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# GL EVENTS 2020 ANNUAL RESULTS

5 March 2021

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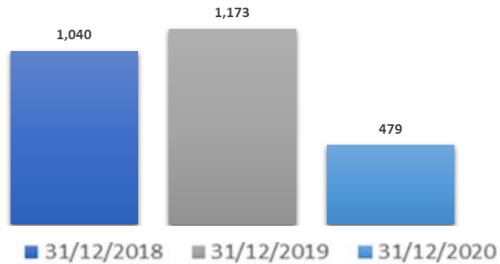
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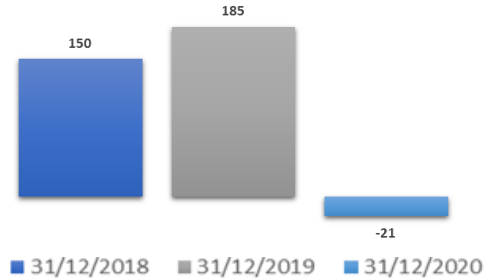
2020 KPI

# LOSS CONTAINED – CASH POSITION PRESERVED

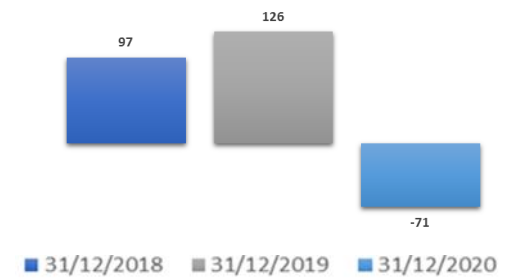
### Revenue



### EBITDA

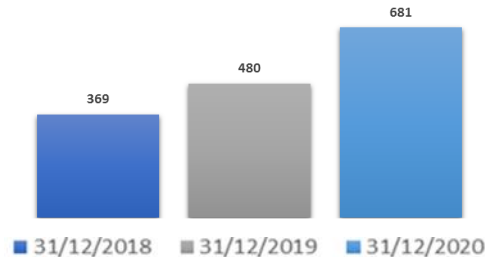


### Current operating income

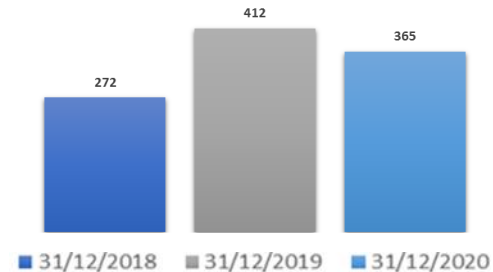


Data excl. IFRS 16 impacts:  
Current Operating Income,  
EBITDA, Net Debt

### Net debt



### Cash and cash equivalents





# MANAGEMENT OF THE HEALTH CRISIS

# FINANCIAL & OPERATIONAL MANAGEMENT OF THE CRISIS

## PRESERVING CASH

REFINANCING THE 2020 DEBT SERVICING REQUIREMENTS  
OBTAINING WAIVERS  
CANCELLATION OF DIVIDENDS (-€30m)  
REDUCTION OF THE CAPEX PLAN (-60m vs. 2020 BUDGET)

REDUCING COSTS BY CONTINUING TO REINFORCE MEASURES  
(=> €190m, -35 % vs. 2019 )

## REDUCING OPEX

## MEETING OUR COMMITMENTS

CUSTOMER/EXHIBITOR REIMBURSEMENTS  
MAINTENANCE OF ALL SITES  
SUPPORTING COMMUNITIES/TERRITORIES

DELIVERING THE SAINT-ETIENNE EXHIBITION CENTRE  
COMPLETING INSTALLATIONS OF THE TOULOUSE EXHIBITION CENTRE  
...

# AN AGILE, PRAGMATIC AND RESILIENT APPROACH

## SECURING

### EQUIPPING

- Face masks / hydro-alcoholic gel
- Signage

### ENSURING

- Reinforced cleaning measures
- Maintenance of ventilation systems

### COMMUNICATING

- Employee guide / Commercial FAQ
- Institutional website

### COORDINATING

- Harmonization of protocols by the crisis unit

## MANAGING

### ORGANISING

- Designated contact persons by entity and event
- Continuous monitoring and benchmarking among countries
- Deployment of a risk assessment and sanitary check before reopening

### TRAINING

- > 100 health contact persons
- 60 operational functions
- Ongoing employee-awareness initiatives

## ADAPTING

### ADAPTING OUR OFFERINGS

- **Digitization** of meetings: connected studio, connected exhibitions
- Testing centres, temporary hospitals, health equipment

### FORMALIZING

- Management of incidents
- Health protocols validated by the relevant authorities

### PROACTIVE MEASURES

- Obtaining the “SAFE & CLEAN” label
- Integrating “THINK SAFE” as the 5<sup>th</sup> CSR pillar





# 2020 BUSINESS HIGHLIGHTS



# ACTIVITY IMPACTED BY THE CRISIS

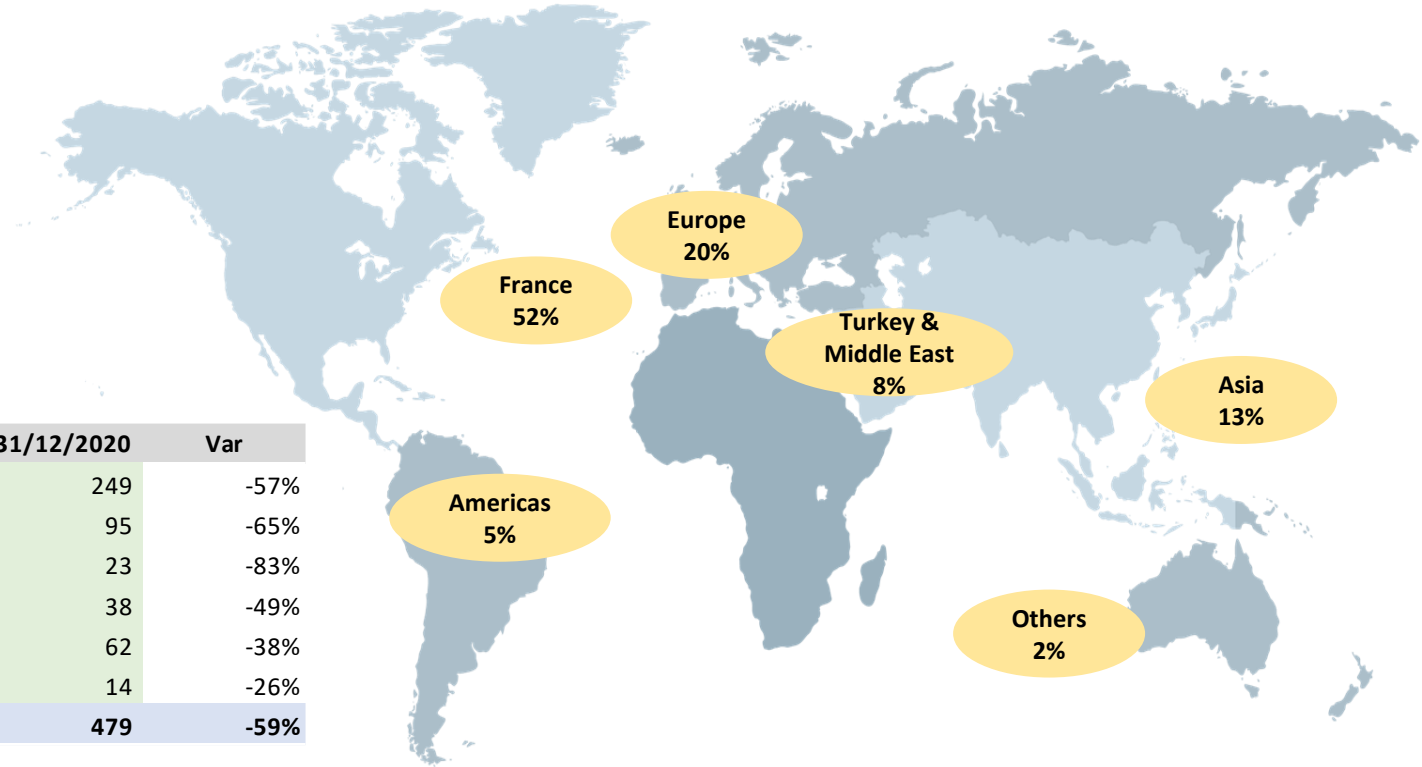
€m	31/12/2018	31/12/2019	31/12/2020	Δ vs. N-1 LFL	Δ vs. N-1
Live	564	600	309	-47%	-48%
Exhibitions	156	231	68	-71%	-71%
Venues	321	341	102	-69%	-70%
<b>Consolidated revenue</b>	<b>1 040</b>	<b>1 173</b>	<b>479</b>	<b>-58%</b>	<b>-59%</b>



- **Business subject to constraints / bans over 10 months in Europe, 8 months in South America, 6 months in China**
- 2020 digital business: €18m
  - **Live:** Recurrent and resilient (€139m) revenue from the structure rental/sale activities
    - A business rebound in Asia in H2 (€30m)
  - **Exhibitions:** only 39% of exhibitions planned in the budget were held
    - Absence of flagship exhibitions (Première Vision Paris, CIEC exhibitions and Beijing, CFIA, Global Industrie, Piscine Global, Expomin...)
    - Good performances by exhibitions in H2 2020 in China (CACLP and Fashion Source Automne)
    - Developing exhibitions in digital format to maintain contacts between exhibitors and their customers
  - **Venues:** 1,290 events organized / hosted at venues in 2020 vs. 3,841 in 2019, or -66 %.
    - Development of alternative offerings: television studios / video recording / multi-broadcasting and transformation of certain sites into examination centres / temporary hospitals

# INTERNATIONAL MARKETS ACCOUNTING FOR 48% OF REVENUE VS. 51% IN 2019

## Revenue by region in 2020



€m	31/12/2019	31/12/2020	Var
France	576	249	-57%
Europe	274	95	-65%
Americas	129	23	-83%
Turkey & Middle East	75	38	-49%
Asia	100	62	-38%
Others	19	14	-26%
<b>Consolidated revenue</b>	<b>1 173</b>	<b>479</b>	<b>-59%</b>

# LIVE – OFFERINGS SPECIFICALLY ADAPTED TO THE SITUATION

- Technical offerings adapted to the context & synergy effects
- An offering developed to produce seminars in digital formats in France and other countries
- **Group digital activity in 2020: €18m**



SCREENING TEST



AIDES



PROTECT



CONCOURS  
EXAMENS



DIGITAL



# EXHIBITIONS MAINTAIN PROXIMITY WITH COMMUNITIES

- **Good performances by those exhibitions able to be held: Fashion Source, CACLP, ExpobioGaz, Made in France**
  - Maintaining a high quality of service despite limits on the size of public gatherings and health restrictions
- **Maintaining ties with exhibitors, a vital measure to prepare for the post-crisis rebound**
  - Organizing digital editions for annual exhibitions (Global Industrie Connect, MyCFIA, Expomin...)
  - Creating connected platforms: Market Place Première Vision, My CFIA
- **An increasing focus on sustainable development and energy transition priorities in response to the challenges and needs of exhibitors and attendees**
  - Launch of the GreenTech+ brand, 9 specialty exhibitions focused on the environmental & energy transition
  - The Sustainable Development priority at the heart of the content disseminated by the Group's flagship exhibitions (PV, Global Industrie, SIRHA, etc.)





# INNOVATION AT THE HEART OF THE BUSINESS MODEL IN 2020

## ■ Innovating to propose sustainable development solutions Le Grand Palais Éphémère, an exemplary project



- A prefabricated building whose structure is reusable
- Worksite waste reduced through the construction process used
- Use of workers engaged in integration programmes at the worksite
- Performing a Lifecycle Analysis of the building
- High environmental, acoustic and thermal performances
  - ✓ 18 months for the design phase – 6 months for the construction of a modular/sustainable project
- A remarkable collaboration between the RMN-GP, the OCOG and the architect JM Wilmotte



## ■ Delivery scheduled in spring 2021



# AN INNOVATION-DRIVEN MODEL IN 2020

## ■ GL events / Matrice – “Pushing the boundaries of the event universe”

- Open Innovation Programme in partnership with Ecole 42 /101
- Recruiting 20 external candidates coming from different horizons and training backgrounds
- Term: 6 months
- Objectives:
  - Anticipate upcoming trends and identify new profiles and expertise in order to prepare for the rebound in business
  - Developing new concepts (digital / RSE /...) alongside GL events Group teams to produce new offerings for our customers adapted to the evolving needs and developments of our market



Term: 6 months

全新梅赛德斯-迈巴赫S级轿车全球首发  
All-new Mercedes-Maybach S-Class World Premiere

# FINANCIAL STATEMENTS

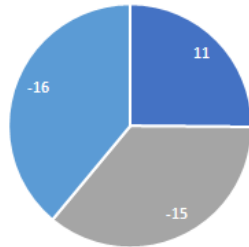


MERCEDES MAYBACH NIGHT - SHANGHAI

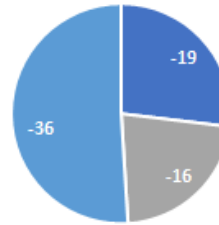


# REVENUE AND EARNING BY DIVISION (PRE- IFRS 16)

Breakdown of 2020 EBITDA



Breakdown of 2020 current operating income



Live ■ Exhibitions ■ Venues

## ■ LIVE: The most resilient division

- Positive EBITDA based on mega events produced, the rental of temporary structures and efforts to reduce fixed costs (€81m)

## ■ EXHIBITIONS: Impact of delayed administrative bans and stop and go measures imposed during 10 months

- Repeated cost commitments generating an operating loss of €16m aggravated by the absence of events of significant size (CFIA, Global Industrie, CIEC exhibitions...). The reduction in fixed costs amounted to €17m

## ■ VENUES: Closure or virtual closure of sites in Europe (10 months) in South America (8 months)

- Negotiated reductions in rent and charges: €22m, an insufficient amount to cover the operating restrictions and charges
- Overall, fixed costs were reduced by €78m

# SCOPE OF THE OPERATING LOSS MITIGATED BY THE COST SAVINGS PLAN

€m (pre-IFRS 16)	2019	2020
<b>Revenue</b>	<b>1,172.9</b>	<b>479.4</b>
Purchases and external charges	(684.0)	(318.2)
Personnel expenses and employee profit sharing	(286.4)	(170.4)
Taxes and similar payments	(19.0)	(11.9)
Other operating income and expenses	1.4	0.0
<b>EBITDA</b>	<b>184.9</b>	<b>(21.0)</b>
<i>EBITDA margin</i>	<i>0.2</i>	<i>(0.0)</i>
Depreciation	(59.0)	(50.5)
<b>Current operating income</b>	<b>125.9</b>	<b>(71.4)</b>
<i>Current operating margin (%)</i>	<i>0.1</i>	<i>(0.1)</i>
Non-current expenses	(5.1)	(8.3)
<b>Operating profit</b>	<b>120.8</b>	<b>(79.8)</b>

## ▪ Reduction in external expenses

- Fixed costs (excluding personnel, taxes and similar payments & amortization):  
- €76m
- Business impact: - €290m

## ▪ Containment of staff costs (-€116m, -40.5%)

- Impact of national furlough schemes and exemptions of social charges : -€73m of which France :  
- €62m
- Impact of profit-sharing linked to results: - €4m
- Hiring freeze / non-renewal of fixed-term contracts / workforce adjustments: -€39m

## ▪ Decrease in amortization expenses:

- Recovery of provisions for Rio 2016 receivables
- Reduction in the investment policy

## ▪ Non-current expenses:

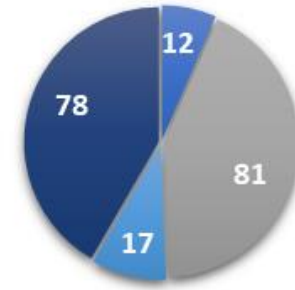
- Reorganization expenses
- Acquisition-related fees
- Reversal of the India provision

# COST SAVINGS PLAN

## ■ Gradual and ongoing adaptation to the evolving health crisis situation and reduced activity

- In the end, savings of €188m vs. 2019 (€190m at constant structure) of which:

- Staff costs: €116m
- Rent €22m
- Maintenance: €9m
- Travel : €15m
- Energy costs: €9m
- Fees: €5m
- Communications and other services: €12m



- A 35 % reduction in costs vs. 2019 2019

■ Holding ■ Live ■ Exhibitions ■ Venues

- Sustained reductions in fixed costs of approximately €80m to €90m for 2021

# NET INCOME ATTRIBUTABLE TO SHAREHOLDERS

€m (pre-IFRS 16)	2019	2020
<b>Operating profit</b>	<b>120.8</b>	<b>(79.8)</b>
Net financial income (expense)	(10.9)	(13.5)
<b>Income before tax</b>	<b>109.9</b>	<b>(93.3)</b>
Corporate income tax	(33.5)	18.9
<b>Net income of consolidated companies</b>	<b>76.3</b>	<b>(74.4)</b>
Income (loss) from equity-accounted investees	(0.5)	(0.5)
<b>Net income</b>	<b>75.8</b>	<b>(74.9)</b>
Non-controlling interests	(20.7)	(0.6)
<b>Net income attributable to Group shareholders</b>	<b>55.1</b>	<b>(74.3)</b>
Earnings per share (€)	1.84	-2.49

- **Net financial income (expense)**
  - Borrowing costs stable at €16m
  - Reduction in investment income and foreign exchange gains vs. 2019
- **Corporate income tax**
  - Partial recognition of losses of FY 2020 based on applicable provisions for the use of tax loss carryforwards
- **Non-controlling interests**
  - Decrease in the results of CIEC Union
  - Biennial effect of SIRHA

# BALANCE SHEET – PRE-IFRS 16

€m	2019	2020
Goodwill	723	731
PPE & intangible assets	522	448
Financial assets	70	67
Deferred taxes	12	40
Net source of funds (negative WCR)	(246)	(174)
<b>Assets to be financed</b>	<b>1,081</b>	<b>1,019</b>
Equity	569	402
Provisions for contingencies and expense	32	27
Pre-IFRS 16 net debt	480	681
<b>Total Financing</b>	<b>1,081</b>	<b>1,109</b>

## ▪ Goodwill

- Impact of acquisitions in the period (€25m) minus translation differences ( -€16m)

## ▪ PPE & financial assets

- Impact of translation differences: - €67m
- Main acquisitions => cf. change in net debt

## ▪ Deferred taxes: partial recognition of losses in the period

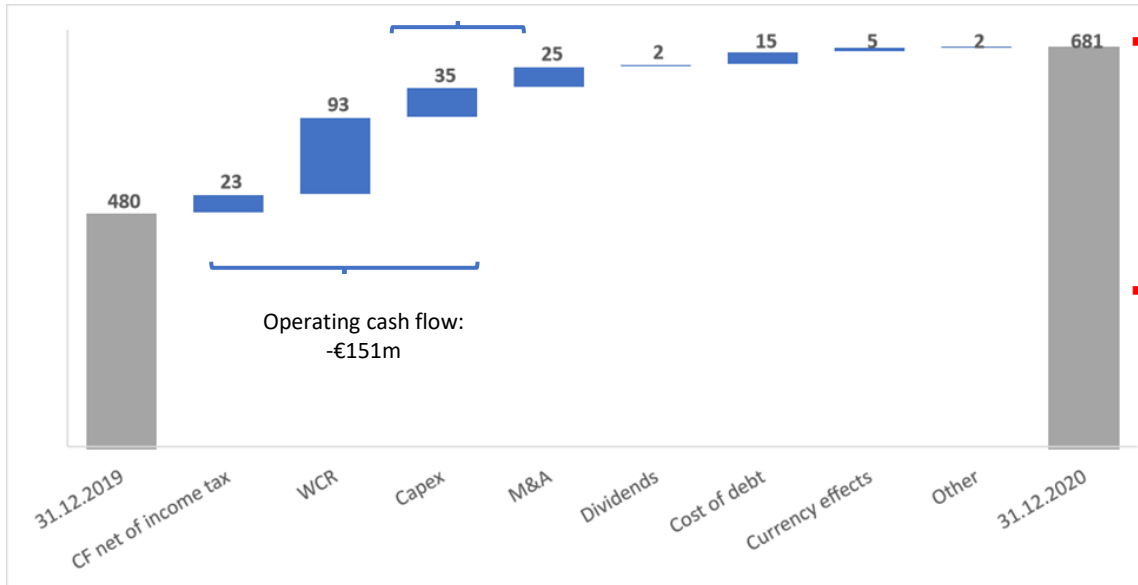
## ▪ Net source of funds: cf. change in net debt

## ▪ Decrease in shareholders' equity by €167m

- Loss of the period: - €74m
- Impact of translation differences: - €85m (of which Brazil €67m)
- Dividends (CIEC & PV => not distributed) : - €6m

# CHANGE IN NET DEBT

Operating Capex and M&A:  
€60m => in line with  
commitments



- **Cash Flow net of income tax:** Cash burn limited (€23m) vs. the decline in revenue

- **Net sources of funds (negative WCR)**

- High level at 31 December 2019
- Impact of limited activity expected for Q1 2021
- Reimbursement of customers / exhibitors for cancelled events

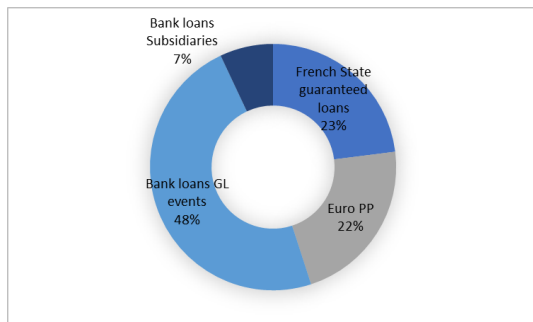
- **Capital spending limited to investments required to prepare for the rebound in business and meet our commitments**

- Venues: €13m (Salvador, Saint-Etienne, Sao Paulo, Toulouse, Reims)
- Live: €19m of which Structures, €10m
- IT: €3m

- **Targeted M&A**

- CACLP, Tranoï and supplemental acquisitions

# LIQUIDITY PRESERVED



## ■ Breakdown of sources of funds

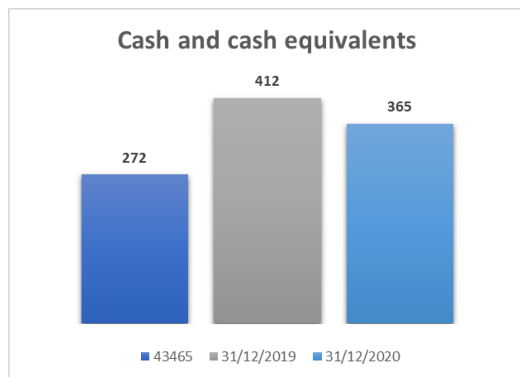
- Diversified and secure sources of financing, Euro PP represents 22 % of financial debt, recourse to government-backed loans, 23 % at 31 December 2020

## ■ Covenant holiday

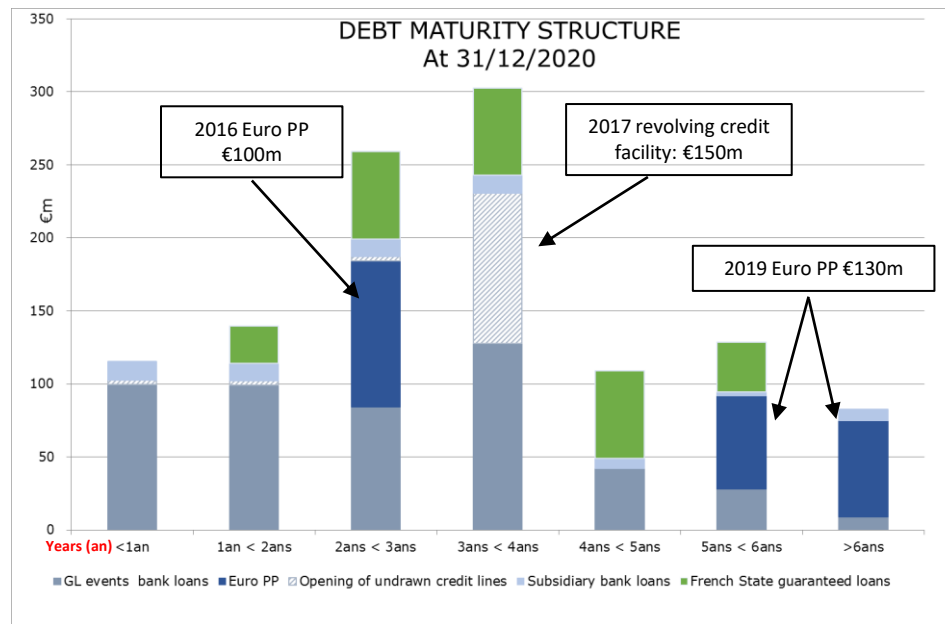
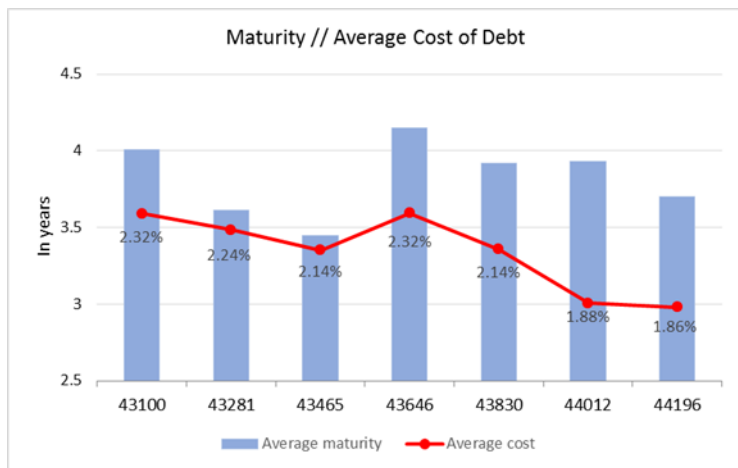
- A covenant holiday obtained for bank financing and bond financing in 2020

## ■ Liquidity remains at a high level

- €365m in cash and cash equivalents at December 31, 2020
- €100m (RCF) in additional liquidity undrawn at 31/12/2020
- To date, > €450m in cash and cash equivalents following RCF in February 2021
- Cash resources to meet its obligations over the next 12 months



# ANALYSIS OF FINANCIAL DEBT



- Debt maturity: 3.70 years at December 31, 2020, marginally down vs. December 31, 2019
- Borrowing costs payable vs. June 2020 : Impact of the second wave of French State backed loans not observed in the year due to the drawdown in November/December 2020
- Average cost of financing obtained in 2020 : 0.71%

- Assumptions: additional extension period for 12 months of the French State guaranteed loans followed by amortization over 4 years
- Interest rate management: Debt in fixed-rate equivalent exceeding 60% of total debt (impact of the French State backed loans)
- Due dates of 2023 and 2024 to be addressed



BIGDATA & AI Corp  
PARIS  
↑  
EXPOSITION

OUTLOOK



BIGDATA & AI - PARIS

# €256M FOR DEVELOPMENT IN CHINA

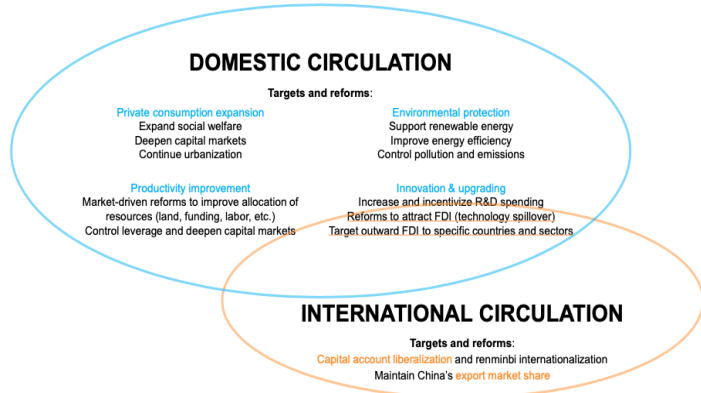
- Strengthening the Group's financial resources to continue development and the Asia region through an equity partnership with Nexus Point
  - Acquiring the financial resources needed for new external growth initiatives
- Group assets valued at €259m IRR close to 10% for Group investments
  - Validation of the strategy implemented in China over the last 18 months
- Nexus Point acquires an equity stake in GL events Greater Asia
  - Two successive capital increases subscribed by Nexus Point for an amount totalling €192m
  - GL events will participate in these two capital increases in the amount of €64m (also through two tranches)
  - GL events post-acquisition holding: 58 %



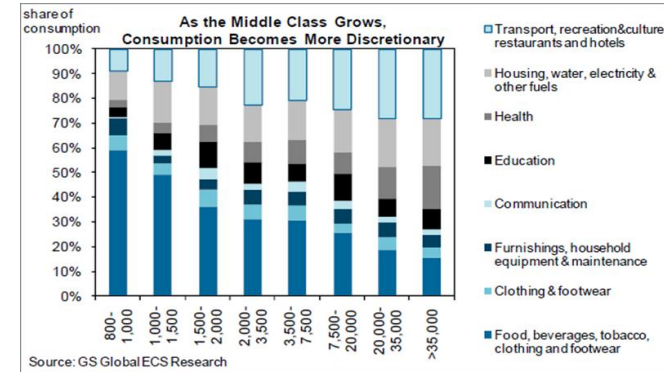
- Shanghai, Mars 2021: signature of Nexus Point's acquisition of an equity stake in GL events Greater
- From left to right: Min Li (Partner Nexus Point), Inès Ginon (Co-Chairman GL events Asia), Jor Zhou (GM GL events China)

# CHINA: A GROWTH MARKET

## VALIDATION OF THE GROUP'S DEVELOPMENT IN THE REGION



The Economist



- China: the only economic power achieving GDP growth in 2020: +2%, strong business recovery in H2 2020
- Growth expected for 2021 of 8.1% (source : IMF January 2021)
- GL events' current portfolio is aligned with the country's "dual circulation" development strategy: growth potential for the sectors of domestic consumption, new energies, leisure, culture, food services, hotels, healthcare and education...focused on the middle class

# POSITION REINFORCED IN SÃO PAULO

## ■ Sao Paulo: a state concentrating Brazil's GDP and growth

- 12 million inhabitants within the city, 22 million inhabitants in the greater São Paulo region, for a state of 46 million inhabitants
- GDP equivalent to Argentina + Uruguay + Paraguay combined
- 29% of Brazil's GDP, with even more in services and the event industry
- Concentration growing in the economic capital of Brazil (GDP growth: +2.5% in 2009 vs. +1.1% for Brazil)

## ■ Anhembi: an opportunity to consolidate GL events' market position

- A 30-year management concession for the Anhembi event venue and exhibition and convention centre (93,000 sqm) and indoor space (400,000 sqm)
- Land reserves at the heart of the city (270,000 sqm): Different partnership scenarios and a valuation of the area able to be used to finance CAPEX
- Activity expected after completion of renovations: €25m-€30m generating an operating profitability of 28%-31%

<i>in Mds USD</i>	2019 GDP	Weight
<b>Brazil</b>	<b>1.840</b>	<b>100%</b>
Argentina	450	24%
Chile	282	15%
Uruguay	56	3%
Paraguay	38	2%

<i>in Mds US\$</i>	2019 GDP	Weight
<b>Brazil</b>	<b>1 840</b>	<b>100%</b>
<b>São Paulo</b>	<b>540</b>	<b>29%</b>
Rio de Janeiro	166	9%
Bahia	74	4%
Distrito Federal	62	3%

Source : IBGE



# POSITIVE CALENDAR FOR MAJOR EVENTS FOR 2021 & 2022

## EUROPE\*

### ROYAUME-UNI

COMMONWEALTH GAMES BIRMINGHAM (JUILLET 2022)  
COP26 GLASGOW (NOVEMBRE 2021)  
G7 (ÉTÉ 2021)

## EUROPE\*

### JAPON

JEUX OLYMPIQUES & PARALYMPIQUES (JUILLET 2021)

### INDONÉSIE

NATIONAL SPORTS WEEK (OCTOBRE 2021)  
MOTO GP (JUIN 2021)

ÉMIRATS ARABES UNIS  
EXPO UNIVERSELLE DUBAÏ  
(OCTOBRE 2021)

QATAR  
FIFA WORLD CUP  
INCL. TEST EVENTS  
(NOVEMBRE 2022)

MAROC  
FMI MARRAKECH  
(OCTOBRE 2021)

RWANDA  
IATF (SEPTEMBRE 2021)

# MAJOR EXHIBITIONS IN 2021



# GUIDANCE

## Context & Group expectations

- Uncertainties linked to the evolution of the COVID-19 epidemic
- An uncertain and volatile economic environment in 2021
- The recovery in Group activities dependent on
  - The pace and scope of the vaccination campaigns
  - The policy for managing the health crisis



- Level of revenue still limited in Q1 2021
- Beyond this, and subject to positive developments with respect to the health conditions, the recovery will continue in 2021 though with differences according to regions :
  - In Europe and South America, the Group is expecting a modest recovery starting in June, with the likelihood of continuing health restrictions imposed on the size of gatherings in an initial phase, followed by a recovery with the lifting of restrictions starting in September 2021
  - In Asia, the Group's activities are expected to continue under normal conditions, having adapted its calendar of events for its three exhibitions in Beijing now to be spread out over the first half

## A resilient group capable of navigating crises, then rebounding



- Solid and robust fundamentals and strategy
- Sufficient cash resources to honour all its financial obligations over the next 12 months
- A Group which will continue to take all necessary decisions to achieve results outperforming those of the sector as a whole.
- The responsiveness, adaptability and professionalism of its teams will help GL events address market needs as soon as the situation becomes more favourable
- The ability to seize opportunities for creating long-term value



# APPENDICES IFRS 16 – IMPACTS



# IFRS 16 – IMPACTS

€m	2020 (pre-IFRS 16)	IFRS 16 Impact	2020 (IFRS 16)
<b>Revenue</b>	<b>479.4</b>		<b>479.4</b>
Purchases and external charges	(318.2)	48.4	(269.7)
Personnel expenses and employee profit sharing	(170.4)		(170.4)
Taxes and similar payments	(11.9)		(11.9)
Other operating income and expenses	0.0		0.2
<b>EBITDA</b>	<b>(21.0)</b>	<b>48.4</b>	<b>27.6</b>
<i>EBITDA margin</i>	<i>(0.0)</i>		<i>0.1</i>
Depreciation	(50.5)	(40.4)	(90.9)
<b>Current operating income</b>	<b>(71.4)</b>	<b>8.0</b>	<b>(63.3)</b>
<i>Current operating margin (%)</i>	<i>(0.1)</i>		<i>(0.1)</i>
Non-current expenses	(8.3)		(8.3)
<b>Operating profit</b>	<b>(79.8)</b>	<b>8.0</b>	<b>(71.6)</b>
Net financial income (expense)	(13.5)	(13.3)	(26.8)
<b>Income before tax</b>	<b>(93.3)</b>	<b>(5.3)</b>	<b>(98.5)</b>
Corporate income tax	18.9	1.3	20.3
<b>Net income of consolidated companies</b>	<b>(74.4)</b>	<b>(4.0)</b>	<b>(78.2)</b>
Income (loss) from equity-accounted investees	(0.5)		(0.5)
<b>Net income</b>	<b>(74.9)</b>	<b>(4.0)</b>	<b>(78.7)</b>
Non-controlling interests	(0.6)	(0.8)	(1.4)
<b>Net income attributable to Group shareholders</b>	<b>(74.3)</b>	<b>(3.2)</b>	<b>(77.4)</b>

## ■ General principles:

- Standards applicable as from 1 January 2019
- Standards applicable to leases: measurement of leases in the balance sheet under assets, with the recognition of a corresponding debt under liabilities
- A portion of lease payments is recognised under operating expenses ("amortisation") and a portion under financial expense ("cost of debt")

## ■ Financial impacts

- P&L: refer to the adjacent table
- In the balance sheet at 31 December 2020, the Group registered rental equipment assets in the amount of €444m and debt on rental equipment assets of €454m.

# POST-IFRS 16 FINANCIAL STATEMENTS

€m	2019 post-IFRS 16	2020 post-IFRS 16
Goodwill	723	731
PPE & intangible assets	522	448
IFRS 16 concessions and leases	429	444
Financial assets	70	67
Deferred taxes	14	40
Net source of funds (negative WCR)	(246)	(174)
<b>Assets to be financed</b>	<b>1512</b>	<b>1556</b>
Equity	566	394
Provisions for contingencies and expense	32	27
Pre-IFRS 16 net debt	480	681
IFRS 16 debt	434	454
<b>Total Financing</b>	<b>1512</b>	<b>1556</b>

€m	2019 (IFRS 16)	2020 (IFRS 16)
<b>Revenue</b>	<b>1172.9</b>	<b>479.4</b>
Purchases and external charges	(635.0)	(269.7)
Personnel expenses and employee profit sharing	(286.4)	(170.4)
Taxes and similar payments	(19.0)	(11.9)
Other operating income and expenses	1.4	0.2
<b>EBITDA</b>	<b>233.9</b>	<b>27.6</b>
<i>EBITDA margin</i>	<i>0.2</i>	<i>0.1</i>
Depreciation	(101.0)	(90.9)
<b>Current operating income</b>	<b>132.9</b>	<b>(63.3)</b>
<i>Current operating margin (%)</i>	<i>0.1</i>	<i>(0.1)</i>
Non-current expenses	(5.1)	(8.3)
<b>Operating profit</b>	<b>127.7</b>	<b>(71.6)</b>
Net financial income (expense)	(23.2)	(26.8)
<b>Income before tax</b>	<b>104.6</b>	<b>(98.5)</b>
Corporate income tax	(32.0)	20.3
<b>Net income of consolidated companies</b>	<b>72.6</b>	<b>(78.2)</b>
Income (loss) from equity-accounted investees	(0.5)	(0.5)
<b>Net income</b>	<b>72.1</b>	<b>(78.7)</b>
Non-controlling interests	19.9	(1.4)
<b>Net income attributable to Group shareholders</b>	<b>52.1</b>	<b>(77.4)</b>

# APPENDICES – CSR

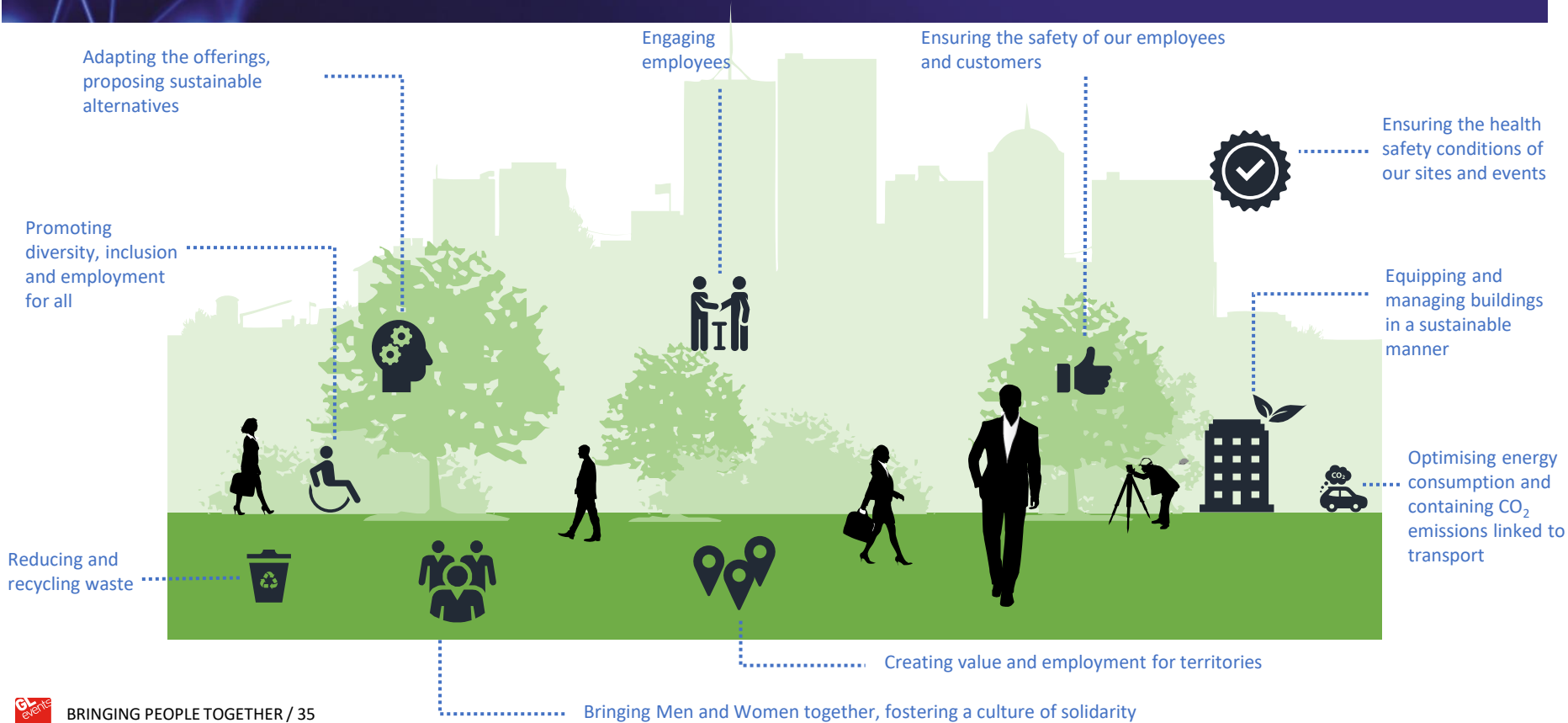
皮衣  
皮草  
FASHION  
SOURCE

中国海宁  
优质原创时装基地  
TRAINING



FASHION SOURCE | PREMIERE VISION - SHENZHEN

# ENVIRONMENTAL, EMPLOYMENT AND SOCIAL PRIORITIES



# THE GROUP'S CSR APPROACH SINCE 2009

A proactive CRS policy for more than **10 years**

A dedicated Department

Contributing through UN Sustainable Development Goals

**5 action programmes** developed over the years

GL events included in the **Gaia SRI index since 2015**

**30/230**  
General ranking



## OPTIMIZING OUR IMPACTS

- Developing **sustainable product and service** offerings
- Participating in the **circular economy**
- Reducing our **greenhouse gas emissions**



## DEVELOPING OUR EXPERTISE

- Promoting and sustaining employee **commitment**
- Promoting **diversity and integration**
- Guaranteeing **health & safety** in the company



## CREATING VALUE

- Promoting the **territories** and the local economy
- Contributing to the **creation of local value**
- Sustainable and responsible **purchasing practices**



## SETTING AN EXAMPLE

- **Complying** with the conduct of business rules
- Contributing to **the prevention** of corruption
- Guaranteeing **ethical conduct** in our relations with third parties



## ENSURING HEALTH SAFETY

- **Guaranteeing security** incl. in the area of health for all our stakeholders
- Respecting **the instructions of authorities**
- Being a recognized player and an example of **quality**

## ✓ CONTRIBUTION TO UN SDGs



# 2020 PERFORMANCE ACCLAIMED - GAIA INDEX



- The Gaia index selects the 70 top ranked companies out of a panel of 230 evaluated on the basis of more than 110 ESG criteria.
- In 2020, GL events moved up 32 places in this ranking, rewarding the performance of a CSR approach actively pursued for more than 10 years.

	2020	2019
General ranking:	30/230	62/230
Revenue > €500m	24/81	46/86

	2017	2018	2019	Benchmark
ECONOMIC DATA	-	-	-	-
COMPANY RESPONSE	-	-	-	-
GOVERNANCE	63	73	75 ↗	62 📉
Risk of dilution of minority shareholders	88	88	88 →	74 📉
Composition of governance bodies	56	56	56 →	62 📉
Compensation of directors and officers	83	100	83 ↘	79 📉
Business ethics	83	83	83 →	60 📉
CSR policy, non-financial priorities and implementation of the Non-Financial Statement	69	90	56 ↗	48 📉
EMPLOYMENT	31	69	88 ↗	45 📉
Characteristics and labor policy	69	73	77 ↗	45 📉
Working conditions	93	93	100 ↗	59 📉
Development of skills	55	60	85 ↗	45 📉
Equal opportunity employment	65	80	65 ↘	41 📉
Health and safety	68	68	68 →	43 📉
ENVIRONMENT	50	56	56 →	27 📉
Energy and GHG	84	84	90 ↗	46 📉
Water, air, soil and waste	75	75	80 ↗	36 📉
EXTERNAL SHAREHOLDERS	82	82	93 ↗	49 📉
Relations with suppliers	100	100	100 →	55 📉
Relations with customers, civil society and product liability	46	61	82 ↗	45 📉
	50	50	67 ↗	38 📉
	44	69	94 ↗	51 📉

# PRODUCTION OF THE 2020 CSR “THINK SAFE” PROGRAMME



Since the Group’s creation, ensuring the safety of our employees and stakeholders has been a key priority of our activities. In 2020, this commitment was even more important in the area of health with a focus on the following objectives:

OBJECTIVES

- ✓ **REASSURING** our employees and all stakeholders, including the institutional stakeholders
- ✓ **COMPLYING** with the recommendations of the competent government and health authorities
- ✓ **GUARANTEEING** a consistent level of quality and excellence for all the Group’s business lines

RESOURCES

- ✓ **A DEDICATED ORGANIZATION**, centralized and spearheading a network of more than 100 health coordinators
- ✓ **ADAPTED HEALTH EQUIPMENT** (masks, gel, etc...) and visible and harmonized **SIGNAGE**
- ✓ The deployment of formalized **HEALTH PROTOCOLS**, specifically adapted and adjusted to ensure compliance with measures promoting hand hygiene, mask protection and physical distancing (*HY-PRO-DIS*) and managing incidents
- ✓ Initial and ongoing **TRAINING** of the **HEALTH CONTACT COORDINATORS** and the at-risk functions
- ✓ **A COMMUNICATIONS AND AWARENESS-RAISING PLAN** for all employees and stakeholders

RESULTS

- ✓ Validation of the system and commitments by **OBTAINING THE APAVE “SAFE & CLEAN” LABEL** for all of the Group activities in France since November 2020.
- ✓ This label is in the process of being audited and being granted for activities in other countries and for certain large international projects.



# 2020 CSR ACHIEVEMENTS



## Managing our environmental impacts

### ■ Green electricity

- All sites (offices, logistics facilities, venues) in France are fully supplied by green energy sources
  - ✓ 2,080 Mt CO<sub>2</sub>e (metric tonnes of CO<sub>2</sub> equivalents)



### ■ Green energy production

- Construction of the MEETT, new Toulouse exhibition and convention centre, HQE and LEED certified
- Production of green energy through a cogeneration plant
- Installation of a photovoltaic power plant



### ■ Partnerships with eco-agencies for the recuperation of impaired assets

- Partnership with Valdelia for the recuperation of wall partitions and used furniture
  - ✓ 129T of waste avoided, including 342 seats of the Paris Parc Floral auditorium





# 2020 ACHIEVEMENTS



## CSR management system

### ■ Pursuing the certification process:

- GL events UK obtains ISO 20121 certifications at the end of August
- Process in progress for 6 other Business Units (Live by GL events, GL Audiovisuel Ranno, Signexpo, GL Mobilier and GL Live IDF)
- 44 BU certified or awarded labels



## Developing our expertise and creating confidence

### ■ Staff training:

- 80 employees received training on CSR priorities
- Deployment of training in 2020 through the National Employment Fund
  - ✓ 3,677 people received training in 2020 totalling 52,271 training hours

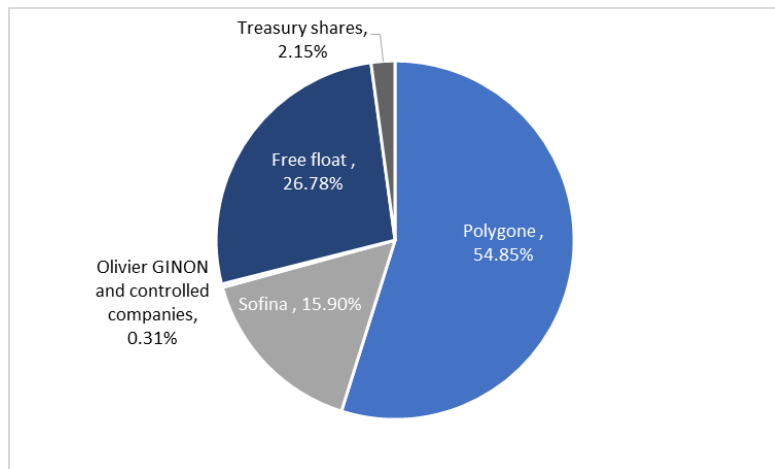


A trade show booth for 'De Yi Textile' (德奕纺织) is shown. The booth has a yellow and grey color scheme with the company name in Chinese characters and a logo. A group of people, many wearing face masks and carrying shopping bags, are gathered in front of the booth. Some are taking photos with their phones. The booth number '9T06-07' is visible. In the background, a 'LOUNGE' sign and a '贵宾休息室' (Guest Restroom) sign are visible. A large blue semi-transparent box with white text is overlaid on the right side of the image.

# APPENDICES – SHARE CAPITAL

# INFORMATION ON THE SHARE CAPITAL

## ■ Breakdown of capital and voting rights at 31 January 2021



The concert party comprised of Polygone, Sofina, Olivier GINON (and the companies he controls: Le Grand Rey and La Ferme d'Anna) holds 71.06% of GL events' share capital and 80.56% of the voting rights.

- Number of shares 29,982,787 (at 31/01/2021)
- LEI: 9695002PXZMQNBPY2P44
- ISIN code: FR0000066672
- SYMBOL: GLO
- Main index: CAC All shares
- Market: COMPARTMENT B (mid-caps) (EURONEXT PARIS)
- Eligibility for French Personal Equity Savings Plans (PEA/PEA-PME): Yes

## ■ Upcoming events:

- 20 April 2021: Q1 2021 sales
- 24 June 2021: Annual General Meeting



# GROUP BUSINESSES

# GL EVENTS LIVE

## CUSTOMER PROFILE:

**Multicultural and international**

Organising committee

Local and regional governments

Key accounts

Companies and voluntary-sector organizations

General public

**GL events Live's operational teams**

EXECUTION  
ON TIME & ON BUDGET  
SUPPORT  
RESPONSIVENESS  
OFFERINGS SPECIFICALLY ADAPTED  
TO THE CONTEXT AND CUSTOMER PROFILE  
LOYALTY

## EVENT PROFILE:

**Varied and diverse**

Congresses and seminars

Digital events

Sports events

Exhibitions and fairs

Conventions

Construction and Long-term leases

## THE DEPLOYMENT OF ASSETS AND COMPETENCIES



Tents



Signage, audio-visual



Furniture



Teams

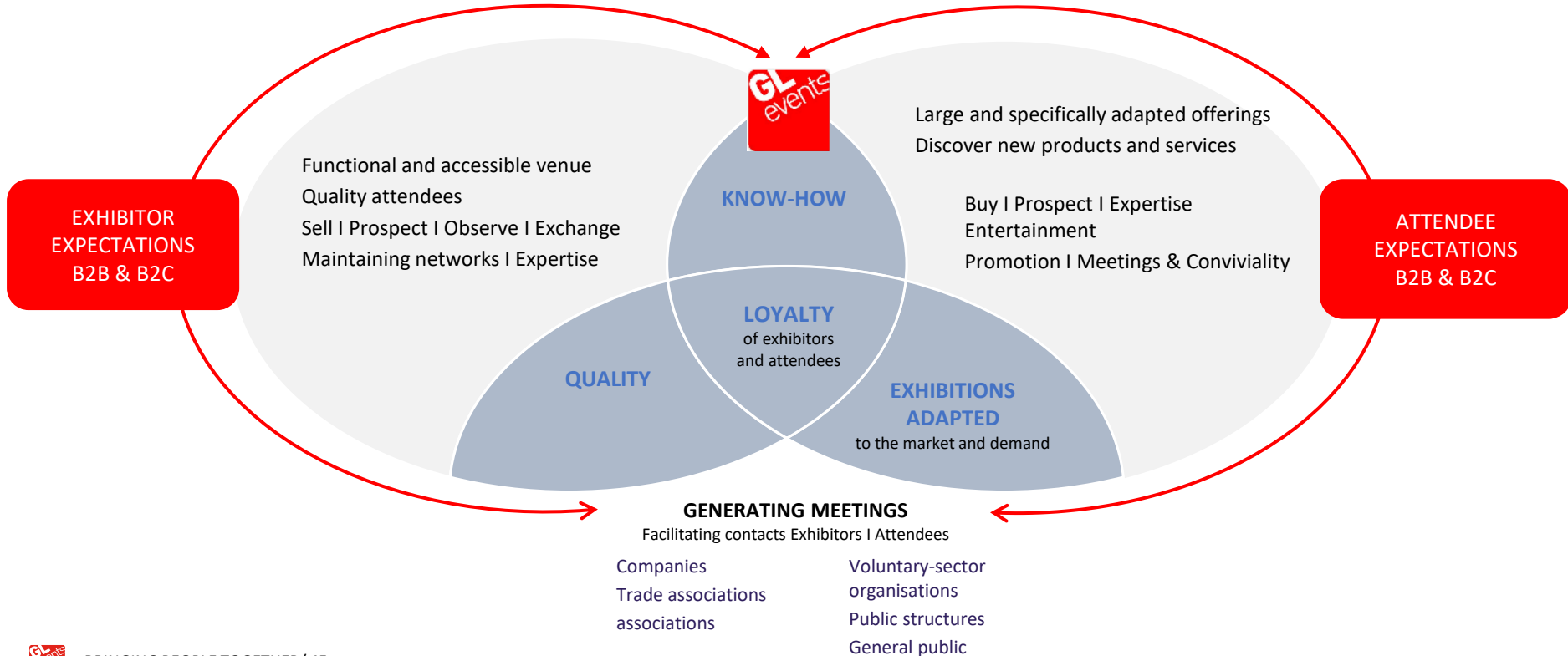


Air conditioning



Temporary structures

# GL EVENTS EXHIBITIONS



# GL EVENTS VENUES

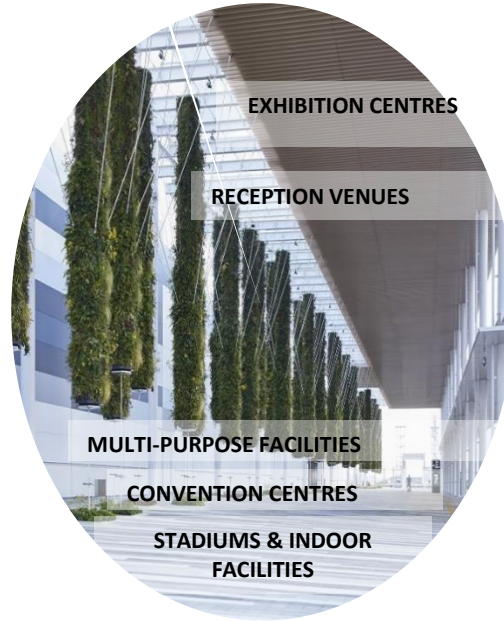
## SITES AND EVENTS CONTRIBUTING TO THE DEVELOPMENT OF TERRITORIES PARIS, LYON, SAO PAULO, BUDAPEST, AICHI, ...

### A GLOBAL NETWORK OF 50 SITES

Managing and marketing a network of 50 sites in France, Europe, South America, Asia and South Africa

Locations in both world class (Paris, Rio, Johannesburg) and regional destinations (Lyon, Toulouse, Clermont-Ferrand, Amiens, Metz, Reims, Caen).

A unique offering of diversified event venues capable of hosting every type of event.



### A DIVERSE OFFERING

National and international locations  
A diverse range of structures

### PARTNERSHIPS WITH LOCAL GOVERNMENTS

To develop and promote their territories  
By deploying its expertise to support local territorial ambitions

### TERRITORIAL ATTRACTIVENESS | TOURISM AND EMPLOYMENT

Local presence | Use of local service providers  
Generating traffic and employment in the territories  
Direct impact on tourism (airports, hotels, restaurants, train stations, etc.)  
Contributing to local development

### A BRAND, A GLOBAL NETWORK

A strong brand and recognized global expertise  
Sites located in major business tourism destinations

### A RESPONSIBLE CORPORATE CITIZEN

Creating employment for the territories  
Venues certified ISO 14001 and even ISO 210122  
Managing waste consumption  
Recourse to local subcontracting



2 |



# GL EVENTS 2020 ANNUAL RESULTS

5 March 2021