



Reed Travel Exhibitions

5 November 2013



FORWARD-LOOKING STATEMENTS

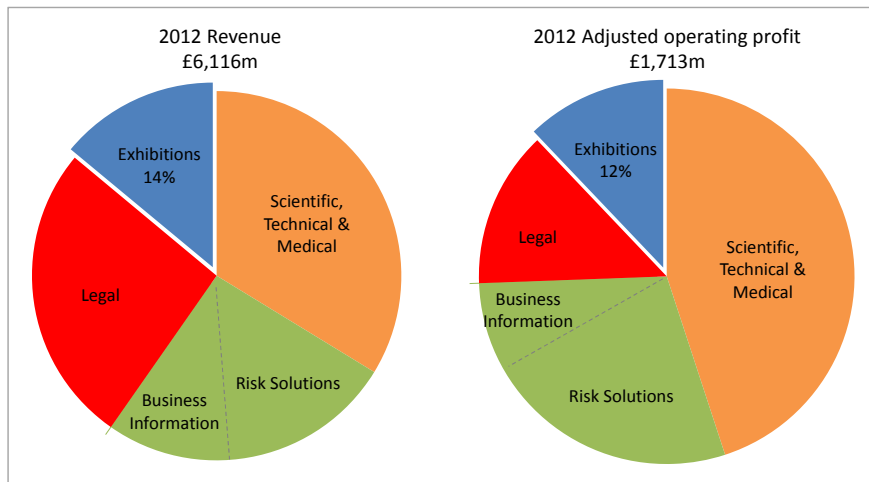
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Mike Rusbridge

CEO, Reed Exhibitions

Reed Exhibitions: A key part of Reed Elsevier today



We are the world's leading exhibition organiser

- ~500 events in 42 countries serving 44 industries
- Over 7 million participants annually
- £854m revenue in 2012, with good growth and good margins
- Strongly cash generative and high returns on capital

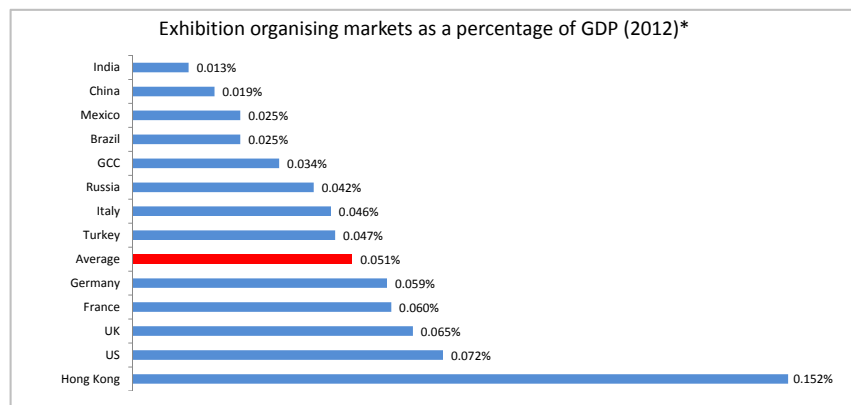


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We operate in a large, growing, global industry

- Total market size c\$27bn *
- Growth across the economic cycle
- Organising spend as a percentage of total GDP in emerging countries below that of developed markets and growing, with additional venue capacity coming on

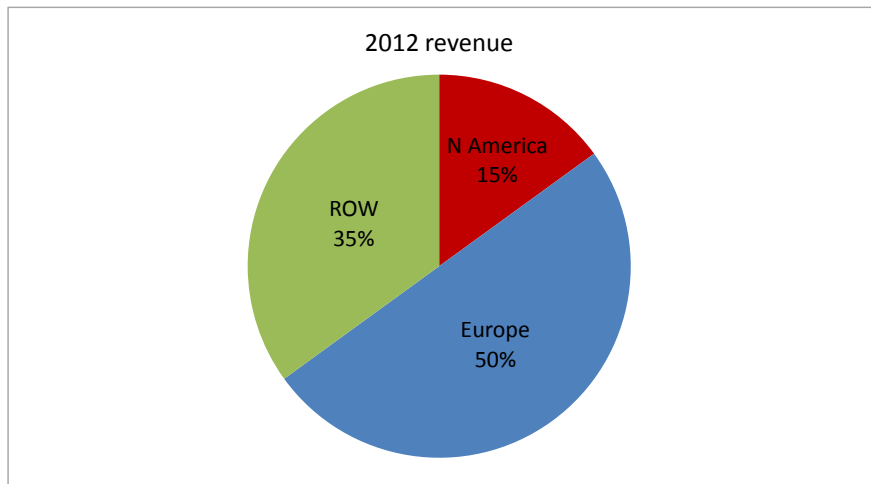


*Source: AMR International 2013 'Globex' market report

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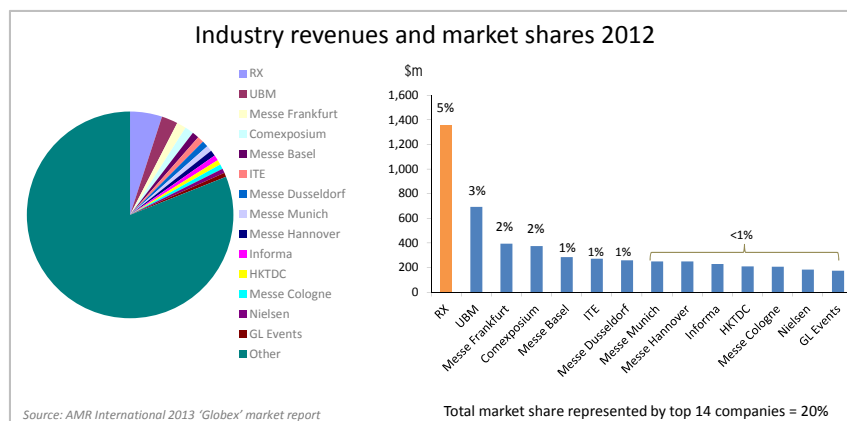
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Revenue by geographic format*

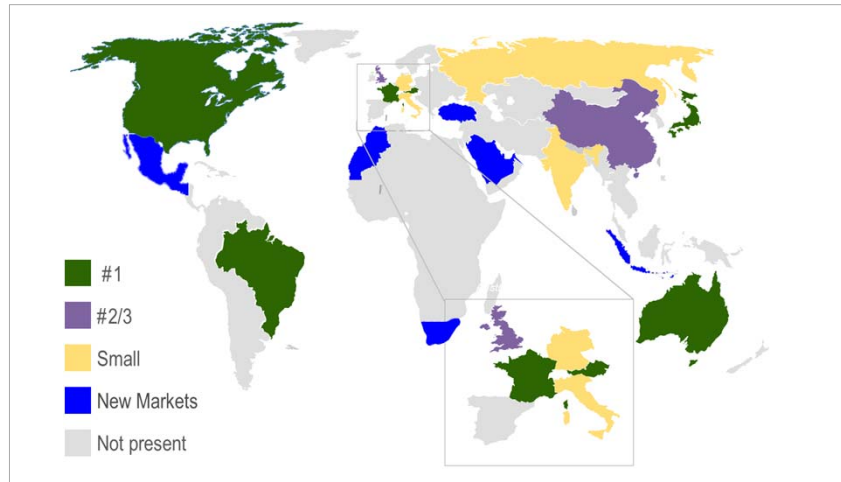


*on an event location basis

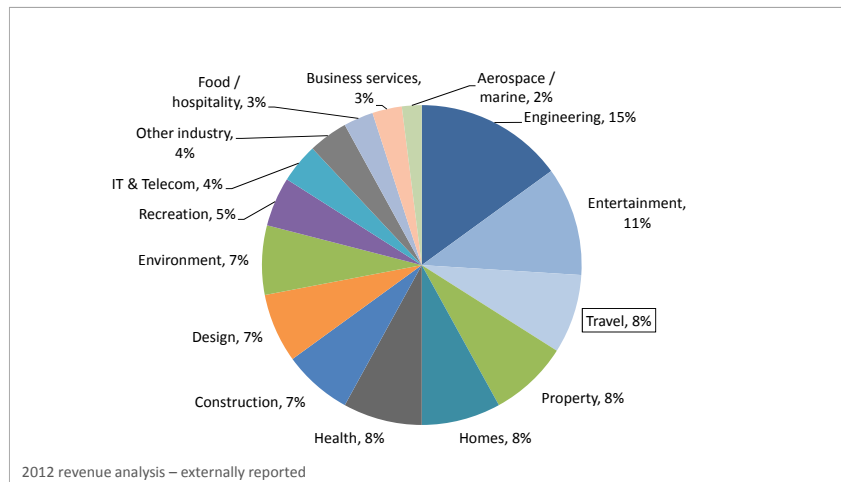
We are the leader in a fragmented industry



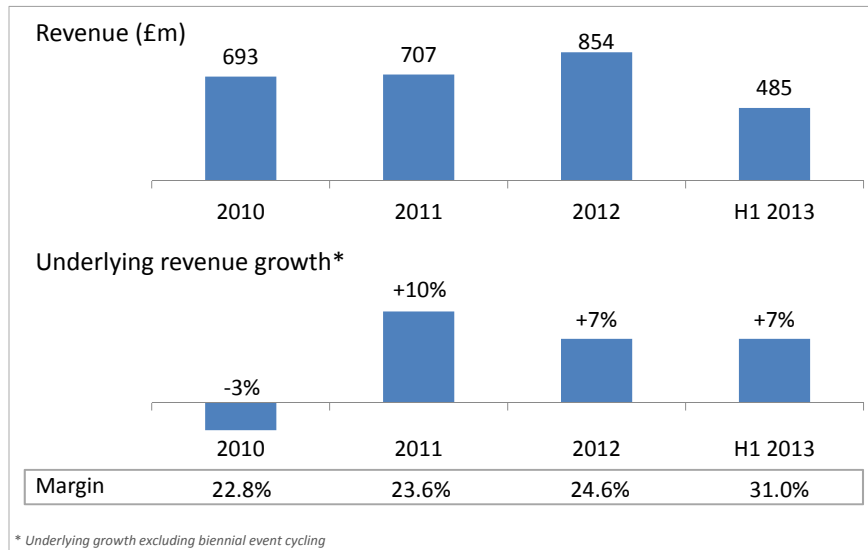
We have a broad geographic spread with leading positions ...



We have a broad sector coverage



Financial performance



Strategic priorities

- Drive organic growth through improving customer value, supported by:
 - increased customer insight
 - global technology platforms
 - sector groups
- Prioritise faster growing geographies and sectors through launches and selective acquisitions

Richard Mortimore

CEO, Reed Exhibitions UK



Agenda

1. About Reed Travel Exhibitions
2. Responding to customer needs
3. Enhancing the face-to-face format
4. Adding value through technology
5. Improving customer satisfaction by providing choice

Followed by a tour of the exhibition

Reed Travel Exhibitions®
The World's Leading Travel & Tourism Events Organiser

20 exhibitions, 4 portfolios, 8% of Reed Exhibitions' revenue

Leisure Travel



IBTM Global Events



Luxury Travel



Sports Travel



Reed Travel Exhibitions®

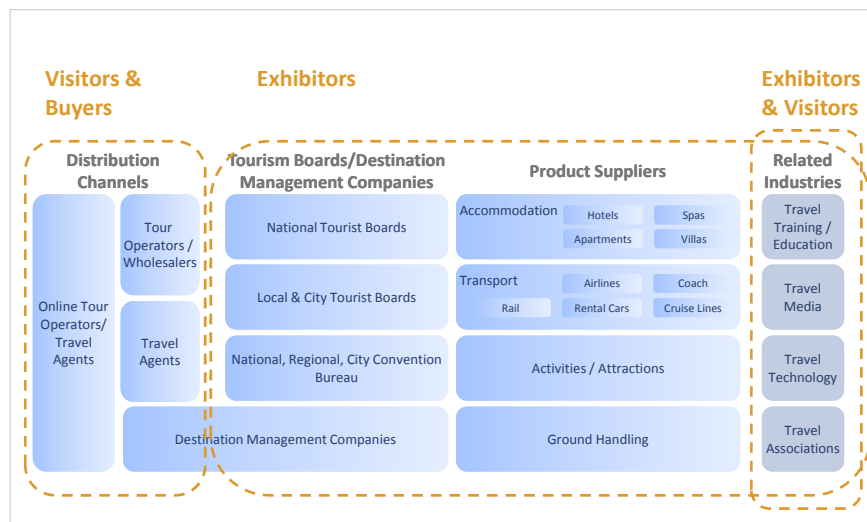
Serving the travel industry around the world



Connecting the travel industry throughout the year

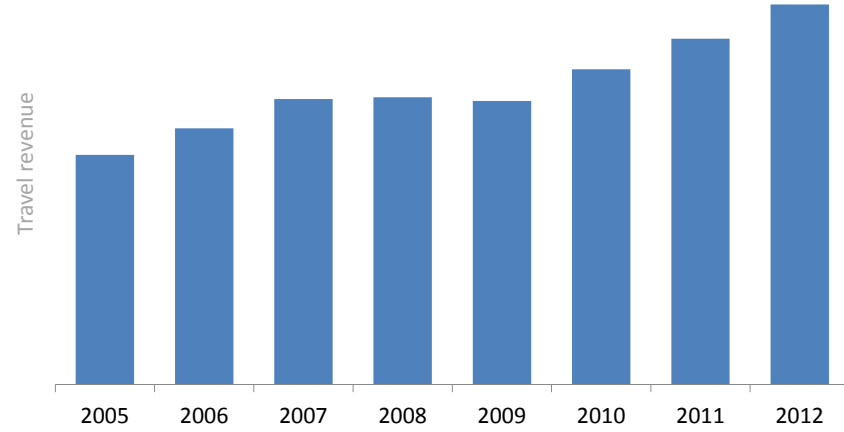


Bringing together all B2B players of travel



Driving revenue performance

- Revenue CAGR 2005-2012 ~+7%
- Cloned events now represent 40% of revenue



Responding to customer needs

World-leading global events and brands

- Based in mature markets, limited ability to strongly penetrate emerging regional markets

Clone to meet demand for regionally-focused events

- Utilising the brand strength of global event



Responding to customer needs

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Responding to customer needs

Expanding into adjacencies



Enhancing the face-to-face format

Face-to-face experience continues to be the most effective for doing business



Traditional model of large trade exhibitions

- Still a very relevant model for many exhibitors and visitors
- 'Must-attend' events for the industry fulfilling numerous exhibitor objectives
 - Brand awareness, directly meeting trade, education, industry debate, media exposure, networking, competitive monitoring

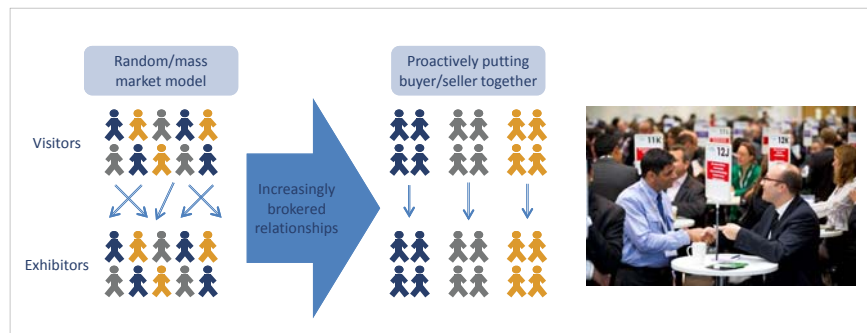
Drivers of change

- Customers' increasing need for business-focussed events
- Clearer ROI and accountability for governments/national tourist boards

Enhancing the face-to-face format

Innovation at large exhibitions

- Clearly brokered relationships offering a customised experience
 - Host buyers qualified to have business to place
 - Arrange pre-scheduled meetings exhibitors and buyers
 - Both parties identify who they want to meet



Enhancing the face-to-face format

Formats have evolved further in past two years

'Table-top' summit for focused markets

- Exhibitors purchase a table, and receive a diary of pre-scheduled meetings with buyers
- Reed Exhibitions host buyers on a 1:1 ratio with exhibitors
- Offering wholly brokered relationships without expense of an exhibition

Benefits of table-top summits

- For exhibitors
 - Test new markets at lower cost (no stand build)
 - Guaranteed time with buyers
- For Reed Exhibitions' expansion
 - Speed to market



Adding value through Technology

Technology permeates all of our events

- Numerous opportunities to innovate using technology
- Enhances the face-to-face experience
- Extends our role as a relationship broker
 - Provides content
 - Connects the industry into a year-round community, beyond the 'show floor'



Technology now the cornerstone of WTM's content encompassing all digital elements on the exhibition floor and conference programme

- Technology
- Social Media
- Blogging
- Mobile

Genesys

travelperspective

the travel
tech show
at wtm

TBU TRAVELBLOGGERSUNITE

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Enhancing the event experience

Match-making technology to broker relationships

- Buyers and exhibitors identify who they want to meet
- Software matches these preferences according to:
 1. Mutual matches
 2. Buyer preferences
 3. Exhibitor preferences
- Creates individual schedules of meetings and education sessions over the full event
- 'Meeting-led' events with attendees fulfilling meeting commitments
- Reed Travel Exhibitions pre-scheduled 210,000 meetings in 2013
 - = Over 55,000 hours of meetings



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Enhancing the event experience

Online & smartphone technology for a seamless visit

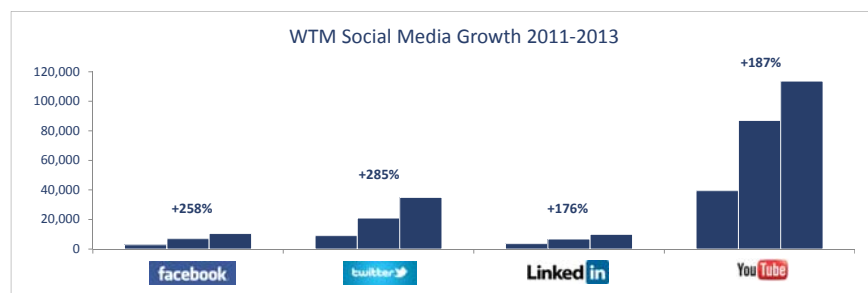
- ‘My WTM’ and the WTM smartphone app
 - Plan a comprehensive and customised visit
 - Personalised diaries of meetings
 - Full exhibitor listings and interactive floor plans
 - Full events schedules and latest news
 - Search and connect with attendees
 - Fully synchronised



Extending the community's reach

Social Media provides enormous brand reach

- Roving social media reporters
- Dedicated, onsite video teams for instant online content
- Digital Conference sessions broadcast online – practice what we preach



Extending the community's reach

Connect anyone, anytime via digital

- More than an exhibition organiser, by creating digital connections
 - Education, discussion, interviews, news and other content provided year-round via digital channels

Connect anyone, anytime via digital

- WTM TV, featuring **Decision Makers TV**
 - Online interviews with top executives of leading travel and tourism companies
 - Also launched
 - Destination Leaders – heads of tourism boards
 - Future Travel Leaders – young bright individuals in travel



David Barling
TUI



Paul Simmons
easyJet



Rolf Schafroth
Kuoni



Diane Bouzebiba
Amadeus



Daniel Robb
Google



Andy Washington
Expedia



Roger Allard
All Leisure Group



Sir David Michels
Michels & Taylor

Improving customer satisfaction by providing choice

- **Value-led** pricing introduced to respond to customers' preferences
- Research indicated WTM customers value open sides, location and price points
- Monitoring footfall to refine zones and rates
- Exhibitor satisfaction increased to 70%



Reed Exhibitions strategy in action

- Driving organic growth through improving customer value
 - Enhancing the face-to-face format
 - Adding value through technology
 - Extending community reach
- Expanding into new geographies and adjacencies



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Q & A

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