

Press release | 24 August 2020

GL EVENTS ACQUIRES THE TRANOÏ SHOW: TRANOÏ AND PREMIÈRE VISION PLAN SYNERGISTIC ROLL OUT OF COMPLEMENTARY SERVICES AND EVENTS

Seeking new financial partners, Tranoï, a leading organizer of BtoB events for creative fashion brands, joined the GL events Group, already a 49% shareholder of the Première Vision group, this past 31 July, thus strengthening its fashion division.

The sector's two major players are thus moving closer together, creating a unique hub of physical and digital BtoB events, services and content to meet the market's new challenges, from the upstream to the downstream of the global creative fashion industry.

Tranoï and Première Vision share a common vision of fashion, focusing on the creative process and championing the kind of unique, creative approaches that give the industry its force and richness. This shared vision is strengthened by their complementary nature within the industry. Each operates in the fashion sector but at different stages in the value chain, thus creating an integrated hub of fashion events. The combined expertise of the Tranoï and Première Vision teams provides an unprecedented synergy to develop and implement new projects to meet the challenges facing the fashion industry.

Boris Provost, Managing Director of Tranoï: *«We are delighted to join the GL events Group and for this closer relationship with Première Vision. Our goal was to work with established partners who could provide complementary expertise, to collectively develop our offer of services. GL events and Première Vision meet every aspect of these requirements. The resulting synergy between two fashion and trade-show experts will help us develop ambitious transversal projects and provide an innovative offer of services for the entire market. I would also like to thank the Tranoï teams for their commitment, as well as all the partners who supported us during our search for new shareholders.»*

Gilles Lasbordes, Managing Director of Première Vision: *«With this closer relationship, as with the alliances we forged in 2019 with Fashion Source in China and The Materials Show in the USA, we continue to pursue our strategy of building a global and complementary offer as closely aligned with the market's needs as possible. We look forward to collaborating with Tranoï's teams, whose expertise will help give rise to new projects and, above all, new solutions to support the entire industry in this complex and fast-changing environment.»*

Tranoï shows will henceforth be operated by Tranoï Events, a 90%-owned subsidiary of GL events Exhibitions, of which Boris Provost is the Managing Director and 10% shareholder.

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ABOUT:

GL EVENTS

The Group is a world-class provider of integrated solutions and services for events operating across the three main market segments: conventions, conferences, congresses; cultural, sports and political events; trade shows / B2B and B2C exhibitions and consumer fairs. GL events' activities are organised into three major business divisions. GL events Live provides a complete range of services for corporate, institutional and sports events, and offers turnkey solutions from consulting and design to staging the event itself. GL events Exhibitions manages and coordinates the Group's portfolio of more than 300 proprietary trade fairs covering a wide range of sectors: food industry, culture, textiles/fashion, manufacturing... GL events Venues manages a network of 50 venues (convention and exhibition centres, concert halls and multi-purpose facilities) in France and international destinations. Present on five continents with operations in more than 20 countries, GL events has 5,600 employees. GL events is listed on Euronext Paris, Compartment B.

www.gl-events.com

PREMIÈRE VISION

Première Vision is the world's leading professional trade show for the upstream creative fashion industry. From fifteen Lyon-based weavers in the early 1960s, Première Vision has expanded to welcome over 2000 exhibitors today. Over the years, the strategy of the Première Vision group has remained unchanged: to support the development of the international fashion industry and the key evolutions in the market, through its 12 annual events and services, which now include a unique digital tool: Première Vision Marketplace, managed by its Première Vision Digital department.

www.premierevision.com

www.marketplace.premierevision.com

TRANOÏ

Since 1998, in a digital and physical way, Tranoï connects and gathers international creative designers and contemporary brands with buyers, influencers and key opinion leaders, to cultivate a unique and disruptive vision of fashion. Twice a year, Tranoï Event welcomes international buyers and retailers who are looking for an original fashion offer to discover collections in prestigious venues located in the heart of Paris, during the Paris Fashion Week. An unmissable B2B event that brings together a community of new highly creative designers and new contemporary ready-to-wear and accessories brands. Tranoï Link is the B2B digital platform that links the international fashion buyers with talented and innovative fashion designers all year long. A new platform, both inspirational and business, based on efficient matchmaking to facilitate exchanges and contacts. Tranoï is also a partner of DFO International, a Fashion Management and Market Development Group for China. Twice a year, Tranoï and DFO organize Nova, an official Shanghai Fashion Week event, that builds a professional platform for international brands to access the Chinese market.

www.tranoi.com

#tranoitogether

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