

# 23



## BUSINESS REPORT

BRINGING PEOPLE TOGETHER



**2023**

BUSINESS  
REPORT

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For information, selections of this document were originally published in the official version of the Universal Registration Document (in French) (*document d'enregistrement universel*) in xHTML format, which includes the Annual Financial Report and can be consulted, at the websites of the Group [www.gl-events.com](http://www.gl-events.com) or the AMF [www.amf-france.org](http://www.amf-france.org)



THE TEMPORARY GRAND PALAIS / ARÉNA CHAMP-DE-MARS - PARIS 2024, FRANCE



**OLIVIER GINON**  
CHAIRMAN

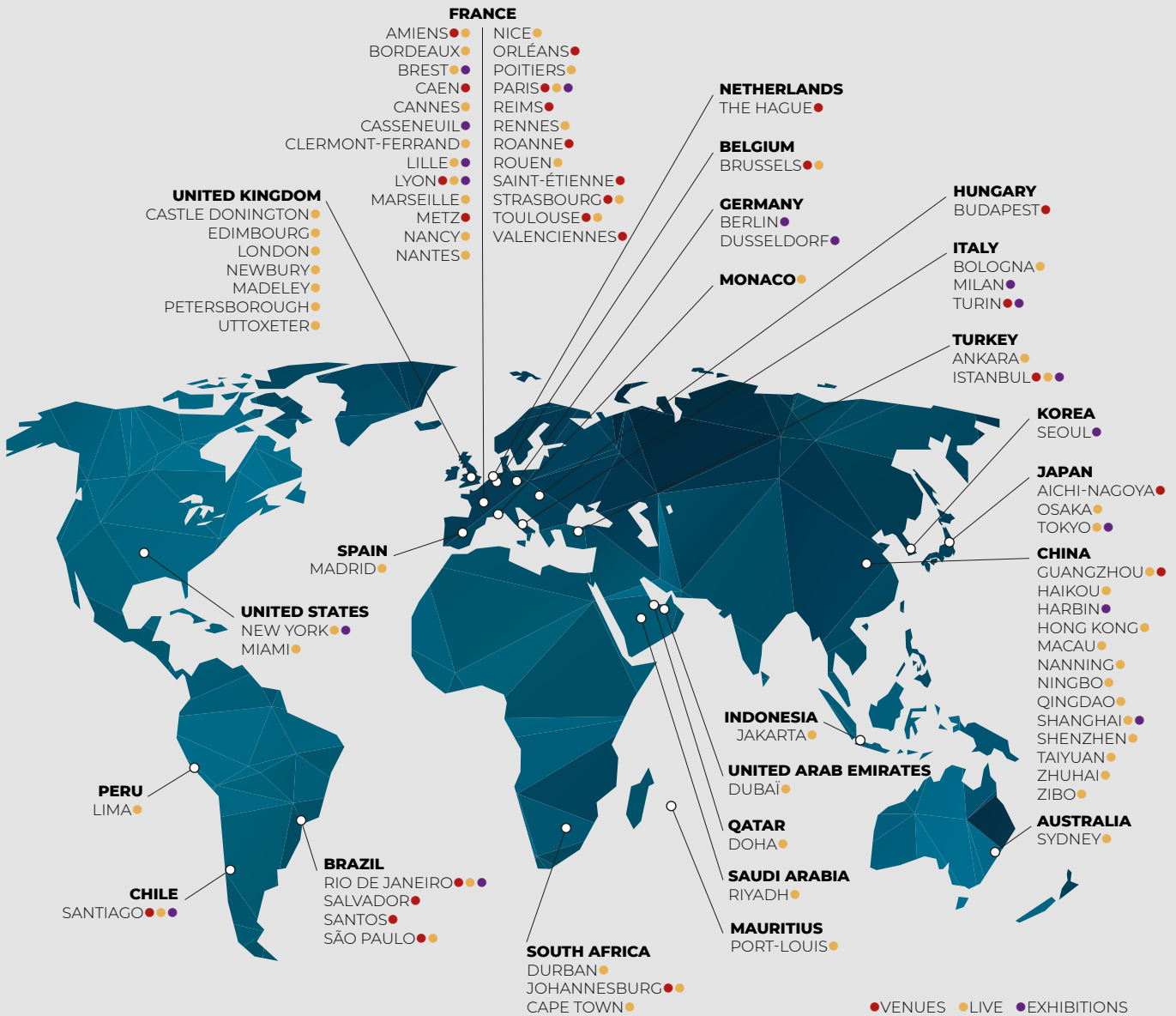
GL events' business model today confirms its ability to effectively leverage the complementary nature of its different businesses, its customer mix and balanced geographical coverage to create new opportunities for growth. In line with 2022, 2023 remained on track with strong growth of 11% like-for-like for revenue in France and internationally, 18% for EBITDA and 12% for net income attributable to Group. Brazil, the UK and France all displayed good momentum, while China is gradually returning to normal business levels, providing us with grounds for optimism for the months ahead. And let's not forget the Anhembi District development in São Paulo to be inaugurated on May 28, 2024, following the Group's significant investment of more than €100 million.

In terms of business, and building on the momentum of the Olympic Games, we have already signed contracts for major pavilions at the next World Expo in Japan. The visibility provided by Paris 2024 has raised the Group's profile tenfold, representing an enormous growth driver at international level, particularly for our future developments. In the years to come, the effectiveness of our growth strategy will closely depend on the optimal alignment and coherence between potential markets, the proximity of our assets and the Group's expertise. Fully committed to its ESG policy and the targets set for its different activities, for the 1.7 million sqm of venues it manages, GL events consumes 73% green electricity

while it has reduced its energy consumption by more than 30%. CO<sub>2</sub> emissions have also been reduced by 6%. This year a 13-hectare programme of photovoltaic panels was launched at Eurexpo, and over the next 4 to 5 years we are planning to install around 100 at all our sites. At our new production plant in Poitiers, 8,000 sqm of panels have been installed on the roof, and new solar farms will be deployed at some of our car parks in eastern France and in Clermont-Ferrand in particular. We are also improving our circular economy performance, with 49% of our waste now sorted, and our next target to reduce consumables by 25%. GL events relies on more than 530 partners from the social and solidarity economy, a priority for the Group highlighting its commitments as a responsible employer and corporate citizen. Our development must also however benefit persons who are vulnerable, with disabilities or the long-term unemployed, by helping them re-enter the workforce and regain their dignity.

And as for 2025, let us also not forget that, even without relying on major events, we are capable of ensuring the growth of GL events, as we have always done. The Group's ability to harness the combined expertise of all its business lines, particularly for extraordinary projects like Paris 2024, is a testimony to our ability to work as a team, to collaborate across all our divisions and to share our wealth of experience. This is the key to success for our customers while also fostering a culture of solidarity and collective support among all our employees.

# Welcome to the world of events



# 2023 in figures

€1.427 BN

revenue  
45% from international  
markets

€199M  
EBITDA\*

5,650  
employees  
(of which 44% outside France)

+90  
OFFICES WORLDWIDE

-6%  
reduction in the Group's carbon  
footprint FY 2022-2023

1,970

exhibitions and events including  
209 proprietary exhibitions  
1,762 events

+3,600  
events hosted

6,167  
events designed and  
equipped

57 venues under  
management\*\*,  
(combined available public space  
of more than 1.7 million sqm)

+1,858,000  
attendees and exhibitors

\* Pre-IAS 29

\*\* March 2024 figures

# GL events, a global player in the world of events

The strength of the Group's business model: a complementary mix of products and services to meet customers' expectations and requirements for every type of event.

GL events' core mission is contributing to successful meetings: congresses and conventions, cultural, sports, institutional and corporate events, trade shows and exhibitions for professionals and the general public.

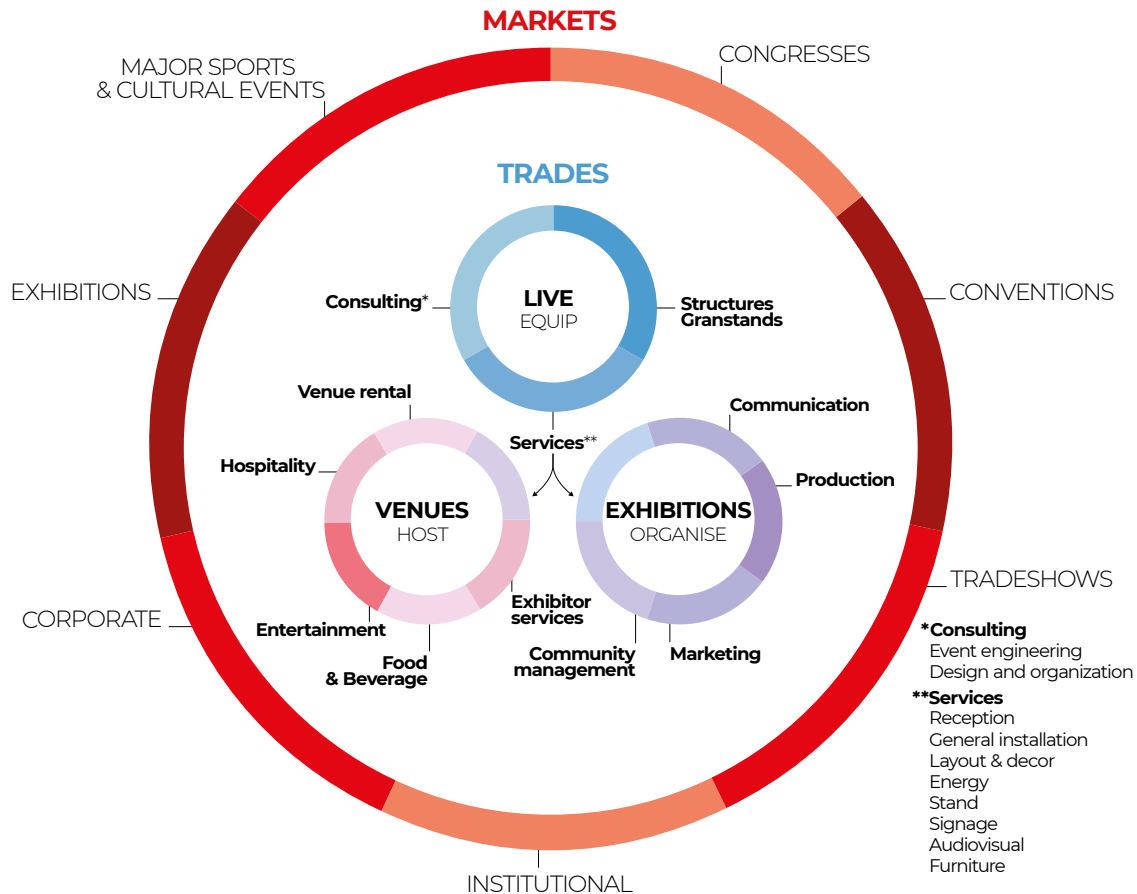
The specificity and unique strength of the Group's business model are its ability to propose a comprehensive range of solutions covering the main sectors of the events industry. GL events assists its customers in France and other countries ensuring the success of their events over their entire life cycle, from definition to execution, for public and private

companies, institutions and event organisers. In partnership with local authorities, the Group contributes to developing the attractiveness of regions and reinforcing their economic reach. GL events has in this way gradually become the partner of choice for international organisers for major international events like the Olympic Games, world cups and international meetings.

*Present in more than 20 countries, in 2023 GL events had revenue of 1.427 billion (€1.419 billion under full IFRS). GL events is listed on Euronext Paris, Segment B (mid caps).*



ANUFOOD BRAZIL - SÃO PAULO, BRAZIL



### Three complementary businesses & areas of expertise

The unique strength of GL events' business model is the complementary nature of its three strategic businesses:

**GL events Live's** teams provide a comprehensive range of turnkey solutions, from consulting and design to the production of all corporate, institutional and sports events.

**GL events Exhibitions** manages a portfolio of trade and consumer shows in the food, ecological transition, textile/fashion, industry, construction, building and the construction finishing work sectors.

**GL events Venues** manages a network of 57 venues located in France and international destinations (convention and exhibition centers, concert halls and multi-purpose facilities).

### ESG development and innovation capacity

Since its creation in 1978, GL events has developed a strategy of deploying a network of local and sustainable venues contributing to the growth of event industry stakeholders. Today, the Group has a network of around one hundred branches around the world developed by collaborating with

leading local partners or acquiring companies with leadership positions in their respective markets. It has been successful in evolving and adapting to the challenges posed by the health crisis but also the environmental and societal transition.

Its strategy for innovation and transformation is being implemented across all its businesses, particularly with regard to ESG issues, notably by reducing the carbon footprint of events and activities, limiting the use of disposables, optimising the circular economy and promoting diversity and regional development.

### High quality assets

Because GL events' assets and logistics capabilities now cover the entire supply chain, from manufacturing to assembly, it is able to equip all events within tight deadlines. Its portfolio of operating assets also strengthens its position as a market leader. Its strong brand and an image associated with rigorous standards, a culture of respecting promises and quality services contribute to value-added differentiation in an international competitive environment. Its expertise covers all business lines, world-class exhibitions and an international network of complementary event venues.

# GL events and corporate governance: the Board of Directors



**OLIVIER GINON**  
CHAIRMAN AND CHIEF  
EXECUTIVE OFFICER

In 1978, Mr. Olivier GINON created Polygone Services which became GL events in 2003.

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 and B2B and B2C trade shows, fairs and exhibitions. Mr. Olivier GINON is the Chairman of the Board of Directors of GL events SA for which he exercises the role of Chief Executive Officer. His office was renewed by the Combined General Meeting of 19 June 2020 until the close of the Annual General Meeting called in 2024 to approve the financial statements for the fiscal year ending 31 December 2023. Since its creation in 1997, Mr. Olivier GINON has been the Chairman-CEO of Polygone SA, that holds a majority stake in GL events SA.



**JOSEPH AGUERA**  
DIRECTOR

Mr. Joseph AGUERA served as a lawyer on the Lyon Bar from 1978 until December 2020.

He founded his firm in 1984 which he sold to his partners when he ceased to practice law.

Mr. AGUERA was an assistant professor in private law of the Lyon

Law Faculty (Faculté de Droit de Lyon) with an advanced degrees (DEA) in Business Law and Civil Law respectively. Appointed by the Combined General Meeting of 24 June 2021 until the close of the Annual General Meeting to be held in 2025 to approve the financial statements for the fiscal year ending 31 December 2024. Independent Director. Compensation and Nominating Committee Chairman.



**MAUD BAILLY**  
DIRECTOR

Maud BAILLY began her career in 2007 at the Inspection Générale des Finances, where she carried out several strategic and financial audit assignments in France and abroad, notably for the IMF and the World Bank. She joined the SNCF in 2011 as manager of the

Paris Montparnasse station and TGV product coordination for the Paris Rive Gauche area. In 2015, she joined the French Prime Minister's office 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, Data, Distribution, Sales and Fidelity and Information Systems Program and as a member of the group's Executive Committee. In 2018, she became one of the 30 members of the French Digital Council, (CNNum) tasked with addressing the major challenges and opportunities of the digital transition of French society.

In October 2020, she was appointed Chief Executive Officer of Accor's Southern Europe Hub to operate and develop the Group's business in France, Spain, Italy, Greece, Portugal, Malta and Israel. As a member of the Executive Committee, she is responsible for the operational performance and the quality of customer and partner relations in this strategic region counting nearly 1900 hotels, while defending the interests of the sector that had been severely impacted by the health crisis, with the public authorities.

Since 1 January 2023, Maud BAILLY has been head of the Luxury business unit responsible for the 215 hotels worldwide that operate under the Sofitel, Sofitel Legend, MGallery and Emblems brands, carrying out her roles of business leader and brand developer in France and abroad. Ms. BAILLY is also very involved in volunteer sector initiatives (Prométhée Education,

Les Déterminés), coaching and teaching on performance management, digital transformation of organisations, crisis leadership and ESG issues. She is a graduate of Ecole Nationale d'Administration and the Institut d'Etudes Politiques de Paris. Co-opted by the Board of Directors on 4 March 2020 to replace Ms. Anne-Céline LESCOP until the end of the General Meeting to be held in 2022 to approve the financial statements for the year ending 31 December 2021, and reappointed by the Combined General Meeting of 22 June 2022 until the end of the General Meeting called in 2026 to approve the financial statements for the year ending 31 December 2025. Independent Director.



**SOCIÉTÉ AQUASOURÇA /  
SOPHIE DEFFOREY**

DIRECTOR

Co-opted by the Board of Directors on 11 December 2015, replacing the company AQUASOURÇA France, having resigned, for the remainder of the term of office of the latter, or until the end of the Annual General Meeting to approve the

financial statements for the period ending 31 December 2017. The appointment of AQUASOURÇA SA (Luxembourg) was ratified by the company's General Meeting of 29 April 2016 (10<sup>th</sup> resolution). Reappointed by the by Combined General Meeting of 22 June 2022 until the close of the General Meeting called in 2026 to approve the financial statements for the fiscal year ending 31 December 2025. 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 (Luxembourg), and Chief Executive Officer of AQUASOURÇA France, investment companies founded with private funds. Independent Director, Compensation and Nominating Committee member.



**FÉLIX CREPET**

DIRECTOR

Félix CREPET holds a BSc in Business Administration & Management from HEC Lausanne and a double master's degree in Finance from the EADA Business School in Barcelona and the UCEMA University in Buenos Aires. Prior to joining the AQUASOURÇA Group in 2016, he

worked for two years at the investment bank BTG Pactual in Sao Paulo, Brazil. Félix CREPET is Chairman of the Management Board of AQUASOURÇA SA (Luxembourg). Appointed non-voting observer (*Censeur*) by the Board of Directors on 22 June 2022 until the end of the General Meeting called to approve the financial statements for the year 2023. Appointed by the Combined General Meeting of 27 April 2023 until the close of the Annual General Meeting to be held in 2027 to approve the financial statements for the fiscal year ending 31 December 2026. Independent Director. Audit Committee member.



**ANNE-SOPHIE GINON**

DIRECTOR MANAGING  
DIRECTOR POLYGONE SA  
AND FONCIÈRE POLYGONE

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 served as

the Chief Executive Officer since December 2013 until its merger with Polygone SA in June 2020. At that time she will become Deputy Managing Director. Ms. Anne-Sophie GINON has an MBA from IAE Lyon and a master's degree in financial engineering from EM Lyon. Appointed by the Ordinary General Meeting of April 25, 2014 and reappointed by the Combined General Meeting of June 22, 2022 until the end of the General Meeting of 2026 called to approve the financial statements for the year ending December 31, 2025. ESG Committee Member.



**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. All functions exercised by Mr. Daniel HAVIS within Matmut

ended in June 2020. 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). Co-opted by the Board of Directors on 5 July 2017 in replacement of Mr. Ming-Po CAI and then reappointed by the Combined General Meeting of 27 April 2023, for a term expiring at the end of the General Meeting called in 2027 to approve the financial statements for the fiscal year ending 31 December 2026. Independent Director. Chairman of the Audit Committee.



**MARC MICHOU LIER**

DIRECTOR

Mr. Marc MICHOU LIER 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 as Chair of its Lyons subsidiary, Office des Assurés, 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 MICHOU LIER is a graduate of IAE Lyon (1979). Appointed by the Ordinary General

Meeting of 25 April 2014 until the end of the General Meeting called in 2018 to approve the financial statements of the period ended 31 December 2017, and reappointed by the Combined General Meeting of 22 June 2022 until the end of the General Meeting called in 2026 to approve the financial statements for the year ending 31 December 2025. Independent Director, Compensation and Nominating Committee member.



**FANNY PICARD**

DIRECTOR

Ms. Fanny Picard is the Chair of Alter Equity, a leading fund management company investing in unlisted companies contributing to the triple bottom line of the planet, people and profit. Ms. Fanny PICARD has previously served notably as Chief Investment Officer and a Member

of the Executive committee of Wendel as well as Danone Director of Mergers and Acquisitions for Western Europe and North America. She started her career at Rothschild & Co M&A department. 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*). Appointed by the Combined General Meeting of 30 April 2015, and last reappointed by the Combined General Meeting of 27 April 2023, or until the end of the General Meeting called in 2027 to approve the financial statements for the year ending 31 December 2026. Independent Director - Chair of the ESG Committee.



**SOPHIE SIDOS**

DIRECTOR

Ms. Sophie SIDOS is a seventh-generation descendent of Louis Vicat, inventor of artificial cement in 1817. She started her career in the Vicat Group in 1992 as a member of the management control department. A few years later, she became the first woman to

occupy the position of "Cement" Sales Manager for the PACA region. She has held various positions within the company and in 2006 joined the Group's Board of Directors. She is currently Vice Chair of its holding company, Parfininco. As Chair of the ESG Committee, she ensures that environmental, social and responsible employer values remain at the heart of the Vicat Group's strategy. In 2017, on the occasion of the bicentennial of the invention of artificial cement, Ms. SIDOS created the Louis Vicat corporate foundation for which she serves as Chair. Reflecting the particular importance she attaches to social integration through employment, Ms. SIDOS is co-leader of the Isère chapter of the national "*La France, une chance*."

*Les entreprises s'engagent*" programme initiated by French President Emmanuel Macron. As an active contributor to her region, she was appointed President of MEDEF Isère in 2021. She has placed the subjects of inclusion and economic and ecological transition at the heart of her mandate. Ms. SIDOS was made a Knight of the Legion of Honour in 2020. Appointed by the Combined General Meeting of 22 June 2022 until the close of the Annual General Meeting to be held in 2026 to approve the financial statements for the fiscal year ending 31 December 2025. Independent Director. ESG Committee Member.



**NICOLAS DE TAVERNOST**

DIRECTOR

A graduate of the Bordeaux Institute of Political Studies and with a post graduate degree in Public Law, Nicolas DE TAVERNOST began his career in 1975 as part of Norbert Ségard's team, the junior minister for foreign trade, then in the Postal and Telecommunications sectors.

In 1986 he took over the management of audio-visual activities at Lyonnaise des Eaux and in this capacity, spearheaded the project to create M6. In 1987, he was appointed Deputy CEO of Métropole Télévision M6 where since 2000 he has served as Chairman of the Executive Board. Appointed by the Combined General Meeting of 16 May 2008 and last reappointment by the Combined General Meeting of 22 June 2022, for a term expiring at the end of the Annual General Meeting called in 2026 to approve the financial statements for the year ending 31 December 2025. Independent Director.



**LIONEL YVANT**

DIRECTOR

Lionel Yvant holds a postgraduate degree (DESS) in international taxation from the University of Aix-Marseille. He practises as a lawyer as a member of the Marseilles and Luxembourg bars. Mr. Yvant is also co-founder and Chairman of the Fondation Jean-Louis Noisiez.

Director representing Trévis Participations. Member of the Supervisory Board of Groupe Services France; member of the Supervisory Board of CIPIM.



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**ÉRICK ROSTAGNAT**

OBSERVER

Mr. Erick ROSTAGNAT assured the functions of Managing Director in charge of Corporate Finance Administration of GL events Group until 2019. Mr. Érick 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. Érick 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. Érick ROSTAGNAT holds a degree from ESLSCA business school and a degree in Chartered Accountancy. Appointed for the first time by the Combined General Meeting of 20 June 2002 and last reappointed by the Combined General Meeting of 22 June 2022, for a term expiring at the end of the General Meeting called in 2026 to approve the financial statements for the year ending 31 December 2025. He resigned from his directorship on 6 March 2024 and was appointed as a Non-Voting Observer (*Censeur*) with effect from that date.

**GRÉGORY GUISSARD**

OBSERVER

Mr. Grégory Guissard holds law degrees from the University of Luxembourg (Grand Duchy of Luxembourg) and the Université Catholique de Louvain-La-Neuve (Belgium), in addition to an LL.M. in international taxation from the University of Geneva (Switzerland). He practises as a lawyer as a member of the Brussels, Luxembourg and Marseille bars. Member of the Supervisory Board of Groupe Services France; member of the Supervisory Board of CIPIM.

**AUDITORS****MAZA-SIMOËNS – FIFTY BEES**

Benjamin SCHLICKLIN

**MAZARS**

Emmanuel Charnavel



**OLIVIER GINON**  
CHAIRMAN

# Executive Committee



**OLIVIER FERRATON**  
DEPUTY MANAGING DIRECTOR,  
CHAIRMAN-CEO OF  
GL EVENTS LIVE



**SYLVAIN BECHET**  
MANAGING DIRECTOR, CHIEF  
FINANCIAL AND INVESTMENT  
OFFICER



**PHILIPPE PASQUET**  
PRESIDENT,  
GL EVENTS EXHIBITIONS



**CHRISTOPHE CIZERON**  
PRESIDENT AND MANAGING  
DIRECTOR, GL EVENTS VENUES



**FANNY CHAUAUX**  
DIRECTOR OF HUMAN  
RESOURCES



**DAMIEN TIMPERIO**  
MANAGING DIRECTOR  
OF GL EVENTS EXHIBITIONS



**MAXIME ROSENWALD**  
DEPUTY MANAGING DIRECTOR  
OF GL EVENTS LIVE



**PATRICIA SADOINE**  
GROUP GENERAL COUNSEL AND  
CHIEF COMPLIANCE OFFICER



**AUDREY CHAVANCY**  
CHIEF ESG AND RISK OFFICER



**BRUNO LARTIGUE**  
EXECUTIVE COMMITTEE  
SECRETARY CHIEF PUBLIC  
AFFAIRS OFFICER



**DENIS TOMASICCHIO**  
GROUP CHIEF INFORMATION  
OFFICER



**ERIC LE BOULCH**  
MANAGING DIRECTOR IN CHARGE  
OF BUSINESS DEVELOPMENT  
FOR ÎLE-DE-FRANCE AND SENIOR  
CORPORATE ADVISOR

### Executive Committee

The Executive Committee sets Group strategies with respect to both 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 the company's business development strategy and internal control policy.

### Investment Committee

This committee is composed of the Chief Financial and Investment Officer and the Business Division Managers. It meets 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 exercises the functions provided for by Article L. 821-67 of the French Commercial Code and its charter, approved by the Board of Directors. On this basis, it notably assists the Board of Directors in the following areas:

- monitoring the process for preparing financial and sustainability information and, where necessary, making recommendations to ensure its completeness,
- 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,
- ensuring a critical examination of the annual financial statements and periodic information,
- the issuance of a recommendation for the appointment or renewal of 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 are 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 France's supervisory body for auditors (*Haut Conseil du Commissariat aux Comptes*);
- respecting the conditions of independence of statutory auditors,
- approving 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),

- reviewing the Group's risk mapping and the specific risk of fraud, and reviewing, in collaboration with the RSE Committee, the mapping of the Group's RSE risks,
- reviewing the draft Non-Financial Statement (NFS), in conjunction with the CSR Committee.

### Compensation and Nominating Committee

At the beginning of the year, the Compensation and Nominating Committee determines the remuneration of Group managers for the year in progress and ensures the exhaustive nature, coherence and balance among the different components of this remuneration. It also defines the criteria for the assigning of qualitative objectives (development, RSE, digital transformation, etc.). In addition, the Compensation and Nominating Committee is tasked with examining proposals for stock option and restricted share unit awards. The Compensation and Nominating Committee is informed of the arrival and departure of key managers and the appointment and renewal of the terms of directors and officers. It also addresses the issue of the succession plan for executive officers in coordination with the Human Resources Department.

### CSR / ESG Committee

The CSR Committee advises the members of the Board of Directors on new CSR issues applicable to the Group (regulatory context, market, etc.) and presents them with a report on the actions taken during the year. Without prejudice to the responsibilities incumbent to the Board, the CSR Committee is in particular responsible for the following tasks:

- Review and make recommendations on the Group's CSR strategy, ambitions, policies and commitments (ethics and compliance, human rights, health and safety, environment, human resources, social responsibility);
- Ensure that the CSR strategy and actions implemented and promoted by the Group are sufficiently ambitious.

To this end, the CSR Committee:

- ensures that the internal CSR organisation is aligned with the strategic objectives;
- receives each year the presentation of the Group's CSR risk map; reviews, jointly with the Audit Committee, the risks and opportunities thus identified and stays informed of their evolution and the characteristics of the related management systems;
- examines the Group's policies, guidelines and charters on CSR issues and ensures their effectiveness;
- gives an opinion on the annual non-financial statement and, in general, on any information required by current CSR legislation and makes recommendations for subsequent versions;
- remains informed of the reporting procedures for non-financial indicators (environment, health and safety, employment indicators and reporting);
- conducts an annual review of a summary of the non-financial rankings carried out on the Group and proposes areas for improvement.

# Businesses & Markets

## The event industry market is undergoing a profound transformation in response to the global context. An industry in transformation.

The exhibition industry has been the focus of much debate in recent years in large part triggered by the health crisis and its impact on events. Some observers assumed that the upheavals linked to the pandemic and the growing use of digital tools signalled the end of physical events and in-person meetings. During this crisis, event organisers responded by rationalising their portfolios, anticipating the recovery and implementing growth strategies, despite the unfavourable macroeconomic context. Paradoxically, one of the consequences of this portfolio rationalisation was a greater focus placed on top-tier events accompanied by an improvement in profitability.

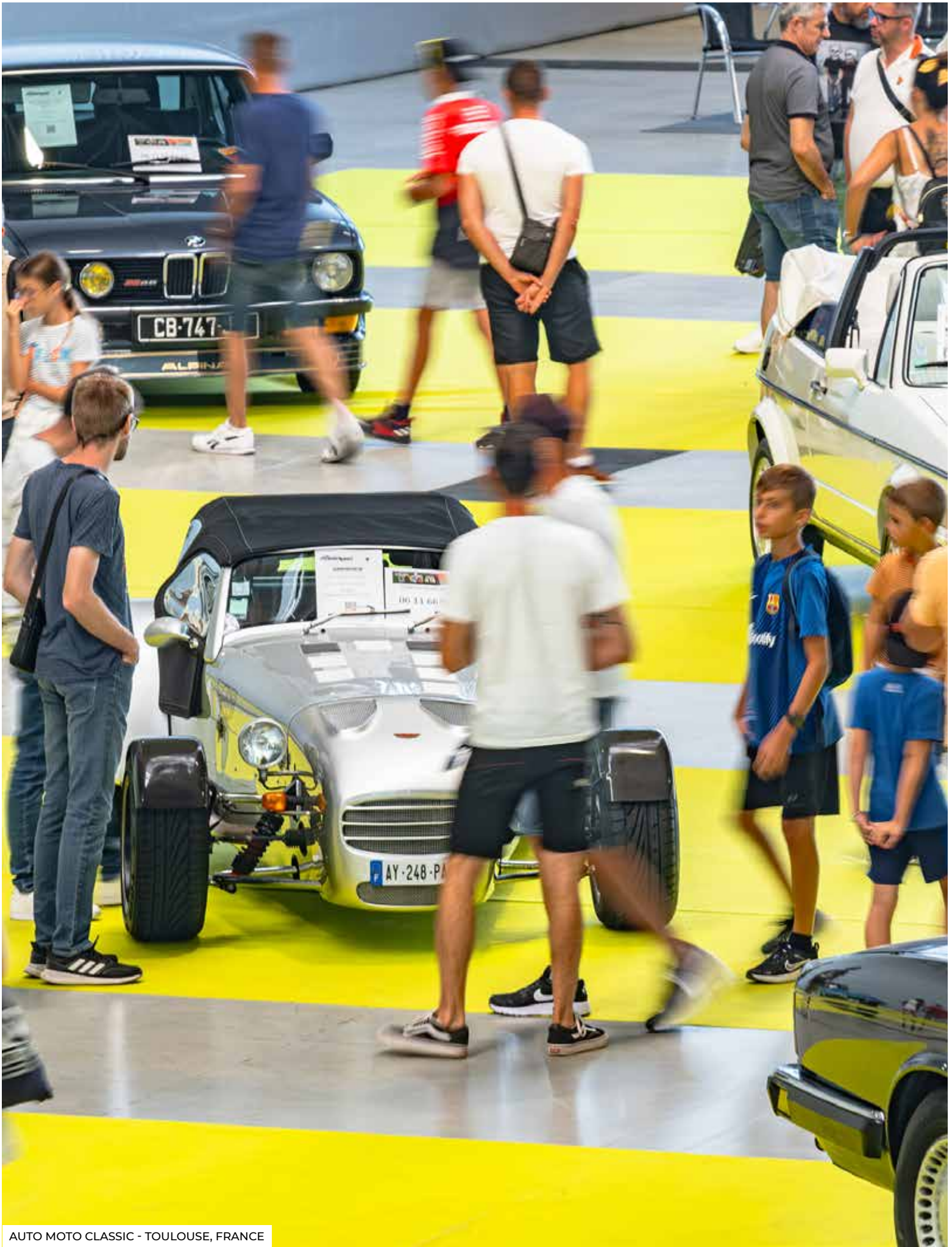
New events were also launched, particularly in the technology and renewable energy sectors. Mergers and acquisitions represented another part of organisers' growth strategy, as highlighted by major transactions such as Informa's acquisition of Tarsus and GL events' acquisition of the remaining 51% of Première Vision.

Another consequence of the crisis was an increased focus on the customer as the organisers used databases to enhance the exhibitor and visitor experience. Online platforms have become increasingly popular as a way to extend attendee engagement beyond physical events. The crisis also accelerated investments in digital tools, even as the enduring value of physical encounters was confirmed.

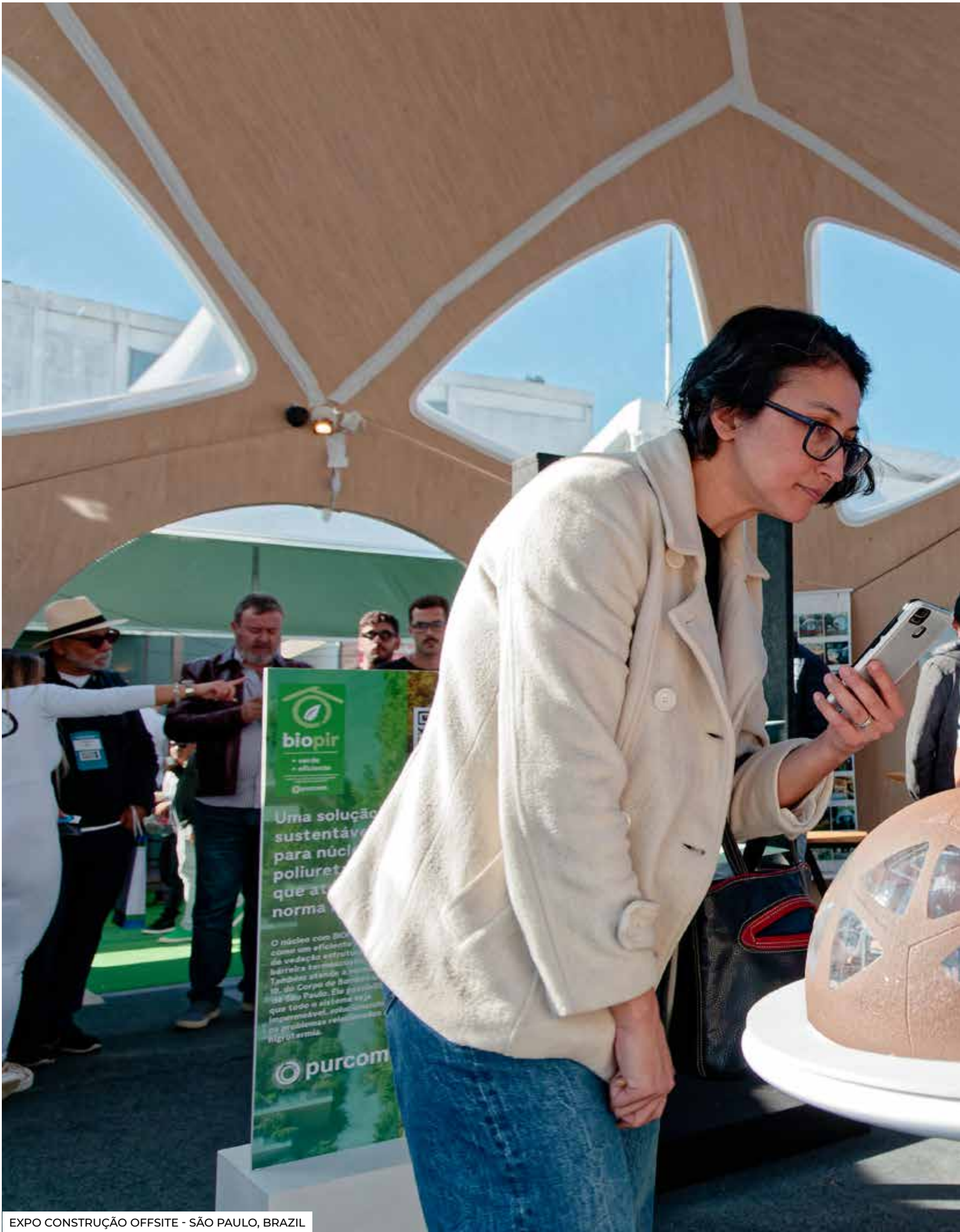
Digital revenues are consequence expected to continue to grow by 18% between now and 2025, driven in particular by more efficient monetisation of complementary offers.

Finally, the sector's competitive landscape has evolved, with the top 10 event organisers now controlling 22% of the global market. And yet, even though these players were initially more resilient, their recovery has been slower than that of the events market as a whole, as they faced additional challenges linked to their exposure to the Chinese market and growing competition from players outside the top 10.

In conclusion, as the industry continues to adapt to new challenges, it is also exploring new opportunities for growth, focusing on the customer experience, the development of digital tools and sustainability. The sector is thus continuing to go through a process of transformation characterised by positive market trends and also increased competition.



AUTO MOTO CLASSIC - TOULOUSE, FRANCE



EXPO CONSTRUÇÃO OFFSITE - SÃO PAULO, BRAZIL



provide  
meet  
share  
enjoy

# GL events Live

## A full service provider

€824.5M  
in revenue

3,629  
employees

+90  
offices worldwide

14 specialised  
business lines

10 top-tier logistics  
platforms:  
- In France: Southern and  
Northern Paris,  
Lyon, Nantes  
- In international markets: United Kingdom,  
Saudi Arabia, Chile, Brazil, China, USA

6,167  
events equipped

+500  
suppliers from the social  
and solidarity economy

Grandstand seating for **193,000**

**722,000 sqm** of structures  
(events and industrial)

**100,000** linear metres of partitioning

**335,000** sqm of annual signage production  
in France (equivalent to 48 rugby pitches)

**3,000** furniture catalogue items



UCI 2023 CYCLING WORLD CHAMPIONSHIPS - GLASGOW, UNITED KINGDOM



**OLIVIER FERRATON**  
DEPUTY MANAGING DIRECTOR,  
CHAIRMAN-CEO OF GL EVENTS LIVE



**MAXIME ROSENWALD**  
DEPUTY MANAGING DIRECTOR  
OF GL EVENTS LIVE



**BENJAMIN THEVENET**  
GENERAL SECRETARY GL EVENTS LIVE

Following the excellent performance in 2022, 2023 represented a year of transition and preparations for Paris 2024. Highlights of the year included the World Cycling Championships in Glasgow, the Rugby World Cup, for which the Group was a partner, and the Ryder Cup, for which the Group provided the hospitality structures with its new in-house designed and developed multi-deck QWAD structure. As a modular system, it is more versatile than traditional structures and offers much more room for creativity and architectural freedom in terms of assembly. In addition, these structures were specifically designed for high-quality hospitality projects. These new structures will be used for Paris 2024 and in Japan for the next World Expo in Osaka in 2025. Another highlight of the year was the 2023 International Paris Air Show (SIAE) at Le Bourget for which the Group delivered the highest volume of services to its customers since the Créatifs' integration into the Live division. SIRHA, organised by GL events Exhibitions, represented of course the high point of a particularly busy year.

At the same time, the Rugby World Cup provided us with an opportunity to convince the Paris 2024 organising teams that we are the right partner to deliver complex projects and worksites, by demonstrating our ability to successfully leverage the Group's combined range of expertise and coordinate the interventions of the division's different business units. In Las Vegas, USA, we supplied temporary facilities for the F1 Grand Prix on behalf of two major hotels, the Bellagio and the Mirage, who asked us to build grandstands in front of their sites. Finally, the Pan-American Games in Santiago, Chile, were delivered at the end of the year by more than 80 Group employees.

In terms of logistics and the management of our assets, we added three new platforms this year: in Chassieu, one for grandstands to facilitate the preparation of Olympic sites; in Gonesse, in the Paris region, an energy platform to serve Paris 2024 contracts; and in Poitiers, a new carpentry facility equipped with photovoltaic panels to ensure its energy independence.

We were delighted to welcome LOCABRI and its employees who have strengthened the GL events teams, and in particular our structure division.

During this period we once again demonstrated our ability to support our customers in designing their events through consultancy missions performed in advance of the event. Having acquired genuine expertise in the field of event engineering, our teams are now well equipped to meet the increasingly complex challenges posed by major international events. We also used this period to renew our assets and make significant investments in preparation for 2024, and in particular for all the Olympic sites, reflecting the Group's commitment to maintaining the exemplary quality of its services.

At the peak period of the year, more than 500 employees covering all areas of expertise will be assigned to Paris 2024. Finally and above, all the Group is honouring its commitment to the Organising Committee to open the way for all industry players to also participate in the Olympic adventure. With 2024 already shaping up to be an exceptional year in terms of business activity in France, GL events will continue to deliver its services for all recurring events and all of its customers, just as it has done since its creation.



ROYAL ASCOT - UNITED KINGDOM

In line with the Live division's new organisation, 2023 has been a year of preparation. Firstly, for Paris 2024, notably with respect to the contractual side with the Organising Committee, as well as for the event's major partners, Coca Cola for the activation phase, the Olympic Torch Relay and the Food Fest, to be held in the GL events space at Les Invalides to launch its new catering business. In line with the global strategic importance of this new business development initiative for Coca Cola, we were entrusted with the design, organisation and operation of the space. The Palais Brongniart in Paris will also host the US delegation.

We have set for ourselves three main objectives: improve profitability, meet the Group's high standards and, above all, ensure training! Training which is required to deliver events, but also and above all to ensure the successful transition from one generation of staff to the next. Training is also essential in order to keep pace with the development of new business lines linked to the environment and ESG developments affecting society, and thus ensure that all our offerings are not only in phase with these developments, but also, and above all, a force for innovation.

Finally, GL events is also planning and preparing for 2025 and 2026. By developing in new areas, such as energy. The Asian Games, the Pan-American Games in 2019, the Football World Cup in Qatar in 2022 and the contracts for Paris 2024, have only strengthened the Group's expertise and assets. These developments further raise GL events' standing as a key player in the field of energy contracts. It also intends to further develop its expertise as a provider of consultancy services through Live! by GL events and the internationally recognised Imagine Lab in Hong Kong, for the creation of concepts, event activations and product launches. This strategy for development is a natural next step after being awarded the contract by Coca Cola and the recent contract signed with Carrefour to organise the G5, 5 trade fairs in Europe for their distributors, buyers and suppliers. Finally, 2025 will mark the 55<sup>th</sup> anniversary of the International Air Show (SIAE) at Le Bourget, and the next edition of the SIRHA, two key recurring events contributing to the division's activity.



SÃO PAULO FORMULA E - BRAZIL

## Ryder Cup

29 SEPTEMBER TO 1 OCTOBER

In Rome, Golf Club Marco Simone & Country Club hosted the most important golf event of the year. With over 26,000 sqm of temporary structures, including 14,400 sqm of new multi-deck QWAD structures, GL events once again demonstrated its capacity for innovation, both in terms of the quality of the services it delivers to organizers of major events, and in its ability to provide new event overlay solutions.



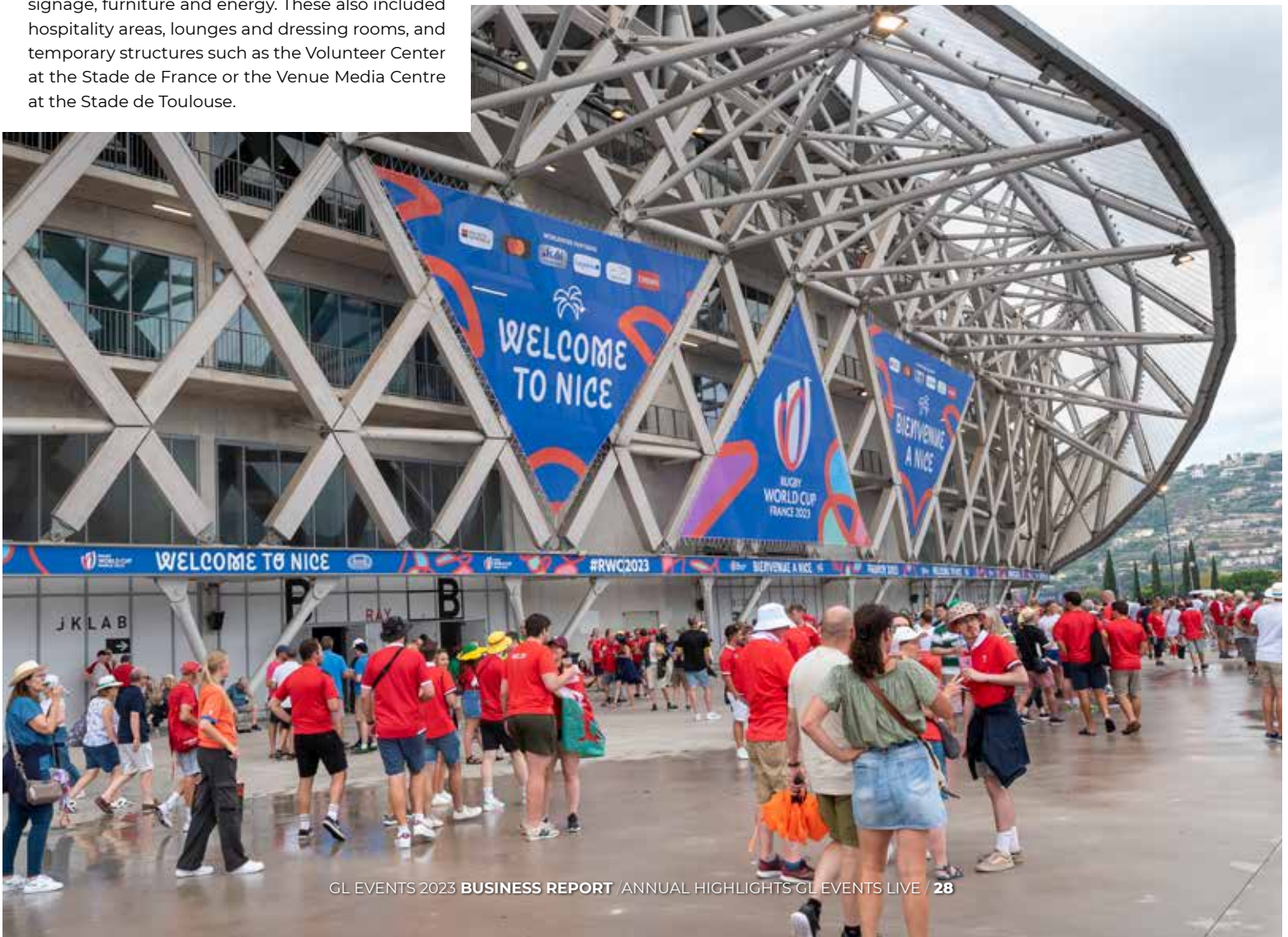




## 2023 World Rugby Cup France

8 SEPTEMBER TO 28 OCTOBER

Official sponsor of the Rugby World Cup, GL events provided services for the tournament's 9 stadiums, including interior fittings, temporary structures, signage, furniture and energy. These also included hospitality areas, lounges and dressing rooms, and temporary structures such as the Volunteer Center at the Stade de France or the Venue Media Centre at the Stade de Toulouse.



## 2023 Pan-American Games

20 OCTOBER TO 5 NOVEMBER

As a supplier of overlay solutions for the Santiago 2023 Pan-American Games, GL events successfully equipped this major international event. Group employees were deployed at the 33 competition venues, which included 43,000 sqm of modular structures, 400 grandstands, 14,000 seats and a race track.

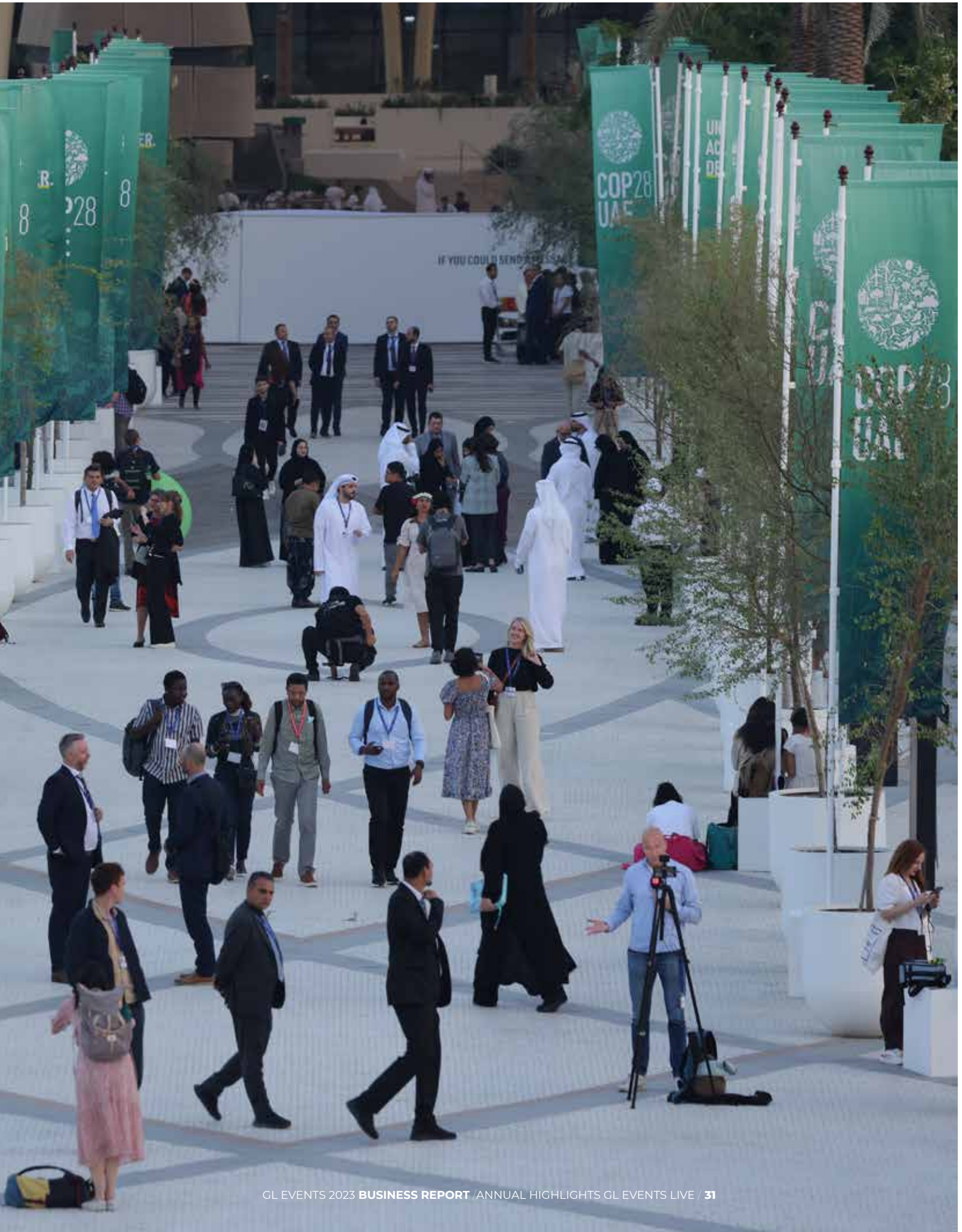


## COP28

30 NOVEMBER TO 13 DECEMBER

The 28<sup>th</sup> Climate Change Conference was organised by the United Arab Emirates and held in Dubai. A high point of the conference was the first global stocktake of efforts to address the Paris Agreement commitments of COP21 held in 2015. All the temporary installations, power distribution and interior fittings for this event were supplied by Wicked.





## Franck Muller gala dinner

6 APRIL

Nearly 1,000 sqm temporary structures were assembled in just 3 days for this event. For this exceptional evening, the Group's teams installed the main reception structure, a catering structure and about ten tents to create a weatherproof corridor between the different areas. To create an exclusive environment in keeping with the image of the famous watchmaking brand, the structures were decorated, equipped and illuminated to create a 750 sqm reception space. The stage and sound systems for the evening were also provided by our teams.



## The 24h of Le Mans

10 AND 11 JUNE

The 24 Hours of Le Mans (24 Heures du Mans) was inaugurated in 1923 as the world's premier endurance automobile race. The 2023 edition lived up to its promise with a world-class show that was both magical and legendary. All of the Group's expertise was deployed to create spaces of the highest quality for this prestigious event! Design and installation of temporary structures, interior installations and decorations, supply of furniture, printing and installation of signage, lighting, installation of screens, air conditioning and power distribution.



**Equita Lyon 2023**

1 TO 5 NOVEMBER

This year's event attracted a record number of visitors, topping 191,000. This exceptional performance highlights Lyon's growing importance on the international equestrian scene. The show not only attracts horse lovers, but is also becoming a must-attend meeting place for professionals and enthusiasts of equestrian sports. This year's show also demonstrated the Group's commitment to innovation and sustainable development in the equestrian world by focusing on the integration of new technologies and sustainable practices. The aim is to improve in this way not only the experience of participants and visitors, but also the well-being of the horses and the environmental impact of the event.



## SIAE - The Paris Air Show

19 TO 25 JUNE

The International Paris Air Show is a must-attend event for all the key players in the aeronautics and space industry! This event attracts more than 2,500 exhibitors over an area totalling 125,000 sqm of exhibition space. The GL events teams in consequence created areas in line with the standing of this prestigious event. From the assembly of structures to the electrical power distribution and all signage, its teams provided services of the highest standard for this world-class event.



## Cannes Yachting Festival

12 TO 17 SEPTEMBER

The Bay of Cannes is the setting for Europe's biggest nautical event, and GL events rose to this formidable challenge by equipping the harbours and shorelines to host the event in optimum conditions. Given the complexity of access and the short assembly time in relation to the volume of equipment to be delivered, logistics are always a challenge. This year's event was a resounding success, with over 600 exhibitors and 54,000 visitors who came to see the 700 boats on display.

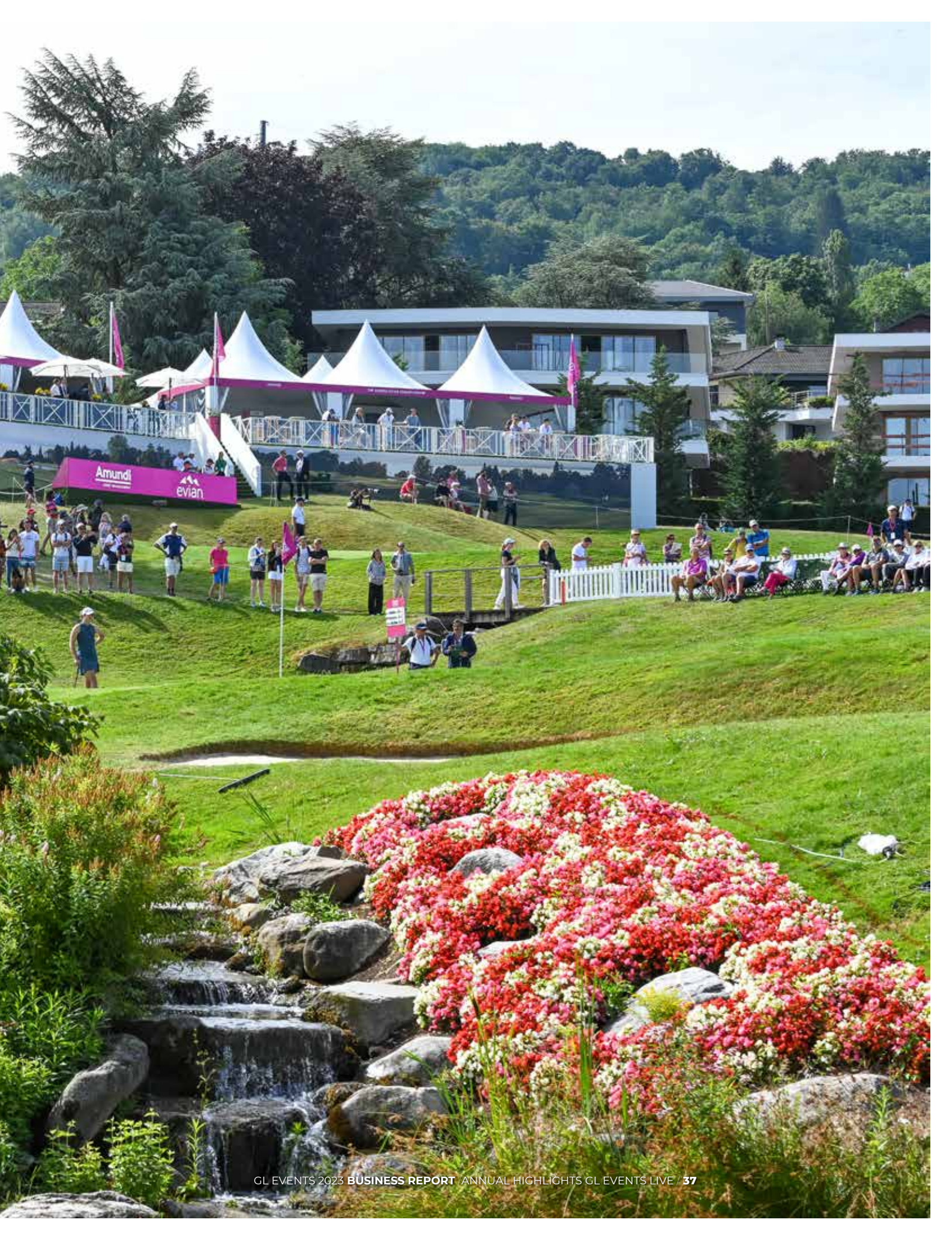


## The Amundi Evian Championship

23 TO 30 JULY

The world's best women golfers battled it out on the course of the magnificent Evian Resort. A significant contribution to the Group's image: equipping a bare site with temporary facilities worthy of such an exceptional tournament. To welcome the 42,000 spectators who came from all over the world, all teams were deployed: structures, podiums, signage, furniture, fittings and decor. GL events thus demonstrated once again its ability to design and equip a prestigious international sporting event.





# 2023

## Employee success stories



**LAURENT TROMMSCHLAGER**  
AGENCY DIRECTOR,  
GL EVENTS LIVE

**"GL events will have a brand new building in Poitiers designed to optimise and provide a base for its operations and business activities."**

This 6,400 sqm site addresses the combined needs for development, growth and energy independence, with a roof covered by 42% photovoltaic panels and a double layer of thermal insulation.

In addition, it was specifically designed to optimise productivity by improving the flows of materials and ensuring the safety of all concerned. For our carpentry and painting activities, it will help us to develop and improve our production capacity, make it possible to further improve the quality for custom orders. And with its new event space, the warehouse gives us great flexibility for the storage of carpentry components for custom-built stands. It also includes a new storage area for rented furniture inventory and offices designed to promote collaborative and stimulating working spaces that contribute to team spirit. Our teams in Poitiers are today able to meet any specific order and contribute to bespoke event overlay and stand projects. This reflects an explicit goal of constantly improving quality thanks to a more efficient infrastructure.



**GEORGE HINGSTON**  
DIRECTOR OF OPERATIONS,  
WICKED

**"In 2020 Alistair McDonald and Grant Van Lelyved came together with the idea of developing a simplified heavy deck system, the QWAD, which did not require roof or leg wires."**

With an innovative design comprised of minimal parts, it was versatile enough to be built as a single deck structure or scaled up where required. A prototype was fabricated and rolled out for the inaugural job in Saudi Arabia in 2021.

In conjunction with the Wicked structure and Design teams we were tasked with developing a permanent solution for fascia, cladding, handrail, inset balconies and integrating the Absolute system with the QWAD. This year, for the latest edition of the Ryder Cup in Italy, a pioneering spirit was developed over the course of the build reflecting the structure's completely new and innovative design, the substantial weight of the individual parts and the new and different processes required for installation. And, by drawing upon my own personal experience of multi-story structures, I had the opportunity of coordinating the overall project from initial design to completion.



RYDER CUP - ITALY



GOODWOOD REVIVAL - UNITED KINGDOM



# 2023

## Employee success stories



**SCOTT JAMESON**  
SENIOR MANAGEMENT TEAM  
GL EVENTS UK

2023 was an outstanding year for GL events UK, achieving a healthy revenue of more than £80 million. The diversity of business units within the UK has never been greater, ranging from the core business of temporary structures and seating divisions, industrial structures, stadium construction, furniture and most recently temporary power, festive lighting and placemaking

**"By harnessing the growing importance of sustainability for our client base, our goal is to establish GL events UK as a leading provider of sustainable event solutions within our market."**

Highlights in the period included the delivery of major event infrastructure projects for UCI Cycling World Championships in Glasgow, and Ryder Cup in Rome where the new QWAD project was celebrated in its European launch, as well as Placemaking delivery for the King's Coronation in London.

Increasingly, our divisions are working smarter and more collaboratively. This crosscutting approach is epitomised by our delivery of a temporary theatre in December for Trafalgar Group which brought together the expertise of Structures, Seating, Xpect Furniture, Aganto and Flow Power Solutions. In 2024, we intend to build on this collaborative approach. We are committed to ensuring the success of Flow within the UK temporary power market and also taking our existing ESG commitments to the next level, aligned with Group targets.



**STÉPHANIE PICAUD**  
PROJECT DIRECTOR -  
RUGBY WORLD CUP FRANCE 2023

**"GL events' participation in the France 2023 Rugby World Cup offered us an exceptional opportunity to once again illustrate our expertise in the field of major sporting events."**

As Official Sponsor, we further raised our profile and strengthened our position as a major global event industry brand contributing to the event's success. In the nine host stadiums and the various competition venues, we delivered fully laid out hospitality areas, managed production and delivery in accordance with the brand's communications strategy, supplied furniture, structures, coach boxes and TV studios, in addition to ensuring temporary power distribution and air conditioning. The expertise and remarkable engagement of our agencies, based as close as possible to the stadiums, played a decisive role in the success of the operations of the France 2023 Organising Committee. Yet another illustration of our agility and ability to meet tight deadlines in a demanding environment as well as the high level of excellence of our expertise.



RUGBY 2023  
RUGBY

ENTRÉE A

VILLE DE  
PARIS



LA BOUTIQUE OFFICIELLE  
OFFICIAL STORE

ENTRÉE  
ENTRANCE

ENTRÉE  
ENTRANCE

MEGASTORE PARIS, OFFICIAL SHOP - PARIS, FRANCE



**MARC-ANTOINE GINON**  
PRESIDENT OF GL EVENTS SPORTS

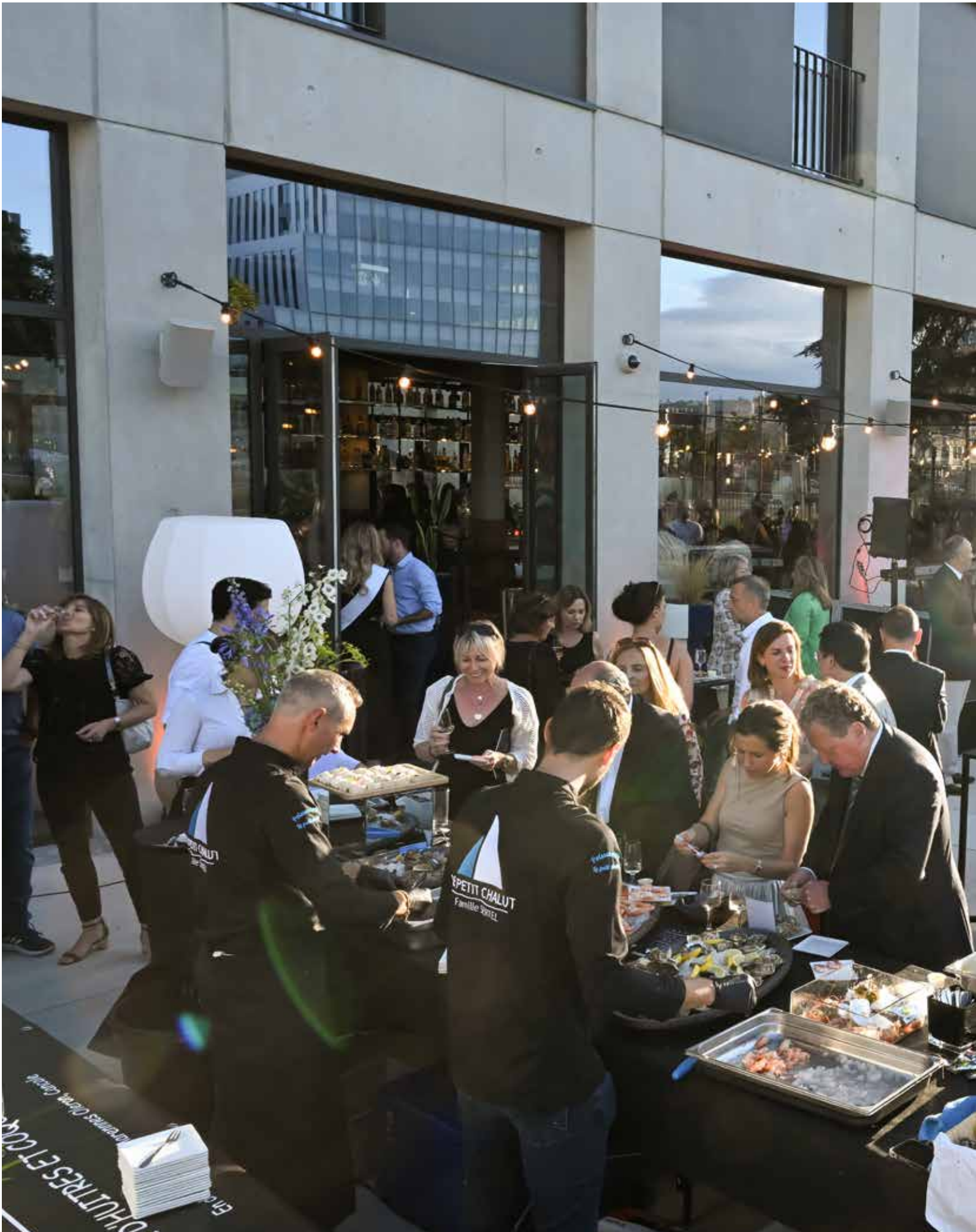
The year was marked by the opening of the Ruck Hotel in Gerland, with excellent attendance, and the launch of new activities, particularly for companies hosting seminars. We are also in the process of consolidating our corporate activity by means of a number of master agreements with local companies. We were fortunate and very honoured to have signed a prestigious contract with the All Blacks team during the Rugby World Cup, who were housed at the Ruck Hotel and benefited from the full range of the site's preparation and training facilities. Finally, as part of GL events' partnership with the Rugby World Cup organisers, Matmut Stadium Lyon Gerland organised the broadcasts of all the matches and welcomed a large audience of partners and supporters to the Village.

LOU Rugby's season ended with the team in third place in the overall rankings, a performance that illustrates the commitment of the players and also the team's management staff. GL events Sports has taken possession of its new offices, and brought all its departments together in a new building opposite the current Brasserie du LOU. The Nautical Centre will be opening its doors to the public in the coming months, along with the new Spa associated with the services offered by the Ruck Hotel.



MEETING WITH THE ALL BLACKS - LYON MATMUT STADIUM GERLAND, FRANCE





INAUGURATION OF THE RUCK HOTEL - LYON MATMUT STADIUM DE GERLAND, FRANCE





RUGBY WORLD CUP 2023, BAPTISTE COUILLOUD - FRANCE



host  
move  
create  
inspire

# GL events Venues

## An international network of 57 event venues

GL events Venues manages a global network of 57 convention centers, exhibition centers and multi-purpose facilities proposing a unique range of services from the event's design to delivery, while facilitating commercial and operational synergies across the network. 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 2024 through local initiatives.

+3,600  
events hosted

€393.1M  
in revenue

1,221  
employees

57  
venues under  
management\*

104  
exhibitions and events  
organized

-30%  
reduction in energy  
consumption

+1.7M  
sqm of public space

\* March 2024 figures



PATOU FASHION SHOW - VOYAGE SAMARITAINE - PARIS, FRANCE



**CHRISTOPHE CIZERON**  
PRESIDENT AND MANAGING  
DIRECTOR, GL EVENTS VENUES



**DANIEL CHAPIRO**  
DEPUTY MANAGING DIRECTOR  
OF GL EVENTS VENUES



**CLÉMENT GUERCI**  
ASSISTANT MANAGING DIRECTOR IN  
CHARGE OF BUSINESS DEVELOPMENT  
FOR GL EVENTS VENUES

## “This year we accelerated the implementation of energy conservation measures across all French sites.”

2023 was a particularly good year in terms of economic performance, building on the momentum from the very strong rebound in 2022. It was also a year marked by organisational changes after two difficult years and the business recovery in 2022. Recalling our "Destination 2024" roadmap, drawn up in 2020, we were able to remind all the senior executives of the need to unite all the Division's employees around a shared vision for the development of our business. The implementation of this roadmap, broken down into a number of actions in the areas of employee development and support, business tools and the ecological transition of our activities, has been confirmed. In addition to the activities of each site, we support and develop the GL events network, by coordinating its actions and providing services that no single site would be able to offer on its own. In terms of economic performance, all destinations benefited from renewed momentum, which included a particularly good year for Brazil. In France, the development and appeal of Paris as a destination was confirmed by the return of international customers, while Lyon had an exceptional year. Faced with soaring energy costs in 2022 and the growing importance of environmental issues, we introduced an

energy reduction plan for the entire network. As a reminder, GL events Venues represents 1.7 million square metres worldwide and 85% of the Group's total energy consumption. On a like-for-like sales basis (2019 vs. 2023), the reduction in energy consumption is more than 30%. This performance was made possible not only by the strong commitment of our employees, but also by the implementation over many years of certification procedures and processes for all the Group's sites.

2024 will mark the opening of Anhembi, a new 100,000 sqm event complex located in the heart of Sao Paulo. We will also be strengthening our presence in China, with the management of the new Beijing Exhibition Centre. And we will continue to strengthen our engagement as an active regional stakeholder by creating new events, such as the Smart Manufacturing Summit in Japan and the Salon du Randonneur in a number of French destinations.

Finally, we will ramp up our ESG commitments across the network, with a particular focus on investing in employee training to strengthen employee retention and the appeal of the Group's employer brand.

**FRANCE****Paris**

- Maison de la Mutualité
- Palais Brongniart
- Le Pavillon Chesnaie du Roy
- Parc Floral de Paris Event Venue
- Paris Event Center
- Voyage Samaritaine
- Paris Montreuil Expo
- Paris Invalides

**Lyon**

- Lyon Convention Center
- Eurexpo
- La Sucrière
- Matmut Stadium Lyon Gerland

**Toulouse**

- MEETT

**Strasbourg**

- Palais de la Musique et des Congrès
- Strasbourg Exhibition Center

**Reims**

- Reims Convention Center
- Reims Exhibition Center
- Reims Arena

**Metz**

- Metz Exhibition Center
- Metz Robert Schuman Convention Center
- Technopole Convention Center

**Clermont-Ferrand**

- Polydome
- Grande Halle d'Auvergne
- Zenith d'Auvergne

**Orléans**

- Comet: Convention Center
- Comet: Exhibition Center
- Comet: Arena
- Orléans Zenith
- Chapit'O
- Conference Center

**Caen**

- Convention Center
- Exhibition Center

**Saint-Étienne**

- Convention Center
- Saint-Etienne Exhibition Center
- Metrotech
- La Verrière
- Cité du Design meeting facilities

**Roanne**

- Le Scarabée

**Valenciennes**

- Cité des Congrès Valenciennes

**Amiens**

- Mégacité

**INTERNATIONAL****Brussels (Belgium)**

- Square-Brussels Convention Center

**The Hague (Netherlands)**

- World Forum The Hague

**Budapest (Hungary)**

- Hungexpo

**Turin (Italy)**

- Lingotto Fiere
- Oval

**Istanbul (Turkey)**

- The Seed

**Johannesburg (South Africa)**

- Johannesburg Expo Center

**Rio de Janeiro (Brazil)**

- Riocentro
- Jeunesse Arena

**Salvador (Brazil)**

- Convention Center

**Santos (Brazil)**

- Blue Med Convention Center

**São Paulo (Brazil)**

- Anhembi District
- São Paulo

**Santiago (Chile)**

- Metropolitan Santiago Convention and Event Center
- Parque Fisa

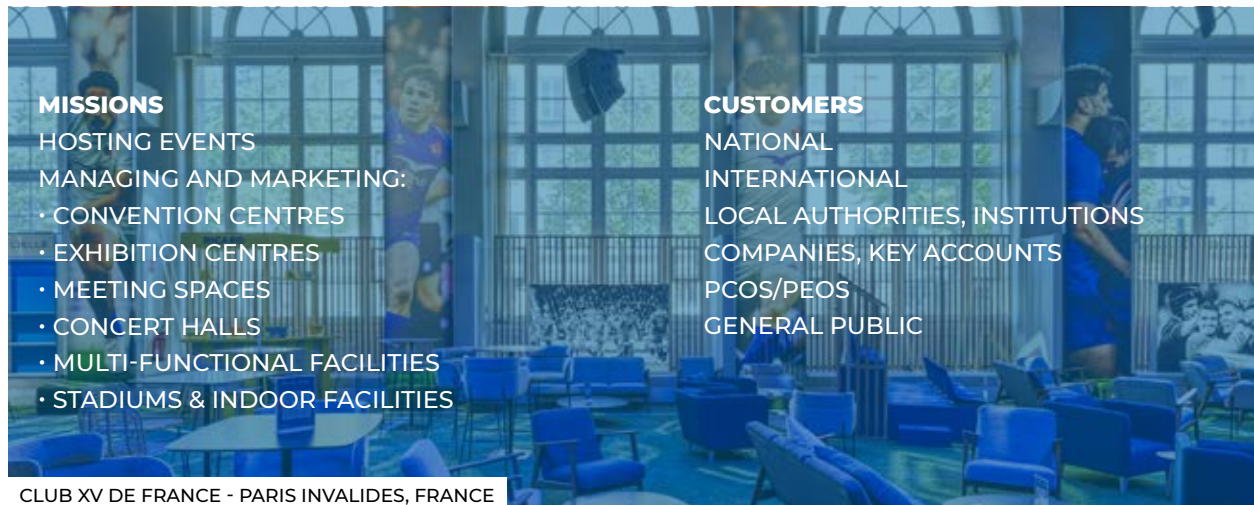
**Guangzhou (China)**

- Guangzhou International Congress Center

**Aichi-Nagoya (Japan)**

- Aichi Sky Expo

Sites at 1 March 2024



**MISSIONS**

HOSTING EVENTS

MANAGING AND MARKETING:

- CONVENTION CENTRES
- EXHIBITION CENTRES
- MEETING SPACES
- CONCERT HALLS
- MULTI-FUNCTIONAL FACILITIES
- STADIUMS & INDOOR FACILITIES

**CUSTOMERS**

NATIONAL

INTERNATIONAL

LOCAL AUTHORITIES, INSTITUTIONS

COMPANIES, KEY ACCOUNTS

PCOS/PEOS

GENERAL PUBLIC

CLUB XV DE FRANCE - PARIS INVALIDES, FRANCE

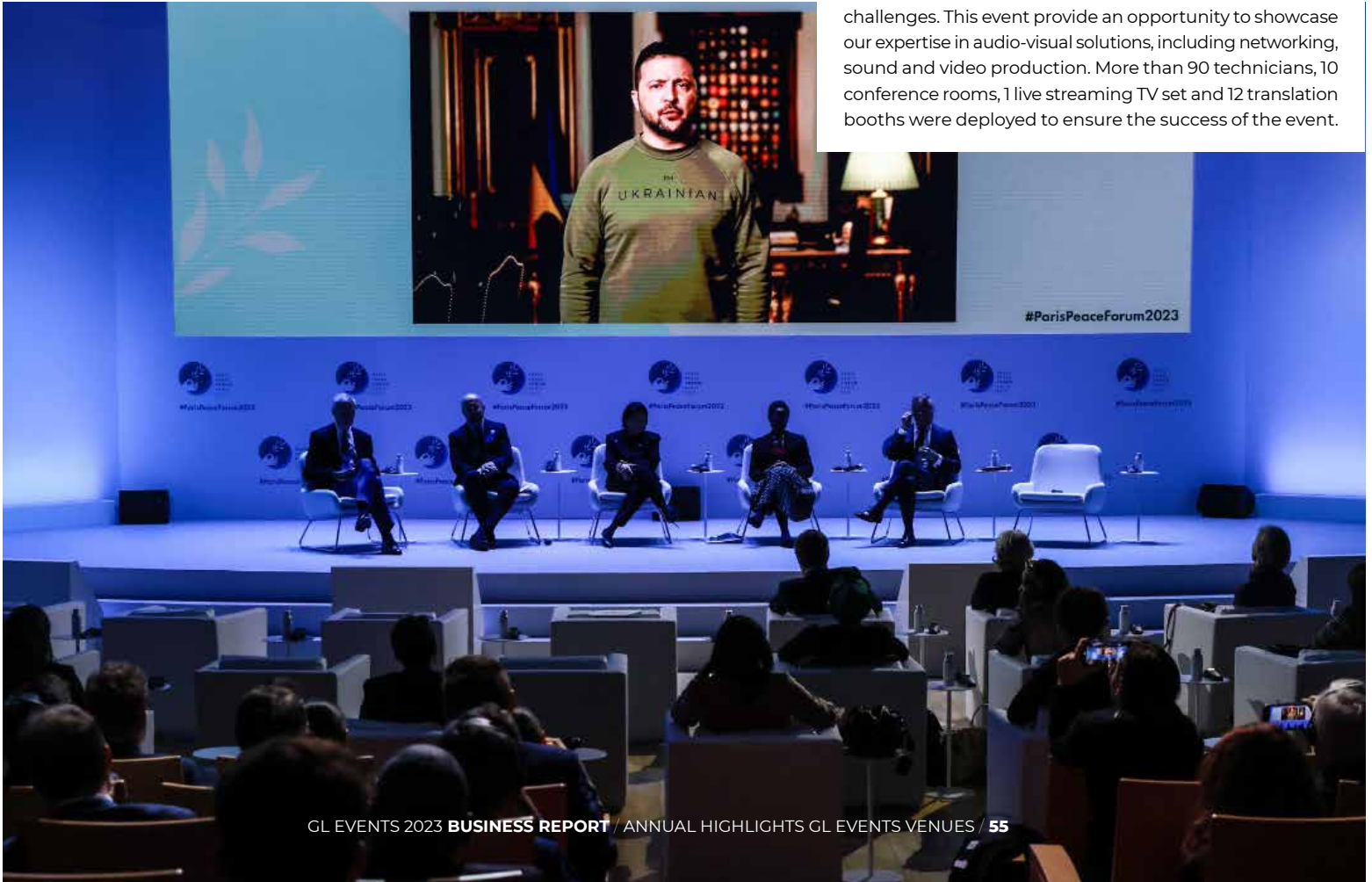


**Paris Peace Forum**

10 AND 11 NOVEMBER

The 6<sup>th</sup> Paris Peace Forum was held for the second year in a row at the Palais Brongniart.

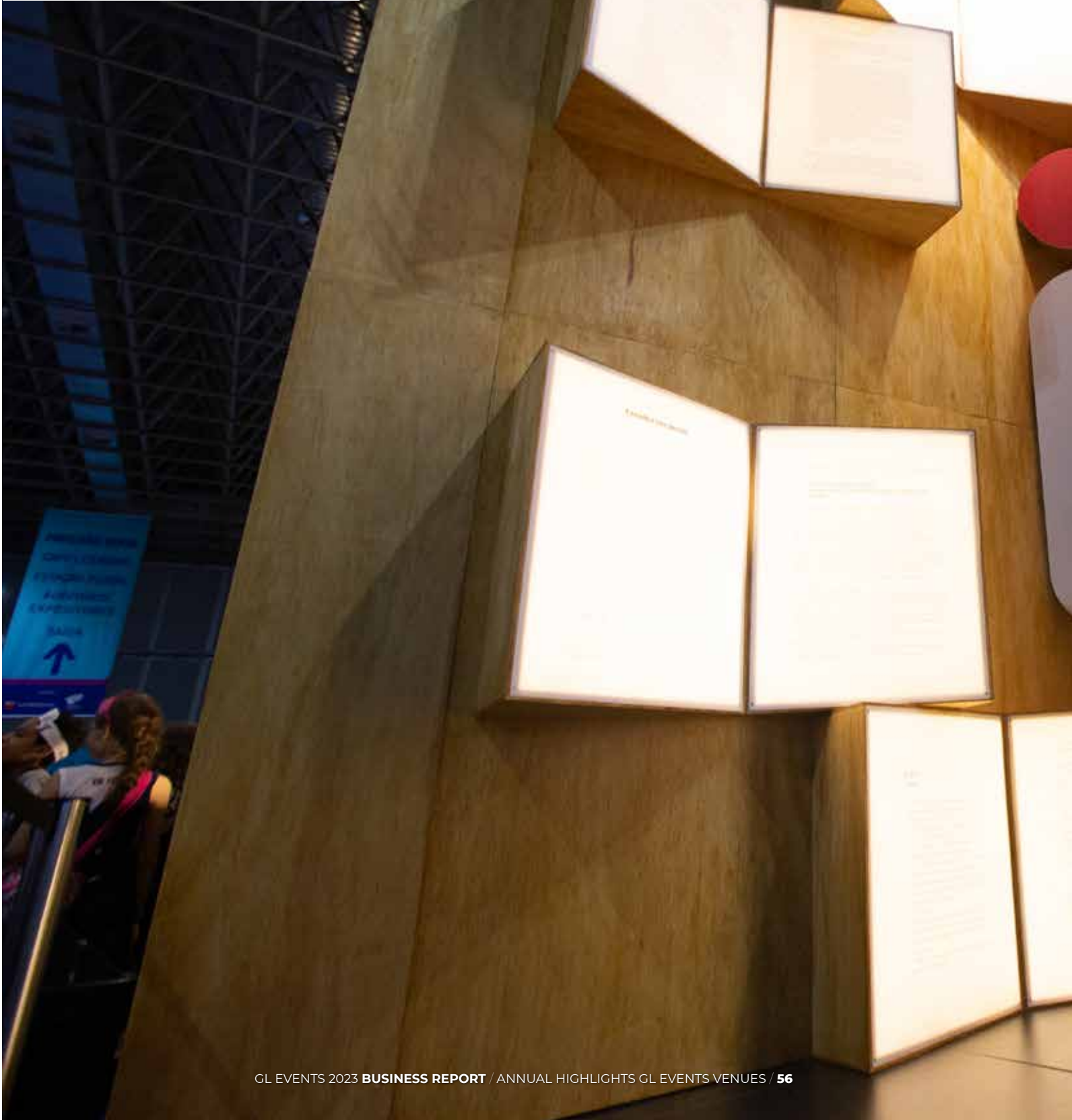
A major international event, the Paris Peace Forum promotes international governance and cooperation to tackle global challenges. This event provide an opportunity to showcase our expertise in audio-visual solutions, including networking, sound and video production. More than 90 technicians, 10 conference rooms, 1 live streaming TV set and 12 translation booths were deployed to ensure the success of the event.

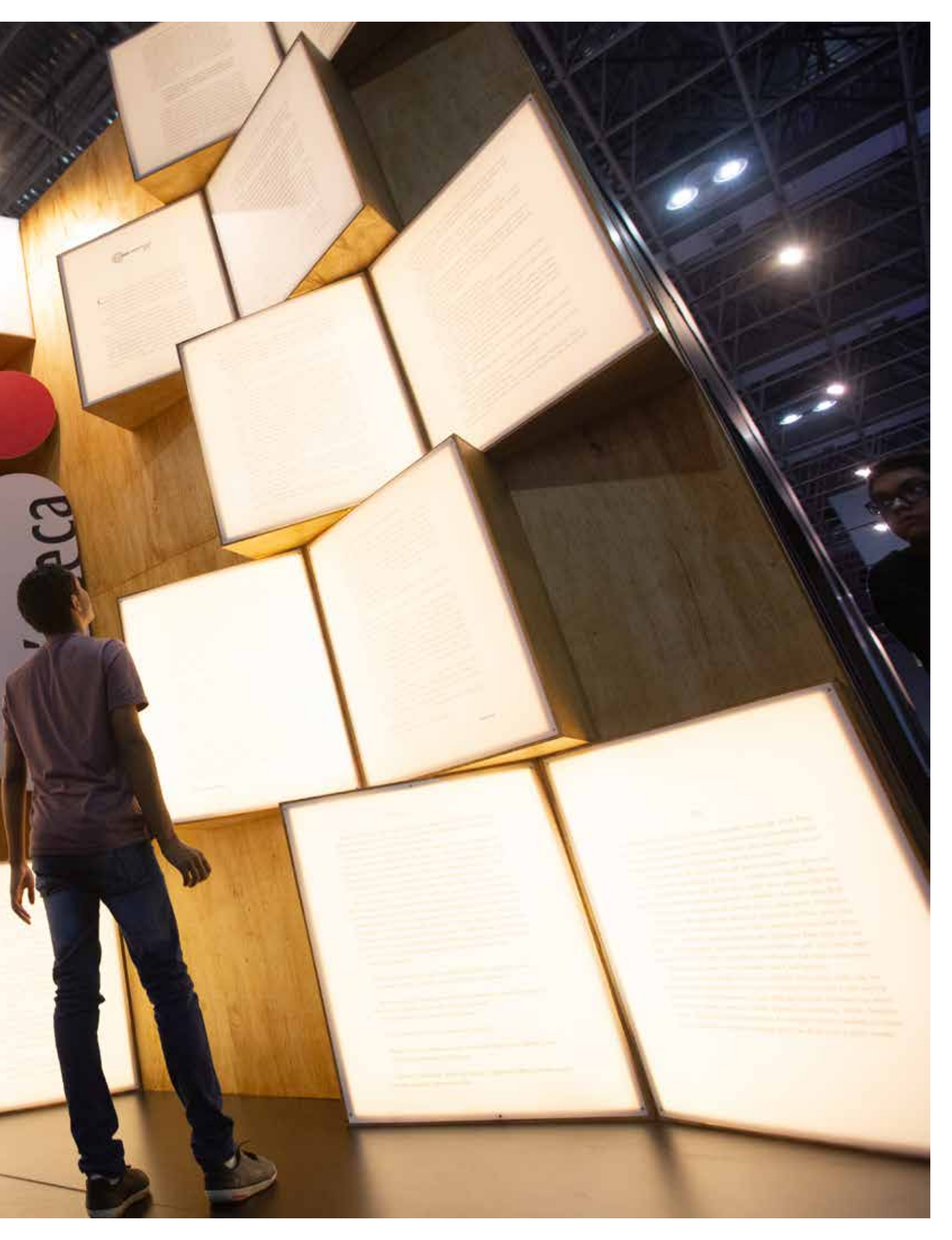


## The 2023 Biennial Rio de Janeiro International Book Fair

1<sup>ST</sup> TO 10 SEPTEMBER

For its 40<sup>th</sup> edition, the Biennial Rio de Janeiro International Book Fair delivered another remarkable success, bringing together 600,000 booklovers, amateurs and professionals alike. Since its creation in the 1980s, the event has continued to grow by offering exclusive content to its visitors, expanding from 1,400 sqm. in its early days to a major fair of almost 90,000 sqm. in 2023!







### Shaping Feminist Foreign Policy Conference

1<sup>ST</sup> AND 2<sup>ND</sup> OF NOVEMBER

The Netherlands organised the international conference on feminist foreign policy at the WorldForum in The Hague: Shaping Feminist Foreign Policy Conference 2023 (SFFP). This conference is a part of the Dutch government's feminist foreign policy to promote equal rights and equality for all worldwide. The conference was attended by over 750 participants from more than 40 countries, in 3 plenary sessions, 13 breakout sessions, 25 stands and 3 art exhibitions.



# IAPP Europe Data Protection Congress

15 AND 16 NOVEMBER

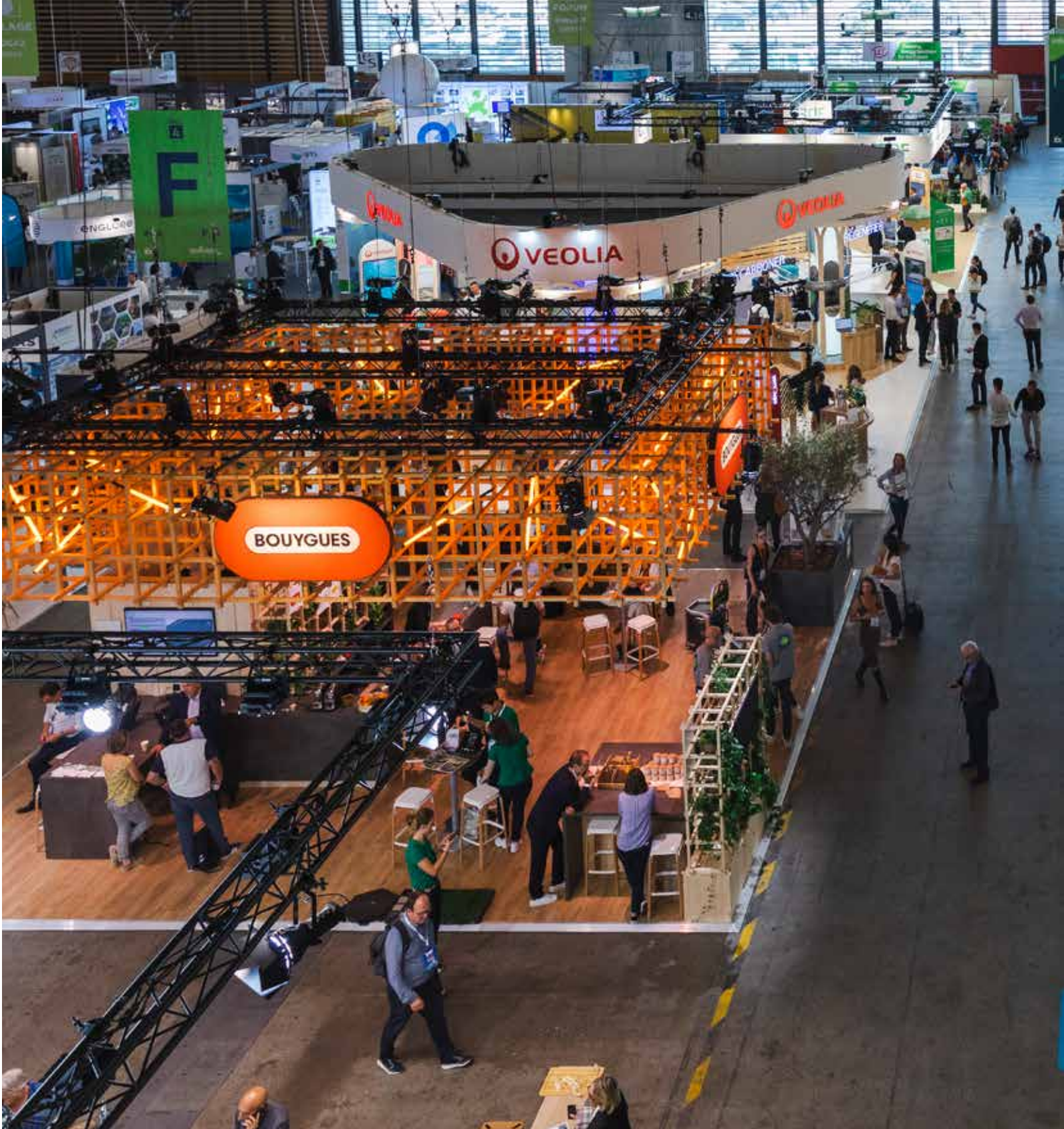
The 12<sup>th</sup> IAPP Europe Data Protection Congress was held at the Square meeting center in the heart of Brussels. Nearly 3,000 attendees - regulators, policy-makers, academics and researchers - came to the European capital for the largest event of its kind dedicated to privacy and data protection specialists.



## Pollutec

10 TO 13 OCTOBER

Pollutec, a leading industry showcase for environmental and energy innovations, with over 2,000 solutions on display this year! The show brought together experts committed to the ecological transition for a programme of conferences, debates and workshops. The objective: meet the major global challenges of biodiversity, pollution and climate change. Also another confirmation of Lyon's position as a destination for international events.





## Torino Comics 2023

14 TO 16 APRIL

A major festival dedicated to comics, the world of cosplay, sports tournaments, video games, board games and the world of cinema was held at Lingotto Fiere faithful to its legendary originality and creative flair. As a particularly competitive sector, the world of games remains dynamic and increasingly attractive to every type of public.



## Saint-Étienne Fair

22 SEPTEMBER TO 2 OCTOBER

This year's Saint-Etienne Fair was held at the same time as the Rugby World Cup matches hosted by the city! 6 matches including Australia, Fiji and Samoa. To celebrate this event, the Fair also featured the Pacific Islands and events showcasing the songs and dances of the Maori culture.





### **WorldSkills France**

14 TO 16 SEPTEMBER

More than 800 French competitors competed in Lyon at the 47<sup>th</sup> WorldSkills France, in 69 trades ranging from floral art to cybersecurity, all with a common goal: celebrate the passion and know-how of young workers. Lyon Eurexpo hosted the event and the Group's teams provided the services and equipment: furniture, audio-visual services, energy distribution, signage, stands, grandstands and general installations.



## Turin International Book Fair

18 TO 22 MAY

The most important event of the year in Italian publishing and one of the most important book fairs in Europe, the Turin International Book Fair was once again met with the success it deserves, illustrating the vitality of publishing and the unique pleasure of reading a true book, a natural complement to digital publishing.



# PLACE DES LUMIÈRES

## The Lyon Motor Show

28 SEPTEMBER TO 2 OCTOBER

This year's Lyon Auto Show was organised into five thematic spaces featuring respectively new vehicles, used vehicles, ecomobility, motor sports and services and accessories. Changing one's car, trying out a bike, learning about new products and checking out the upcoming models are just some of the reasons why more and more people are coming to Lyon Eurexpo. Another success for the concept proposed by the Group's teams.



# 2023

## Employee success stories



**GABOR GANCZER**  
CHIEF EXECUTIVE OFFICER,  
HUNGEXPO

**"With its new pavilions, the construction of a world-class conference centre and high-performance digital services for both visitors and exhibitors, Hungexpo has confirmed its position as a leading event venue."**

With B2B exhibitions and large events for the general public attracting nearly half a million attendees, 2023 offers a perfect illustration of this success. Key events of the year included the Annual Congress of the European Academy of Neurology, with 4,000 to 5,000 attendees each day, the 7<sup>th</sup> WHO Ministerial Conference on Environment and Health, a convention linked to the World Athletics Championships, and Planet Budapest 2023, the largest sustainable development event in Central Europe.

With 44,000 attendees and 300 exhibitors and 7 pavilions, AGROMashEXPO 2023 was one of the biggest events on agriculture and farming innovations in Europe. This exhibition was an enormous success for Hungexpo, with a number of exhibitors who have already reserved their participation for 2024, prompting us to expand the event to 8 pavilions for the next edition. Another major success was FeHoVa and the February travel fair. Sirha Budapest, the leading international exhibition for the food and hospitality industry in Central and Eastern Europe, held at the beginning of the year, was a great success. The positive trend in reservations for Construma in April confirms the positive outlook by industry professionals for targeted, high-quality exhibitions. This year, Hungexpo plans to organise a number of innovative new events, including Environtec, the international trade exhibition for environmental technology, waste, water and sustainability in October, and ANImashEXPO, the livestock breeding and animal health exhibition in December.

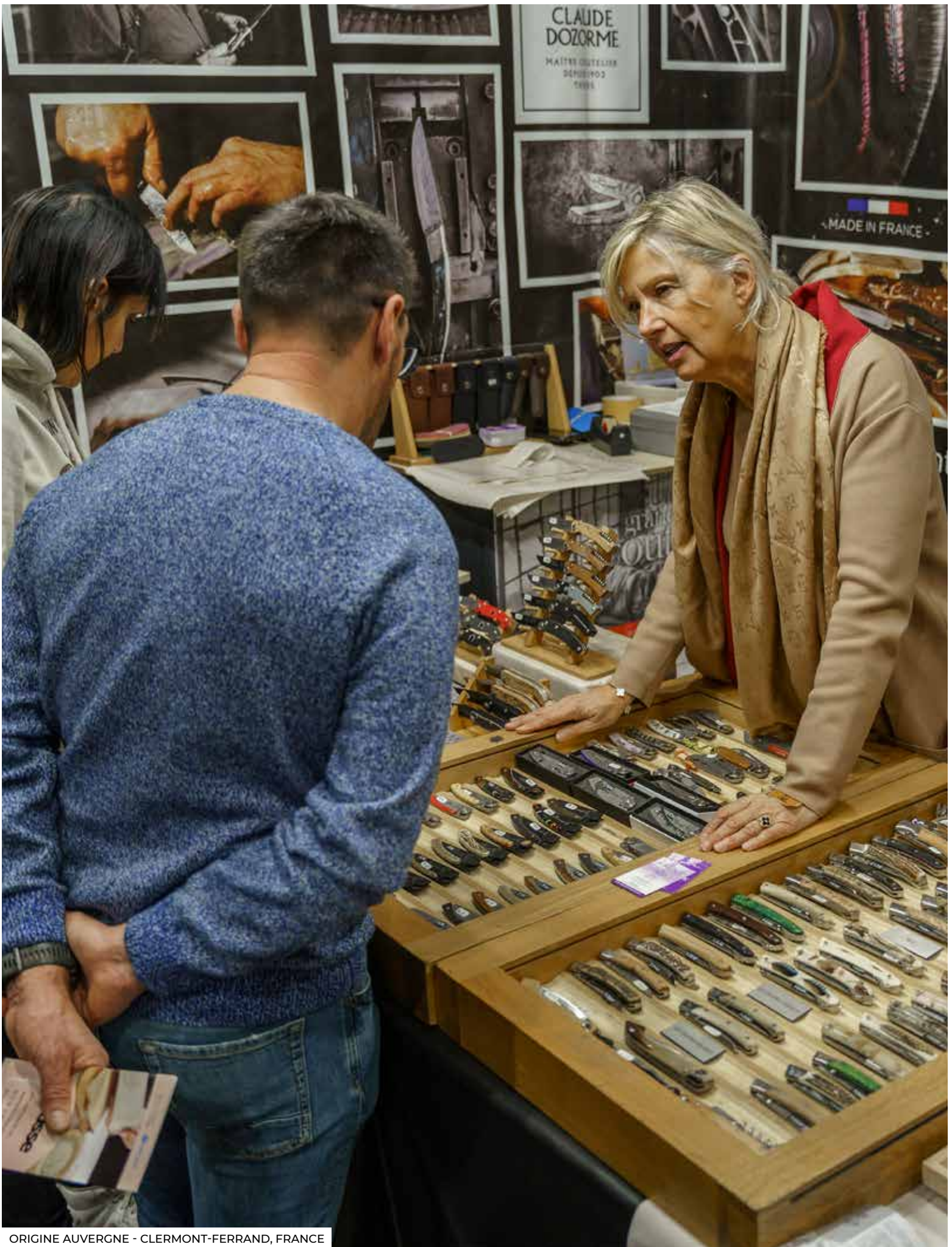


**ARNAUD COMBES**  
GENERAL MANAGER, CLERMONT  
AUVERGNE EVENTS

**"The first Origine Auvergne exhibition brought together the region's major economic forces to address five themes: gastronomy, craft trades and commerce, culture and tourism, innovation, employment and training."**

The exhibitors were selected based on the geographical origin of their products to provide local tradespeople and merchants with the opportunity to share their traditional skills and innovative know-how. Acclaimed by exhibitors (with 98% satisfied and eager to participate in the second edition, scheduled for 2024), Origine Auvergne is now drawing interest from other regions, including Occitania.

Organised by Clermont Auvergne Events, a subsidiary of GL events, the 100% Made in Auvergne exhibition was designed by the Region, the Sommet de l'Élevage (one of the main shareholders) and the Auvergne brand. 22,140 attendees, 320 exhibitors, 10,000 sqm, 35 workshops, four concerts, 67 round tables, from 24 to 26 November 2023 at the Grande Halle d'Auvergne Exhibition Centre in Clermont-Ferrand.



ORIGINE AUVERGNE - CLERMONT-FERRAND, FRANCE



LAAD 2023 - RIO DE JANEIRO, BRAZIL

# 2023

## Employee success stories



**MILENA PALUMBO**  
CEO, GL EVENTS BRAZIL

**"2023 was a remarkable year for GL events in Brazil. We overcame many challenges, met the expectations of our customers and partners, and achieved historic results across all our business units."**

GL events Live recorded more than R\$100 million (Brazilian Real) in sales for the first time, with 215 events, or nearly one per day.

We broke records in terms of attendance at our exhibitions, including notably the Biennial Rio de Janeiro International Book Fair, which has become a symbol of the city's cultural heritage, which further reinforced its position in 2023 as the biggest event in the sector in Brazil, with record attendance and book sales.

Our events venues also enjoyed remarkable success: São Paulo Expo is consolidating its position as Brazil's leading exhibition and convention centre, with a particularly impressive occupancy rate and the highest margin of all the Group's venues. In Rio de Janeiro, we racked up a series of successes as Riocentro and Arena complemented each other by hosting events of all types and sizes, with world-class events like the LAAD Security & Defense Exhibition or Web Summit.

The Rio ecosystem was also strengthened by the addition of Hotel Lagune, a unique concept for GL events in Brazil which achieved positive results in its first year of operation in 2023 after only two years of management by the Group. In Salvador, our convention centre has become a destination of choice for major national conventions, with an increase in the number of events hosted of over 60% compared to 2022. To this may be added the rapid progress for the Group's largest investment in Brazil, the redevelopment of the Anhembi District, which remains on schedule for inauguration in May 2024. GL events Brazil not only registered excellent financial results in 2023 but also, and above all, demonstrated the versatility of its operations and the complementary nature of its business lines, establishing its position today as a key economic force in Brazil.



EXPERT XP - SÃO PAULO, BRAZIL

organize  
smart  
fashion  
feed  
innovate

# GL events Exhibitions

A world-class player  
with a local focus

105  
proprietary trade fairs

581  
employees

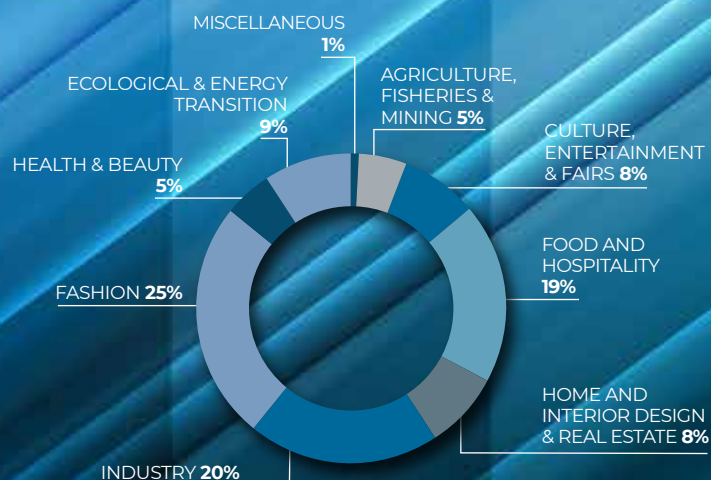
€209.7M  
in revenue

624,602  
sqm of stands

49%  
waste sorting rate

1,831,972  
attendees

26,927  
exhibitors





HYVOLUTION - PARIS, FRANCE



**PHILIPPE PASQUET**  
PRESIDENT, GL EVENTS EXHIBITIONS



**DAMIEN TIMPERIO**  
MANAGING DIRECTOR OF GL EVENTS EXHIBITIONS

The major exhibition sectors and market segments were affected by the health crisis in a number of ways. For example, the situation of the fashion sector, which was previously in very good shape, is today less favourable. In contrast, the energy conversion sector has understandably continued to grow, as has the biotechnology sector, particularly in vitro testing that was boosted by the health crisis. The exhibition business remains more sensitive to the economic environment than other Group activities.

Exhibitions help boost activity within different sectors, and the health crisis provided a clear demonstration of the need for physical meetings between the driving forces of companies, their sales and marketing teams and their customers. And while digital technology strengthened working relationships between exhibitors and attendees alike within different communities, it does indeed provide added value to physical exhibitions, but cannot replace them. The key factors underpinning the appeal and success of an exhibition are innovation and the opportunity it provides to discover new suppliers and new products. This is in consequence the primary focus for development in each

of our sectors. The second priority is training, working conditions and the attractiveness of our professions, as exemplified by Global Industrie, Green Tech and Première Vision. This means that an exhibition with a high-profile and innovative offering contributes to promoting the image of an industry sector.

International growth is expected to build momentum in 2024 as the Group consolidates its positions in Europe, particularly for the office covering Germany, Austria and the German-speaking part of Switzerland. We are also expanding our presence in Italy, working with the major exhibition brands like Global Industrie, Sirha Food, Green Tech and Première Vision to develop attendee marketing and above all to attract exhibitors from these regions. The opening of a new office in Milan, the fashion capital of the world, is planned, along with the launch of new exhibitions. With respect to China, we are making it possible for Chinese exhibitors to participate in exhibitions organised by the Group, such as Piscine in 2024. Finally, in October Sirha Food will be launching its Sirha Arabia spinoff event in October in Riyadh.



第11届成都种业博览会  
(春季)新品种展示  
早又多胜美

联系人: 熊任  
联系电话: 13981946237

展位号: 4号馆1-4号  
单位名称: 四川美农种业股份有限公司



四川美农种业股份有限公司

## Harbin Seed Expo

9 NOVEMBER

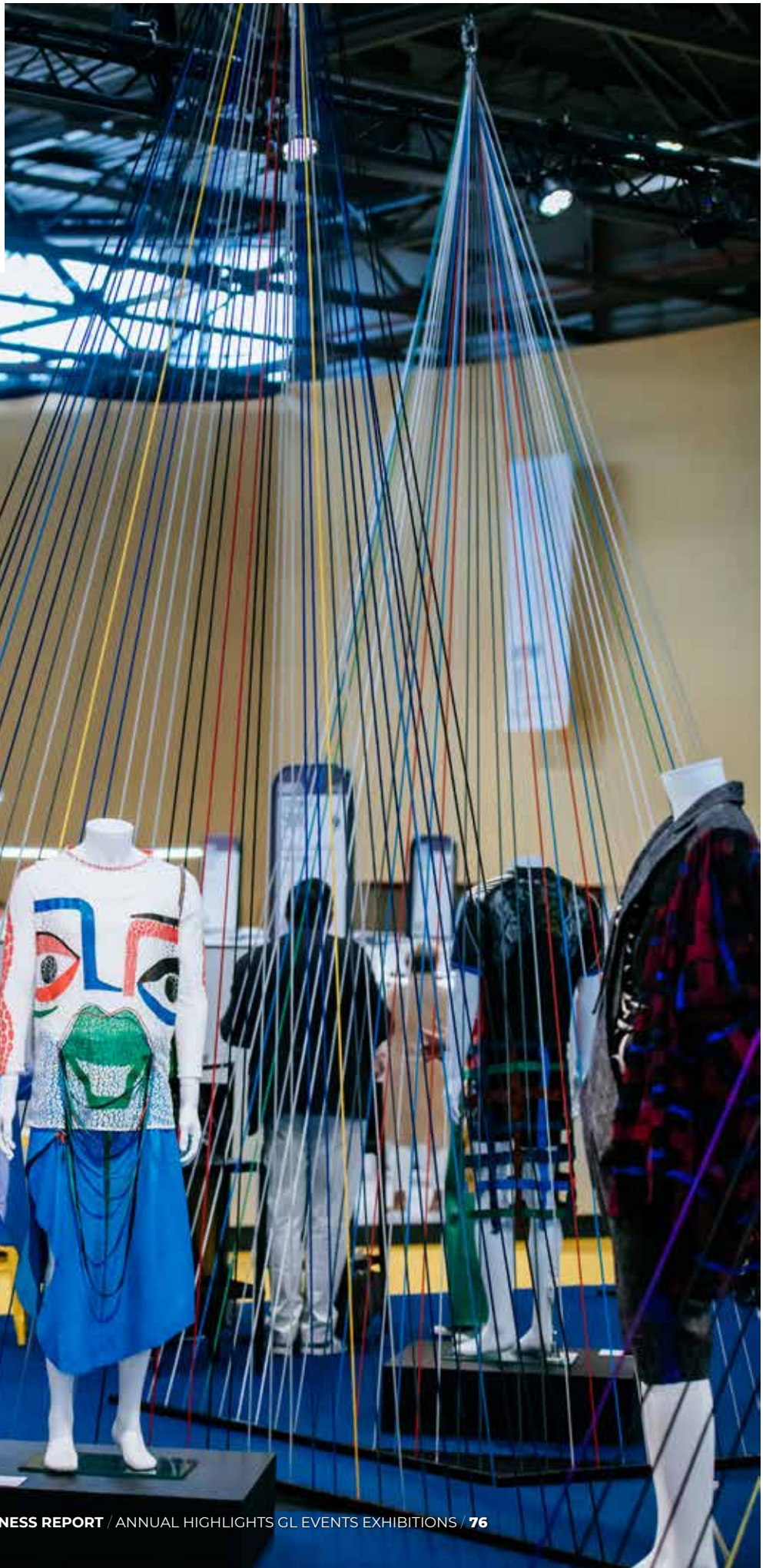
The Harbin Seed Industry Exhibition (HSIE) in China came to a successful close at the International Conference and Exhibition Center. The agricultural material exhibition and the modern agricultural facilities and equipment exhibition were also held at the same time. The event attracted nearly 1,800 exhibitors and over 100,000 attendees. With more than 80,000 new products and coverage from over 100 media outlets, Harbin Seed Expo ultimately reached just over 3 million people.



## Première Vision

4 TO 6 JULY

In July 2023, Première Vision Paris launched a new programme to support the creative fashion industry: A better Way! On Thursday 6 July 2023, Première Vision Paris closed the doors of its second edition, after registering an attendance of more than 25,000 visitors from 100 countries who came to discover the creative line-up proposed by the 1,300 exhibitors present for the Autumn-Winter 24/25 season.





### **The World Beer Fest of São Paulo**

11 TO 15 OCTOBER

Confirming the vitality of this festival, more than 45,000 beer lovers visited Pier Mauá over 5 days to discover the 120 brands of beer on show and over 1,500 different beers! And thanks to the efforts of Brasseurs Solidaires and in partnership with SESC Mesa Brasil, we collected 25 tonnes of non-perishable foodstuffs, which were redistributed by charities. It is now the biggest craft beer event in Latin America.



## Tranoi Homme

19 TO 22 JANUARY

By showcasing young designers, this latest edition offered an original creative approach as well as a change of venue. After the Palais de Tokyo and the Carrousel du Louvre for the women's edition, this year it was held in a former Renault garage dating from the 1960s. This 4,000 sqm venue is no stranger to fashion events and which in the past hosted shows by Off-White, Courrèges, Lecourt-Mansion and Vivienne Westwood.







### Lyon International Fair

31 MARCH TO 10 APRIL

This year's edition of the Lyon International Fair was a particularly colourful affair: "La Vie en Rose". 750 exhibitors, new areas and activities focusing on the Olympic Games, new themes dealing the issue of cooking and safety were all on offer to visitors.



## Prod & Pack

21 TO 23 NOVEMBER

The flagship biennial trade show for the packaged goods ecosystem provides an opportunity for professionals from the chemical, food, mechanical engineering and pharmaceutical industries to meet up. At the heart of Lyon's industrial region, with 600 exhibitors divided into three sectors - process, packaging and handling - Prod & Pack has a dynamic track record that involves using the expertise of the industries' key players to address the challenges facing the sector.



## Sirha

19 TO 23 JANUARY

The International Hotel, Catering and Food Trade exhibition is the global meeting place for hotels, restaurants, catering and gastronomy for professionals from the world over. This latest edition confirmed the vitality of the sector and, above all, the strength of the business model proposed by the Sirha Food team. Even though attendance figures were slightly down from the previous edition, the 2023 edition was unanimously judged to be the most successful ever, thanks to the quality of both the exhibitors and the visitors.



# E D'OR

SIRHA+ FOOD  
A WORLD OF CUISINE AND HOSPITALITY



S.PELLEGRINO



BRAJARD

CHAMPAGNE  
POMMERY

S.PELLEGRINO



MAGYARORSZÁG

SIRHA+ BOUCSE D'OR  
3rd PRIZE  
10 000  
METRO

SIRHA+ BOUCSE D'OR  
1st PRIZE



## Kidexpo

26 TO 29 OCTOBER

Families and children were treated to three distinct areas organised around the themes of learning, movement and play. On the programme: fun and educational activities essential to children's development, as well as the latest toys and games to help the visitors prepare their Christmas lists!



## ID Créatives

5 TO 8 OCTOBER

The ID Créatives exhibitions are designed for people who want to use their creative skills to personalise, decorate or simply enhance everyday objects. More than a hundred exhibitors were present at the ID Créatives show for sales exhibitions, demonstrations, workshops, competitions and conferences.





### **Omnivore Paris**

10 TO 12 SEPTEMBER

Omnivore Paris at the Parc Floral de Paris is three days of meetings, master classes, interviews and round tables for chefs and culinary professionals who are contributing to the catering industry and food of the future. This year's event was marked by the celebration of Sirha Omnivore's 20<sup>th</sup> anniversary and a special tribute to Italian gastronomy.



# 2023

## Employee success stories



**RAPHAËL GOERENS**  
DIRECTOR, BEPOSITIVE  
EXHIBITIONS - OPEN ENERGIES -  
HYVOLUTION - EXPOBIOGAZ

**"GreenTech+ brings together, in a unique format, exhibitions focusing on ecological innovation and sustainable development."**

In 2023, the five exhibitions organised by GL events Exhibitions met with considerable success, confirming the relevance of their positioning with respect to the needs and expectations of dynamic industry sectors, driving significant growth by our businesses. This success is the result of our expertise, proximity to markets and the commitment of a multidisciplinary team. Supported by a strong portfolio of leading events and the creation of new products, GreenTech+ is confirming its strategy and will continue to grow in 2024.



**DESOLINA SUTER**  
FASHION DIRECTOR, PREMIÈRE  
VISION

**"Première Vision's Fashion Department focused its efforts in 2023 on consolidating Première Vision's position as a major international player in the fashion industry, by offering concrete solutions to the sector's current and future challenges:**

- Guaranteeing attendees a high-quality industrial offering based on a selective range of international solutions.

- Offering strong inspirational content and decoding trends through an integrated team of experts producing consolidated, cutting-edge fashion industry data. Major fashion trends are analysed and shared, creating a point of convergence between exhibitors and buyers that enables industry professionals remain up-to-date on market developments and compare their common goals.

- Supporting innovation and research: the Fashion team encourages and promotes innovation in fabrics, leather, accessories and components.

- Maintaining a high level of expertise by rigorously selecting exhibitors according to criteria of quality and using a range of informative and/or educational media".



# SUPERVISEZ

## SUIVEZ EN TEMPS RÉEL LES PERFORMANCES DE VOTRE INSTALLATION

- Mesurez votre production
- Mesurez votre consommation
- Visualisez la charge / décharge du surplus de votre batterie



425Wc

- Technologie de cellules Type-II
- Technologie Efficace : jusqu'à 30% de puissance en plus avec la même surface
- Technologie Bi-verre : durabilité dans le temps
- 30 ans de garantie performance/histoire

# 2023

## Employee success stories



PREMIÈRE VISION - NEW YORK, USA



**JULIE VOYER**  
EXHIBITION MANAGER -  
PROXI INDUS

Proxi Indus, a new exhibition that serves both as a trade show and a business convention, was launched in the wake of the health crisis as a response to two observations: the need to offer shorter events (2 days), with a more concentrated format (a dynamic programme alternating between periods devoted to market intelligence, demonstrations, business activity and social events) and a higher-quality experience (targeted business meetings), and the need to reach industrial micro-basins, which at the time were not attending our regional exhibitions which were too far away, and offer practical solutions close to their factories.

In line with our mission to promote the industrial sector and support all those involved in the process of re-industrialisation through technological, energy

and environmental developments, as well as regulatory and social changes, Proxi Indus offers a turnkey solution and facilitates networking. In this way, it helps to identify new partners by promoting short distribution channels.

**"As a key to success, this event also provides a tool box designed to help local institutional partners promote the services and support available to manufacturers."**



rexel

DES SPÉCIALISTES AU SERVICE DE VOS APPLICATIONS





CIFTIS - BEIJING, CHINA



**INÈS GINON**  
PRESIDENT, GL EVENTS GREATER CHINA

2023 was a year of recovery and reconnecting for China. This market confirmed its underlying resilience by delivering a performance already nearly back in line with its most successful years.

And this despite the fact that with the actual recovery beginning in March, there was little time left to promote the exhibitions. A good first edition under the GL events banner of an agricultural exhibition, confirming the relevance of the company's growth strategy in a buoyant sector and in line with the country's goal of food independence. GL events Live demonstrated a considerable degree of agility and resilience which contributed to strong growth during this phase of reopening. A first full year of operation for the Guangzhou Seminar Centre which registered a twofold increase in business volume.

This performance confirms the validity of GL events' business model in China by exploiting the combined potential of its three business divisions and creating synergies to support its growth.

With 2024 expected to be a period of strong momentum, efforts will focus on stabilising the current business scope (adjusting the exhibition and service offering), while confirming the Group's capacity for growth by adding new offerings, territories, exhibitions and venues.



THE 11<sup>TH</sup> GUANGDONG GOVERNOR CUP INDUSTRIAL DESIGN COMPETITION - GUANGZHOU, CHINA

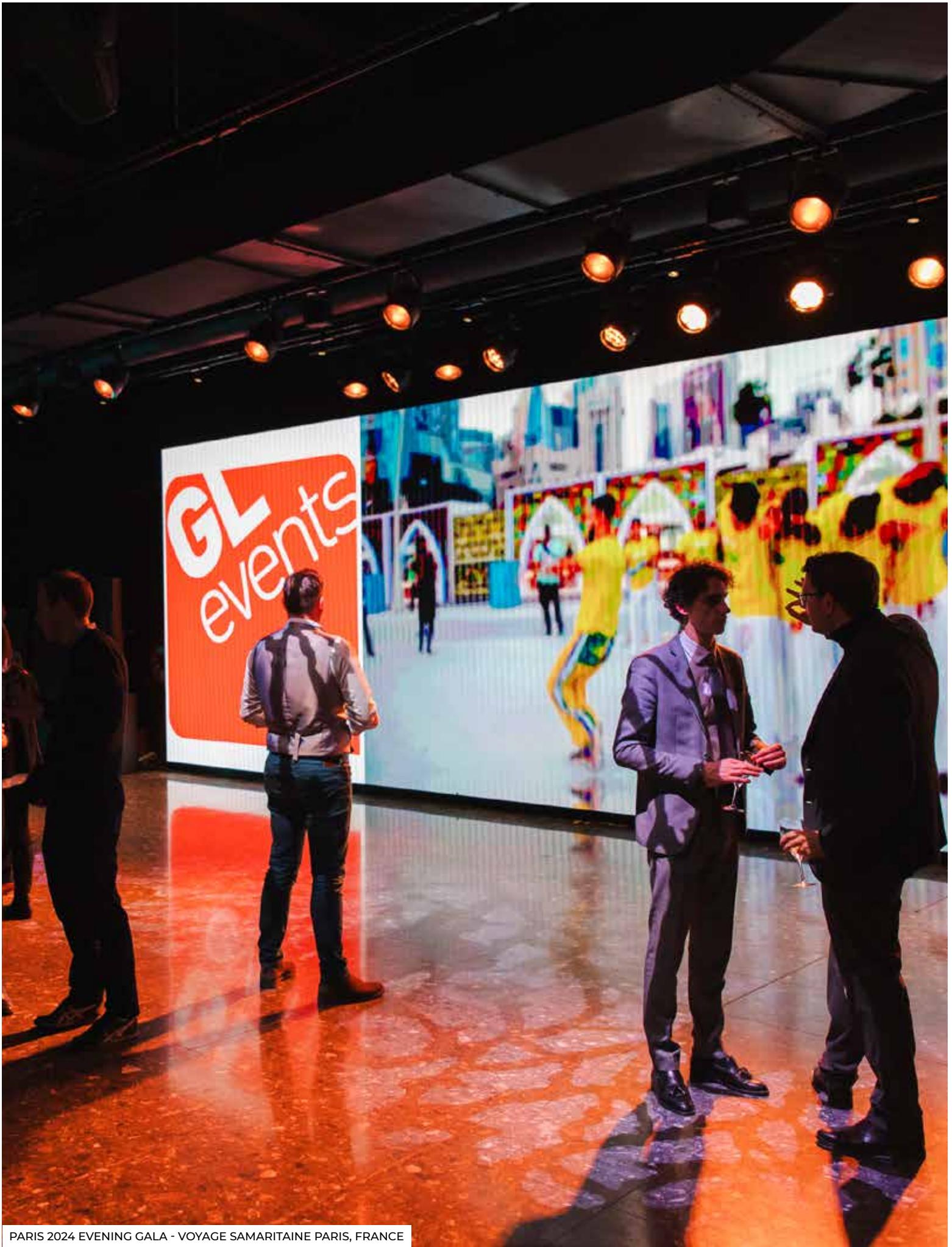
# FIE Fencing World Cup Prince Takamasa



FENCING WORLD CUP - AICHI SKY, JAPAN

# ing up 2023 do Trophy





PARIS 2024 EVENING GALA - VOYAGE SAMARITAINE PARIS, FRANCE

# GL events, the Group

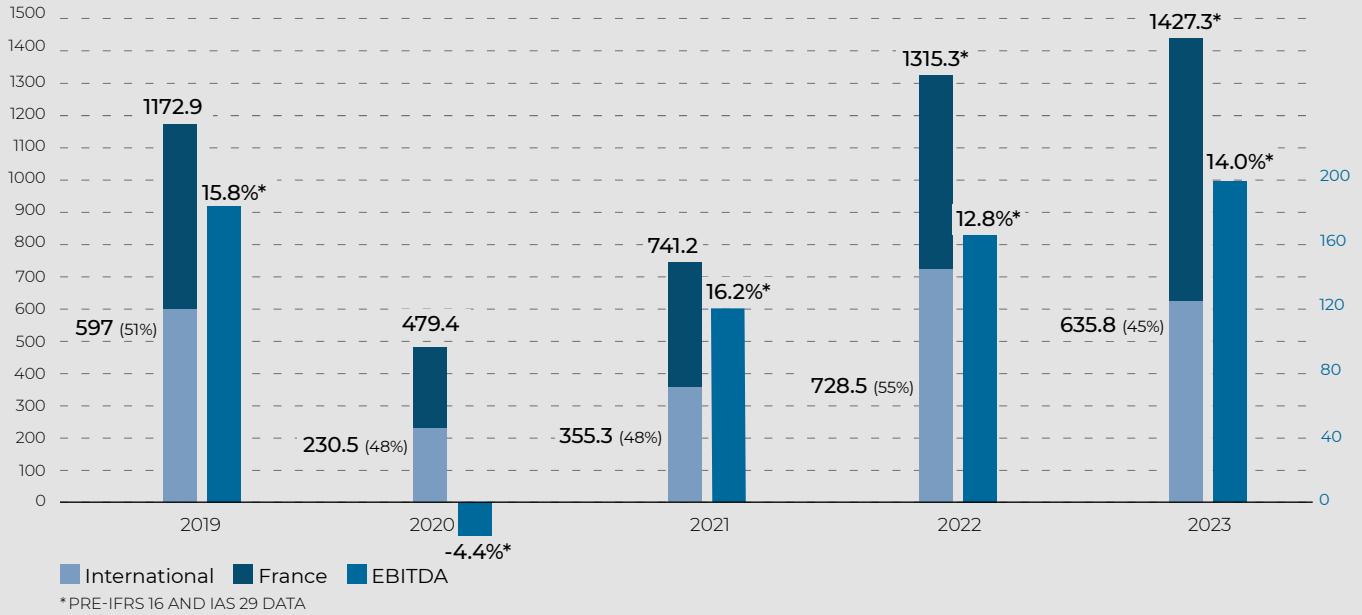
**97** / KEY FIGURES – ANALYSIS

**100** / “ENVIRONMENTAL, HR AND GOVERNANCE”  
CRITERIA

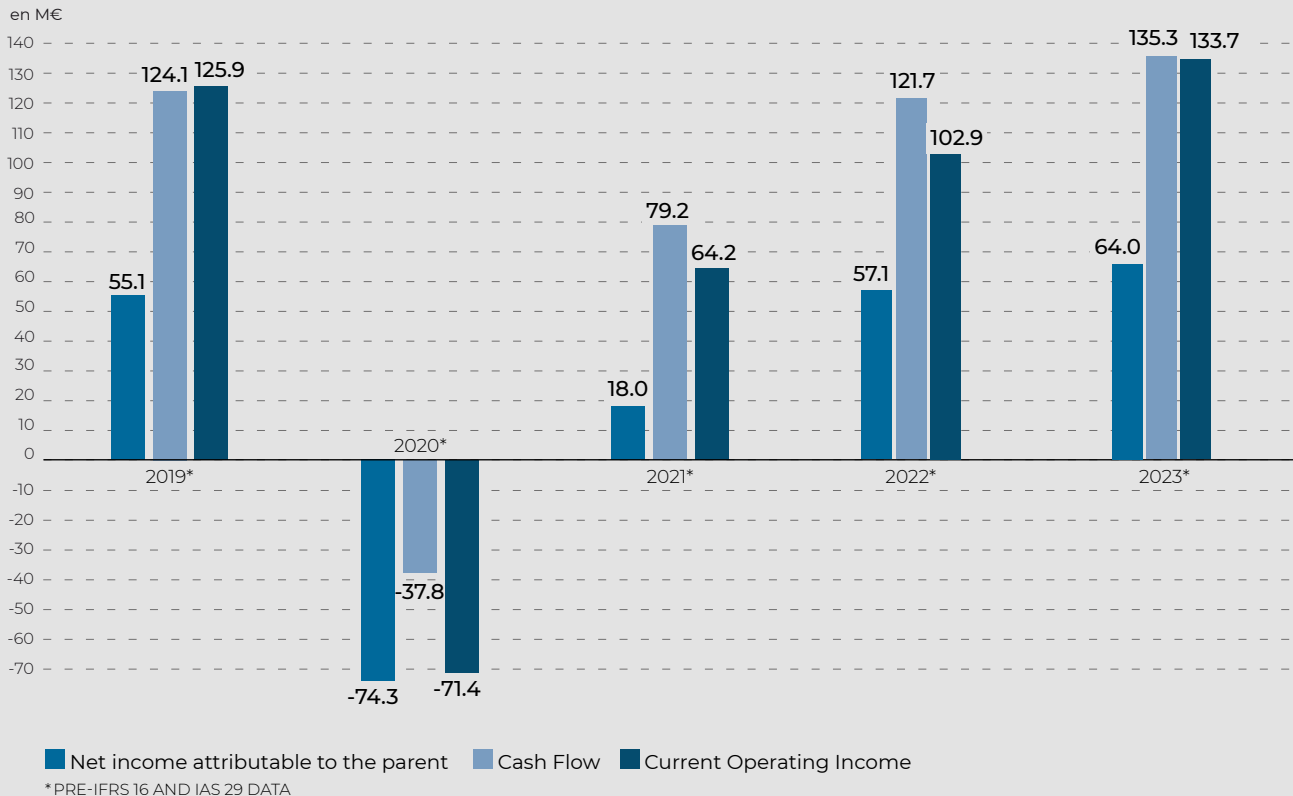
**118** / HISTORY AND MILESTONES

**128** / SHAREHOLDER INFORMATION

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



### NET INCOME ATTRIBUTABLE TO THE PARENT, CASH FLOW AND CURRENT OPERATING INCOME





**“2023, a year that illustrates the relevance of the Group's business model.”**

**SYLVAIN BECHET**

MANAGING DIRECTOR, CHIEF FINANCIAL AND INVESTMENT OFFICER

**Sustained overall growth**

2023 marked another record performance for GL events, with revenue of €1.427 billion, up 9%, on the back of a comparison base that was already very high in 2022. This was accompanied by further improvement in the profit margin and a reduction in the gross debt ratio, particularly in Brazil, the United Kingdom and France. The recovery in China has remained on track with revenue of €90 million (up from €40 million in 2022), even though the rebound only began in March! An excellent year marked by the Rugby World Cup in France, the Pan American Games in Santiago, Chile, the start of services for the 2024 Olympic Games, the launch of the São Paulo construction site on the Anhembi site (€100 million Capex), and another record edition for Sirha and the Global Industrie exhibition. The relevance of the Group's business model has once again been confirmed. After 2022 in which growth was driven by GL events Live, in 2023 GL events Exhibitions and GL events Venues provided in their turn new drivers for significant growth.

**Improving profitability and effective debt containment**

Bolstered by the commitment of its employees, the diversity of its portfolio of assets and sites, and its focus on delivering high-quality services, the Group's operating profit rose 30% to €134 million (on a pre-IFRS 16 & IAS 19 basis). On that basis, the Group reported net profit of €64 million or

earnings per share of €2.13. Debt remained stable in relation to 31 December 2022, despite nearly €177 million in capital expenditures and external growth costs while the Group's financial leverage ratio improved (2.5 vs. 2.7 at 31 December 2023). These performances are reassuring for our shareholders and assure us the resources the Group will need to pursue its development in France and internationally.

**Continued ESG commitment**

We are meeting our commitments: the targets announced for 2022 have been met, particularly with respect to reducing energy consumption associated with site activity by more than 30% by the end of December 2023 and exceeding the 25% reduction target set in 2022. The Group is also continuing to invest, deploying 581 fully operational electric charging stations in France and accelerating the electrification of its fleet with a target of 60% within 3 years.

We had a strong refinancing programme of close to €300 million which included the arrangement of an ESG Sustainability-Linked Euro PP bond issue.

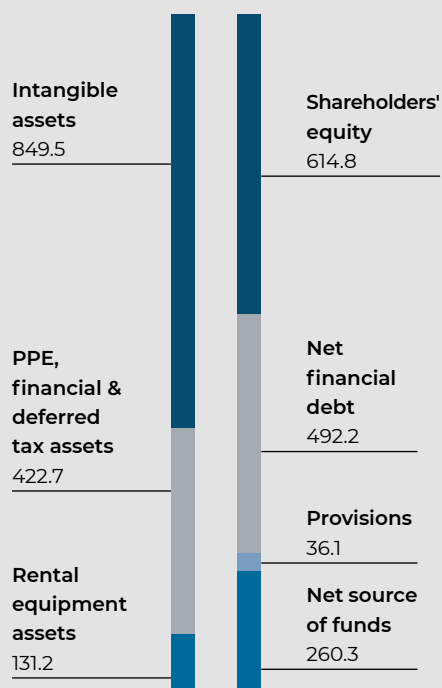
## CONSOLIDATED INCOME STATEMENT HIGHLIGHTS (€M)

	2022*	2023*	
<b>REVENUE</b>	<b>1,315.3</b>	<b>1,427.3</b>	
EBITDA	168.6	199.2	
CURRENT OPERATING INCOME	102.9	133.7	— EBITDA: + 14% OF REVENUE
OPERATING PROFIT	98.0	128.8	— CURRENT OPERATING MARGIN: + 9.4%
NET FINANCIAL INCOME (EXPENSE)	-16.0	-26.2	
TAX	-17.1	-26.5	— NET INCOME ATTRIBUTABLE TO GROUP SHAREHOLDERS: + 12%
<b>NET PROFIT / (LOSS) OF CONSOLIDATED COMPANIES</b>	<b>+64.9</b>	<b>+76.2</b>	
EQUITY-ACCOUNTED INVESTEEES AND NON-CONTROLLING INTERESTS	-7.8	-12.2	
<b>NET INCOME ATTRIBUTABLE TO SHAREHOLDERS</b>	<b>+57.1</b>	<b>+64</b>	

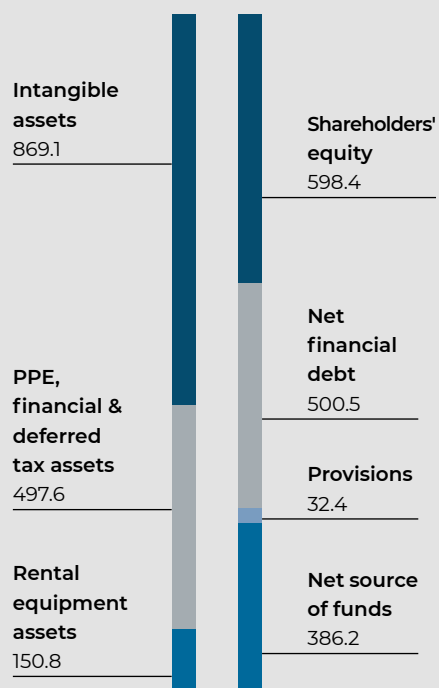
\* PRE-IFRS 16 AND IAS 29 DATA

## CONSOLIDATED BALANCE SHEET HIGHLIGHTS (€M)

2022 BALANCE SHEET\*



2023 BALANCE SHEET\*



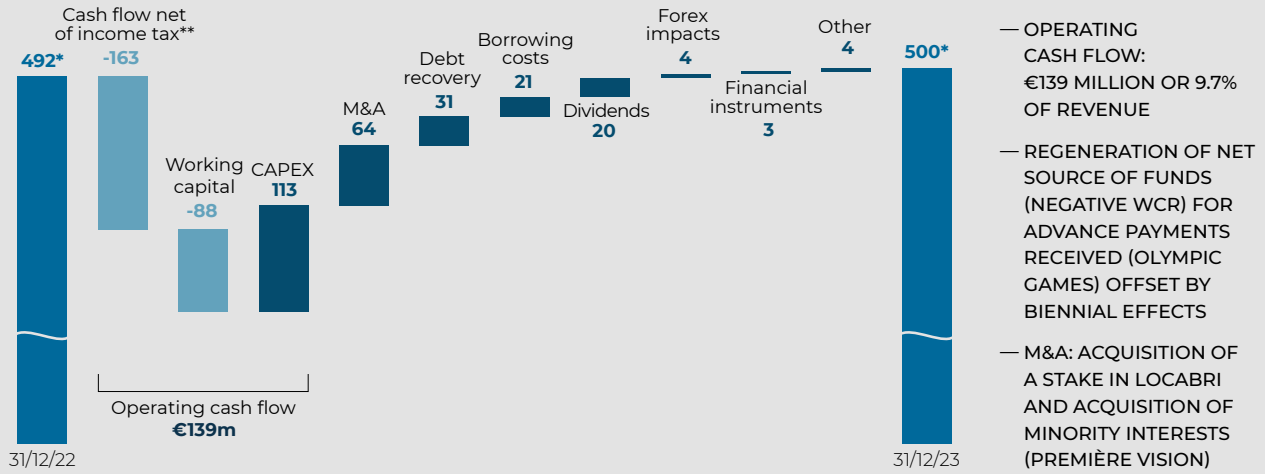
— INTANGIBLE ASSETS:  
CHANGE REFLECTING  
THE ACQUISITION  
OF LOCABRI AND  
TRANSLATION  
DIFFERENCES (BRAZIL)

— PROPERTY, PLANT AND  
EQUIPMENT: CHANGE  
REFLECTING  
THE WORK CARRIED  
OUT ON THE ANHEMBI  
SITE, THE ACQUISITION  
OF LINGOTTO FIERE  
AND THE RENEWAL OF  
RENTAL EQUIPMENT

— CHANGE IN NET SOURCE  
OF FUNDS: CF. CHANGE  
IN NET DEBT

\* PRE-IFRS 16 AND IAS 29 DATA

**CHANGE IN NET DEBT (€M)\***



\* PRE-IFRS 16 DATA

\*\* PRE-IFRS 16 AND IAS 29 CASH FLOW NET OF TAX AND BEFORE NET INTEREST EXPENSE





CAP RUGBY PROJECT - LOU ATTITUDE - LYON MATMUT STADIUM DE GERLAND, FRANCE



**“We are committed to creating opportunities for professional integration for the long-term unemployed.”**

**FANNY CHAUAUX**  
DIRECTOR OF HUMAN RESOURCES

The Group's sustained economic development is based on employee empowerment and recognition. We strive to provide comprehensive training and support to help them develop professionally and progress throughout their career. By putting the well-being and development of our teams at the heart of our concerns, we seek to ensure that each individual employee feels valued, respected and fully invested in the collective success of our company.

In line with the Group's values and actions initiated in recent years, GL events is committed to expanding the scope of its initiatives in favour of integration and inclusion. Our priority is to provide opportunities to the long-term unemployed, confirming our commitment to create a welcoming and inclusive working environment for people from all backgrounds.

GL events' own history is a story of diversity and the successful integration of different businesses, cultures and talents. Our very DNA is based on the strength of a culture of shared efforts and collaboration. This vision is even more meaningful today, as we work around the world to bring men and women together.

GL events' ability to harness the combined expertise of its different business lines, particularly for extraordinary projects like Paris 2024, is a testimony to our unique ability to work as a team, collaborate across divisions and share our enormous collective experience. This collective spirit is not only a guarantee of success for our customers, but also the very essence of a culture of solidarity and mutual support between fellow employees.

# 2023

## Employee success stories



**GÉRALDINE BONIN**  
HUMAN RESOURCES MANAGER

The human resources team working for Paris 2024 since 2022 includes six people, three of whom are responsible for recruitment.

**"For all our employees, this exceptional event offers a unique opportunity in their professional careers to work together in a spirit of cooperation and solidarity."**

Thus far, 350 people have been recruited under a wide range of contracts, with a target for 450 people working on the Olympic and Paralympic Games in July 2024. Our mission is focused on four key areas: recruitment, internal mobility and integration; human resources management and training for project teams; day-to-day support for operational teams and managers; their safety; project and post-event reporting.

In addition to external recruitment, we were more importantly successful in mobilising internal resources. Recruiting outside candidates is rendered complicated by tight labour market conditions for specific profiles (experts, engineers and technicians), despite the once-in-a-lifetime career opportunity that such an event represents.

The event legacy goals set by the organising committee of Paris 2024 includes a commitment to ensuring the well-being of the teams throughout the project. For the Group, this human legacy represents the invaluable experience and expertise acquired by its teams that will enable them to support GL events' continuing development in the future.



**ARNAUD SAVIGNY**  
HUMAN RESOURCES DIRECTOR,  
LIVE

Launched in 2017 at the Aubrac Meetings, the JUMP programme was revived this year. Its objective is to recruit young people participating in work-study programmes in Group companies for a range of functions (sales, finance, project management, technicians, etc.).

**"Our goal is to create and lead a community of work-study students and facilitate their integration into the Group by allowing them to discover the considerable diversity of our activities and areas of expertise."**

And by helping to actively prepare them for the world of work, we are given an opportunity to identify and train the employees of tomorrow.

In this way, 150 new work-study students have joined the Group under this scheme. Two launch days were organised in October 2023 during which these students were able to witness first-hand the installation of two major exhibitions and acquire an in-depth understanding of how our different businesses work together. For this occasion, the management teams of the three divisions were able to provide a complete presentation of GL events, the diversity of its markets and businesses, and the development challenges for the years ahead.

In March 2024, the Group's ESG initiatives and commitments were presented to them at a second event, which ended with a Climate Fresk workshop. At the same time, we are promoting the online community through regular exchanges and considering measures to address the practical and financial difficulties experienced by young trainees, confirming the Group's values as a responsible employer and corporate citizen.



JUMP PROGRAM - LYON & PARIS, FRANCE



# 2023

## Employee success stories



**LANA SALLES**  
HUMAN RESOURCES DIRECTOR,  
GL EVENTS BRAZIL

GL events' entry into Brazil in 2006 had a major impact on the country's events market. At a time when the general perception of our business was one of glitz and glamour, the Group and its Brazilian teams successfully developed GL events' business model with rigor and professionalism, by organising and equipping events and managing venues. This helped our businesses gain recognition and establish its undisputed respectability.

In the area of human resources, the biggest challenge was to educate the Rio de Janeiro job market about both

the enormous range of job profiles involved and also the different types of skills and expertise required to work in the events sector.

The employer branding strategy via LinkedIn initially focused on presenting and promoting the Group to all economic players in Brazil. Speeches and publications explaining to customers who GL events is and how it operates in its markets were an essential tool for acquiring recognition. And of course, the better known we became, the easier it was to approach candidates and persuade them to join a company that is an international leader in the world of events.

And as new destinations were added and our business expanded, the profile of our teams (creative, technical, operational and administrative) naturally expanded and became more diverse.

**"Whatever our expertise and our technical or cultural differences, we all share a common quality: a passion for designing, producing, equipping and hosting all our customers' events!"**



CAMPUS PARTY - SÃO PAULO, BRAZIL



SÃO PAULO CARNIVAL - BRAZIL



HA  
LECT

SIRHA  
COLLEC



**“Measuring our impact to meet our goal for high environmental performances.”**

**AUDREY CHAVANCY**  
CHIEF ESG AND RISK OFFICER

2023 was the year in which we laid solid organisational foundations for our ESG policy and accelerated its deployment. We have built a robust organisational structure for human resources with ESG staff and coordinators in every Group company and also professionalised the way we manage the strategies and all our actions based on the information at our disposal. These are our key non-financial performance priorities. We also stepped up the pace of investments, particularly in the Venues division, to improve energy efficiencies, and in training for all our employees to raise awareness about eco-friendly practices. Very tangible results show a 30% reduction in energy consumption, on the basis of equivalent revenue for 2019!

The carbon trajectory is also on track, with a 6% reduction on a like-for-like basis between 2022 and 2023, accelerated and supported by forecasts for Paris 2024, particularly in terms of second-life data for our assets, their composition and eco-design, as well as ambitious inclusion and integration criteria for the entire value chain.

2024 will mark the adoption of a Group-wide ESG legacy that will benefit all future international projects and a genuine transfer of skills. Having successfully laid the foundations, we are now ready to take our environmental strategy a step further, by focusing on biodiversity, adaptation to climate change and water management.

# A well-established ESG policy underpinning the business model and strategy of GL events Group

Since its creation, GL events Group's has pursued an entrepreneurial adventure based on a culture of responsibility and respect for its ecosystem at all levels of the company. It was in this spirit that Executive Management initiated a specific Sustainable Development approach in 2009, and in so doing was an industry pioneer in recognising the importance of social and environmental issues. Ethical management, whether in respect to the deployment of anti-corruption measures, compliance with safety and security issues or training, is the foundation of the Group's ESG approach, and represented by all the men and women that make up the Group.

GL events Group has strengthened its strategy by appointing a Corporate Risk and ESG Officer to its Executive Committee, responsible for accelerating the environmental and social transition of the Group's activities in conjunction with the Human Resources Department with respect to human capital. This strategy is divided into 3 main areas:

### 1. Reduce the carbon footprint:

- Reduce energy consumption
- Promote renewable energies
- Promote low carbon transport and mobility
- Organise a responsible purchasing policy

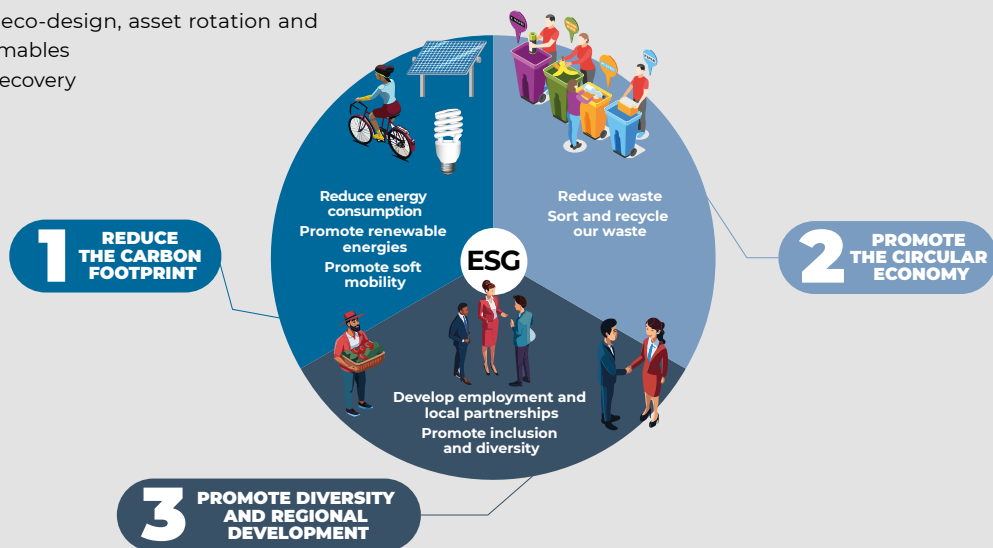
### 2. Limit the use of disposables and maximise our circular energy performance

- Limit waste through eco-design, asset rotation and reduced use of consumables
- Improve sorting and recovery

### 3. Promote diversity and socio-economic regional development

- Contribute through actions of solidarity and philanthropy
- Accelerate the use of responsible purchasing and Social and Solidarity Economy (SSE) practices
- Expand the scope of our ethical, entrepreneurial management through diversity

This strategy is central to the Group's businesses and its circular business model. The corresponding actions are implemented by all Group entities and employees in continual contact with their various stakeholders, both in France and internationally.





MUTO - CIRCULAR ECONOMY - LYON, FRANCE



# Encouraging results and highlights in 2023 of an ambitious ESG policy

In addition to the considerable capacity for recovery of GL events Group's business, 2023 was marked by a reinforcement and acceleration in the development of GL events Group's ESG policy, the highlights of which were as follows:

Environment	Employment / Social	Governance
<ul style="list-style-type: none"> <li>— An effective and sustainable energy conservation plan: reducing energy consumption at Venue sites through capital expenditures (LED relamping, etc.) and the adoption of eco-friendly practices on a regular basis.</li> <li>— Strengthening ESG reporting and the carbon assessment with data by entity.</li> <li>— Launch of the first environmental innovation challenge for all Live entities.</li> <li>— A mobility survey carried out on all entities in France and abroad.</li> </ul>	<ul style="list-style-type: none"> <li>— Including ESG criteria in the objectives of top and middle management, adapted to the business lines since 2022.</li> <li>— Strengthening the link with SSE stakeholders and eco-organisations. More than 500 suppliers from the SSE sector in France, linked to our long-standing partnerships with Sport dans la Ville, the GESAT network and the French Solidarity Economy Agency (AES).</li> <li>— A reduction in the frequency and severity rate compared with 2022.</li> </ul>	<ul style="list-style-type: none"> <li>— Training executive bodies (Executive Committee and Board of Directors) on climate issues in July 2023.</li> <li>— First publication of a double materiality matrix.</li> <li>— Creation of a strong network of ESG coordinators and ambassadors in the entities.</li> <li>— Non-financial assessments reflecting the Group's goals: A B rating for the first response to the CDP (Carbon Disclosure Project) questionnaire and a silver medal from Ethifinance.</li> </ul>

More specifically, in terms of non-financial results:

FOR THE PILLAR "Reducing the environmental footprint"	FOR THE PILLAR "Limit the use of disposables and maximise our circular energy performance"	FOR THE PILLAR "Promote diversity and socio-economic regional development"
<p>73%</p> <p>renewable energy (RE) – Group</p>	<p>49%</p> <p>Group waste separation rate <b>+5 pts</b> between 2022 and 2023 <b>+17 pts</b> between 2019 and 2023</p>	<p>538</p> <p>SSE (Social and Solidarity Economy) suppliers used in 2023 - France</p>
<p>30%</p> <p>of energy savings KmH/ sales between 2019 and 2023 – Venues Division (80% of Group consumption)</p>	<p>14</p> <p>Projects submitted to the 2023 environmental innovation competition – Live division</p>	<p>+46%</p> <p>hours of employee training in France between 2022 and 2023</p>
<p>-6%</p> <p>greenhouse gas emissions (like-for-like) for the 2022 and 2023 carbon assessments - Group</p>	<p>+300</p> <p>inventory of <b>second-life products</b> (OG projects) representing 40 materials and 12 types of waste</p>	<p><b>Occupational accidents – France between 2022 and 2023:</b></p> <p>2.34</p> <p>decrease in frequency rate (14.5 to 12.16)</p>
<p>30%</p> <p>status of photovoltaic panels installed or in progress</p>	<p>7</p> <p>Purchasing/ESG clubs by product family, to promote eco-design</p>	<p>-0.48</p> <p>decrease in severity rate (0.96 to 0.48)</p>
		<p>529</p> <p>employees newly trained in business ethics/anti-corruption or fraud prevention</p>

# Building an ecosystem based on effective and well-established ESG policy

## GL events' contributions to UN sustainable development goals

The Sustainable Development Goals were created by the United Nations to chart a course towards a better and more sustainable future for all people, by addressing global challenges such as poverty, inequality, climate change, environmental degradation, prosperity, peace and justice.

GL events Group has selected 13 Sustainable Development Objectives that are specifically relevant to its activities, organisational structure, geographical presence and stakeholders. For this reason, they were fully integrated into the risk mapping exercise and deployment of ESG actions to ensure that these global sustainable development goals are consistent with those of the Group and its stakeholders.



## Assessment and recognition of ESG performance

As every year and since 2015, GL events Group is rated by Ethifinance / Gaia Research, an ESG performance rating agency based on 170 environmental, social, governance and external stakeholders criteria. Details on the annual results of this evaluation campaign are systematically presented to the Group Executive Committee and to the Board of Directors, and in particular the ESG Committee and the Audit Committee.



Based on the score obtained in 2023 for 2022 data, the Group has been awarded the Ethifinance Silver Medal, compared with a Bronze Medal in 2021.



In addition, in 2023, GL events responded for the first time to the CDP (Carbon Disclosure Project) questionnaire. This organisation assesses companies' climate strategies on a score ranging from A to F. The Group obtained a score of B (with B- as the sector average), indicating that the foundations and action plans in place are robust and will make it possible to structure an emissions reduction trajectory in line with the Paris agreements.

### ESG contributions within professional organisations and federations



GL events Group is a member of various professional trade organisations (UFI and UNIMEV), and plays an active role in the sector's environmental sections/commissions. This participation makes it possible to share best practices and

thoughts and ideas on matters relating to the social and environmental transition.

For example, the Group signed a green growth commitment to support the circular economy on 7 February 2022 in partnership with its industry federation, UNIMEV. This measure proposed by the public authorities entails a reciprocal commitment by the event sector and the State in favour of responsible waste management. The objectives set as well as the corresponding requirements are very flexible and concern the transition towards a circular economy and in particular:

- Reducing waste at the source and improving its recovery
- Developing reuse
- Reducing food waste

### Partnerships to support regional socio-economic development

By having entities as close as possible to the regions it serves and combining the strengths of its different business activities, the Group is a catalyst actively promoting the economic and social attractiveness of the regions in which it operates. Regular meetings are organised to better assess the expectations and needs of the various stakeholders, improve dialogue and coconstruct common solutions or actions: delegates, industry or territory professionals, representatives of community, cultural or sports organisations.

In this context, a number of initiatives were carried out in 2023 with key voluntary organisations such as:

- **The Solidarity Economy Agency** to identify SSE service providers
- **Sport dans la Ville**, offering young people from under-resourced urban areas an opportunity to learn about the Group's various business lines through sports, and supporting a mentoring programme between a young person and a Group professional
- **The GESAT network** to identify service providers from the assisted employment sector
- Participation by several Group entities in the various sessions of the **Businesses for Climate Convention**





VISIT TO THE BRIGNAIS SITE - "EVENT INDUSTRY PROFESSIONS", SPORT DANS LA VILLE - LYON, FRANCE



TIME TOGETHER - LYON, FRANCE



# History and milestones

## 1978-1989

**Sarl Polygone Services was 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, the 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 Centres (Nice, Amiens), the Roanne Scarabée multifunctional hall, the Troyes Convention Center and the Maison de la Mutualité in Paris.



SALON DU DESSIN - PARIS, FRANCE

## 2010-2015

**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.

**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

## 2016-2020

**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.).

**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.****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 COP20 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.

**Commencement of a major development programme for San Paolo 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.

**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 COP20 in Lima and the COP21 in Paris**, GL events is a stakeholder of the COP22 hosted in Marrakesh. The Group confirms accordingly its standing as a major player for these global sustainable development meetings.

**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).

**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, in Latin America, reflecting a dual dynamic of both organic and external growth, driven by employee engagement.

**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.



DP WORLD TOUR CHAMPIONSHIP - DUBAI

**The company accelerates its 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 center, 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 center of 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 St Etienne La Cité du Design, supplementing the La 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 COP25 (Chile and 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.

**The Temporary Grand Palais in Paris**

Construction work on the Temporary Grand Palais on the Champ-de-Mars landscaped public garden in Paris was launched with delivery scheduled for spring 2021.

**Acquisition of the CACLPC exhibition in china followed by a first successful edition**

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. Tranoï, 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.

**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.

2021

**2021, a year of recovery!**

Our business marked an upturn, first in Asia then Europe starting in June and then South America in October. On this basis, we were able to generate €741 million in revenue over a short period.

**Renewal of the Safe & Clean label**

GL events' Safe & Clean label issued by APAVE was renewed for all its establishments and activities in France and abroad (excluding China).

**New major contracts**

GL events signed several key contracts including the Commonwealth Games, COP26, the 2022 Football World Cup and the construction of a cross-country track in Versailles in preparation for the Paris 2024 Summer Olympics.

**A CRS-driven strategy** - The Group's commitment to CSR was strengthened by the signing of the Paris agreement to promote local employment and business, its partnership with Les Canaux for purchasing from the social and solidarity economy and its training programme with Eureka for the assembly of structures.

**Capital increase in China**

GL events Greater China carried out a capital increase, with the new shares reserved for Nexus Point, who becomes a shareholder. This transaction, based on a pre-money valuation of the shareholdings of €259 million, will provide the Group with additional financial resources to pursue its development through targeted acquisitions. This transaction validates the strategy implemented over the last 18 months and strengthens the value and quality of the assets held in China.

**Capital increase of GL events Sports**

GL events Sports' capital was opened up to Montefiore Investment, manager of the "Nov Tourisme Actions - Relance Durable France" fund. The resulting inflow will contribute to the continuing development of activities at the Matmut Stadium site.

**Position reinforced in São Paulo**

The Group was awarded a 30-year management concession contract for the Anhembi event complex located in the heart of São Paulo (Brazil) to operate the exhibition and convention center (93,000 sqm) and the outdoor areas (400,000 sqm). After completing the renovations, revenue is expected of between €25 million and €30 million with an operating margin of 28%-31%. In addition, the Group will be able to optimise the value of the 270,000 sqm land reserve which will contribute to financing of the capital expenditures for the site's renewal. In this context, a first exclusive negotiation agreement was signed with Live Nation & Oak View Group for the establishment of an Arena.

**Acquisition of Créatifs**

The acquisition of Créatifs in Paris at the end of 2021 will further strengthen GL events' expertise in creative services.

2022

**GL events sets a new record for annual revenue (€1.315 billion)** made possible by twofold and threefold increases in Europe and South America respectively which more than offset the decline in business in Asia adversely impacted by lockdown measures remaining in force in China.

**The Group has supported and equipped major events** such as the Equestrian Saudi Cup in Saudi Arabia, the Indonesian Motorcycle Grand Prix on Lambok Island, in addition to numerous contracts for the FIFA World Cup in Qatar, COP27 in Egypt and the 2022 Commonwealth Games in Birmingham.

**Additions to the network of venues under management in 2022:**

- **Strasbourg's New Exhibition Center**, perfectly complementing the nearby Palais de la Musique et des Congrès (Concert and Convention Center), reinforces the Strasbourg region's event offering.
- **Paris Invalides**: in the heart of Paris' 7<sup>th</sup> arrondissement with a view of some of its most beautiful monuments. An atypical space in terms of its history and layout, it offers a ground floor area of 1,000 sqm plus backstage areas for the organisation of events;

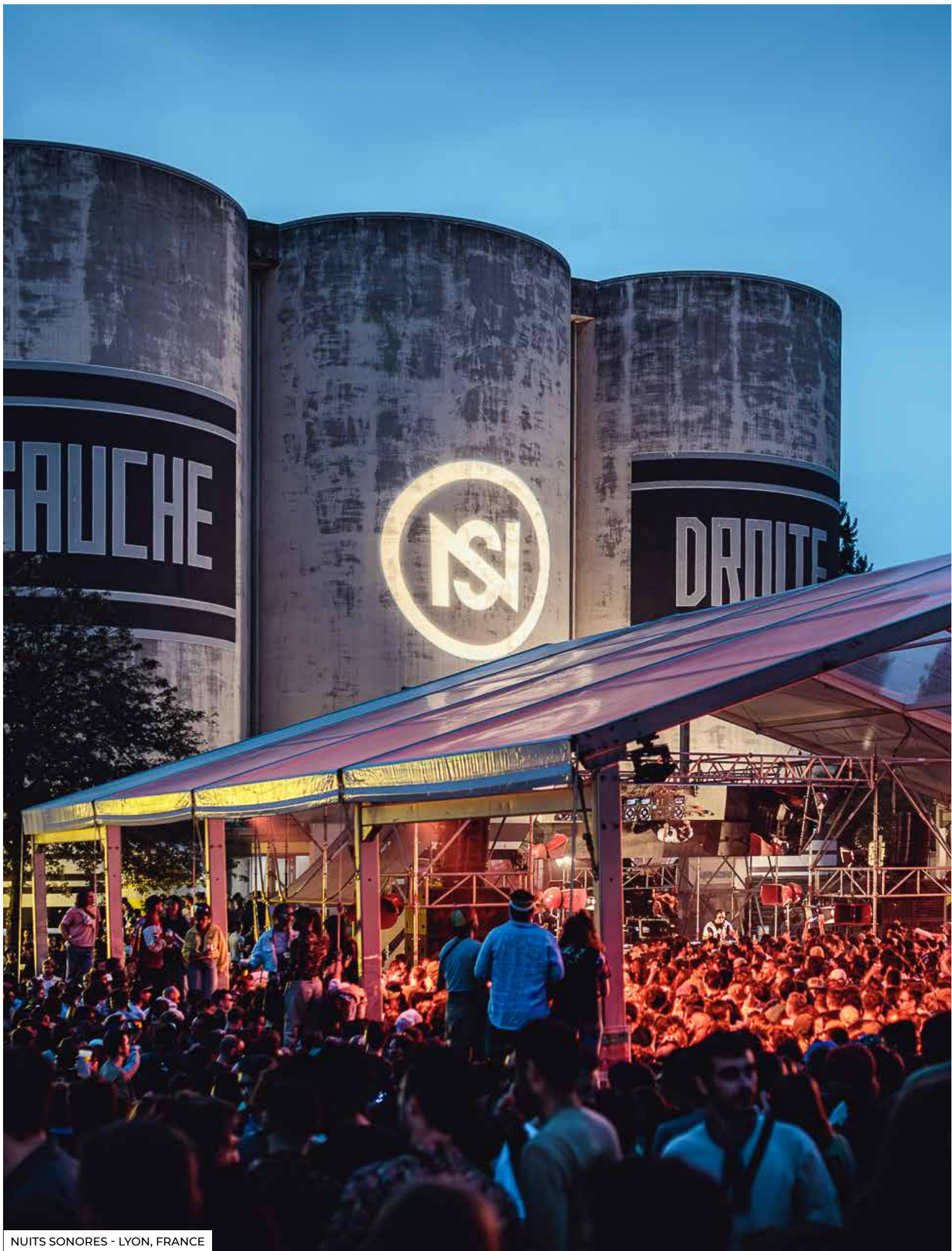


FESTIVAL OF LIGHTS - LYON, FRANCE

- **Paris Montreuil Expo:** the Group has further reinforced its presence in the Paris region by securing a 10-year lease for the Montreuil event venue (15,000 sqm) starting September 1, 2022.
- **Six new sites in Orléans:** the Group becomes the first manager and operator of the CO'Met for a period of 9 years (a 15,800 sqm exhibition center, a convention center with a capacity for 1,000 people and a large 10,000-person capacity event hall). GL events will also operate three additional venues located in the city center: the Zenith concert hall (capacity: 6,900 persons), the Chapit'O event venue (37,000 sqm) and the Conference Center (capacity: 500).
- **The Ruck Hotel:** which opened in December is located in the heart of the Gerland district in Lyon next to the Matmut Stadium and is equipped with 134 rooms, 5 seminar rooms, a restaurant and a cocktail bar.

**GL events acquired Field & Lawn,** a company with four business divisions: event marquees, temporary industrial buildings, placemaking and festive lighting.

**The Chief CSR Officer** becomes a member of the Group's Executive Committee.



NUITS SONORES - LYON, FRANCE

# 2023

**The Group announced the acquisition of 100% of the share capital of Locabri**, a supplier of temporary structures in France and Spain. Based in the Lyon region (Brignais), Locabri has more than 70 employees. This completes the GL events' offering of temporary structures provided by Spaciotempo while further diversifying the Group's scope of intervention beyond the events sector. The Group in its way benefits from an expanded range of products and increased production resources that will help it better meet growing demand for temporary structures.

**Contract awarded for the Paris 2024 Olympic and Paralympic Games**, GL events and Loxam announced the formation of a consortium to combine their expertise and offer a comprehensive solution meeting the goals of the Paris 2024 Energy Programme. This consortium will provide project management and all services relating to the temporary production and distribution of energy, ensuring uninterrupted electrical power and temporary temperature control systems at all sites including for the International Broadcast Center (IBC).

**The United States Olympic and Paralympic Committee (USOPC), in partnership with On Location**, selected the Palais Brongniart as the home of Team USA for Paris 2024. The Palais Brongniart will be the meeting place for families, future athletes, sponsors, donors and fans.

**GL events has become an Official Partner and overlay provider** (installation of temporary infrastructure) for Paris 2024. In this capacity, its scope of intervention will include the Olympic and Paralympic venues in central Paris, from the Champ de Mars to the Place de la Concorde, as well as stadiums in Bordeaux, Lille, Lyon, Marseille, Nantes, Nice and Saint-Étienne. The contract follows the award of a contract to provide overlay services for equestrian events in the gardens of the Château de Versailles. GL events has thus confirmed the relevance of its growth model in 2023 that combines the strengths of its three core businesses - Live, Exhibitions and Venues.

#### **A continuing commitment to ESG**

We are meeting our commitments: the targets announced for 2022 have been met, particularly with respect to reducing energy consumption associated with site activity by more than 30% by the end of December 2023 and exceeding the 25% reduction target set in 2022. The Group is also continuing to invest, deploying 581 fully operational electric charging stations in France and accelerating the electrification of its fleet with a target of 60% within 3 years.



BIO BRAZIL FAIR & NATURALTECH - SÃO PAULO, BRAZIL

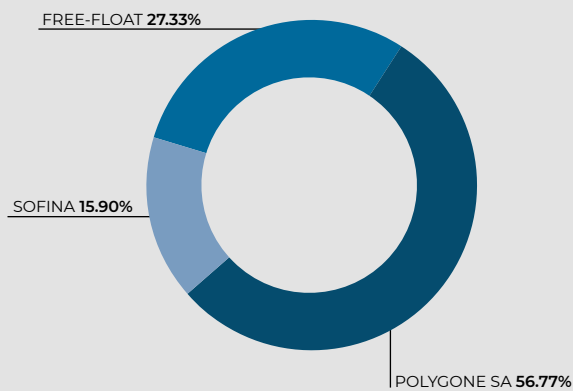


# Shareholder information

## SHARE PRICE DATA

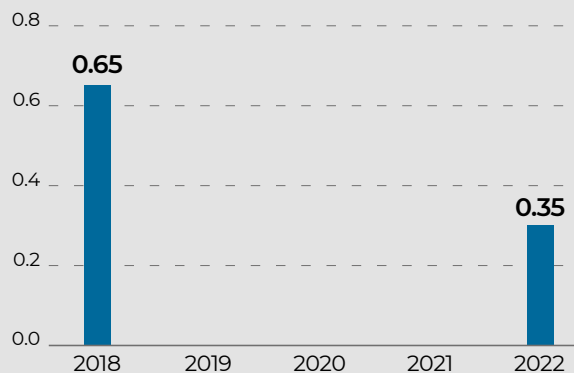


## SHAREHOLDER OWNERSHIP STRUCTURE AT 31 DECEMBER 2023



## DIVIDENDS

At the upcoming Annual General Meeting to be held on 25 April 2024, the Board of Directors will submit a proposal to distribute a dividend of € 0.70 for fiscal 2023.



## 2024 investor calendar

<b>24 APRIL 2024</b>	Q1 2024 REVENUE
<b>25 APRIL 2024</b>	COMBINED ANNUAL GENERAL MEETING, LYON
<b>4 SEPTEMBER 2024</b>	H1 REVENUE AND RESULTS (AFTER THE CLOSE OF TRADING)

### Press releases

GL events' press releases are posted on the company's website, [www.gl-events.com](http://www.gl-events.com) (under "Investor Relations") after 6 p.m. on the day of their publication. They are systematically sent by e-mail 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 [www.gl-events.com](http://www.gl-events.com), (Investor Relations) or may be obtained on request from the investor relations department.

### Analysts covering GL events

- Emmanuel Chevalier, CM CIC Market Solutions
- Geoffroy Michalet, ODDO BHF
- Nicolas Delmas, Portzamparc
- Stéphanie Lefebvre, Gilbert Dupont
- Florian Cariou, Midcap
- Robin Leclerc, IDMidCaps

### Market

**EURONEXT PARIS- COMPARTMENT B (MID CAPS).**

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**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 at the company's website ([www.gl-events.com](http://www.gl-events.com)) under the section "Investor Relations":

- recent and past press releases,
- a calendar of financial publications,
- downloadable annual reports and financial publications,
- key Group figures,

Email: [info.finance@gl-events.com](mailto:info.finance@gl-events.com)



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