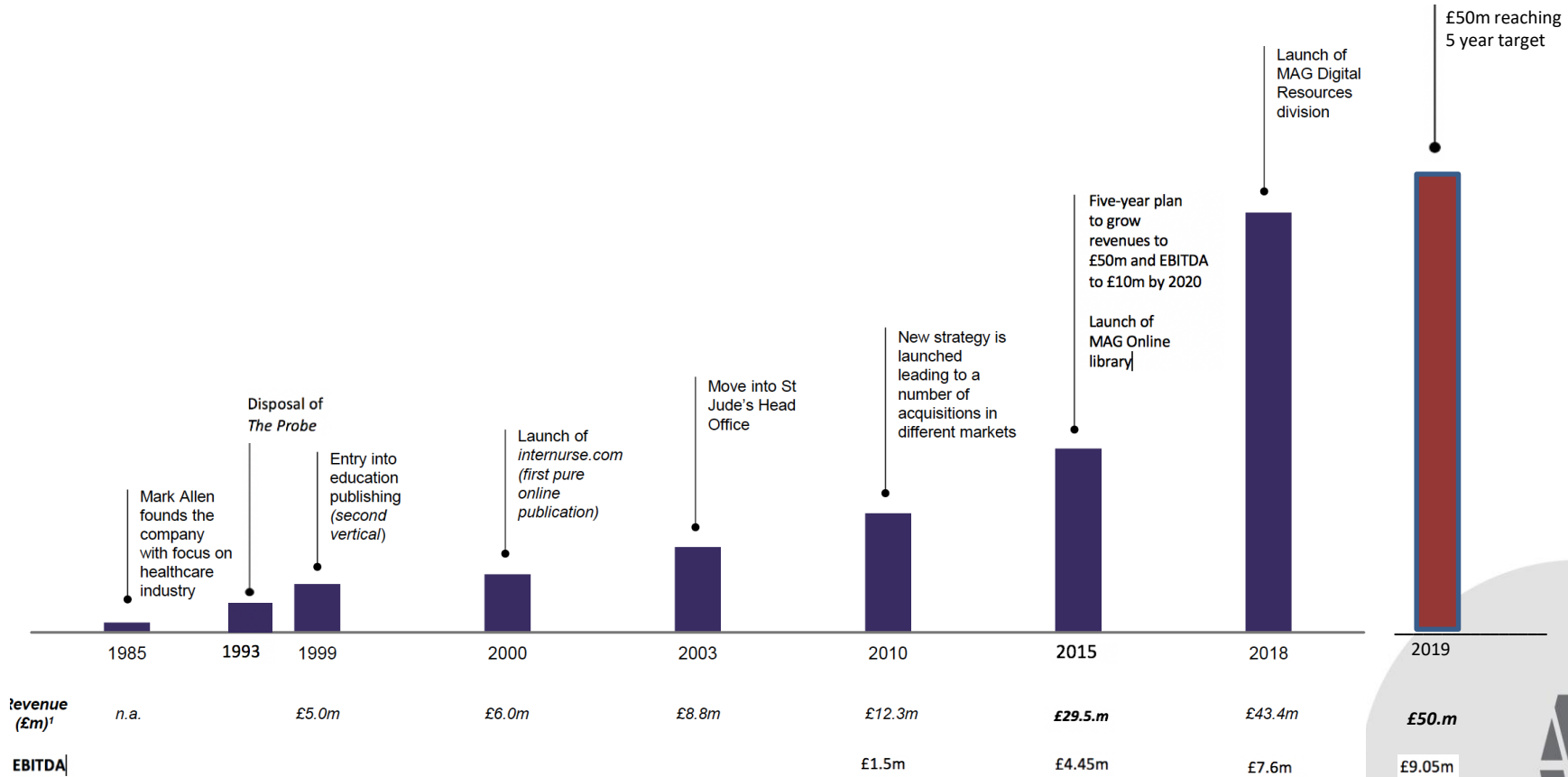


An Entrepreneur's Journey

Mark Allen
Chairman
Mark Allen Group



1. History of the Mark Allen Group



Notes

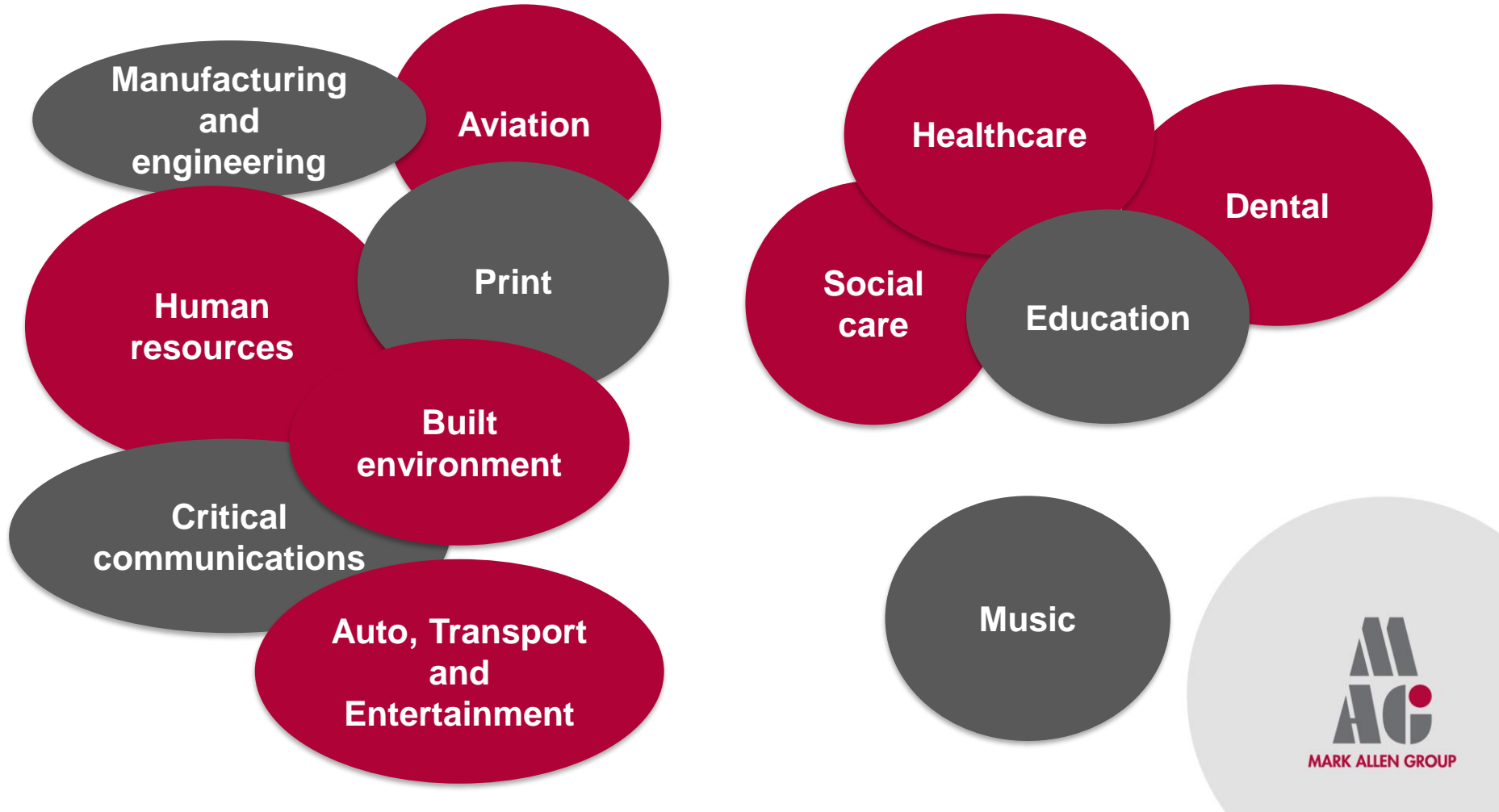
¹ Year ended 31 March

2. What is the USP of the Mark Allen Group?

Connecting specialist audiences with critical information

- ✓ **we inform**
- ✓ **we educate**
- ✓ **we inspire**
- ✓ **we engage**
- ✓ **we know our markets**
- ✓ **we enable business**




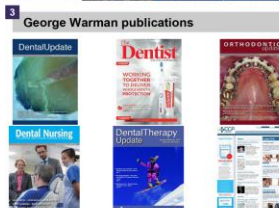

3. The markets in which we operate



THE MARKETS IN WHICH WE OPERATE

Why are we in these markets?

- ✓ They are a mixture of mainly public sector and private industry, thus ensuring balance and creating opportunities for events as well as international expansion

1 Healthcare publications 	2 Education publications 	Exhibitions 	Confex 
3 George Warman publications 	4 Business publications 	5 Music and Travel publications 	



THE MARKETS IN WHICH WE OPERATE

- ✓ In all our - predominantly B2B - markets we have leading brands and defensible positions
- ✓ We like to build sustainable and defined communities
- ✓ With the increase of automation and more leisure time, music will become even more important
- In 2018 we came 96th in the *Sunday Times* top 200 mid-cap companies for international sales

4. What is the customer proposition?

- ✓ Academic publishing through MAG Online and MAG Digital Resources
- ✓ **CET and CPD modules**
- ✓ Conference, exhibition and event management
- ✓ **Content marketing services**
- ✓ Research and telemarketing
- ✓ **Data management**
- ✓ Licensing and syndication
- ✓ **Website development**
- ✓ Print and digital design services
- ✓ **Contract publishing**

5. What is our strategy?

- ✓ During the first 25 years we mainly grew the company organically and with niche launches
- ✓ During the past eight years, the primary route to growth has been through acquisitions. Since 2010 we have made 22 different acquisitions.
- ✓ We see our future growth driven by both organic growth and acquisitions. Our acquisition strategy has been to acquire under-performing B2B businesses at low cost, integrate them into our business, and drive higher margins

6. Commanding our audiences

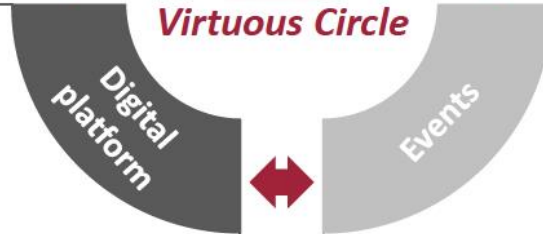
- MAG has a leading position in Nursing content with more than 20 titles
- Institutional accounts have grown at 60% since FY16
- BBN is a **core resource** for the NHS



- MAG content enables advertisers to directly target nurses, who hold influence over directing prescriptions for patients
- MAG provides a range of content-led marketing services, including position documents, case studies, supplements and guides
- Renewal rates for advertisers is c.70% over the last five years



- MAG Online Library provides institutions with access to high-value packages (e.g. *internurse.com*; *MAH Complete*)
- Online viewings of content, which attracts additional revenue, increased 19% between FY17 and FY18
- MAG nursing journals had more than 1.6 million nursing articles downloaded direct from MAG Online Library in 2018 (representing 2.3x the number of nurses and midwives registered in the UK)
- Opportunity to significantly increase revenues on MAG Online Library in both the UK and overseas



- Dedicated nursing event's team organise nursing events, related to brand
- Geo-cloned events such as *Skin Integrity* and *Infection Prevention*, now in the UK, US and Canada (\$300 per industry attendee)
- Organise learning-based conferences, confexes, award schemes and roadshows (e.g. UK midwifery) which adds brand loyalty and learning
- Opportunity to organise large-scale exhibitions



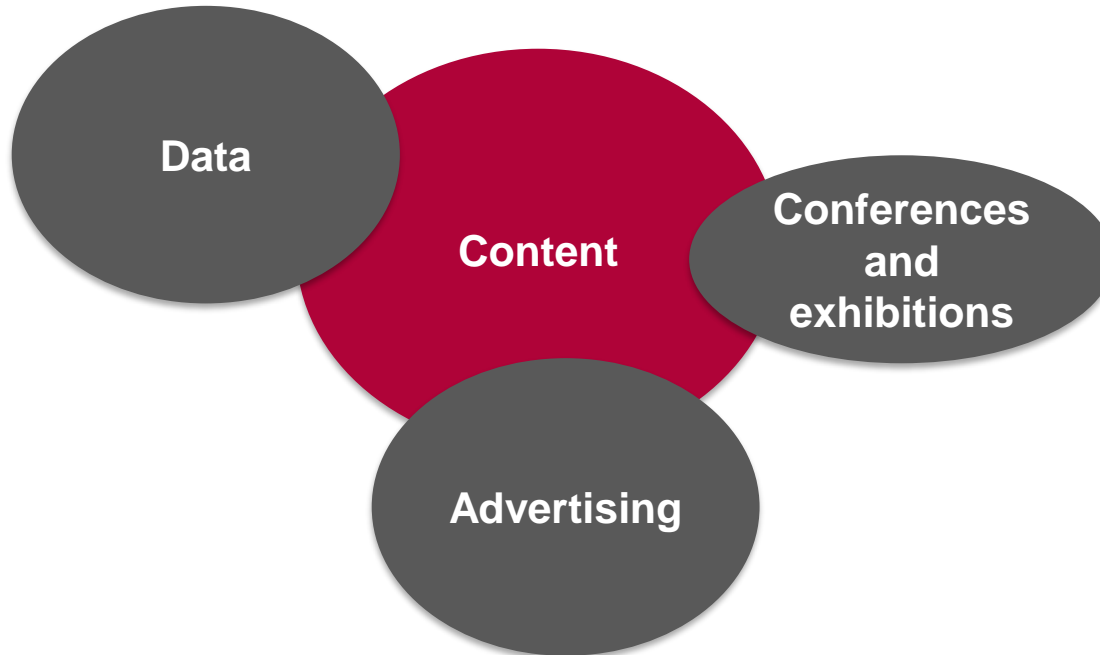
7. Profiting from acquisitions

	Purchase price and acquisition costs	Forecast contribution 2018/19	Rolling contribution	Rolling P & L
Mark Allen Holdings				
Step Forward/Hopscotch	412,336	1,083	1,394,719	982,383
Findlay Media	6,700,000	623,104	4,208,301	(2,491,699)
Total Mark Allen Holdings	7,112,336	624,187	5,603,020	(1,509,316)
Total Healthcare	8,118,148	3,018,349	17,931,247	9,813,099
Total Education	3,442,922	2,636,495	10,399,962	6,957,040
Total Music & Leisure	2,173,590	668,375	4,080,790	2,534,412
Total Business	8,708,850	4,418,754	13,259,782	4,550,932
Total George Warman	3,150,000	618,386	1,339,462	(1,810,538)
Grand Total	32,705,846	12,034,546	52,614,262	20,534,629



8. Our business model

We have four defined revenue streams



How is the revenue split?

OUR BUSINESS MODEL

A. Revenues

	2014/15	2015/16	2016/17	2017/18	2018/19
Advertising	£ 13,248,361	£ 15,082,642	£ 16,442,441	£ 18,555,504	£ 20,202,691
Content	£ 7,559,100	£ 7,916,750	£ 8,748,867	£ 8,736,477	£ 10,200,708
Events	£ 5,525,295	£ 7,941,651	£ 10,608,281	£ 15,447,373	£ 19,909,625
Data	£ 711,507	£ 848,158	£ 754,000	£ 643,452	£ 544,201
Grand Total	£ 27,044,262	£ 31,789,201	£ 36,553,588	£ 43,382,806	£ 50,857,225

B. As a percentage of the total

	% 2014/15	% 2015/16	% 2016/17	% 2017/18	% 2018/19
Advertising	49%	47%	45%	43%	40%
content	28%	25%	24%	20%	20%
Events	20%	25%	29%	36%	39%
Data	3%	3%	2%	1%	1%

C. Digital revenue

	2014/15	2015/16	2016/17	2017/18	2018/19
Digital	3,754,540	4,327,127	5,160,091	5,438,927	9,543,796
Other	1,777,330	1,644,323	1,303,772	1,332,502	1,520,498
Print	15,990,304	17,876,100	19,481,444	21,212,742	20,134,170
Events	5,522,088	7,941,651	10,608,281	15,398,635	19,658,761
Grand Total	27,044,262	31,789,201	36,553,588	43,382,806	50,857,225

D. Digital percentage of revenue

	% 2014/15	% 2015/16	% 2016/17	% 2017/18	% 2018/19
Digital	14%	14%	14%	13%	19%
Other	7%	5%	4%	3%	2%
Print	59%	56%	53%	49%	40%
Events	20%	25%	29%	35%	39%

9. Conclusions

1. Diverse sectors and revenues
2. Spin-off into events and exhibitions
3. A successful and profitable company which is bucking all the trends

An Entrepreneur's Journey

Mark Allen
Chairman
Mark Allen Group

Thank you

