

YEAR-END BUSINESS UPDATE AND 2021 TARGETS RAISED

ADDITIONAL RELIEF MEASURES TO COVER FIXED COSTS

OVERLAY SERVICES FOR THE ARAB CUP

ACQUISITION OF 3 EXHIBITIONS IN CHINA

**GL EVENTS (ISIN: FR0000066672 - TICKER: GLO), THE INTEGRATED EVENT INDUSTRY GROUP
ISSUES A BUSINESS UPDATE FOR YEAR-END AND RAISES ITS ANNUAL GUIDANCE.**

Olivier Ginon, Chairman-CEO of GL events, commented: *"Our Group has demonstrated its resilience and its ability to meet the challenges of this crisis. We have successfully rebounded and returned to a level of activity over the last three months comparable that achieved in the same period in 2019. This additional €25 million in aid, although insufficient when compared to certain European neighbours and sectors of activity, highlights the positive contribution of the Group's constant dialogue with the French government that will benefit France's entire event industry.*

In China, as announced, we are continuing our development by integrating an exhibition developing a new vertical offering for the Group: seeds and seeding equipment. This sector offers prospects for sustained growth and a profound transformation to a sustainable and quality-based model. Our teams will accordingly focus on the integration and continuing development of this sector.

I would like to thank the Group's employees for their remarkable job in supporting the resumption of our activities and delivering quality services to all our customers. I would also like to express my gratitude to our financial partners who have demonstrated their loyalty by maintaining their confidence in the Group and continuing to support its development."

ADDITIONAL AID TO COVER FIXED COSTS

The French State published a decree introducing a new aid measure ("*Fermeture*") in the form of compensation for uncovered fixed costs designed for companies whose activities have been particularly impacted by the COVID 19 epidemic. This aid, provided in the form of a grant, will cover 70% of operating losses (negative EBITDA) from January 2021 to August 2021, capped at €25 million per Group. This new measure will supplement the aid provided in the 2021 first half which covered fixed costs in the amount of €10 million.

The Group's size, the number of subsidiaries and the absence of activity for 5 months in the first half of 2021 would suggest, based on initial calculations, that this ceiling will be reached.

FIFA ARAB CUP 2021

As part of the Arab Cup, held in December and which serves as a dress rehearsal for the 2022 World Cup, Group teams provided a range of services (primary and secondary electrical power distribution, energy creation with the installation of more than 340 generators, etc.) representing revenue of close to €12 million. The Group has in this way once again demonstrated its ability to help organisers ensure the success of their event.

ACQUISITION IN CHINA

GL events has acquired a 65% stake in the organiser of Harbin Seed Expo, China's leading exhibition for seeds and growing and seeding equipment. The historic shareholders retain 35% of the share capital and will support the future business plan.

The company currently operates three exhibitions, the main one in Harbin (city of more than 10 million inhabitants in northern China) with more than 1,000 exhibitors each year (gross floor space of 50,000 sqm), with spinoff exhibitions in the cities of Chengdu (Sichuan region) and Nanjing (capital of Jiangsu province) and plans for other regions.

The Chinese grain market in which these exhibitions operate is the second largest in the world (€18 billion in 2020) and is growing at a rapid pace in value terms. Highlighting its strategic importance, the Chinese agricultural industry is supported by a wide range of policy incentives and structural reforms driving its current shift to a quality-based and sustainable production model.

The company employs 23 people and has annual revenue of approximately €3 million with an operating margin of 40%.

CASH POSITION AND RELATIONS WITH BANKING PARTNERS

To date, the Group has a strong cash position (€582 million) and is meeting all its commitments. In order to maintain a balanced debt service burden, the Group has initiated discussions with its banking partners to extend the maturity of the bilateral bank debt (excluding Covid-relief government-backed loans) to 6 years.

The terms of these adjustments are expected to be completed and contractually formalised in January 2022.

2021 TARGETS UPDATED

Reflecting the high level of activity during the months of September, October and November, business volume generated by GL events is comparable to that of 2019. Based on this momentum, the Group has raised its guidance for 2021. On that basis, the Group is now expecting annual revenue of around €720 million (up from close to €700 million previously) and net profit attributable to Group shareholders of more than €10 million (previously positive).

NEXT PRESS RELEASE:

2021 ANNUAL REVENUE: 20 JANUARY 2022 (AFTER THE CLOSE OF TRADING)

FOLLOW US ONLINE

www.gl-events.com

www.gl-events.tv



About GL events: The Group is a world-class provider of integrated solutions and services for events operating across the three main market segments: conventions, conferences, congresses; cultural, sports and political events; trade shows / B2B and B2C



exhibitions and consumer fairs. GL events' activities are organised into three major business divisions. **GL events Live** provides a complete range of services for corporate, institutional and sports events, and offers turnkey solutions from consulting and design to staging the event itself. **GL events Exhibitions** manages and coordinates the Group's portfolio of more than 300 proprietary trade fairs covering a wide range of sectors: food industry, culture, textiles/fashion, manufacturing... **GL events Venues** manages a network of 50 venues (convention and exhibition centres, concert halls and multi-purpose facilities) in France and international destinations.

Present on five continents with operations in more than 20 countries, GL events has 4,600 employees. GL events is listed on Euronext Paris, Compartment B (mid-caps).

INVESTOR RELATIONS

Sylvain Bechet

Tel.: +33 (0)4 72 31 54 20

infos.finance@gl-events.com

MEDIA RELATIONS

Stéphanie Stahr

Tel.: +33 (0)1 53 48 80 57

stephanie.stahr@cic.fr

ISIN FR0000066672 - BLOOMBERG GLO FP - REUTERS GLTN.PA - FTSE 581
LEI 9695002PXZMQNBPY2P44
