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Informa PLC: Press Release

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Strategic Partnership

Accelerating growth in IMEA through launch of inD

Informa (LSE: INF.L), the international B2B Events, B2B Digital Services and Academic Markets Group, today confirmed its partnership with Dubai World Trade Centre ("DWTC"), launching a new operating business, inD.

Stephen A. Carter, Group Chief Executive, Informa, said:

"The creation of **inD** deepens our partnership with DWTC at a time of structural growth for our industry, strong economic growth across the region, and dynamic market growth in the UAE in particular, as the supply of high quality venue space increases to meet growing demand for B2B Live Events."

His Excellency Helal Said Almarri, CEO, DWTC, said:

"Dubai has long been the world's leading destination for global business events. This partnership elevates that position further by transforming Dubai into an IP and knowledge hub that not only accelerates international growth opportunities for DWTC's flagship brands but also strengthens Dubai's long-term GDP impact, further cementing its role as a leading global player in B2B events. Together with Informa, we are building a platform for sustained growth, innovation and global reach."

Key Highlights

- **Launch of inD** (pronounced "indee")...Agreement completed to combine Informa's wholly owned B2B Live Events business in the United Arab Emirates and wider IMEA region with DWTC's B2B Live Events business, creating a new operating business, **inD**;
- **Strength in partnership**...**inD** represents Informa's largest partnership business globally, providing the benefits of market access, unique expertise and national leadership, alongside the operating strengths, international reach and market-leading brands of the Informa Group;
- **Major Brands and leading industry talent**...Combined business will bring together around 1,000 colleagues and operate more than 40 major B2B Brands serving a range of attractive industry growth categories, including **Healthcare** (*WHX*), **Energy** (*Middle East Energy*), **Aviation** (*Dubai Air Show*), **Food & Beverage** (*Gulfood*), **Information & Communications Technology** (*GITEX*) and **Information Security** (*GISEC*);
- **Expansion in venue capacity**...Agreement coincides with significant expansion of Dubai's second major exhibition venue, **The Dubai Exhibition Centre**, which will take Dubai's total capacity to more than 300k gross square metres by 2031; The first major **inD** Brand to run in 2026 will be *Gulfood* (26-30 January), closely followed by *WHX Dubai* (9-12 February) and *WHX Labs Dubai* (10-13 February), utilising Dubai's expanded venue capacity for the first time;
- **Long-term growth opportunities**...In 2026, **inD** is targeting 20%± underlying revenue growth to deliver revenues of 650m+, with adjusted operating profit margins of 30%+. We see significant opportunities for further Brand extension, syndication and expansion, both by bringing other brands from Informa's portfolio into the UAE and from exporting more established **inD** Brands to other international markets;
- **Equity ownership**...Partnership reflects relative valuations of the two businesses based on forward growth projections; Informa and DWTC's equity ownership will be 52% and 48% respectively (with no cash consideration), with **inD** fully consolidated and reported within the Informa Group.

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