

**INFORMA MARKETS LIMITED****STRATEGIC REPORT (CONTINUED)  
FOR THE YEAR ENDED 31 DECEMBER 2023****EMERGING RISKS**

While the Company concentrates on principal risks, it also looks at risks that are emerging. These are risks that are not yet material or of a scale to present a significant problem to the Company, or risks that have a degree of ambiguity or uncertainty around their effects or timing.

The Company monitors and assesses emerging risks in the same way as principal risks. Some emerging risks also present opportunities that are actively addressed and responded to. The management of these risks is integrated with that of the Informa PLC Group and not managed separately.

**FINANCIAL KEY PERFORMANCE INDICATORS**

The key performance indicators include:

|                             | 2023          | 2022        |
|-----------------------------|---------------|-------------|
| Revenue (£)                 | £8,262,000    | £23,163,000 |
| Gross profit (£)            | £3,754,000    | £15,485,000 |
| Gross profit (%)            | 45%           | 67%         |
| Operating (loss)/profit (£) | (£17,692,000) | £1,753,000  |
| Number of events held       | 6             | 11          |

**SECTION 172 STATEMENT**

The Directors have full regard for their duties and the matters as set out in Section 172 of the Companies Act 2006. This statement focuses on matters of strategic importance to the Company and the level of information disclosed is consistent with the nature and size of the business.

In carrying out their duties, the Directors have acted in good faith, to promote the success of the Company for the benefit of its members as a whole, and in doing so have regard (amongst other matters) to:

- the likely consequences of any decision in the long term;
- the interests of the Company's employees;
- the need to foster the Company's business relationships with suppliers, customers and others;
- the impact of the Company's operations on the community and the environment;
- the desirability of the Company maintaining a reputation for high standards of business conduct; and
- the need to act fairly between members of the Company.

Informa Markets Limited forms part of the Informa PLC Group of companies. The Informa PLC section 172 statement is set out on page 102 of its 2023 Annual Report. Details of how to obtain a copy of the Informa PLC 2023 Annual Report are provided in note 21 and the 2023 Annual Report can also be found on the Informa website ([www.informa.com/investors/annual-report/](http://www.informa.com/investors/annual-report/)).

**Promoting the Company's success**

The long-term success of the Company is at the forefront of all of the Board of Directors' thinking. It is the Board's belief that the Company can only be successful when the interests of those it works with are considered, and particularly when the interests of colleagues, customers, shareholders and other stakeholders are collated, understood, responded to and appropriately reflected in how the business operates and develops.

The 'People and partnerships' section in the Informa PLC 2023 Annual Report (pages 28 to 39) describes the Group's (and therefore the Company's) most significant stakeholders, why they are considered important, how the Informa PLC Group engages and to what end, and how the Directors are involved. Further information can also be found in the Governance Report, starting on page 94 of the Informa PLC 2023 Annual Report.

INFORMA MARKETS LIMITED

STRATEGIC REPORT (CONTINUED)  
FOR THE YEAR ENDED 31 DECEMBER 2023

SECTION 172 STATEMENT (continued)

Promoting the Company's success (continued)

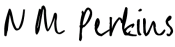
Major stakeholders, their interests and how the Company engages them:

| <i>What they care about</i>                                                                                                                                                                                     | <i>How the Company Board and, where appropriate, the Informa PLC Board engages</i>                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Colleagues</i><br>Information and tools to work; having a voice in the business; recognition and reward; career development; flexible working practices; culture of inclusivity and support.                 | Directly via webinars, Townhalls, feedback surveys, email updates and posting news and relevant articles onto the Informa PLC global intranet site.                                                                                                                                                                                                          |
| <i>Customers</i><br>Expert high-quality service, continuous product enhancement and development; value; helping them succeed.                                                                                   | Directly through attending events, where this is applicable, either physically or virtually; post-event surveys and market research; trends included in strategy and management presentations.                                                                                                                                                               |
| <i>Business Partners</i><br>Shared success; good service; prompt payment; clear processes.                                                                                                                      | Market trend data and initiatives are considered during management discussions. The Informa PLC Group has standard payment terms which are adhered to by the Company. The Company's payment practices are reported and are available from <a href="http://www.gov.uk/check-when-businesses-pay-invoices">www.gov.uk/check-when-businesses-pay-invoices</a> . |
| <i>Shareholders (including those of the ultimate parent, Informa PLC)</i><br>Consistent returns; long-term business growth; clear strategy; regular connection; sustainable and responsible business practices. | Directly via one-to-one meetings, Informa PLC Chairman's Annual Shareholder Roadshow, investor meetings and the Informa PLC AGM. As a wholly owned indirect subsidiary of Informa PLC, the Company's Board is cognisant of the need to act in the best interests of all shareholders.                                                                        |
| <i>Environmental/communities/society</i><br>Contribute to community success; manage environmental footprint; report on progress.                                                                                | Working closely with the Sustainability Team to ensure that the Company's actions and behaviours conform with the Informa PLC Group's sustainability targets.                                                                                                                                                                                                |

Further information on the following matters can be found in the Informa PLC 2023 Annual Report:

- Non-financial information statement
- Informa PLC's business model
- Measuring results, outside of financial measures

This report was approved by the Board on 23 September 2024 and signed on its behalf.

Signed by:  
  
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**Nicholas Perkins**  
Director