

2019 Investor Day

Depth & Specialisation

10 May 2019

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Agenda

Depth & Specialisation

Stephen A Carter

Strength & Growth from Specialisation

Charlie McCurdy

Specialist Markets: Pharma Focus

Adam Andersen

Specialist Markets: Fashion Focus

Mark Temple-Smith & Colette Tebbutt

Specialist Markets: China Focus

Margaret Ma Connolly

Scale & Simplification

Patrick Martell & Ian Branch

The Power of Specialist Data & Information

Patrick Martell

Specialist Markets: Pharma Focus

Linda Blackerby & Ramsey Hashem

Culture Question Time

Eleanor Souster & Panel

Resilience & Strength through Specialist Knowledge

Annie Callanan & Team

Reformatting the Programme around Specialist Markets

Gary Nugent, Marco Pardi & Carolyn Dawson

Wrap-Up

Stephen A Carter

Re-formatting the Programme Around Specialist Markets

Gary Nugent
CEO, Informa Tech

10 May 2019



Informa Tech Speakers



Gary Nugent

CEO Informa Tech



Carolyn Dawson

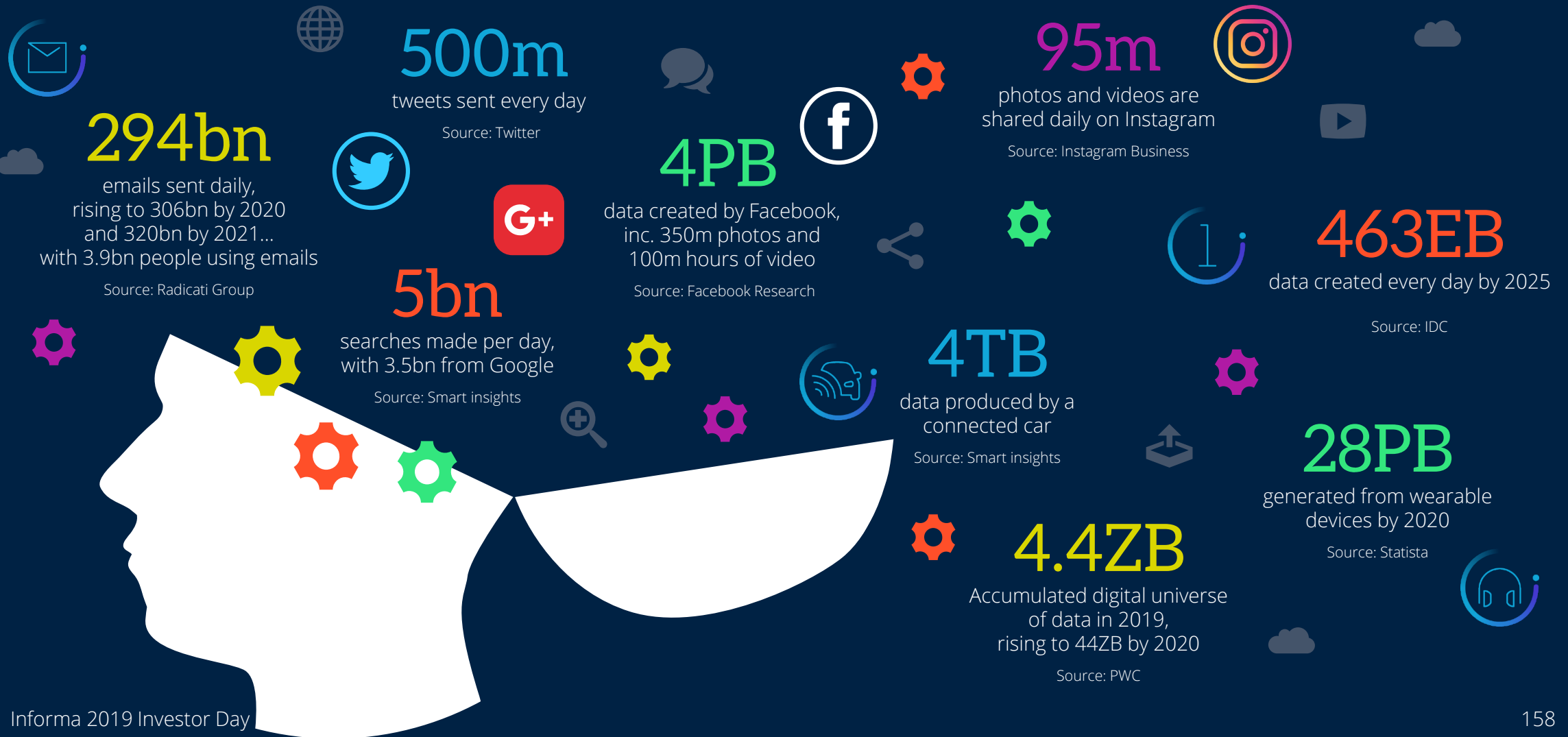
Managing Director Informa Tech



Marco Pardi

Managing Director Informa Tech

The Knowledge & Information Economy



Specialist Markets: Technology



Growth market with high levels of innovation and change



Global Technology market spending c.\$3.5tr



Over 25% of \$30tr US stock market is in Technology

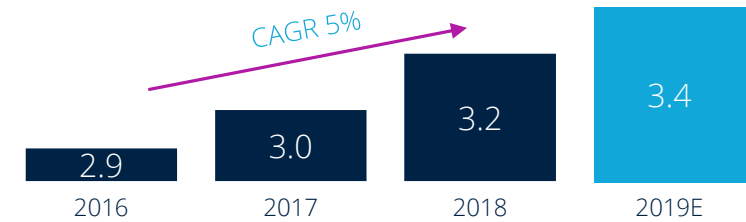


Cloud, 5G ,Big Data, AI, Cyber Security, Blockchain, IoT

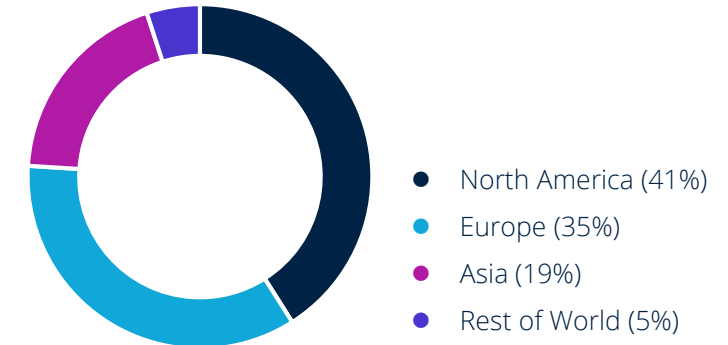


Public confidence - data, governance, security and privacy

Global Technology Market Spend (\$tr)



Information Services Market, by Sector (%)

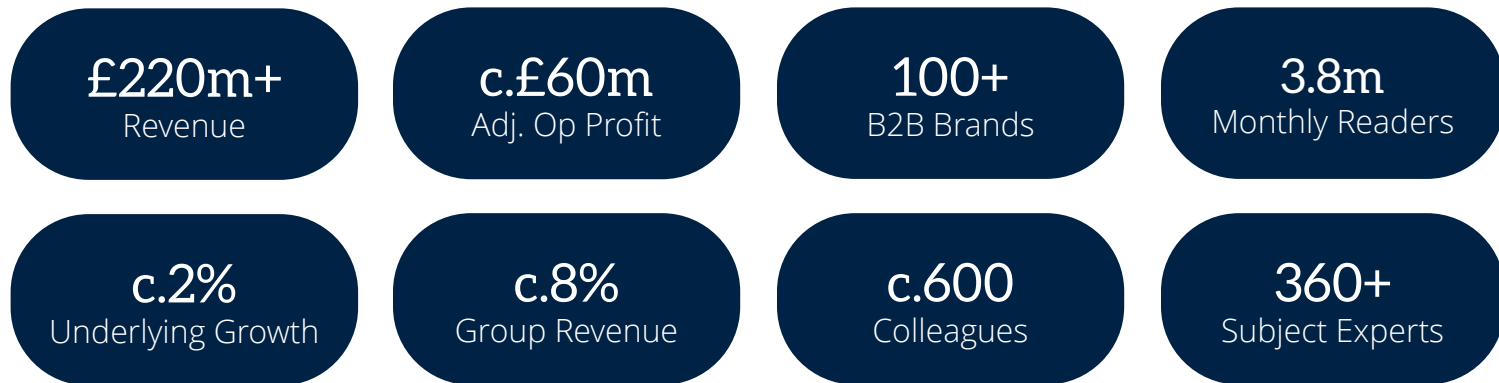


Source: Statista

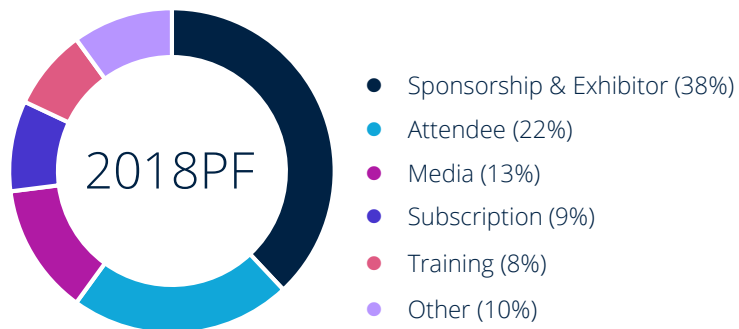
Large, growing and international market with high levels of innovation and change

Informa Tech Today

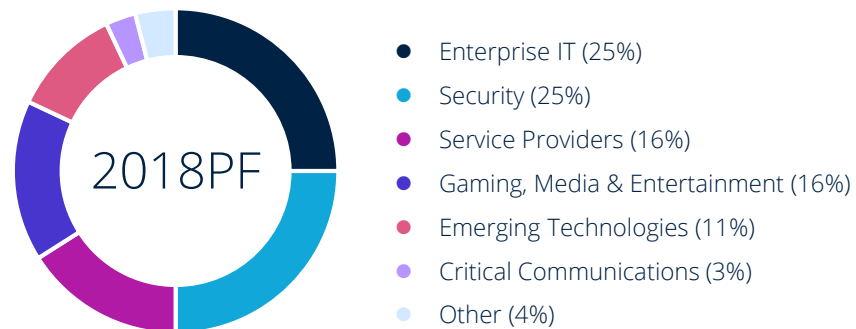
Informa Tech informs, educates and connects specialist Technology communities around the world. Through more than 100 B2B brands, we provide specialist intelligence and knowledge, and build platforms for customers to engage, learn and be inspired to create a better digital world.



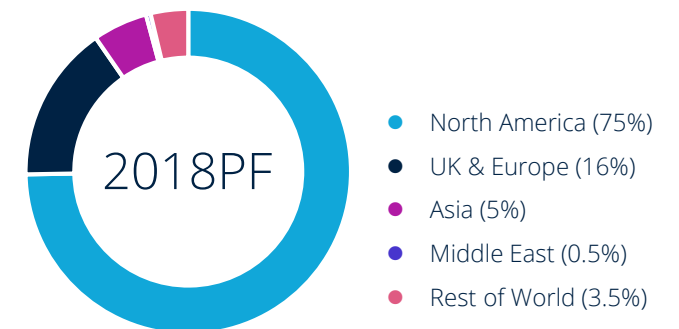
Revenue by type



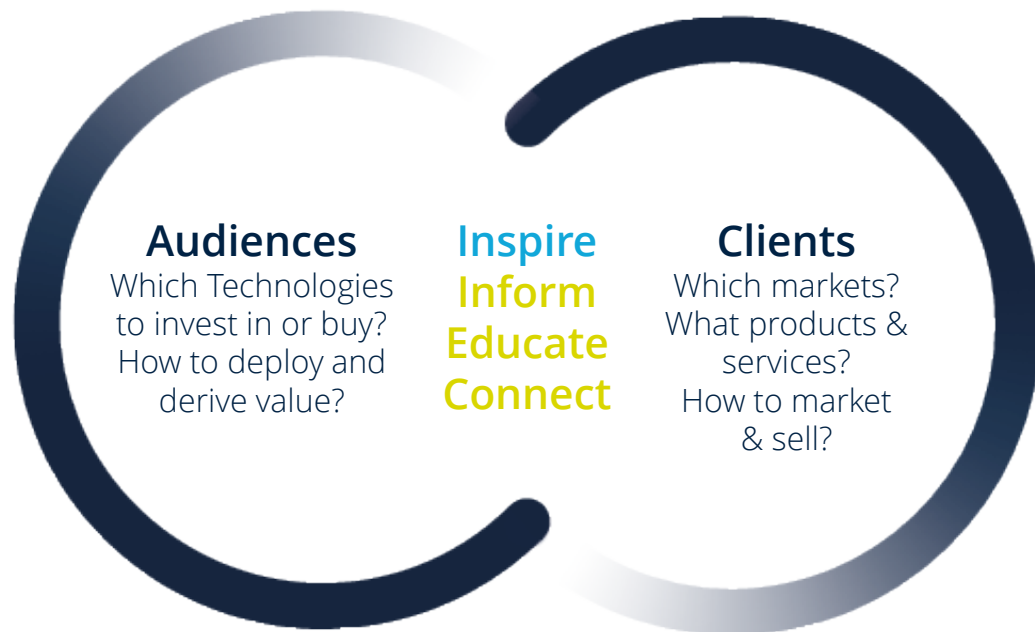
Revenue by tech sub-vertical



Revenue by region



Purpose, Ambition, and Target



Purpose

We help drive the future by inspiring the Technology community to design, build and run a better digital world.

Ambition

To become the market-leading provider of information, education and connection to the Technology community

Target

Double organic growth:

>4%

Build & Buy revenue to

£300m+

by the end of 2022

225k+

Annual Event Delegates

3.8m+

Monthly Media Readers

7.4k+

Research Subscribers

18k+

Training Students

Strategy for Growth & Expansion

Market & Customer led

Align & Integrate: Common Audiences and Common subject matter

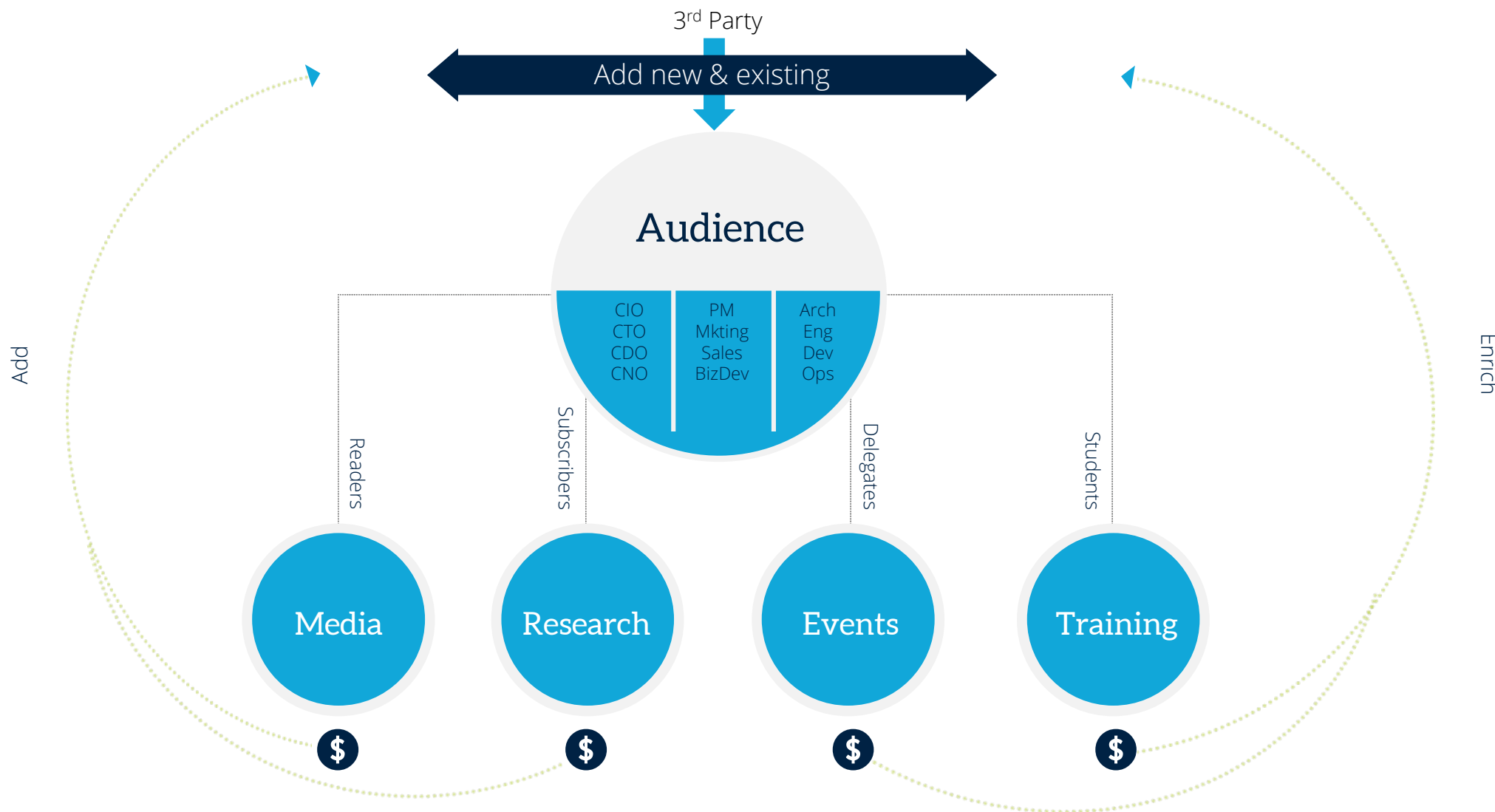
Content: Write once, run everywhere

Leverage our Brands

Cross-pollinate our Audiences

Sell integrated solutions to our Clients

A Virtuous Circle of Connected, Educated & Informed Customers



Depth & Specialisation across the Technology market

	Critical Communications	Emerging Technologies	Enterprise IT	Marketing Technologies	Media & Entertainment	Security	Service Providers
Media	 	 	 		 	 	
Events	 	 	 	 	 		
Training		 					
Research		 			 		

Specialist Markets: 5G

Service Providers

Media

Events

Training

Research

5G
Series

ENABLING THE CONNECTED SOCIETY THROUGH 5G ACROSS 5 CONTINENTS

5G Series is the only global series of events to bring together the entire connectivity ecosystem enabling the connected society. Innovative operators, leading solution providers, disruptive new players and many more provide all the inspiration and innovation you need to successfully roll out 5G networks of the future, and monetise new use cases.

20k+

Annual Event Delegates

165k+

Monthly Media Readers

4k+

Research Subscribers

18k+

Training Students

Specialist Markets: Artificial Intelligence

Carolyn Dawson
MD, Informa Tech

10 May 2019



Exponential Growth in the Artificial Intelligence Market

● ● The pace of growth for AI continues unabated as use cases start to solidify and companies move from talking about AI to deploying and building solutions
Tractica Analyst



Global Artificial Intelligence Market

- AI software, hardware and services market projected to grow from c\$60bn in 2018 to more than \$800bn in 2025



Broad industry relevance

- Agriculture, Automotive, Finance, Healthcare, Human Resources, Law, Manufacturing, Marketing, Retail, Security



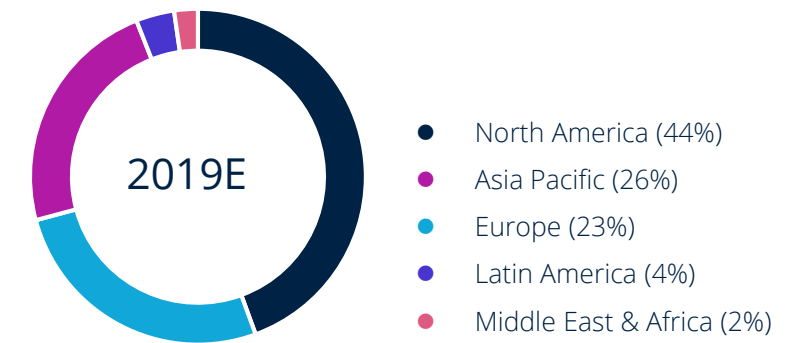
Ethics debate

- Machine vs Human

Artificial Intelligence Market (\$bn)

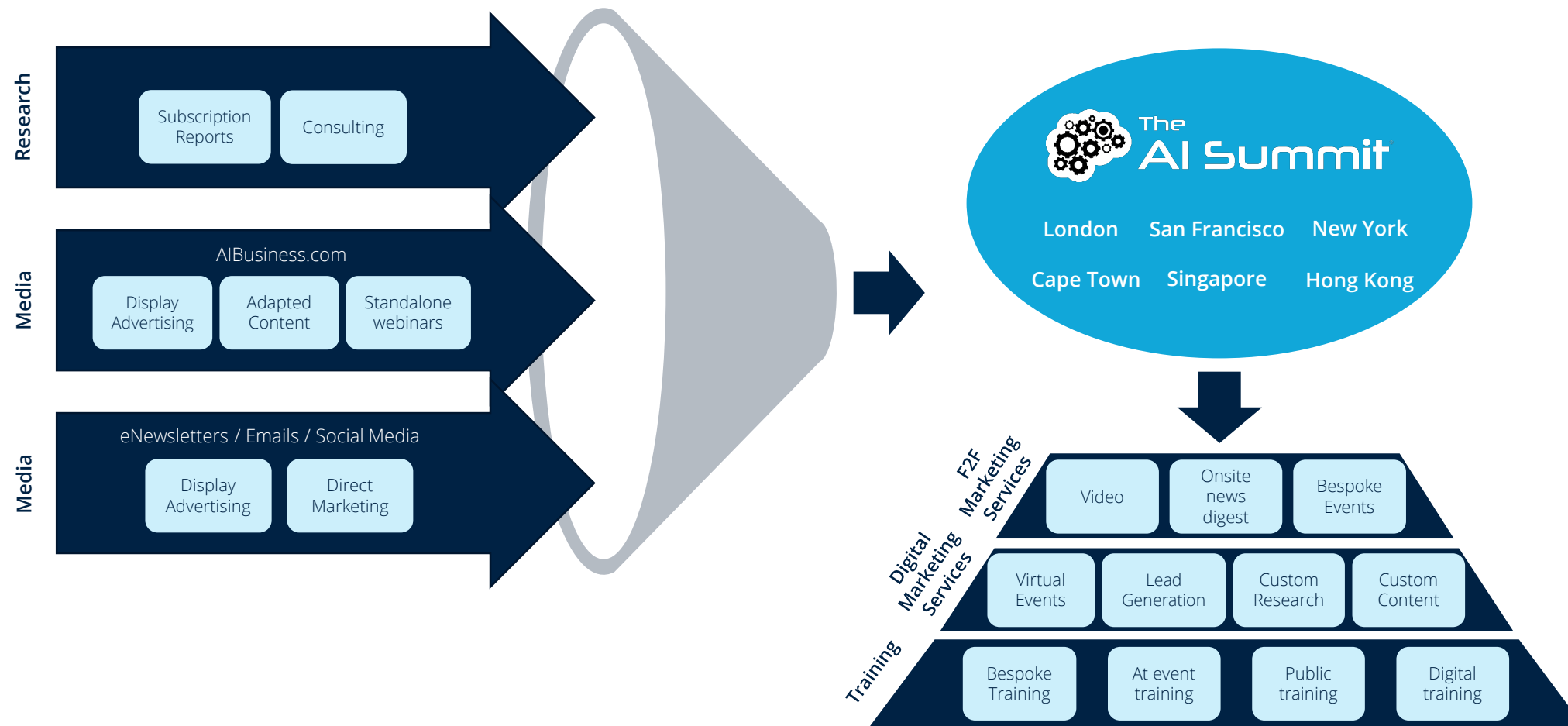


Artificial Intelligence Software Market by Region (%)



Source: Tractica

Building Communities in High Growth Markets



AI from Informa Tech

- 28,000+ attendees
- 8 events
- In 6 countries

IN-PERSON EVENTS



DIGITAL REACH

- Database of 2.2M+
- 12,000 subscribers

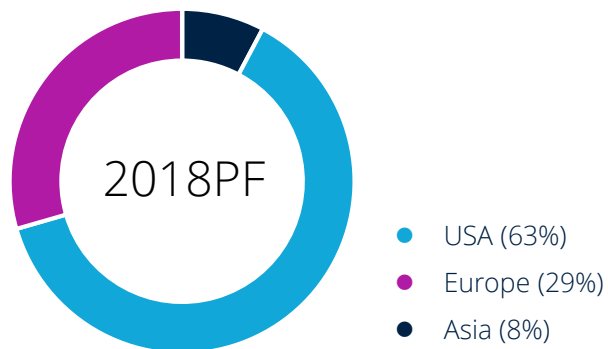
£1-12m

Revenue
2016-2019

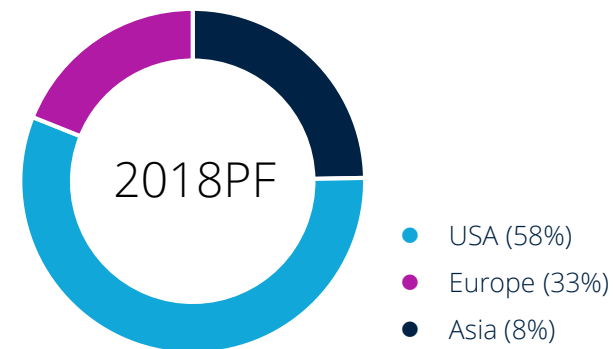
35

International
Colleagues

Events Revenue by region



Digital Revenue by region



Specialist Markets: Cyber Security

Marco Pardi
MD, Informa Tech

10 May 2019



Exponential Growth in the Cyber Security Market



2.6bn+

Records exposed/stolen globally in 2018¹



● ● Cybersecurity is in the midst of a perfect storm of demand. Attackers only need to find one chink in an enterprise's armour
Ovum Analyst



Global Information Security Spending

- Projected to exceed \$124 Billion in 2019 – increase of 8.7 percent from 2018



Cost of Data Breaches

- Cybercrime projected to cost businesses over \$2 Trillion total in 2019
- Average of \$3.86 Million per breach; with large-scale breaches costing \$350 Million



Demand for Cybersecurity Skills

- 2.93 Million security jobs open and unfilled globally

High Growth Market Opportunities: Black Hat + Dark Reading

Top Priorities

Protection

Detection

Response



Infosec pros

ROADMAP

Delivering value for attendees and clients while expanding our cybersecurity position



EVENTS

- 2005: UBM Tech acquires Black Hat for \$10M
- Flagship event is BH USA; held in Las Vegas for past 21 years
- Expansions:
 - 2000: BH Asia
 - 2000: BH Europe



TRAINING

- Critical component of Black Hat content program
- Expansions:
 - Washington DC (2017)
 - Chicago (2018)
 - Launching in Japan 2019/2020



MEDIA

- 2006: Dark Reading launches as online publication dedicated solely to covering enterprise security, complementing Black Hat event series
- Expansions: webinars, virtual events, newsletters, podcasts

+ New: Informa Tech's Security Now



RESEARCH

- 2008: Dark Reading launches research reports
- Annual reports include Salary Survey and Strategic Security study

+ New: Informa Tech's OVUM

The Collective Power of Black Hat + Dark Reading

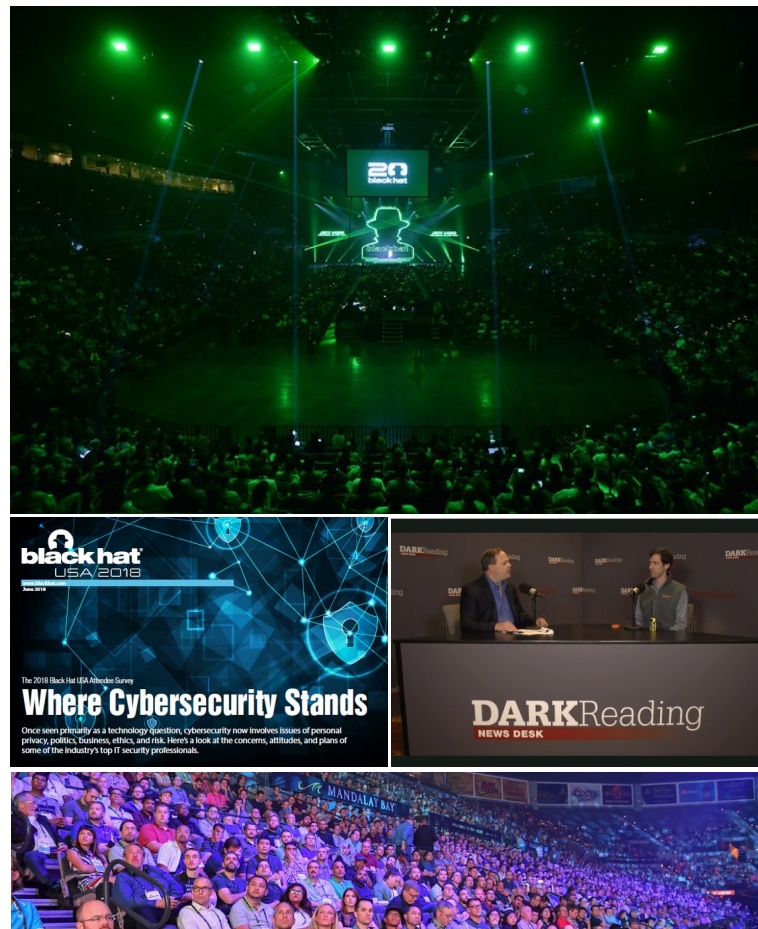
Black Hat USA + Dark Reading 2018 Collaboration Example

Research

- Attendee survey garnered global media coverage

Content

- Dark Reading News Desk streamed live on website
- Dark Reading workshop sessions attended by 175+ delegates
- Dark Reading's Show Daily sent to 60,000+ security pros
- 41 related articles on Dark Reading
- 500+ scans of delegates interested in Dark Reading e-newsletters
- Dark Reading presentation at CISO Summit



Overall results

c.\$70m
2018 Combined Revenue

102%
Combined growth over 5 years

270,000
Audience Community

900+
Customer Community