

PRESS RELEASE

Easyfairs makes its first North American acquisition

Easyfairs to accelerate EPC's growth trajectory in booming energy market

Brussels and Houston, 1 December 2025 - Easyfairs, the global leader in event organisation, has made its first acquisition in the United States with the purchase of EPC (Energy Projects Conference & Expo), the world's largest energy projects event. This milestone marks a key step in Easyfairs' ambitious growth strategy and the start of its expansion into the dynamic US market.

"EPC has the perfect profile for Easyfairs to expand our presence in the vibrant and rapidly evolving energy sector," commented Easyfairs group CEO Matt Benyon. "Adding EPC to our portfolio supports our goal of growing Easyfairs in the US market by acquiring leading events with strong growth potential. The energy sector is on a steep growth trajectory, fuelled by technological advances and rising power demands from data centres and artificial intelligence. The energy industry is undergoing a fundamental transformation, propelled by innovation in alternative and sustainable energy sources. This shift is increasing the need for professionals to meet, learn and invest in new technologies and solutions," he added.

Launched by a true entrepreneur Josh Bull, EPC has experienced rapid growth, doubling in size each year since its inception three years ago. What started as a conference in a hotel has quickly grown into a tradeshow attracting 4,500 visitors and over 200 exhibitors and sponsors in 2025.

EPC covers engineering & construction projects in five key energy sub-segments: LNG Export, Power Generation, Petrochem & Refining, Midstream, and Alternative Energies. Easyfairs' growth strategy is twofold: to organically grow EPC by expanding these sub-segments and extending the conference programme, and to scale this successful event concept to other energy clusters worldwide. Arnaud Istas, Easyfairs Group Head of M&A US, noted: *"We have extensive experience in geo-cloning events, including in the US, where we launched the North American edition of Coiltech — the biggest launch in our company's history. This brings us to two US events on the map, with ambitions to add more."*

EPC's founders and current organisers welcomed Easyfairs' involvement. *"We are thrilled to partner with Easyfairs. Their investment will support EPC's rapid growth, and we look forward to benefiting from their tradeshow expertise and proven systems. Our community is assured of an even better, high-quality experience,"* said Josh Bull, EPC founder. EPC was represented by Mayfield Merger Strategies in this transaction.

The existing EPC team will remain in place to ensure continuity and drive further expansion. The next edition will be held at Houston's prestigious George R. Brown Convention Center on 16 & 17 June 2026.



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About Easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future.

We currently organise 110 market-leading event titles in 16 countries (Algeria, Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, the Netherlands, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about “easifying” the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 900 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities.

For the seventh year running, Deloitte conferred “Best Managed Company” status on Easyfairs in 2025.

Visit the future with Easyfairs and find out more on www.easyfairs.com

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