driving forces for the development of the regions and business tourism that generate growth and jobs. The deployment of a national furlough programme and the state-guaranteed loan scheme demonstrated the government's ability to adopt rapid and effective measures. But our efforts are not yet over and we expect all State actors to help our industry recover, as has been the case in Germany and Italy.

Even more than usual, I wish to pay tribute to the outstanding dedication of the men and women of the Group whose strength and courage have made it possible to get through this unprecedented crisis. Our partners and allies as well have continued to stand by our side.

And so I hope that 2021 will allow us to re-experience the joy of organising events, coming together, celebrating, and reuniting with our loved ones and colleagues from whom we have been separated.

We have clearly been impacted by this crisis. While significant efforts and courage will be necessary to get us back on track, our qualities and strengths will provide the foundations for a successful rebound.

WELCOME TO THE WORLD OF EVENTS



2020

IN FIGURES

4,580

EMPLOYEES (42 % OUTSIDE FRANCE)

€479.4M

IN REVENUE (48 % FROM INTERNATIONAL MARKETS)

-€21M EBITDA

+90 OFFICES WORLDWIDE

45

EXHIBITIONS ORGANISED
9 ONLINE,
5 IN-PERSON EVENTS IN FRANCE
4 IN OTHER COUNTRIES
3 PERMANENT DIGITAL MARKETPLACES AND PLATFORMS

24

DIGITAL EVENTS ORGANISED

FOR €18M
IN REVENUE

50

VENUES UNDER MANAGEMENT
(COMBINED AVAILABLE PUBLIC SPACE OF MORE THAN 1.5 MILLION SQM)

2,250

EVENTS DESIGNED AND EQUIPPED

€11.8M

RENTAL EQUIPMENT ASSETS

GL EVENTS

A GLOBAL PLAYER IN THE WORLD OF EVENTS

GL events is a leading integrated provider of event solutions and services covering the industry's three major markets:

- conventions, conferences, congresses
- cultural, sports, institutional, corporate and political events,
- B2B and B2C trade shows, fairs and exhibitions.

The Group intervenes on behalf of public and private customers in France and international markets: companies, institutions and event organisers. It assists them at every stage of the process from defining their event strategies or concepts to final implementation in the field. Working alongside public authorities, it helps develop policies designed to promote the attractiveness of territories and their economic development. This is achieved by adopting a dynamic and ambitious approach to the management of venues and the organisation of events.

Present on five continents with operations in more than 20 countries, in 2020 GL events had revenue of 479 million. GL events is listed on Euronext Paris, Segment B (mid caps).

THREE STRATEGIC BUSINESSES DIVISIONS

GL events Live's expertise and teams covers the complete range of business specialisations and services for corporate, institutional and sports events from turnkey solutions, consulting and design to staging the event itself.

GL events Exhibitions manages a portfolio of exhibitions covering a broad range of sectors including the food industry, culture, textiles / fashion, industry, construction, buildings, construction finishing work, etc.

GL events Venues manages a network of 50 venues (convention and exhibition centers, concert halls and multi-purpose facilities) in France and international destinations.

AN INTERNATIONAL GROUP

GL events is a world-class provider of solutions and services for events with several key strengths:

- a strategy of selective and lasting local operations to leverage different local strengths, today reflected by more than 90 offices spanning five continents – branches, sales offices or venues managed under concession agreements – implemented by building alliances with top-tier local partners or by acquiring companies with strong positions in their market,
- regular participation in large global events: Olympic Games, world cups, international meetings... for which GL events has a track record of success as an industry benchmark in terms of the quality of its services,
- a capacity to manage multi-national teams and projects.

A UNIQUE BUSINESS MODEL: A COMPLEMENTARY MIX OF EVENT INDUSTRY SOLUTIONS AND SERVICES





FORMULA E - SANTIAGO EPRIX, CHILE

GL events has continued to grow in a coherent and selective manner by effectively leveraging its key strengths:

- an integrated business model with synergies across the Group's three major businesses in order to optimise performances and leverage complementary resources throughout the world;
- a solid base in its domestic market that has expanded to international markets, building on the strengths of mature countries,
- pursuing opportunities in emerging markets with strong growth potential,
- powerful 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, monitoring developments to identify future trends, collaborating with creators, designers, architects, etc.
- a commitment to developing destinations offering significant potential.

HIGH QUALITY ASSETS

GL events' significant portfolio of high-quality assets bolster its standing as a market leader, provide differentiation within the global event landscape and reinforce the confidence of its stakeholders:

- strong brand equity conveying an image of quality, rigorous standards, a culture of respecting promises and premium services,
- cutting-edge know-how covering every facet of event organisation (engineering, design),
- trade shows and fairs with strong name recognition,
- a network of venues,
- a perfectly adapted equipment portfolio.

GL EVENTS AND CORPORATE GOVERNANCE: THE BOARD OF DIRECTORS



Photo February 2019 | From left to right: Sophie Defforey / Olivier Roux / Philippe Marcel / Marc Michoulier / Yves-Claude Abescat / Erick Rostagnat / Maud Bailly / Olivier Ginon / Fanny Picard / Daniel Havis / Anne-Sophie Ginon / Caroline Weber / Edward Koopman / Giulia Van Waeyenberge / Nicolas de Tavernost

OLIVIER GINON, CHAIRMAN-CHIEF EXECUTIVE OFFICER

In 1978, Olivier Ginon created Polygone Services which in 2003 became GL events. GL events Group is a leading integrated provider of event solutions and services covering the industry's three major markets: conventions, conferences, congresses; cultural, sports, institutional, corporate or political events, B2B and B2C trade shows, fairs and exhibitions. Olivier Ginon is the Chairman of the Board of Directors of GL events SA for which he is also the Chief Executive Officer.

OLIVIER ROUX, DIRECTOR

He participated in the creation of GL events Group in 1978 alongside Mr. Olivier Ginon. Mr. Olivier Roux served as Vice Chairman and Deputy Managing Director of GL events and Polygone SA up until 24 February 2020. Since that date, he has continued to serve as a member of the Company's Board of Directors.

YVES-CLAUDE ABESCAT, DIRECTOR

Mr. Yves-Claude Abescat spent a large part of his career at Société Générale where he successively occupied the functions of General Inspection in Argentina, Brazil, in the French agency network and the investment bank. Joining the Group Executive Committee of Société Générale in 1998, Mr. Yves-Claude Abescat managed part of the investment bank and then the investment company, Salvepar.

SOCIÉTÉ AQUASOURÇA / SOPHIE DEFFOREY, DIRECTOR

Ms. Sophie Defforey is the permanent representative of the Luxembourg company, Aquasourça SA (Luxembourg), director of GL events SA. Ms. Sophie Defforey is the Chair of the Supervisory Board of Aquasourça SA, and Chief Executive Officer of Aquasourça France, investment companies founded with private funds.

MAUD BAILLY, DIRECTOR

Ms. Maud Bailly began her career in 2007 at the Inspection Générale des Finances. She subsequently joined the SNCF where she was appointed director of the Paris-Montparnasse train station. In May 2015, she joined the office of the French Prime Minister as Head of the economic department responsible for budget, fiscal, industrial and digital affairs. In 2017, she joined Accor as Chief Digital Officer in charge of Digital, Distribution, Sales and Information Systems and as a member of the group's Executive Committee. In 2018, she joined the French Digital Council to study digital-related topics, with a focus on the challenges and opportunities of the digital transition of French society, economy, companies, organisations, public action and territories. Maud is very committed to coaching and teaching about the issues of performance, digital transformation and organisations. She is a graduate of the *Ecole Nationale d'Administration* (ENA).

ANNE-SOPHIE GINON, DIRECTOR

Ms. Anne-Sophie Ginon has occupied several operational positions within the GL events Group, in France and other countries (Belgium). After joining Foncière Polygone in 2012, she has served as the Chief Executive Officer since December 2013.

Ms. Anne-Sophie Ginon has an MBA from IAE Lyon and a master's degree in financial engineering from EM Lyon.

PHILIPPE MARCEL, DIRECTOR

Mr. Philippe Marcel has spent the larger part of his career with the Adecco Group, in France and in other countries. He has notably served as Chairman-CEO of Adecco France (until 2002), and then director of Adecco Monde and Non-Executive Chairman of Adecco France, until 2008. He is currently Chairman of PBM, MGFil Conseil and iDal. In addition, Mr. Philippe Marcel served as Chairman of the Board of Directors of EM Lyon from 2006 to 2012. Mr. Philippe Marcel is a graduate of EM Lyon (1976).

MARC MICHOUPLIER, DIRECTOR

Mr. Marc Michouplier has spent the larger part of his career working in the insurance sector in France and other countries. After exercising various functions at AGF over 15 years, he then joined the Marsh Group in 1996 and starting in 2009, he was Deputy Managing Director of Marsh France, a member of the Executive Board and the Executive Committee of Marsh France. In March 2018 he left Marsh to create, a strategy consulting and executive management services firm of which he is the Chairman. Mr. Marc Michouplier is a graduate of IAE Lyon (1979).

FANNY PICARD, DIRECTOR

Ms. Fanny Picard is the Chair of Alter Equity. Ms. Fanny Picard served as the Managing Director and a Member of the Executive Committee of Wendel, as well as the Head of Corporate Development for Western Europe and North America for the Danone group. She began her career in the mergers and acquisitions department of the investment bank Rothschild & Cie. Fanny Picard is also a member of the Supervisory Board of Tikehau Capital and the Chair of this company's Compensation and Nominating Committee. She has served on different committees including the Ethics Committee of Medef, the French business confederation. Fanny Picard is a graduate of the ESSEC business school and SFAF (French Society of Financial Analysts). She holds a master's degree in law, and attended courses at the College of Higher Studies on the Environment and Sustainable Development (*Collège des Hautes Etudes de l'Environnement et du Développement Durable*).

ÉRIK ROSTAGNAT, DIRECTOR

Mr. Erick Rostagnat assumed the functions of Managing Director in charge of Corporate Finance Administration of GL events Group until 2019. Mr. Erick ROSTAGNAT began his career as an auditor at Price Waterhouse Coopers and then joined the Brossette Group as CFO. In 1992, he joined the OREFI group, occupying the functions of CFO. In 2001, Mr. Erick Rostagnat joined GL events Group, first serving as the Secretary General until 2007, and then as the Managing Director for Corporate Finance and Administration until 2019. Mr. Erick Rostagnat holds a degree from ESLSA business school and a degree in Chartered Accountancy.

SOFINA (SA) / EDWARD KOOPMAN

DIRECTOR

Mr. Edward Koopman is a member of the Executive Committee of Sofina SA. After working in the fields of strategy consulting and investment banking, he has pursued an international career in the private equity field. He began his career in London with BNP Capital Markets then Baring Brothers. From 1993 to 1999, he worked as a manager and management consultant for Bain & Company. In 1999, he founded Electra Partners Europe/Cognetas and in 2015, he moved to Sofina SA. Edward Koopman is a graduate of the EM Lyon Business School (1986).

NICOLAS DE TAVERNOST, DIRECTOR

From 1974 to 1981 Nicolas de Tavernost occupied various functions at the French Ministry of Foreign Trade and then the Ministry for the French administration of postal services and telecommunications (PTT). In 1981, he joined the Directorate-General for Telecommunications. Then in 1986, he became head of the audio-visual activities of Lyonnaise des Eaux, where he notably spearheaded the project for the creation of a 6th French hertzian television channel. In 1987, M6 (Métropole Télévision) was created and he was appointed Deputy Managing Director. Since May 2000 he has served as the Chair of the Executive Board Nicolas de Tavernost is a graduate of Sciences Po Bordeaux and has a postgraduate degree (DES) in public law.

CAROLINE WEBER, DIRECTOR

Ms. Caroline Weber has exercised financial functions and / or management successively at IBM France, Groupe GMF Assistance International, Chaîne et Trame, Cars Philibert.

Since January 2007, she has served as General Manager of Middlednext (the French association for listed mid caps). She is also a founding member of APIA. Finally, she is a professor of strategy and governance in several major schools and universities. Ms. Caroline Weber is a graduate of the HEC business school and has an advanced degree (DEA) in Political Studies from Paris IX Dauphine, as well as a bachelor's degree in English (Paris VII).

GIULIA VAN WAEYENBERGE, DIRECTOR

Ms. Van Waeyenberge is a Senior Investment Manager at Sofina. She has also worked as an investment manager at the family investment holding company De Eik and Sofina. Prior to that she has worked at Bank of America Merrill Lynch in London and in Singapore as Vice President.

She began her career at the investment bank ABN AMRO Singapore. Ms. Giulia VAN WAEYENBERGE obtained a Master in Electrical Engineering at the Catholic University of Leuven in 2005 and a Master in Applied Economics at the Singapore Management University in 2006.

DANIEL HAVIS, DIRECTOR

In 1980, Daniel Havis joined Matmut, as an underwriter. In 1994 he became the Chairman and Chief Executive Officer, a position occupied until 1 April 2015, when he was appointed Chairman of Matmut. Daniel Havis is a Knight of the National Order of the Legion of Honour and an Officer of the National Order of Merit.

Daniel Havis has a degree from the Tours Insurance Institute (*Institut des Assurances de Tours*) (1980).

GILLES GOUEDARD-COMTE, NON-VOTING

ADVISOR (*CENSEUR*)

Mr. Gilles Gouedard-Comte participated in the creation of the GL events Group in 1978, alongside Messrs. Olivier Ginon and Olivier Roux. He has occupied the function of Managing Director in charge of finance for 25 years. Afterwards Mr. Gilles Gouedard-Comte managed companies in the areas of signage, film production and real estate.

AUDITORS**Maza – Simoens**

Benjamin Schlicklin

Mazars

Emmanuel Charnavel

Paul-Armel Junne



Olivier Ginon
CHAIRMAN



Olivier Ferraton
**DEPUTY MANAGING DIRECTOR
MANAGING DIRECTOR, LIVE
DIVISION**

EXECUTIVE COMMITTEE



Sylvain Bechet
**MANAGING DIRECTOR, CHIEF
FINANCIAL AND INVESTMENT
OFFICER**



Philippe Pasquet
**MANAGING DIRECTOR,
EXHIBITIONS DIVISION**



Christophe Cizeron
**MANAGING DIRECTOR,
VENUES DIVISION**



Sylvie Fouillouse
**VICE PRESIDENT, HUMAN
RESOURCES**



Jor Zhou
**MANAGING DIRECTOR,
GL EVENTS CHINA**



Damien Timperio
**MANAGING DIRECTOR, CHIEF
TRANSFORMATION OFFICER
AND LATIN AMERICA REGIONAL MANAGER**



Patricia Sadoine
**GROUP GENERAL COUNSEL
AND CHIEF COMPLIANCE
OFFICER**



Bruno Lartigue
**EXECUTIVE COMMITTEE
SECRETARY - CHIEF PUBLIC
AFFAIRS OFFICER**



Denis Tomasicchio
**GROUP CHIEF INFORMATION
OFFICER**



Nathalie Iannetta
**DIRECTOR
OF COMMUNICATIONS**



CONVENTION CENTER INAUGURATION
OF SALVADOR DE BAHIA - BRAZIL

EXECUTIVE COMMITTEE

The Executive Committee sets Group strategic directions for overall Group operations and business lines. It also examines investment projects (including potential acquisitions) in order to make recommendations to the Board of Directors and implements for the entire Group, the business development and management control decisions.

INVESTMENT COMMITTEE

This committee is composed of the Chief Financial and Investment Officer and the Business Division Managers. It meets on a monthly basis to review and approve the compliance of investments in relation to the budget policy, the expected returns and the possibilities for harmonisation and optimisation. In addition, it also intervenes when investment requests are made that are not planned for in the initial budget.

BUSINESS DIVISION COMMITTEES

The Business Division 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 seek to optimise commercial synergies among business lines and ensure that company policies are implemented.

AUDIT COMMITTEE

The Audit Committee is comprised of three directors, two of whom are independent. Its primary missions are:

- monitoring the process of preparing of financial information and, if need be, formulating recommendations to ensure its integrity;
- overseeing the effectiveness of internal control and risk management systems as well as, as applicable, internal audit, regarding procedures for the preparation and processing of accounting and financial information, without however compromising its independence;
- a critical examination of the annual financial statements and periodic information;
- the issuance of a recommendation for the appointment or renewal of statutory auditors;
- monitoring the appropriateness of internal control procedures in light of the perception of risks and effectiveness of the audit, both internal and external, and in general, ensuring in these areas compliance with regulations and the laws which is vital to Group's brand equity and value;
- monitoring the performance by the auditors of their mission and taking into account the observations and conclusions of the French supervisory body for auditors (*Haut Conseil du Commissariat aux Comptes*);
- respecting the conditions of independence of statutory auditors;
- approve these services provided by the Statutory Auditors other than those relating to the certification of accounts.
- reviewing the procedure for the deployment of the "Sapin II" Law and the French General Data Protection Regulation (GDPR).
- review the third-party assurance report on sustainability information, the map of CSR risks and review the draft version of the Non-Financial Statement (NFS)

NOMINATING AND COMPENSATION COMMITTEE

The compensation and nominating committee is made up of four directors. It is responsible for reviewing the Group's wage policy, and more specifically with respect to managers, as well as proposals for the grant of stock options and restricted stock units. It is informed of the arrival and departure of key managers and consulted on the appointment and renewal of the terms of directors and officers.

CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

Comprised of two directors, the Corporate Social Responsibility Committee meets to examine the Group's CRS priorities and more specifically CSR reporting processes.

GL EVENTS LIVE: A FULL SERVICE PROVIDER

€309.2M
IN REVENUE

2,740
EMPLOYEES

14
SPECIALISED BUSINESS LINES

€110.2M
CAPITALISED RENTAL EQUIPMENT

+90
OFFICES WORLDWIDE

4
TOP-TIER
LOGISTICS PLATFORMS
IN FRANCE: PARIS NORD,
PARIS SUD, LYON, NANTES
IN INTERNATIONAL MARKETS:
UK, BRAZIL, SOUTH AFRICA, UNITED
ARAB EMIRATES, HONG KONG

24
DIGITAL EVENTS ORGANISED
GENERATING

€18M
IN REVENUE



"WE WILL CONTINUE TO SUPPORT OUR TEAMS, LISTEN TO THEIR IDEAS AND ENCOURAGE THEIR ENDURING SPIRIT OF INNOVATION."

OLIVIER FERRATON

DEPUTY MANAGING DIRECTOR / MANAGING DIRECTOR, LIVE DIVISION

2020 was marked by a violent, sudden and unprecedented crisis. How did the Live Division get through this crisis?

Like all our colleagues in France, all our colleagues in other countries across the globe, we had to move from an initial reaction of shock to one of adaptation. We were the first to be impacted by restrictions imposed in China in early January, followed by Europe at the end of February and the rest of the world in March. We responded by very quickly adopting a proactive approach (continuing to respond to calls for tenders, organise events and assemble structures wherever this was possible) and preparing for the recovery by establishing health procedures, collaborating with public authorities and by protecting our employees;

It is often said that every cloud has a silver lining. Did this event create any opportunities and new ways of operating?

This crisis allowed us to fully appreciate the chance we have to exercise an activity like ours. It also brought us together. There have also been some positive developments, some remarkable successes in light of this crises. Among these we could cite the Temporary Grand Palais on the Champs de Mars in Paris, our contract with Qatar and the FIFA Club World Cup. I also think of the performances of the teams of Spaciotempo in Amiens, and those of our teams in the United Kingdom, Chile, Japan, the efforts of Live By GL events: for example the remarkable performances provided to customers

like Dior or the organisation of a digital conference on HIV. We were successful in proposing digital versions of our events but also improving our internal operating procedures. Our teams demonstrated an exceptional ability to adapt and the resilience of our Group and its teams became manifest during this this interminable storm. Olivier Ginon as the Group's visionary founder once again confirmed his leadership role in navigating this crisis.

What is your outlook for 2021?

We will need to demonstrate a spirit of responsibility and resolve; we have all understood that the world of before will not be the same as tomorrow. We are learning that it is possible to be audacious while at the same time remaining cautious. There is no question of putting our employees, partners and customers at risk. At the same time, it is not in the Group's DNA to remain passive and wait for others to decide in its place. We will continue to support our teams, listen to their ideas and encourage their enduring spirit of innovation. In particular, the process of digitalization and digital transformation will continue.

The resources of all our businesses have been reinforced to develop innovative offerings, highlighting the original nature of our Group: continuous development.



SCOTT JAMESON

MANAGING DIRECTOR OF GL EVENTS UK

GL events UK faced unprecedented challenges in 2020. COVID-19 hit the UK just as the business was ramping up for its peak events season, and led to the cancellation of most events for the rest of 2020, and into 2021. The UK's first national lockdown in March-April 2020, also disrupted our industrial business units, Spaciotempo and Aganto with customer sites closed, and supply chains and crew accommodation severely restricted. However the UK business demonstrated considerable agility in responding, and turning challenges into opportunities. We adapted our staffing structure and trimmed expenditures significantly.

Our focus on Health & Safety and our Quality Management System allowed all teams to work safely and confidently with new COVID-19 Risk Assessments and Method Statements in place, also inspiring confidence in our clients.

All business units also came together to work collaboratively, sharing opportunities and experience. This enabled the events structures business to deliver short-term commercial projects. We were also able to utilise events site crews to support the operational delivery of the industrial business units. This contribution by all teams, by making it possible to share priorities, maximised the value of every skill, and every individual. As a result, our industrial businesses were quickly back to "business as usual" and our events businesses found new revenue streams from commercial and healthcare clients, to help see us through this difficult time.

JAPAN - NATIONAL SKILLS OLYMPIC COMPETITION AT AICHI SKY EXPO

The 58th National Skills Competition and the 40th National Skills Competition for Persons with Disabilities (Abilympics) were held at Aichi Sky Expo. Despite the Covid-19 pandemic, more than 3,000 in-person visitors attended the event every day in compliance with health and safety measures.

FROM 13 TO 16 NOVEMBER 2020





SAUDI ARABIA - SAUDI CUP

The first Saudi Cup 2020, the international horse race was held at King Abdulaziz Racetrack in Riyadh, Saudi Arabia, with the largest total purse in prize money in the world. As general contractor, the Group's teams delivered all services and civil engineering projects for the site. An exceptional achievement by teams from Wicked, Flow, GL events Audio-visual and GL events Dubai, France, South Africa and the United Kingdom!

29 FEBRUARY 2020





CHINA - NEW MATERIALS INDUSTRY INTERNATIONAL EXPO

In China, ZZX provided overlay services for 30,000 sqm at the Zibo International Convention and Exhibition Center in Shandong. The Group's subsidiaries provided packaged stands and produced the common areas for the organiser.

FROM 16 TO 19 OCTOBER 2020



GL EVENTS' EXPERTISE IN THE SERVICE OF THE HEALTH EMERGENCY

GL events demonstrate its responsiveness and flexibility in developing a range of emergency healthcare solutions, drawing on its expertise in event structures and overlays. The Group's teams rapidly deployed easy to transport and erect temporary structures capable of being adapted to all types of environments and rough terrains. The Group's structures can be used as hospitals, living quarters, decontamination areas, etc. These turnkey solutions include power distribution, lighting, heating and air conditioning. Different meeting, work and storage areas can be laid out, according to the requirements. The structures are easy to transport and can be erected on all types of surfaces.

A FEW EXAMPLES

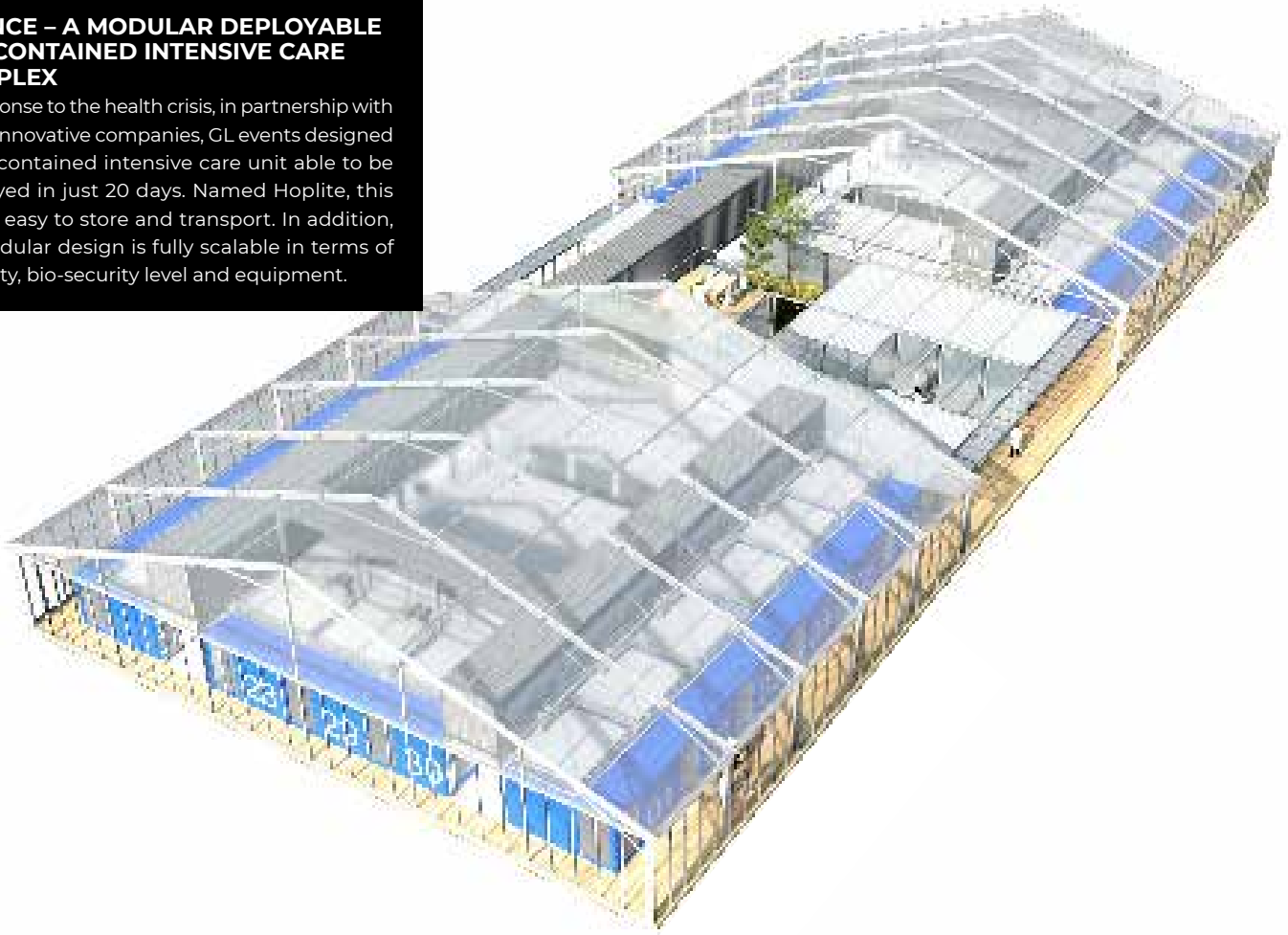
SOUTH AFRICA A HOSPITAL IN JOHANNESBURG

In coordination with the government, GL events South Africa equipped the Johannesburg Expo Center with 50 isolation beds.



**FRANCE – A MODULAR DEPLOYABLE
BIO-CONTAINED INTENSIVE CARE
COMPLEX**

In response to the health crisis, in partnership with other innovative companies, GL events designed a self-contained intensive care unit able to be deployed in just 20 days. Named Hoplite, this unit is easy to store and transport. In addition, its modular design is fully scalable in terms of capacity, bio-security level and equipment.



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CHILE - EMERGENCY MEDICAL UNITS

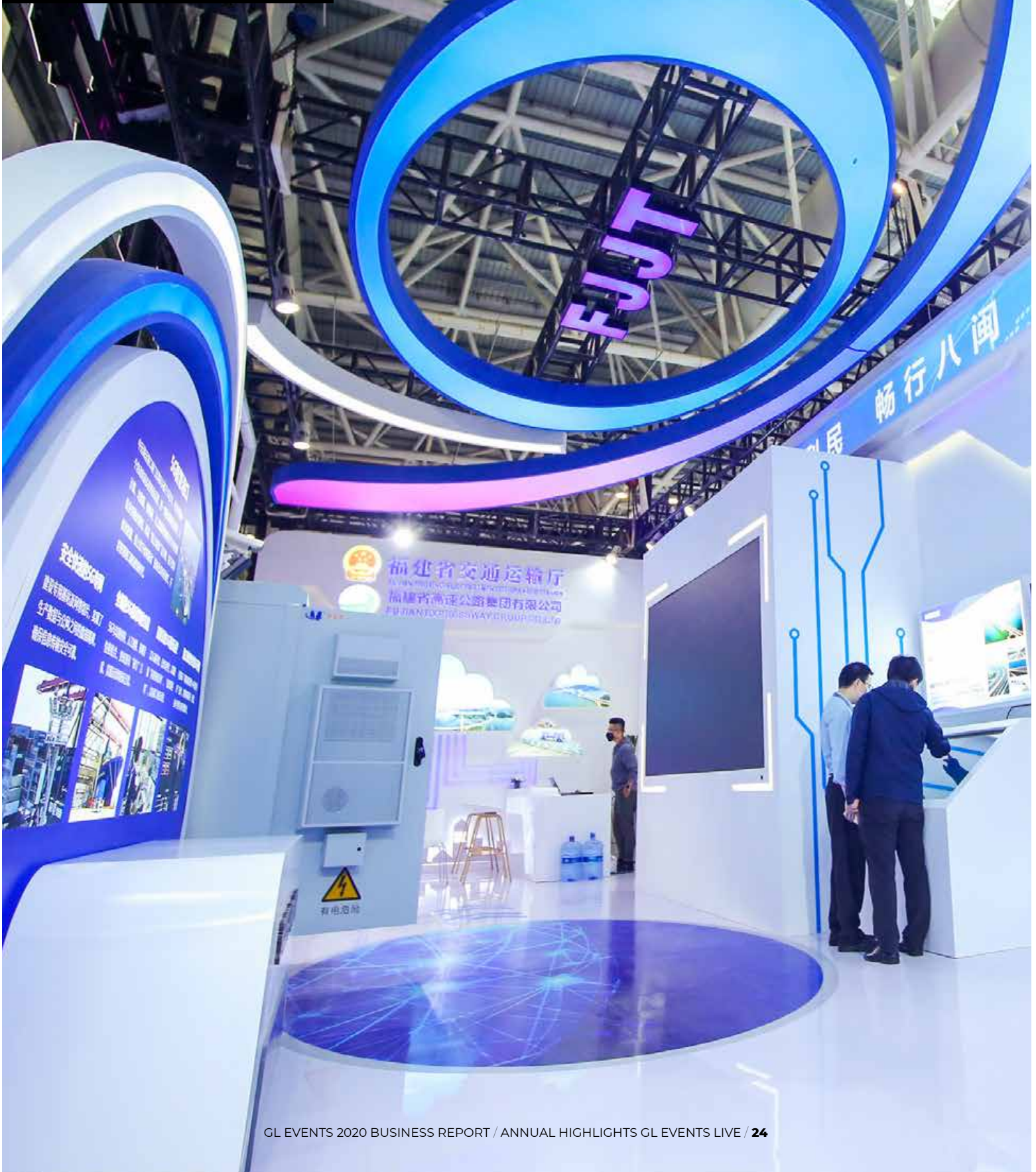
GL events Chile delivered pneumatic tent structures serving as rapid deployment emergency medical care units. They are able to be used as primary care units, facilities for delivering more complex care as well as serve as fully equipped field hospitals adapted to the needs of medical teams.



CHINA - DIGITAL CHINA SUMMIT

At the Fuzhou International Convention and Exhibition Center, ZZS provided the overlay services for the Digital China Summit: 56,000 sqm of installations, packaged stands as well as the common areas for the summit.

FROM 11 TO 15 OCTOBER 2020



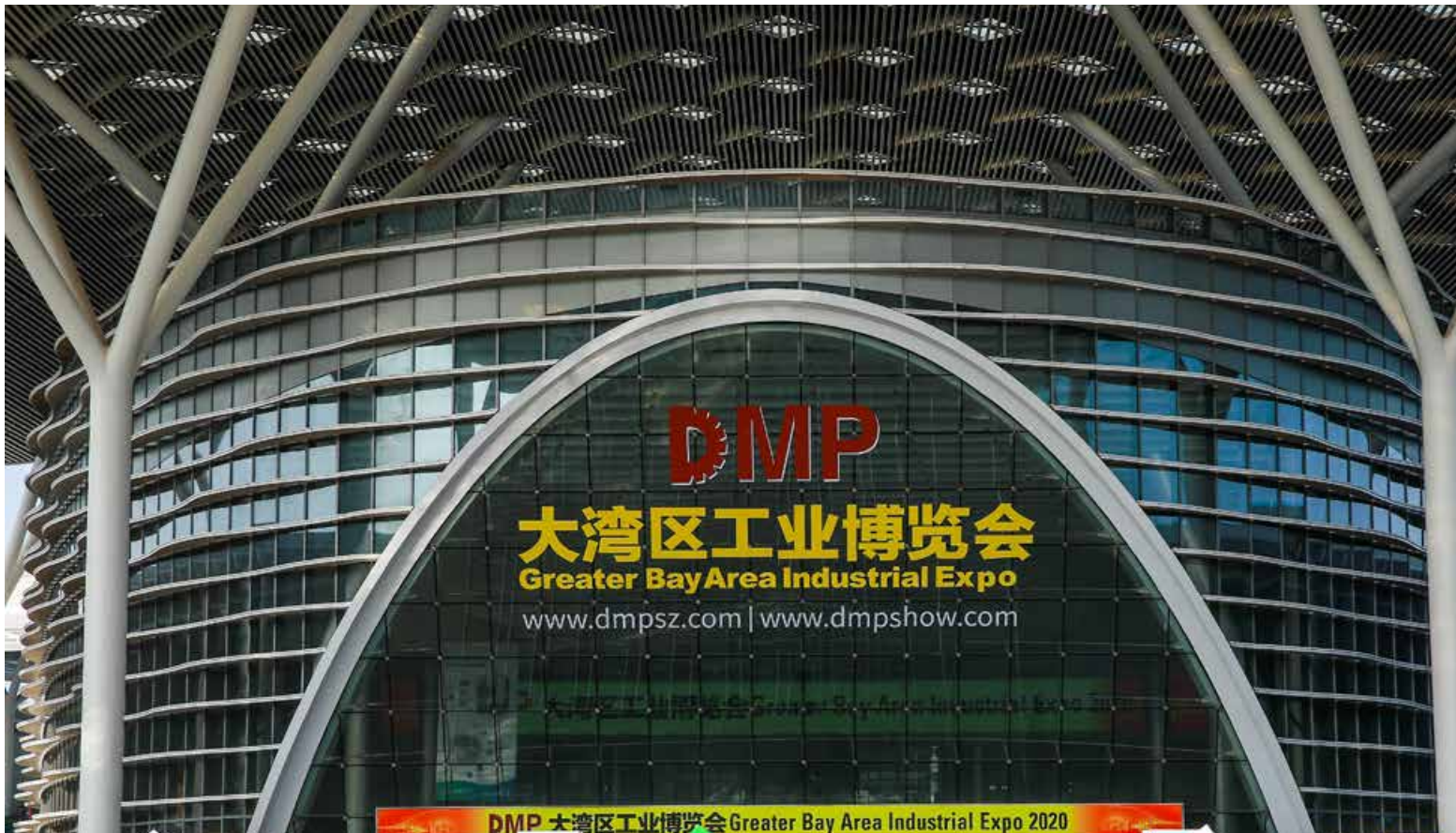


CHINA - SCW-SHENZHEN CREATIVE WEEK

The Shenzhen Creative Week was organised at the Shenzhen Convention and Exhibition Center. ZZK was selected to provide overlay services which included more than 300,000 sqm of common areas and packaged stands.

FROM 20 TO 23 AUGUST 2020





CHINA - GREATER BAY AREA INDUSTRIAL EXPO

The Greater Bay Area Industrial Expo was held at the Shenzhen Convention and Exhibition Center. ZZS equipped more than 240,000 sqm of the exhibition area in addition to packaged stands and the common areas.

FROM 24 TO 27 NOVEMBER 2020





PARIS - THE TEMPORARY GRAND PALAIS

Located in the historic Paris site of the Champ de Mars ("Field of Mars"), the Temporary Grand Palais is situated between the Eiffel Tower and the Ecole Militaire. A 10,000 sqm cross-shaped temporary building with a capacity to receive 9,000 people. The first challenge of this remarkable structure was the engineering feat of building a freestanding central nave 51 meters long and 33 meters wide, without pillars or structural elements disrupting the flow of space. 44 monumental arches were assembled on the site in just three months. GL events and Jean-Michel Wilmotte were in this way able to propose a solution that is temporary, reusable and long-lasting.



GL EVENTS LIVE TRENDS & MARKETS

2020: A BLEAK YEAR

2020 was a particularly difficult year for all stakeholders of the sector. In France, revenue was down 80%. From March to August 2020, companies operating in the event industry sector lost €6.1 billion in economic impacts or benefits. From September to December 2020, this loss reached €10.7 billion.

THE SOCIAL AND ECONOMIC BENEFITS OF BUSINESS MEETINGS: A VITAL PREREQUISITE FOR A RAPID RECOVERY.

1,200 fairs and exhibitions are organised in France This represents 230,000 exhibitors, 23 million attendees and 3,000 conferences. To this are added 380,000 corporate and institutional events attended by 52 million people. Each year during fairs and exhibitions nearly 18 million in contracts are signed for an amount totalling €34.5 million.



PORT WAREHOUSE INSTALLED BY TARPULIN - CHILE



START-UPS AND INNOVATION SUMMIT - PARIS, FRANCE

THE INCREASING ROLE OF DIGITAL SOLUTIONS IS ACCOMPANIED BY A SURGE IN CREATIVITY!

While digital solutions will never replace in-person meetings, they will occupy an increasingly important role in the events of tomorrow. Not subject to restrictions of location and space, they are able to reach a larger audience and can be organised within a shorter timeframe.

Digital solutions offer increased visibility and accessibility to events.

With social distancing requirements involving different forms of communications with all stakeholders, the production of content provides added value to event organisers.

During the crisis, global online content consumption doubled from an average of three hours 17 minutes to six hours and 59 minutes.

CORPORATE SOCIAL RESPONSIBILITY: FRANCE IN THE LEAD FOR SOCIALLY RESPONSIBLE EVENTS

France takes the lead ahead of the United Kingdom and Italy!

- In France, 93 companies were certified ISO 20121* since 2012. France occupies first place at the international level, accounting for 35% of certified companies and events worldwide.

- 56 companies or events are in the process of certification. With ISO 20121, the event industry is the first business sector to have created a standardised approach to sustainable development at the international level. The industry has been an active contributor to this progress.

**ISO 20121 is an international standard for sustainable event management developed to help organisations improve sustainability throughout the entire event management cycle.*



BMW SHOW ROOM - HONG KONG

TRENDS AND OUTLOOK

- Cost-cutting measures and company savings plans (linked to the pandemic) may be expected to impact behavior. As companies focus on profitability and rationalising costs, the business conversion rate will become even more important. Event organisers will play a vital role in supporting exhibitors/companies (preparation, consulting services, monitoring the event).
- Agility, adaptation and innovation will enable the companies of the event industry sector to rebound after the crisis. This situation offers new perspectives and insight about ways to develop new models. While social ties will never be replaced, digital solutions offer new opportunities and have demonstrated the complementary nature of in-person and virtual events. When it becomes possible, hybrid events will gradually become the norm.
- The business rebound in China has demonstrated that a rapid and dynamic recovery may be expected (in strict compliance with health regulations) after governmental restrictions are lifted.
- According to the consulting firm, AMR international, the global exhibitions market is expected to rebound to 78% of its 2019 size (then valued at US\$29 billion) by 2022. The French market is expected to reach 66% of its 2019 size (US\$1.7 billion).

Sources:

Event Data Book 2020 - UNIMEV

Globex 2020 – AMR International

L'innovatoire

LesEchos.fr

Four Fundamental Shifts in Media & Advertising During 2020



JOHANNA PAYA Y PASTOR

EXECUTIVE
DIRECTOR OF
SPACIOTEMPO

Business momentum at the beginning of 2020 was in line with the prior year and particularly dynamic with order intake at the end of February

up 50% from 2019. All indicators were positive. And even though our order book was full, we were forced to close our production workshops at the end of March in response to the lack of materials from our suppliers after the lockdown measures were announced. We still continued to produce our installations despite the efforts required, by adapting to the postponements by anxious customers but also to the multitude of guidelines issued on a weekly basis by the building sector safety agency (OPPBT) and the government.

"PARTNER OF OUR
CUSTOMERS IN ALL
CIRCUMSTANCES "

During the two weeks the production workshop were closed, backup teams were created on a voluntary basis (with 70% of the workforce participating on this basis) to service in priority the hospitals, morgues, the pharmaceutical industry, the food industry and the army. This determination to fulfil our commitments was very appreciated by our customers. As the industrial sector started to recover, our rental offering was able to address the needs of customers reluctant to enter into long-term commitments due to the absence of visibility.

During this unprecedented year we remained fully focused on our objectives. We were required to eliminate unnecessary expenditures while looking to the future by continuing our product developments, certification processes and the testing of new prototypes. The first months of 2021 confirmed that we made the right choices.

2020 was a long battle which required us to be combative, imaginative, flexible, socially responsible, perseverant, but in the end, the figures speak for themselves: our non-Group sales outperformed the budget with order intake exceeding 2019.



FLORENCE GUYON

MANAGER OF THE
AGENCY LIVE! BY
GL EVENTS LYON

March 2020: a sense of shock; summer/beginning of fall 2020: hope; end of 2020: uncertainty. How to manage this period marked by

ups and downs for a business whose core mission is bringing people together? We have reinvented ourselves, adapted, started looking at things from a different perspective, learned by doing. And by "we" I refer of course to the entire team, to each and every one of us as ultimately, as ultimately what is most important is the sharing. As an organiser of national and international conferences

"2020, AN
OPPORTUNITY!"

and conventions, we quickly proposed digital solutions so that the content of our community-based organisation (CBO) customers (in fields of the future such as robotics or medicine) could be successfully presented to the largest number of people in an interactive and participative manner. Designing and organising virtual events taught us to think about events differently. An "event" is not simply the "here and now" but also the "before" and "after". It is a community. It is global. The range of possibilities opening up becomes enormous. We do not juxtapose in-person and virtual events that mutually contribute and enhance each other by means of a virtuous symbiosis. It is during periods of crisis that innovations are put to the test and demonstrate their benefits to the Group and its customers. New technologies, data power, etc.

We are convinced that the events of tomorrow will all be hybrid. The technological innovations that have emerged and were deployed in 2020 as emergency measures in response to the crisis will become the norm.

GL EVENTS VENUES: A NETWORK OF 50 EVENT VENUES

GL events Venues manages a global network of 50 convention centers, exhibition centers and multi-purpose facilities) and proposes a unique range of services from the event's design to delivery and promotes commercial and operational synergies across the network. Our priority is enabling our customers to organise events under optimal health and safety conditions. To this purpose, the most rigorous health measures and procedures have been adopted at all our sites. Our expertise and know-how make it possible to attract and develop a diverse portfolio of large consumer fairs and B2B exhibitions. These actions contribute to promoting territories in terms of economic attractiveness and cultural reach while reinforcing social cohesion. GL events Venues develops a proactive environmental approach. All French sites have obtained ISO 14001 certification and six major sites throughout the world are certified ISO 20121. This process will continue in 2021 through local initiatives.

€102.2M

IN REVENUE

1,073

EMPLOYEES

50

VENUES

+ 1.5 M

SQM OF PUBLIC SPACE



"WE HAVE ADAPTED, IMAGINED AND TRANSFORMED OUR SITES INTO TEMPORARY HOSPITALS OR DAY CARE CENTERS FOR THE CHILDREN OF HEALTHCARE WORKERS"

CHRISTOPHE CIZERON

MANAGING DIRECTOR, VENUES DIVISION

In what way was 2020 an unprecedented year for the 50 sites of the Venues Division?

The sudden suspension of our activity and the government-ordered shutdowns of our sites for most of the year had a profound impact on our sites that was both unexpected and crippling. Despite this, in response to this unprecedented situation, the Division demonstrated its ability to adapt, imagine new ways of working and was strongly mobilised in efforts to combat the pandemic. Concretely, during the lockdown this resulted in the transformation of certain sites into temporary hospitals as the Riocentro in Brazil (Rio de Janeiro), the Johannesburg Expo Centre in South Africa, Hungexpo in Hungary (Budapest), or into a logistic center as at the World Forum (The Hague, Netherlands). In France, the Metz convention center opened a day care center for children of healthcare workers while the parking lots of the exhibition center were used as a heliport by the fire department and the Paris Event Center was transformed into an emergency shelter facility.

Several other initiatives were also organised including for example the CCIB (Barcelona) in collaboration with the NGO World Central Kitchen (WCK), founded by chef José Andrés, that used the kitchens of the Barcelona convention center during the lockdown period to prepare and distribute meals to persons in need. At the same time, drive-in movie theatres were set up in the parking lots of the Caen exhibition center (France) and the Jeunesse Arena (Rio de Janeiro) to continue offering access to entertainment and culture. The very large areas of our exhibition centers were made available to organise civil service and universities exams

under irrefragable health security conditions as in Caen (20,000 students over 15 days), Turin, Strasbourg, Lyon or Clermont-Ferrand.

And finally, the Saint-Etienne Exhibition Center was transformed into a COVID-19 testing center before the Christmas period so that the local population could be tested in advance of the year-end holidays

Nobody was prepared for such a pandemic. How did you respond?

Our priority was naturally to guarantee the safety of everyone, our employees, customers, partners and all members of the public concerned. The network of 50 event venues in France and in other countries is equipped with a common secure safety protocol that is readily updated in line with government directives.

At the end of 2020, GL events received the Apave Safe & Clean label for its French operations attesting that appropriate health measures and systems have been implemented addressing the COVID-19 risk in France. This label is in the process of being obtained for our international sites. Initiatives were also been adopted to strengthen health procedures or test new event formats in complete security. These include the deployment of "health monitoring" teams at the events we host or organise that are tasked to encourage the proper application of the health procedures, or the health kits, tested at the end of 2020 in Rio de Janeiro (*Jeunesse Arena*), before initiating a full-scale analysis of reinforced procedures for the resumption of cultural activities.



Were you able to continue operating during the government-ordered closures of the sites?

In response to the virtually continuous impossibility of organising meetings and gatherings, our day-to-day activities were dominated by virtual events, video conferences, webinars and other online content.

To adapt to this new environment and address the new needs of its customers and prospects, GL events developed an offering of connected solutions which enabled the 50 sites operated by the Group to organise hybrid events.

We offer companies, institutions and volunteer-sector organisations the ability to produce a digital spinoff of in-person events organised at one of our sites.

Our network is also equipped with broadcast studios so our customers can record and broadcast any type of event (corporate and institutional messages, debates, conferences, management committee meetings, etc.) in the environment, platform and media of their choice. Cutting-edge equipment, consulting solutions of our technical teams, hospitality and business services, venues of exception, in sum, all the components to ensure a successful event.

How do you see 2021?

Our Group bore the full brunt, with some of our business lines registering a 70% drop in sales, notably for the Venues Division. However, thanks to the rapidly implemented action plans and cost reduction plans, we are able to look ahead to the future. Based on the rebound of our business already underway in Asia, it is now possible to anticipate a slow and gradual though positive recovery. More generally, the development of the health crisis and rollout of vaccination campaigns should contribute to a recovery in the second half of 2021 and the calendar of events for this period is indeed already extremely full for all of our sites. The many events postponed or planned for the second half of 2021 thus provide the basis for a very promising outlook.

Do think that we will go back to traditional event formats?

The development of hybrid and digital events should remain the focus of our activity in 2021 even though organisers and exhibitors are impatient to return to in-person events. Restrictions on travel and gatherings will probably remain in place for a certain amount of time. On that basis, the offering of connected solutions adopted by all the sites of the GL events network will enable our customers to meet with a very large number of participants on-site and online, distribute online content and permit real time interactions with other participants, speakers and sponsors.

Has the crisis resulted in discontinuing developments planned for the network of sites?

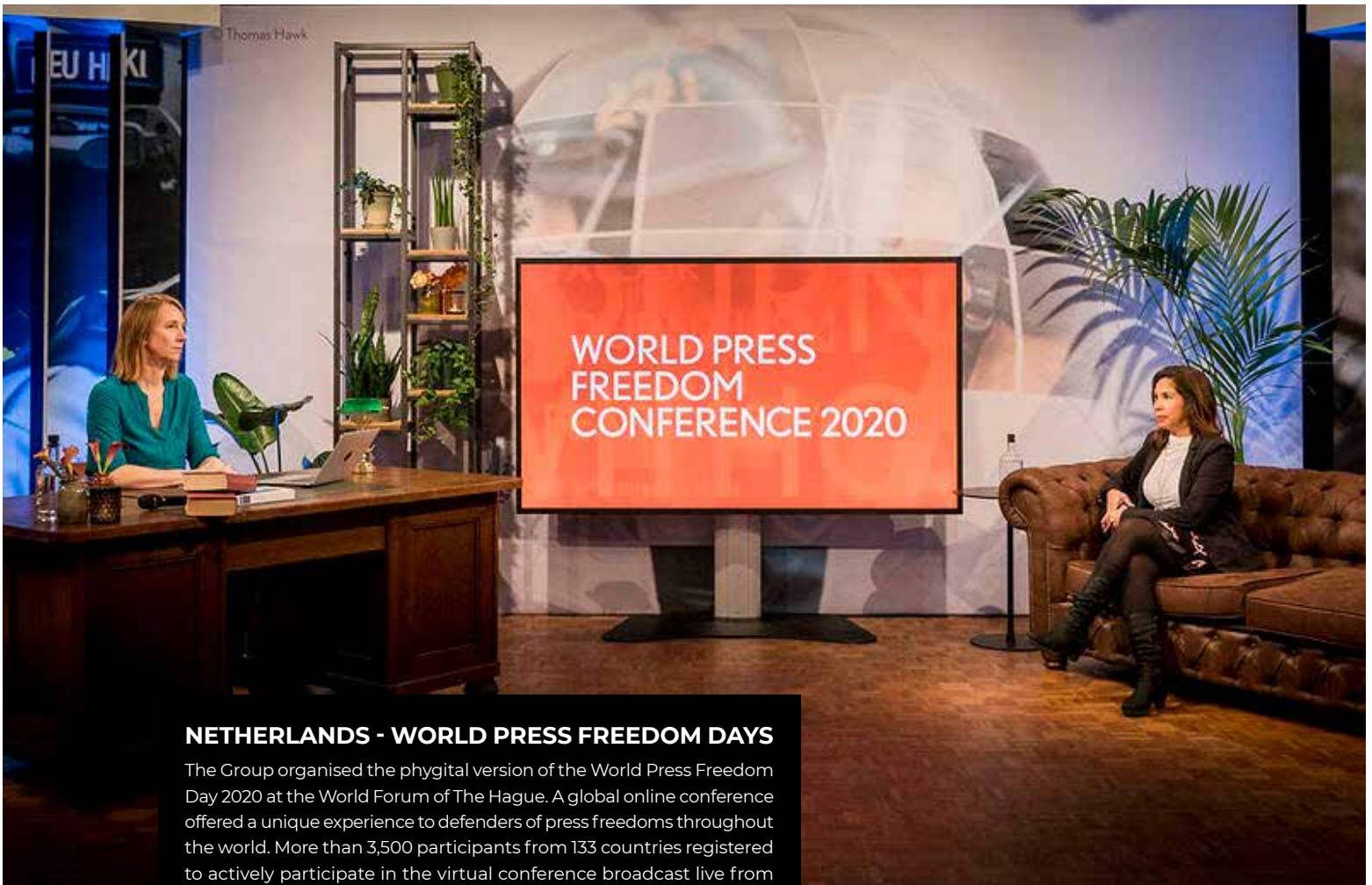
While the crisis did slow progress with certain projects, they certainly were not discontinued! The expansion of the network is continuing: the GYICC (Guangzhou Yuexiu Congress Center) in China was inaugurated on 23 October 2020 and is actively pursuing its development which will strengthen our market position in Asia. The outlook is very promising in Latin America where recent projects for developing in Brazil and Chile have bolstered the strategy for expanding the network in the key economic capital and business tourism destinations at the international level. In France, we are also pursuing projects to strengthen the dynamic of territories with a new hall in the Grande Halle d'Auvergne in Clermont Ferrand and the construction of an indoor multi-functional facility in Reims.

HUNGARY - CONSTRUMA

After an interruption of more than six months caused by the pandemic, HUNGEXPO organised the 39th CONSTRUMA and the 9th HOMEDesign, exhibitions that were moved from the spring to the 7th to the 11th of October. Nearly 150 exhibitors participated in this event in the HUNGEXPO's large hall.

FROM 24 TO 27 NOVEMBER 2020





NETHERLANDS - WORLD PRESS FREEDOM DAYS

The Group organised the phygital version of the World Press Freedom Day 2020 at the World Forum of The Hague. A global online conference offered a unique experience to defenders of press freedoms throughout the world. More than 3,500 participants from 133 countries registered to actively participate in the virtual conference broadcast live from the World Forum in The Hague, while thousands more followed the event online through social media.

3 MAY 2020

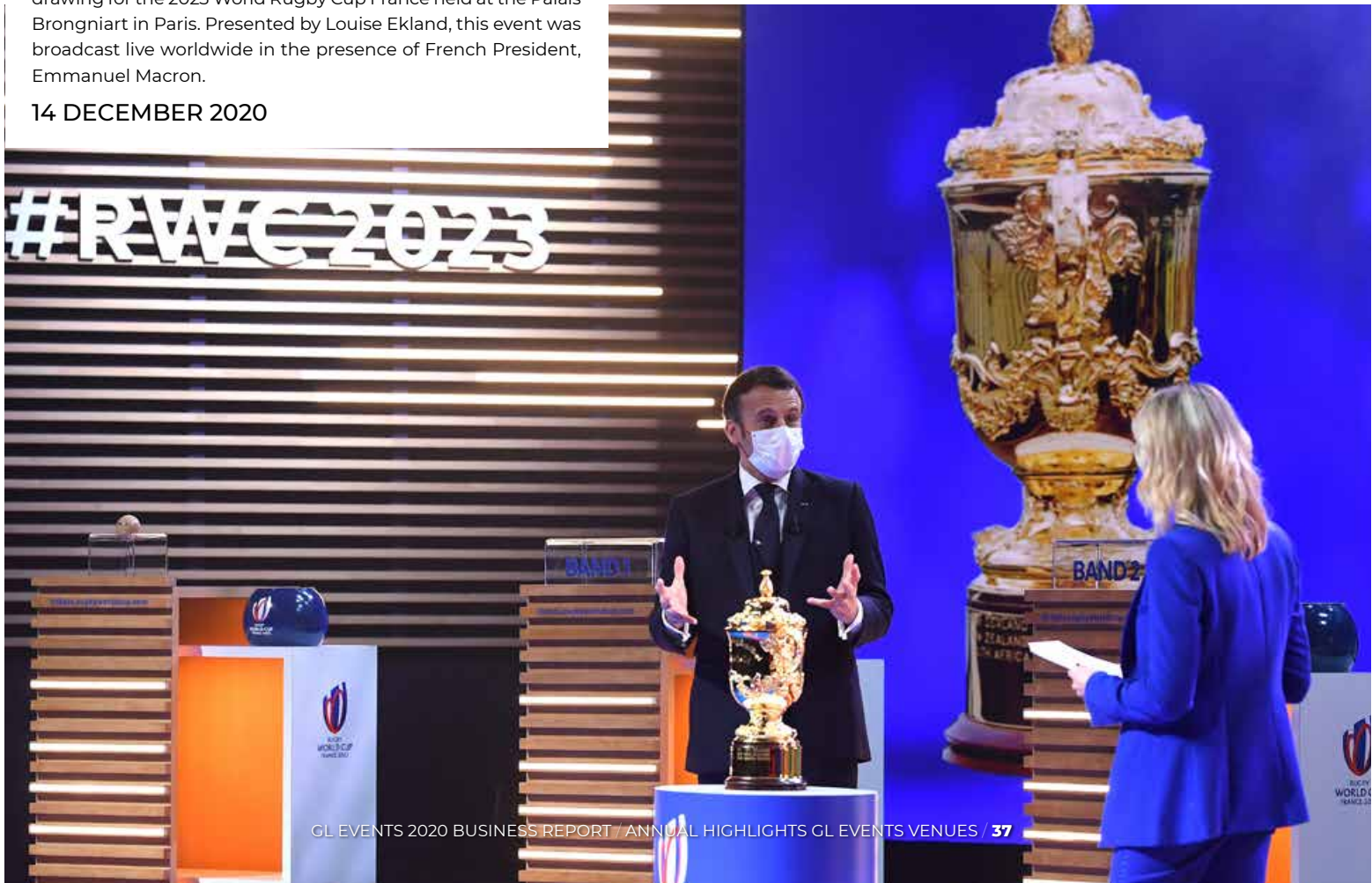




PARIS - 2023 WORLD RUGBY CUP FRANCE

On 14 December 2020, employees of Group entities gave a remarkable display of teamwork by organising and staging the drawing for the 2023 World Rugby Cup France held at the Palais Brongniart in Paris. Presented by Louise Ekland, this event was broadcast live worldwide in the presence of French President, Emmanuel Macron.

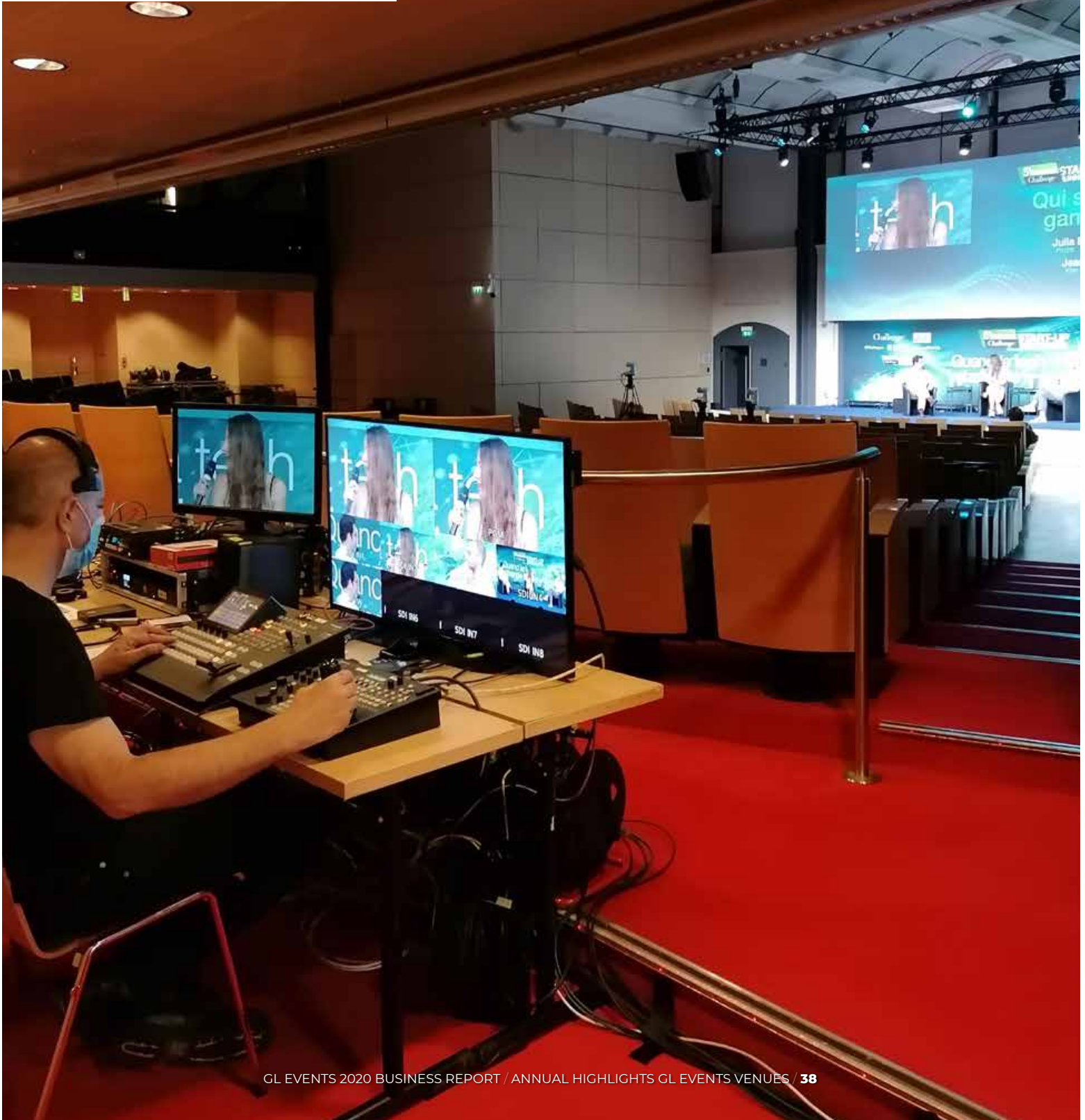
14 DECEMBER 2020



PARIS 5TH SUMMIT FOR START-UPS AND INNOVATION

This year's theme of the Summit for Start-ups and Innovation organised by the French magazines, Challenges and Sciences & Avenir was "When Technology Changes the World". This year's event adopted a hybrid format combining a physical stage in the auditorium of the Palais Brongniart in Paris with a virtual space that enabled thousands of people to attend and interact directly from their home.

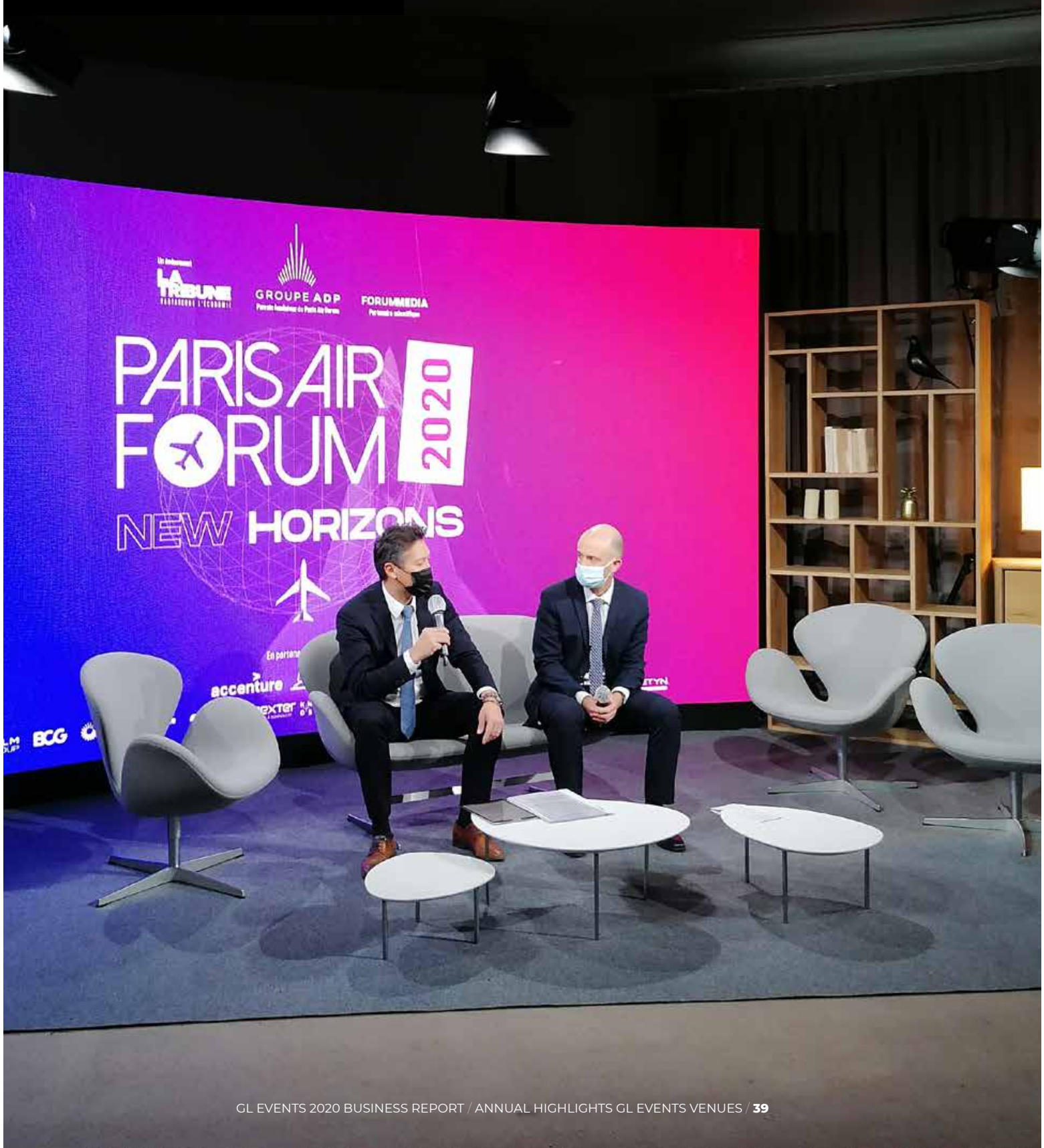
25 JUNE 2020



PARIS - AIR FORUM, LA TRIBUNE

The GL events TV event broadcast studios located at the Maison de la Mutualité (Paris) hosted the 7th Paris Air Forum. The purpose of this hybrid event organised by La Tribune was to bring together decision-makers of the air transport, aeronautics, defence and aerospace industries to address the major challenges of these strategic sectors.

20 NOVEMBER 2020



FRANCE - FAIRS

The Group is one of the largest organisers of international fairs in France. These events which contribute to the social cohesion and vitality of the territories were the first to bear the full brunt of the health crisis. Some however were able to be organised in September with procedures strengthened to ensure the safety of employees, attendees, exhibitors and partners.

THE METZ INTERNATIONAL FAIR

By adopting a new more agile organisation with a different layout, more efficient and complying with health protocols, the Metz Events' team enabled the Metz Métropole Exhibition Park to host the Metz International Fair over an 11 day period.

FROM 25 SEPTEMBER TO
5 OCTOBER 2020



THE CAEN INTERNATIONAL FAIR

organised and hosted by Caen Événements at the Caen Exhibition Center, successfully met the expectations of all its visitors.

FROM 18 TO 27 SEPTEMBER
2020



THE STRASBOURG EUROPEAN FAIR This 88th edition was held at the new site of the city's exhibition center.

FROM 4 TO 14 SEPTEMBER 2020



FRANCE - SIDO

The 6th SIDO, the largest European showroom dedicated to the Internet of Things, was held at the Lyon Convention Center. Two days of conferences, solutions, networking, a showroom for technology and applications providing a vision of the uses of tomorrow and reinventing business models: artificial intelligence, robotics, virtual reality, big data, machine learning. A world inhabited by increasingly intelligent things and processes!

FROM 3 TO 4 SEPTEMBER 2020





FRANCE - SIRHA GREEN

Social and environmental responsibility was the focus of the second Sirha Green. Surging demand for organic, vegan or local food in a context where combating waste is a key priority. Consumers are increasingly sensitive to the issue of local producers, products and short distribution channels. Sirha Green is the first trade fair devoted to socially responsible food services.

FROM 6 TO 8 SEPTEMBER 2020

FRANCE - OMNIVORE FESTIVAL

The 2020 Omnivore Festival held at the Parc Floral of Paris brought together more than 150 remarkable guests, men and women grounded in reality, leading names in cuisine, agriculture, beverage services, food service entrepreneurs creating and intervening in day-to-day working conditions. Alert, agile and courageous, they were on the front line in addressing the issues of solidarity raised during this period of crisis. They also offered a multitude of models that will contribute to building the world which comes after. A unique programme of meetings, master classes and discussions. Objective: providing inspiration, guidance and the keys for transforming the present.

FROM 12 TO 15 SEPTEMBER 2020



BRAZIL - EXPO RETOMADA

São Paulo Expo hosted Expo Retomada, a trade fair specifically addressing the issues professionals of the event industry will face as the sector recovers. Organised and hosted by GL events, this trade fair highlighted the main industry trends, innovations linked to the new health contact, new behaviours to be adopted and new relational strategies.

FROM 14 TO 15 OCTOBER 2020



INTERNATIONAL - A NEW TV STUDIO OFFERING

During a year in which it was difficult to travel throughout the world and freely meet, GL events has developed a TV Studio offering able to broadcast programs in real time. On this basis, the Group decided to equip the Maison de la Mutualité and the Palais Brongniart in Paris, the Reims Convention Center, the CCIB in Barcelona, the World Forum of The Hague in the Netherlands, the Toulouse Pierre Baudis Convention Center, the Lyon Convention Center and Matmut Stadium in Lyon, and the Robert Schuman Convention Center in Metz.



EXPANSION OF THE VENUE NETWORK

In 2020, the venue network continued to expand: A number of sites were inaugurated in France and in other countries

INTERNATIONAL

CHINA

Inaugurated in October 2020, the Guangzhou Yuexiu International Congress Center is an event venue with a total of 172,000 sqm including a 500-seat auditorium and multi-purpose spaces. Its adaptability and modularity represent the strength in one of China's economic hubs.



BRAZIL

With the Salvador Convention Center of Bahia inaugurated in January, the Group is now present at the economic center of Brazil's fourth most populous city.



BRAZIL

The Group was awarded a 24-year concession for a new event venue in Santos. This facility, located 45 km from Sao Paulo, includes an exhibition hall (8,750 sqm), a convention center (4,170 sqm) and a parking facility (367 places).





FRANCE

TOULOUSE - MEETT

The new Exhibition and Convention Center of Toulouse Metropole opened in September 2020 is today one of the largest event venues in France with direct access to the city's Convention Center, destined for hosting professional events.

SAINT-ÉTIENNE - EXHIBITION CENTER

Inaugurated in September 2020, the Saint-Etienne Exhibition Center is now ready to welcome its public once again. With a façade looking out over the city, it offers several modular spaces capable of being adapted for every configuration of events with an optimal layout facilitating traffic management and top-quality equipment.



GL EVENTS VENUES TRENDS & MARKETS

2021 OUTLOOK

The digitalization of our services will help our customers concentrate on their event, their participation, their business within a secure health environment that remains at the heart of our concerns. In this way we are preparing for the recovery by offering turnkey solutions, a streamlined and largely “contact-free” customer itinerary designed to simplify exchanges between exhibitors and organisers.

Large hybrid or virtual events will continue to be held at our sites:

- in connection with Fashion Week, the Palais Brongniart à Paris hosted the Fendi Fashion House
- the World Forum hosted the Climate Adaptation Summit, an online global conference held in January 2021

The Division intends to expand its network in 2021 both in France and international markets. Since January, the Group has operated the Santos Convention Center in Brazil and starting in 2020, the Nuevo Parque Vitacura meeting facility in Chile. In France, the Paris destination teams will inaugurate the catering services and event activity spaces located on the fifth floor (“Samaritaine, Paris Pont-Neuf, Voyage”) at the La Samaritaine building.

Renovation work of the exhibition center and the construction of a new convention center in Budapest is continuing, with the opening scheduled in 2021. Work is also ongoing on the new Strasburg exhibition center, the Grande Halle d’Auvergne, renovation of the exhibition centre of Reims and the construction of an Arena (scheduled for opening in 2022).

TRENDS FOR MEETING VENUES

While the global health crisis has considerably disrupted the economic and social landscape, it has also led to the emergence of and confirmed the development of major trends for the event sector. For this reason, expectations in the areas of safety and CSR, digital transformation and the customer experience are among the major challenges to be addressed.

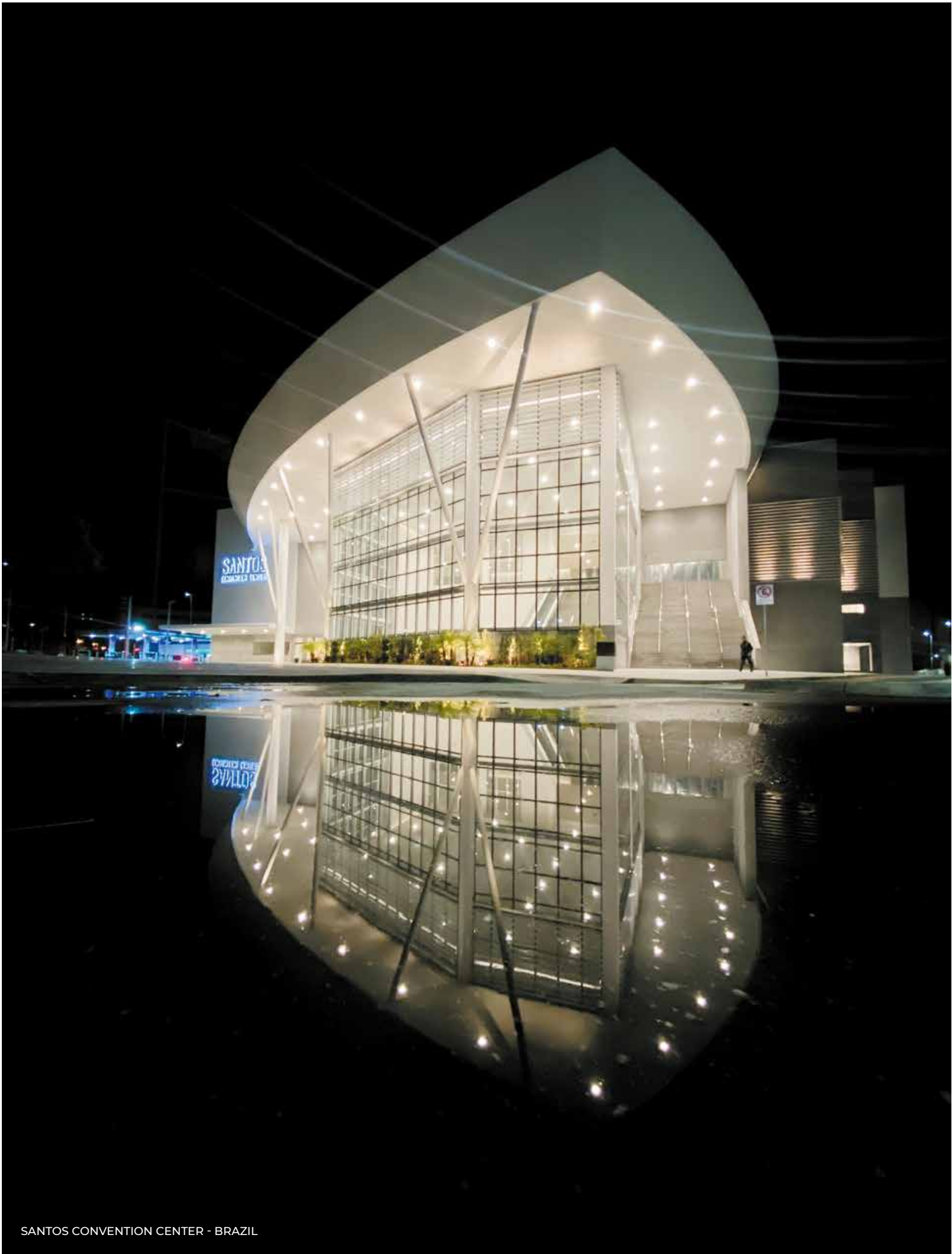
- **Customer experience**, a major priority for companies, is driving changes in event formats and business models. At the end of this crisis, the resumption of in-person events is impatiently awaited though all studies and reports have confirmed that digital solutions will occupy a key role in the events of tomorrow. Achieving the proper

balance between these two models is fundamental to ensuring a remarkable customer experience, quality content and commitment over term.

We are witnessing a redefinition of the temporality of an event no longer limited by the physical constraints of an event occurring at a precise moment in time but rather an activity organised over the year in different formats to maintain genuine communities.

- **Digital transformation**: the development of digital solutions to support our events has experienced an exponential acceleration and will continue to make progress in terms of personalisation and emergence of enhanced services. In this way, event venues must reinforce their resources in this area (technologies, network capabilities, etc.) to be capable of accommodating any type of event.
- **Increase expectations in the area of security**: reinforced health security is becoming the norm and is now integrated in the procedures for our event staging sites. More generally, security is a major issue, notably in an environment where the volume of data circulating is increasing. Cyber security and how technologies are contributing this area are at the heart of these concerns.
- **CSR priorities** are occupying an increasingly central role in the design and production of events, having an impact on energy consumption, waste management and recovery at our sites but also in terms of the contribution of event activities to employment and the society (food redistribution, social integration initiatives, etc.). According to the “Meeting room of the future” report 74% of organisers consider this latter issue when selecting a venue¹.

¹ IACC Survey 2020



SANTOS CONVENTION CENTER - BRAZIL



"TODAY WE ARE NOW OPERATING IN A RELATIVELY SAFE ENVIRONMENT."



MORGAN CHAUDELER

PRESIDENT & REPRESENTATIVE OF THE EXECUTIVE BOARD - AICHI SKY EXPO

Could you speak about the Japanese market in early 2020 (its outlook) and then how you adapted to the crisis?

In March 2020, Japan had declared a state of emergency. All trade shows were cancelled until the end of June. In 2019, 764 trade shows and exhibitions were held in Japan or the equivalent of 2.2 million sqm. In 2020, only 474 exhibitions were organised representing an area of 800,000 sqm or a 64% decrease. The postponement of the 2021 Olympic Games, rendered the exhibition centers in Tokyo partially unavailable. We were thus able to host and will host important exhibitions that until now were organised exclusively in the country's capital. This gave us an opportunity to demonstrate our operational capacity to host national events, highlighting our contribution to the event industry sector during the crisis. Finally, we also adapted our offering to events such as hosting professional exams.

How did you succeed in rapidly overcoming the crisis and the economic turmoil?

We were able to overcome the crisis thanks to the support of the Aichi Prefecture that covered the costs of cancellations by organisers. Our ability to work with local public

stakeholders was a decisive factor. Within the framework of a public-private partnership, we demonstrated our ability to mobilise private stakeholders of the region in the service of our customers: organisers, exhibitors, visitors.

What is the outlook for the Japanese market as it emerges from the crisis?

The health situation is today under control and thanks to the discipline demonstrated by the Japanese society, we now operate in a relatively safe environment. Japan is by nature a very national market and to support the recovery we work closely with our customers to ensure the continuity of their operations. We go even further to support their development by proposing the international transformation of their events, by exporting their exhibitions to other destinations where GL events is present, by proposing innovative content or introducing them to foreign exhibitors. This approach, unique in the Japanese market for an exhibition center, represents our strength.

AICHI SKY EXPO - JAPAN



CONVENTION CENTRES

- Ankara (Turkey): Congresium Ankara
- Barcelona (Spain): International Convention Center of Barcelona (CCIB)
- Brussels (Belgium): Square - Brussels Convention Center
- Caen (France): Convention Center
- Clermont-Ferrand (France): Polydome
- Guangzhou (China): Guangzhou Yuexiu International Congress Center
- The Hague (Netherlands): World Forum The Hague
- Lyon (France): Convention Center
- Metz (France): Metz Robert Schuman Convention Center
- Metz (France): Technopole Convention Center
- Paris (France): Maison de la Mutualité
- Paris (France): Palais Brongniart
- Reims (France): Convention Centers
- Rio de Janeiro (Brazil): Cinco Integrated Convention Center (Riocentro)
- Saint-Étienne (France): Convention Center
- Salvador (Brazil): Convention Center – opening in 2020
- Strasbourg (France): Palais de la Musique et des Congrès
- Toulouse (France): Pierre Baudis Convention Center
- Valenciennes (France): Cité des Congrès
- Convention Center – opening in 2021

EXHIBITION CENTRES

- Aichi-Nagoya (Japan): Aichi Sky Expo
- Amiens (France): Mégacité
- Budapest (Hungary): Hungexpo
- Caen (France): Exhibition Center
- Clermont-Ferrand (France): Grande Halle d'Auvergne
- Johannesburg (South Africa): Johannesburg Expo Center
- Lyon (France): Eurexpo Lyon
- Metz (France): Exhibition Center
- Paris (France): The Parc Floral de Paris event venue
- Paris (France): Paris Event Center
- Reims (France): Exhibition Center
- Rio de Janeiro (Brazil): Riocentro
- Saint-Étienne (France): Exhibition Center
- São Paulo (Brazil): São Paulo Expo
- Strasbourg (France): Exhibition Center
- Toulouse (France): MEETT (the new Toulouse exhibition and convention center)
- Turin (Italy): Lingotto Fiere
- Vannes (France): Le Chorus

MEETING SPACES

- Istanbul (Turkey): The Seed
- Lyon (France): La Sucrière
- Lyon (France): Matmut Stadium Lyon Gerland
- Paris (France): Le Pavillon Chesnaie du Roy
- Saint-Étienne (France): Cité du Design reception facilities
- Saint-Étienne (France): The Verrière-Fauriel
- Saint-Étienne (France): Conference Space of Métrotech
- Toulouse (France): Espaces Vanel

CONCERT HALLS, INDOOR AND MULTI-PURPOSE FACILITIES

- Clermont-Ferrand (France): Zénith d'Auvergne
- London (United Kingdom): Battersea Evolution
- Reims (France): Arena – opening in 2022
- Rio de Janeiro (Brazil): Jeunesse Arena
- Roanne (France): Le Scarabée
- Turin (Italy): Oval



CCIB - BARCELONA, SPAIN

MISSIONS:

MANAGING AND MARKETING
CONVENTION CENTRES
EXHIBITION CENTRES
MEETING SPACES
CONCERT HALLS
MULTI-PURPOSE FACILITIES
SPORTS ARENAS

CUSTOMERS

NATIONAL
INTERNATIONAL
LOCAL AUTHORITIES, INSTITUTIONS
COMPANIES, KEY ACCOUNTS
PCOS/PEOS
GENERAL PUBLIC

GL EVENTS EXHIBITIONS

A WORLD-CLASS
PLAYER
SERVING LOCAL
COMMUNITIES

557
EMPLOYEES

€68M
IN REVENUE

45
IN-PERSON EXHIBITIONS

354,223
ATTENDEES*

9
100 % DIGITAL,
5 IN FRANCE AND 4 IN OTHER COUNTRIES
30,305 ONLINE ATTENDEES

8,704
EXHIBITORS

* Figures impacted by the COVID-19 pandemic



"WE HAVE STRIVEN TO MAINTAIN OUR TIES WITH OUR CUSTOMERS AND OUR DIFFERENT BUSINESS COMMUNITIES."

PHILIPPE PASQUET

MANAGING DIRECTOR, EXHIBITIONS DIVISION

In what way was 2020 an unprecedented year for the Exhibitions Division?

Our business was confronted with the most severe crisis since the last world war 75 years ago! The pandemic that led to restrictions on travel and public gatherings over virtually the entire planet had an unprecedented impact on our businesses, and first and foremost the exhibitions we organise in both the B2B and B2C segments.

Despite this, the year had gotten off to a particularly good start. Continuing the momentum of very strong growth in 2019 driven both by organic development and acquisitions, the exhibitions held in January and February in Europe and North America displayed very positive trends. Unfortunately, all our markets came to a halt beginning in March, only to reopen on a partial and temporary basis in Europe in September, and in contrast on a broader and more sustained scale in China beginning in the summer.

We were required in response, while often struggling because of the complete lack of visibility with respect to the regulatory restrictions applying to our events from one country to another, to postpone several dozen exhibitions and cancel others. The main impacts were by nature on our large and, in particular, the most international operations. For our operations in Latin America the period represented a lost year.

Whereas the year was expected to be promising for our businesses, we ultimately generated only sales of €68 million. This represented a 70% drop in relation to our 2019 performance, in line with the overall decline of the global exhibition market and the analysis of the specialised firm, AMR.

Nobody was prepared for such a pandemic. How did you respond?

It is true that no one was able to anticipate the violence of the shock provoked by this worldwide health crisis. Despite this, we maintained our calm in the face of this challenge. Following the significant developments completed in recent years in China where the crisis began, we already began to address the crisis in the beginning of 2020. As a result, when it spread to Europe and in the Americas, we were ready. This enabled us to immediately take the necessary health security measures for all stakeholders, implement decisions to adapt operations rapidly and efficiently, whether with respect to the calendar of our exhibitions or accelerating digital investments, and implementing robust management measures to preserve our cash and drastically reduce our fixed costs.

Despite this, and no doubt reflecting a specific characteristic of the Group in this difficult period, we continued to work closely with our customers and our different business line



FASHION SOURCE | PREMIÈRE VISION - SHENZHEN, CHINA

communities. Wherever possible and despite the restrictions, we did our utmost to organise the exhibitions planned and continue to exercise our role in contributing to the commercial dynamic of industry sectors and territories where we are active. In my opinion the unwavering commitment we demonstrated at the heart of the crisis will place us in a favourable position to support the economic rebound and also defend our competitive positions.

After the government issued bans on in-person events, how did you react and what is your outlook for 2021?

Despite the proactive approach I described above, the government decisions very simply rendered it impossible for us to organise our events. In this case, especially for our larger events such as Première Vision, Global Industrie, Piscine Global or Expomin, we proposed digital events which enabled the target groups to discover new products, maintain or create new contacts and exchange information. Our ability to offer these services to a large percentage of our traditional audience was made possible by the digital expertise and tools we have developed over the last few years combined with ad hoc initiatives and investments.

The acceleration of our learning curve in developing and providing digital services generated by the crisis will contribute to the success of our inevitable transition into a provider of hybrid exhibitions in the months and year ahead. We will in addition continue to invest heavily in

digital technologies and offerings at the beginning of this year. After a year of economic and social relations restricted by distancing measures, we are anticipating a strong demand in all markets for a return to in-person events. This development is very positive because it confirms our belief in the enduring value of this format. However, this format will continue to be enhanced by digital services adapted to each environment.

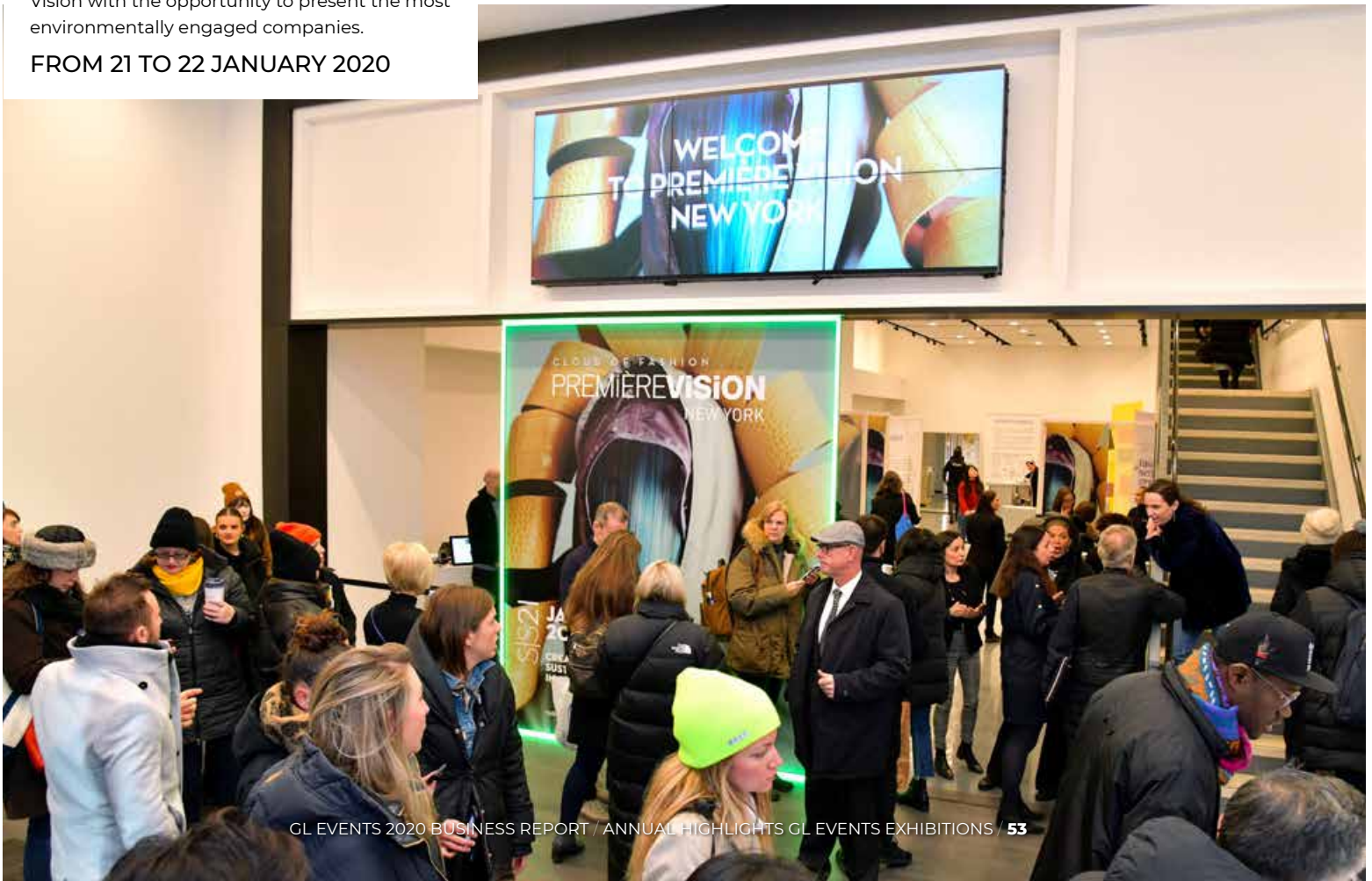
At the economic level, we will start to once again organise large exhibitions in China starting in late March. Europe is expected to follow, undoubtedly to a partial degree beginning in the second half and we are counting on a strong rebound in the last four months of the year in Europe, Asia and the Americas. Despite the uncertainties that continue to weigh on the health situation and its consequences in different regions, 2021 should mark an important turning point towards a return to pre-crisis market conditions.



NEW YORK - PREMIÈRE VISION

For several years Première Vision has been promoting the sustainable offering of its exhibitors, which is today a major priority of the fashion industry. The New York Show provided Première Vision with the opportunity to present the most environmentally engaged companies.

FROM 21 TO 22 JANUARY 2020





LYON - EUROBOIS

An exceptional edition establishing this exhibition as a leading event for the French lumber industry. With 29,000 professionals, 420 exhibitors (one third international) and increased representation by the installation/fixtures and primary processing sectors.

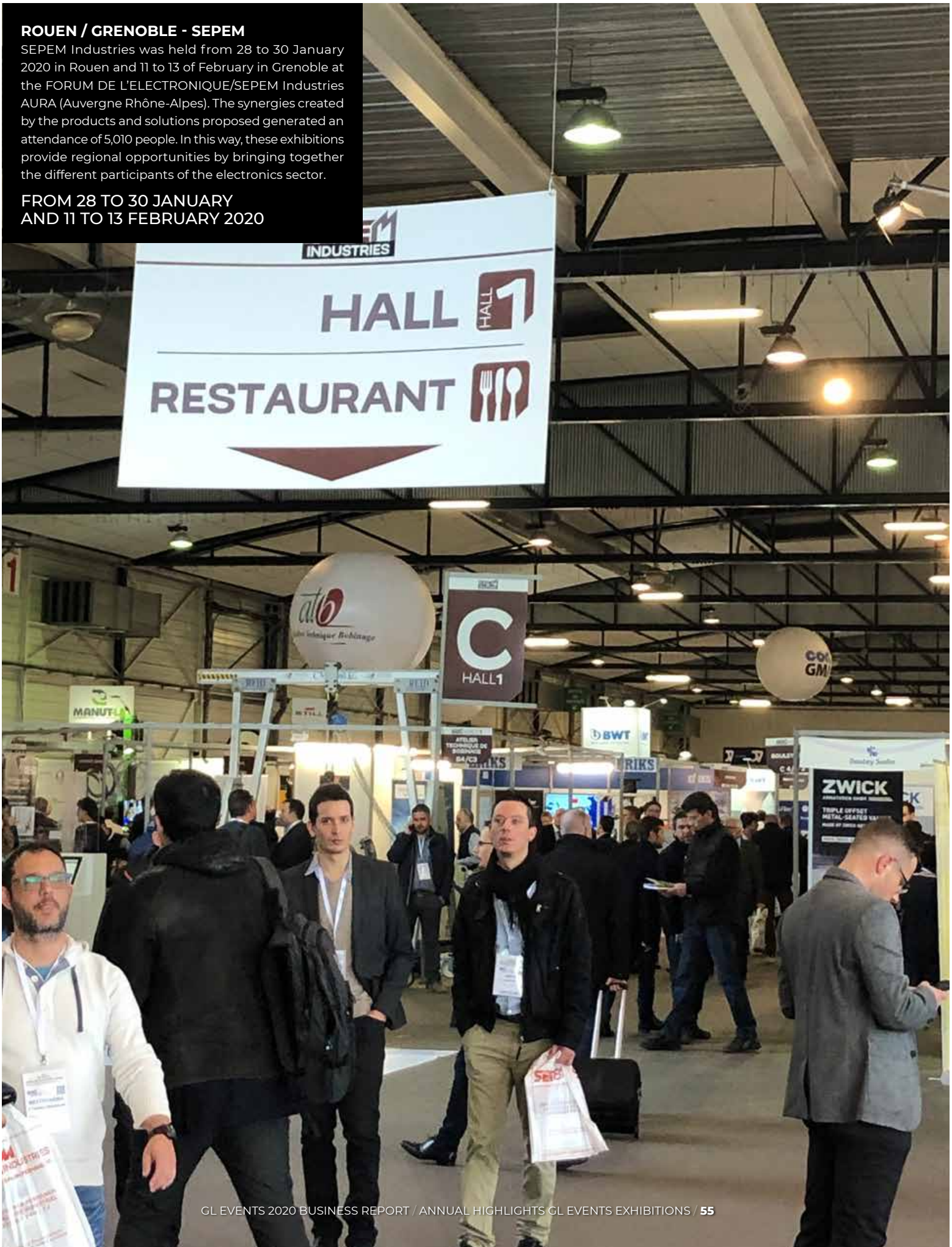
FROM 4 TO 7 FEBRUARY 2020



ROUEN / GRENOBLE - SEPEM

SEPEM Industries was held from 28 to 30 January 2020 in Rouen and 11 to 13 of February in Grenoble at the FORUM DE L'ELECTRONIQUE/SEPEM Industries AURA (Auvergne Rhône-Alpes). The synergies created by the products and solutions proposed generated an attendance of 5,010 people. In this way, these exhibitions provide regional opportunities by bringing together the different participants of the electronics sector.

FROM 28 TO 30 JANUARY
AND 11 TO 13 FEBRUARY 2020



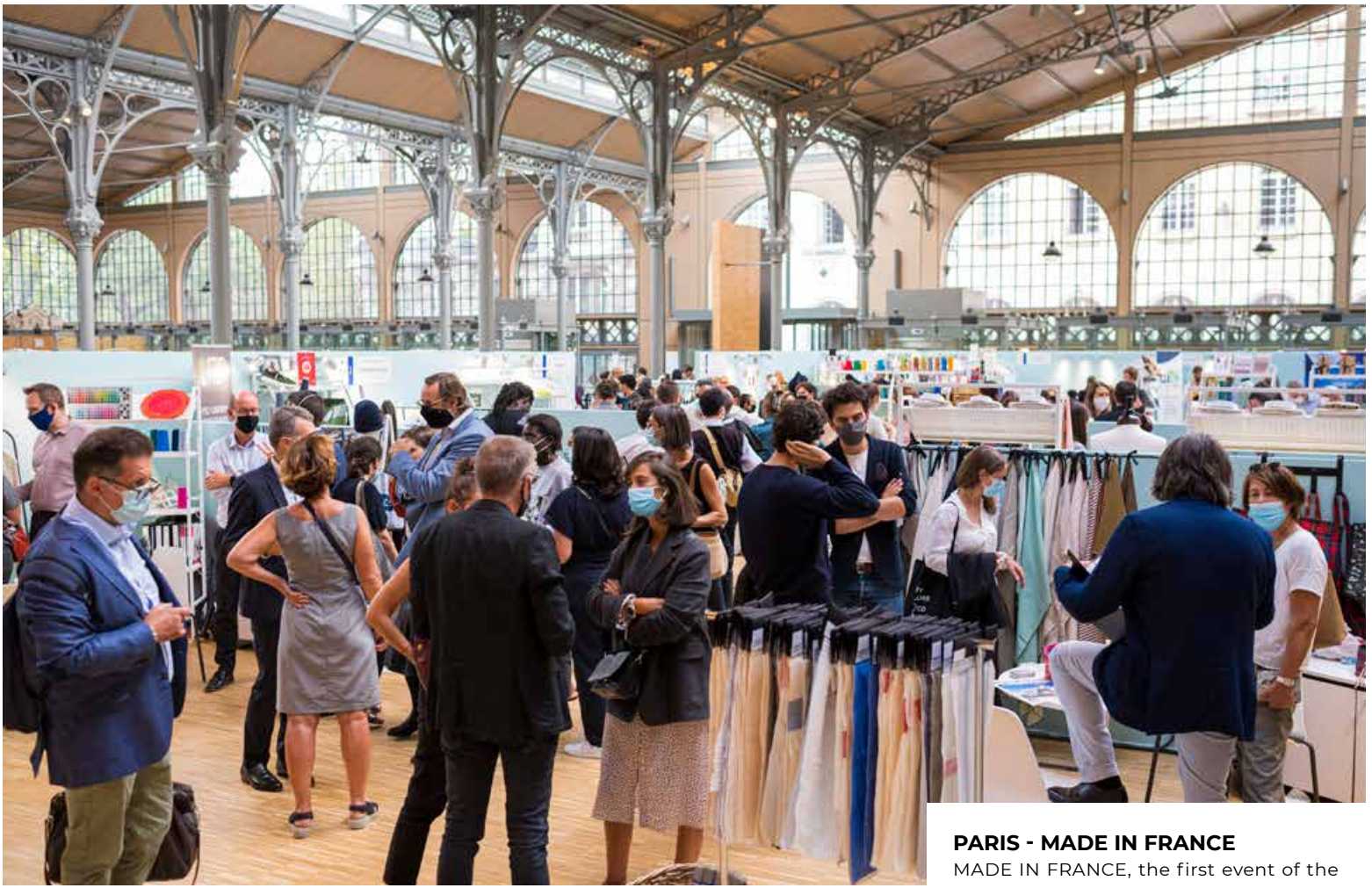


CHINA - CACLP

CACLP brings together industrial players and national and international departments from sectors including immunodiagnostics, chemical and molecular analysis and outpatient diagnostics of infectious diseases. CACLP thus intervenes in a sector whose importance is highlighted by the current health crisis. This exhibition registered strong growth in attendance of more than 50% in relation to 2019 (35,000 attendees in three days).

FROM 21 TO 23 AUGUST 2020





PARIS - MADE IN FRANCE

MADE IN FRANCE, the first event of the season for professionals of the French fashion sector was a success, registering 3% growth in attendance despite the restrictions linked to the health crisis.

FROM 1 TO 2 SEPTEMBER 2020



CHAPITRE 2 LE B.A.-BA DES PRATIQUES COLLABORATIVES : 1 + 1 = 3

- Avec :
- Guillaume de Seymes, Président du Comité Stratégique de Filière Mode et Luxe,
 - Yves Dubéat, Président de l'Union des Industries Textiles,
 - Guillaume Gibault, Président du SIF Français,
 - Léa Marie, Directeur Adjoint Habillement à l'IFM,
 - Sophie Pineau, membre du Conseil d'Administration du GFF et Présidente Gales,
 - Marc Pradal, Président de l'UFIMH et PDG de X'play,
 - Clairisse Belle, Directrice Générale d'Anima.
- Animée par :
- Lucas Delattre, Chargé des enseignements de la communication, médias et du digital à l'Institut Français de la Mode.

LILLE - EXPOBIOGAZ

The 9th EXPOBIOGAZ, France's leading event devoted to renewable-gas production, co-organised with Club Biogaz ATEE, provided an opportunity for participants to renew their professional contacts in a more direct manner after an unprecedented period. An illustration of the strength of the market and its participants, the exhibitors and brands present benefited from this occasion to exchange views about future trends. *(Photo of the 2019 edition)*

FROM 2 TO 3 SEPTEMBER 2020

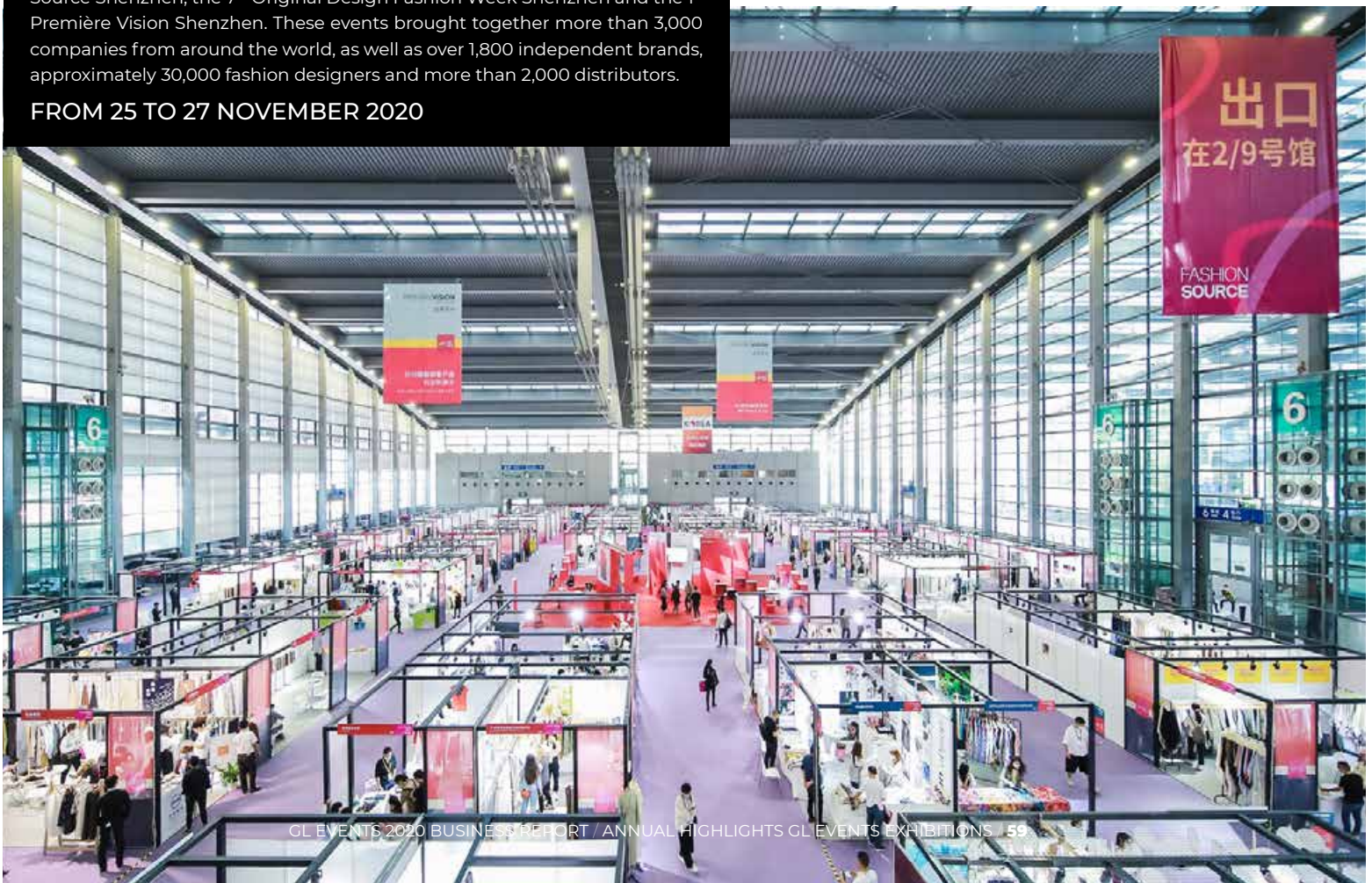




CHINA - FASHION SOURCE

Three leading textile/fashion industry (finished products and components) events were held in Shenzhen from 25 to 27 November 2020: The 22nd Fashion Source Shenzhen, the 7th Original Design Fashion Week Shenzhen and the 1st Première Vision Shenzhen. These events brought together more than 3,000 companies from around the world, as well as over 1,800 independent brands, approximately 30,000 fashion designers and more than 2,000 distributors.

FROM 25 TO 27 NOVEMBER 2020



GL EVENTS EXHIBITIONS TRENDS & MARKETS

GL events Exhibitions is a leading organiser of trade shows and consumer fairs in France and other countries throughout the world. Reflecting evolving customer expectations and business line developments, the Group has adopted a business unit organisation addressing specific industry sectors: fashion and fabrics, decoration/home furnishings, food industry, manufacturing, mining, sustainable energies and development, medical, real estate, etc. These business units operate primarily in France, China, Latin America (Brazil and Chile), the United States and Turkey. This sectorial and geographic diversity provides the basis for the Division's balanced and secure business mix and revenue streams. After a period of very strong growth in 2019 in revenue and earnings, the Exhibitions Division was severely impacted by the health crisis in 2020. While all exhibitions organised in January and February registered positive performances, business was brought to a virtual standstill by the government restrictions imposed in response to the health crisis. Brazil and Chile experienced a year with no activity whatsoever; France was partially active for a short period from September to early October; China was able to resume activity in the summer, with notably the success of the CACL P exhibition, a new acquisition in the medical sector.

For FY 2020, GL events Exhibitions registered a drop in business up 68%, a level marginally exceeding the worldwide average for the exhibition market. Very few exhibitions were cancelled, as most were move forward to later dates. The Division maintained its strategy of targeted external growth despite the context, by acquiring CACL P, an exhibition in the medical sector (China) and Tranoï in the fashion sector (France).

AN EXPANDING SECTORIAL AND INTERNATIONAL COVERAGE

The strategy is based on leading brands and events, solid domestic footholds in each market, strong synergies with the other Group businesses and versatile, creative and highly qualified teams proposing innovations to address new expectations in marketing and business practices. France remains the Division's main market which now covers five industry sectors backed by leading exhibitions and specialised business expertise: Fashion (Première Vision, Tranoï), Industry (Global Industrie, CFIA, Sepem, etc.), Sirha Food (Sirha, Europain, Omnivore, MADE, etc.), Green Tech + (Piscine Global, Paysalia, BePositive, Eurobois, etc.) and B2C (International Fair, Kidexpo, SVG exhibitions, Viving, etc.). By leveraging its strongest brands and expertise in specific

business sectors, the Division is developing a proactive strategy for the international development of exhibitions organised in France. This involves building its own network to expand into major markets that offer a potential fit by adapting leading exhibitions to the geographical profile of the destination (Première Vision New York, Première Vision Shenzhen, Sirha Istanbul, etc.).

For several years GL events Exhibitions has been pursuing an ambitious strategy of building market share in selected destinations by acquiring local exhibition organisers. Along the lines of the examples of Brazil and Turkey, the Group acquired a controlling interest in FISA (*La Feria Internacional de Santiago*), a leading exhibition organiser in Chile, particularly in the mining sector with Expomin. Over a period of a few months between 2019 in early 2020, it developed an attractive portfolio of exhibitions in China by acquiring majority interest in CIEC (Beijing), Fashion Source (Shenzhen) and CACL P (Shanghai), operating in the building/decoration, fashion and medical sectors. These positions are destined to be reinforced through organic growth or new acquisitions.

In 2020, prevented from organising a number of exhibitions due to the health crisis, GL events Exhibitions accelerated the development of its expertise, notably in the area of digital tools and services. Digital exhibitions helped offset bans preventing the organisation of certain major exhibitions (Expomin, Global Industrie, Première Vision Paris and Denim PV, Piscine Global). Marketplaces were also launched as well as new matchmaking tools that will contribute to increasing the future attractiveness of in-person exhibitions.

OUTLOOK

Caution is necessary with respect to making forecasts about the timing and conditions of the recovery of in-person events at most of its destinations. However, the Group is anticipating a scenario of a recovery beginning in March for its exhibitions in China, followed by a gradual recovery in the first half in other markets and finally, a return to strong momentum worldwide in the last part of the year. In this scenario of a recovery in phases, the Division is continuing to ramp up the potential of its digital tools and services, the integration of its recent acquisitions (CACL P, Tranoï), the structuring and optimisation of specialised content and preparing for the rollout of new initiatives, whether for exhibitions (Natur'in, etc.) or services to customers, or strategic acquisitions.



SIRHA GREEN - LYON, FRANCE

THE FIRST DIGITAL DENIM WEEK A SUCCESS

From 30 to 4 December, Denim Première Vision successfully organised its first Digital Denim Week.

This 100% digital event fully contributed to ensuring the exhibition's continuing mission. A successful online meeting accelerating the digital transformation of the sector.

For an entire week, the Digital Denim Week supported and assisted some 4,661 industry professionals (the number of unique visitors) in building their denim collections for Spring-Summer 2022. These included international buyers from the world's most creative fashion companies – fashion and luxury brands, pure players in jeanswear, web players, etc.

In December 2019 Denim Première Vision's London show, an in-person event, welcomed nearly 2,000 visitors.

Digital Denim Week brought together the leading players in the global denim industry to discover:

- A creative and selective offer: fabrics, know-hows and the latest product developments from over 50 exhibitors - weavers, manufacturers/laundries/ finishers, accessory makers and technology developers - from 14 countries.
 - 47,300 page views
 - Over 8,000 product fact sheets consulted
- Expanded services and features on the Première Vision Marketplace, and a more interactive and functional digital catalogue to energise business:
 - Activated client/supplier contact tools to facilitate direct contact and remote sales discussions and transactions.
 - Company profiles now integrating multimedia content - videos, images, texts, etc., offering more dynamic presentations of exhibitors' business activities.
- A rich program of 16 expert talks and seminars, along with 2 workshops, to dive into the season's trends, discover exhibitors' specific proposals, and meet the sector's coming challenges. These digital events were highly successful, with nearly 1,190 participants and:
 - A round table organised in partnership with Vogue Business examining the future of the denim market.
 - Two fashion seminars to inspire buyers, designers and stylists with a presentation of the spring/summer 2022 trends: one session by Première Vision's fashion team presenting the season's main directions; and another by Lucia Rosin from Italy's Meidea design studio to analyse new trends in cuts and silhouettes.



- Two Smart Talks on the industry's challenges in terms of sustainable development hosted by Giusy Bettoni, a sustainable development consultant for Première Vision.
- Two workshops presented by Alessio Berto from The Tailor Pattern Support to assist brands' creative teams in designing their future denim collections.
- Targeted presentations by exhibitors to help visitors better understand their offer in detail.

4,660 ATTENDEES
50 EXHIBITORS
15 TALKS



GLOBAL INDUSTRIE CONNECT

A NEW 100% DIGITAL EVENT FROM 30 JUNE TO 3 JULY 2020

The exhibition's first all-digital version

GLOBAL INDUSTRIE is the event where the industry of the future is imagined, invented, designed, built, revolutionised and transformed.

GLOBAL INDUSTRIE has reinvented itself to adapt to today's unprecedented situation, while maintaining the event's core DNA and its values of support, facilitation, networking and conviviality. Its objective was to bring players from the entire industrial sector together to promote and support the whole value chain.

This connected four-day event offered a comprehensive programme of business meetings, webinars, thematic conferences, plenary sessions, presentations by exhibitors, institutions and partners, and more.

As with previous GLOBAL INDUSTRIE shows, all the exhibitors and visitors prepared their involvement in this digital event beforehand in their personal space, accessible through the My GL app. Once the personal space had been activated, everything was centralised in the application to simplify the whole process: Exhibitor Guide, Company Information Sheets, Profile Sheet and My Visit, to register for the sessions you are interested in and make appointments with the people everyone wanted to meet.



MADE IN FRANCE, PREMIÈRE VISON - PARIS, FRANCE



GL EVENTS, THE GROUP

66 / KEY FIGURES – ANALYSIS

70 / GL EVENTS AND CSR:
PUTTING PEOPLE FIRST

82 / HISTORY & MILESTONES

90 / SHAREHOLDER INFORMATION



"IN RESPONSE TO THIS EXCEPTIONAL SITUATION, WE WERE ABLE TO GENERATE SAVINGS OF €190 MILLION."

SYLVAIN BECHET

MANAGING DIRECTOR, CHIEF FINANCIAL AND INVESTMENT OFFICER

What figures in your view should be highlighted for 2020?

The COVID-19 epidemic has severely impacted the Group's activity, with a steep decline in sales revenues of €700 million in relation to 2019. In response to this exceptional situation, we achieved savings of €190 million. All our teams were extremely responsive, taking measures to reduce cash outflows by scrupulously reviewing all expenditures and analysing our contracts. The combined impact of these measures contributed to limiting the loss to €74 million.

How did the Group address the challenges of 2020?

Two key factors in particular should be noted:

- Preservation of the Group's cash by in particular refinancing the total debt service charge for 2020, adjusting the terms of our covenants with our financing partners and the implementation of government COVID-19 relief measures, (notably government-backed loans). The Group also cancelled the dividend distribution (€30 million) and reduced its capital spending programme (€60 million).
- Remaining faithful to the fundamentals of its business model and respecting its commitments by adapting its commercial policy for its partners and customers, providing for reimbursements even in the case of last-minute government-order cancellations while continuing to meet its contractual obligations for work initiated under the concessions (Toulouse, Reims, Saint-Étienne, Salvador, Aichi, etc.)

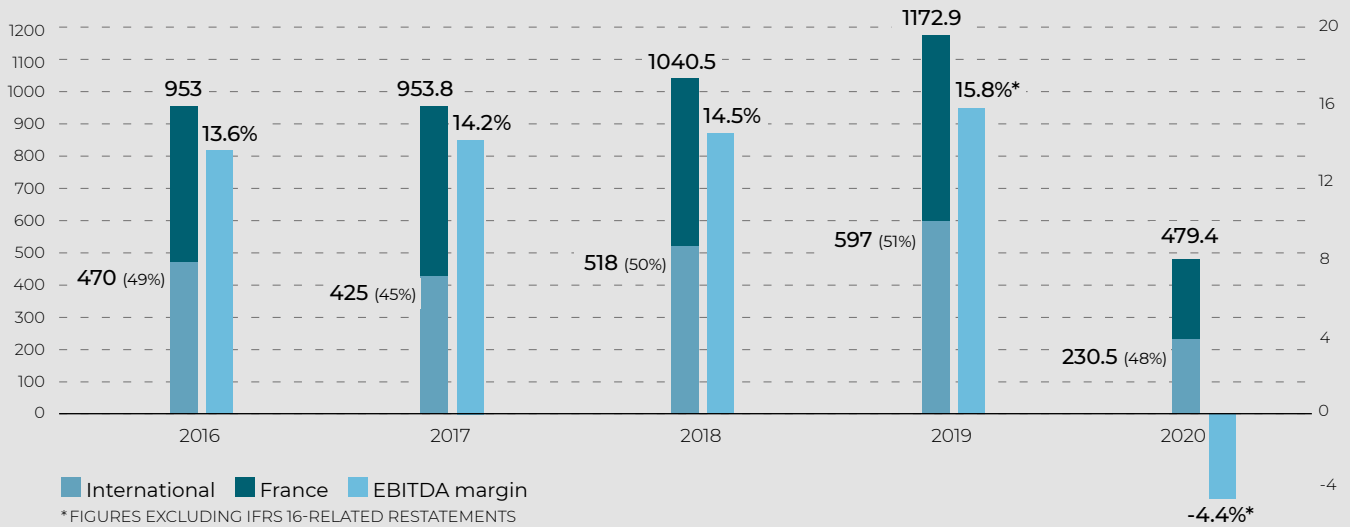
What measures did you take to prepare for 2021?

For 2021, business is back on track in China while in other regions the rebound will be slower. In Asia, we were able to take advantage of opportunities for developments in China, notably by developing an equity partnership with the private equity fund, Nexus Point, that acquired a stake in our local holding company. This will provide €190 million in cash through two tranches. This transaction values our Chinese assets, acquired 18 months earlier for approximately €220 million, at €259 million.

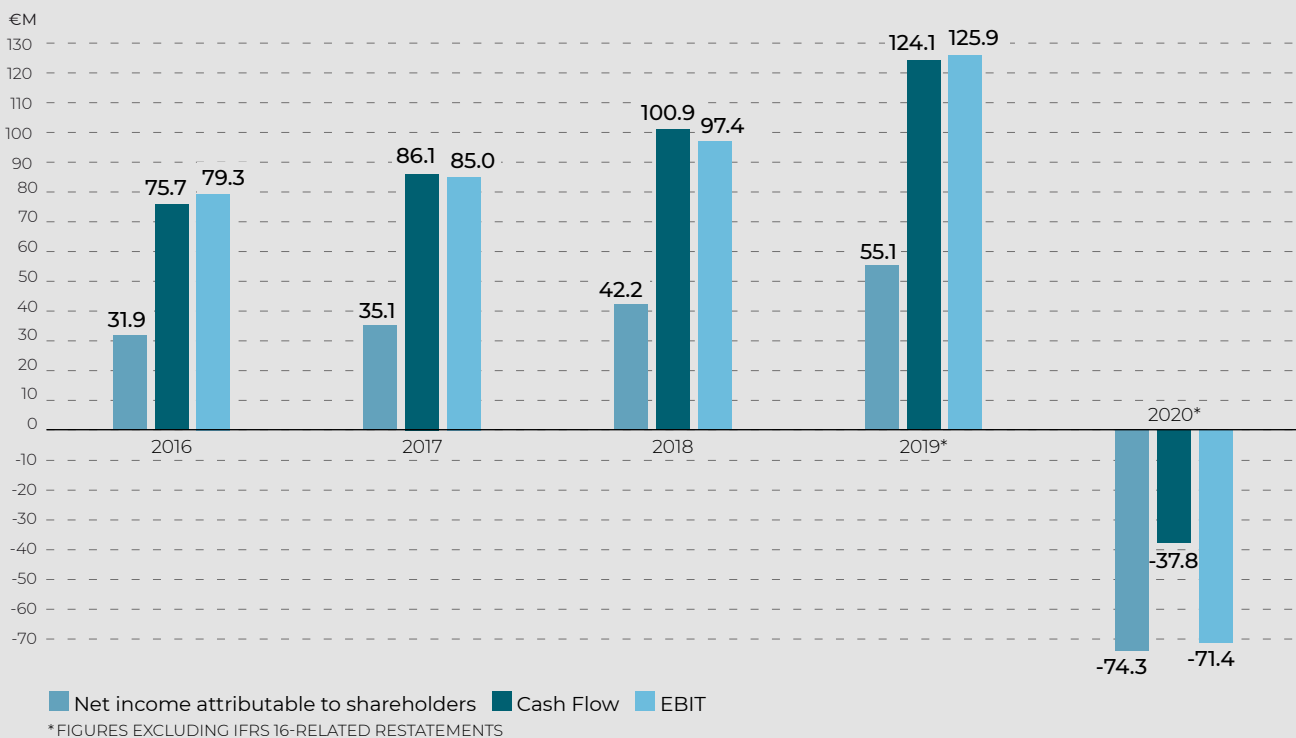
Outside of Asia, we have strategically scheduled our key events in the third quarter of the year.

We have also initiated the Group's strategic digital transformation (creation of a general management level team and launch of the Matrice project).

REVENUE GROWTH (€M) AND EBITDA MARGIN (%)



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

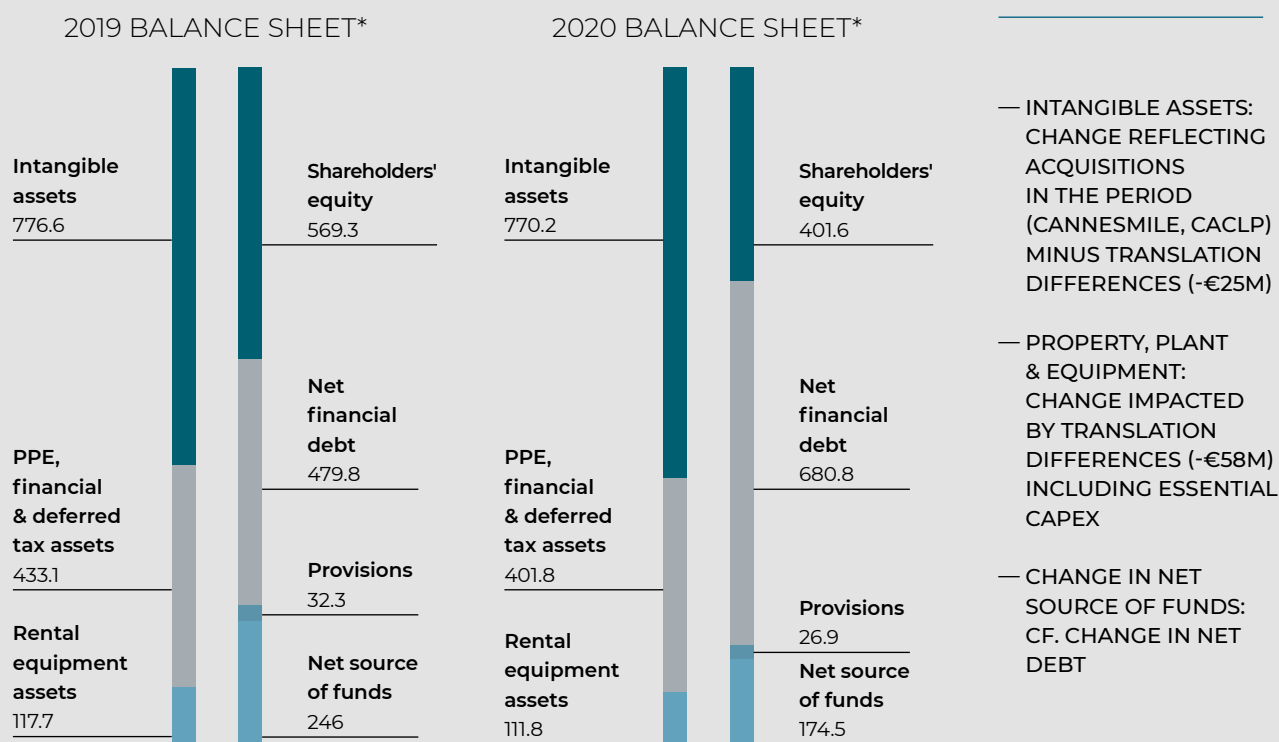


CONSOLIDATED INCOME STATEMENT HIGHLIGHTS (€M)

	2020*	2019*	
REVENUE	479.4	1,172.9	
EBITDA	-21.0	184.9	- EBITDA: -4.4 % OF REVENUE (15.8 % IN 2019)
CURRENT OPERATING INCOME (EBIT)	-71.4	125.9	
OPERATING PROFIT	-79.8	120.8	- CURRENT OPERATING MARGIN: -14,9% (10,7% IN 2019)
NET FINANCIAL INCOME (EXPENSE)	-13.5	-10.9	
TAX	18.9	-33.5	
NET PROFIT / (LOSS) OF CONSOLIDATED COMPANIES	-74.4	76.4	- NET INCOME ATTRIBUTABLE TO GROUP SHAREHOLDERS: -234.9 %
EQUITY-ACCOUNTED INVESTEEES AND NON-CONTROLLING INTERESTS	0.1	-21.3	
NET INCOME ATTRIBUTABLE TO SHAREHOLDERS	-74.3	55.1	

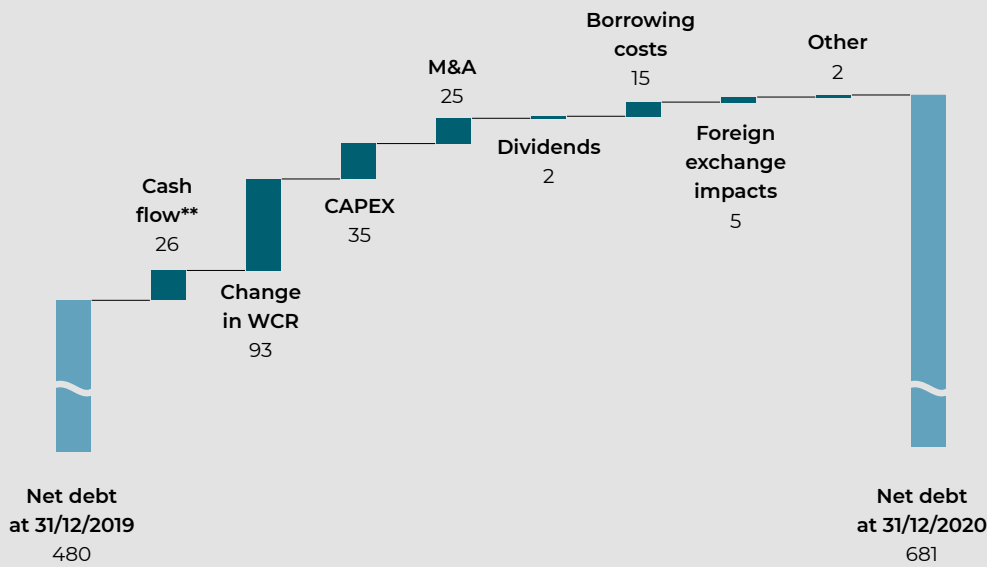
* FIGURES EXCLUDING IFRS 16-RELATED RESTATEMENTS

CONSOLIDATED BALANCE SHEET HIGHLIGHTS (€M)



* FIGURES EXCLUDING IFRS 16-RELATED RESTATEMENTS

CHANGE IN NET DEBT (€M)*



* FIGURES EXCLUDING IFRS 16-RELATED RESTATEMENTS

— CASH FLOW NET OF INCOME TAX: CASH BURN LIMITED RELATIVE TO THE DECLINE IN REVENUE

(**) CASH FLOW NET OF TAX AND BEFORE NET INTEREST EXPENSE

— CHANGE IN WCR: HIGH NET SOURCE OF FUNDS AT END OF 2019, LIMITED ACTIVITY EXPECTED IN Q1 2021

— CAPITAL EXPENDITURES: LIMITED TO CAPEX ESSENTIAL FOR THE RESUMPTION OF BUSINESS (STRUCTURES BU) AND MAINTAINING COMMITMENTS (VENUES DIVISION)

— M&A: CACL P



WALLCOVERING & FURNISHING - SHANGHAI, CHINA



"HEALTH SAFETY HAS IN THIS WAY
BECOME A NEW PILLAR AT THE HEART
OF THE GROUP'S CSR POLICY."

SYLVIE FOUILLOUSE

VICE PRESIDENT, HUMAN RESOURCES

The COVID-19 epidemic impacted the Group's activities beginning in January 2020 How did the HR mission adapt and respond to this situation?

The health situation required a high level of responsiveness vis-à-vis all our employees. In a situation that required rapid and effective responses, we implemented a number of robust measures:

- Establishing strict health protocols to protect our employees and visitors,
- Ensuring their safety and rapidly providing remote working tools:
- Maintaining social links with furloughed employees, remote working, etc.

Health safety has in this way become a new pillar at the heart of the Group's CSR policy, formalised by a new programme: **Think Safe**.

Managers were also assisted in their efforts to motivate their teams and maintain ties within a remote work environment.

In the second half, continuing regulatory and administrative restrictions tested the Group's resilience in dealing with a protracted crisis.

At the worldwide level, the Group has adapted to the health situation and its economic consequences. 70% of Group employees worldwide were concerned by local legal measures impacting their business, concerning on average 50% of their activity.

In parallel with these measures made possible by government relief initiatives as well as efforts by the employees, the Group was required to take measures to protect the company by adopting difficult decisions involving staff reductions. This began by a reduction in non-permanent employees who at 31 December 2020 represented less than 10% of the workforce and then, in a second phase, by selected organisational adjustments and different countries and Group companies.

Group companies organised online seminars and training initiatives with the support of the French employment training agency (*Fonds National de l'Emploi*), when possible, focusing on three areas to prepare for the rebound: CSR, Digital Solutions and Management.

For all Group employees, this year was particularly difficult. GL events displayed a high degree of responsiveness and resilience in exercising its role as a responsible employer and corporate citizen in new formats.

PRINCIPAL ACHIEVEMENTS OF 2020

- 88% of permanent jobs 80% preserved, despite a drop in activity of nearly 60%, through job protection measures in the form a national furlough scheme, drastic reductions in the use of temporary employment and internal mobility,
- Solidarity-based and collaborative approaches implemented by our sites within an exceptional context.

To motivate its teams, and without waiting for the resumption of our activities, the Group implemented a process of innovation and transformation placing the priorities of Social and Environmental Responsibility at the heart of a renewed business model. Several working groups were tasked with focusing on this mission and the CSR Department was reinforced to deploy in 2021 a new approach and new tools to contribute to the performance of Group companies.

MAJOR PROJECTS IN 2021

ENSURING AND PREPARING FOR THE RESUMPTION OF ACTIVITIES

- Establish the conditions for relaunching on-site activities after several months of furlough or teleworking
- Ramp up training required to help employees adopt and contribute to the Group's digital and CSR transformation
- Define new positions that will be required, either through internal mobility or external recruitment

OUR COMMITMENTS : SETTING THE EXAMPLE AND GROWING OUR EXPERTISE

- Pursuing a responsible and dynamic employment policy
- Accelerating the Group's commitments to develop inclusiveness
- Developing our policy in favour of youth training and employment
- Adapting skills to address new business challenges through training

BRINGING PEOPLE TOGETHER

- Assisting the men and women who serve our customers reengage
- Ensuring health security by applying strict and properly designed procedures
- Promoting the organisation of solidarity initiative by all French subsidiaries

MAXIMISING THE MEETING LEGACY

- Adopting Socially Responsible Entrepreneurship (partnership with the community-based organisation, Les Canaux)
- Continuing our transformation by becoming an efficient learning organisation



EXPO RETOMADA - SÃO PAULO, BRAZIL

MAJOR PROJECT FOR 2021

CREATION OF A DEDICATED EXECUTIVE MANAGEMENT TEAM TO SPEARHEAD TRANSFORMATION



"MAKE OUR OFFERINGS EASIER TO UNDERSTAND AND MORE ACCESSIBLE AND STRENGTHEN OUR ROLE AS A COMMUNITY LEADER."

DAMIEN TIMPERIO

THE NEW CHIEF TRANSFORMATION OFFICER

Over the last 42 years, the Group has developed a unique integrated business model to services customers across the entire event value chain. More than ever, GL events wishes to consolidate its core mission: Bringing People Together.

To this end, the Group initiated a vast digital, environmental and social Transformation and Innovation project, with a dual objective:

- Make our offering of services and logistical solutions for hosting and servicing events (Venues + Live) easier to understand and more accessible.
- Strengthen our role as a community leader (Exhibitions + Live By), specifically in sectors where GL events is recognised as a major player: gastronomy and food service, sports, fashion and textiles, industry and health in particular.

True to its entrepreneurial DNA, the Group opened its doors to students and young entrepreneurs as part of an Open Innovation programme in partnership with the Matrice Institute. By drawing on the Group's expertise, this programme will contribute to anticipating new trends and identifying new profiles and new skills to prepare for the resumption of our activities.

CHARLES DE LORGERIL

CSR MANAGER

What place does CSR occupy within GL events?

For 42 years, the Group has been driven by an increasingly strong conviction that bringing men and women together to create more emotion, more value, more solidarity and more passion.

The Group has developed a specific CSR approach, organised around five action programmes: Think Green, Think People, Think Local, Think Ethics and, more recently, Think Safe. This approach was rewarded in 2020 by a CSR ranking of 30th out of a panel of 230 companies assessed by Gaïa, a non-financial rating entity.

What would you most remember about 2020?

An incredible spirit of solidarity. And tremendous agility. Our employees engaged in powerful initiatives, exemplifying the Group's active role within the territories. These ranged from making its sites available in the efforts to combat Covid-19 to providing assistance or shelter to isolated persons, or philanthropic and volunteer initiatives.

Projects were also developed in which environmental and social criteria occupied an important place. For example the Temporary Grand Palais project: a model in terms of sustainability and a construction project integrating all components of the circular economy.

For the event venue management business lines, the adoption of CSR as a key management priority was rewarded by the Paris sites' addition to those already ISO 20121 certified in Lyon, Brussels, Barcelona, Strasburg and The Hague. GL events' commitment to energy transition was reflected by the transition of all French sites to 100% green electricity. In addition, as an organiser of events, the Group has made Sustainable Development a central theme of its exhibitions, exemplified by SIRHA Green or the launch of the GreenTech+ business unit, specialised in exhibitions devoted to the energy transition and ecology.

What changes are you anticipating for your market in terms of CSR and Sustainable Development?

All GL events' business lines will contribute to the circular economy by maximising the reuse of solutions necessary for events. With that objective we will be developing partnerships with SSE stakeholders to produce socially responsible meetings and to safeguard employment and its diversity, especially for young people.



SIRHA GREEN - LYON, FRANCE

CSR IN ACTION

GL events' actions are based on a deeply held belief: bringing people together creates value, solidarity, emotion and passion. For this reason, the Group has adopted the following commitments:

- 1. Bringing people together:** providing a quality hospitality experience and promoting the development of innovative communities.
- 2. Maximising the meeting legacy:** by creating virtuous cycles for creating value and managing all the impacts of an event.
- 3. Setting an example:** by respecting all contributors and continually developing our expertise.

This commitment is put into practice through specific programmes: Health safety this year thus became a new pillar at the heart of the Group's CSR policy, formalised by a new programme: **Think Safe**.



- Construction of the Temporary Grand Palais in Paris, a building able to be disassembled and reused,
- ISO 20121 certification of GL events Venues' Paris sites (Palais Brongniart, Parc Floral, Maison de la Mutualité, Paris Event Center) and those of GL events UK
- Deployment of 100% green electricity at all French sites,
- Deployment of the Greentech+ Business Unit, specialising in exhibitions devoted to energy and ecological transition



- Making our sites available in the combat against COVID-19 (temporary hospitals, testing centres, landing pads for medical evacuations by helicopter, etc.),
- Solidarity-based and collaborative approaches implemented by our sites.
- Organising a collaborative approach with the Social and Solidarity Economy (SSE) economy



- 88% of the permanent jobs were preserved, despite a decrease in activity of nearly 60% through government furlough measures, a drastic reduction in the use of temporary employment solutions and internal mobility,
- Employee training on subjects relating to the Group's transformation such as digital solutions or CSR.



- Obtaining the Safe & Clean label for all GL events operations in France,



- Continuing to strengthen the governance procedures and the control system of the Group Compliance team.



MAINTAINING JOBS AND MOTIVATION

In 2020, the business lines found themselves severely challenged by the effects of public health and regulatory trends. The Group's business contracted nearly 60%. The business lines have also evolved, involving notably an increasing shift towards digital formats. The work organisation impacted by constantly evolving public health regulations also changed. All structures have been required to adapt to these new constraints.

In this new environment, GL events' challenge as a responsible employer was thus to safeguard as many jobs and employees as possible, create the conditions for a return to shared economic growth and in this way contribute to job stability and its future development.

All teams have contributed to a wide-scale collective

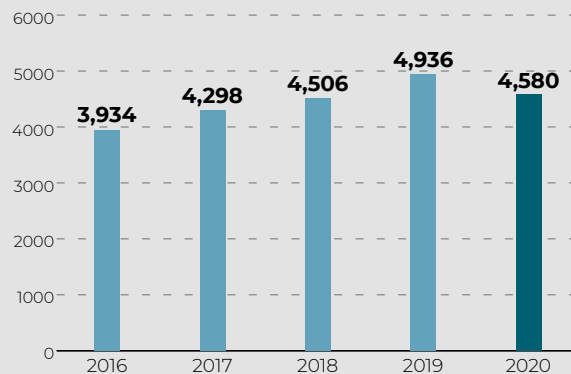
efforts: furlough measures, a drastic reduction in temporary employment, organisational change, remote working, the reinforcing of new skills.

The social mechanisms gradually implemented by certain States and made available in different companies by employee representation bodies contributed to preserving the majority of permanent jobs. Locally, in certain companies and countries, staff reductions were nevertheless necessary. The teams have demonstrated a high degree of adaptability and resilience.

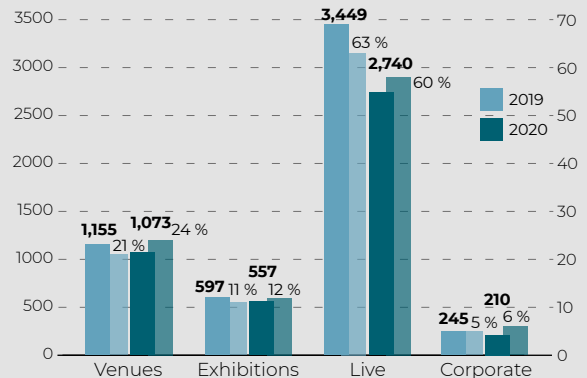
All decisions and actions have focused on ensuring the security of each, protecting long-term employment and developing the expertise and motivation of everyone for the Group's future.

CHANGES IN THE GROUP WORKFORCE

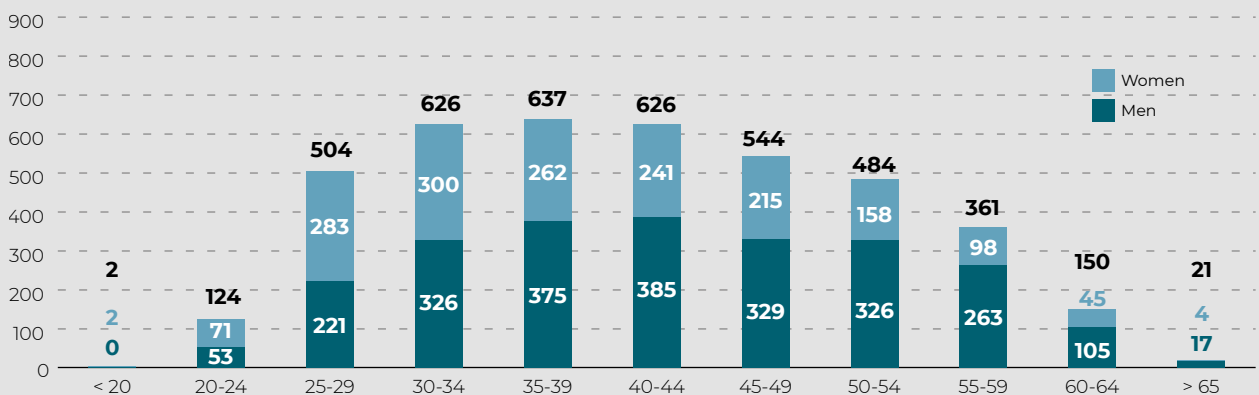
(AT 31/12/2020)



HEADCOUNT BY DIVISION (AT 31/12/2020)



AGE PYRAMID- PERMANENT EMPLOYEES WORLDWIDE (AT 31/12/2020)



PROTECTING EMPLOYMENT

Different job protection mechanisms were implemented by public authorities in many countries where the Group is present. In full compliance with the law, the Group made use of these measures in response to the shutdown of its activities. At the worldwide level, furlough schemes offered GL events a structural tool for adapting to the crisis, notably in the French, Belgian, British, Hungarian, Italian, Spanish and Brazilian subsidiaries. These furlough schemes concerned more than 3,700 employees or nearly 70% of the workforce of the different companies.

Mobility between companies, whether temporary or permanent, also contributed to job preservation. The staffing of nearly 80 permanent positions was made possible by means of this mobility. On a temporary basis, employees whose normal operational activity was interrupted were solicited or volunteered to assist their colleagues by contributing to projects in progress.

This mobility represents a permanent vehicle for employee development.

SUPPORTING SKILLS DEVELOPMENT

The event business lines are challenged and must adapt to new applications and new forms of consumption. To this purpose, employees were provided access to professional training in 2020. This training has become even more vital today for maintaining ties, promoting exchanges, raising skill levels and focusing staff on themes linked to transformative projects for the Group (Digital, CSR for example).

MAINTAINING TIES AND CARING ABOUT PEOPLE

In just a few days, all our employees were required to adapt to remote working practices. Our operating information systems made it possible to achieve this adaptation immediately. Managers also created digital spaces where staff could meet on a voluntary basis in the form of breakfast meetings or virtual cocktails. Some organised contests focusing on non-work-related themes.

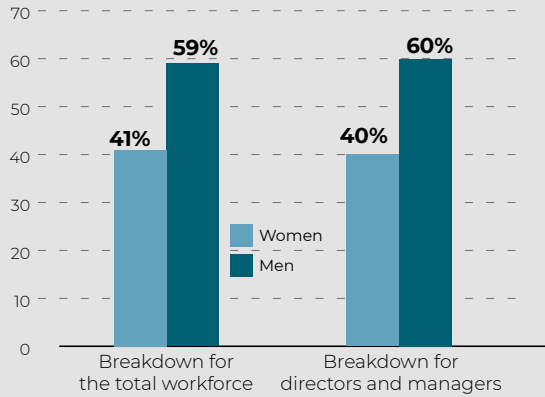
In Brazil, a virtual seminar was organised for all employees over a period of several days.

The Sharing project, initiated at the end of 2019, developing collaborative solutions was rolled out before the first lockdowns, facilitating in this way to the widespread adoption to remote working.

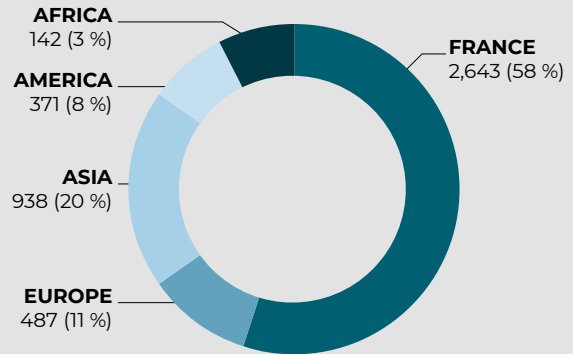
This Sharing project helped employees use the tools on a day-to-day basis to maintain ties and develop collective intelligence. Beyond this professional dimension, the Group authorised the use of these tools by employees outside a work framework as a way to maintain ties and share moments of conviviality while operations were shut down.



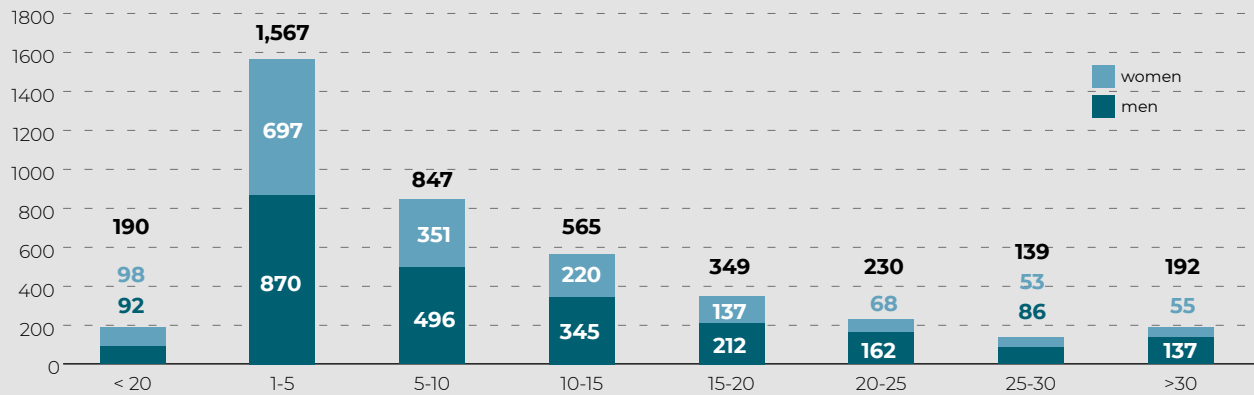
HEADCOUNT BY GENDER AND CLASSIFICATION (AT 31/12/2020)



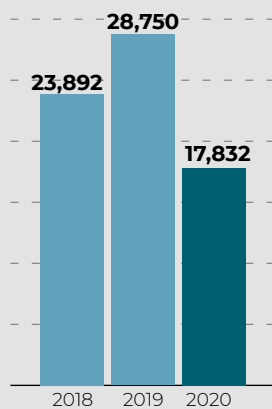
HEADCOUNT BY REGION (AT 31/12/2020)



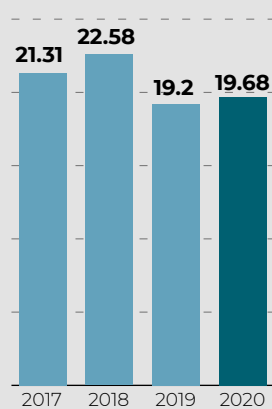
BREAKDOWN OF SENIORITY FOR THE TOTAL WORKFORCE (AT 31/12/2019)



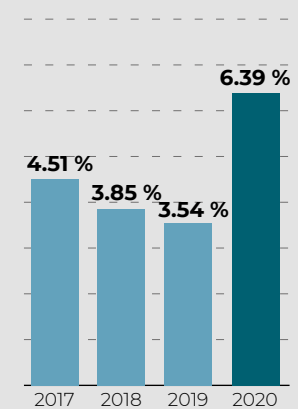
NUMBER OF TRAINING HOURS (FRANCE REPORTING BOUNDARY)



WORK-RELATED-LOST TIME INJURIES FREQUENCY RATES* SEVERITY RATES** (FRANCE REPORTING BOUNDARY)



ABSENTEEISM RATE (FRANCE REPORTING BOUNDARY)



* Number of lost time injuries involving more than one day of absence, occurring over a period of 12 months per one million hours of work
 ** Number of lost days resulting from temporary disability per 1,000 hours worked

GUARANTEEING THE HEALTH AND SAFETY OF OUR EMPLOYEES AND PARTNERS



The Think Safe programme encompasses all the Group's policies in the area of health and safety and is a cornerstone of our social responsibility. This year was impacted by a very challenging health context and the approach adopted illustrates our capacity for adaptation and resilience in the face of this crisis.

Since the crisis began in March, GL events has focused efforts on preparing for the recovery of our businesses, with as a guiding priority: protecting our employees, customers and partners.

An iterative process constantly adjusting to the evolving rules imposed by the relevant authorities, a collaborative and multi-disciplinary approach carried out in close collaboration with the Group's Risk Management team.

This approach has 3 objectives:

- ✓ **REASSURE** our employees and all stakeholders, including the institutional stakeholders
- ✓ **COMPLY** with the recommendations of the competent government and health authorities
- ✓ **GUARANTEE** a consistent level of quality and excellence for all the Group's business lines

This resulted in:

- Reinforced measures in the area of hygiene and protection (complying with distancing measures, mask wearing, etc.)
- The implementation of health procedures adapted to our different business lines: for our project worksites, events and meeting venues
- Manuals produced for all employees providing guidelines for the return back to work
- Solutions adapted for our customers: temporary structures serving as field hospitals, decontamination areas for entrances to events, specific signage, etc.

All our operations in France were rewarded for the different approaches adopted by receiving the Apave Safe & Clean label at the end of the year. Similar measures were taken for our companies in other countries legitimising the efforts adopted to protect our employees and customers in accordance with local requirements.



UPHOLDING OUR COMMITMENTS OVER TIME



Even though the period was particularly complicated, the Group maintained its efforts to minimise its environmental impacts.

EFFICIENTLY MANAGING ENERGY CONSUMPTION

Since 1 January 2020, all electricity supplying French sites are provided by renewable energy. This exceptional period, marked by an unprecedented suspension of activity, provided an opportunity to calibrate our sites and their energy consumption and study the impact of the suspension of activity in terms of energy consumption. Procedures for shutting down sites without activities were implemented to reduce energy consumption to the necessary minimum.

CIRCULAR ECONOMY

We have continued our efforts to increase recycling by conducting tests of certain waste streams, while maintaining our existing partnerships. We are continuing efforts to recycle, by expanding the process of testing, validation and deployment for certain waste streams.

The deployment of waste separation and recycling in offices has continued in partnership with Elise, a socially responsible waste collection network. Upcycling solutions have been tested on PVC tarpaulin:

- The Lyon Convention Center initiated a collaborative venture with a young start-up of the above region to transform tarpaulins into packaging for e-commerce products:
- Jaulin has begun tests to transform tarpaulins into home furnishing articles in the form of poufs.

INNOVATION & EXPERTISE

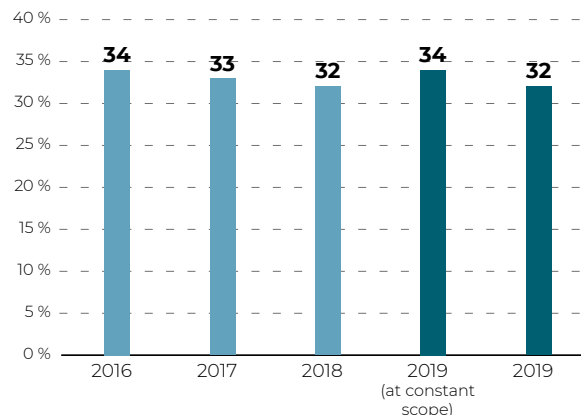
2020 provided an opportunity to demonstrate our capacity for innovation within different businesses. This resulted in two emblematic initiatives:

The construction of the Temporary Grand Palais, integrating sustainable development features over the structure's entire lifecycle.

Starting from the design stage, several criteria were integrated to limit the project's environmental impact : utilisation of "light" materials designed to guarantee a level of thermal comfort, an acoustic envelope to limit and reduce noise disturbances, use of wood to limit the environmental impact. The building was designed to be disassembled and reused in different formats at the end of the Paris 2024 Olympic Games.

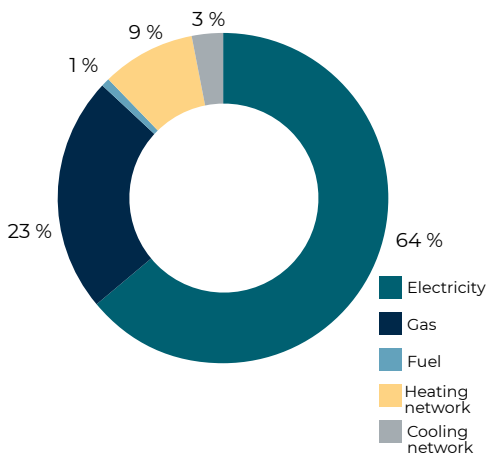
As for the Exhibitions Division, the Greentech + exhibition business unit was created to accelerate the ecological transition by combining the strengths of different sectors to support their project, development and innovations. By leveraging its knowledge of the markets and their stakeholders, the goal of Green Tech + is to serve as a focal point for all contributors to the process of ecological transition.

THE GROUP WASTE SEPARATION RATE

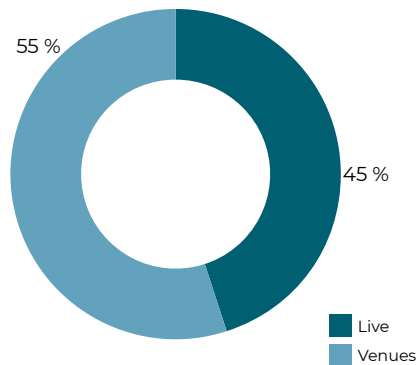




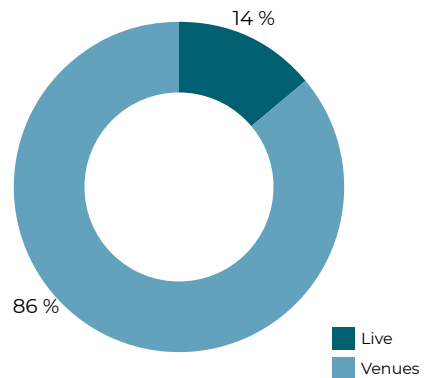
ENERGY CONSUMPTION BY TYPE (%)



ENERGY CONSUMPTION BY DIVISION (%)



WATER CONSUMPTION BY DIVISION (%)



WATER CONSUMPTION*
211,043 m³

Of this amount, GL events Venues accounted for 86 % and is linked to the number of visitors attending the events, the type of event as well as the process of cleaning the sites.

* Total water consumption for buildings and fire hose cabinets



CREATING LASTING VALUE AND STAKEHOLDER SOLIDARITY WITHIN OUR TERRITORIES

Through its regional network, GL events has actively assumed its share of responsibility in the combat against COVID-19. This contribution has taken many forms:

- Sites managed by the Group were made available for emergency hospitals to meet the needs for additional beds required to care for COVID-19 patients. In Budapest, Hungexpo in this way made available a 9,000 sqm hall that was converted into an emergency hospital.
- The CCIB Barcelona International Convention Center made its site available as a logistic centre to distribute protective equipment at the very outset of the COVID-19 crisis. It also made available its facilities and know-how to produce 192,000 meals for the most vulnerable persons.
- The Paris Event Center made 8,000 sqm available to serve as a homeless shelter. All our know-how was deployed to create this shelter in record time.
- In the Netherlands during the crisis, the World Forum of the Hague supported a local initiative to provide meals to persons in need. To date, more than 100,000 meals have been served.

The “Engageons-Nous” committee created by employees of Destination Lyon continued its actions in the service of the community. If the annual open house event for isolated persons at the Lyon Convention Centre, in partnership with the not-for-profit, Secours Populaire, could not be held in 2020 for health reasons, employees of Lyon For Events were able to gather for a solidarity day to create facemasks and

gifts that were then distributed by the Secours Populaire. Solidarity initiatives of this nature were organised in many of Group companies at the initiative of employees committed to contributing both individually and collectively to this essential mission, even in the absence of events and in full compliance with public health directives.

As another means for creating value, GL events has been actively contributing for a number of years in collaborative initiatives with the Social and Solidarity Economy sector:

- Member of GESAT since 2012, the French national network of sheltered work establishments as part of our disability policy
- Signatory since 2017 of the 1,000 company member charter (*La Charte des 1000*) to promote job integration and employment
- Member since 2015 of the Club Handicap et Compétences, a not-for-profit promoting workplace integration of persons with disabilities

To strengthen our Responsible Purchasing policy initiated a number of years ago, and to integrate new opportunities for collaboration made possible by the rapid development of the SSE sector, in 2020, the Group began working with the not-for-profit “Les Canaux” that promotes and develops collaborative initiatives between “conventional” companies and organisations of the SSE universe.



HUNGEXPO RENOVATION PROJECT - HUNGARY

HISTORY & MILESTONES

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).

NAME CHANGE to 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 contracting 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 support its expansion in the event market, the Group carries out a capital increase of €15.4 million.



SYDNEY OLYMPIC GAMES- AUSTRALIA

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), and an equity interest acquired in Première Vision, 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 Center and wins management concessions for the Riocentro Convention Center of Rio de Janeiro, Pudong Expo for the city of Shanghai, the Brussels Square

meeting center, the Turin Lingotto Fiere exhibition center, Curitiba Estação Embratel Convention Center and the Rio de Janeiro Aréna in Brazil and the World Forum Congress Center of The Hague. GL events acquires Traiteur Loriers to accelerate the development of its Food & Beverage strategy.

IN 2005 AND 2007, the Group carries out two capital increases raising €35.7 million and €77.6 million.

IN FRANCE, GL events wins concessions for the Metz Exhibition Center, Exhibition and Convention Centers (Nice, Amiens), the Roanne Scarabée multifunctional hall, the Troyes Convention Center and the Maison de la Mutualité in Paris.

2010

THE CREATION of GL events Exhibitions on the 1st of 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 was selected to manage the Palais Brongniart.

GL EVENTS wins a historic contract for the FIFA World Cup 2010™ in South Africa. The Group also strengthens its position by contributing to a number of international events such as the Shanghai World Expo.

2011-2012

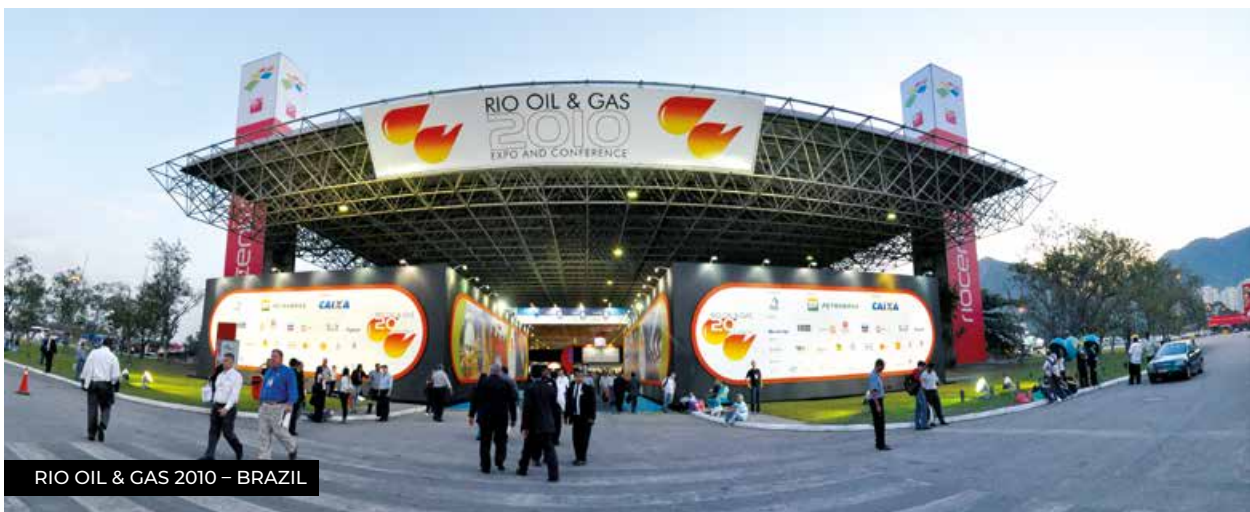
GL EVENTS CONFIRMS ITS LEADERSHIP with contributions to a number of international events: the Africa Cup of Nations in Qatar, the RBS 6 Nations rugby championship and summit meetings for the French presidency of the G8 and G20, the London Olympic Games, the Rio+20 Summit, etc.

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 THE TOULOUSE EXHIBITION CENTER, the management concession for the new Ankara Convention and Exhibition Center in Turkey and La Sucrière in Lyon, GL events continues to build its international network of premium venues.

GL EVENTS CARRIES OUT A CAPITAL INCREASE to accelerate its development in emerging markets and, in particular, Brazil with a very promising line-up of major events in 2016. Sofina becomes a Group shareholder

EXPORTING THE PROPRIETARY EVENT CONCEPTS 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.).



RIO OIL & GAS 2010 – BRAZIL

2013

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

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

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

2014

ON 1 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 Center and Exhibition Park of Strasbourg.

AS A STAKEHOLDER OF THE G20 SUMMIT 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 Chile.

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

2015

COMMENCEMENT OF A MAJOR PROGRAM FOR SÃO PAULO EXPO: the construction of a 7-level 4,532 place parking facility.

INAUGURATION IN RIO DE JANEIRO OF THE GRAND HÔTEL MERCURE for which GL events is the prime contractor. Carried out in partnership with Accor, this five-star establishment has 306 rooms

ACQUISITION OF THE JAULIN GROUP which allows GL events to strengthen its position in the Paris region and adds a new venue to its network: Paris Event Center.

2016

IN APRIL, INAUGURATION OF SÃO PAULO EXPO, Latin America's largest exhibition center with a total area of 120,000 sqm.

A STRONG PRESENCE AT THE RIO SUMMER OLYMPIC GAMES, with competitions hosted at Group sites (Rio Arena and Riocentro), the provision of numerous catering and hospitality services.

SIGNATURE OF A JOINT VENTURE between GL events and Yuexiu Group to jointly develop a network of event sites in China. The first step in 2019: managing the future Guangzhou Yuexiu Exhibition and Convention Center (50,000 sqm).

AFTER COP 20 IN LIMA AND THE COP 21 IN PARIS, GL events is a stakeholder of the COP 22 hosted in Marrakesh. The Group confirms accordingly its standing as a major player for these global sustainable development meetings.

2017

CREATION OF GLOBAL INDUSTRIE. With the acquisition of the Tolexpo and Midest trade shows, combined with Smart Industries, GL events has created a major broad-based event for the industrial sector. The first edition is held in March 2018 at Paris-Nord Villepinte.

MATMUT STADIUM OF GERLAND is completely refurbished. After six months of work, the playing grounds of LOU Rugby is ready to host sports events and large events.

STRATEGIC ACQUISITIONS: Tarpulin (Chile), Wicked & Flow (Dubai), Aganto (UK) and the CCC agency.

CONTINUING DEVELOPMENT IN ASIA: after China, GL events is awarded preferred bidder status to manage the future Aichi International Exhibition Center (Japan).

2018

A VERY SUCCESSFUL FIRST EDITION OF GLOBAL INDUSTRIE: Reflecting a strategic priority of the French government, GL events created the standard-setting exhibition of the French industrial sector.

WITH AÏCHI SKY EXPO AND E2 DUBAI SOUTH EVENT & EXHIBITION CENTER, the network of venues has been strengthened in regions of the world where significant developments are expected.

THE GROUP'S NETWORK OF EVENT VENUES IS REINFORCED BY THE ADDITION OF REIMS AND CAEN.

WITH THE ACQUISITION OF FISA, Chile's leading professional exhibition organiser, the Group has strengthened its market positions in Chile, and more generally, and Latin America.

Reflecting a dual dynamic of both organic and external growth, the €1 billion revenue milestone was crossed in a year marked by a double anniversary: 40 years of existence and 20 years as a publicly traded company.



GLOBAL INDUSTRIE 2018 - PARIS, FRANCE



SEAGAMES 2019 - JAKARTA, INDONESIA

2019

ACCELERATION IN INTERNATIONAL EXPANSION

Acquisition of a 51%-stake in ZZK (China), a company specialised in event services, a 60%-majority stake in Johannesburg Expo Center, the managing company of the Johannesburg exhibition centre, 55 % of CIEC Union, an organiser of 6 major exhibitions in tier one cities and a 60 %-stake in Fashion Source (China), a fashion exhibitions organiser.

STRENGTHENING THE VENUE NETWORK

The Venues Division continued to strengthen its network: a new convention centre in Salvador de Bahia (Brazil), renewal of the management concession for the Exhibition Center and Polydome of Clermont Ferrand, extension of the concessions for the Saint-Etienne venues Exhibition Center, the Cité du Design of Saint-Étienne, supplementing the Verrière-Fauriel meeting facilities).

NOTEWORTHY SUCCESSES BY GL EVENTS LIVE WITH MAJOR EVENTS

Highlights for the Live Division in 2019 included services provided for the Pan American Games (Peru) and also COP 25 (Chile & Spain), an event which demonstrated the Group's ability as a highly responsive and mobile organisation capable of delivering services to customers in record time.

PREMIÈRE VISION VOTED THE BEST MARKETPLACE

The B2B e-commerce platform, a genuine complementary service to its material and services shows for the upstream of the fashion sector, developed with Mirakl and Data Solutions, was awarded the Gold Trophy in the marketplace category for 2019 at the 13th edition of the E-commerce Trophies organised by E-Commerce Magazine.

GL EVENTS MAKES A MAJOR DEBUT IN CHINA

For the first time, GL events participated in China's No. 1 import-themed exhibition, an event that attracted more than 3,800 exhibitors and over 500,000 domestic and overseas trade visitors. GL events obtained a number of leads ranging from opportunities to develop and operate new sites, services for large international events to the launching of new events in China.

2020

Beginning in January, GL events was confronted by a new virus unknown to date, forcing it to place its employees in China in quarantine and suspend its operations. While the epidemic began to spread, the Group anticipated and adopted measures to protect its employees and remote working tools. While exhibitions and events were postponed one after the other, the Group's fundamentals and the agility of its teams were focused on preparing a partial recovery between the two lockdowns of March and October, and successfully implementing new strategic projects.

THE TEMPORARY GRAND PALAIS IN PARIS & A NEW SITE IN CHILE Construction work on the Temporary Grand Palais on the Champ-de-Mars landscaped public garden in Paris is underway for a delivery scheduled in spring 2021.

GL EVENTS WAS AWARDED A 40-YEAR CONCESSION FOR A MEETING FACILITY IN SANTIAGO CHILE AS FROM 2022. This new 4,700 sqm venue currently hosts approximately 300 events per year.

THE ACQUISITION OF THE CACL P EXHIBITION IN CHINA FOLLOWED BY A FIRST SUCCESS

The country's market leader in the fields of IVD (in vitro diagnostics) and clinical tests, the acquisition of this event confirms the Group's commitment to developing a lasting position in this promising market. Tranoi, the leading B2B event organiser for creative fashion brands in conjunction with Fashion Week, joined forces with the Group, strengthening its fashion Business Unit.

DIGITAL INNOVATIONS

The Global Industrie Exhibition accelerates its digital offering and becomes Global Connect. Over 4 days, 300 participants and 46 webinars brought together a community of more than 6,100 professionals from the industrial sectors.

The Palais Brongniart organised its first phygital event and a live streaming fashion show for Fendi, the Italian luxury fashion house.

The Group launches a television studio offering across multiple sites.

GL EVENTS CONTRIBUTES TO COMBATING THE PANDEMIC

Two halls of the exhibition center of Rio de Janeiro were transformed by the Group into a temporary hospital. The Metz Exhibition Center is being used by health authorities as a site for transferring patients from the Grand Est region to Germany. GL events is also responding to demands by all health authorities for delivering vital services required to combat this pandemic.

In England, temporary medical structures are being installed by GL events to receive patients. In South Africa and Patagonia, the Group is participating in the construction of temporary hospitals.

PUTTING SAFETY FIRST

Reflecting the 5th pillar of its CSR policy, "Think Safe", the Group recently received the Apave Safe & Clean label attesting that appropriate health measures and systems have been implemented addressing the COVID-19 risk. This represents a first step of an approach designed to extend this label to all its activities throughout the globe.

RECOVERY IN ASIA

In China, Zibo, the first New Materials Industry International Expo, China ASEAN Expo, the Zhuhai International Design Week and the Greater Bay Area Industrial Expo.

A remarkable event in Japan: more than 3,000 attendees per day attended the 58th National Skills Olympics Competition, organised in strict compliance with public health restrictions.

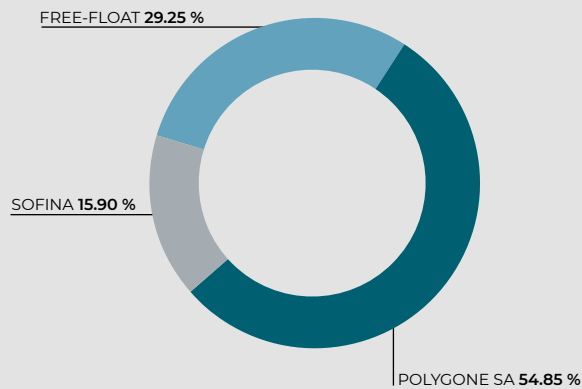


SHAREHOLDER INFORMATION

SHARE PRICE DATA

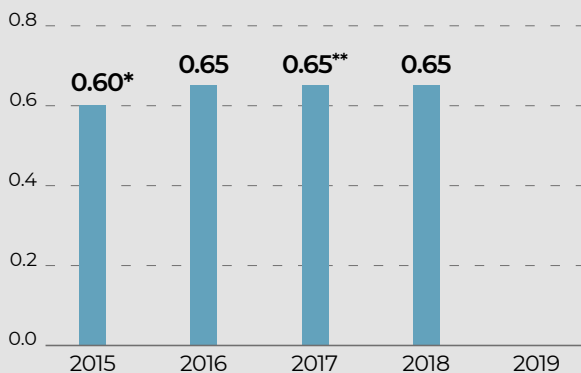


SHAREHOLDER OWNERSHIP STRUCTURE AT 31 DECEMBER 2020



DIVIDENDS

At the end of GL events' Board of Directors' meeting held on 26 March 2021, in light of the current global economic situation and to preserve the Group's liquidity, it was decided to cancel the dividend distribution that had been proposed for fiscal year 2020.



* Dividends paid in the form of shares: 83.95 %.

** Dividends paid in the form of shares: 87.5 %.

2021 INVESTOR CALENDAR

24 JUNE 2021

AGM / EGM IN LYON

22 JULY 2021

H1 REVENUE RESULTS (AFTER THE CLOSE OF TRADING)

PRESS RELEASES

GL events' press releases may be consulted at the company's website, www.gl-events.com (under "Group>Financial Information"). They are systematically sent by e-mail, fax or the post to all persons having so requested.

ANNUAL REPORTS

Copies of GL events' annual report can be downloaded 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 gl-events.com, (Group>Financial Information) or may be obtained on request from the investor relations department.

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- Emmanuel Chevalier, CM CIC Market Solutions
- Geoffroy Michalet, ODDO BHF
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- Stéphanie Lefebvre, Gilbert Dupont
- Florian Cariou, Louis Capital Markets
- Victor Drevon, Stifel

MARKET**EURONEXT PARIS- COMPARTMENT B (MID CAPS).****ISIN CODE - FR 0000066672****BLOOMBERG CODE: GLOFP****REUTERS CODE: GLTN.PA****FTSE CODE: 581****LEI CODE: 9695002PXZMQNBPY2P44**

Since its initial public offering, GL events has adopted a communication strategy based on strong investor relations. The following information can be found on the company's website (www.gl-events.com) in the space for shareholders: recent and past press releases, a calendar of financial publications, a shareholders' guide, downloadable annual reports and financial publications, key Group figures, recordings of management interviews.

Email: info.finance@gl-events.com



DESIGN AND PRODUCTION: COMMUNICATIONS DEPARTMENT

146BD, MAHDI ARIDJ PHOTOGRAPHY, VINCENT BARNETT - GL EVENTS UK, FLEUR BEEMSTER, JULIEN BOUVIER, BRUNO BRITO, FRÉDÉRIC CHÉHU, AXEL CŒURET, COLLECTION RMN-GRAND PALAIS - DIDIER PLOWY, JAKOB EBREY, ALEXANDRA FLEURANTIN, MARCELLO FRANCO, MARC GALAOR, MAXIME HURIEZ, MARTON KOVACS, KENGO KUMA & ASSOCIATES - IMAGE BY LUNANCE, QUENTIN LAFONT, JUSTIN LEE, RAPHAEL MEDEIROS GUIMARAES, ALEXANDRE MOULARD, CHRISTOPHE POUGET, TONY PRATO, NICOLAS RODET, FERNANDO SOUZA, REIN RIJKE, TIDA PROJECT, ALEXANDER WHITTLE, ZED PHOTOGRAPHIE, ZOUT FOTOGRAFIE, GETTY IMAGES - BEN JARED / ROSS LAND / GARY TYSON, DR.

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