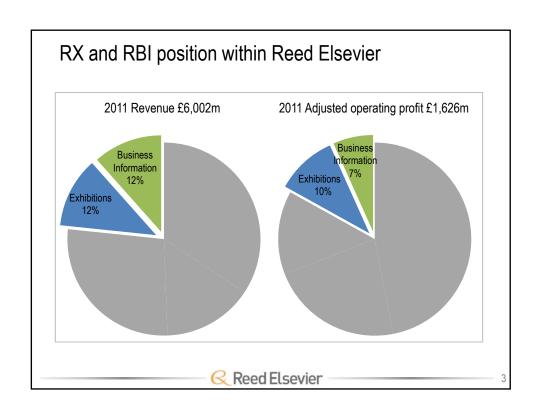


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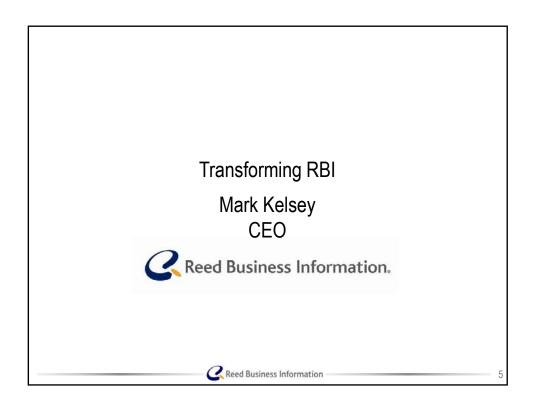
#### FORWARD LOOKING STATEMENTS

This presentation contains forward-looking statements within the meaning of Section 27A of the US Securities Act of 1933, as amended, and Section 21E of the US Securities Exchange Act of 1934, as amended. These statements are subject to a number of risks and uncertainties that could cause actual results or outcomes to differ materially from those currently being anticipated. The terms "estimate", "project", "plan", "intend", "expect", "should be", "will be", "believe" and similar expressions identify forward-looking statements. Factors which may cause future outcomes to differ from those foreseen in forward-looking statements include, but are not limited to competitive factors in the industries in which Reed Elsevier operates; demand for Reed Elsevier's products and services; exchange rate fluctuations; general economic and business conditions; legislative, fiscal, tax and regulatory developments and political risks; the availability of third party content and data; breaches of our data security systems and interruptions in our information technology systems; changes in law and legal interpretations affecting Reed Elsevier's intellectual property rights and other risks referenced from time to time in the filings of Reed Elsevier with the US Securities and Exchange Commission.

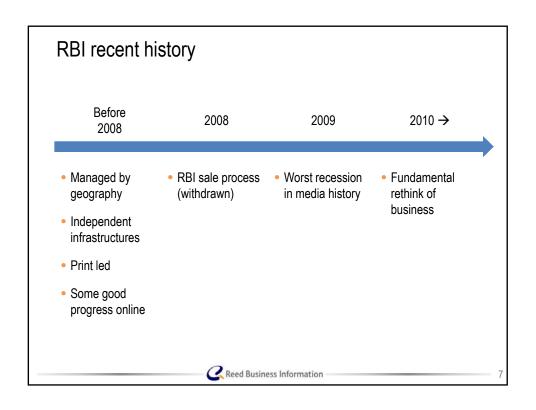




Introduction	Erik Engstrom, CEO, Reed Elsevier				
RBI overview	Mark Kelsey, CEO, Reed Business Information				
Flightglobal case study	Dominic Feltham, COO, RBI				
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Q&A	Mark Kelsey				
Break					
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Brazil case study	Chet Burchett, President, Reed Exhibitions Americas				
	Mike Rusbridge				
Q&A	Wilke Russinage				



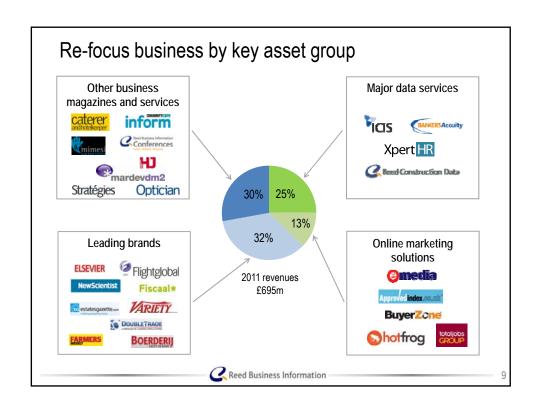
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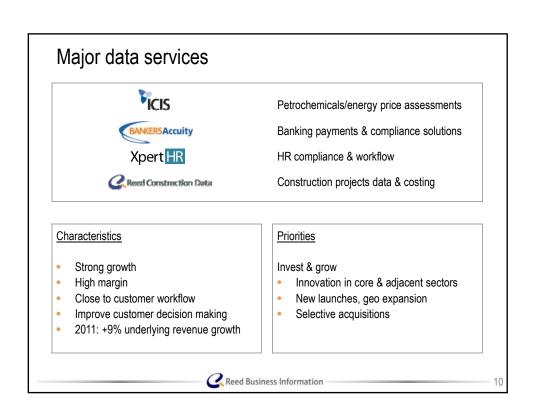


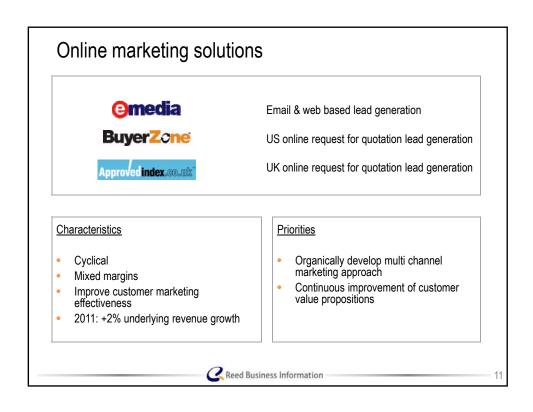
# Fundamental rethink of RBI

- Refocused business by key asset group
- Value creation plans for each asset with clear shift to paid content
- Portfolio reshaping
- Extensive cost actions and process innovation



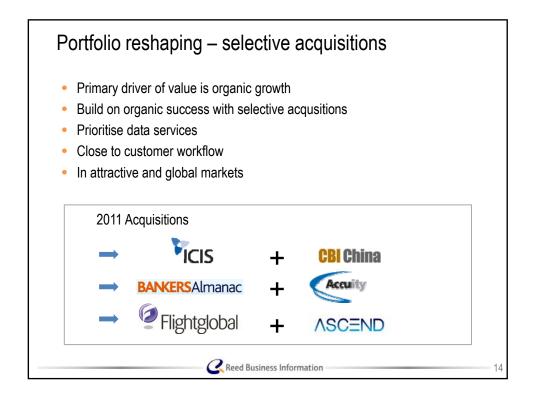




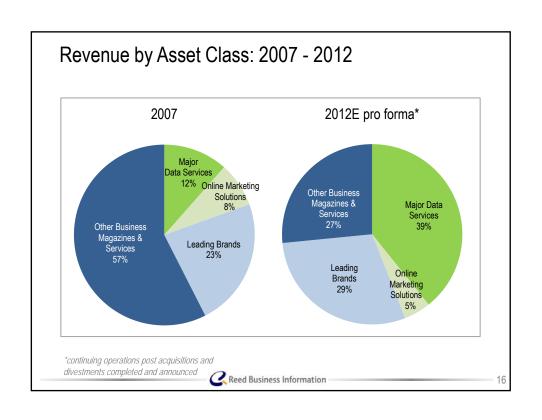


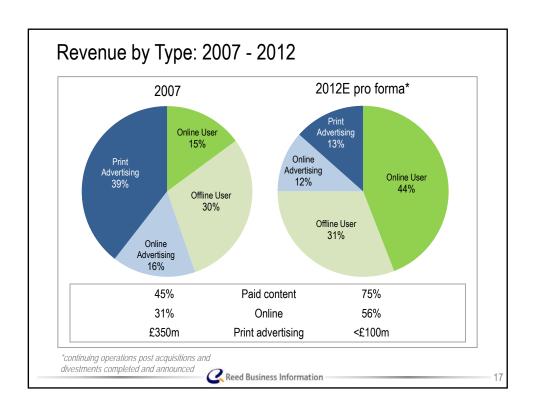






# Portfolio reshaping - divestments Systematic review of assets 45% of 2008 revenue base Over 150 magazines Across 14 countries In 26 transactions ComputerWeekly ComputerWee





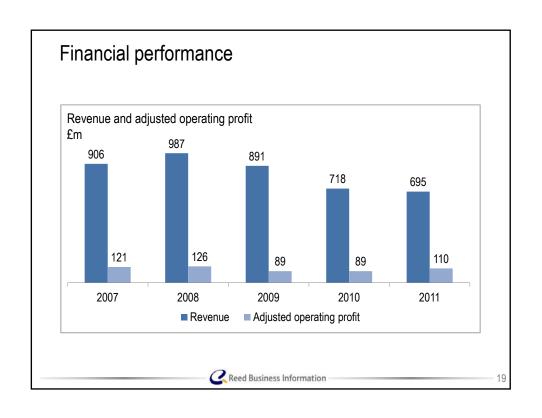
# Extensive cost actions & process innovation

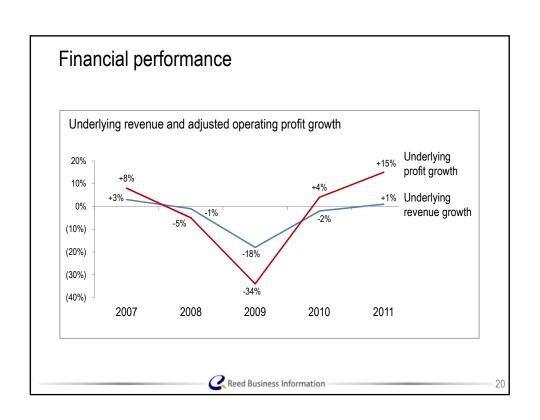
- Changed management structure and organisation
- Consolidated technology infrastructure
- Outsourced non core web platforms and operations
- Using innovation to drive continuous process change /efficiency

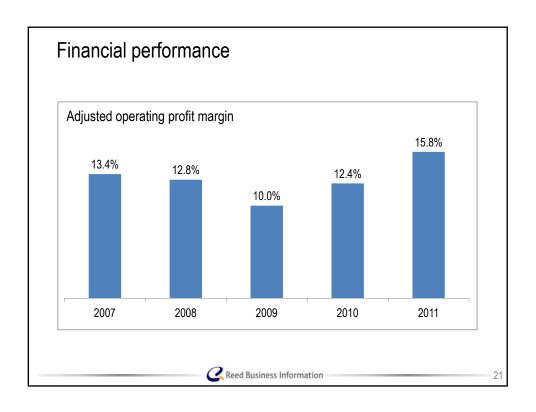
#### Since 2008

- Technology costs down 30%
- Staff numbers 8,200 → 5,600
- Ongoing business costs down 19% (£120m)









# Summary

#### Where we are going

 Transforming RBI into the type of business that delivers improved outcomes to professional customers by combining content with technology in global platforms

#### **Progress**

- Since 2010 RBI has made good progress both strategically and financially
  - Improving revenue growth profile and profitability
  - Reshaping portfolio

#### Strategic priorities

- Drive expansion in Data Services
- Reshape the portfolio through organic transformation and selective acquisitions and divestments
- Realign the cost base







# Reed Business Information case study



Dominic Feltham
Chief Operating Officer, RBI



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## Flightglobal: transforming a print business A small but typical illustration half way through its transformation

- Consistent with RBI strategy for transforming leading brands
- · Transforming advertising led print into paid data services
- New media multi-channel approach to publishing
- Critical focus on adding value to professional customers



### Aviation: attractive sector for data services

- Large global market with 40,000+ aviation companies
- Top 100 airlines \$500bn annual revenues
- Growing sector, traffic and world airliner fleet
- High stakes decisions relying on high value data

Reed Business Information

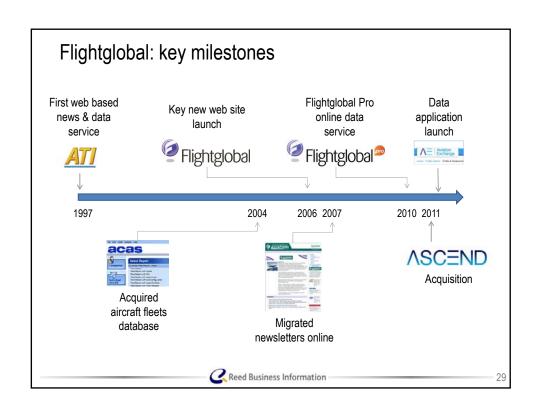
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# Flightglobal: starting point

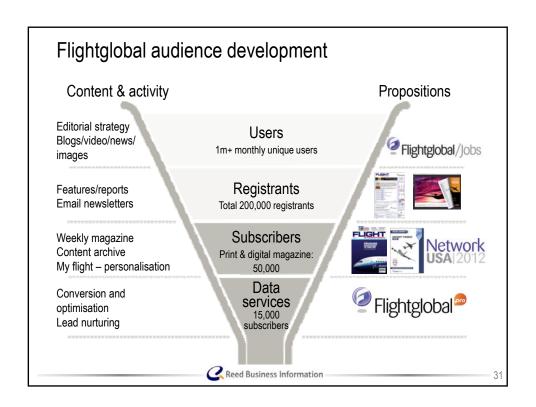
- Two traditional print magazines
- Content focus in news and features
- Key readership in Europe and Asia
- 70% print advertising in 1996



Reed Business Information



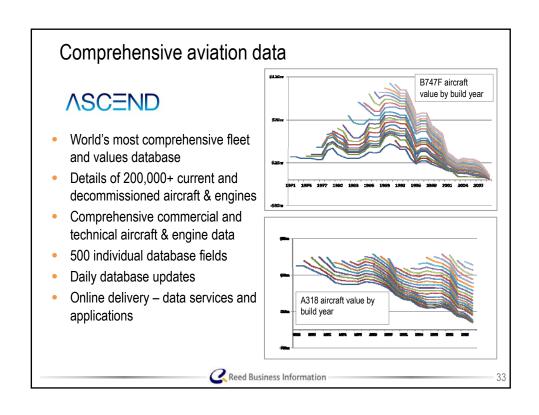


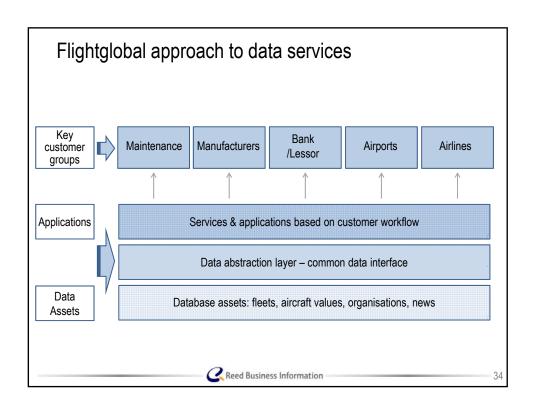


# Building on organic growth: acquisition of Ascend

- Building on successful organic investment in Flightglobal Pro
- Ascend leading provider of data, information and insight for the global aviation sector
- Acquisition added:
  - Further powerful datasets
  - Compelling services & applications
  - Key customer groups
  - Double digit growth, high renewals



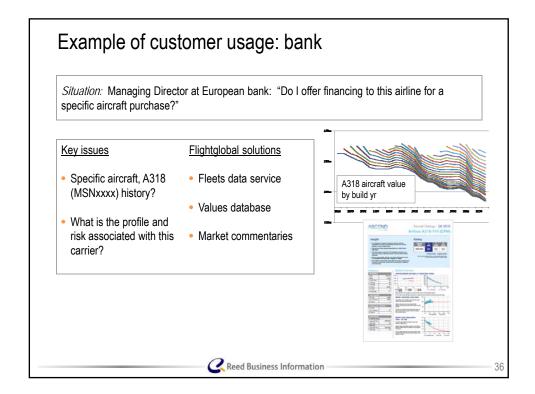


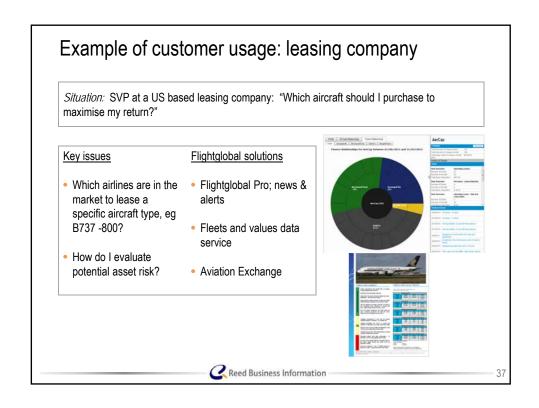


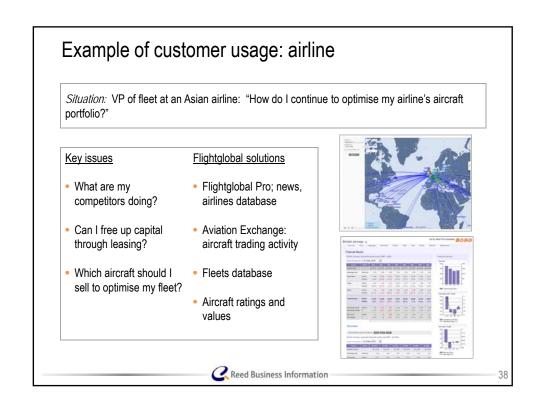
# Powerful combination of Flightglobal and Ascend

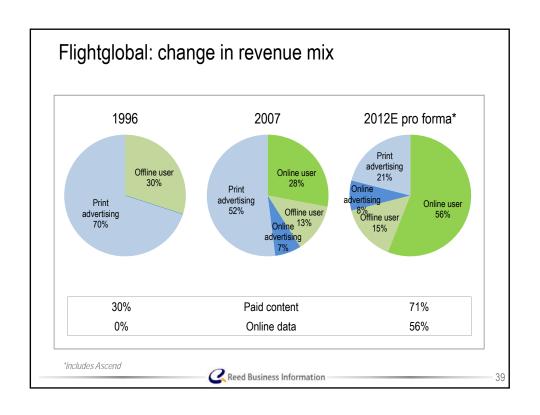
- Great fit between Flightglobal and Ascend
- Multiple service offerings for all key customer groups
- Combining powerful data assets
- Global sales team and sophisticated marketing approach
- Operational integration benefits











# Flightglobal: transformation of print business

- Consistent with RBI strategy for transforming leading brands
- · Transforming advertising led print into paid data services
- New media multi-channel approach to publishing
- Critical focus on adding value to professional customers



# Reed Business Information case study



Jim Muttram Managing Director RBI Data Services

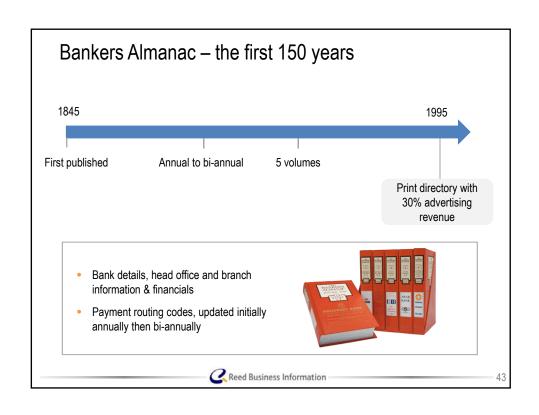


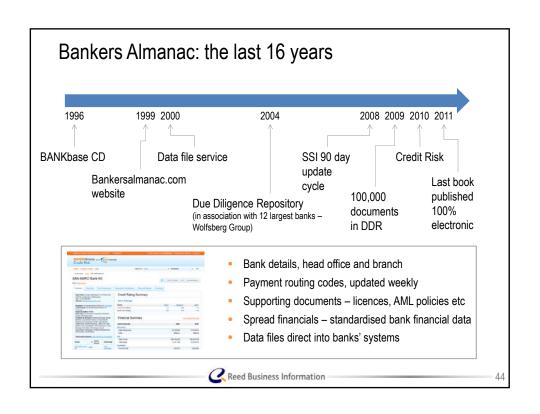
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# BankersAccuity: Fully transformed into high quality data service

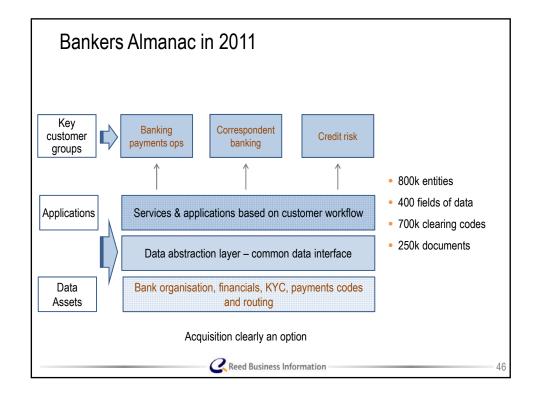
- · Completed journey from print directory to data service
- Delivering demonstrably improved outcomes
- Through world-class banking information and workflow solutions
- Strong organic development track record strengthened by Accuity acquisition
- Creating powerful platform for future growth opportunities
- Typical of type of business we want to be in







#### Global payments market: large, complex, fast-growing Global Electronic Payments 2009-2013 CAGR 19.1% Growing payments volume and complexity (bn transactions) 35 20bn transactions 2011 growing at 20% p.a. 30 Bank margins under pressure driving banks to improve 20 STP (straight through processing) 15 Compliance overhead growing, along with fines Growth driven by new regulations and enforcement Over a third of UK banks ineffective in identifying customers (FSA June 2011) **ENFORCEMENT** Emerging countries lagging but improving Fines still being levied on large banks for failing to comply: False positives are a significant operational cost driver Credit Suisse \$536m (2009) Information intensive Barclays \$298m (2010) ABN Amro \$500m (2010) Routing plus compliance produces significant information need Source: US Department of Justice Reed Business Information



# Accuity: a great fit

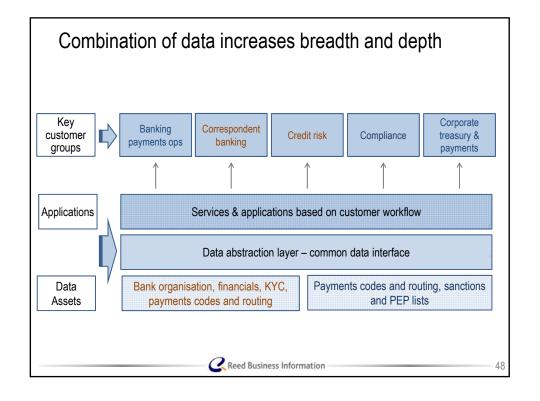
#### Similar history

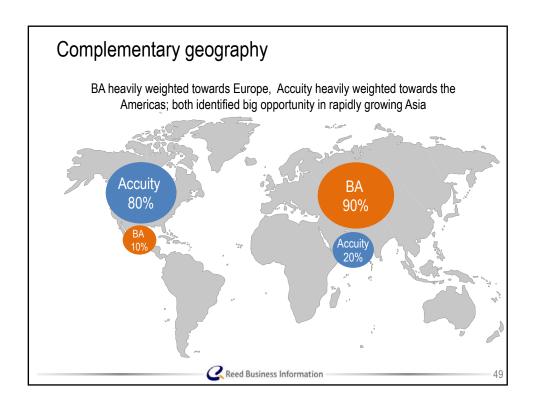
- Founded 1836 by Rand McNally
- Book business became division of Thomson 1990
- Sold to Investcorp in 2004; moved aggressively online
- Acquired in 2011

#### Similar but complementary data sets

- Payment efficiency
  - Routing data files, filters, directories and look-up tools
- Risk reduction
  - Interdiction solutions for identification of high risk entities and persons
- SEC compliance
  - Services & software solutions for investment advisers, broker-dealers and investment companies
- Payment eligibility compliance
  - Verification of bank assets for eligibility testing of applicants to US government benefit programmes







# Combination creates significant value for customers

- Richest, most comprehensive payments data world-wide
  - Quality data drives up straight-through-processing (STP) rates
- Comprehensive suite of anti money laundering (AML) products
  - Reduces risk with account opening and transactions
  - Drives down false positives
- Compliance and Government businesses strong in US; Bankers Accuity can internationalise
- 15,000 customers including 100 of the top 100 banks

Reed Business Information

# Customer case study: major bank

Situation: Senior Payments Manager, Bank Operations

- Responsible for ensuring banks' payment transactions complete successfully & comply with internal and external regulatory standards
- · Charged with improving STP rate to reduce costs of manual repair and validation
- Ensures transactions are sent through agreed channels to take advantage of least-cost routing

#### **Problem**

- Manually collecting payment files – 2,000 man hours
- Costs from rejected payments \$1.2m p.a.

#### Solution

- Global Payments File implemented
- Reduced payment data maintenance by 1,000+ man hours
- \$800k annual savings to customer



urinoss Information

Reed Business Information

## Customer case study: large corporate

Situation: Treasury Operations Manager, Major Oil Services Provider

- Responsible for ensuring company's global payment processes are efficient, reducing transaction risks and improving bank relationship control.
- Charged with automating and standardising payment process to increase STP rates, reduce bank charges and improve working capital management

#### Problem

#### 2,500 transactions per day with 75% STP rate (160k rejections annually)

- \$3 fee plus \$10 in labour to resolve each
- Annual expenses > \$2m

#### Solution

- Implemented Accuity automated load and data solutions
- STP rate up to 95% -\$1.2m in annual savings to customer



Reed Business Information

# Customer case study: medium bank

Situation: KYC Manager, European Bank

- Responsible for verifying bank counterparties comply with AML regulations
- · Charged with reducing time taken to on-board and assess risk of bank counterparties
- Ensure standard set of documentation maintained as evidence for regulatory purposes

#### Problem

#### Over 1,000 counterparties globally required contacting to

update documentation.

 Time-zones and language differences resulted in on-boarding taking several weeks for new counterparties

#### Solution

- Due Diligence Repository provided initial documentation for bank counterparties
- Reduced on-boarding time for new counterparties down from weeks to days





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# Customer case study: large bank

Situation: Group AML Director, European Bank

- Responsible for setting and maintaining bank's global AML policy to meet regulatory requirements in all jurisdictions
- Charged with maximising efficiency and reducing costs of AML and sanction compliance screening processes
- · Enhancing protection against financial crime

#### **Problem**

# Solution

 Expanding screening to all currencies resulted in 75x the number of flags

- Accuity modified configuration of watch list screening app
- Added 78 false positive reduction rules for specific high frequency flags
- Reduced flags by 86%



Reed Business Information

# Integration progressing well

- Experience to date confirms high quality, well run business
- Significant revenue synergies
  - Cross selling
  - Product improvements from combined information sets
- Significant cost synergies through combining:
  - Data collection
  - Technology platforms
  - Office locations
- · Further big opportunities for organic growth
  - Combination with LexisNexis Risk Solutions data sets and technology



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# Strong growth profile

- Combined business double digit revenue CAGR for past 5 years
- Real drivers of growth in the future
  - Automation of routine but critical business tasks
  - Solutions for emerging mobile banking markets
  - Workflow to help make banks' counterparty onboarding compliant
  - Expansion into important new markets such as China
- Continuing to target double digit growth for the future



# Summary: a powerful global platform

- Completed journey from print directory to data service
- Delivering demonstrably improved outcomes
- Through world-class banking information and workflow solutions
- Strong organic development track record strengthened by Accuity acquisition
- Creating powerful platform for future growth opportunities



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Break Reed Exhibitions overview Brazil case study Q&A	• • • • • • • • • • • • • • • • • • • •				



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# The world's leading exhibition organiser

## Mike Rusbridge CEO, Reed Exhibitions



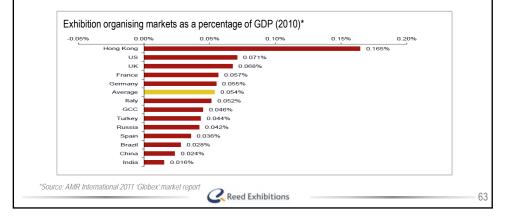
# We are the world's leading exhibition organiser

- 475 events in 40 countries serving 44 industries
- Over 6 million participants annually
- £707m revenue in 2011, with good growth and good margins
- Broad geographic and sector spread
- Strongly cash generative and high returns on capital

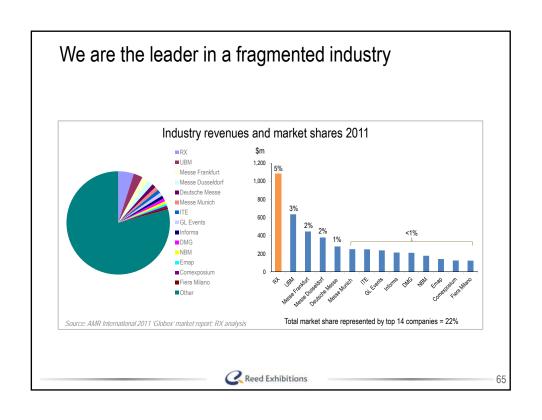


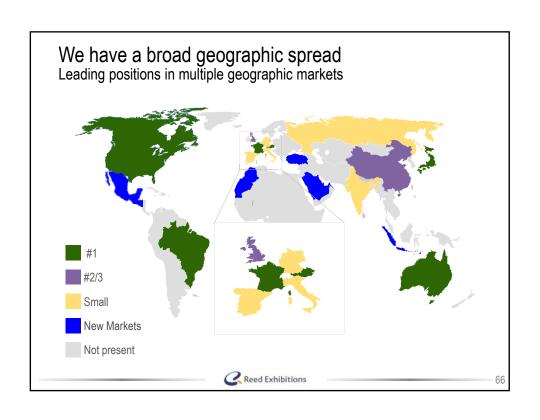
# We operate in a large, growing, global industry

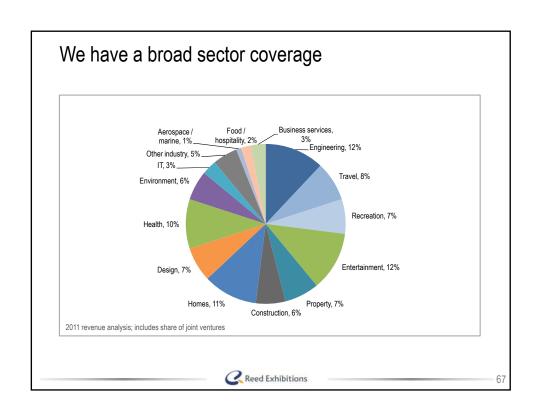
- Total market size c\$25bn\*
- · Growth across the economic cycle
- Organising spend as a percentage of total GDP in emerging countries below that of developed markets and growing, with additional venue capacity coming on

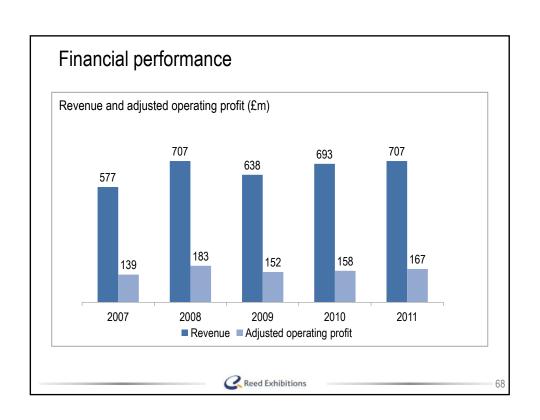


#### Exhibitions are thriving in the digital age Face-to-face seen as effective at meeting multiple marketing needs Information overload reinforces appetite for F2F interaction at leading events Globalisation supports need for F2F, bringing international buyers & sellers together Exhibition success at achieving high priority marketing objectives Building or expanding brand awareness 63% "The effectiveness of New product promotions / launches 63% in-person exhibitions Reinforcing brand awareness 58% has been among the Promotions targeting specific sectors very highest of the 25 Existing product / service promotions 33% marketing methods for Promotions targeting professionals all 7 years of Outsell's Promoting products through demonstrations 75% studies" Target audience product interaction 27% Geography specific targeting 69% Outsell Inc 2011 ■ High priority marketing objective rating Exhibition rated as high value in achieving objective Reed Exhibitions

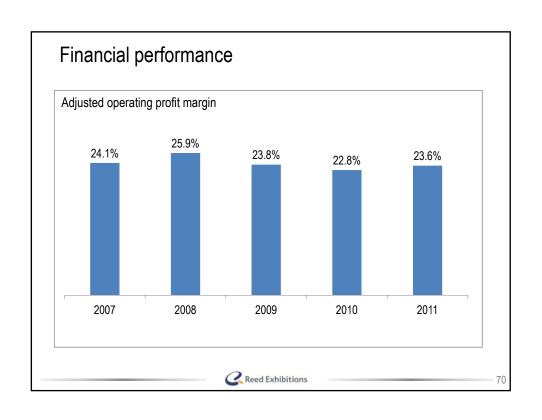








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Revenue growth %	2007	2008	2009	2010	2011
Total	+13%	+9%	-21%	+9%	+1%
Impact of acquisitions / divestments	+1%	-2%	+1%	+1%	+1%
Underlying	+12%	+11%	-22%	+8%	0%
Impact of cycling shows	0%	+7%	-7%	+11%	-10%
Underlying excluding cycling	+12%	+4%	-15%	-3%	+10%
<ul> <li>2012: positive net cycling: c.7-9% point</li> </ul>	nts				
<ul> <li>2013: full ownership of Alcantara Mach</li> </ul>	nado reduc	es net cycli	ng out effe	ct to c.5-6%	6 points



# Strategic priorities

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



Exhibitions – a complex many-to-many interaction Customers have multiple reasons to participate and multiple needs **EXHIBITORS EXHIBITION VISITORS** Buy/sell Buy products/services Sell product **)** < **)** Find/evaluate **(** Research market Generate sales leads Increase brand awareness > Learn Learn Personal Meet people - network - job hunt 10% 90% Revenue Source Reed Exhibitions

# Customer insight: understanding our customers wants and needs

- Survey exhibitors and visitors pre and post show
- Customer feedback drives
  - Sales conversations
  - Show positioning
  - Improved customer segmentation
  - Additional service and product development
  - Greater customer choice in value based pricing
- Demonstrable uplift in customer satisfaction scores

#### **NEPCON China**

Insight: Networking is key driver for Diamond (VIP) visitors

⇒ High tea gathering (networking)

Insight: Need more visitors from 2<sup>nd</sup> Tier cities

Road Shows to recruit visitors

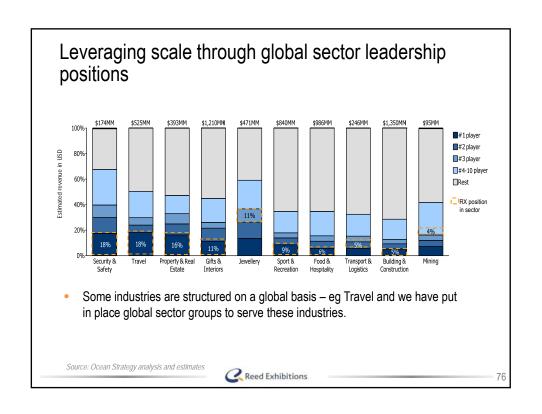
Result: Satisfaction +5%, loyalty +15%



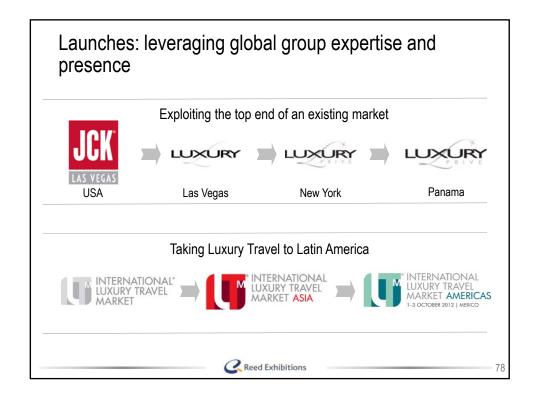
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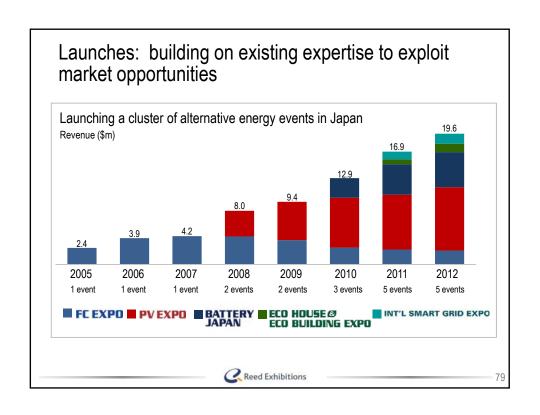
# Leveraging technology to increase customer ROI Buyer – seller matchmaking Makes time at show more effective Lead generation and tracking Maximises opportunity of show Online product directories Extends the life of the event



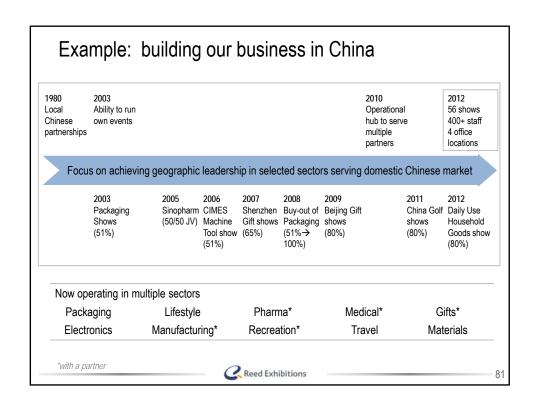


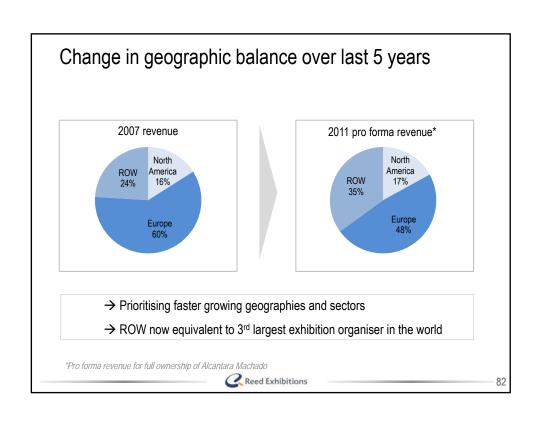
#### New launches: innovation reinforcing growth Launch strategy: driven by customer / market need faster growing sectors and geographies build on existing expertise refresh portfolio New launches per year Geography of 2011 launch revenues 43 North 37 America 19 2007 2008 2010 2011 2009 → 6% of 2011 revenues from events launched in last three years, contributing approx 2.5% points of organic revenue growth Reed Exhibitions





#### Acquisitions: building scale and complementing organic growth 35 acquisitions 2007 - 2012 Q1 Geography of acquisitions 2007 - 2012 Q1 Strict criteria to assess possible targets North America strategic fit (sector, geography) 1% sustainable growth Europe 16% asset quality management capacity - high post tax ROIC ROW 83% Importance of partnerships, JVs Leveraging global capabilities Reed Exhibitions



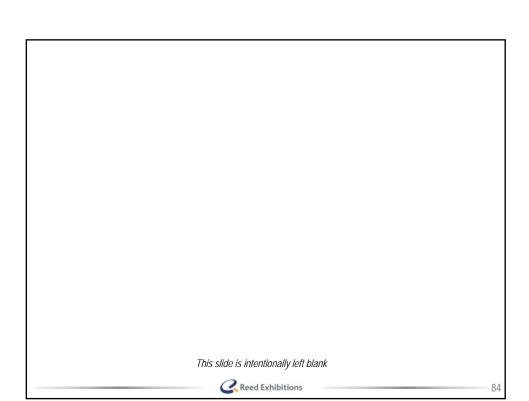


# Conclusion

- Exhibitions is a large, global, growing industry
- Reed Exhibitions is the clear leader, with an excellent portfolio across geographies and sectors
- Very focused on insight and innovation to drive value to customers
- Leveraging scale through global technology platforms and processes

Reed Exhibitions

Strong growth opportunities



# Reed Exhibitions Brazil Leveraging strengths to build leading position

Chet Burchett President, Reed Exhibitions America



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# Brazil: A large and attractive economy

- Solid macro economics:
  - 6<sup>th</sup> largest economy in the world: GDP US\$ 2.5 trillion
  - Sustained per capita GDP growth
  - Growing middle class: 45m new 'C' class members
  - Large scale events:
    - o 2014 World Cup
    - o 2016 Olympics



# Brazil: A large and attractive exhibitions market

- Tradeshow culture well established within a free enterprise environment
  - Proven sales and marketing activity for exhibitors
  - Strong attendance patterns
  - Essential and increasingly accessible market for international customers
- Clear opportunities for Reed Exhibitions global brands and expertise



Building Brazil's leading event organiser Acquisitions have been focused and strategic Acquisitions based on relationships and reputation <u>200</u>5 <u>2009</u> <u>2012</u> Acquisition of MG Feicon Batimat Acquisition of partnership Media Equipotel São - Brasil Offshore Paulo and Equipotel - Salão Duas Rodas Nordeste Buy-out of Alcantara Machado <u>1997 – 2005</u> RX in Brazil as small international player <u>2007</u> <u>2011</u> JV with Alcantara Acquisiton of Machado Multiplus and Santos Offshore 2006: <\$5m revenue 2012: \$100m+ revenue Reed Exhibitions 88

### Brazil: Now a substantial market for Reed Exhibitions

- Brazil now Reed Exhibition's 4th largest country business
- Producing 44 events during a two-year cycle in 10 cities, with 250 employees
- Market leading events in key strategic market sectors

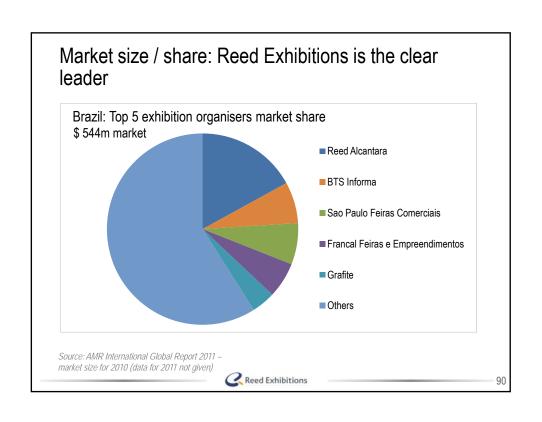
Agriculture	Agrishow
Automotive & Transportation	Salao du Automovel, Automech, Automech Pesados, Fenatran, Duas Rodas
Construction	Feicon/Batimat, Expolux, Febrava
Manufacturing & Industrial	Abiplast, Feimafe, Mechanica, FIEE Electrica
Renewable Energy	Fenasucro/Agrocana
Energy	Brasil Offshore
Hospitality	Equipotel

- Volume will exceed 500,000 nsm in 2012
  - Avg. 13,000 nsm\* v. avg. 13,000 nsm in USA

\* Excluding agriculture



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# Leveraging Reed Exhibitions global strengths

- Customer value focus
  - Customer insight
  - RX Choice packages and pricing
- Innovative products and services to drive customer ROI
  - EMG, e Business, Mobile, TAP, S&T
- Leveraging global platforms to improve business performance
  - Web services, sales, marketing and operations
- "Internationalising" the business
  - Leading market evolution from domestic focus
  - Leveraging global sector expertise
    - → Consistent double digit revenue growth



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# Agrishow

Agriculture a nationally important industry

- Annual event
- 205,000 nsm 2012
- Revenue 16% CAGR
- Application of:
- Sales disciplines
- Value add to customers



Reed Exhibitions

## Salao du Automovel

One of the Top 5 Auto shows in the world

- Biennial event
- 50,200 nsm 2012E
- 500,000+ paid attendance
- Essential market for global customers
- Revenue 14% CAGR
- Application of:
  - Sales disciplines
- Additional products





02

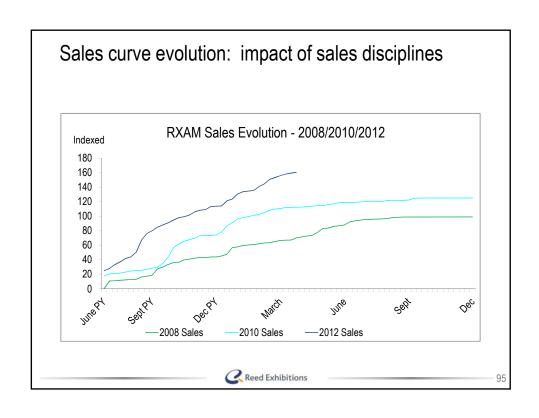
### Feicon Batimat

Bringing Reed Exhibition brands to Brazil

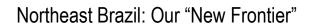
- Annual event
- 37,000 nsm 2012
- Spin off launches (Green Building / ExpoLux)
- Portfolio 52,000 nsm
- Revenue 28% CAGR
- Application of:
  - Sales disciplines
- Additional products



Reed Exhibitions









- Brazil is a country of large regions (cf China)
- Pernambuco State and Recife at the heart of the fast-developing Northeast market
  - Fiat building \$4.4 billion Pernambuco facility
  - Suape developing as major shipping and logistics hub for Northeast region
    - \$22 billion+ in private investment/development
  - Per capita GDP projected to grow significantly faster than Brazil overall
    - 90% of NE GDP within 500 miles
- RX seeking to gain 1<sup>st</sup> mover advantage
  - Four events already in place
- Will replicate leading brands from Sao Paulo



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#### Conclusions

- Brazil an attractive exhibition market that will continue to grow
- We have added significant value to our customers through:
  - Leveraging proven disciplines and best practice
  - Maximising advantages of global platforms and sector groups
- A strategy of future growth driven by:
  - Spin offs from existing events in Sao Paulo
  - Exploiting the opportunity of the growth of the NE region
  - Launches and further bolt-on acquisitions



Introduction	Erik Engstrom, CEO, Reed Elsevier
RBI overview	Mark Kelsey, CEO, Reed Business Information
Flightglobal case study	Dominic Feltham, COO, RBI
BankersAccuity case study	Jim Muttram, Managing Director, Data Services, RBI
Q&A	Mark Kelsey
Break	
Reed Exhibitions overview	Mike Rusbridge, CEO, Reed Exhibitions
	Mike Rusbridge, CEO, Reed Exhibitions Chet Burchett, President, Reed Exhibitions Americas
Reed Exhibitions overview Brazil case study Q&A	•



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