

PRESS RELEASE

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CLARION EVENTS ANNOUNCES PARTNERSHIP WITH PREMIUM GROUP

CLARION EVENTS AND THE PREMIUM GROUP ARE TO FORM A JOINT VENTURE TO GROW THE EXISTING SUCCESSFUL EVENTS, DEVELOP DIGITAL PLATFORMS AND EXPAND INTERNATIONALLY.

Berlin/London, (21 January 2018) – Clarion Events – a leading global event planner and trade show organiser that has been producing and delivering innovative and cutting edge events since 1947 – today announced that it has formed a joint venture with the PREMIUM Group, the Berlin-based organiser of market-leading fashion events including the Premium, Seek, Show&Order, Bright and PREMIUM Order Munich trade shows and the FashionTech conference, the largest bi-annual fashion events in Germany.

Clarion are delighted that Premium founder, Anita Tillmann, will continue in her role as Managing Partner of the Group, extending her successful 4 year partnership with Managing Director Jörg Arntz as well as the rest of the highly passionate team based in Berlin.

Premium's previous partner, Waterland Private Equity, as well as dormant co-founder, Dr Florian Bachelin, have exited the business.

The deal was agreed back in October 2017 and the first joint events have just taken place successfully in January 2018.

Through the new partnership, Clarion Events looks to establish a strong foothold in the global fashion sector. Simon Kimble, Executive Chairman, said "we are tremendously excited about the prospects of working with the incredible Premium team. The business has thrived in a period of rapid change in the fashion sector by serving its customers with highly relevant events. The global fashion sector is highly dynamic, but remains one of the world's largest markets and we believe there is a huge opportunity to provide events and other digital media around the world that better serve the evolving needs of brands and retailers. The combination of the Premium Group's strong relationships and long history of cutting edge events with Clarion's global event expertise makes this an ideal partnership".

"I am pleased about the new partnership with Clarion Events Pte. We want to continue to invest in and develop the Premium portfolio. Clarion shares our passion for innovation and dynamism, and is therefore an ideal partner to support our international growth, the roll-out of our digital platform, as well as continuing to improve the existing business," commented Anita Tillman, co-CEO of Premium Exhibitions.

ABOUT CLARION EVENTS

Founded in 1947, Clarion Events is one of the world's leading event organisers, producing and delivering innovative and market-leading events. Our 900 employees based in our 13 offices worldwide specialise in delivering first class marketing, networking, and outstanding information solutions in high value sectors, both in mature and emerging markets. Clarion's customers use our broad range of exhibitions, conferences, trade shows and websites to target new business, present their products, build deeper relationships with their clients and identify new opportunities for performance improvement. Some of our most important core markets include Retail, Energy, Security, Telecoms, Infrastructure and Resources.

WWW.CLARIONEVENTS.COM

ABOUT PREMIUM GROUP

Founded in 2002, the Premium Group focuses on organising professional trade shows, conferences and events in the fashion sector. Today, the company puts on 10 trade shows, 2 conferences plus various event formats each year

WWW.PREMIUM-GROUP.COM

PRESS CONTACT

CHRISTINE ZEINE
PREMIUM GROUP
C.ZEINE@PREMIUMEXHIBITIONS.COM

CHRIS GALLON
CLARION EVENTS
CHRIS.GALLON@CLARIONEVENTS.COM