

# GL EVENTS ENTERS EXCLUSIVE NEGOTIATIONS FOR THE ACQUISITION OF ADD GROUP IN SAUDI ARABIA

GL EVENTS (FR0000066672, GLO), AN INTEGRATED GROUP IN THE EVENT MANAGEMENT SECTOR, ANNOUNCES TODAY THAT IT HAS ENTERED INTO EXCLUSIVE NEGOTIATIONS FOR THE ACQUISITION OF 51% OF THE CAPITAL OF ADD GROUP IN SAUDI ARABIA.

GL Events enters exclusive negotiations for the potential acquisition of 51% of ADD Group's capital, following the signing of a non-binding Memorandum of Understanding (MoU).

ADD Group, a company specialized in integrated event organization, based in Riyadh, Saudi Arabia, has been operating for over 10 years with a diversified client portfolio and a turnover exceeding €90 million in 2023.

With nearly 400 employees, ADD Group is a local player in event services. The company is involved in all stages of event production, including event management and communication, stand design, signage, audiovisual services, logistics, and more. ADD Group is also the owner and organizer of the Innovation *Zero World Congress* in the UK.

This acquisition would represent a significant step in GL Events' expansion in the Middle East and would allow for:

- Accelerating market penetration through a credible and legitimate local player in the event industry,
- Expanding the service offering, with ADD Group complementing GL Events' activities (temporary structures, energy distribution, exhibition organization, etc.) across the entire value chain: general installation, furniture, audiovisual, signage,
- Creating a leading player capable of effectively supporting local authorities in implementing their event development plans.

The finalization of this transaction, expected by the end of June 2025 at the latest, is subject to the satisfactory completion of financial, legal, and commercial due diligence and the signing of the transfer agreements.

**UPCOMING**

- 2024 Annual Revenue: January 23, 2025
- 2024 Results: March 5, 2025

## A PROPOS DE GL EVENTS :

[www.gl-events.com](http://www.gl-events.com)



**A propos de GL events :** Groupe intégré des métiers de l'évènement, GL events est un acteur de référence présent sur les trois grands marchés de l'évènementiel : congrès et conventions ; évènements et manifestations, qu'ils soient culturels, sportifs ou politiques ; salons et expositions à destination des professionnels ou du grand public. GL events est organisé autour de 3 grands pôles. **GL events Live** regroupe l'ensemble des métiers de l'évènementiel corporate, institutionnel, et sportif. Ses équipes apportent des solutions clés en main, du conseil à la conception, jusqu'à la réalisation. **GL events Exhibitions** pilote et anime plus de 200 salons propriétaires, son portefeuille couvrant de nombreux secteurs : agro-alimentaire, culture, textile/mode, industrie... **GL events Venues** gère le réseau de 57 sites évènementiels (centres de congrès, parcs d'expositions, salles de spectacles et halles multifonctionnelles) implantés en France et à l'international. Présent sur les cinq continents et dans plus de 20 pays, GL events compte 5 850 collaborateurs. Le Groupe est coté sur Euronext Compartiment B Paris.

### RELATIONS INVESTISSEURS

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