



ASCENTIAL

Capital Markets Day
Cannes Lions, MediaLink, Money20/20

14 NOVEMBER 2017

DISCLAIMER

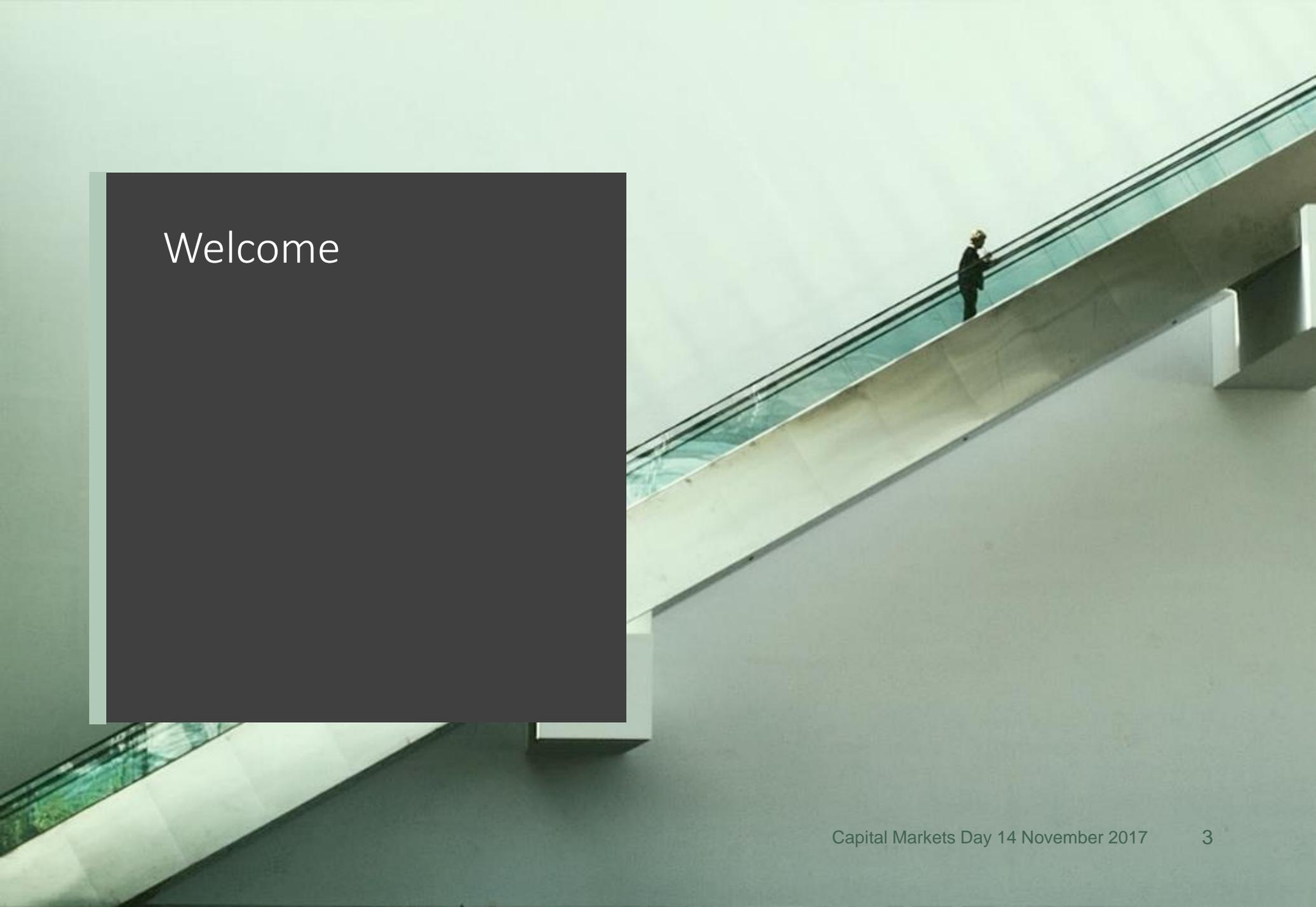
By attending the meeting where this presentation is made, or by reading this document, you agree to be bound by the conditions set out below. This presentation is confidential and may not be reproduced (in whole or in part), distributed or transmitted to any other person without the prior written consent of the Company and is not intended for distribution to, or use by, any person or entity in any jurisdiction or country where such distribution or use would be contrary to local law or regulation.

The information set out herein may be subject to updating, completion, revision and amendment and such information may change materially. None of the Company, its advisers or any other person, representative or employee undertakes any obligation to update any of the information contained herein. No representation or warranty, express or implied, is or will be made by the Company, its advisers or any other person as to the accuracy, completeness or fairness of the information or opinions contained in this presentation and any reliance you place on them will be at your sole risk. Without prejudice to the foregoing, none of the Company, its associates, its advisers or its representatives accept any liability whatsoever for any loss howsoever arising, directly or indirectly, from the use of this presentation or its contents or otherwise arising in connection therewith.

Certain statements in this presentation constitute forward-looking statements. Any statement in this presentation that is not a statement of historical fact including, without limitation, those regarding the Company's future expectations, operations, financial performance, financial condition and business is a forward-looking statement. Such forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially. These risks and uncertainties include, among other factors, changing economic, financial, business or other market conditions. These and other factors could adversely affect the outcome and financial effects of the plans and events described in this presentation. As a result you are cautioned not to place reliance on such forward-looking statements. Nothing in this presentation should be construed as a profit forecast. All views expressed are based on financial, economic, and other conditions as of the date hereof and the Company disclaims any obligation to update any forecast, opinion or expectation, or other forward looking statement, to reflect events that occur or circumstances that arise after the date hereof.

This presentation is for information only. This presentation does not constitute an offer for sale or subscription of, or solicitation of any offer to buy or subscribe for, any securities of the Company, in any jurisdiction including the United States, nor should it form the basis of or be relied on in connection with any contract or commitment whatsoever. It does not constitute a recommendation regarding any securities. Past performance, including the price at which the Company's securities have been bought or sold in the past and the past yield on the Company's securities, cannot be relied on as a guide to future performance. Nothing herein should be construed as financial legal, tax, accounting, actuarial or other specialist advice. Persons needing advice should consult an independent financial adviser.

Any recipients of this presentation outside the UK should inform themselves of and observe any applicable legal or regulatory requirements in their jurisdiction, and are treated as having represented that they are able to receive this presentation without contravention of any law or regulation in the jurisdiction in which they reside or conduct business. The securities of the Company have not been and will not be registered under the U.S. Securities Act of 1933 and may not be offered, sold or transferred within the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act of 1933. In the United Kingdom, this presentation is being communicated only to and is only directed at those persons who are (i) persons having professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order"), or (ii) high net worth entities (or their representatives) falling within Articles 49(2)(a) to (d) of the Order, or (iii) persons to whom it would otherwise be lawful to distribute the presentation.

A photograph of a modern architectural walkway. A person in dark clothing is walking on a white, elevated platform with a glass railing. The walkway is set against a light, overcast sky. The overall tone is minimalist and professional.

Welcome

AGENDA

1:30pm	Registration and Coffee	
2:00pm	Introduction and Overview	Duncan Painter and Mandy Gradden
2:20pm	Cannes Lions: 2018 Festival	Phil Thomas
3:00pm	Break	
3:10pm	MediaLink: In Focus	Michael Kassan
4:30pm	Money20/20 : Expansion	Phil Thomas
5:00pm	Refreshments	

PRESENTERS



Duncan Painter
CEO
Ascential PLC



Mandy Gradden
CFO
Ascential PLC



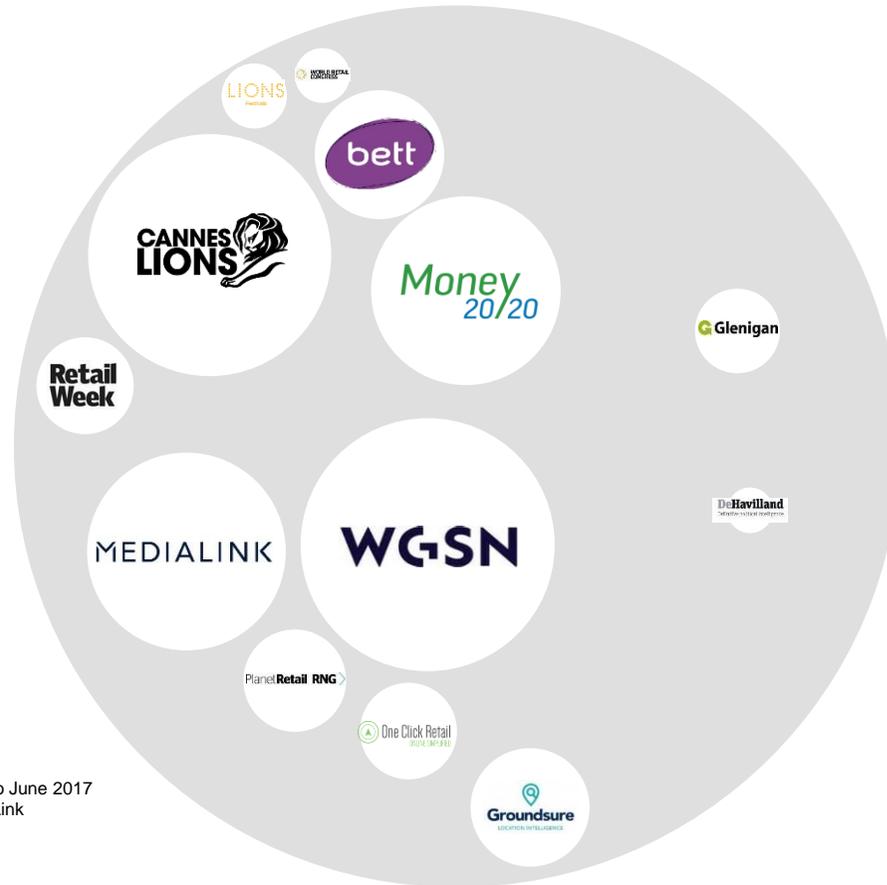
Phil Thomas
CEO
Ascential Events



Michael Kassan
CEO
MediaLink

INFORM

Providing trusted information to better inform customers.



CONNECT

Major marketplaces for customers to share knowledge, build partnerships and trade.



Size relates to LTM revenue to June 2017 proforma for OCR and MediaLink

SOLVE

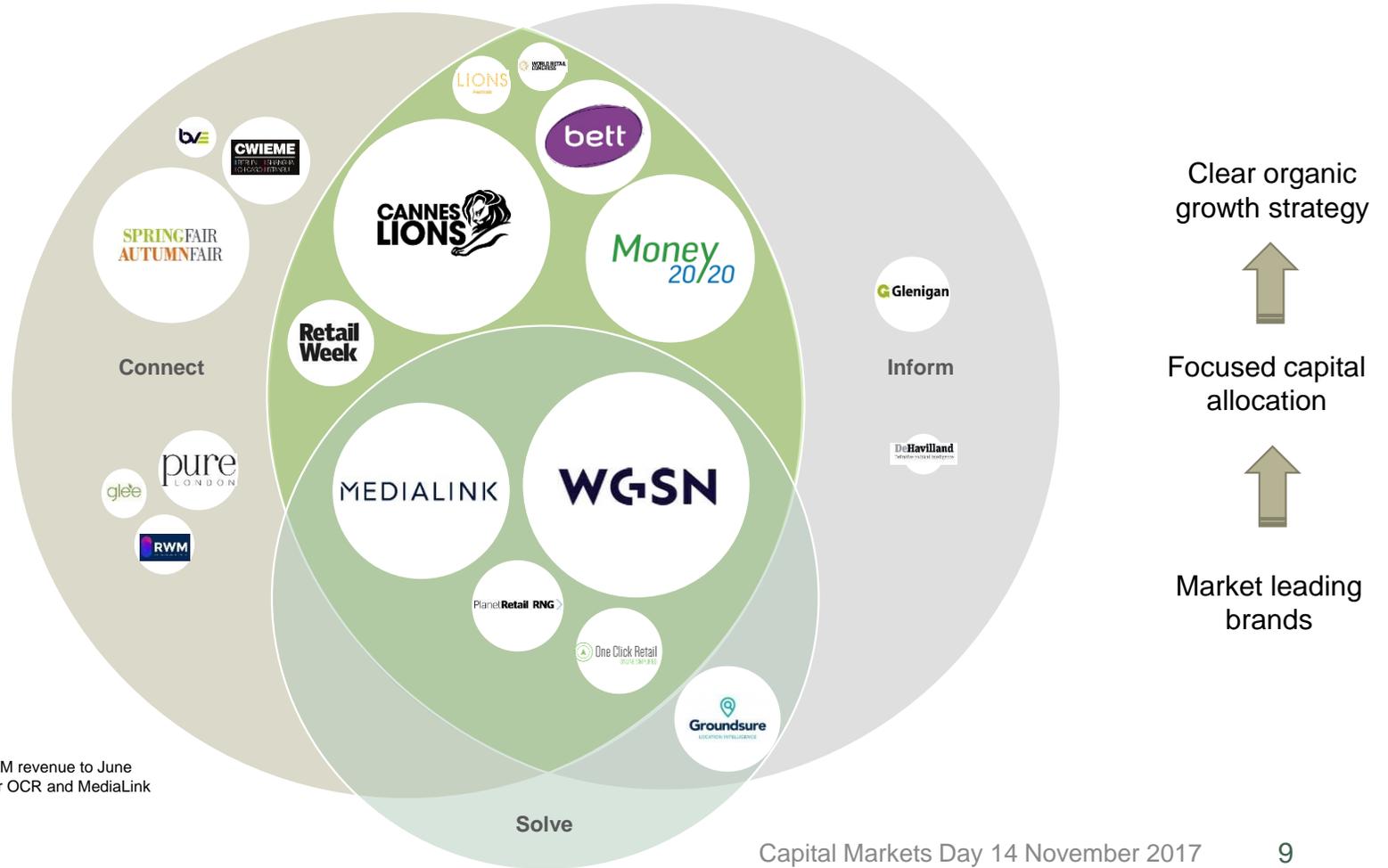
Specific actions and recommendations to improve performance and realise objectives.



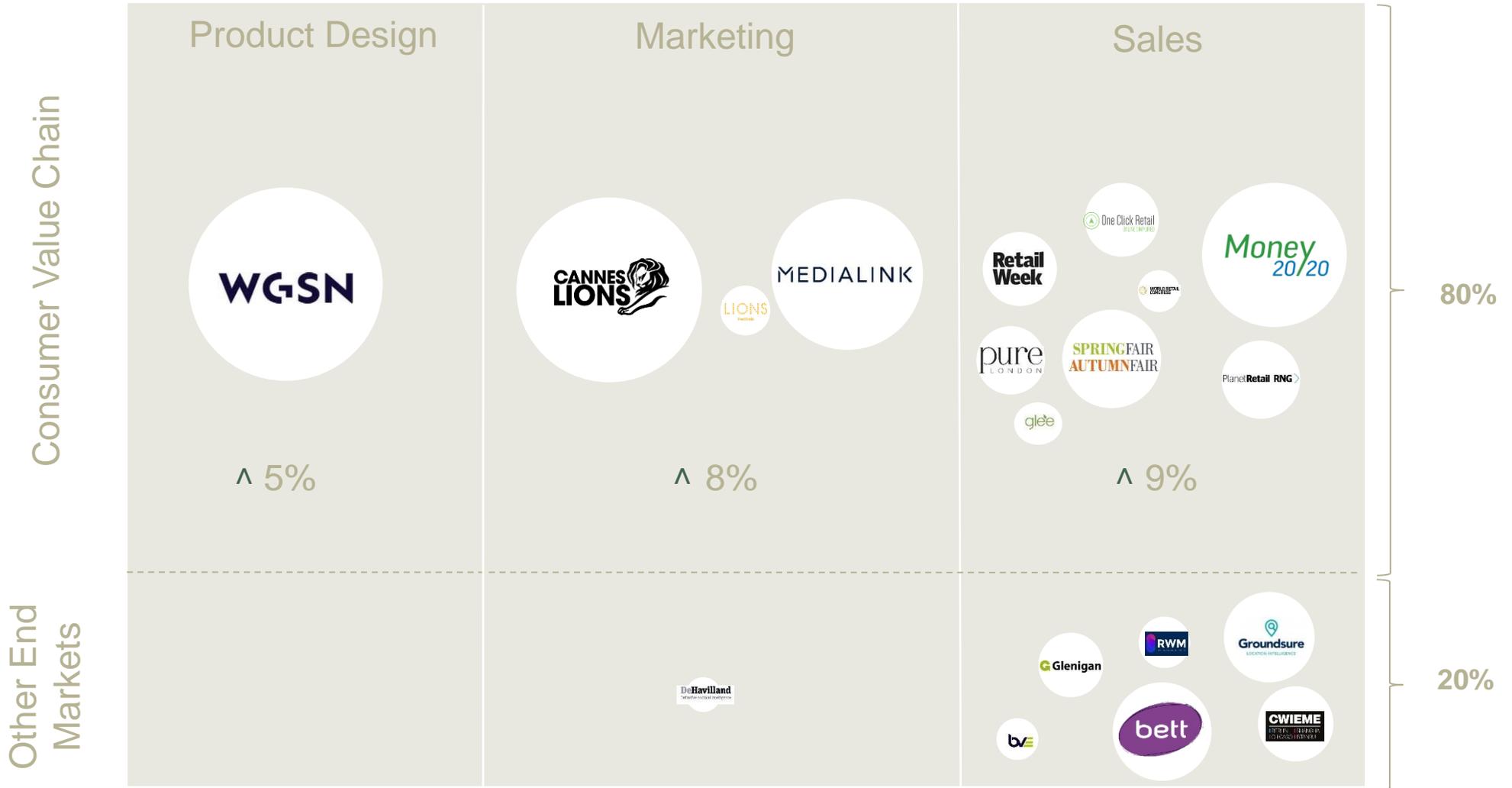
Size relates to LTM revenue to June 2017 proforma for OCR and MediaLink

INFORM.CONNECT.SOLVE.

Where all three elements are offered customer engagement is higher and our relationship is more strategic.



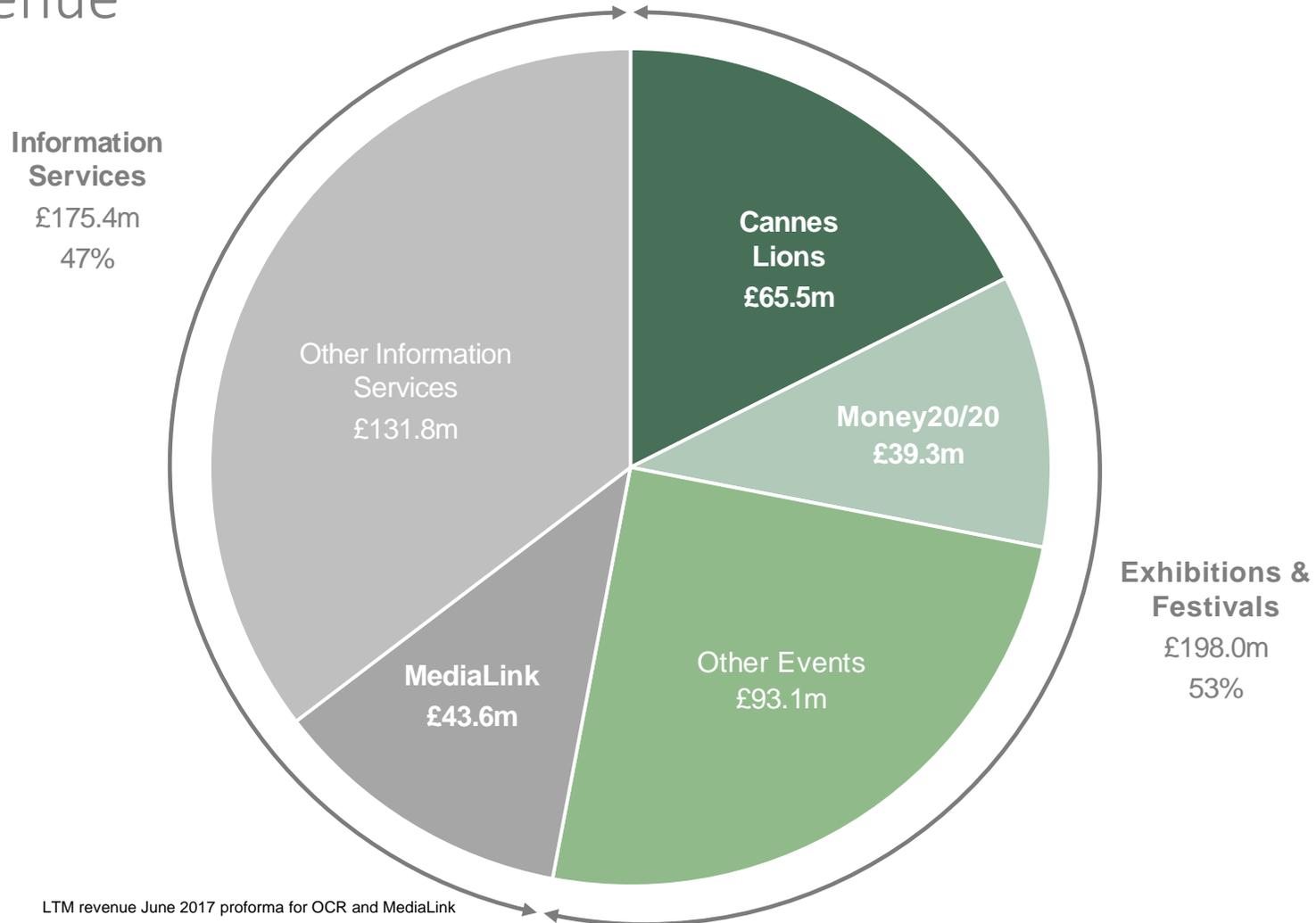
END MARKETS SERVED



Bubble size, proportion and growth figures all relate to LTM revenue to June 2017 proforma for OCR and MediaLink

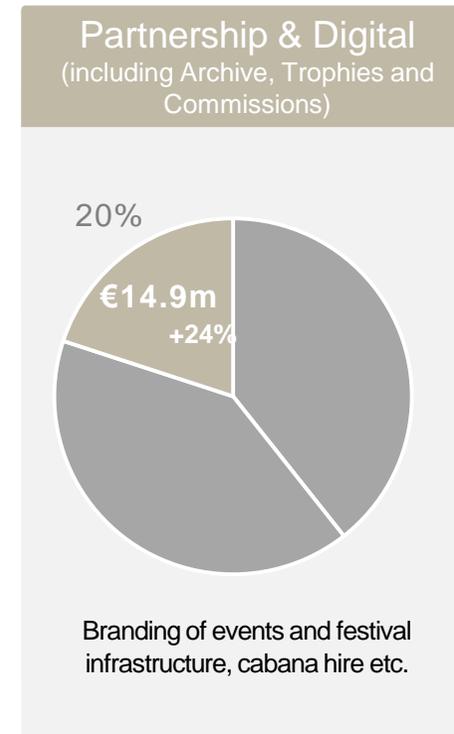
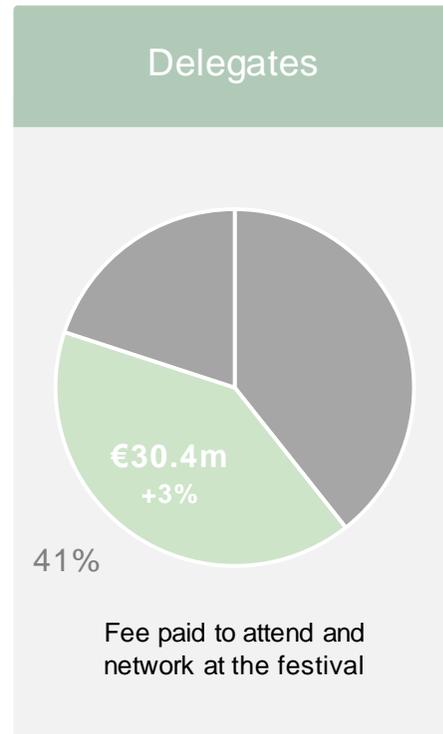
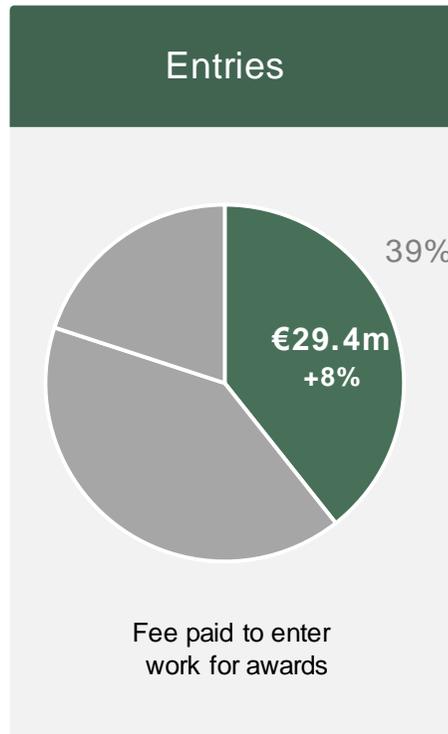
CONTEXT

Revenue



How we generate revenue

£65.5m €74.8m (+7%)
Revenue LTM June 2017

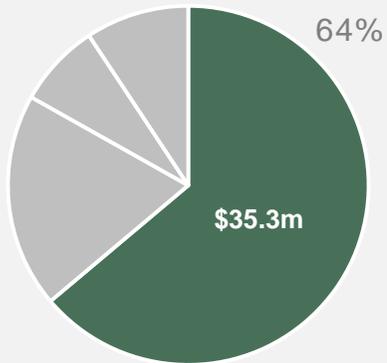


How we generate revenue

£43.6m \$55.2m (+9%)

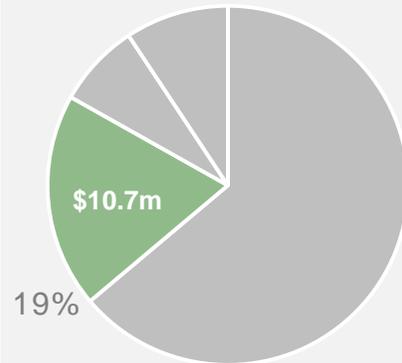
Revenue LTM June 2017

Advisory - Retainer



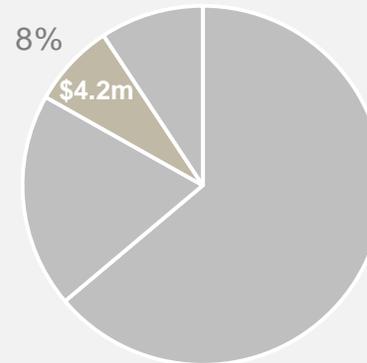
Advisory services, paid via annual retainer

Advisory - Projects



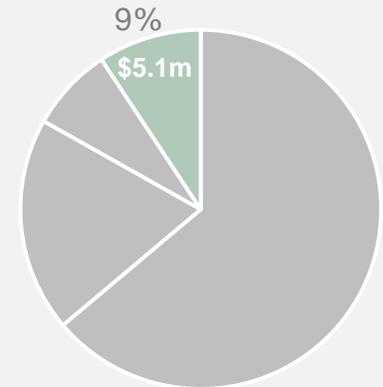
Bespoke advisory services (media reviews, commercial diligence)

Events



Tailored partner activations (including positioning, visibility, and networking plan)

Talent Optimization

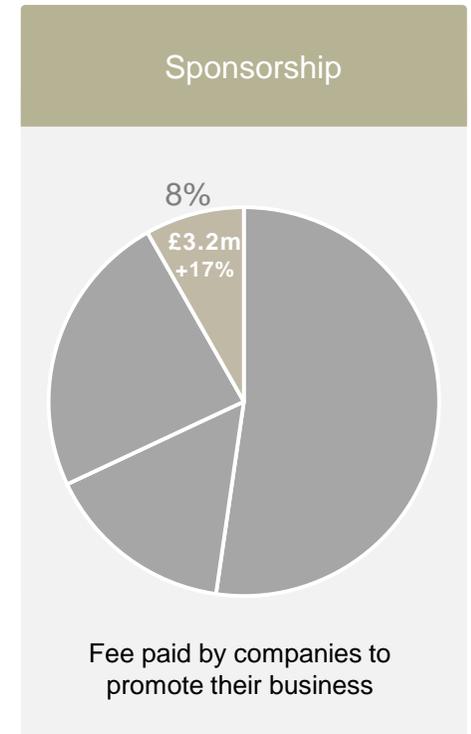
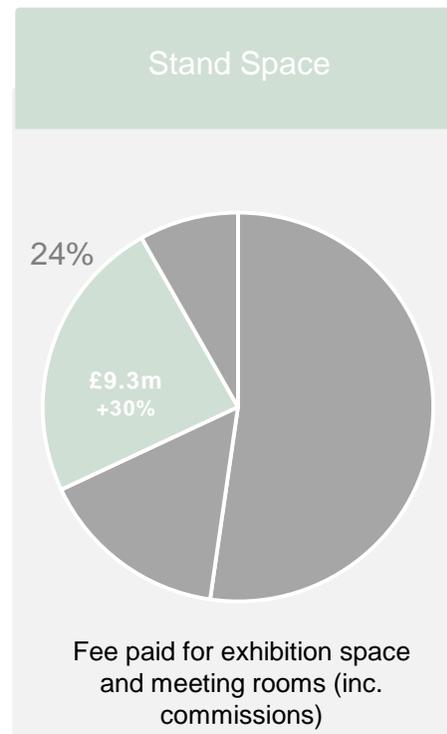
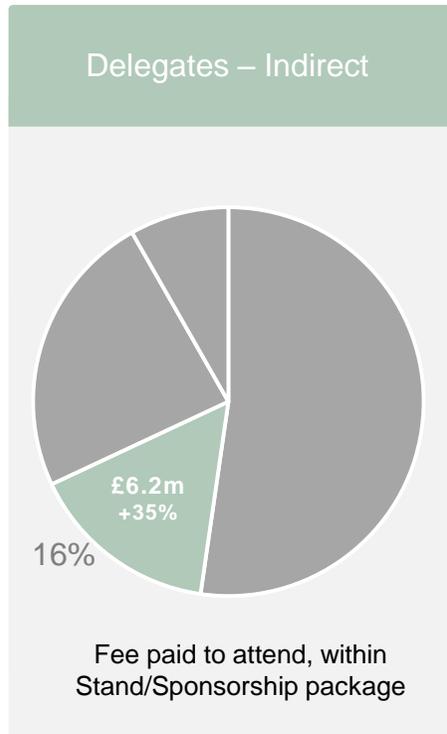
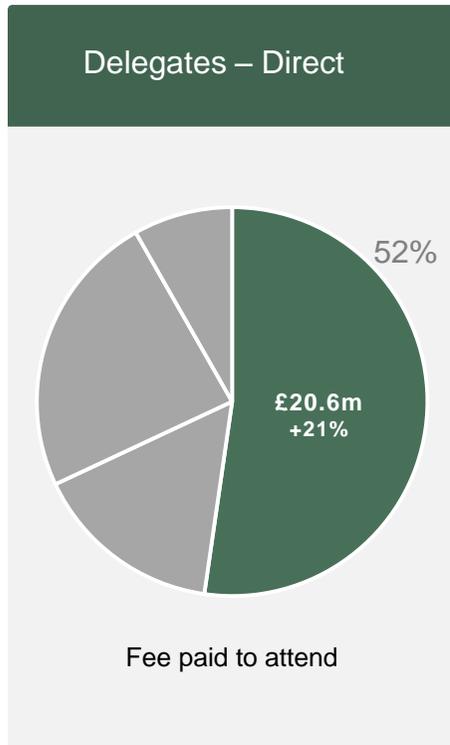


Optimisation of executive talent base

Proforma for last twelve months to June 2017 (acquired February 2017)

How we generate revenue

£39.3m (+24%)
US £26.9m (+17%) Europe £12.3m (+42%)
 Revenue LTM June 2017

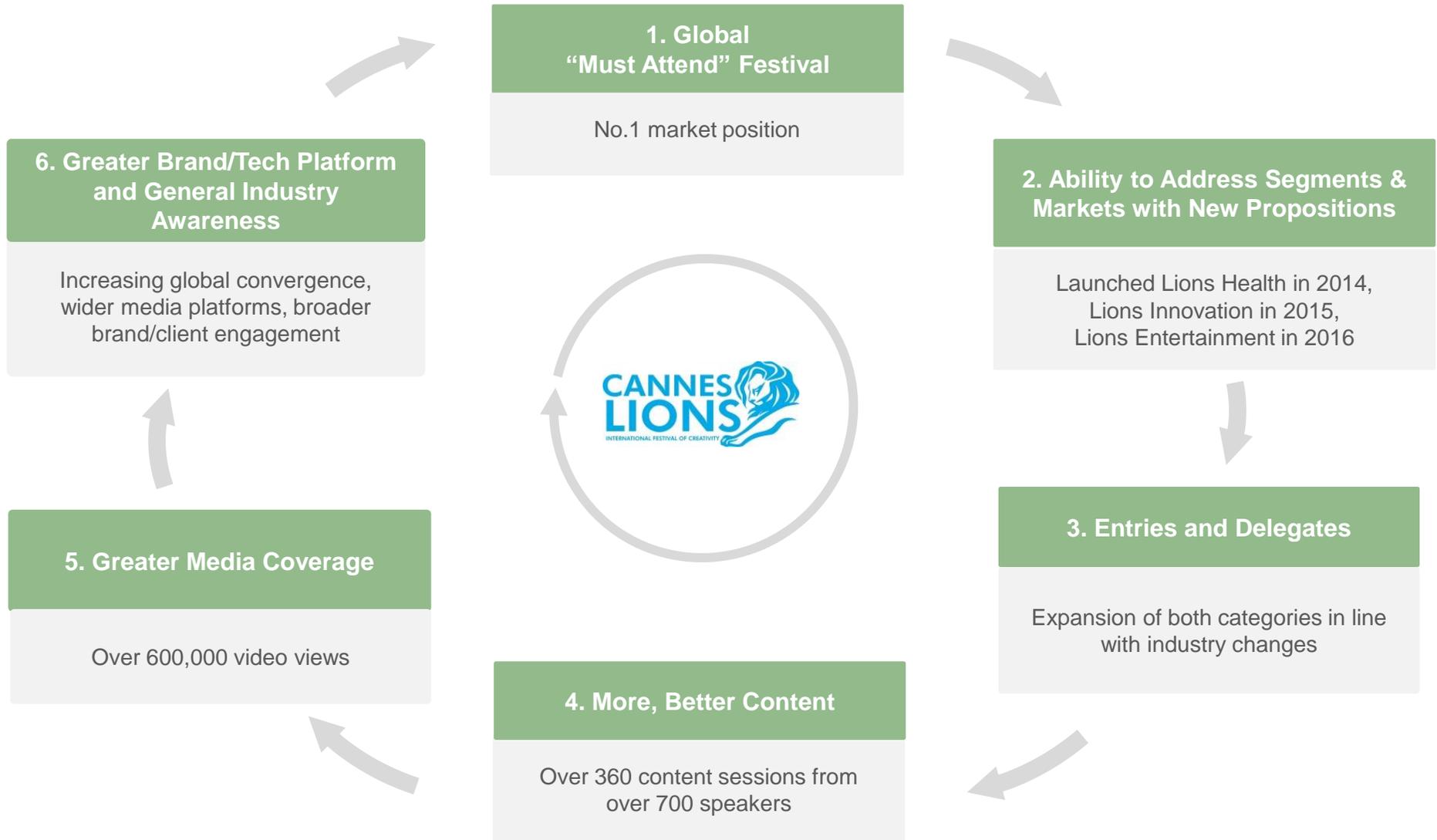




CANNES
LIONS

2018 Festival

BUSINESS MODEL



BACKGROUND

Cannes Lions – forever adapting to a changing industry

Campaign – July 1992



**HOW TO IMPROVE
CANNES**

Campaign – June 1979



**Jury chief hits out at
standard of entries**

Campaign – July 1992



**Furious Weiland calls for
industry Cannes boycott**

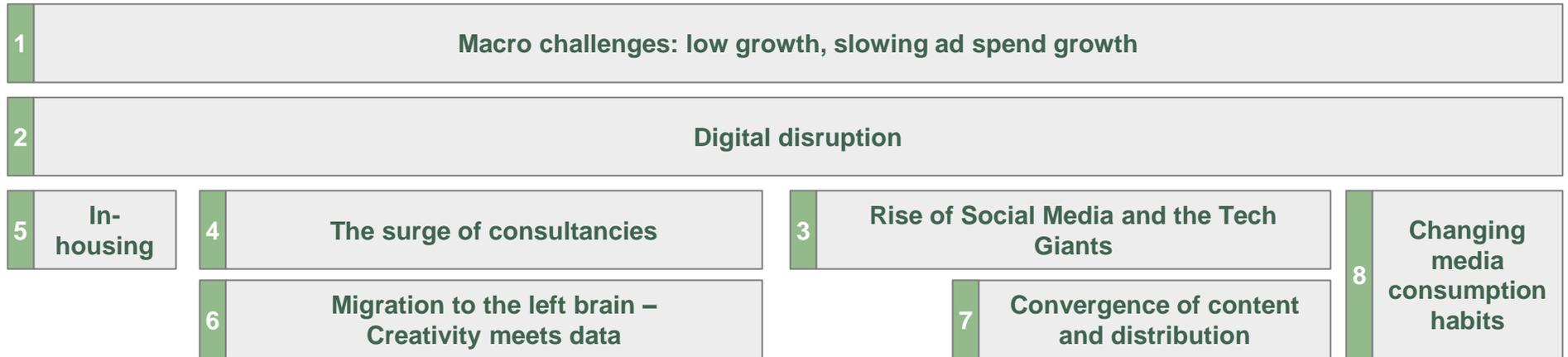
Campaign – January 1994



Cannes festival pledges big shake-up

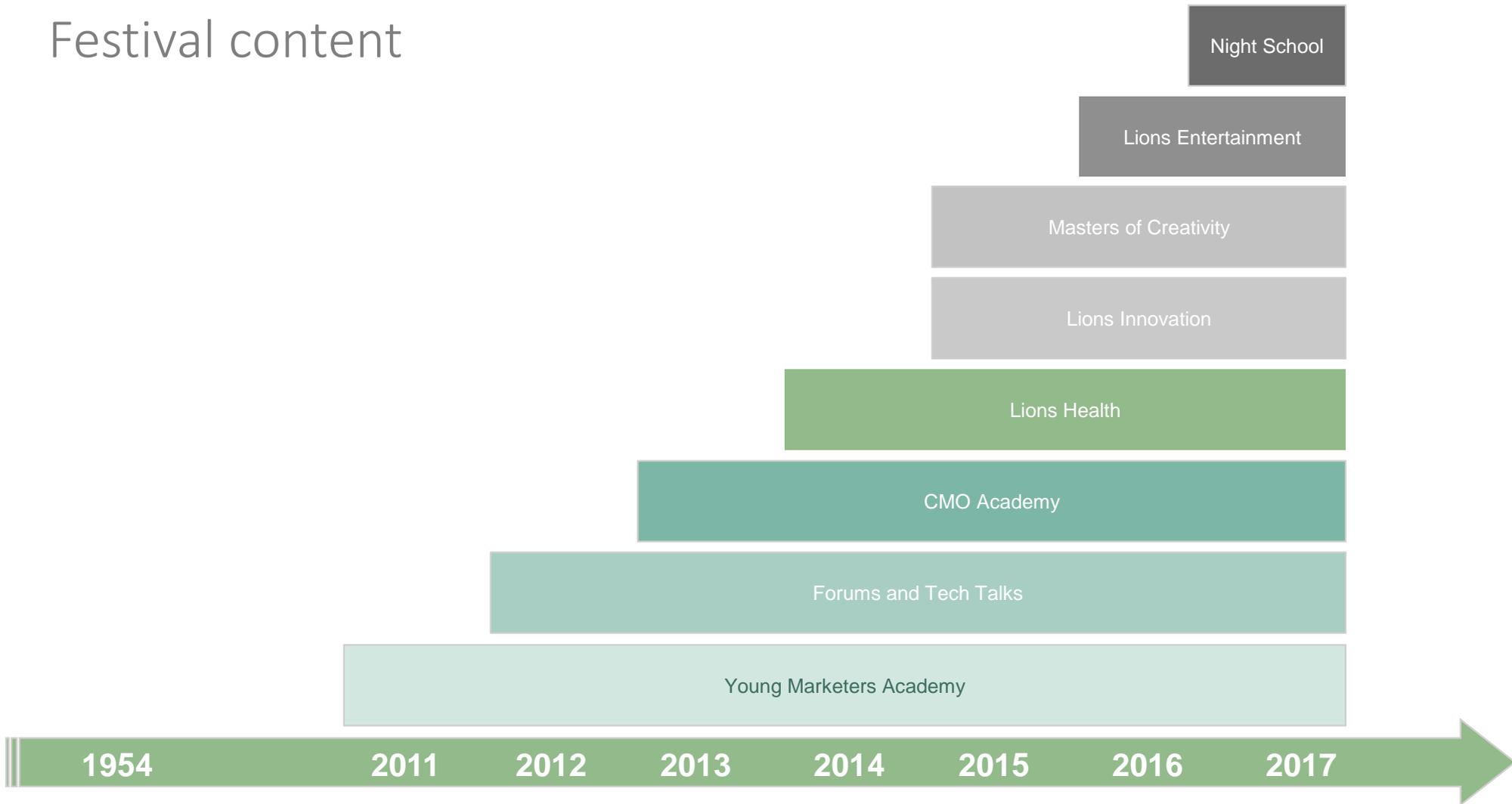
LANDSCAPE

Eight macro-trends



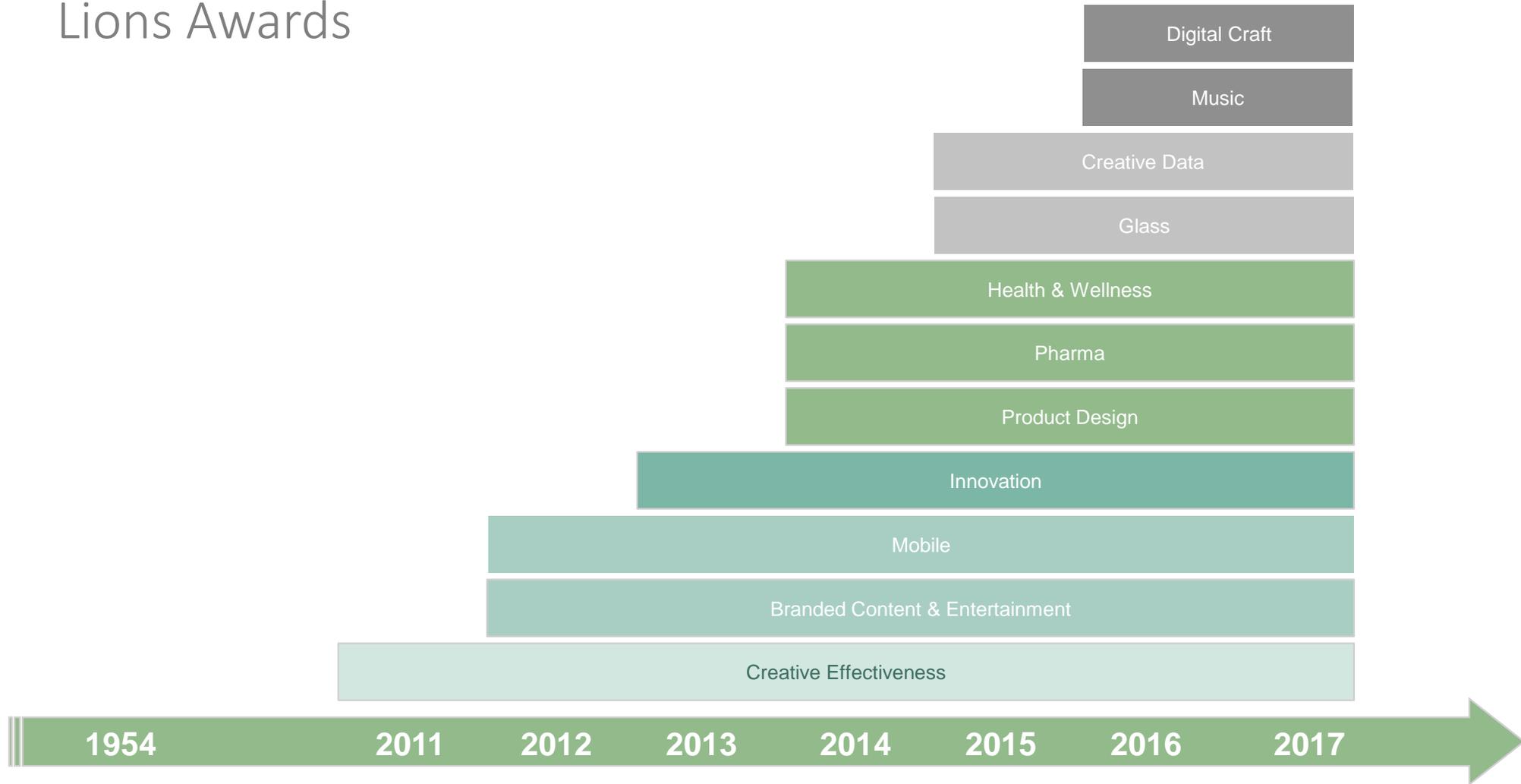
CONTINUOUS DEVELOPMENT

Festival content



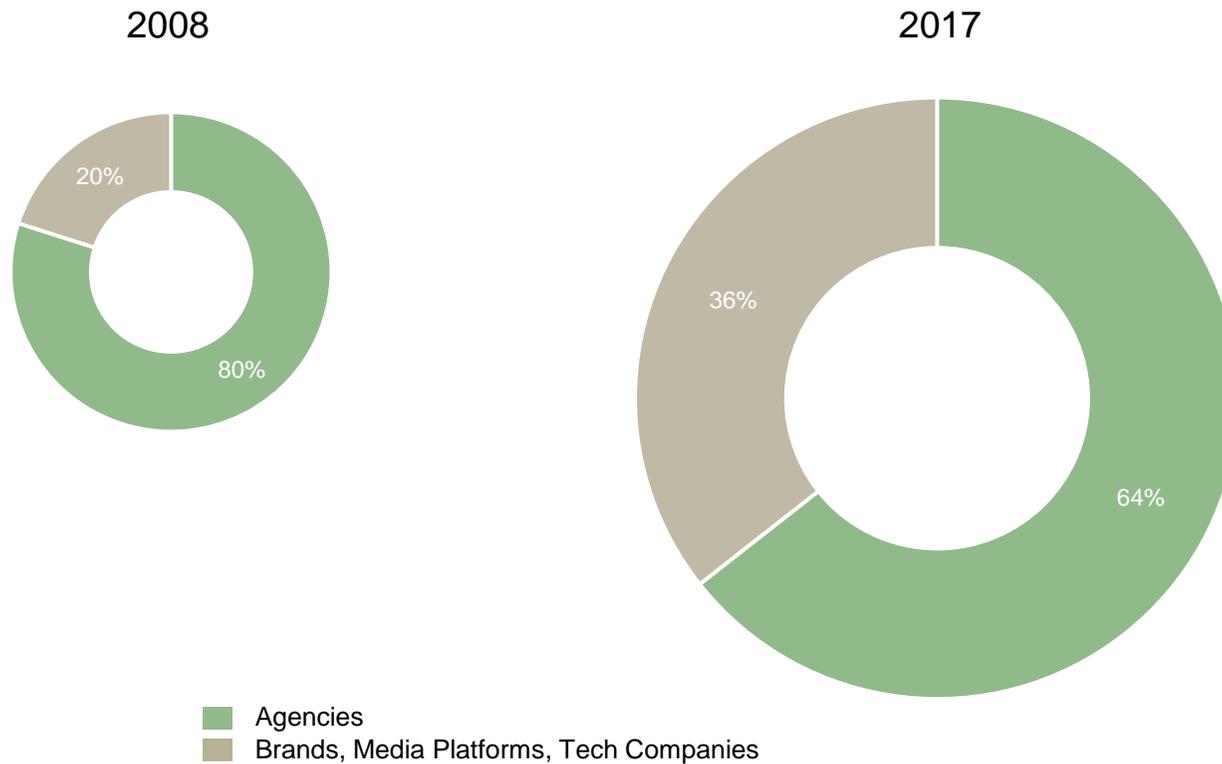
CONTINUOUS DEVELOPMENT

Lions Awards



REVENUE

Evolution of customer base



Sizing of rings relates to revenue (LTM June)

Advisory committee feedback

Focus

Focus the event, Awards and content programme on Creativity

Streamline the Awards categories and ensure they reflect the evolution of the marketing landscape

Unify the Lions and the content to allow easier navigation of the Festival



Affordability

Provide an environment where customers are able to enjoy the Festival at a reasonable and predictable cost

Address the length and sprawling nature of the event

Find ways to get more young people to the event



Accessibility

Create an even more open platform for future generations to benefit from the insights from the Festival even if they can't attend in person



The Festival

Focus

Aligned to the new Lions Awards architecture
Moving from 8 days to 5 days
A common language of creativity at the Festival

Affordability

Young Lions delegate pass to every office who submitted 15+ entries in 2017
Reduced length of Festival will lower incidental costs

Accessibility

Screens around the city, with open air cinema on the beach
All Awards shows, shortlisted & winning work available to view for free
More free live-streamed seminars



THE JURY PRESIDENT
**Lisa-Marie
Rodriguez**
Cannes Lions Festival
United Kingdom



The Awards

Focus

New Lions: Brand Experience, Creative eCommerce and Social & Influencer.
Retirement of Cyber, Integrated, and Promo & Activation Lions.

Rationalisation of sub-categories will further raise Lions value.
Each piece of work limited to entry in 6 Lions Awards.

Charity and NGO work to be presented separately to brand work
for judging and at Awards shows.

Reshaping of Special Awards points to reflect the difficulty
of winning a Lion.

LIONS 2018

The new Awards structure



Reach	Comms	Craft	Experience	Innovation	Impact	Good	Entertainment	Health
Creative Data	Film	Industry Craft	Brand Experience & Activation	Innovation	Creative Effectiveness	Sustainable Development Goals	Entertainment	Pharma
Social & Influencer	Radio & Audio	Digital Craft	Creative eCommerce	Product Design		Glass Lion: The Lion for Change	Entertainment Lion for Music	Health & Wellness
PR	Print & Publishing	Film & Production Craft						
Direct	Outdoor							
Media	Design							
	Mobile & Screen							
	Titanium							

Partnership with the host city of Cannes

Affordability

Fixed price taxi fare

from Cannes to Nice Airport (€80)

Freeze on hotel prices

for 2018

Fixed price menus

(€20, €30 and €50) for delegates at 50+ restaurants

Free Wi-Fi

along the Croisette and on all beaches

Future growth levers

1

Serve the growing presence of consultancies, media, platforms, entertainment industry

2

Continue to engage clients, creating new products

3

Membership 365 model

4

Accelerate digital product growth

Q&A

Break



MEDIALINK

In Focus

WHO WE ARE

Our team: diverse and operationally-minded



Michael Kassan
Chairman and CEO



Grant Gittlin
Chief Growth Officer



Matt Spiegel
Managing Director and
Head of Data &
Technology Solutions



Dana Anderson
Chief Transformation
Officer

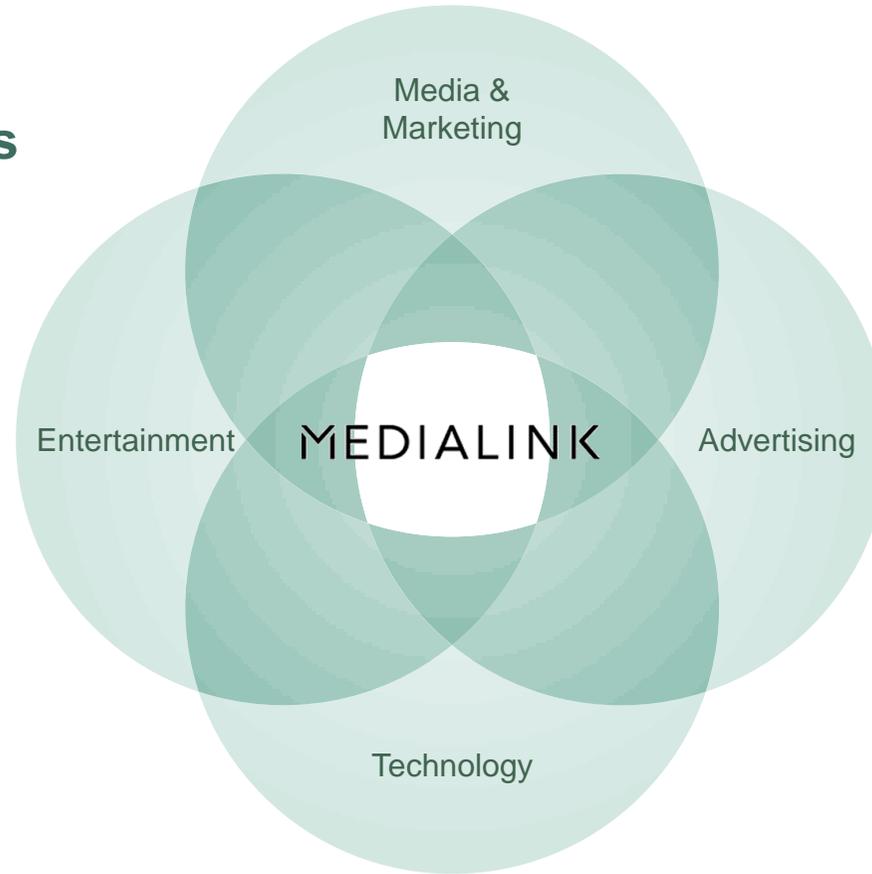


Martin Rothman
Managing Director and
Head of Corporate
Development

WHO WE ARE

Focused on driving business impact across adjacent industries

**~60% of Ad Age's
Top 50
Advertisers**



**8 of the 10
largest media
companies of the
Fortune 500**

WHO WE ARE

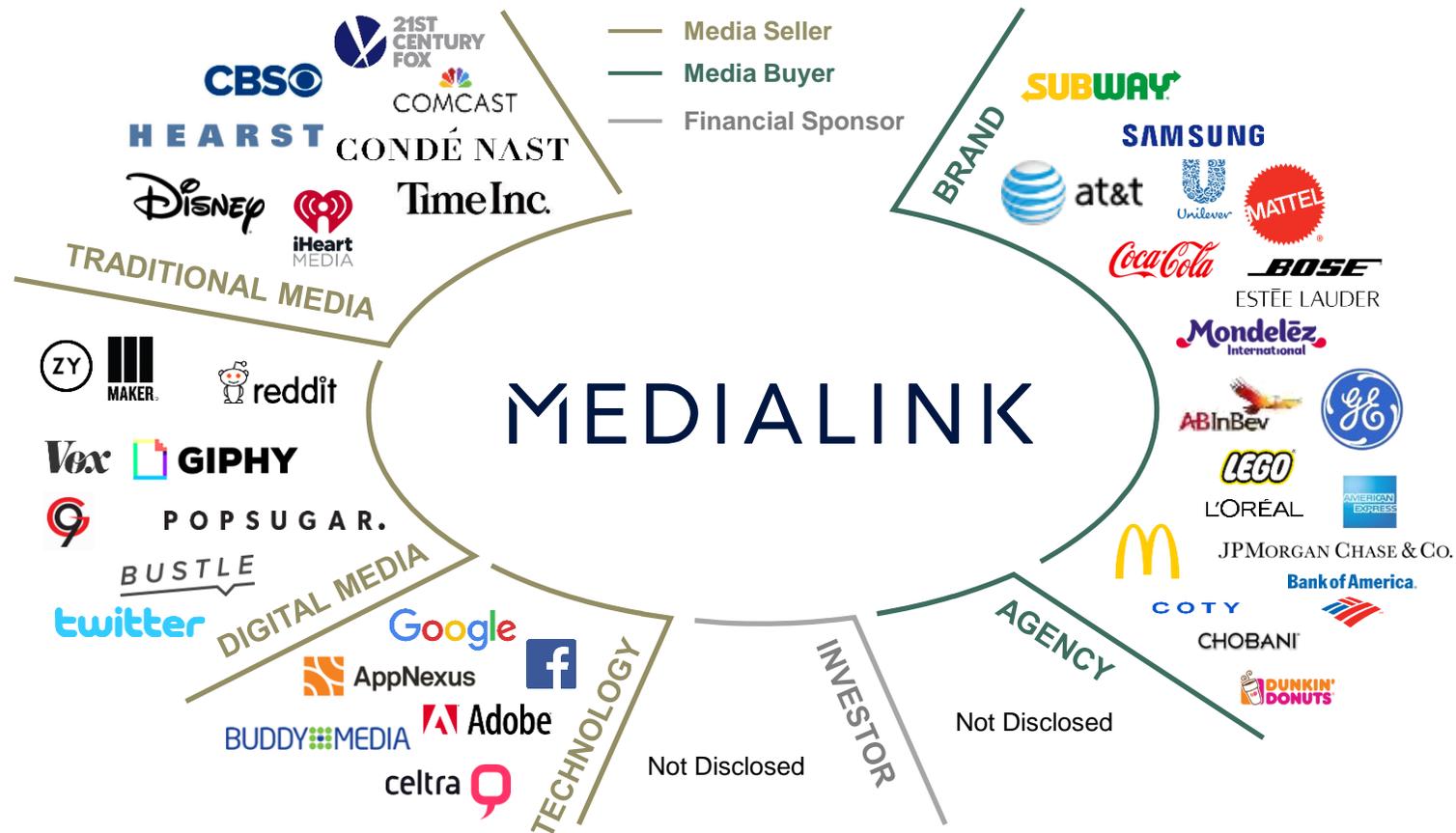


“MediaLink brings a breadth and depth of experience from the media buying, selling and technology functional areas. The company is well versed on emerging companies, platforms, business models, systems and processes that are driving change in the ... media landscape.”

– Joe Bihlmier, VP Global Media, American Express

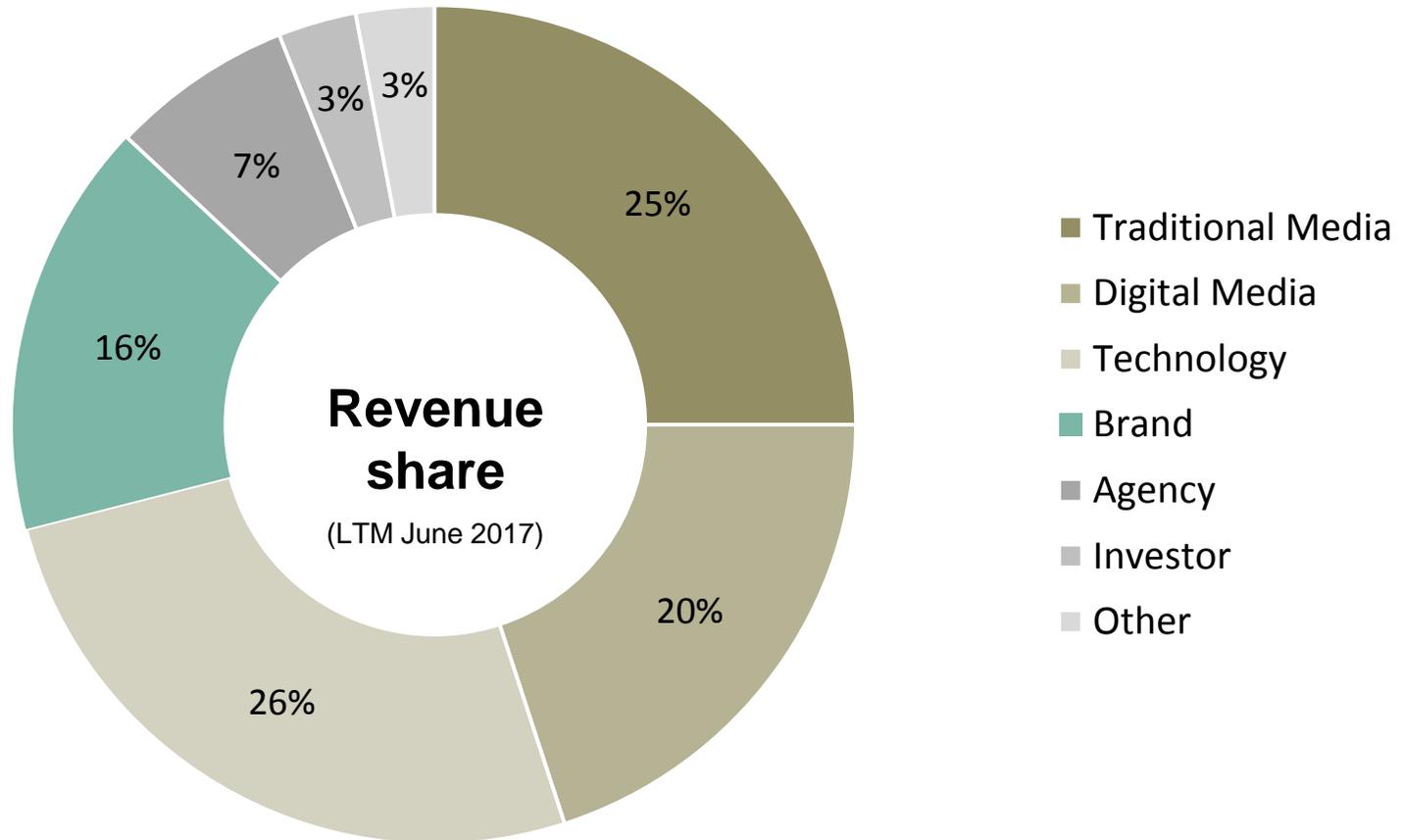
WHO WE ARE

Partner with companies at all stages of the business life cycle, across the value chain



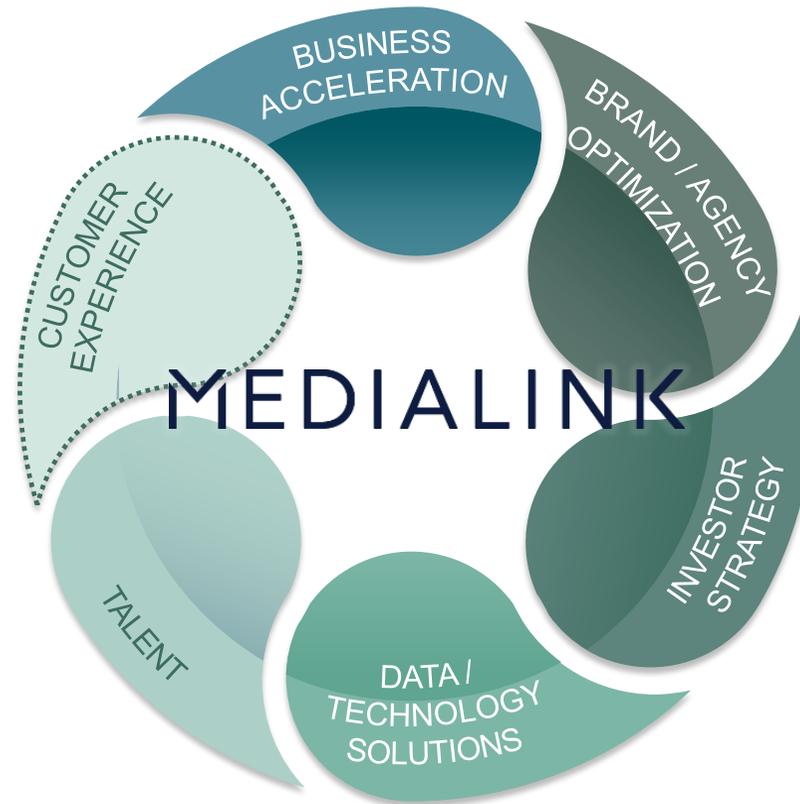
WHO WE ARE

Generate revenue from diverse and complementary industry segments



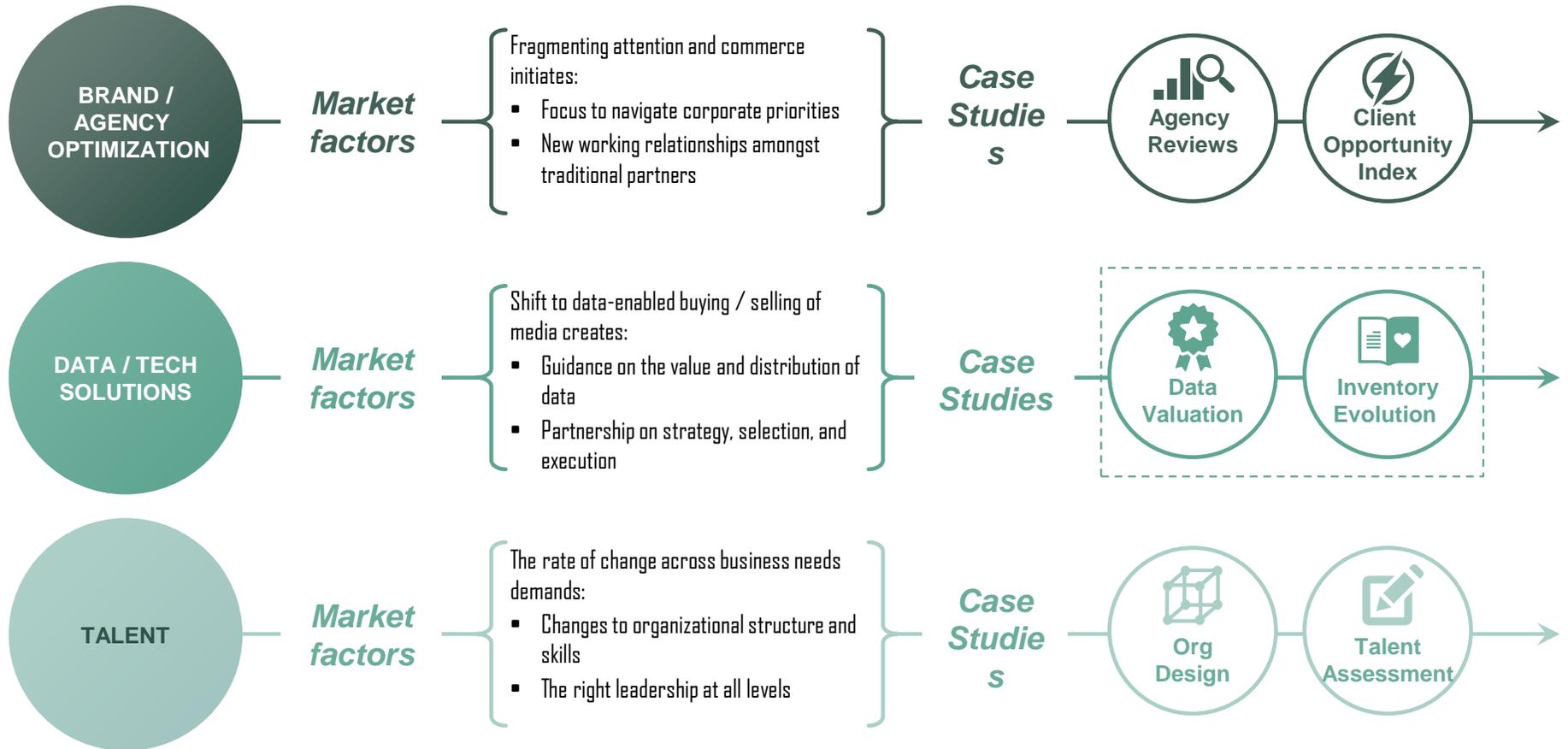
WHAT WE DO

Drive growth through one brand, supported by diverse expertise



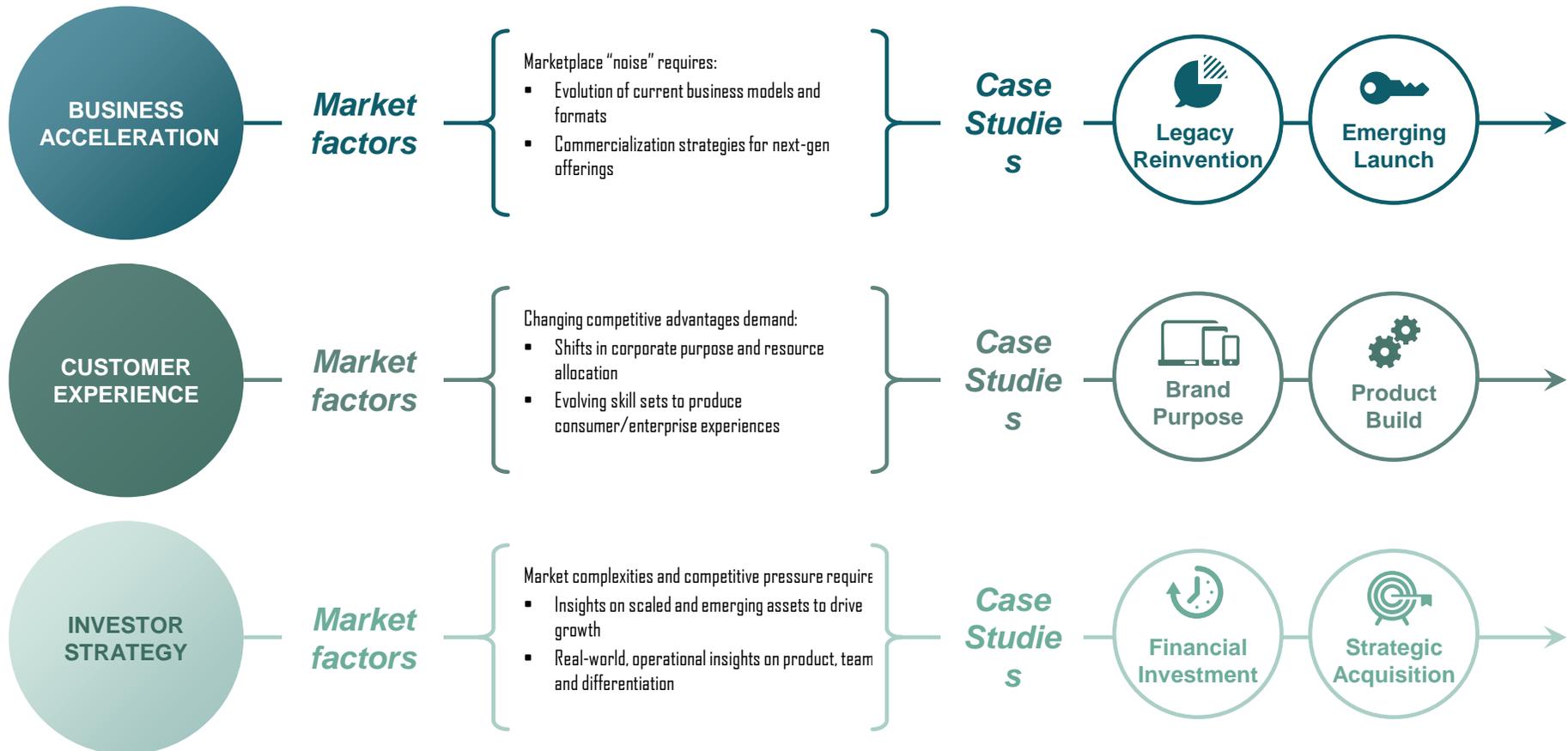
WHAT WE DO

Drive growth through one brand, supported by diverse expertise – examples by practice area



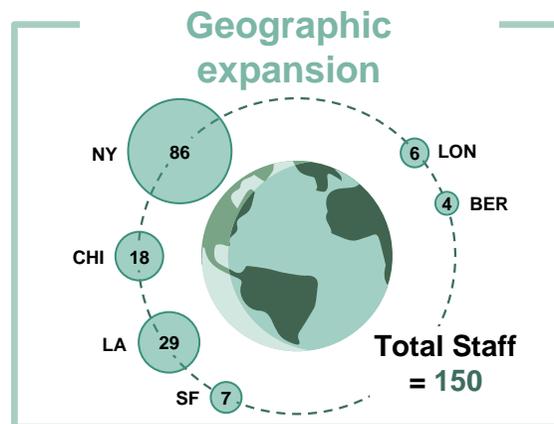
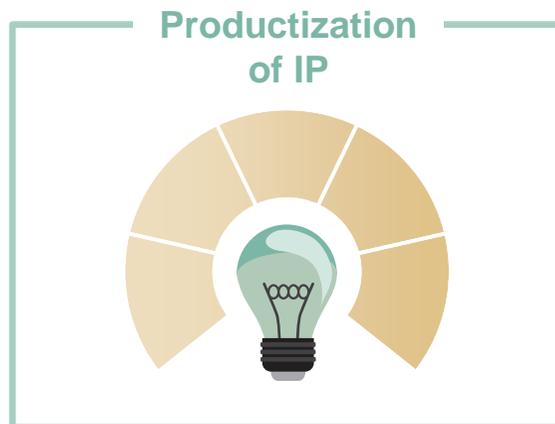
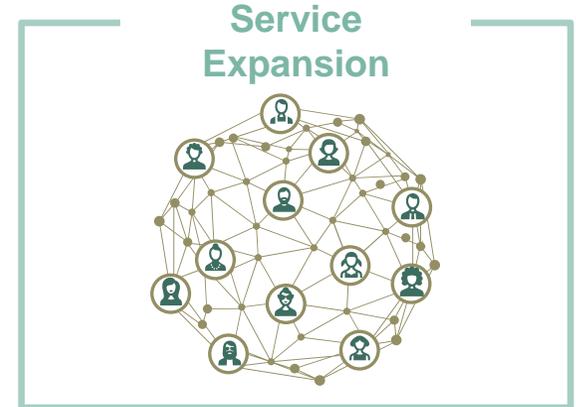
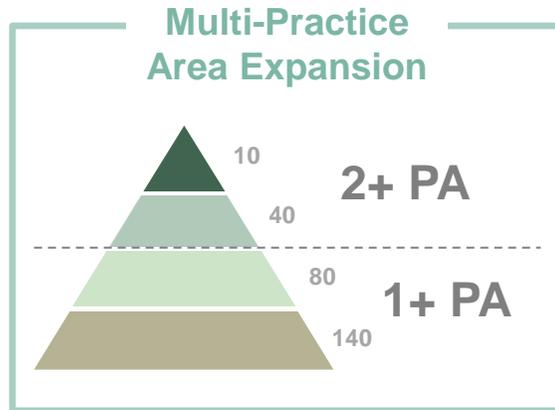
WHAT WE DO

Drive growth through one brand, supported by diverse expertise – examples by practice area (cont'd)



WHAT WE DO

Multiple levers for growth accelerated by Ascential

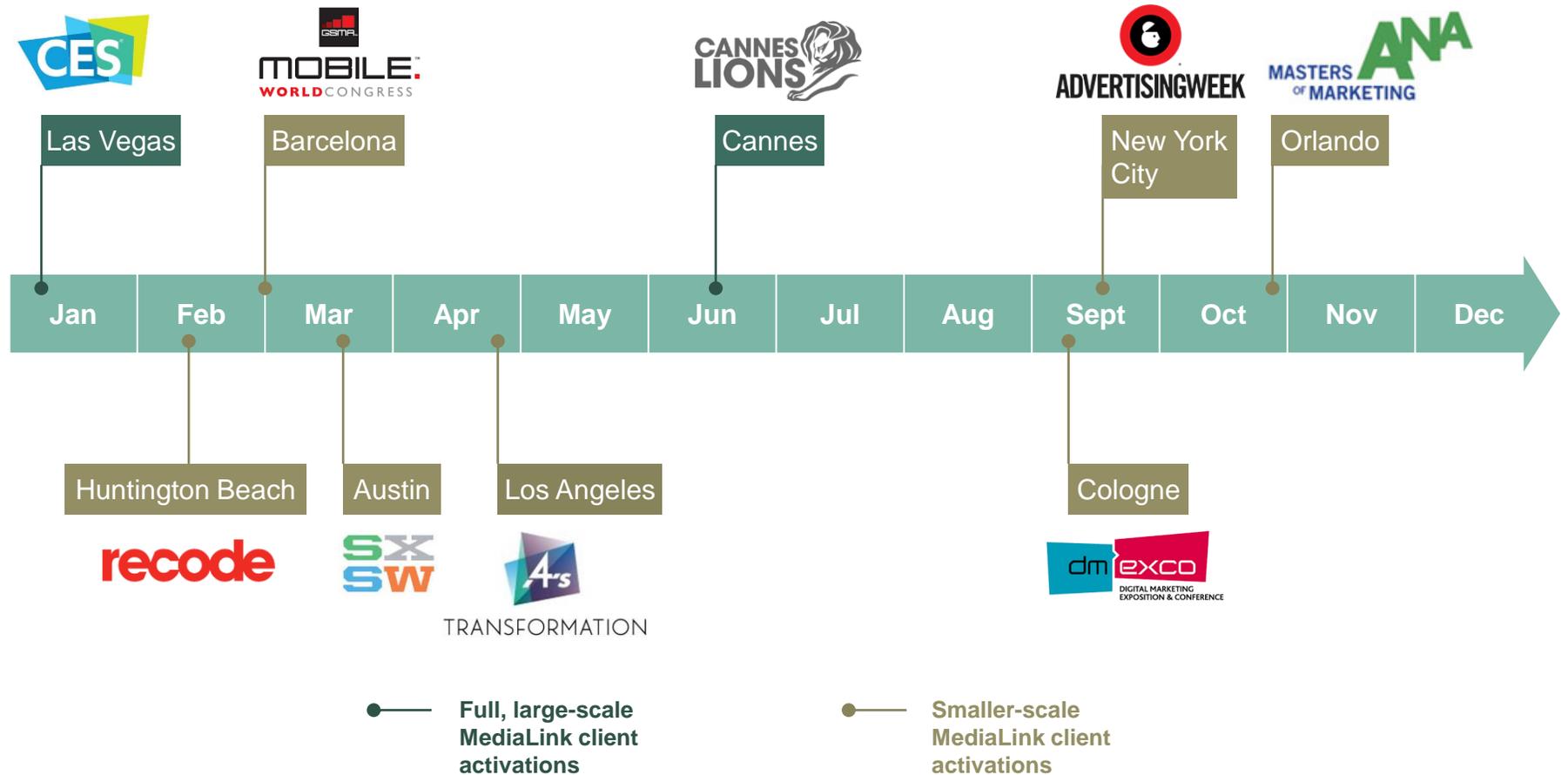


A photograph of a person walking on a modern, elevated walkway with a glass railing. The walkway is set against a light sky. The person is wearing a dark jacket and is looking down. The walkway is made of concrete and has a glass railing. The background is a light, overcast sky.

Operational Expertise

OPERATIONAL EXPERTISE

Transform conferences into marketplaces

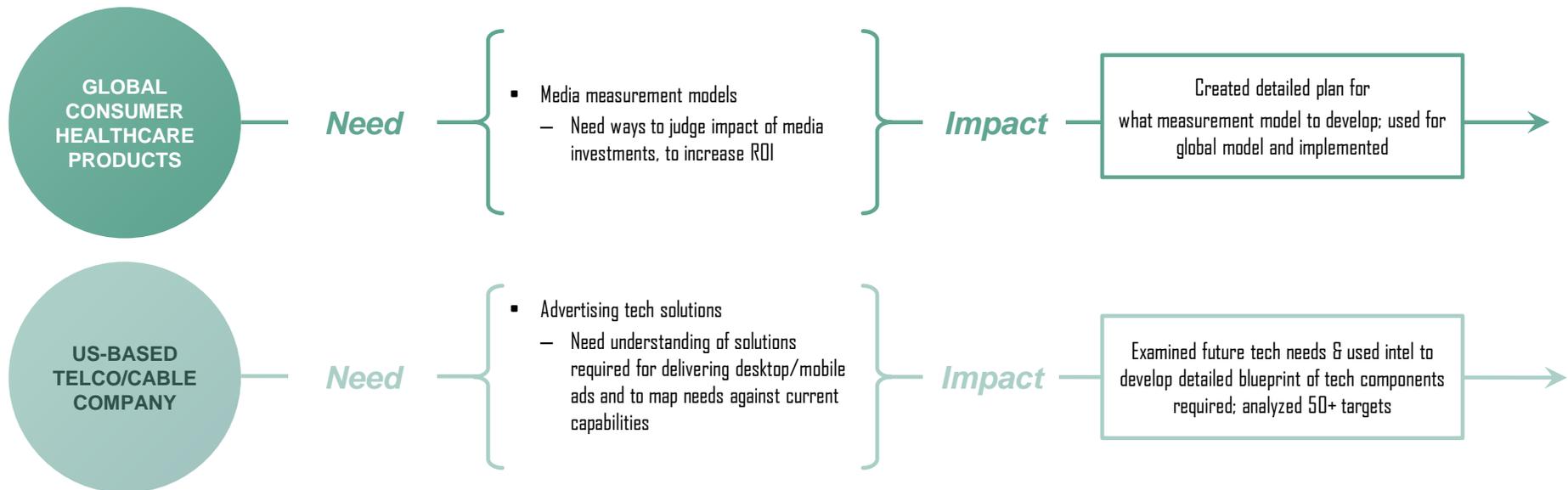


OPERATIONAL EXPERTISE

Navigate and connect the data, technology and expertise to drive growth

Team of strategists, architects and builders – create the mindsets, tools, organizations, and processes that enable new actions and new measurements

Started in programmatic; today provide answers to more **complex challenges of marketing transformation that requires data driven decision making and technology enablement**



Deepening relationships with brands

Focus:

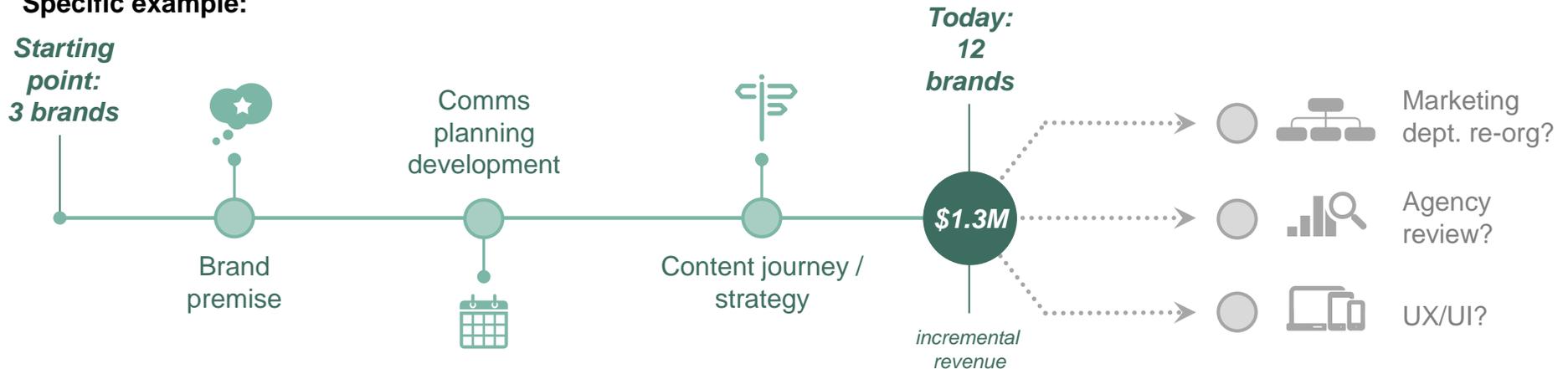
- More entry points to begin client relationship beyond brand / agency optimization

Rationale:

- Disrupted marketing landscape, over-burdened marketers, struggling brands and sparse resources
- The need for speed and clarity by today's marketers

Evolving offering

Specific example:



INTEGRATION

Harnessing power of Ascential to drive improved business results



Operations

- Initial integration components completed (technology, legal, finance)
- Expanded access to US for Ascential
- Created access to UK/Europe for MediaLink
- Utilizing tech infrastructure of Ascential for MediaLink efficiency (Salesforce)



Collaboration & Education + Revenue Potential

- Money20/20
- Cannes Lions / Lions Entertainment
- WGSN
- One Click Retail

Q&A



Money 20/20

Expansion

BACKGROUND

- First show in 2012
- Founders steeped in the Payments industry
- Content and Exhibition proposition
- Industry is both Global and Local
- Ecosystem : “Everyone. Every time”

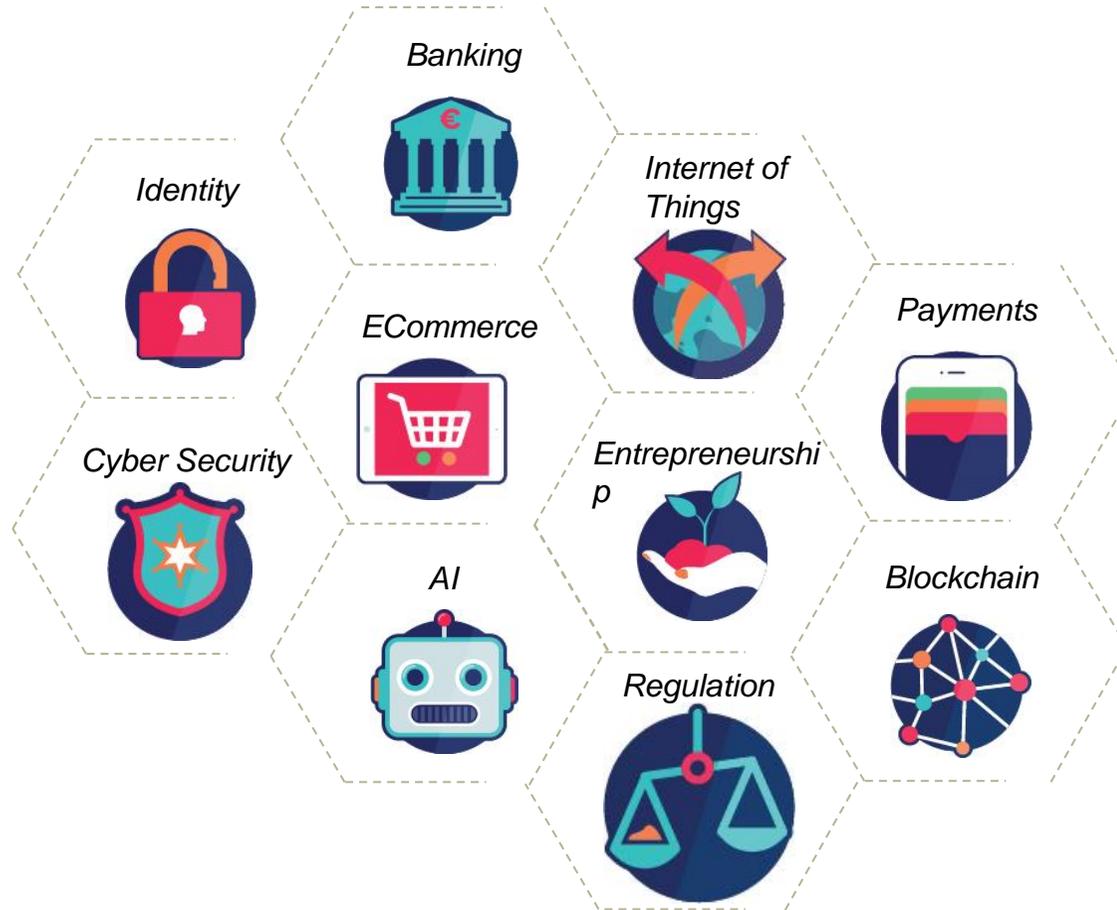
THE INDUSTRY

An ecosystem event

<h3>Investors</h3> 	<h3>Banks</h3> 	<h3>Advisory</h3> 	<h3>Big Tech</h3> 
<h3>Retail</h3> 	<h1>Money 20/20</h1>	<h3>Mobile Wallet</h3> 	<h3>Consumer Tech</h3> 
<h3>Payments/Fin.</h3> 		<h3>Regulation</h3> 	<h3>Marketing & Data</h3> 

THE INDUSTRY

Key topics



HOW MONEY20/20 WORKS

Network effect



“

Money20/20 is arguably the most important Fintech conference today globally.”



Giulio Montemagno
General Manager Europe

“

You should come to Money20/20 not only for the presentations or the conversations but also to meet people and find people who are thinking about what you're going after in a different way. It changes your perspective.”



Jack Dorsey
CEO & founder

“

There's no other place out there where you can have so much return on your time”



Nuno Sebastião
CEO

PROPOSITIONS

The delegate proposition

Ideas and inspiration

World class speakers across global events

Networking

Thousands of meetings creating partnerships and business opportunities with combined attendance of over 16,000 (US and Europe)

Business Building

Over 600 exhibitors to meet, understand new products, services and technologies



PROPOSITIONS

Exclusive content from the biggest and most innovative brands



"Millennials would rather go to the dentist than go to the bank"

Carlos Torres Villa
CEO 



"Immediacy is everything"

Giulio Montemagno
GM Europe 



"You don't have to be first. You just have to be the best"

Jack Dorsey
CEO and Founder 



"What matters is using technology to drive financial inclusion and a cashless society."

Rita Liu
Head of EMEA 



"If you're scared of AI, how are you going to stop it from happening? You can't. You'll just get in the way of the steamroller"

Steve Wozniak
Co-Founder 



"I don't believe that any one company can address the issues in front of us alone"

Dan Schulman
CEO and President 

PROPOSITIONS

Exhibitor and sponsor proposition

A global platform

Showcase products and announce partnerships to over 16,000 attendees (US and Europe)

Raise brand awareness

Exhibit alongside the biggest brands and the most innovative start-ups

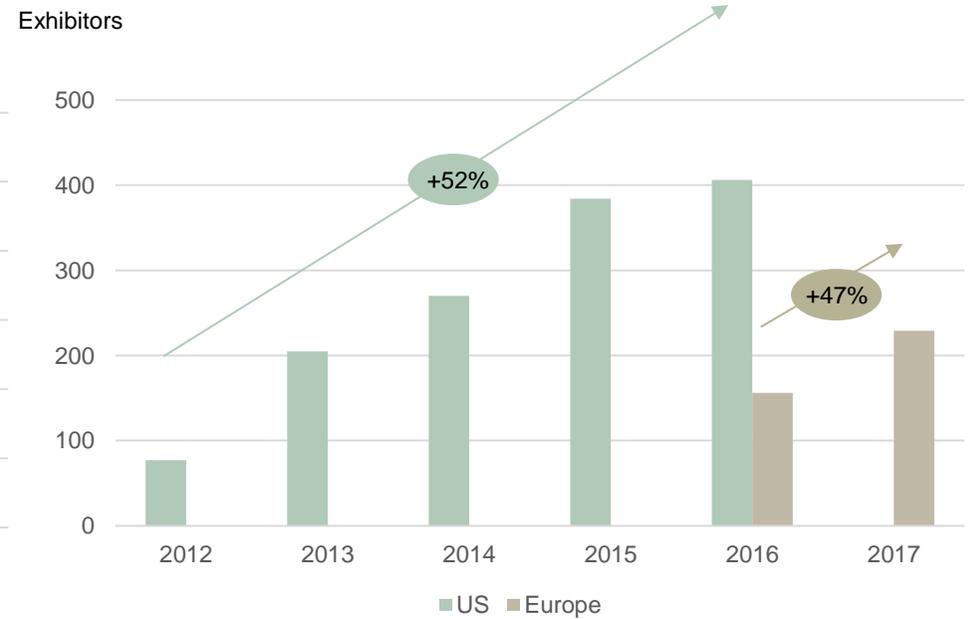
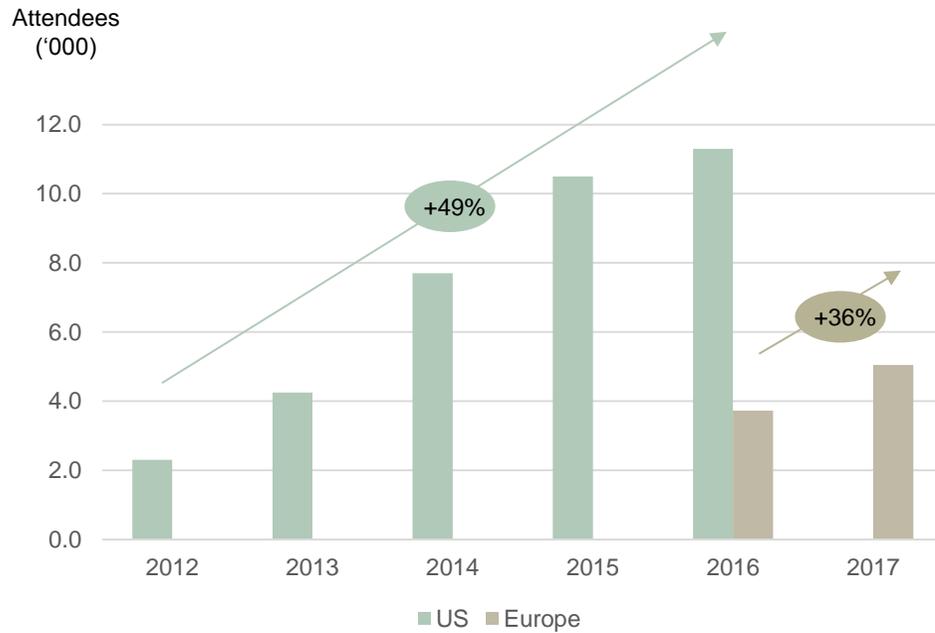
Connect with the industry

Host meetings and build networks with other industry players



VOLUME GROWTH

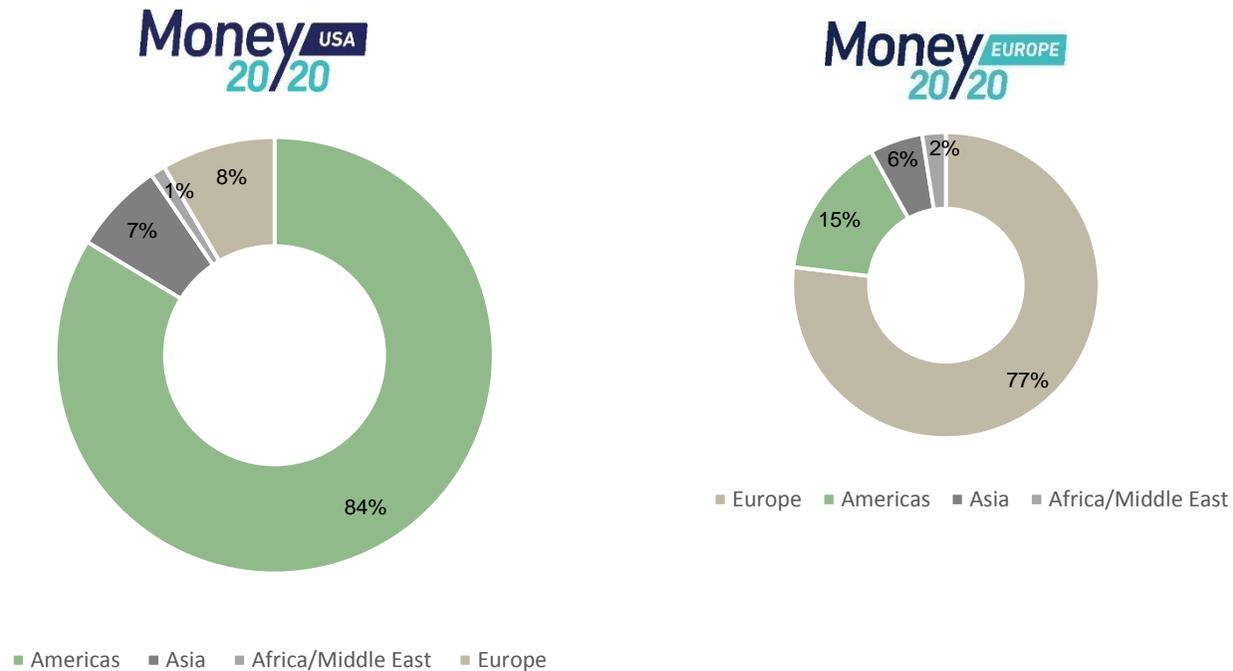
US and Europe



CUSTOMER BASE

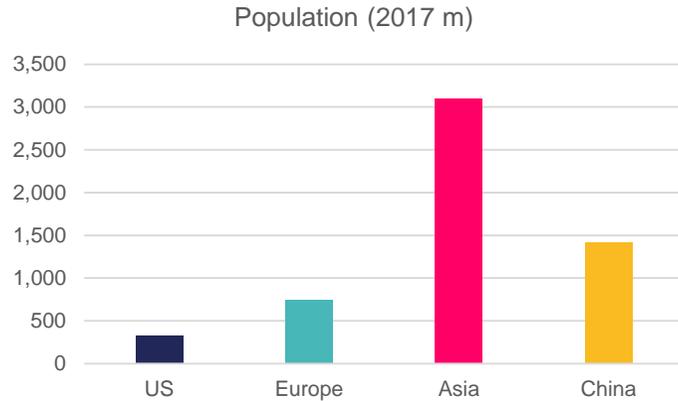
Geographical distribution of attendees

Distinct regional regulations mean customer base for each event is largely local.



Sizing of rings relates to number of attendees at each event

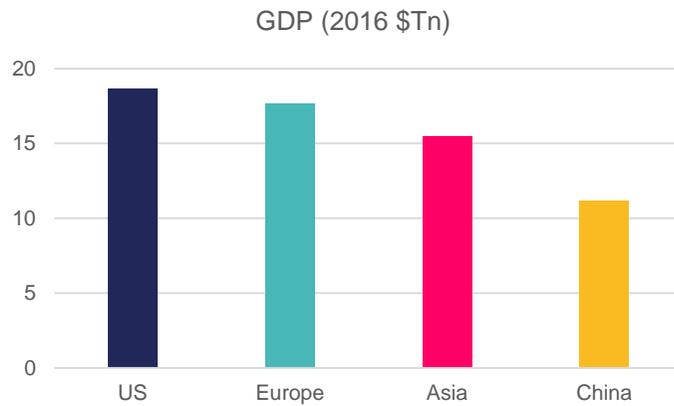
Market sizing



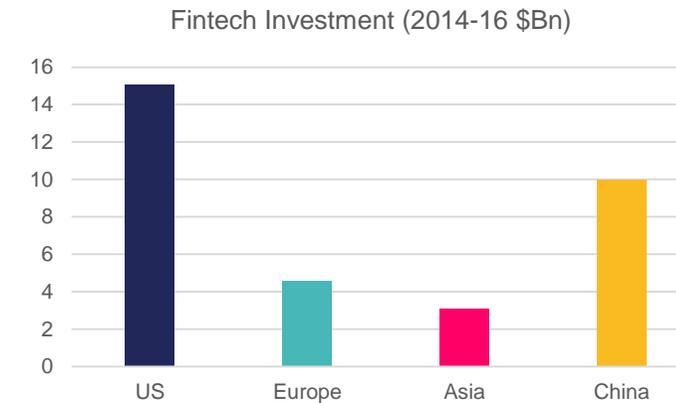
Source: Worldometers.info



Source: Statista.com



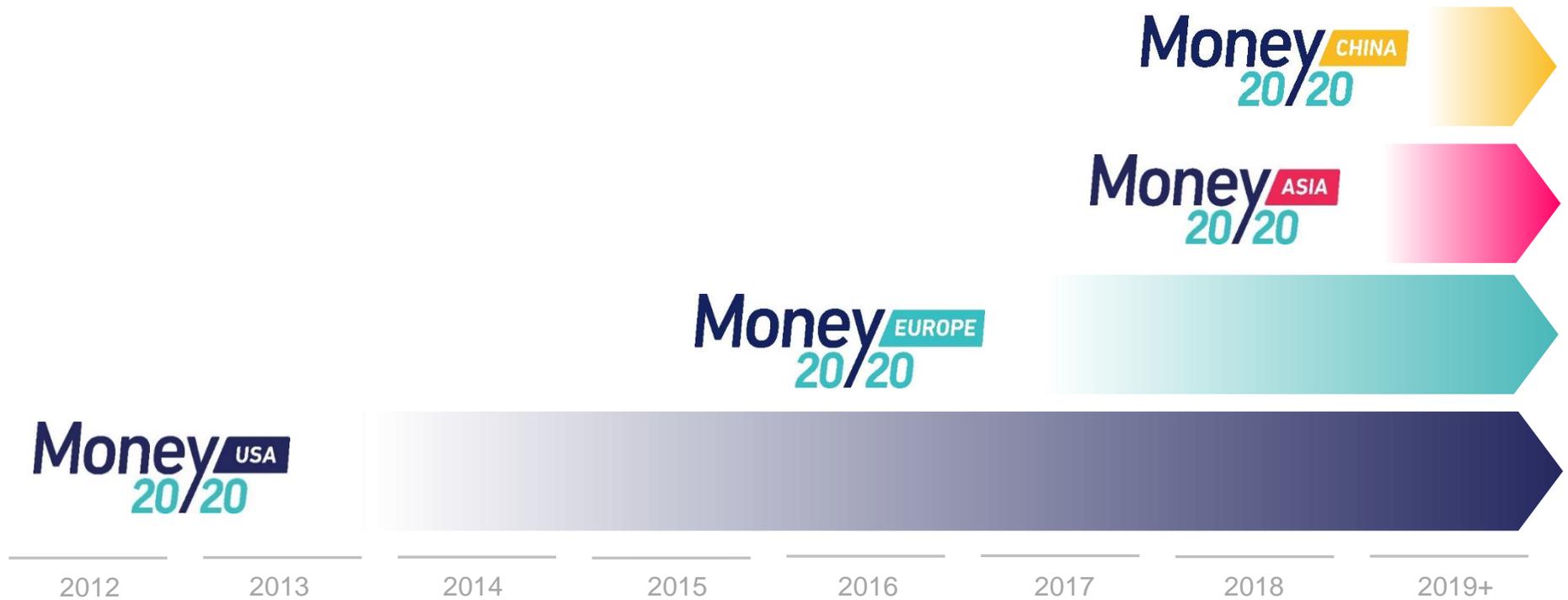
Source: Statista.com



Source: KPMG 'Pulse of Fintech' 2017

GLOBAL EVENT

Geographical expansion



GLOBAL EVENT

Money EUROPE 20/20

Amsterdam, The Rai
4-6 June 2018

Key Partners



GLOBAL EVENT

Money **ASIA** 20/20

Singapore, Marina Bay Sands
13-15 March 2018

Key Partners



adyen

NTT DATA



DISCOVER
GLOBAL NETWORK

JB Financial Group

Headline Speakers



Jonathan Larsen
Ping An



Cheng Li
Ant Financial



Pieter van der Does
Adyen



GLOBAL EVENT

Money CHINA 20/20

Hangzhou, International Expo Center
November 2018

Key Partners



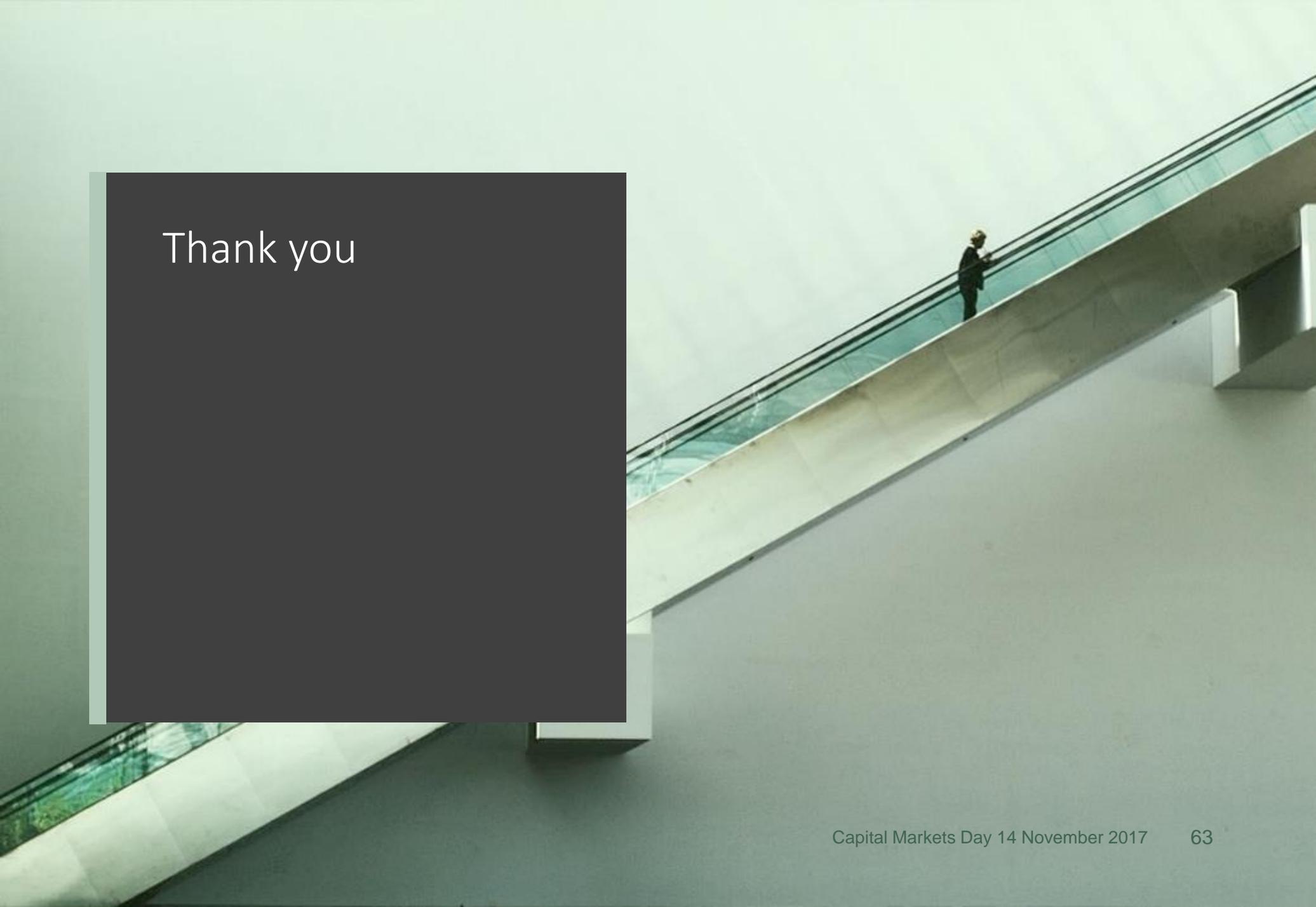
WeChat Pay



蚂蚁金服
ANT FINANCIAL



Q&A

A photograph of a person walking on a modern, elevated walkway with a glass railing. The walkway is set against a light, overcast sky. The person is silhouetted against the sky. The walkway is supported by a concrete structure. The overall scene is clean and architectural.

Thank you

Biographies

BIOGRAPHIES



Duncan Painter
CEO
Ascential

Duncan joined the company in October 2011 as Chief Executive Officer. Following four years of turnaround of the business and growth, Top Right Group (previously known as EMAP) was rebranded Ascential and successfully floated on the London Stock Exchange in February 2016.

As CEO, Duncan has a relentless focus on improving our products and services to ensure this drives greater customer retention. Ensuring our customers get improved value every year from our products and empowering our experts to be champions of insight or access to the markets we serve; have been the core ingredients of our strong growth over the last few years.

Before joining the Group, Duncan was an Executive at BskyB, where he supported their growth objectives to ten million customers. Prior to that, he was Global Product Leader at Experian plc, Founder and Chief Executive Officer of consumer intelligence company ClarityBlue, which was acquired by Experian in 2006, and European Systems Integration Director for Hitachi Data Systems.

Duncan is also a non-executive director at Investis Limited and a non-executive advisory board member to ThoughtRiver Limited.

BIOGRAPHIES



Mandy Gradden

CFO
Ascential

Mandy joined the company in January 2013. Mandy is an experienced corporate CFO with more than 20 years' financial and senior management experience. Most recently, Mandy was CFO at Torex, the privately-held retail technology firm, and was a key member of the team that managed the successful turnaround and sale of that business.

Prior to that, she was CFO at the listed business and technology consultancy, Detica Group plc, where she was instrumental in managing the company's growth from £39 million to £203 million during her six-year term. Earlier, she was Director of Corporate Development at Telewest Communications and Group Financial Controller at Dalgety. She also sits as a non-executive director on the board, and is chairman of the audit committee, of SDL plc. Mandy qualified as a chartered accountant with Price Waterhouse in 1992.

BIOGRAPHIES



Phil Thomas

CEO
Ascential Events

Phil began his career as a journalist, working on national and international magazines and newspapers, and editing Empire, the UK's biggest-selling movie magazine, before moving into publishing and becoming Managing Director of FHM worldwide, launching the iconic men's magazine in more than 30 countries.

He was appointed Managing Director of Emap's Australian and South East Asian division, based in Sydney for three years, before returning to the UK, and in November 2006 was appointed Chief Executive Officer of Lions Festivals. Philip began his current role when Ascential Events was established in August 2016. He remains CEO of Cannes Lions.

BIOGRAPHIES



Michael Kassan
Chairman and CEO

Prior to founding MediaLink, Michael was the President/COO and Vice-Chairman of Initiative Media Worldwide. In 1997, he was named one of the top media executives in America by Advertising Age Magazine. He joined Initiative Media Worldwide in 1994, and helped grow media billings from \$1.5 billion to over \$10 billion. Prior to Initiative, he was President and COO of International Video Entertainment (Artisan Entertainment).

Michael is often called upon as a speaker and commentator to share his insights on the media and advertising industries, changes within them, growth, and the places in which tangible opportunities exist for marketers. He is a regular keynote speaker at the world's major media conferences.

In addition, Michael has served on the Board of the Hollywood Radio and Television Society, the Commission on California State Government Organization and Economy and the Cultural Affairs Commission – City of Los Angeles and has been Chairman of the State Senate Select Committee on the Entertainment Industry. Michael is also a strong supporter of community and not-for-profit programs, and currently serves as Chair of the UJA-New York Marketing Communications Committee. He also plays an active role in children's education and mentoring, having been involved in both the H.E.L.P. Group, a non-profit organization serving children with special needs, and the Big Brothers/Big Sisters program of Los Angeles.

BIOGRAPHIES



Grant Gittlin

Chief Growth Officer

As Chief Growth Officer, Grant is focused on maintaining MediaLink’s competitive advantage. His role includes ensuring current client satisfaction, securing new clients, and developing new market offerings.

Across our practice areas and the business of the business, there is no job too big or too small. He’s been recognized for his contributions by publications such as ReCode and a profile in Fortune / Millennial magazine. As well, he’s been named to Ad Age’s 40 Under 40 and Variety’s New Leaders.

He began his career at Bridgewater Associates – eventually leaving finance to find “someone who loved their job and did it well.” After a one-year professional adventure helping launch companies, MediaLink took him in allowing him to serve as the company’s first Chief of Staff.

Additionally, he is the creator of ARTHA, an incubator for emerging artists based in Long Island City.

BIOGRAPHIES



Matt Spiegel

Managing Director &
Head of Data /
Technology Solutions

Matt's experience as entrepreneur, agency executive, and marketing technology executive guides his focus and passion for being a guide and strategist at the intersection of marketing and media with technology and data. At MediaLink, Matt applies his expertise by helping enterprise marketers and media companies assess, plan for, and implement solutions needed to success with programmatic technologies and addressable marketing.

Matt comes to MediaLink with a background of executive leadership roles within digital marketing and technology organizations. He is the founder and former CEO of Resolution Media, Omnicom's search marketing agency. As Omnicom Media Group's global digital CEO, Matt launched Omnicom's trading desk Accuen. Most recently he ran the enterprise sales and solutions business for MediaMath across North and Latin America.

In addition to Matt's work connecting the marketing and technology industries, he advises/mentors start-ups and young entrepreneurs, is a board member of the Chicago Parks Foundation and was a Crain's Chicago Business 40 under 40 honoree in 2014.

BIOGRAPHIES



Dana Anderson
Chief Transformation
Officer

Dana is an intrepid explorer whose curiosity about people and what motivates them has propelled some of the world's most beloved brands. She unleashes the power of a brand through four fundamental constructs: creativity, transformation, inspiration and powerful storytelling.

As Chief Transformation Officer of MediaLink, Dana applies her expertise, wit and wisdom to Fortune 500 marketers, helping them unearth new approaches to innovation, applying transformational thinking to enduring plans, seeking fresh inspiration in a brand's promise and crafting compelling narratives that touch the hearts and minds of consumers.

Prior to joining MediaLink in April 2017, Dana was Chief Marketing Officer at global snacking powerhouse Mondelez International. There she led the brand equity, strategy, marketing, media, data and digital teams that powered such iconic brands as Oreo and Trident. She joined Mondelez in 2012 when Kraft Foods separated its global snack business from its grocery business. Dana had served as SVP of marketing strategy and communication for Kraft since 2009.

Ad Age calls her one of the "100 Most Influential Women in Advertising" and Business Insider named her one of the most innovative CMOs in the world. In 2015, she was on the Forbes list of Top 50 CMOs and was named "Woman of the Year" (She Runs It).

BIOGRAPHIES



Martin Rothman
Managing Director &
Head of Corporate
Development

As Head of Corporate Development at MediaLink, Martin's time is spent spearheading strategic growth initiatives within the company. These include cross-portfolio collaboration under the Ascential plc umbrella, strategizing on other organic and inorganic revenue opportunities, and executing upon these strategies.

As Managing Director, Martin oversees a book of business with a select group of clients, and continues to work with Michael on other important initiatives including internal operational imperatives and industry thought leadership.

Previously, Martin was Chief of Staff at MediaLink, where he worked closely with Michael and the rest of the staff.

Martin began his career in investment banking at Credit Suisse in the Equity Capital Markets Group and later in the Financial Institutions Group, where he assisted clients with capital raises, M&A and other strategic functions.