



# HISTOIRY & MILESTONES



SYDNEY OLYMPIC GAMES – AUSTRALIA

## 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.

# 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 1<sup>st</sup> 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.).



**BRINGING PEOPLE TOGETHER**

# 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 will be held in 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.

# 2019

## **ACCELERATION IN INTERNATIONAL EXPANSION**

Acquisition of a 51%-stake in ZZX (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 13<sup>th</sup> 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.



GLOBAL INDUSTRIE 2018 - PARIS, FRANCE

**BRINGING PEOPLE TOGETHER**

# 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 CACLP 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 from industry of more than 6,100 professional.

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.

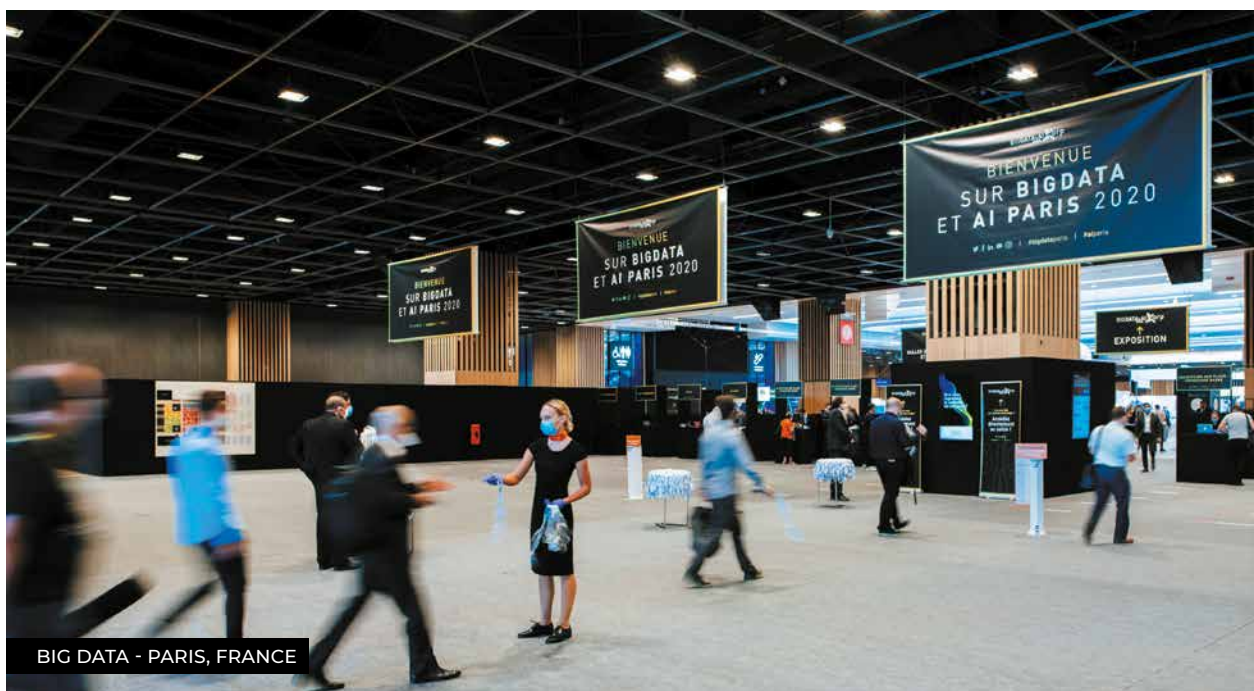
## **PUTTING SAFETY FIRST**

Reflecting the 5<sup>th</sup> 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 58<sup>th</sup> National Skills Olympics Competition, organised in strict compliance with public health restrictions.



**BRINGING PEOPLE TOGETHER**