



ANALYST & INVESTOR BRIEFING

12 NOVEMBER 2014



IMS Nov 11th- 4 months to 31st Oct

- ▶ Momentum building
 - Underlying revenues +6%
 - Paid-for content revenues +20%
 - Events revenues returned to growth

- ▶ Outlook increasingly positive
 - Deferred revenues +17%
 - ACV across digital subscriptions +32%
 - Annualised procurement & efficiency savings of £1m

- ▶ **Expert content and insight**
- ▶ **Engaging events**
- ▶ **Smart digital technology**

Our Mission

“

To **inspire** and **enable** people
to excel at what they do,
setting the standard for
market insight, interaction and impact

”

Strategic priorities

1. ▶ Be the most knowledgeable, connected and authoritative experts in our markets

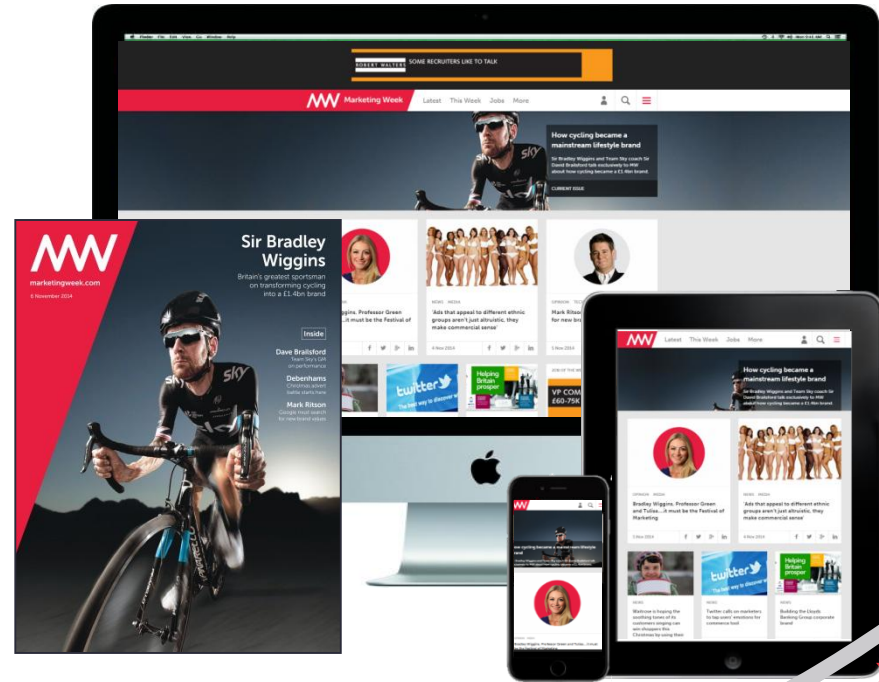
2. ▶ Create products and services that are both innovative and market-leading, backed by strong digital and events expertise

3. ▶ Sustainable growth in profits and cash flows with high quality, recurring revenue streams and an efficient scalable operating model

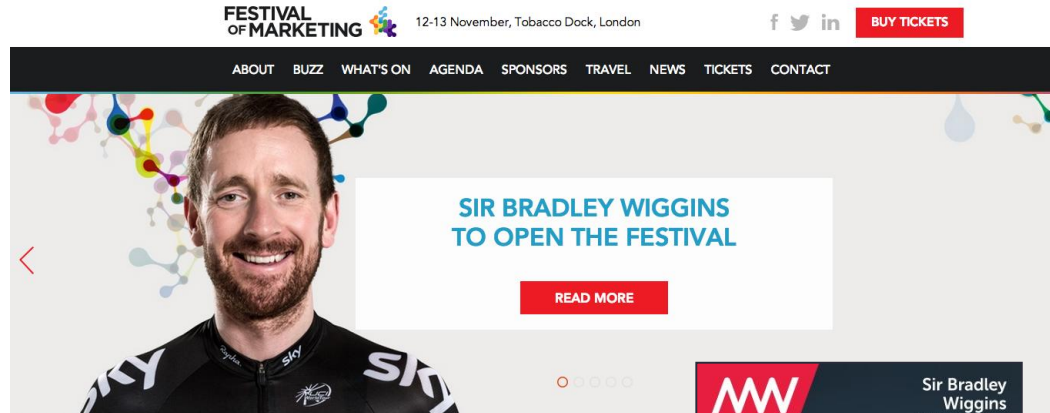
4. ▶ Be a united team of entrepreneurial multi-skilled professionals

Marketing Week re-invention

- ▶ A new identity and logo
- ▶ A new editorial content, style and purpose
- ▶ A new digital responsive web platform enabling new desktop, tablet and mobile versions



Portfolios delivering innovation and opportunity



FESTIVAL OF MARKETING 12-13 November, Tobacco Dock, London

f t in BUY TICKETS

ABOUT BUZZ WHAT'S ON AGENDA SPONSORS TRAVEL NEWS TICKETS CONTACT

SIR BRADLEY WIGGINS TO OPEN THE FESTIVAL

READ MORE

THE FESTIVAL OF MARKETING IS A CELEBRATION OF MODERN MARKETING INDUSTRY IN ALL ITS GLORY



MW marketingweek.com 12 November 2014

Sir Bradley Wiggins
Britain's greatest sportsman on transforming cycling into a £1.4bn brand

Inside
Dave Bradford
Marketing.com
Deborah Harris
Champion
Mark Ritson
Global Brand
For more on this story



FESTIVAL OF MARKETING

12-13 NOVEMBER, TOBACCO DOCK LONDON



SIR BRADLEY WIGGINS

With only one week to go, we're delighted to announce...

British professional road and track cyclist **Sir Bradley Wiggins** has confirmed to open the Festival of Marketing.

In 2013, **Sir Bradley Wiggins** was knighted for his services to cycling, after having won the Tour de France and an Olympic gold in the same year, capping a truly inspirational career.

We'll hear about how Bradley transformed a spectators sport into a worldwide brand whilst creating a £1.4bn industry on the way.

It's a brand building motivational story, one not to be missed.

QUICK LINKS

- > Personalise your Festival
- > Speaker line-up
- > Latest Buzz

BUY TICKETS

What else can we say to tip you over the edge...?



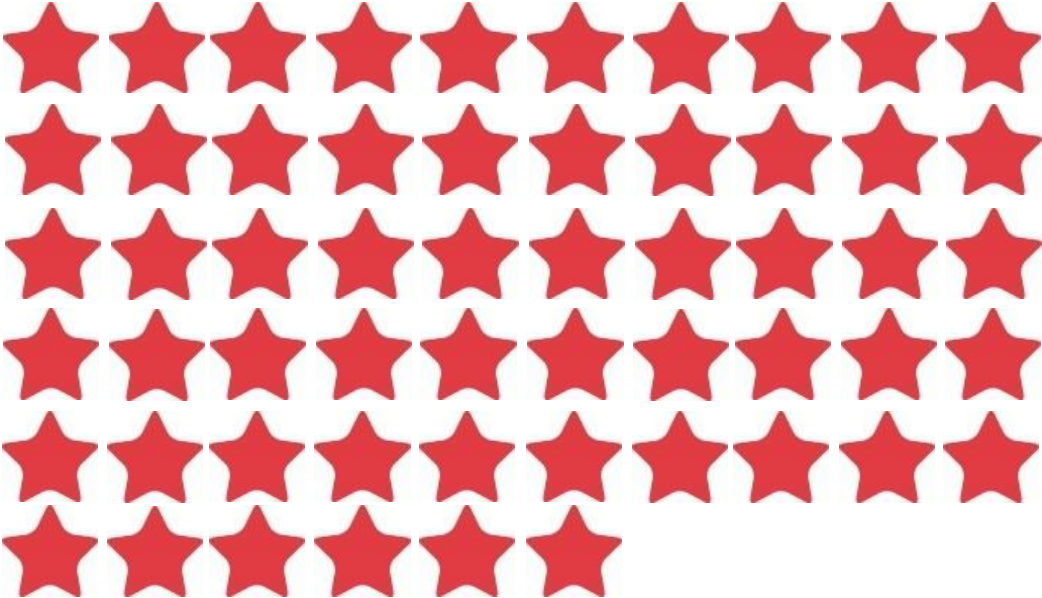
Innovation in Events

Andrew Evans, Divisional Managing Director

Are we an exhibitions business?



Exhibitions



Festivals, conferences & awards



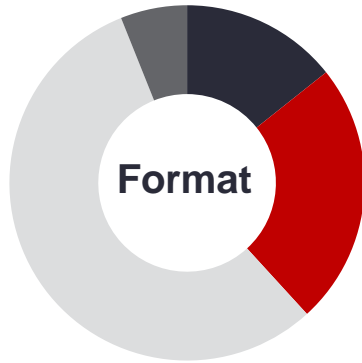


- ▶ Audience first – format second
- ▶ Expert-led
- ▶ Multi format capability

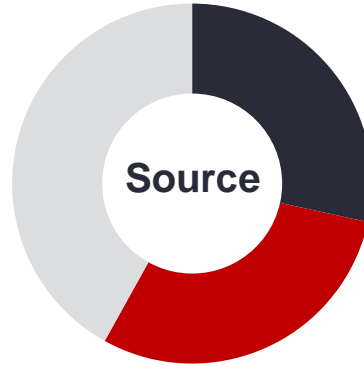
Our live events business



A £28m events business



- 14% Awards
- 24% Meetings
- 56% Exhibitions
- 6% Festival



- 28% Paid attendee
- 30% Sponsorship
- 42% Stand



- 33% Marketing
- 11% Financial
- 5% Legal
- 12% Human Resource
- 18% Home Interest
- 17% New Markets
- 4% Engineering

Centaur Marketing events calendar 2015



**Creative
Review**

MW
marketingweek.com

design WEEK

Festival of Marketing



- ▶ New event model
- ▶ Unusual venue
- ▶ Amazing content
- ▶ Experience driven
- ▶ Powered by Centaur Marketing brands
- ▶ Innovation at its heart



THE PPA 2014
Awards
WINNER EVENT OF THE YEAR

Lawyer Management Conference & Awards



- ▶ Expert-led content
- ▶ 170 delegates
- ▶ Paid attendance for first time
- ▶ 500 awards guests
- ▶ 2 events - 1 venue - 1 community
- ▶ Powerful formula
- ▶ 5 new legal event launches in 2015



London Homebuilding Show



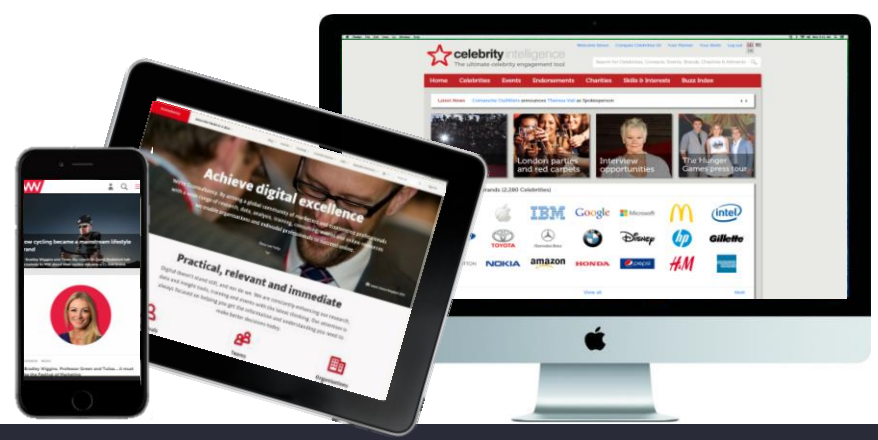
- ▶ New strategy: volume / yield / quality
- ▶ Marketing and venue savings £100,000
- ▶ 16,000 visitors
- ▶ Gate revenue + 30%
- ▶ Yield + 22%
- ▶ Sales revenue up on 20% less space
- ▶ Quality audience – average project value doubled



Live events summary

- ▶ We're very good at what we do
- ▶ We're led by experts
- ▶ Targeted, audience first
- ▶ Delivering engaging content
- ▶ We're innovating
- ▶ We're growing





Innovation in Digital

Simon Middelboe, Divisional Managing Director

Our digital product development philosophy is driven by the following guiding principles:



Actionable content



Easy-to-use functionality



Great UX

...to this!



Jessica Alba being interviewed by CI at AdWeek in New York in September 2014.

THE PPA 2014
Awards
WINNER DIGITAL INNOVATION
OF THE YEAR

Celebrity Intelligence customer base

adidas®

ESTÉE LAUDER

*The***Guardian**



L'ORÉAL



YAHOO!

BOSS
HUGO BOSS

corbis®

itv

H E A R S T

SONY

NEW LOOK



COTY


GIORGIO ARMANI



The New York Times

Time Inc.

BURBERRY

RALPH  LAUREN

VOGUE

Sunshine Sachs

News Corp

THE
HUFFINGTON
POST

NET-A-PORTER



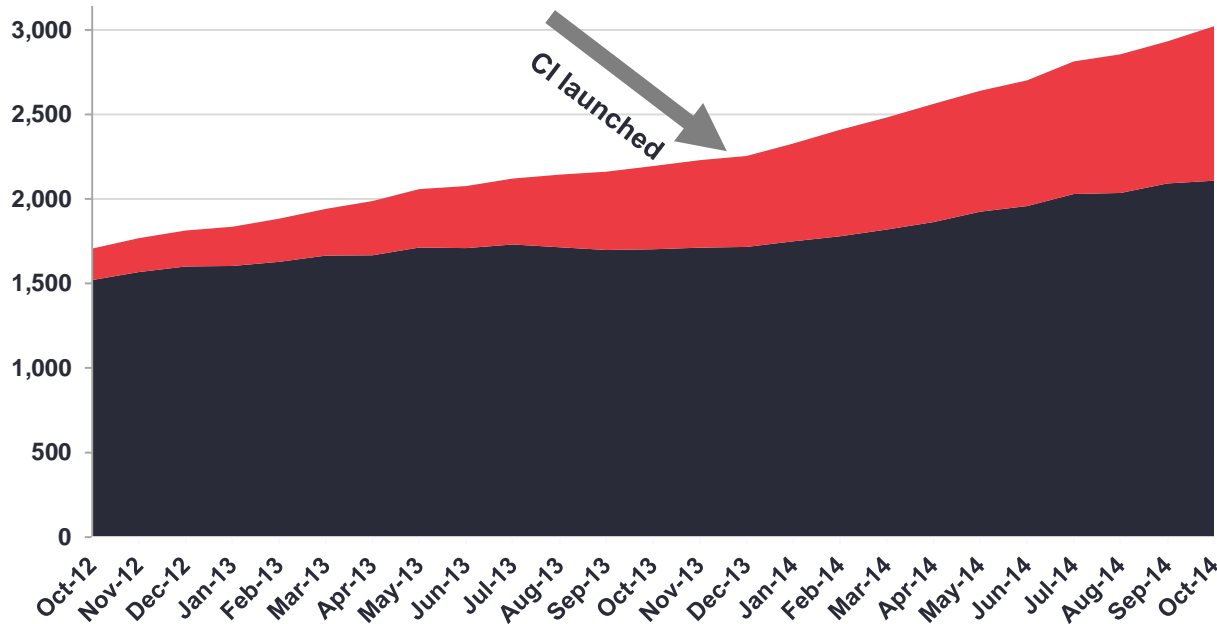
**ASSOCIATED
NEWSPAPERS**

gettyimages



New product accelerated growth in UK and US

Paid-for revenues (£'000s, annualised)



■ Celebrity Intelligence US

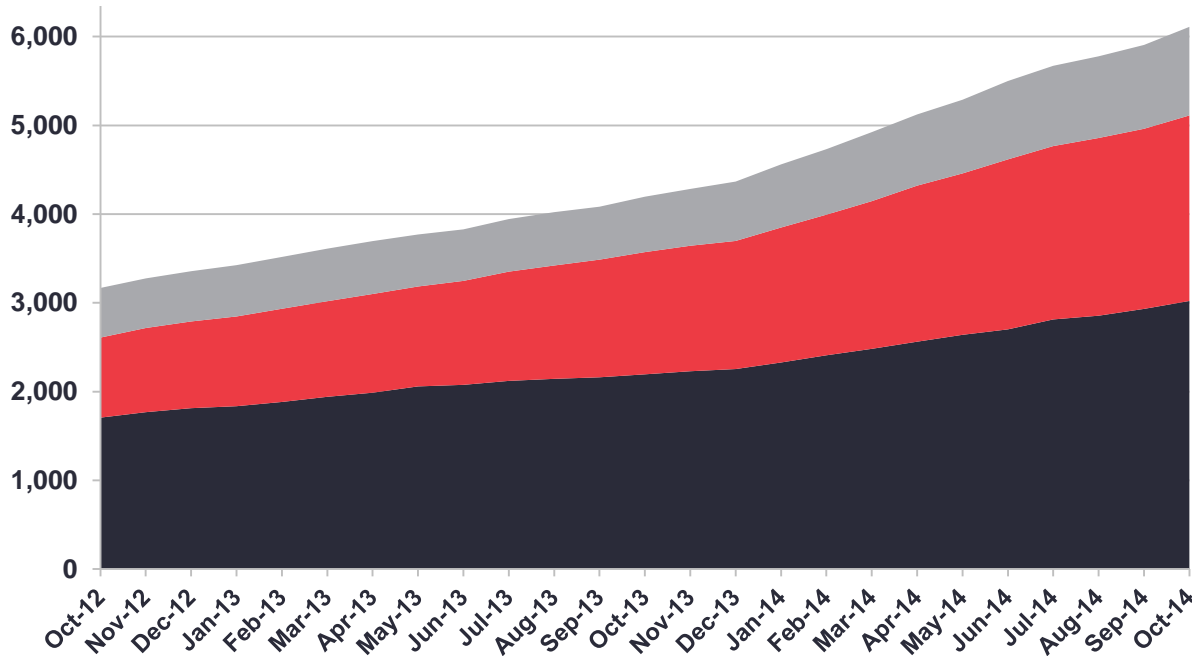
ACV: **£913k**
Customers: **353**
Ave Yield: **£2,587**
RR by Value: **91%**
Growth Rate: **76%**

■ Celebrity Intelligence UK

ACV: **£2.1m**
Customers: **765**
Ave Yield: **£2,755**
RR by Value: **99%**
Growth Rate: **23%**

Data products growing strongly and accelerating

Paid-for revenues (£'000s, annualised)



■ Foresight News/Year Ahead

ACV: **£1m**
Customers: **483**
Ave Yield: **£2,067**
RR by Value: **100%**
Growth Rate: **60%**

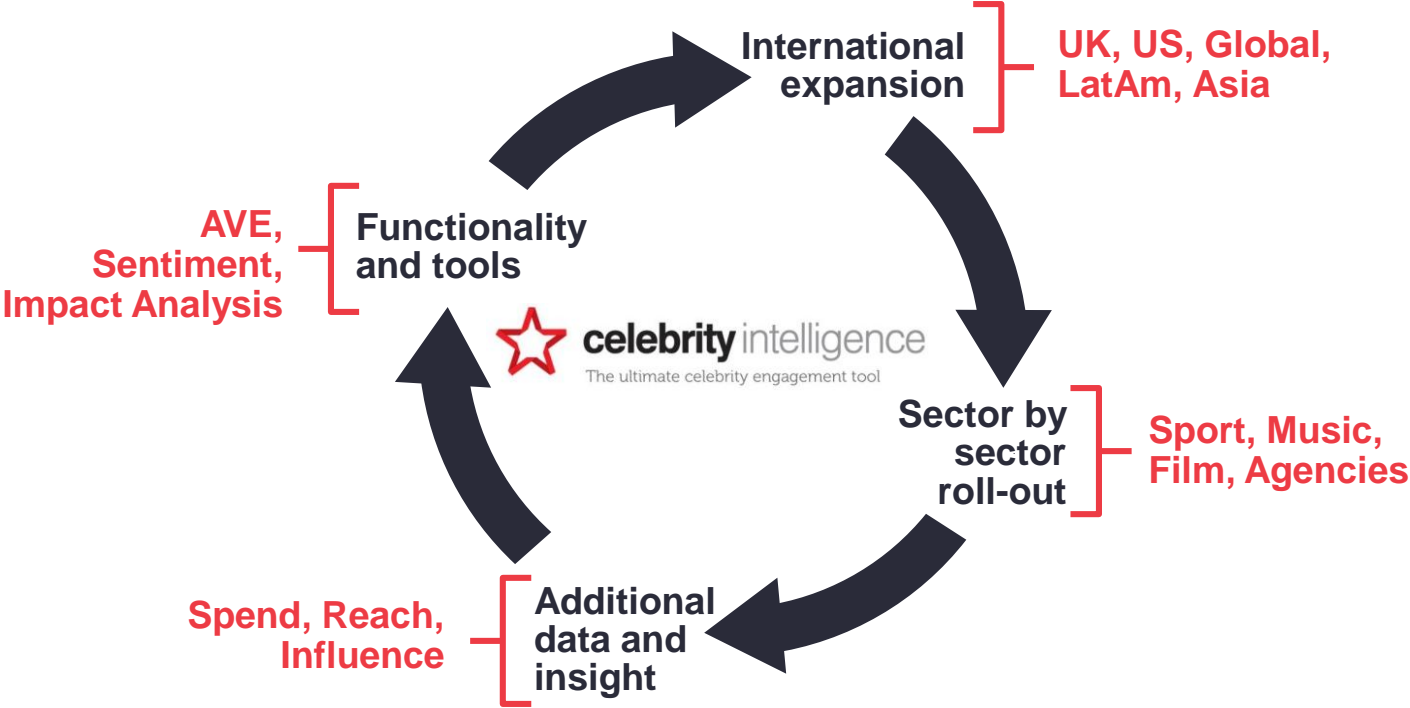
■ Fashion Monitor

ACV: **£2.1m**
Customers: **824**
Ave Yield: **£2,537**
RR by Value: **114%**
Growth Rate: **52%**

■ Celebrity Intelligence

ACV: **£3.0m**
Customers: **1,118**
Ave Yield: **£2,702**
RR by Value: **97%**
Growth Rate: **36%**

Over time, CI has multiple growth opportunities

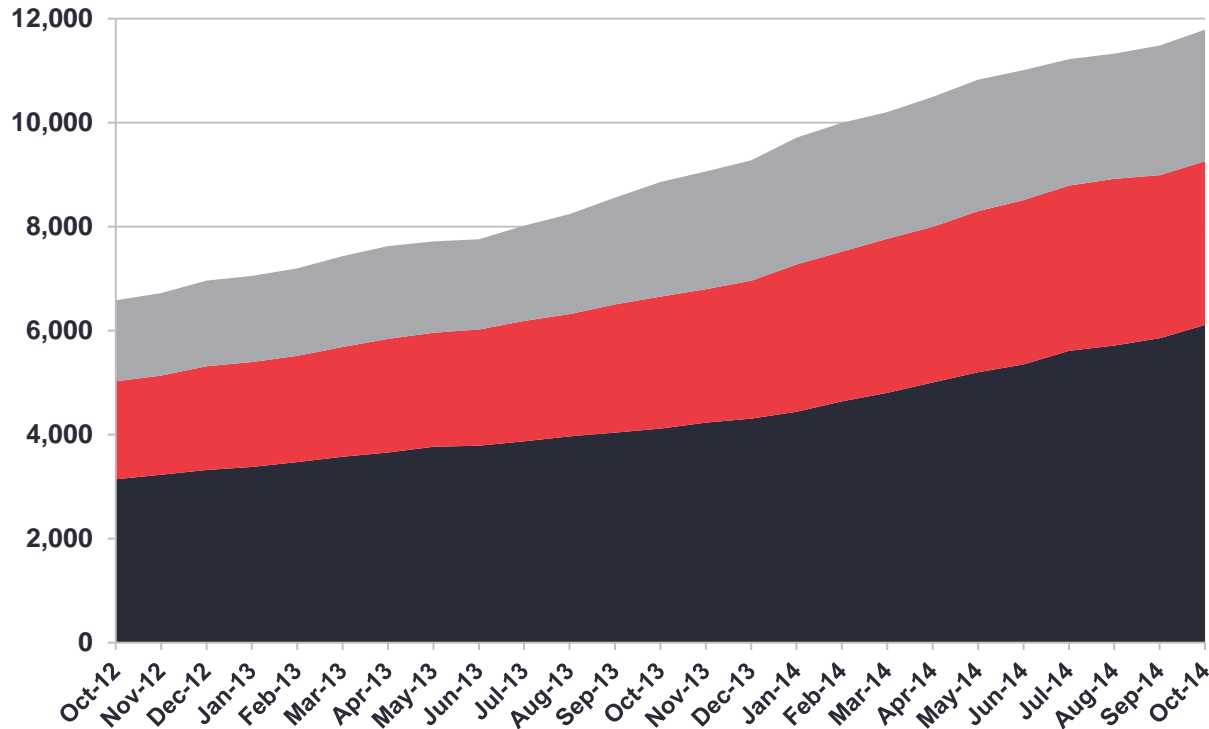


Applying model to £20bn corporate law market



£12m paid-for revenue stream growing strongly

Paid-for revenues (£'000s, annualised)



■ Platform/Headline/VBR

ACV: **£2.5m**
Customers: **380**
Ave Yield: **£6,500**
Growth Rate: **15%**


■ Econsultancy Reports

ACV: **£3.1m**
Customers: **2,958**
Ave Yield: **£1,060**
RR by Value: **89%**
Growth Rate: **24%**


■ Data Intelligence Products

ACV: **£6.1m**
Customers: **2,425**
Ave Yield: **£2,519**
RR by Value: **103%**
Growth Rate: **44%**


Centaur Media: inspires & enables



To build a strong team of entrepreneurial multi-skilled professionals



To be the most knowledgeable, connected and authoritative experts



To grow sustainable high quality recurring revenues, profits and cash flows



To create products and services that are highly innovative



CENTAUR
MEDIA

inspires and enables