

A NEW SITE IN BRAZIL

ACQUISITION OF INTERWINE IN CHINA

GL EVENTS (ISIN: FR0000066672 - TICKER: GLO), THE INTEGRATED EVENT INDUSTRY GROUP, ANNOUNCES THE ADDITION OF A NEW VENUE IN BRAZIL AND THE ACQUISITION OF INTERWINE IN CHINA.

ACQUISITION OF INTERWINE IN CHINA

GL events is acquiring, subject to MOFCOM¹ approval, 60% of Interwine, the organising company of the Chinese international wine and spirits exhibition. The historic managers will retain 40% of the share capital and are integrated into the business plan.

The company operates under the Interwine trademark an exhibition devoted to the wine and spirits sector held twice a year in Beijing:

- a fall version which will bring together in November 2019 approximately 600 exhibitors within a space of more than of 25,000 sqm;
- a spring version with a minimum of 800 exhibitors in a space of more than of 37,000 sqm for the June 2020 edition.

In addition to the main trade shows, the company organises year-round some 60 roadshows across China which propose a smaller event/meeting format with regional wine and spirits industry stakeholders.

Interwine has thirty-five employees and is expected to generate €7 million in annual revenue in 2019 with an operating margin of more than 35%.

This acquisition marks a new phase in GL events' development strategy in China, just a few weeks after having acquired majority stakes in CIEC Union, a Beijing-based exhibition specialist in the construction finishing work and decoration sectors, and in the organising company of the Fashion Source exhibitions in Shenzhen, specialised in the fashion and textiles sector.

This latest acquisition will complete GL events' strategic presence in the Chinese market and its Food Services sector expertise deployed across five continents with the Sirha, Sirha Green, Omnivore, Europain and Bocese d'Or exhibitions for which the 2020 Asia-Pacific selection will be held in China.

GL EVENTS VENUES EXPANDS ITS NETWORK IN BRAZIL

GL events was awarded a 25-year management concession by the municipality of Salvador de Bahia (Brazil) to operate its new convention centre. The city of Salvador fully financed the construction work of the new convention centre which is scheduled for delivery at the end of 2019. This site includes a 15,000 sqm functional building and a 12,000 sqm outdoor space with a capacity to host up to 20,000 attendees. GL events' investment over the term of the concession will be less than €5 million for a site expected to generate more than €100 million in revenue.

This new destination provides the Group a foothold in another major Brazilian city which will strengthen Group's commercial offering for its customers and increase its business volume in this country.

Salvador is the country's fourth most populous city, the largest city in northeast Brazil and historically the country's third business tourism destination after São Paulo and Rio de Janeiro. The city is fully equipped with infrastructure to host large-sized conventions and events. This includes a hotel capacity of

¹ Ministry of Commerce of the People's Republic of China

20,000 rooms and an airport with a capacity for 12 million passengers per year, providing solid foundations for business growth.

For information, the Group's businesses benefit from positive trends in Brazil with Sao Paulo Expo continuing to show among the best occupancy rates of the exhibition centres operated by the Group.

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About GL events: The Group is a world-class provider of integrated solutions and services for events operating across the three main market segments: conventions, conferences, congresses; cultural, sports and political events; trade shows / B2B and B2C exhibitions and consumer fairs. GL events' activities are organised into three major business divisions. **GL events Live** offers expertise covering all business line specialisations and services for corporate, institutional and sports events to provide turnkey solutions from consulting and design to staging the event itself. **GL events Exhibitions** manages and coordinates the Group's



portfolio of more than 200 proprietary trade fairs covering a wide range of sectors: food industry, culture, textiles/fashion, manufacturing... **GL events Venues** manages a network of 50 venues (convention and exhibition centres, concert halls and multi-purpose facilities) in France and international destinations.

Present on five continents with operations in more than 20 countries, GL events has 4,500 employees. GL events is listed on Euronext Paris, Compartment B (mid caps).

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