



Annual Investors Summit 2023

Milan, June 7th, 2023

**ITALIAN
EXHIBITION
GROUP**
Providing the future

The background features a complex, abstract architectural structure composed of numerous white, semi-transparent, parallel beams that create a sense of depth and perspective. In the upper left, a large, vibrant green chevron shape is rendered with a 3D effect, appearing to float above the structure. In the lower left, a large, vibrant red chevron shape is similarly rendered with a 3D effect, appearing to sit on the ground. The overall aesthetic is clean, modern, and geometric.

IEG at a Glance



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TODAY'S PRESENTERS

CEO



Corrado Peraboni

✉ corrado.peraboni@iegexpo.it

1996-1999

Member of the General Council and of the Executive Committee of the Autonomous Body of the Milan International Fair

1997-2000

President and CEO of Edizioni Fiera Milano Spa (publishing)

1998-2000

Chairman of the Board of Directors of Rassegne Spa

2000-2015

CEO of Fondazione Fiera Milano, dealing with the start-up of the new expo centre

2001-2014

Vice President of European Chapter UFI.

2004-2008

President of European Chapter UFI, and at the same time, vice International President of UFI.

2015-2017

CEO of Fiera Milano

2020 – present CEO Italian Exhibition Group

CFO



Teresa Schiavina

✉ teresa.schiavina@iegexpo.it

2007-2009

IASB London and Bruxelles

2015

CPA, Independent Public Auditor

2008-2018

Senior Manager in EY following a diverse portfolio of clients in the industrial, automotive and service sectors

2019-2022

Group Accounting, Financial Reporting & Compliance Director of Datalogic Group

2022 – present CFO Italian Exhibition Group

Treasury & Credit Manager & IR



Martina Malorni

✉ martina.malorni@iegexpo.it

2010-2014

Ph.D. in Management and Business Administration, University of Chieti - Pescara

2016

Joins Rimini Fiera as Financial Controller

2018 - present

Treasury and Credit Manager of Italian Exhibition Group

2022

Investor Relator



IEG AT A GLANCE

OVERVIEW



For over 70 years the Group has been organizing trade shows, events and conferences in Italy and throughout the world.

Italian leader of organized events, with 20 international exhibitions organized out of 36 organized events in the Italian market in 2019, almost doubling most of its competitors.*

Sold 1,3million Gross SQM in 2019 to over 9 thousand exhibitors, involving over 1 million visitors.

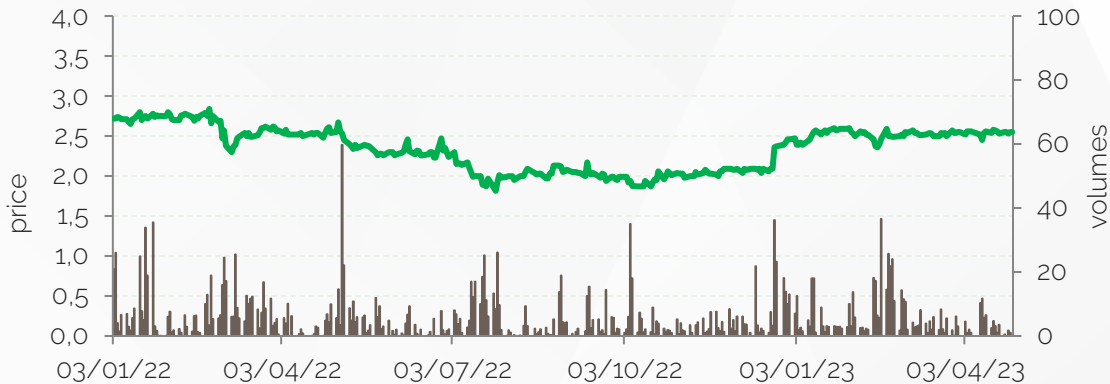
Our Mission: offering, to national and international partners, opportunities of concrete business, contents and services with high added value and meeting opportunities. Modern and top class facilities, innovation and networking ability are our business's leading-edge assets.

* Euro Fair Statistic 2019, last update in 2021.

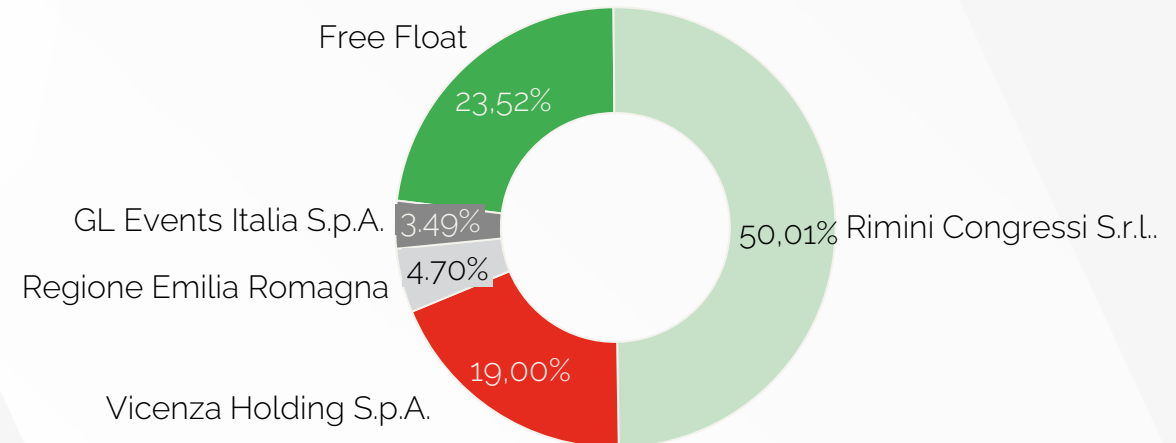
173 Events in 2022

- 33 Organized Events
- 10 Hosted Events
- 122 Congress Events
- 8 Other Events

Stock Performance



Shareholders' Structure





A HISTORY OF GROWTH....CONTINUING AFTER PANDEMIC

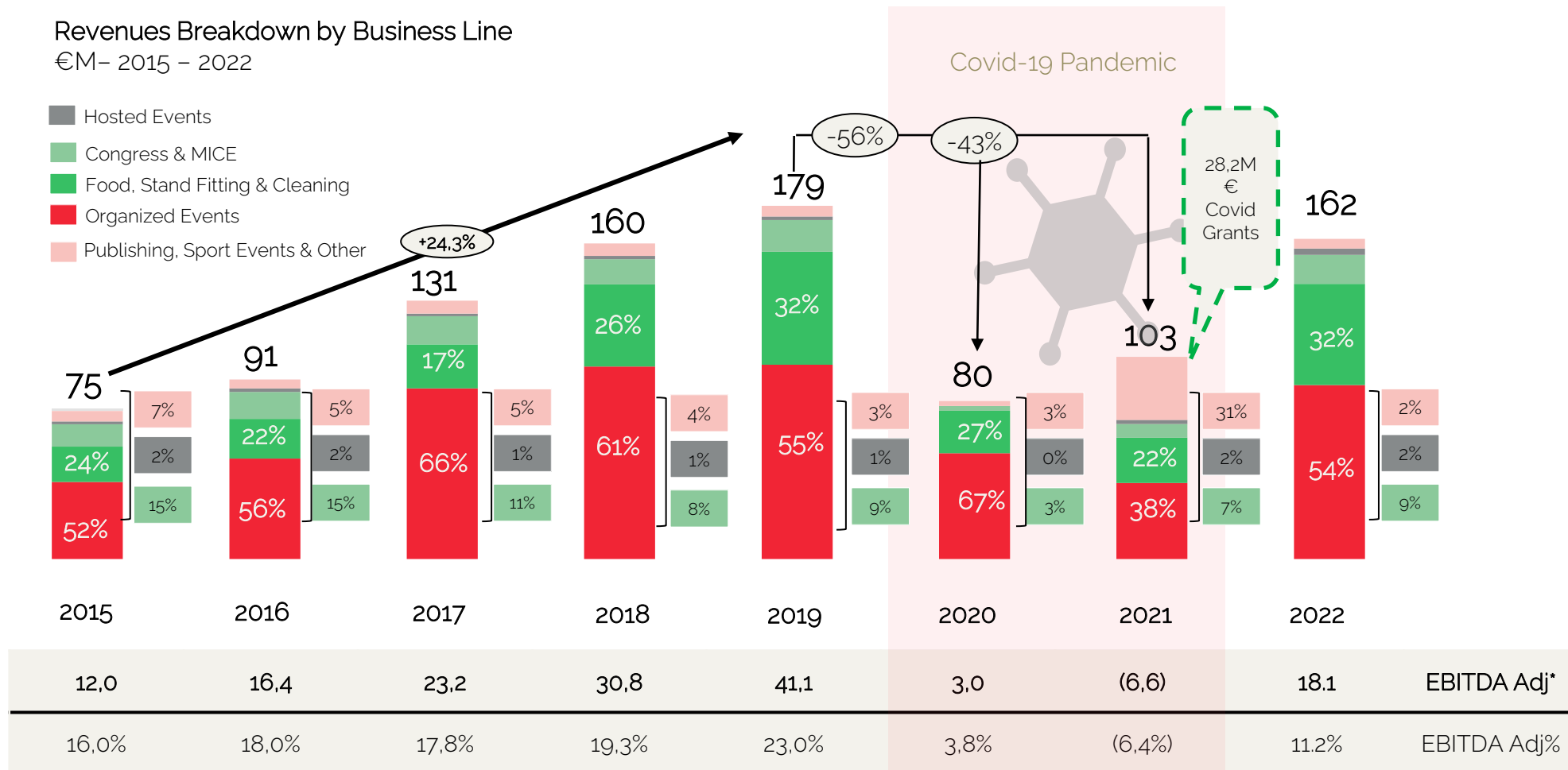
From 2015 to 2019 revenues grew with a CAGR of 24,3% as effects both of organic growth and M&A.

In 2020 and 2021 the revenues decreased by 56% and 43% compared to 2019, due to Covid-19 pandemic.

In 2022, easing Covid restrictions, IEG recovered at a faster pace, continuing investments and M&A expansion, bringing revenues close to pre-covid level.

Revenues Breakdown by Business Line €M- 2015 - 2022

- Hosted Events
- Congress & MICE
- Food, Stand Fitting & Cleaning
- Organized Events
- Publishing, Sport Events & Other





STRATEGIC GEOGRAPHIC POSITIONING IN EUROPE

TOP CLASS VENUES



- OFFICES
- EVENTS & TRADE FAIRS
- EXHIBITION & CONVENTION CENTRES

VICENZA TRADE SHOW DISTRICT

- Extended and upgraded in 2014, with the construction of Hall 7
- 80,000 sqm surface area
- Multistorey car park and a large outdoor parking area
- Business centres, press rooms, food service areas and services for exhibitors and visitors
- Venue owned by IEG



VICENZA CONVENTION CENTRE

- Opened in 2014
- Hosts capacity: 1,200
- Includes the Palladio Theatre, with over 700 seats
- Modular area with 3 permanent halls: Sala Giotto, Sala Tiziano, Sala Canova
- Lounge & Events Area + Welcome and Reception Area
- Venue owned by IEG



RIMINI HEADQUARTER and TRADE SHOW DISTRICT

- Completed in 2006 and enlarged in 2017
- 189,000 sqm useable space - 129,000 of gross exhibit space and 60,000 sqm of service area
- 24 conference rooms seating up to 730
- Business centres, press rooms, food service areas and exhibitor and visitor additional service areas
- Venue owned by IEG



RIMINI CONVENTION CENTRE

- Opened in 2011
- 38,000 sqm
- 39 Rooms, most of which are modular in order to meet our customer needs
- Overall seating capacity of 9,000
- Hosts capacity: 10,200
- Lounge & Events Area + Welcome and Reception Area





INTERNATIONAL AND GLOBAL PRESENCE

With its events, platforms for incoming buyers, subsidiaries and joint-ventures, IEG has developed a global network that attracts, supports and promotes the Group's key industries.





IEG BUSINESS MODEL

ONE INDUSTRY, TWO DIFFERENT JOBS

EVENT ORGANIZERS

THE OWNERS OF THE SHOWS

They make all decisions about the Event (where, when, format, contents, prices, audience ...)

They can move the show or geoclone it.

They have all the relationship with exhibitors, visitors, stakeholders ... (the Industry Community)

They have access to all digital transactions and information being generated by the community before, during and after the event

Revenues from spaces sold to exhibitors, services, advertising, sponsorship, ticketing, seminars, digital content.

THIS IS THE RICHEST PART OF THE EXHIBITION BUSINESS

IEG MANAGES VENUES...

**...BUT MOSTLY IEG IS AN
EVENT ORGANIZER**

VENUE MANAGERS

THE EXPO CENTRE MANAGERS

They rent the venue to organizers

They provide a certain kind of services to the organizers

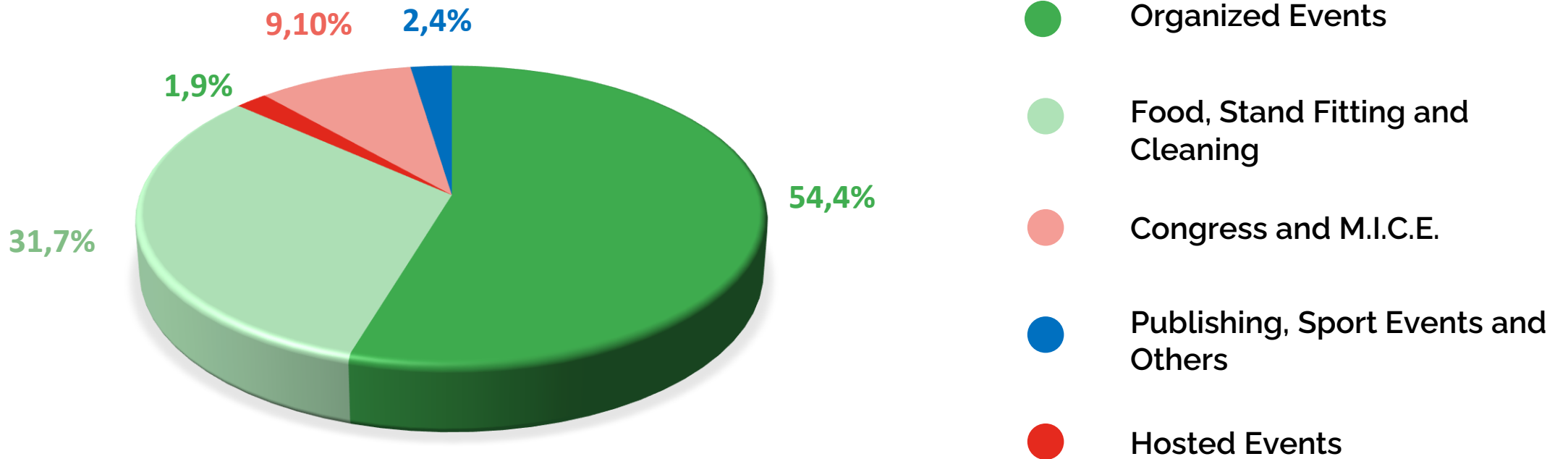
They have access to some digital transactions and information being generated by the community during the show.

Revenues from rental and services to the organizers, from services to visitors (es. food), general advertising .

THIS IS THE EXHIBITION BUSINESS MOST CONNECTED TO LOCAL COMMUNITIES

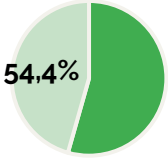


IEG'S 5 LINE OF BUSINESS





ORGANIZED EVENTS



Food & Beverage



Jewellery & Fashion



Green & Technology



Tourism & Hospitality



Wellness & Sport



Main events & Brands

SIGEP BBTech expo

COSMO food expo - food - beverage - technology

CAFE ASIA

BeerAttraction

RESTAURANT ASIA

SIGEP CHINA

VO vicenzaoro JGTD

OROAREZZO international jewelry exhibition

SIJE

GOLD/ITALY

ORIGIN

FIMAST

T.GOLD INTERNATIONAL JEWELLERY TECHNOLOGY SHOW

ECOMONDO K

TECNARGILLA

DPE ON DEMAND

MYPLANT & GARDEN International Green Expo

IBE International Bus Expo

ECOMONDO MEXICO CDEPE 成都环保博览会

TTG TRAVEL EXPERIENCE SIA HOSPITALITY DESIGN

green scape

SUN BEACH&OUTDOOR STYLE

SUPERFACES

RiminiWellness BRASIL TRADING FITNESS FAIR

DUBAI MUSCLE SHOW

MAS MEXICO ACTIVE & SPORT EXPO

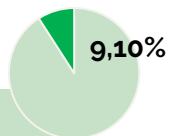
PES CARE SHOW

MONDO MOTORI

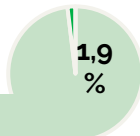
DUBAI ACTIVE



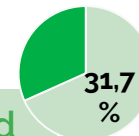
OTHER BUSINESS LINES



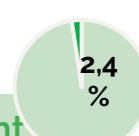
Congress and M.I.C.E.



Hosted Events



Food, Stand Fitting and Cleaning



Publishing, Sport Events and Others



The background features a series of white, parallel lines that create a sense of depth and perspective, receding into the distance. In the foreground, there are two large, stylized geometric shapes: a green one at the top left and a red one at the bottom left. Both shapes are composed of multiple overlapping, slightly offset layers, giving them a three-dimensional, layered appearance. The overall aesthetic is clean, modern, and architectural.

IEG's Ambition and Strategic Plan



IEG AMBITION TO 2027

#Community Catalyst

Strengthen the leadership in Italy in the organization of events becoming a Global Player to create value for stakeholders



THE GLOBAL EXHIBITION MARKET

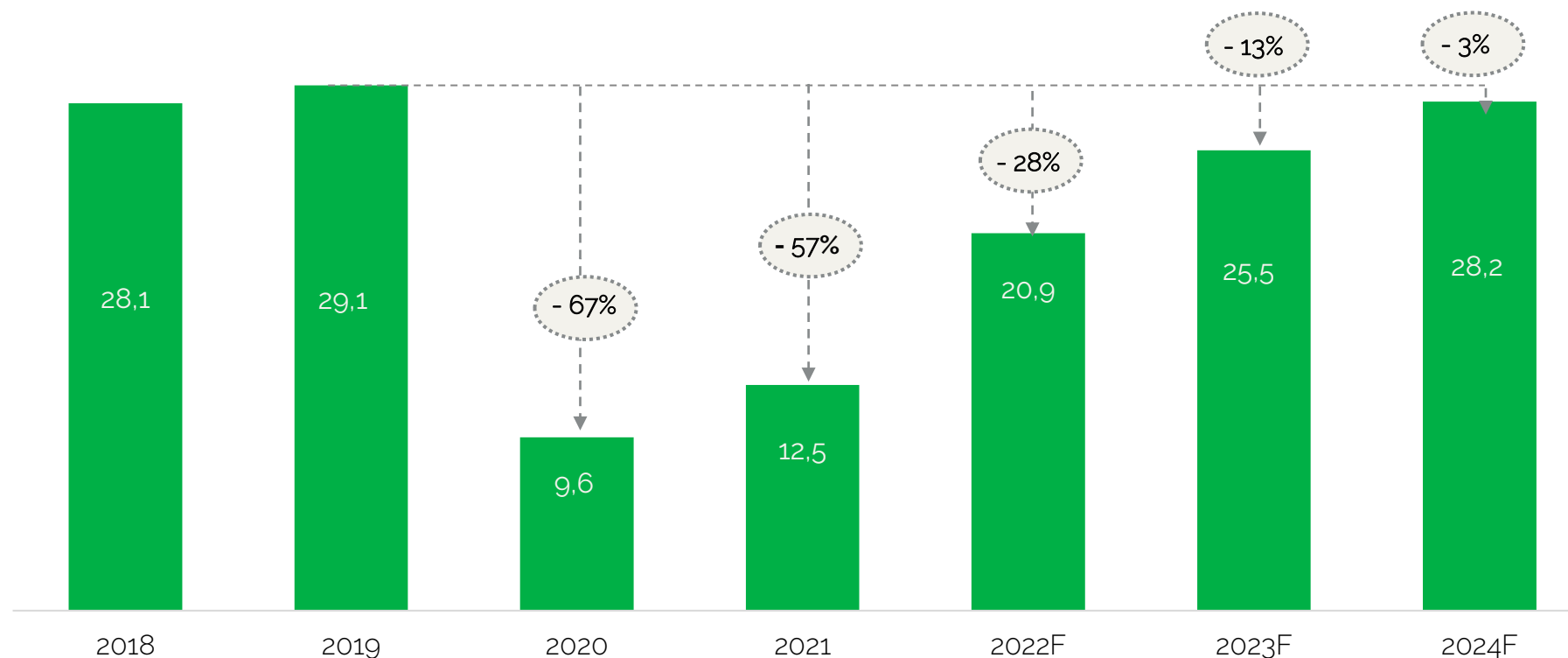
The Covid pandemic impact on the Exhibition Industry was very relevant.

In many countries (included, China, Italy and Germany) restrictions hit some shows until 1Q 2022.

Revenue loss has been driven both by volume effects (Net Square Meters sold) and weakness in NSM pricing.

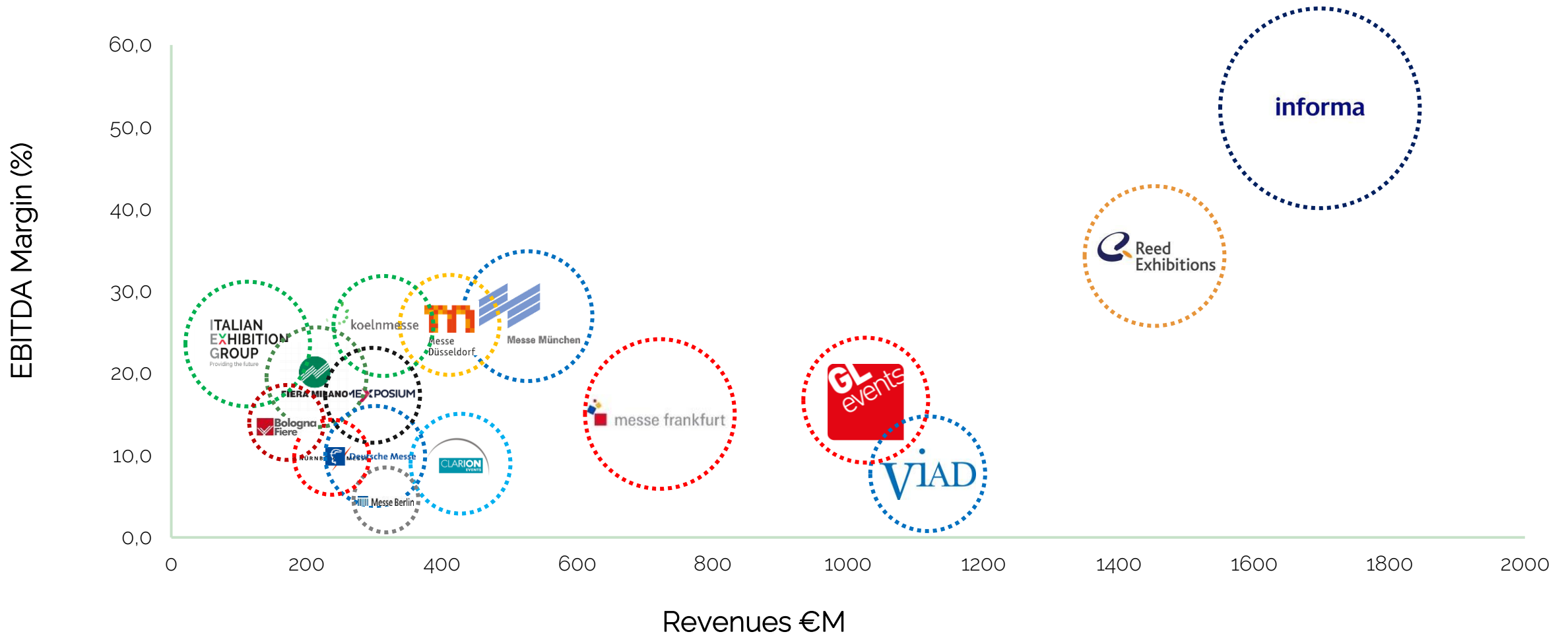
In 2023, the exhibition market is expected to recover to 87% of its pre-COVID size in 2023 and 97% by 2024⁽¹⁾

Overall market Forecast 2018-2024 (\$bn)





IEG POSITIONING IN THE GLOBAL EXHIBITION MARKET





IEG STRATEGY TO 2027

Portfolio Growth



- ✓ Core portfolio consolidation by strengthening industry specialization and internationalization
- ✓ Develop new portfolio products expanding exhibition clusters through spin off and acquisition

International Expansion



- ✓ 4x4 Strategy – the 4 main events in 4 continents
- ✓ International Partnership with global organizers

Disciplined Investment



- ✓ Venues' investment to increase capacity and enhance offering
- ✓ Digitisation to transform customer experience and create new services' line of business

Value Creation



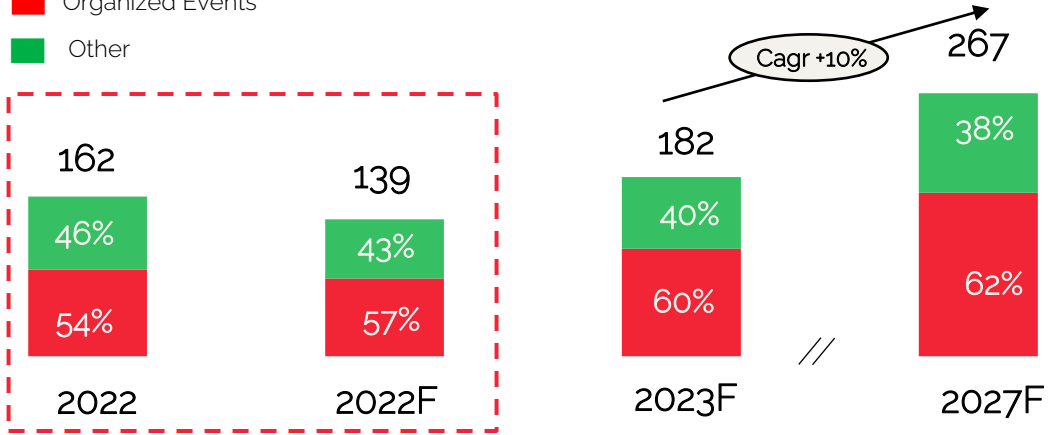
- ✓ Sustainable Revenue and EBITDA growth
- ✓ Growing returns and cashflows
- ✓ Progressive deleveraging, while investing



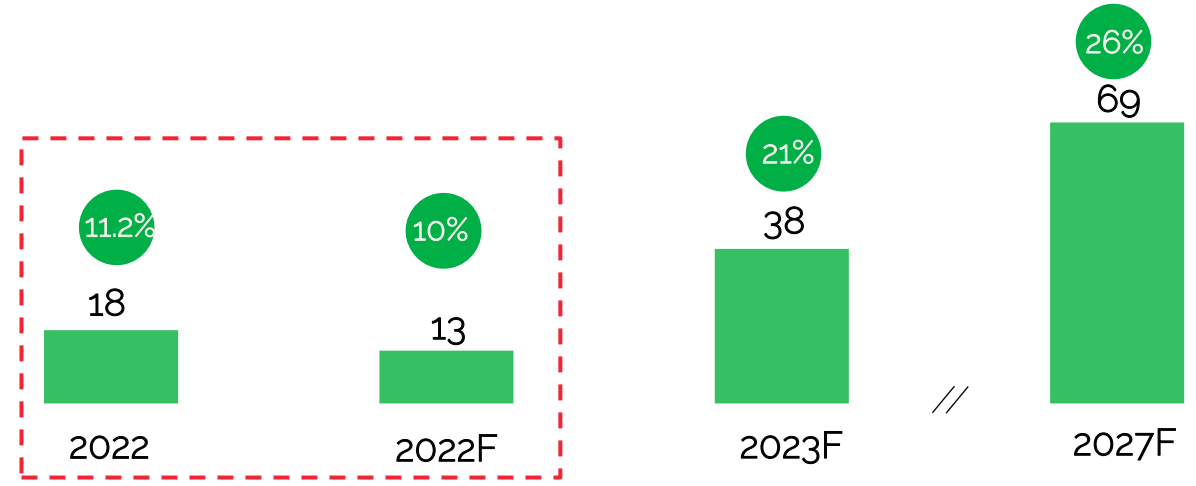
FINANCIAL TARGETS 2022 - 2027

REVENUES

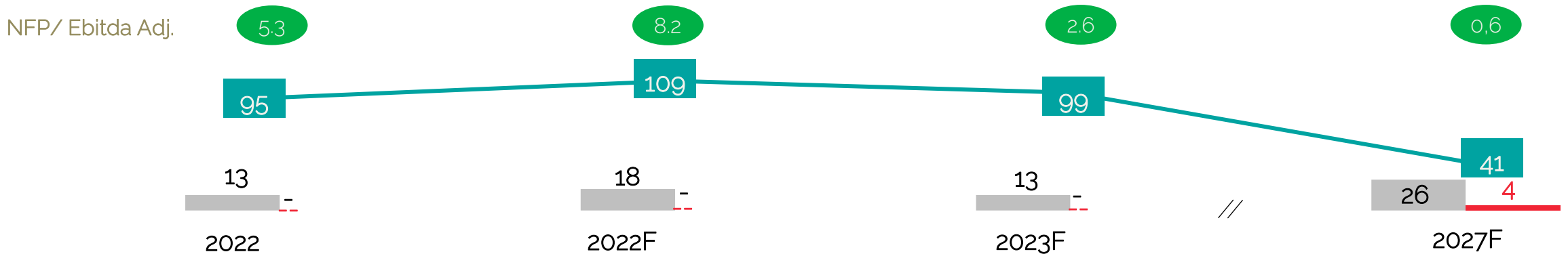
- Organized Events
- Other



EBITDA



NET FINANCIAL POSITION



Investment Dividends Total NPF



A DISCIPLINED INVESTMENT PLAN

MAINTENANCE

5,5 million a year (on average) of maintenance capex

32.9 M€

EXPANSION

- Digital Transformation
- Expansion and quality standards for fashion shows in Vicenza's venue.
- Acquisition of strategic areas near Rimini expo centre
- Rimini's expo centre expansion to meet Sigep's and Ecomondo growth
(more details in Annex)

91.3 M€

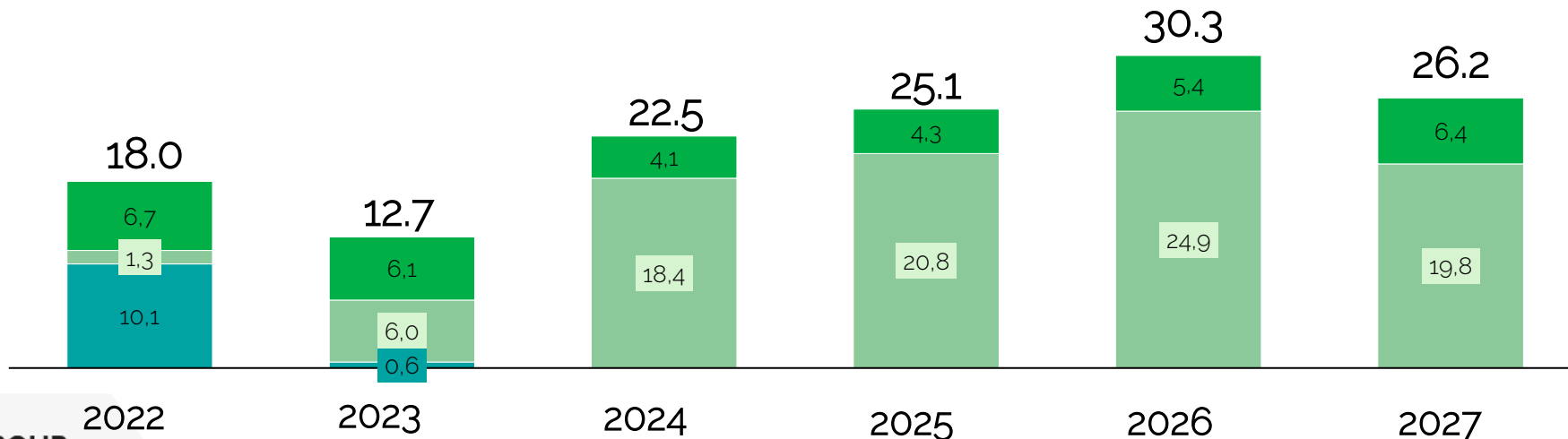
M&A

This Strategic Plan considers only M&A projects that have been completed or are in an advanced state of negotiation.

10.7 M€

134.9 M€

- Expansion
- Maintenance
- M&A





ESG INITIATIVES ACROSS BUSINESS

CERTIFICATION PLAN

THE ROAD TO NET ZERO CARBON EVENTS

ARCHITECTURE FOR THE SUSTAINABLE ECONOMY

DIGITAL TRANSFORMATION

SOCIAL SUSTAINABILITY

United Nations Sustainable Development Goals



SUSTAINABILITY



IEG among the first companies in Europe to obtain **ISO 20121 CERTIFICATION** for Ecomondo and the Rimini and Vicenza venues partnering with Hera

Ecomondo introduced **best practices**: the absence of carpet with an environmental saving of over 140 tons of carpet per year; collection and recovery of cigarette butts; upgrading of electric car charging stations; handicap accessibility; increase in installed power of photovoltaic systems

The **"OSSERVATORIO ALLESTIMENTI"** edited by Prostand is focused on temporary installations that represent the synthesis between architectural structures, technology and beauty, combining economic sustainability and environmental sustainability

Road to **Digital Revenues**: internal workshop that aims to identify new digital services and tools for our customers, becoming more and more partners by their side. The initiative was launched at the end of 2022 and will continue throughout 2023

Strong commitment to human resources value through **Performance Management system**. A section of PMS is dedicated to the development of an increasingly tailor-made training plan that responds to the specific needs of the resources



Key Financials



1Q23 – RESULTS HIGHLIGHTS

1Q23 – Record Revenues, back to profitability and cash generation

- ✓ Revenue doubled 1Q22 results (+102%) with sound growth across all business lines driven by organic expansion on volumes (+40,6%) and «Restart» (+37,3%)
- ✓ Adj. EBITDA Margin at 32,1% (+13,7 pp vs 1Q22) driven by «Organized Events» line of business
- ✓ Net Financial Position at 91,3 M€ improving by 4,1 M€, monetary NFP at 54,6 M€ (vs 58,8 M€ in 2022)
- ✓ Net Result at 14 M€, back to profitability

Executing Business Plan Strategy

- ✓ M&A investments in product portfolio expansion: acquisition in Singapore of "SIJE" (International Jewellery Expo) and "CARA" Café Restaurant Asia.
- ✓ Digital transformation investments to enhance customers' experience and incremental revenue stream

1Q 2023 Results

REVENUES	Adj. EBITDA	Adj. EBIT	NET RESULT
€77,0	€24,7	€20,5	€ 14,0
+102%	32,1% (+13,7 pp)	26,6% (+18,7 pp)	18,1% (+13,4 pp)

Net Financial Position € 91,3



A FASTER PACE OF RECOVERY

Number of Trade Exhibitions held

51 in 2022
—
> 2019

18 in 1Q2023
—
> 2019

Market high satisfaction:
NPS way above Global
industry benchmark

+19
—
Visitors NPS

+31
—
Exhibitors NPS

Full recovery of pre-
pandemic revenues

90%
—
2022 Revenues on 2019

113%
—
2H2022 Revenues on 2H2019

115%
—
1Q2023 Revenues on 1Q2019

Strong momentum into
1H23

103,4%
—

Booking Achievement vs Target
as at March,16'th (Conference Call
on FY2022 Results)

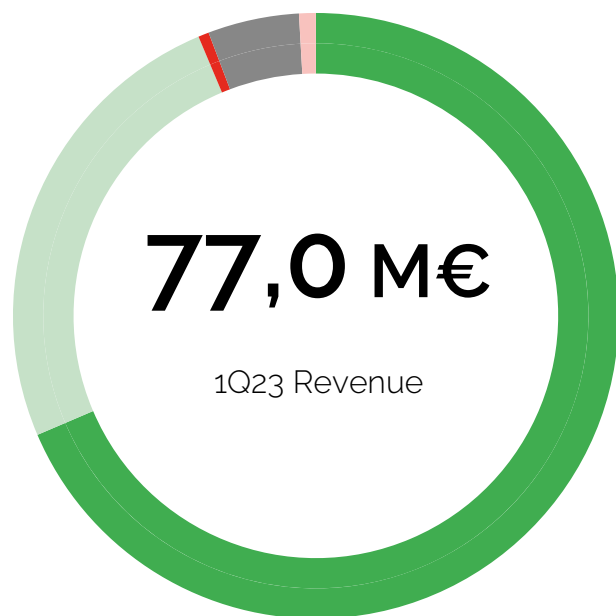
109,4%
—

Booking Achievement vs Target
as at May,10'th (Conference Call
on 1Q23 Results)



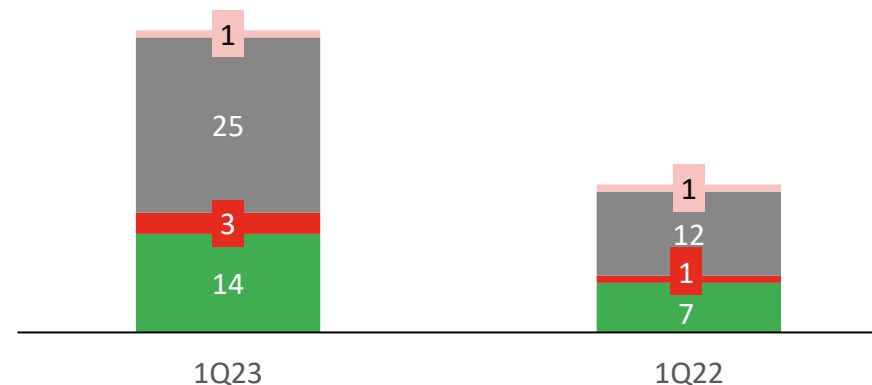
1Q23 REVENUES BY LINE OF BUSINESS

1Q23 Revenues by line of Business



Organized events	69%
Food, Stand Fitting and cleaning	24%
Congresses	5%
Hosted events	1%
Publishing, sport and other	1%

Number of Events



Organized Events Hosted Events Congresses Other Events



1Q23 BUSINESS UPDATE



KEY – the "Energy Transition Expo" first edition following the spin off from Ecomondo, was launched in March 2023, aimed at providing a comprehensive showcase for the technology, integrated solutions and services for the energy transition towards a carbon-neutral economy. It is also a cultural, scientific and technical hub in the renewable energy sector.

The Exhibition overperformed the targets, doubling exhibitors and visitors vs 2022, positioning itself as a point of reference for Italy, Africa and the Mediterranean Region having over 30% of International players attending the event.



Successful integration of My Plant & Garden – the "International Garden Expo" – after IEG's acquisition. The event, hosted in Milan, is seeing momentum in the gardening and floriculture sector, reached excellent results both financially and from a business stand point overachieving targets. The event hosted also the national conference of AICG (Italian Association of Gardening Centers).



VOJ – "Vicenza Oro January" reached the full booking of Vicenza headquarter marking the most successful edition of the last 70 years. Foreign buyers doubled compared to the 2022 winter edition (+105%). It is a historical record in attendance with +11.5% compared to the pre-pandemic edition of January 2020. Foreign visitors are close to 60% of the total, coming from 136 countries in the world, The new «TIME» community dedicated to contemporary watchmaking and its supply chain made its debut in the January edition with almost 50 companies from Italy, Switzerland, Germany and France.



The 2nd edition held in Dubai shows a 46% growth in net spaces occupied, improving on the excellent results already achieved at the first edition. This growing participation confirms the strategic importance of the event as a Middle East Hub with a 75% of foreign exhibitors.



ITALIAN EXHIBITION GROUP
Providing the future