



PRESS RELEASE:

Comexposium reinforce its position in Europe through the acquisition of a 60% stake in the UK holding company Converse Media

August 23rd 2017 - Paris, France

Comexposium announces today the acquisition of a 60% stake in the UK holding company Converse Media. Through this operation, Comexposium reinforces its position in Europe and particularly in the Nordics as well and expands its growth opportunities within the Building sector.

Converse Media owns a majority stake in both Insight Events Sweden and Insight Events Denmark which organize exhibitions, conferences and training courses over a wide range of sectors in Sweden and Denmark. Leading events in their portfolio include *Socionomdagarna*, *Vehicle Electronics & Connected Services*, *Upphandlingsforum*, *Nordic Cash & Treasury Management* and the *Building Green series*.

James Gareh remains the CEO of Converse Media and both Insight Events subsidiaries. James and his team will continue with the current growth strategy of the businesses identifying areas for accelerated growth arising through the Comexposium Group partnership.

James Gareh, Insight Events CEO, said: "I am very pleased to have the opportunity to align Converse Media and Insight Events with Comexposium. I believe there are numerous opportunities for us to pursue both through the sharing of our experience in creating niche events as well as utilizing the breadth of networks and content experience within the Comexposium portfolio."

Renaud Hamaide, Comexposium Chairman, said: "I'm delighted to announce this acquisition, in line with our strategy of international expansion. Thanks to this operation, Comexposium will now have a strong presence in the Nordics. In addition, Comexposium will benefit from Insight Events strong know-how in conference segment. I wish the warmest welcome to the Converse Media and Insight Events teams, and I really look forward to working with them."

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For further information on this story, **please contact:**

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At Comexposium, Gersende Gayet (gersende.gayet@comexposium.com)

About Insight Events Sweden:

Insight Events Sweden organizes around 70 B2B events (owned conferences, partner events, training) over a wide range of sectors (Finance, Primary Care, Legal, etc.) in Sweden including Socionomdagarna, Vehicle Electronics & Connected Services, Upphandlingsforum and Nordic Cash & Treasury Management

www.insightevents.se

About Insight Events Denmark:

Insight Events Denmark organizes Building Green exhibitions and around 25 other B2B events (owned conferences and training) over a wide range of sectors (Finance, Primary Care, Legal, etc.) in Denmark including Liv & Pension, Gadebelysning, IT Kontrakter, Financial Risk & Compliance

www.insightevents.dk

About Comexposium:

The COMEXPOSIUM Group, one of the world's leading event organizers, is involved in more than 170 B2C and B2B events across 11 different sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. COMEXPOSIUM hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. COMEXPOSIUM operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Canada, China, Denmark, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Sweden, Thailand, Turkey, UAE, UK, USA.

www.comexposium.com