



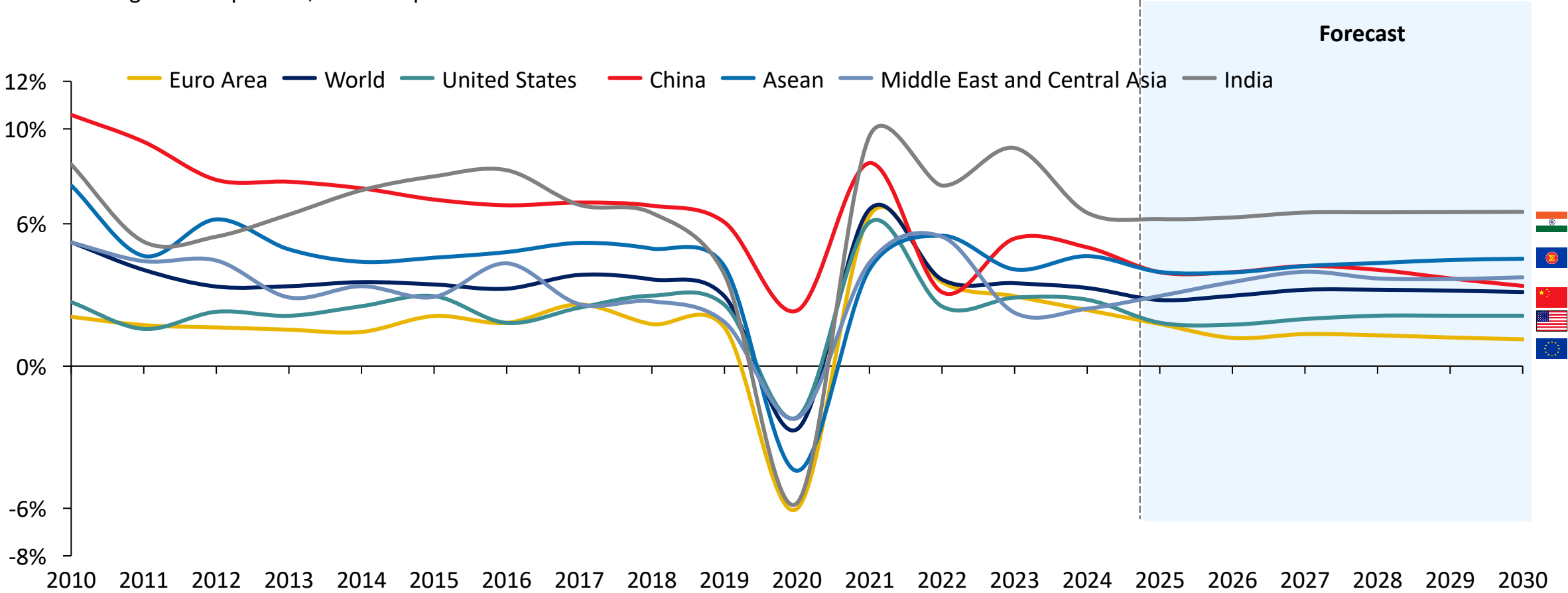
The Exhibition Industry – Status quo and trends in Europe

June 5th, 2025 - Thessaloniki

Global growth will remain to be driven by Asian economies

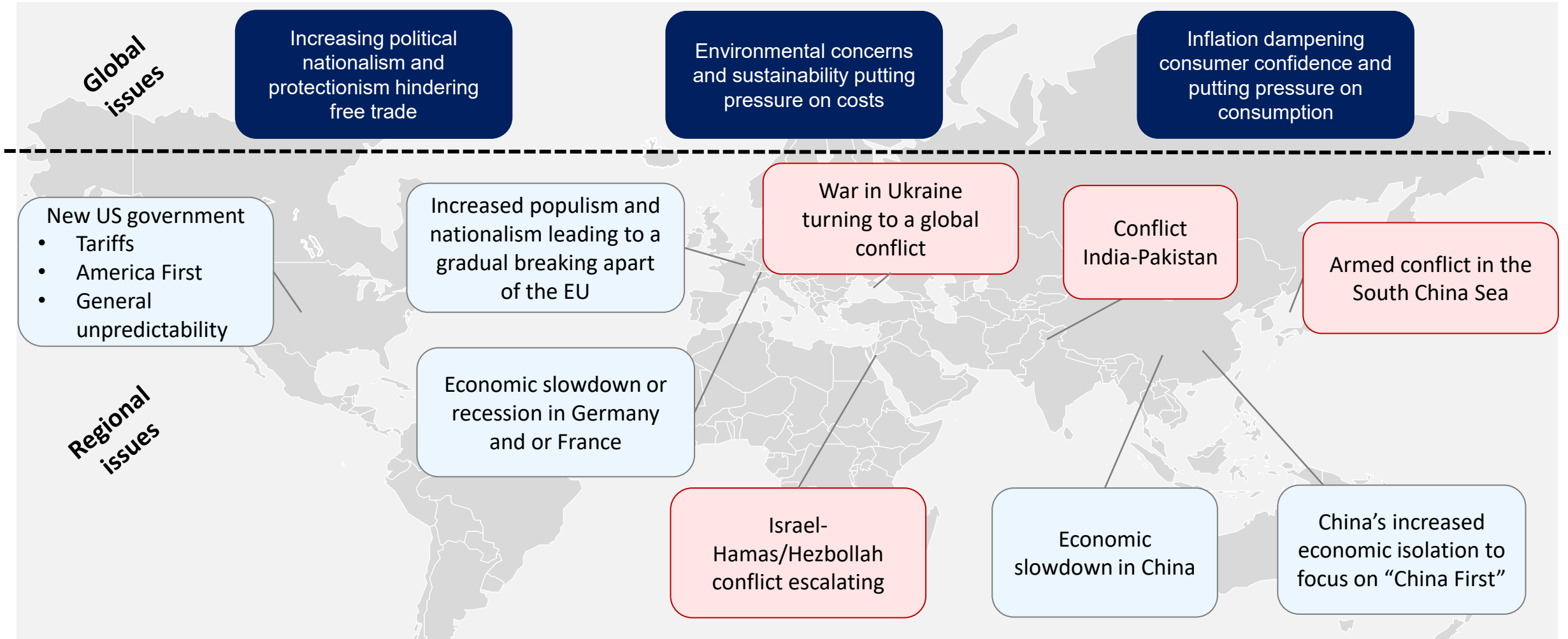
Real GDP Growth for select regions and countries 2010-2029 (f)

Annual GDP growth in percent, constant prices

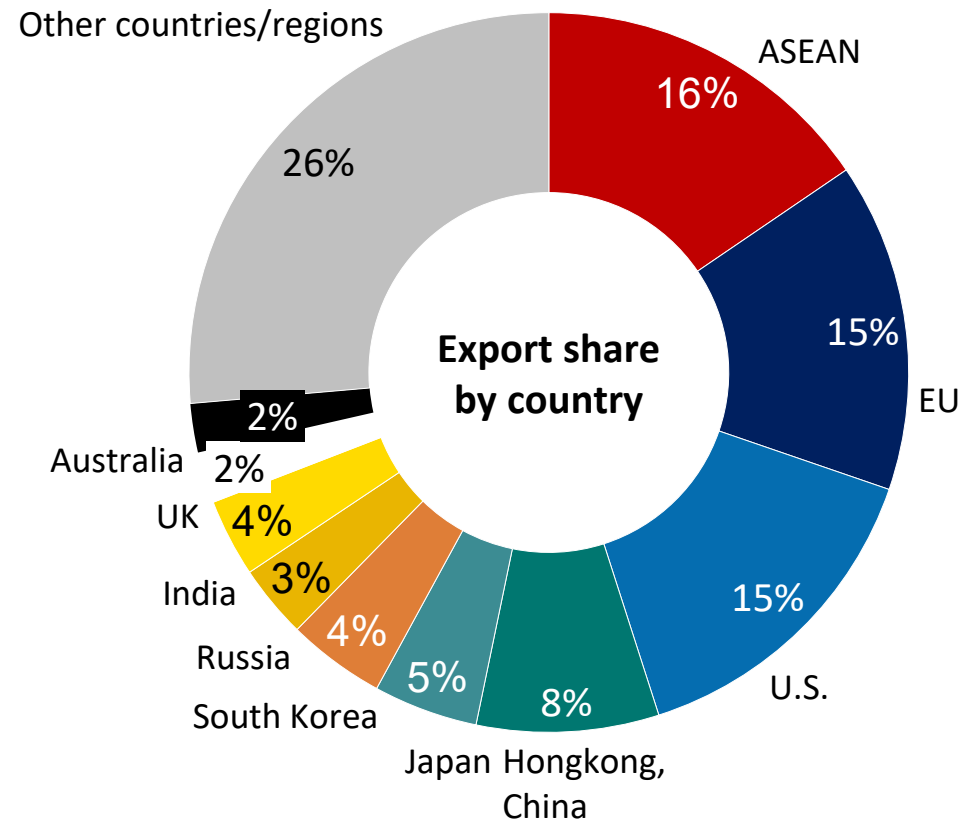


Source: IMF World Economic Outlook April 2025 update

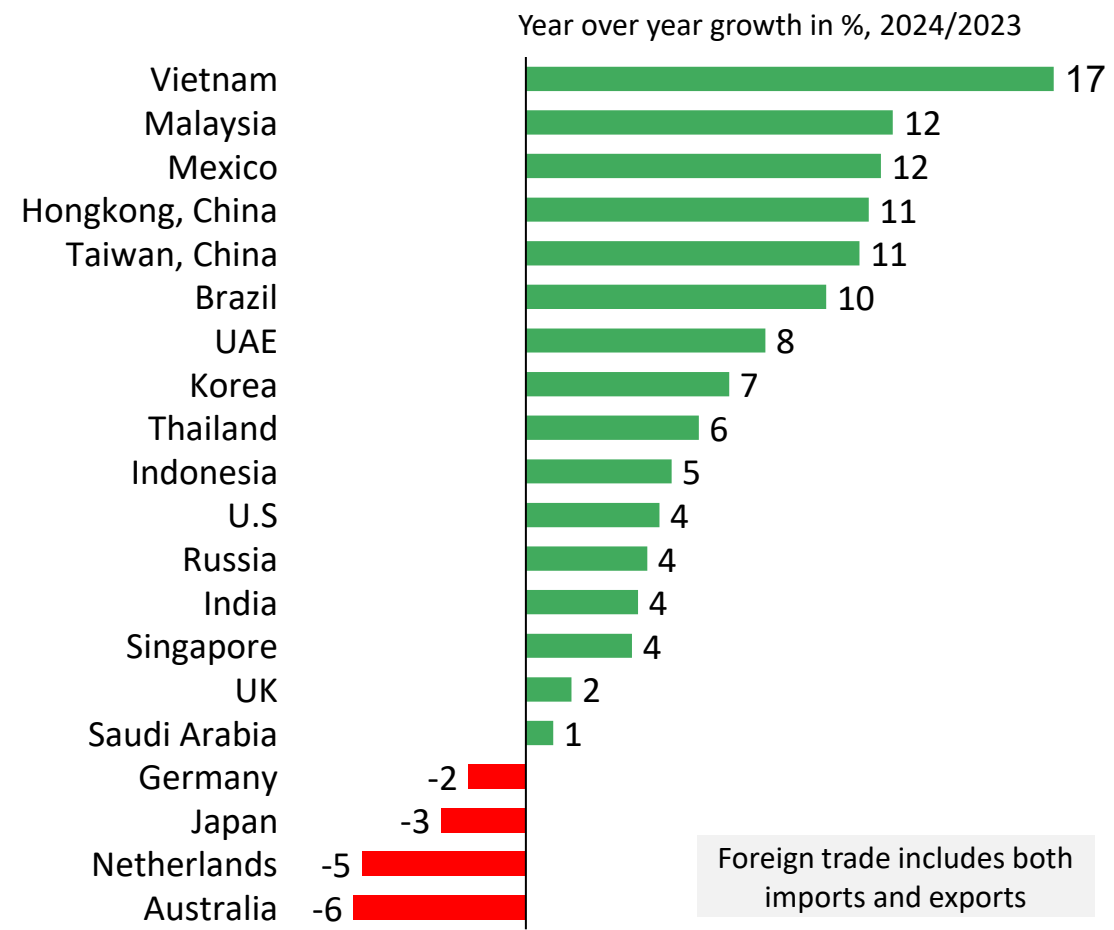
Global conflicts and a rise in nationalism and protectionism are a considerable threat to economic developments



China’s top export markets, 2023



China’s foreign trade growth with its Top 20 partners, 2024



Foreign trade includes both imports and exports

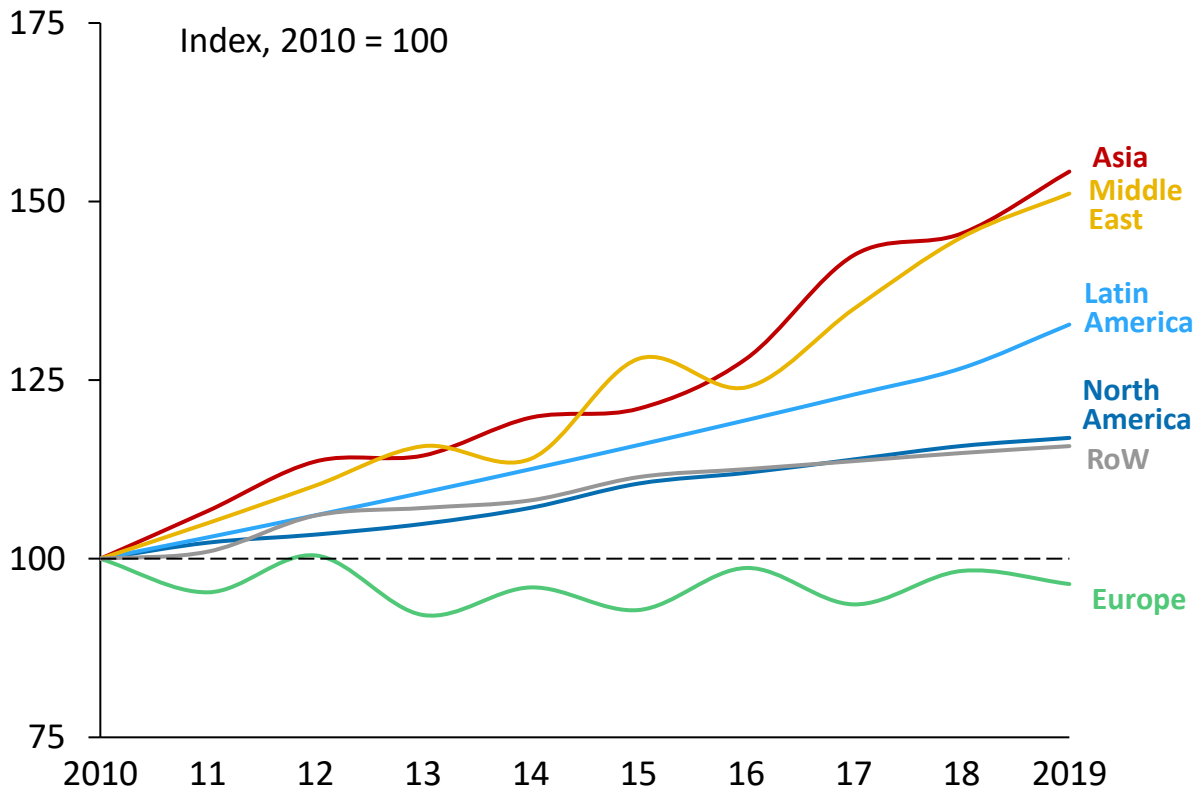
Source: General Administration of Customs, China PRC Note: The Association of Southeast Asian Nations (ASEAN) includes Brunei, Myanmar, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

Asia will continue to be the main growth engine of our industry, even though the Middle East will take the lead in terms of growth rates

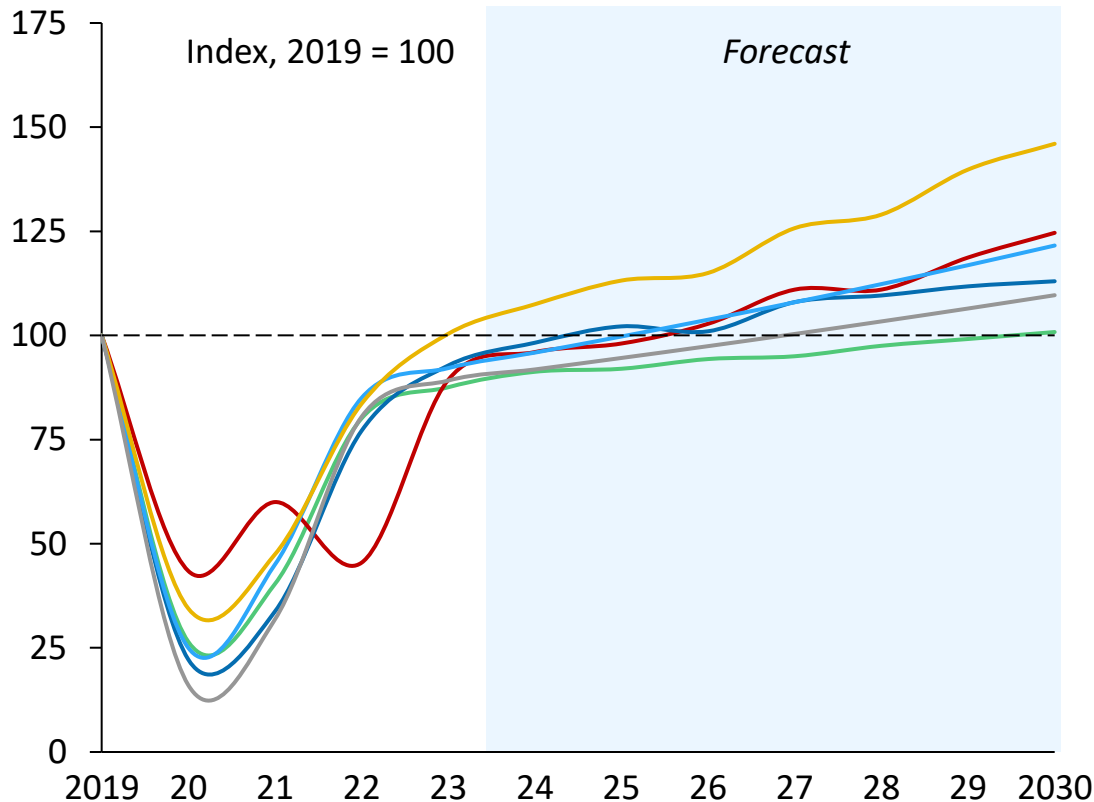
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Europe Asia North America Latin America Middle East Row

Trend of net rented space pre-Covid, 2010-2019

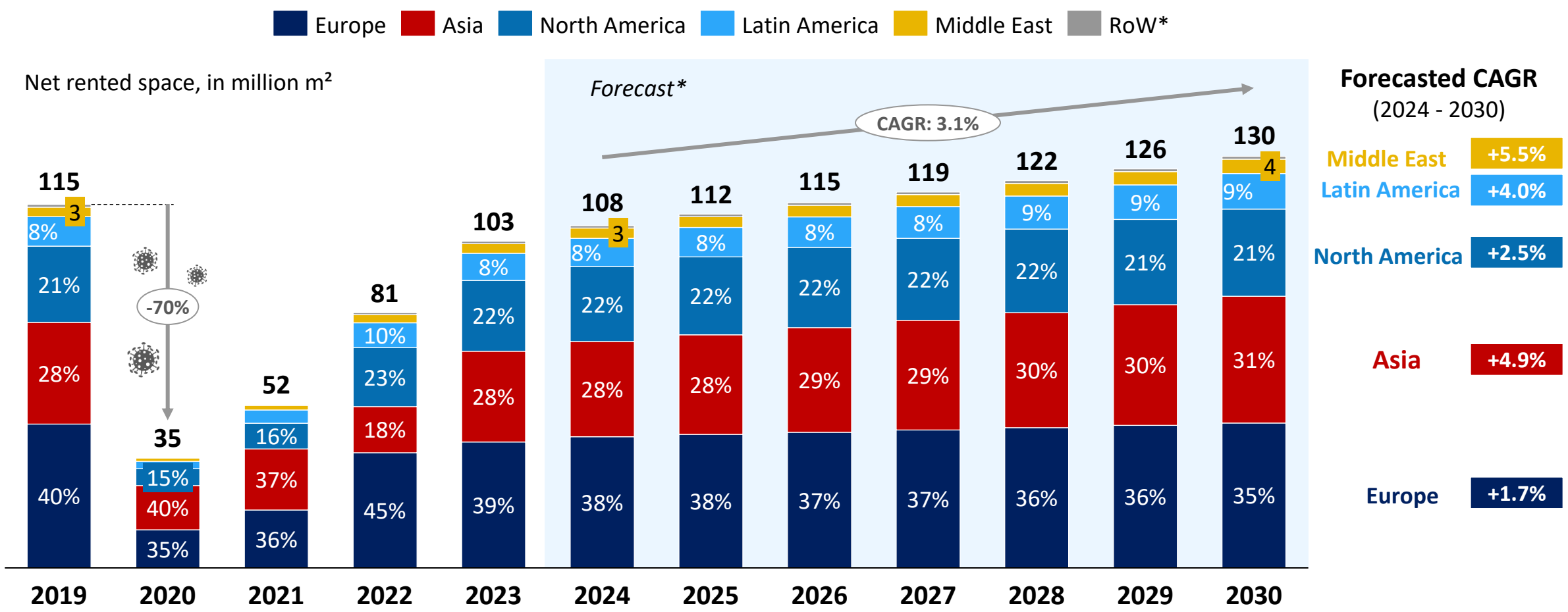


Trend of net rented space post-Covid, 2019-2030



Source: jwc analysis, expert interviews, jwc estimates, association reports

The global exhibition market size, forecast of net rented space, 2019-2030

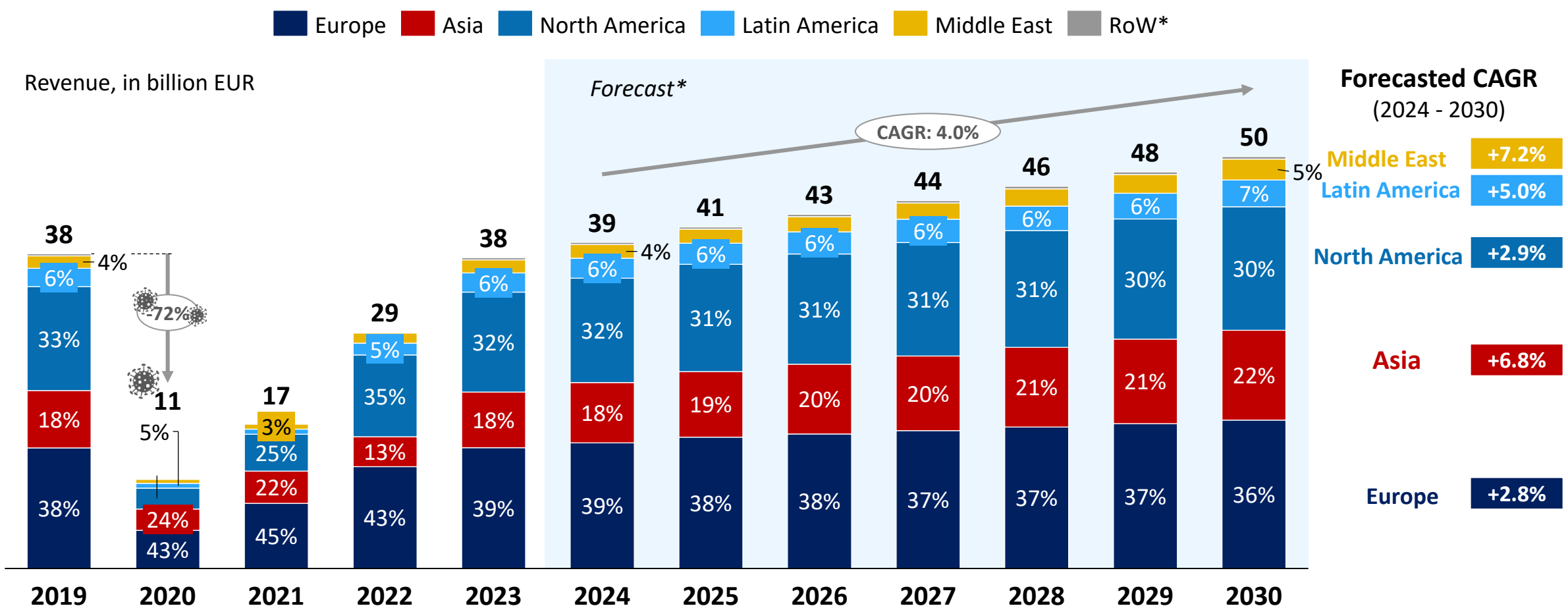


*RoW largest markets: Australia, New Zealand and Africa. Note: Includes estimates at country level for less prominent exhibition markets. Latin America accounts for South America countries and Mexico. Source: jwc analysis, jwc estimates, association reports, company reports

Fuelled by inflationary effects, the global exhibition market in 2023 has already surpassed the total revenue levels of 2019

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The global exhibition market size, forecast of revenue, 2019-2030



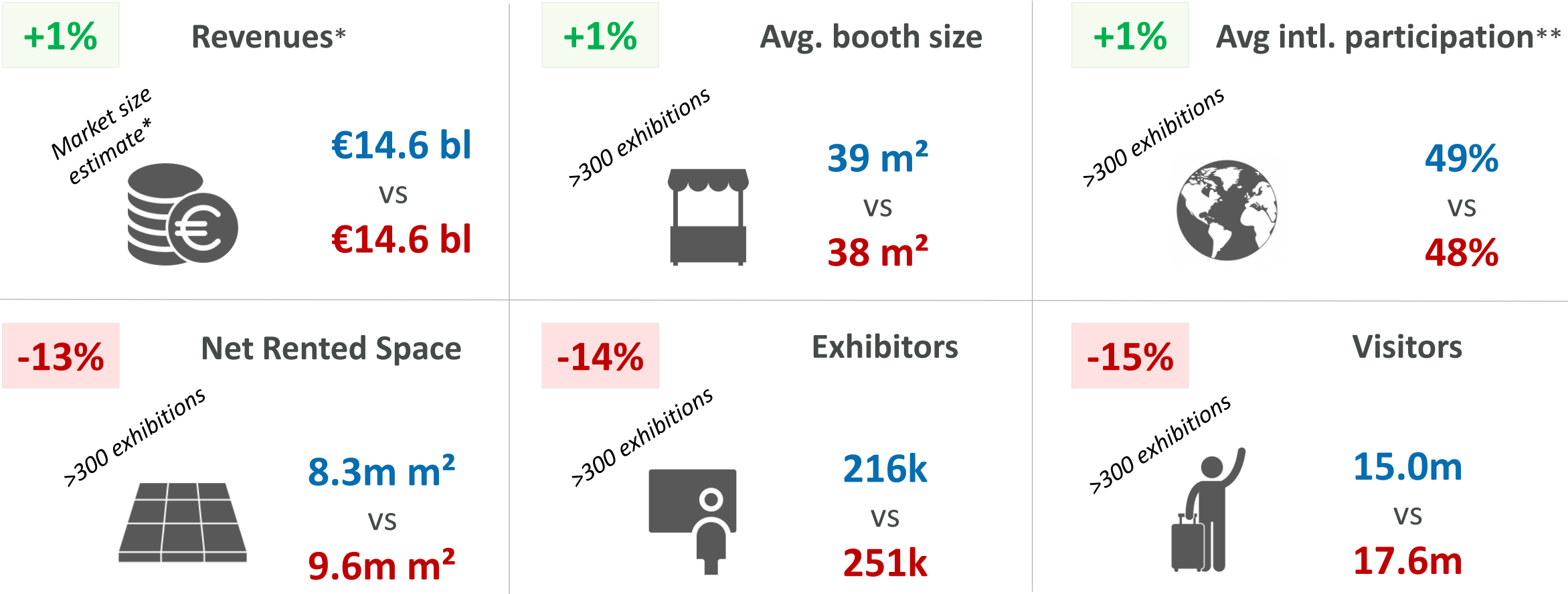
*RoW largest markets: Australia, New Zealand and Africa. Note: Includes estimates at country level for less prominent exhibition markets. Latin America accounts for South America countries and Mexico.
Source: jwc analysis, jwc estimates, association reports, company reports

Although EU revenues rebounded in 2023, event participation KPIs remained over 10% below pre-pandemic levels

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KPIs development status for events taking place in Europe: 2023 vs 2019, % change

The KPIs are specific to shows to Europe only

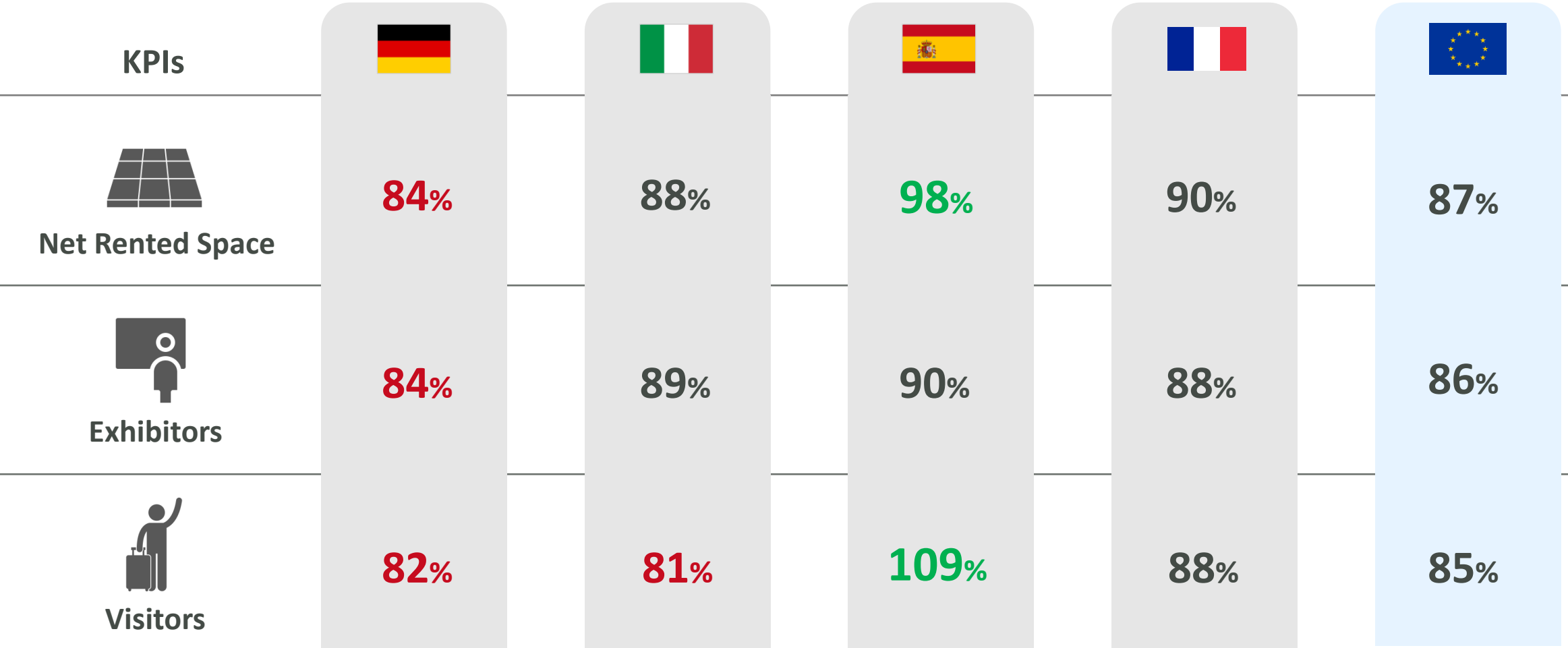


Source: jwc analysis, Eurofairs Statistics. Note: All KPIs, except for revenues, are based on a sample of 300 exhibitions included in Eurofairs Statistics for both 2019 and 2023. The evolution of these KPIs between the two years was analyzed to compute an average performance that is representative of the EU and reflects the state of the exhibitions in the region. *Revenues for the EU were estimated using data from associations, the performance of the Top 40 exhibitions in the region, and estimates from Chapter 2: Exhibition Markets. These totals represent the overall market size of the EU and account for all events, unless otherwise specified in the respective KPI **Defined as number of international exhibitors over total number of exhibitors.

Relative performance across major European markets varies

KPIs development rates: 2023 vs 2019, in % of 2019

Based on performance evolution of >300 exhibitions between 2019 and 2023

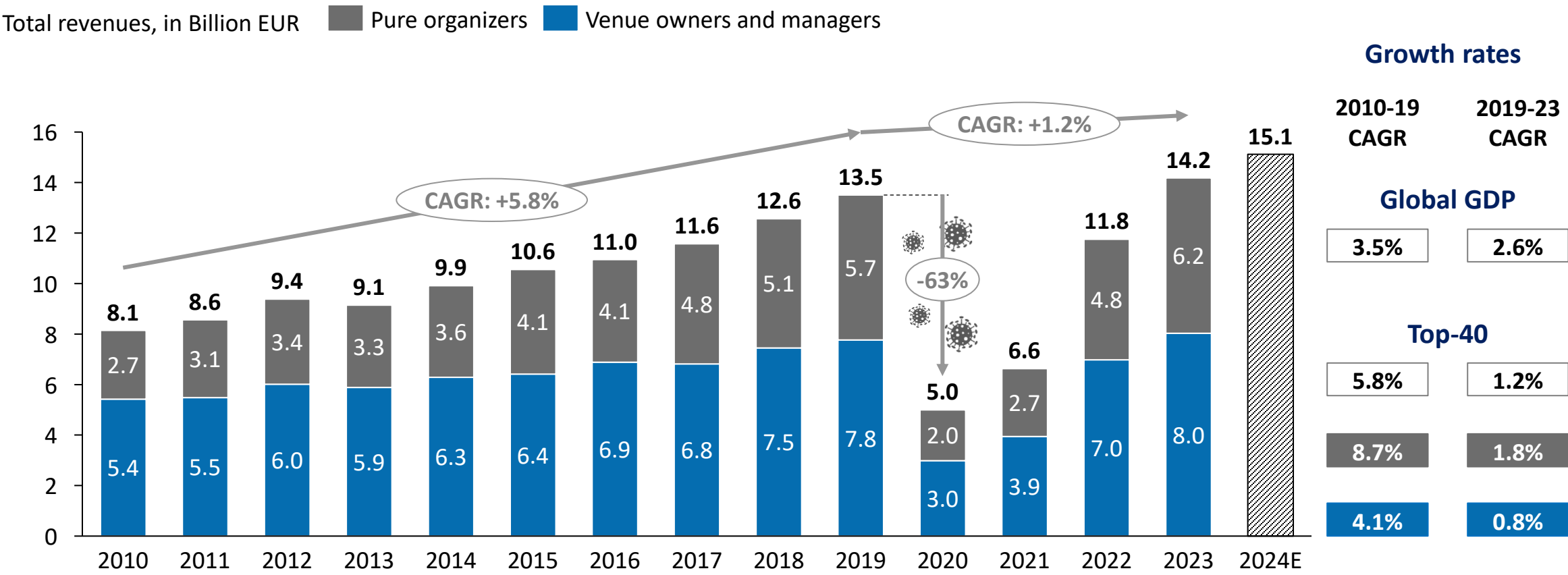


Source: jwc analysis, Eurofairs Statistics 2019 & 2023. Note: Based on a sample of >300 exhibitions with KPIs evolution compared between 2019 and 2023

In 2023, Top-40 sustained their momentum, with combined revenues finally exceeding 2019 levels after three challenging years

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Revenues of the Top-40 exhibition companies, 2010-2024

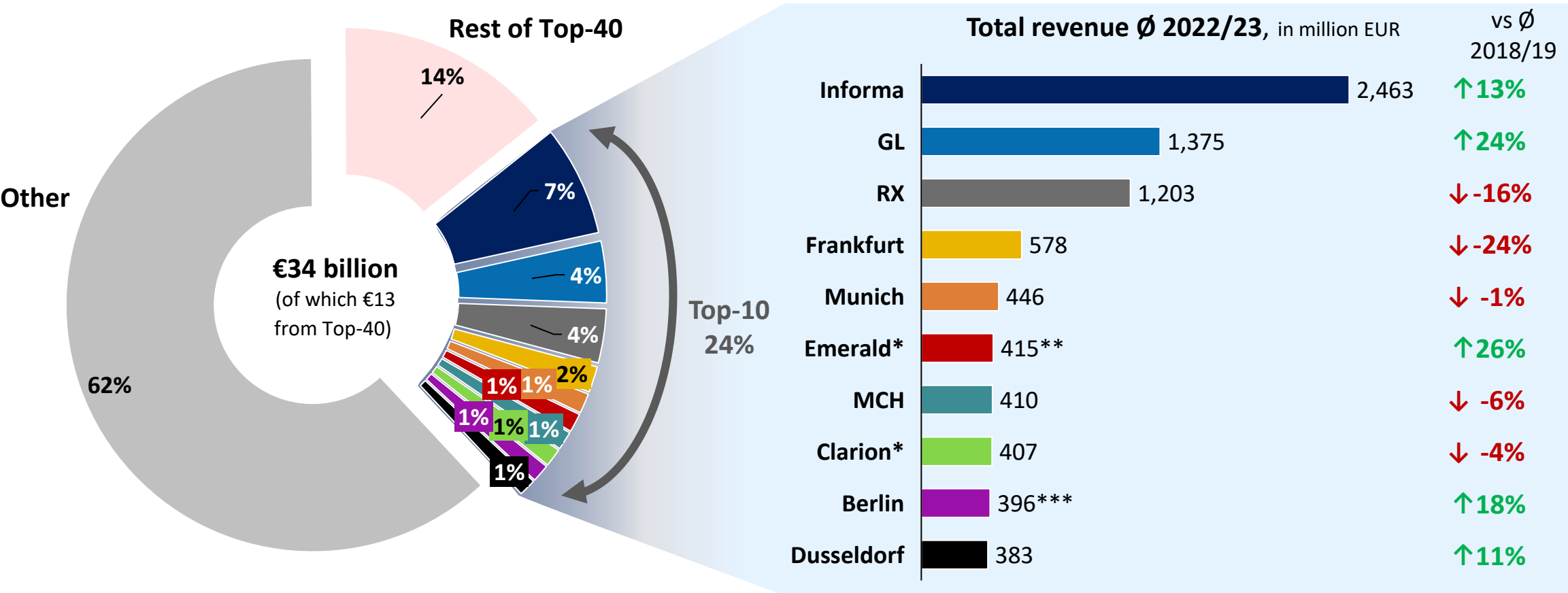


Source: Company reports, press releases, jwc estimates. Note: *Non-venue owners accounts for pure event organizer divisions from companies such as Informa and RX. Includes revenue from services, venue management, digital event-related services and other live events. Includes proceeds from insurance coverage and governmental subsidies for 2020-2021-2022-2023. 2010-2019 growth includes acquisition effects. For companies, whose annual reports were either unavailable or not yet publicly released, estimates were based on verified press releases and/or primary market research.

The global exhibition market is highly fragmented, with Top-40 accounting for 38% and the Top 10 representing 24% of the total market

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Estimated global market shares and revenues of Top-10 companies, Ø 2022/23

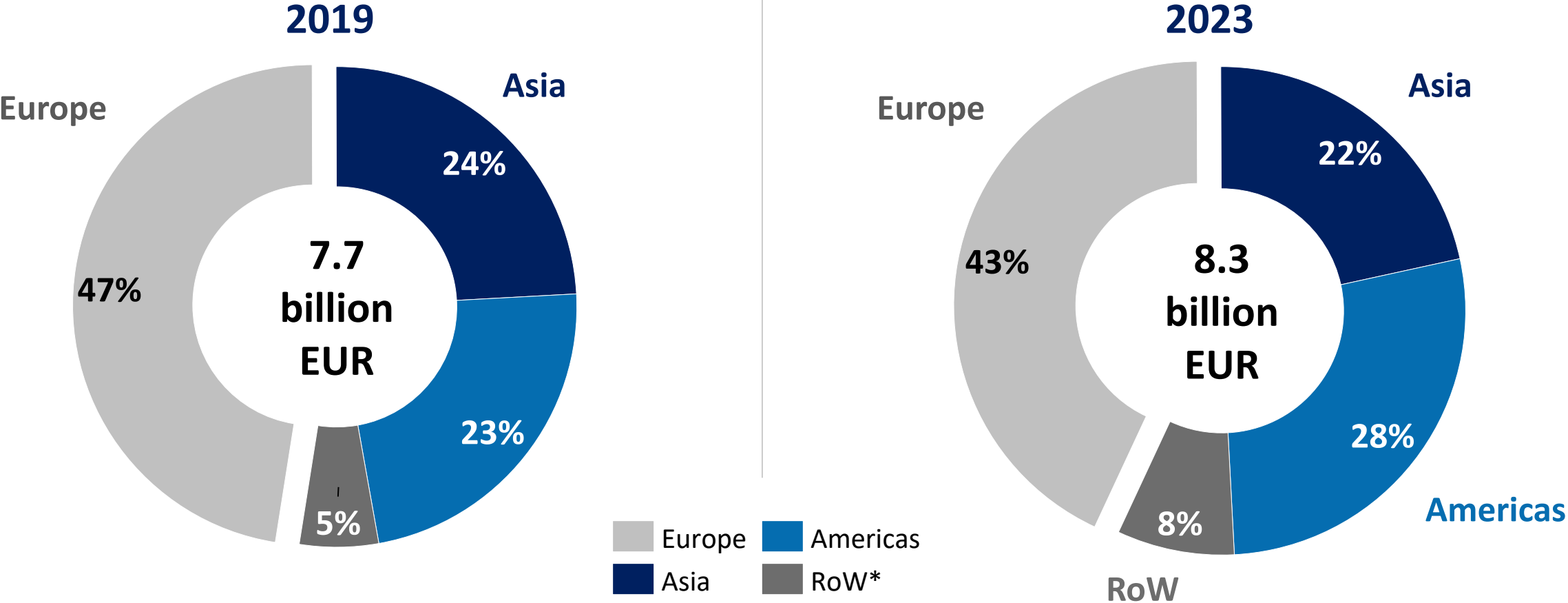


Source: Company annual and financial reports, press releases, jwc analysis, jwc estimates. Note: Currency conversions as of year end spot rates. Figures for Informa include the following business lines: Informa Markets, Informa Tech and Informa Connect. *Missing information on average revenue for 2008/09 ** In 2022, Emerald received about 148 million dollars as insurance litigation settlement. ***The results of Messe Berlin for the years 2022 and 2023 include significant income arising from the use of its facilities as refugee accommodation and vaccination centre

Throughout the period from 2019-2023, Europe remained the most important market with the Americas growing strongly

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Geo-breakdown of selected Top-40 companies**



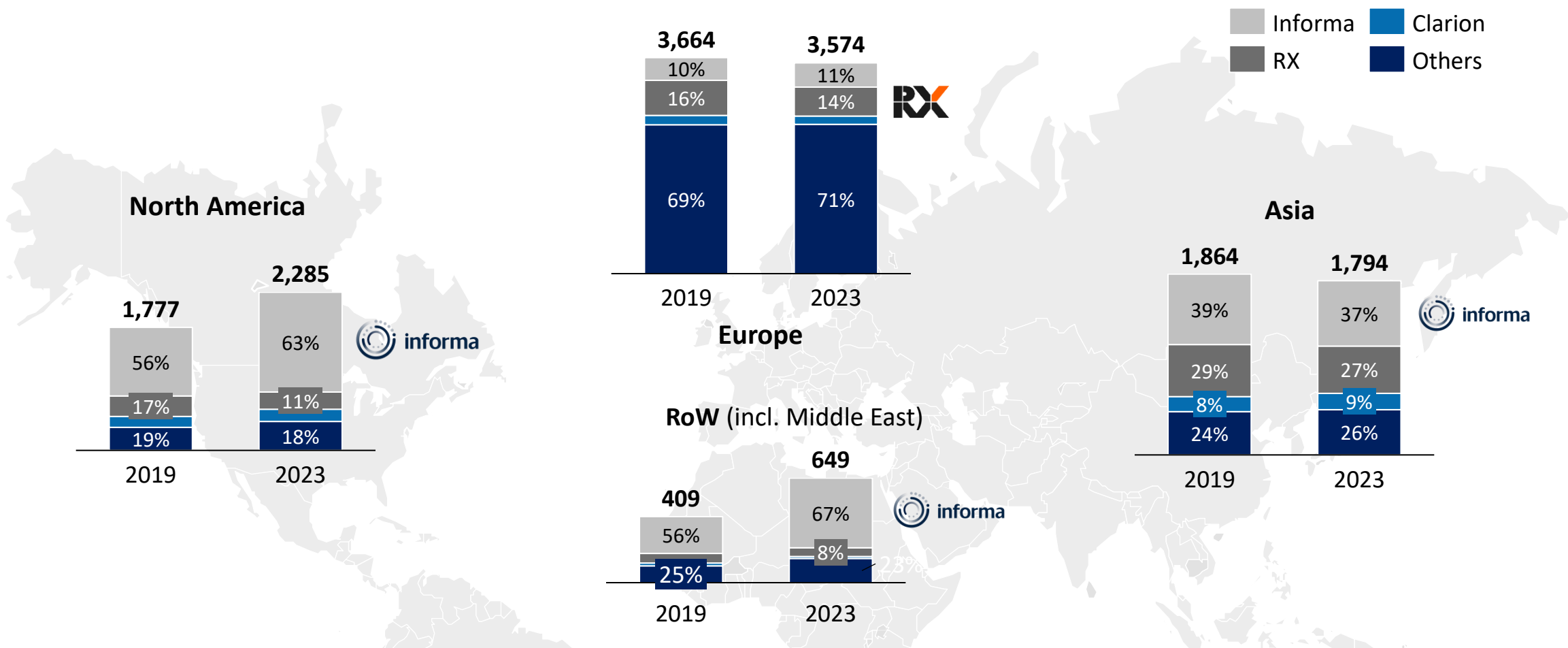
Source: Company annual and financial reports, jwc analysis, jwc estimates. Currency conversions as of year's end. * Includes Middle East, Africa, Oceania. **The sample is restricted to companies that provide a breakdown of their regional revenue and include Informa, RX, GL Events, Messe Frankfurt, MCH, Clarion, Messe Düsseldorf, Nürnberg Messe, Jaarbeurs, Fiera Milano.

RX has the greatest market share in Europe, whereas Informa is leading across all other regions

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Estimated revenue distribution by region for companies in sample, 2019 vs 2023, in million EUR

10 companies in sample*

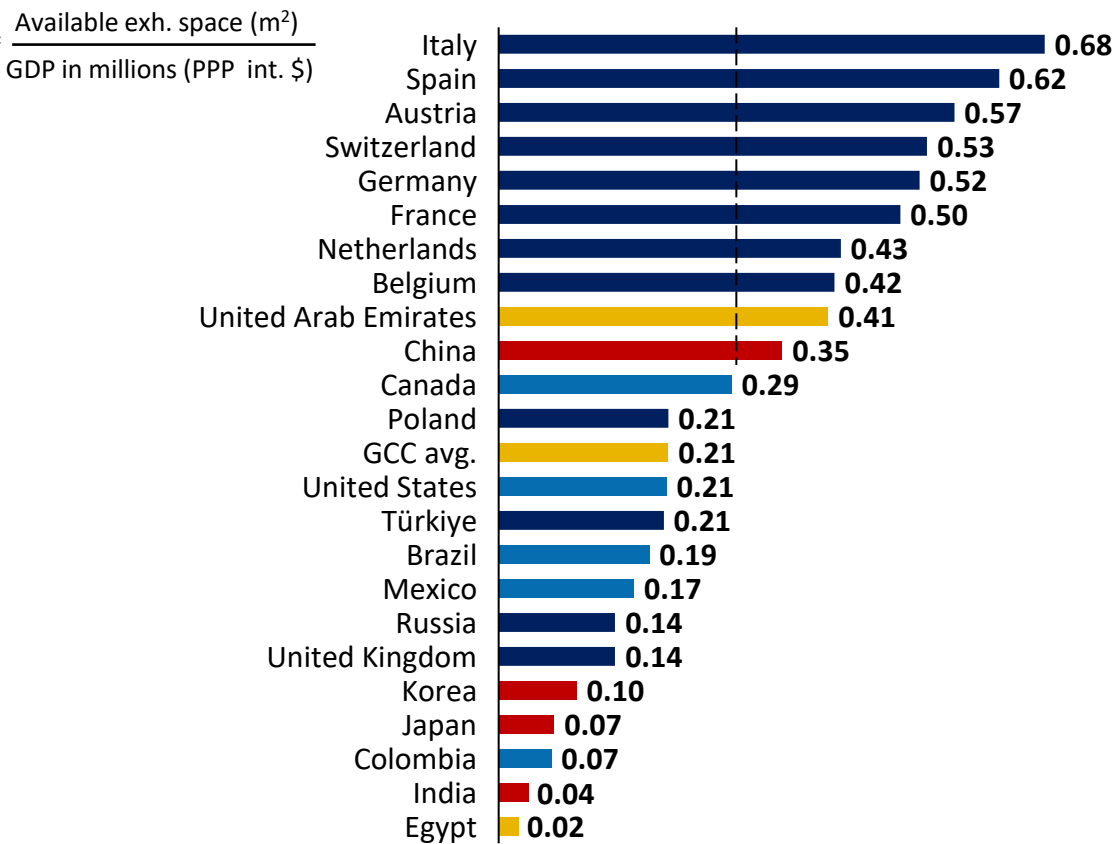


European countries are characterized by high venue capacity ratios relative to both GDP and population

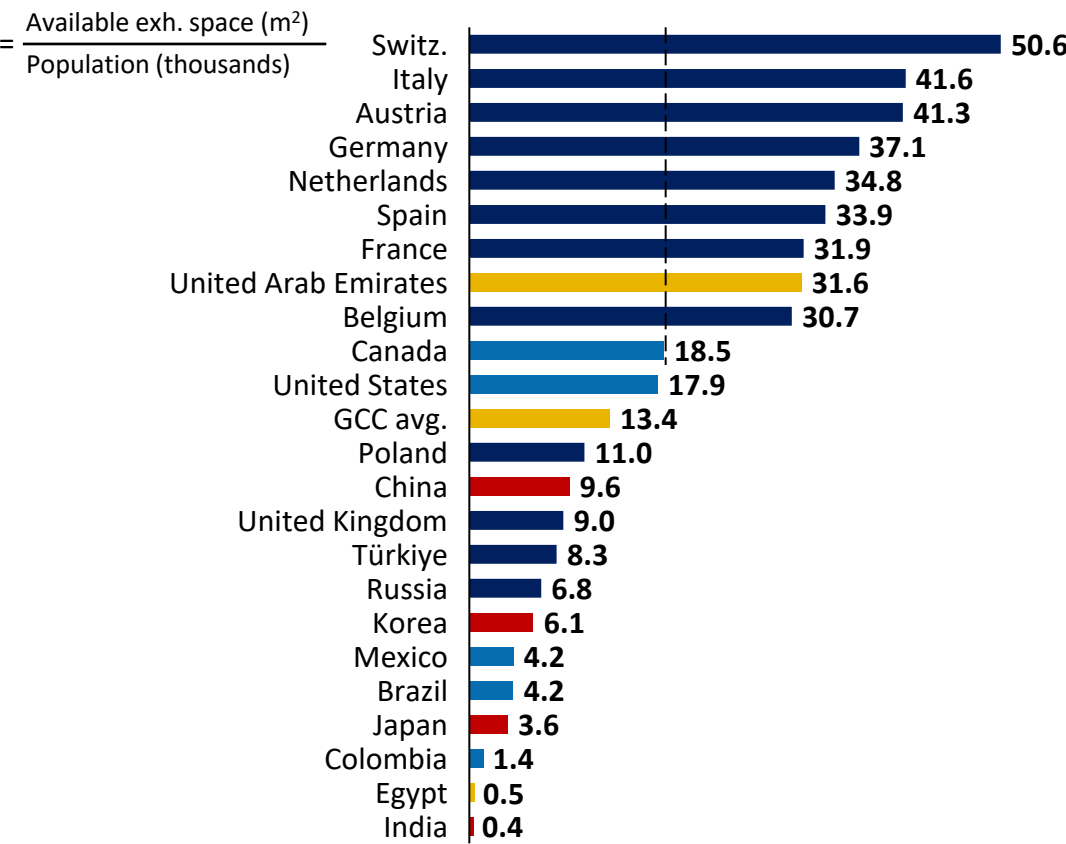


Venue capacity by key macroeconomic and demographic indicators: Europe Asia Americas Middle East

Available capacity by GDP in millions (PPP, int. \$), 2024



Available capacity by population (in thousands), 2024



Source: jwc research, IMF World Economic Outlook April 2025 Note: Consideration of venues > 5,000m²

Design features of leading venues



Exhibition centres



Flexible layout to allow for multiple events simultaneously



Adaptable hall capacities



Integrated conference facilities



Intuitive wayfinding



Single-level halls are preferable



State of the art functionalities



V2V, V2E and E2E interaction areas



Outdoor facilities



Sustainable venue design and operations



Integration of state-of-the-art technology, AI, digital



Increased awareness for **ROI** (exhibitors) and **ROT** (visitors)



Decreasing **visitor numbers**; focus on **visitor quality**



Frequent **exhibitors** likely with **fewer participations**



Several **consumer good shows** under **pressure**; often converting to sourcing platforms



Organizers become “**moderators**” of exhibitor costs



Evolving **event formats** (1:1, hosted buyers, ...)



Content and **specialization** are key success factors



AI not a game changer but can **enhance USP** and **reduce costs**



Digital and AI require **data strategy**



Omnichannel model is supreme, yet challenging



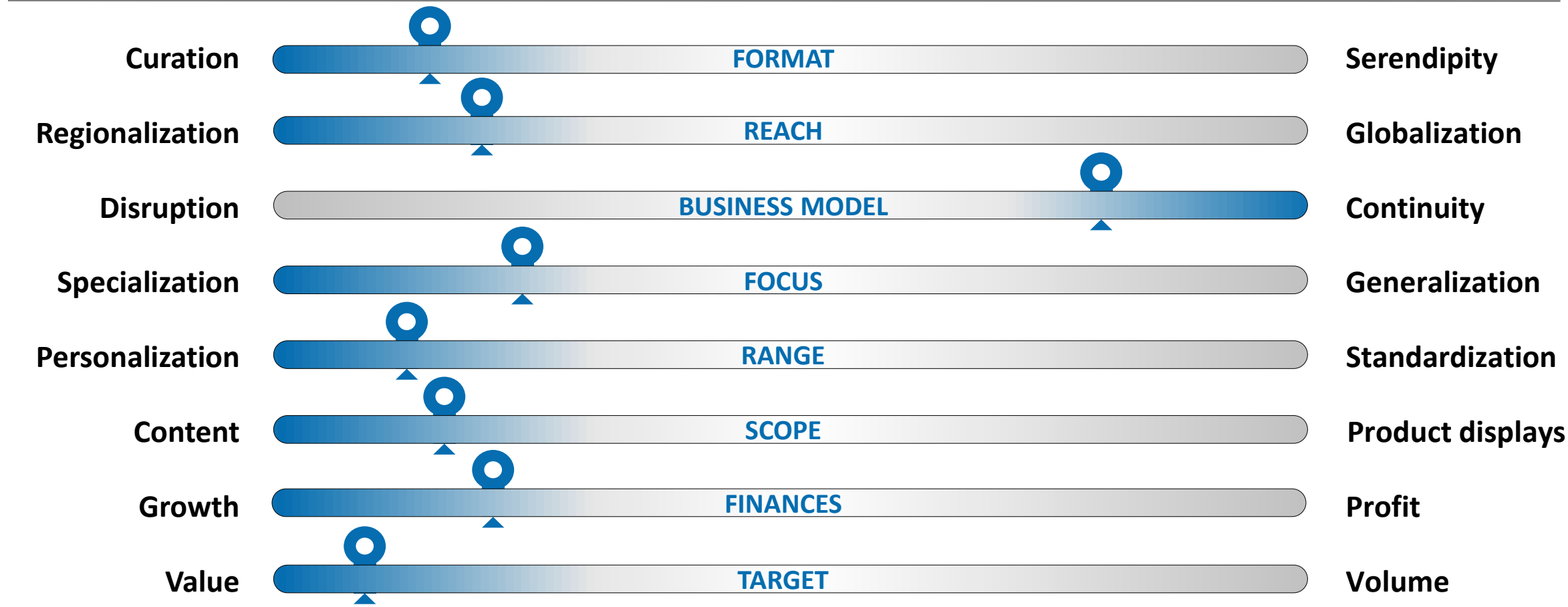
Attracting and **retaining talent** remains top priority



The **CO2 footprint** of an event becomes a **currency**

Opposing focus areas

Indicate tendency



Source: jwc research, jwc analysis. Note: The transformation of the industry is driven by the previously identified trends that serve as transformative forces



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and increase profitability**

