



Lyon, 26 July 2011

GL events Live: major growth opportunities in Turkey with the acquisition of Serenas

GL events announces the signature of a memorandum of understanding to acquire 70% of Serenas, Turkey's leading PCO and the Group's local partner for the concession awarded for the Ankara Convention and Exhibition Centre. This acquisition fully in line with the Group's international strategy offers three major advantages:

- An addition to the Group of a leader in Turkey and 120 employees with expertise in organising conventions in a market expected to pursue strong growth. Furthermore, Serenas managers will retain an interest in ensuring the company's success;
- By deploying the model for expansion already used for Rio de Janeiro, the Group will be able to rapidly develop "content" for its sites and optimise occupancy rates for the Ankara Convention and Exhibition Centre and The Seed in Istanbul;
- Through Serenas' comprehensive global presence in the Turkish market, this acquisition will provide GL events with a solid base for exploring the most promising opportunities for development in this country. Located at the crossroads of Europe, Asia and the Middle East, sustained by robust economic growth and a rich cultural heritage, Turkey is ideally positioned to become a major destination for international business tourism.

This acquisition will be completed soon with its consolidation planned for 1 September 2011. Average annual revenue for Serenas' organisation services and venue management for the Ankara Convention and Exhibition Centre is thus expected to exceed €35 million, distributed among the GL events Live and GL events Venues business.

Upcoming events:
Half-year results, 28 July 2011 (after the close of trading)

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About GL events(www.gl-events.com): GL events is an international event industry group providing integrated solutions covering three main market segments: Event Organisation, Venue Management and Event Services. The Group has a portfolio of more than 200 proprietary B2B and B2C trade fairs worldwide and a network of 36 venues under management that include convention centres, exhibition centres, concert halls and multipurpose facilities in France and international destinations. It currently has more than 3,500 employees and a network of more than 90 offices worldwide. GL events is listed in compartment B (Mid Caps) of NYSE Euronext Paris and a component of the CAC Small & Mid Caps index.