

24 March 2020

Ascential plc

Money20/20 Europe deferral to September 2020

Ascential plc (LSE: ASCL.L), the specialist information, data and analytics company, after consultation with our major customers, the Dutch government and city of Amsterdam, confirms that Money20/20 Europe will take place in September, utilising the contingency dates previously announced.

We are pleased to have the support of our major customers regarding this decision. Contracted delegate passes and sponsorship arrangements will be automatically transferred to the new dates. Any additional costs that may be incurred as a result of the postponement are not expected to be material. We will continue to liaise with our customers in the intervening period to help them plan for these revised dates, while monitoring the developing situation around the Coronavirus outbreak and following World Health Organisation (WHO) and national government guidelines.

Approximately 75% of Ascential's annual revenues are delivered through robust digital subscriptions and platforms, advisory and benchmark revenue streams. Approximately 25% of annual revenues are derived from destination events income, mainly the Cannes Lions festival (deferred from June to October) and Money20/20 events in Las Vegas (also October) and Amsterdam.

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Ascential is a specialist information, data and analytics company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three principal disciplines:

- **Product Design** via global trend forecasting service WGSN;
- **Marketing** via global benchmark for creative excellence and effectiveness Cannes Lions and WARC, and strategic advisory firm MediaLink; and
- **Sales** via ecommerce-driven data, insights and advisory firm Edge by Ascential and Yimian, leading managed services provider for Amazon, Flywheel Digital, the world's premier payments and FinTech congress Money20/20 and World Retail Congress and Retail Week.

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Ascential also powers political, construction and environmental intelligence brands DeHavilland, Glenigan and Groundsure – together comprising the Built Environment and Policy segment.