



2025 Investor Fieldtrip

# SuperReturn International

The Capital of Private Capital

June 2025



# 2025 Investor Engagement

Investor Fieldtrip



**SuperReturn**

4 Jun 2025

Berlin, Germany

Investor Fieldtrip



**Cannes Lions**

17 Jun 2025

Cannes, France

Capital Markets Day



**Dubai Air Show**

17-18 Nov 2025

Dubai, UAE

Investor Fieldtrip



**Food Ingredients**

3 Dec 2025

Paris, France



# Today's presenters



Gareth Wright

Group Finance Director  
Informa PLC



Julian Kirby

President, Global Finance  
Informa Connect



Dorothy Kelso

Managing Director, Private Finance  
Informa Connect



# Today's Agenda

12:45-13:45



## Scene Set

Group Finance Director, Gareth Wright, provides an overview of Informa's Growth Platform and Julian Kirby, President Informa Connect, explains what makes SuperReturn special

14:00-14:45



## Meet the Customers

Dorothy Kelso in conversation with LPs and GPs on why SuperReturn matters to them

15:00-15:45



## Tour of the Event

Experience the event first-hand

16:00-16:25



## Content sessions

Join SuperReturn delegates for Guest Speaker Serena Williams and Keynote Speaker David Rubinstein

18:25-19:30



## Networking Drinks

Join SuperReturn delegates for networking drinks

# The Informa Growth Platform



# From Endings to Beginnings

10 Years building a leading B2B growth platform



Acquisition

Combination

Integration



Depth in specialist markets and growth geographies

Market-leading Brands and category expertise

The Leading International B2B Events Group



# 10 Years building a leading B2B Growth Platform

	2014	2025 <sup>1</sup>
Group Underlying Growth	0.7%	5%+
Group Revenue	c.\$1.8bn	\$5.1bn+
B2B Revenue	c.\$730m	\$4.3bn+
B2B Marquee and Power Brands <sup>2</sup>	6	65+
B2B Growth Geographies <sup>1</sup>	 <ul style="list-style-type: none"> <li>North America</li> <li>IMEA &amp; Asia</li> <li>Cont. Europe</li> <li>UK</li> <li>ROW</li> </ul>	 <ul style="list-style-type: none"> <li>North America</li> <li>IMEA &amp; Asia</li> <li>Cont. Europe</li> <li>UK</li> <li>ROW</li> </ul>



# The Informa Growth Platform in 2025

## Delivering consistent strong growth

5%+  
Group  
ULRG

7%+  
B2B Events  
ULRG

Growth Markets

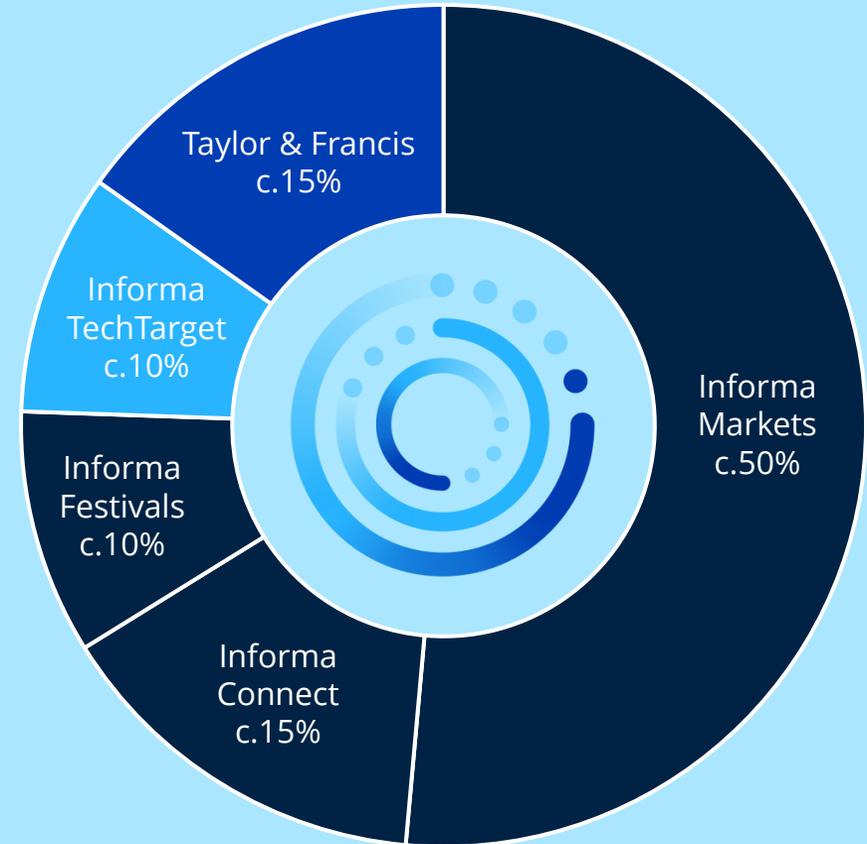
Growth Geographies

Market Leading Brands

(800+ Live Events, 7m+ Attendees, 65+ Marquee/Power Brands)

Structural Growth

(Face-to-Face, Specialist Knowledge)



14,000+ Colleagues in 30+ Countries

# Market Leading B2B Brands...must attend industry events

800+

B2B Brands

30+

Industry Categories

40+

Locations

7m+

Attendees

\$35m+

Min Revenue in Top 20 Brands

## Aviation

- ⦿ Dubai Air Show
- ⦿ MRO Americas

## Healthcare

- ⦿ WHX (Arab Health)
- ⦿ Global Health Expo

## Pharma

- ⦿ CPhI Worldwide
- ⦿ Bio-Europe

## Tech

- ⦿ Black Hat USA
- ⦿ Africa Tech Festival
- ⦿ LEAP

## Beauty

- ⦿ Cosmoprof Asia
- ⦿ China Beauty Expo

## Health & Nutrition

- ⦿ Natural Products Expo
- ⦿ SupplySide West

## Real Estate

- ⦿ Cityscape Worldwide
- ⦿ World of Concrete

## Foodservices

- ⦿ Nat. Restaurant Show
- ⦿ FHA Food & Beverage

## Luxury

- ⦿ Ft Lauderdale Boat Show
- ⦿ Monaco Boat Show

## FinTech

- ⦿ Money20/20 – US
- ⦿ Money20/20 – Europe

## Private Capital

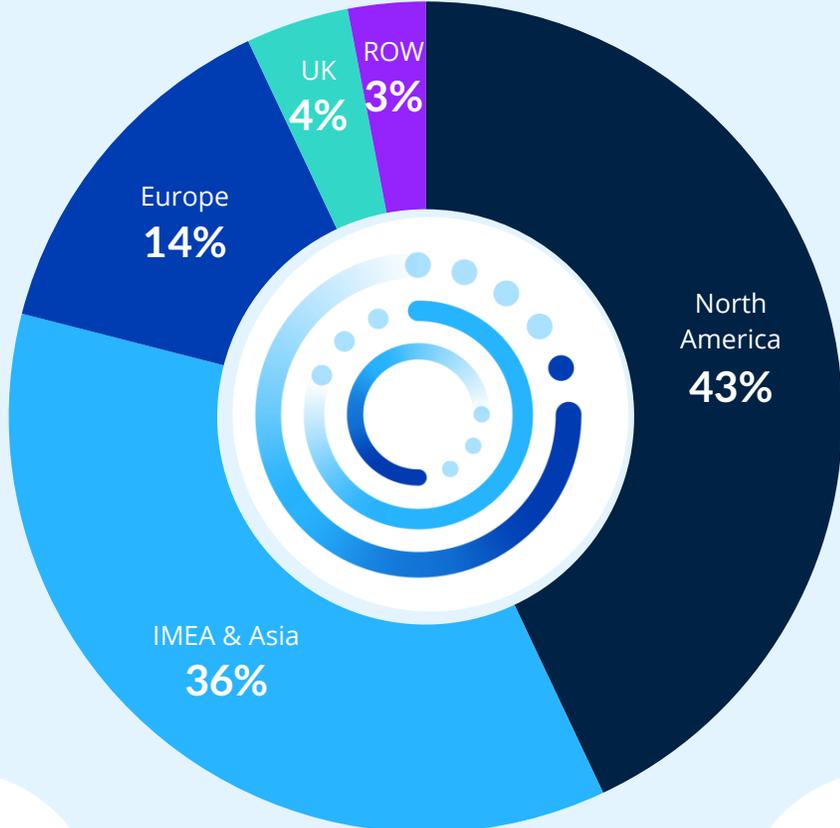
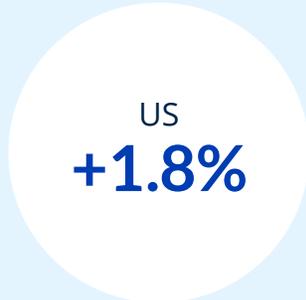
- ⦿ SuperReturn
- ⦿ SuperInvestor

\$4.3bn+

B2B Revenue in 2025

# Growth Geographies

Shifting the focus from UK/Europe to North America, Middle East & Asia



GDP  
Growth  
Forecasts

# Growth Markets

Targeting attractive and growing market categories

## Market Characteristics:

B2B not B2C



Fragmented supply chains



International Communities



High levels of innovation



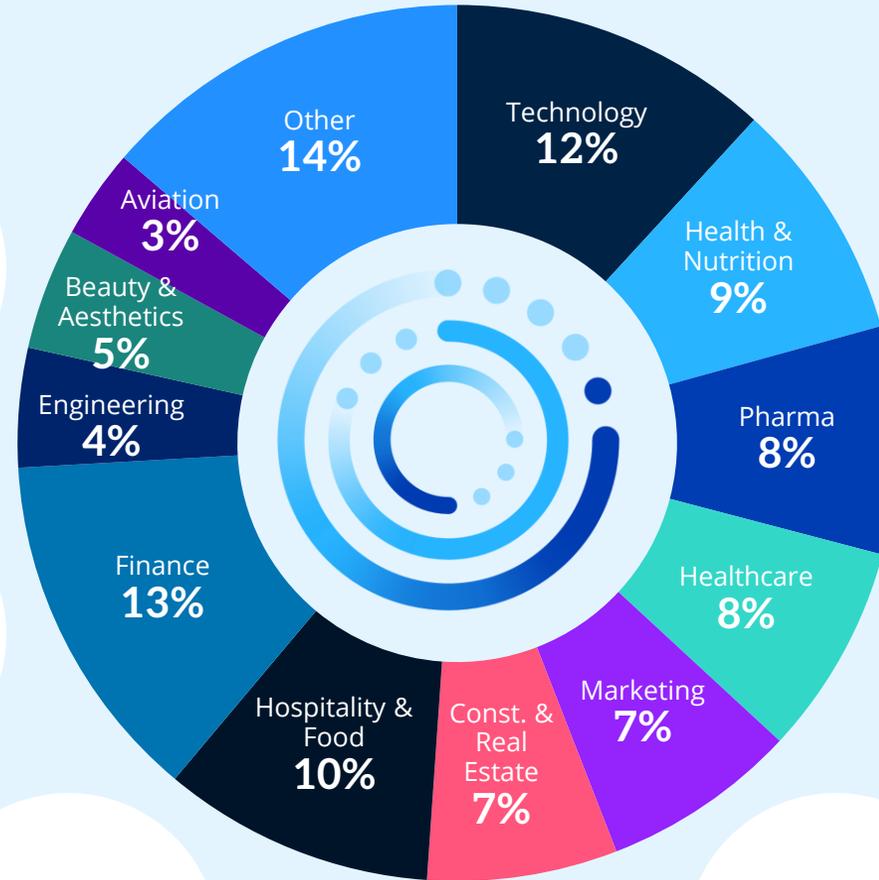
High margin products



End market structural growth



## Market Growth Forecasts



# Q1 Trading Update

Continuing strong growth; full year guidance reaffirmed

- Q1 trading in line with expectations
- 7.6% underlying revenue growth
  - Strength in both B2B Markets and Academic Markets, with some phasing benefits
- £2.5bn revenues traded, booked or visible, 61% of full year target, pacing ahead of last year
- Strong demand across all geographic regions
- Full Year Guidance reaffirmed: Underlying revenue growth 5%+, Revenue of £4.1bn±, double digit adjusted earnings growth (GBP/USD 1.27)

*"The Informa Group continues to deliver strong underlying growth in both Live B2B Events and Academic Markets."*

*"Specialist Brands in Specialist Markets, annual/multi-year Subscriptions, forward booked revenues, and leading positions in faster growing geographies, underpin the Informa growth platform."*

Stephen A. Carter, Group Chief Executive



# 1 One Informa 2025-2028

Maximising the growth and value of Informa's B2B platform

✓ Specialist Brands

✓ Growth Geographies

» ✓ Growth Markets

✓ Proprietary First Party Data

✓ Amplification Services

Market-leading **Customer Experience**

Market-leading **Data-led Marketing**

Market-leading **Brands & Brand Value**

The **AI** Time Dividend

Technology & AI

IIRIS Customer Data & Analytics Platform

People & Talent

Shared Enterprise Activities

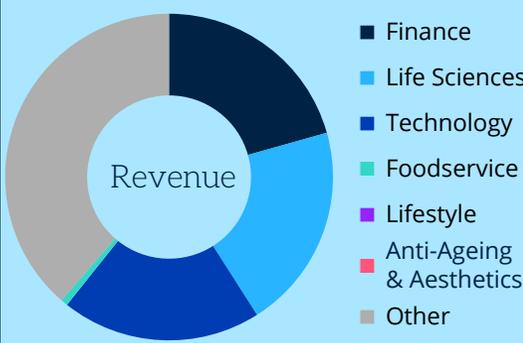
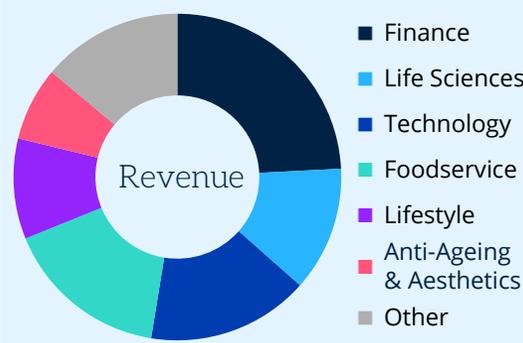
# Building strength across B2B Live Events

	 <b>informa markets</b>	 <b>informa connect</b>	 <b>informa festivals</b>
<b>Core Purpose</b>	To Create & Grow Markets	To Connect & Educate Markets	To Inspire & Celebrate Markets
<b>Core Activity</b>	<i>Doing Business</i>	<i>Developing Business</i>	<i>Celebrating Business</i>
<b>Points of Distinction</b>	Industrial buying and business development activity	Professional content, professional accreditation and industry relationships	Personal inspiration, professional development and industry recognition
<b>Positioning</b>	Transaction-led B2B Events creating a marketplace for B2B Buyers, B2B Sellers and the supply chain to meet, discover, promote and do business	Content-led B2B Events convening industries for professional content, professional accreditation, market access and high value networking	Experience-led Events, inspiring and celebrating business via high impact content, deep connections, personal enrichment & development
<b>Core Customers</b>	B2B Buyers & Sellers	B2B Professionals	Industry Colleagues
<b>Growth Opportunities</b>	<ul style="list-style-type: none"> <li>Digitally enhanced experiences before, during and after the Event</li> <li>Matchmaking &amp; Lead Generation</li> <li>Geographic expansion</li> </ul>	<ul style="list-style-type: none"> <li>Monetising content expertise beyond events</li> <li>High value, high quality lead generation</li> <li>Content platform licensing</li> </ul>	<ul style="list-style-type: none"> <li>New customer penetration</li> <li>New product/service innovation</li> <li>Geographic expansion</li> </ul>
<b>Major Brands</b>	Pharma ( <i>CPhI</i> ), Healthcare ( <i>Arab Health</i> ), Aviation ( <i>Dubai Airshow</i> )	Finance ( <i>SuperReturn</i> ), BioTech ( <i>Bio Europe</i> ), Technology ( <i>Enterprise Connect</i> )	Marketing ( <i>Cannes Lions</i> ), FinTech ( <i>Money20/20</i> ), Cyber Security ( <i>Black Hat</i> )



# Informa Connect

From spot conferences to recurring major content-led brands

	2014	2024
Underlying Revenue Growth	(3.2%)	5.1% <sup>1</sup>
Revenue	£220m	£600m+ <sup>2</sup>
Number of Events	3,000	500
Marquee and Power Brands	0	6
Market Verticals	 <ul style="list-style-type: none"> <li>Finance</li> <li>Life Sciences</li> <li>Technology</li> <li>Foodservice</li> <li>Lifestyle</li> <li>Anti-Ageing &amp; Aesthetics</li> <li>Other</li> </ul>	 <ul style="list-style-type: none"> <li>Finance</li> <li>Life Sciences</li> <li>Technology</li> <li>Foodservice</li> <li>Lifestyle</li> <li>Anti-Ageing &amp; Aesthetics</li> <li>Other</li> </ul>

>> One Informa

- Lead Generation
- Sponsorship
- Brand Extension
- Curated Content
- Matchmaking



# Global Finance

A Growth Platform within  
Informa Connect



# Finance: Attractive B2B Growth Drivers

Population growth, expansion in middle class and rising wealth

Domestic, Regional & Global industries

International financial market deregulation

High levels of innovation and change

Fragmented supply chain

Emerging market growth – high % of population unbanked

Digital banking, FinTech, Blockchain, Cryptocurrencies

Algorithmic trading and AI-powered investment strategies

Demand for investment diversification and higher returns

Growth in alternative investments

Technology increasing access to markets and analytics

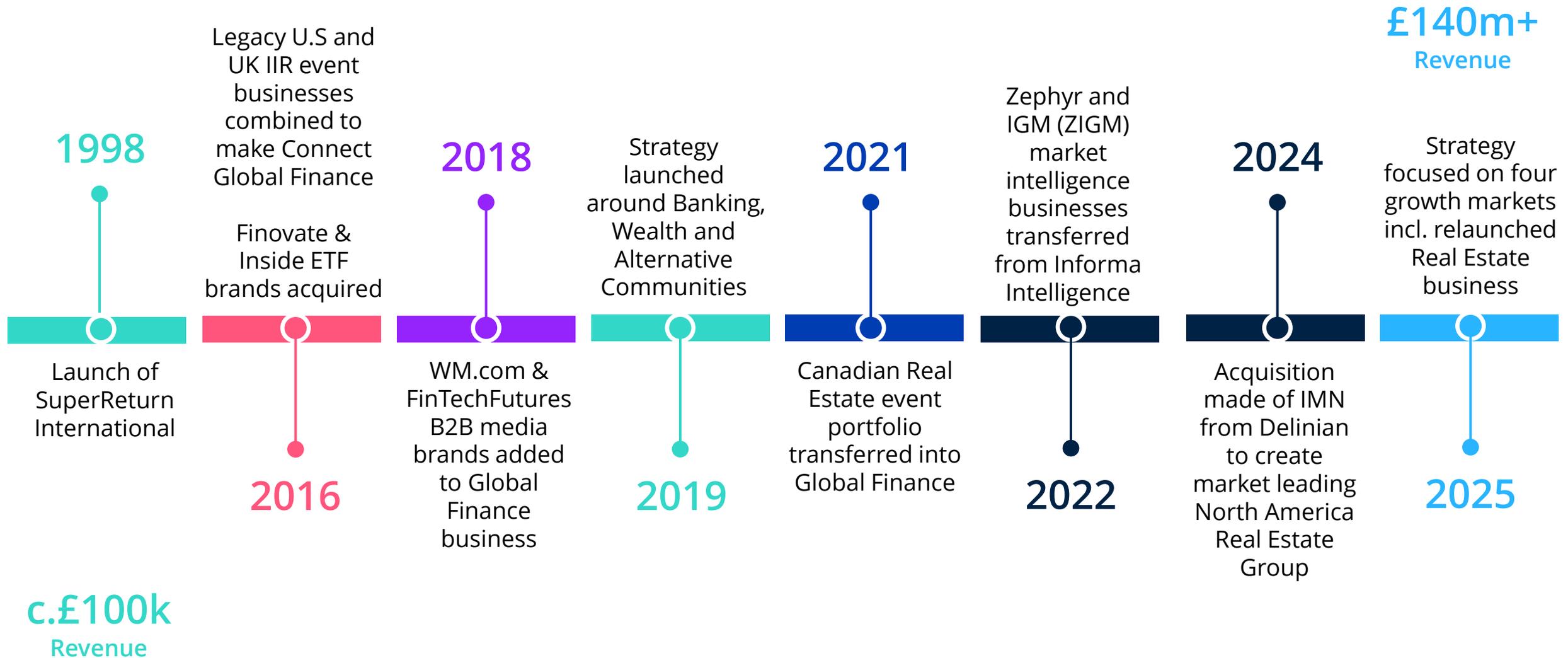
Growth in personalised investment strategies



Global Finance



# Growth and expansion in Finance category since 1998



# Global Finance today



## Informa Connect: Global Finance

The leading destination for investors worldwide for meaningful connections, insightful discussions, and transformative opportunities that drive growth, innovation, and success across the financial industry.

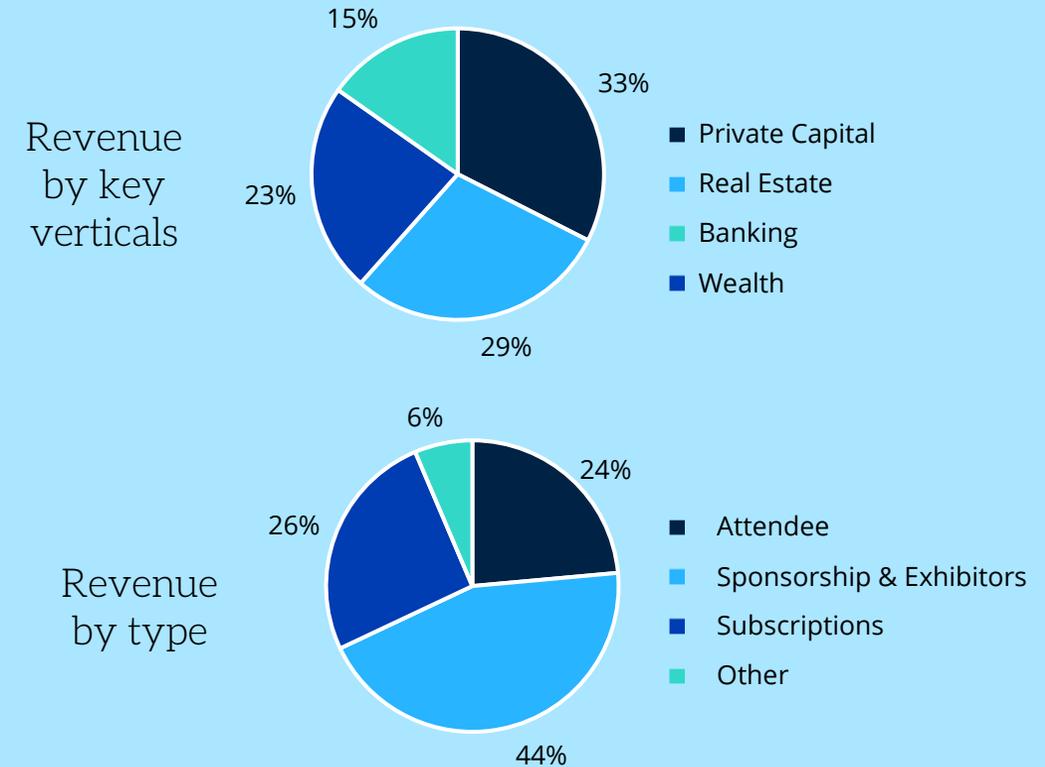


# Global Finance Today

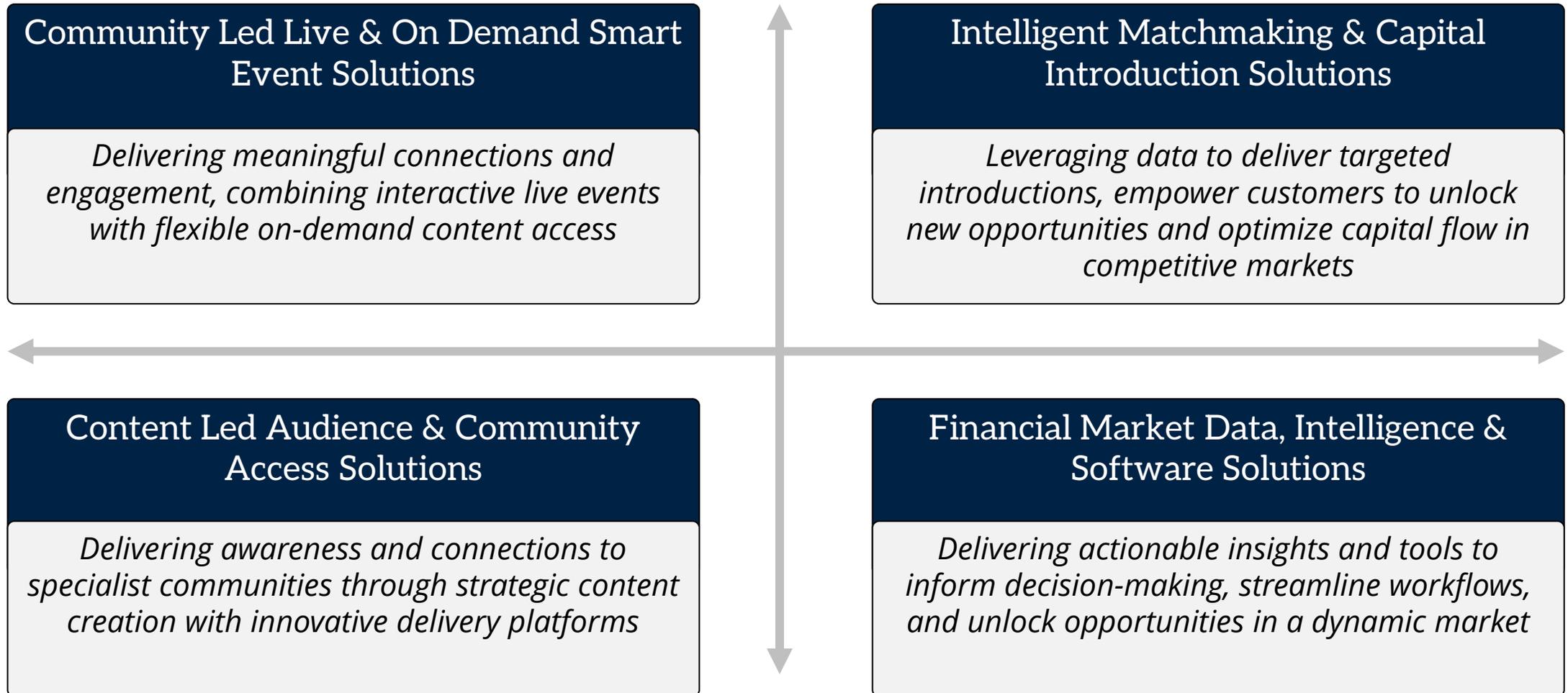
## Growing portfolio built around four pillars

- £140m+ Revenues, up from <£95m in 2019
- Consistent 5%+ underlying revenue growth
- Four key segments: Private Capital, Real Estate, Banking, Wealth
- Blend of revenues, including Event-led (attendees, sponsorship, exhibitors) and Content-led (paid-subscriptions, lead gen, transactional)
- Broad customer base, with no single customer representing >1% of revenues

### Revenues



# Core Customer value proposition



# SuperReturn International



Where private markets meet

# SuperReturn

The leading international brand for Private Capital

1998

Single Event launched for the Private Capital market

Single event in Amsterdam

~£100k revenue

105 paying delegates

2025

25+ Events across 14 locations, serving both the buy-side and Sell-side of Private Capital

25+ SuperReturn events

\$110trn+ assets under management

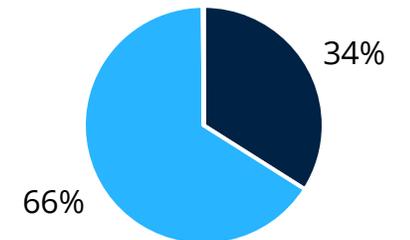
£50m+ revenue

440,000+ meetings

15,000+ global private equity decision-makers

#1 Brand in Private Equity, Venture Capital & Wealth

Sources of Revenue



- Attendee
- Sponsorship & Exhibitors
- Subscriptions
- Other





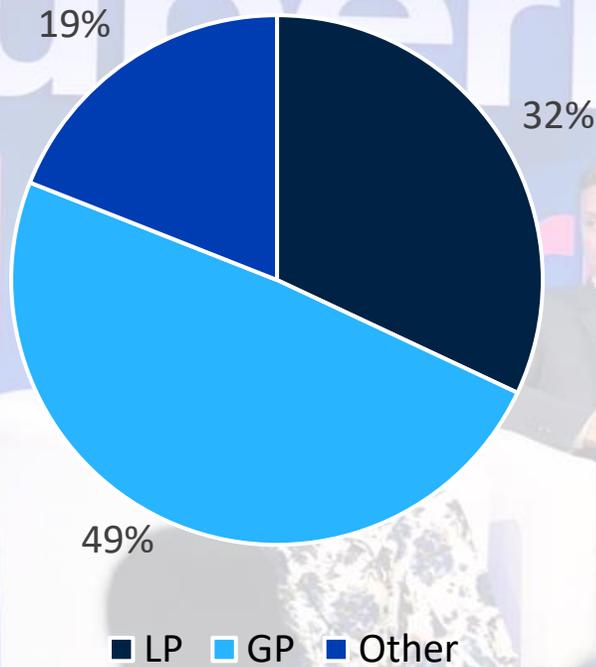
# SuperReturn International: The Capital of Private Capital

- ❖ The leading and largest platform for Private Capital
- ❖ 5,000+ leading decision makers across global private equity: \$50trn+ AUM
- ❖ Cutting edge content, including 500+ speakers across 3 days
- ❖ Powerful networking: 150,000+ meetings onsite
- ❖ Strong underlying industry growth dynamics
- ❖ Consistent revenue growth – Event has more than tripled in scale over 7 years
- ❖ Balance of volume and yield growth
- ❖ Major global event supported by 20+ smaller events around the world

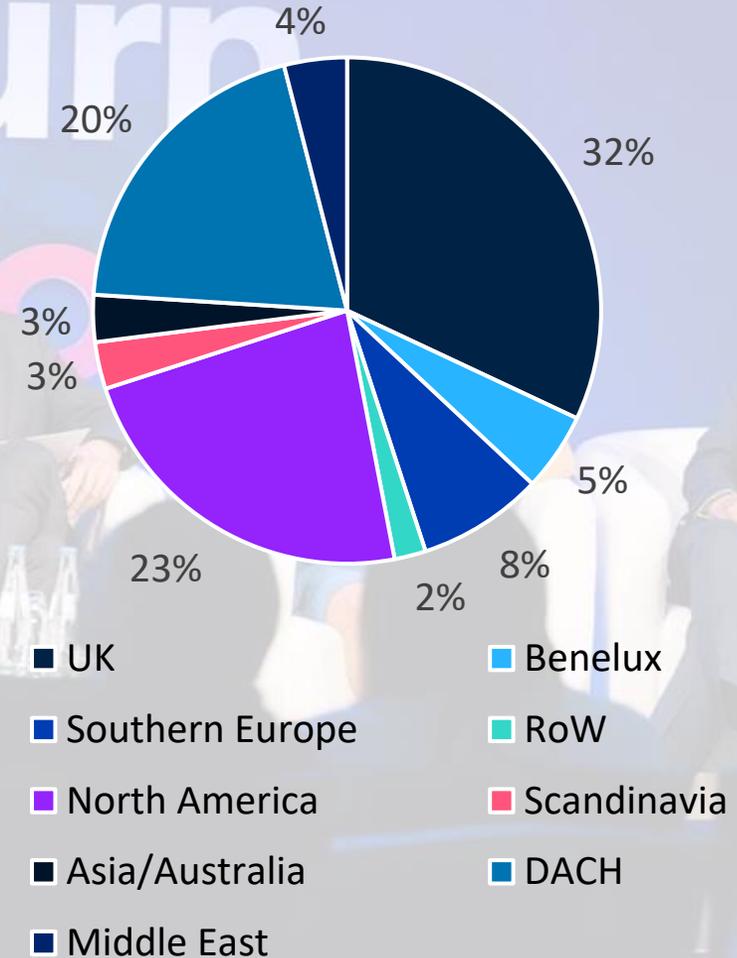


# SuperReturn International: Who Attends

### Attendees by Company Type



### LP Attendees by Region



# Future growth opportunities

Expansion in additional high-growth financial markets, with a focus on North America and IMEA, including building on success of *SuperReturn Riyadh*

Expansion into new segments of private capital (e.g. Private Credit & Real Estate)  
Broadening the customer base (e.g. Private Wealth)

New meetings programme offering more sophisticated horizontal matchmaking:  
SuperReturn Allocate using ConnectMe

Further growth in LeadInsights, leveraging first party data through IIRIS in partnership with leading private markets data platform Preqin

Year-round engagement and 365-community, leveraging the power of the brand



# Any Questions?



SuperReturn International

The Capital of Private Capital



# Meet the Customers

....with Dorothy Kelso



# Thank you

