



**EASYFAIRS**  
Visit the future

**Do you want to  
visit the future  
with us?**





# Easyfairs at a glance

# Our mission

## Visit the future

We serve communities, give them a vision of their future, foster connections and offer a life-changing experience.



# Our vision

We aim to be the foremost pan-European event organiser, harnessing our leadership across key industry verticals to accelerate growth and expand our presence in North America and beyond.

Our network of venues will continue supporting our current and future top-tier geographical positions.

We strive to achieve this vision by being a frontrunner in sustainability, technology and talent management.

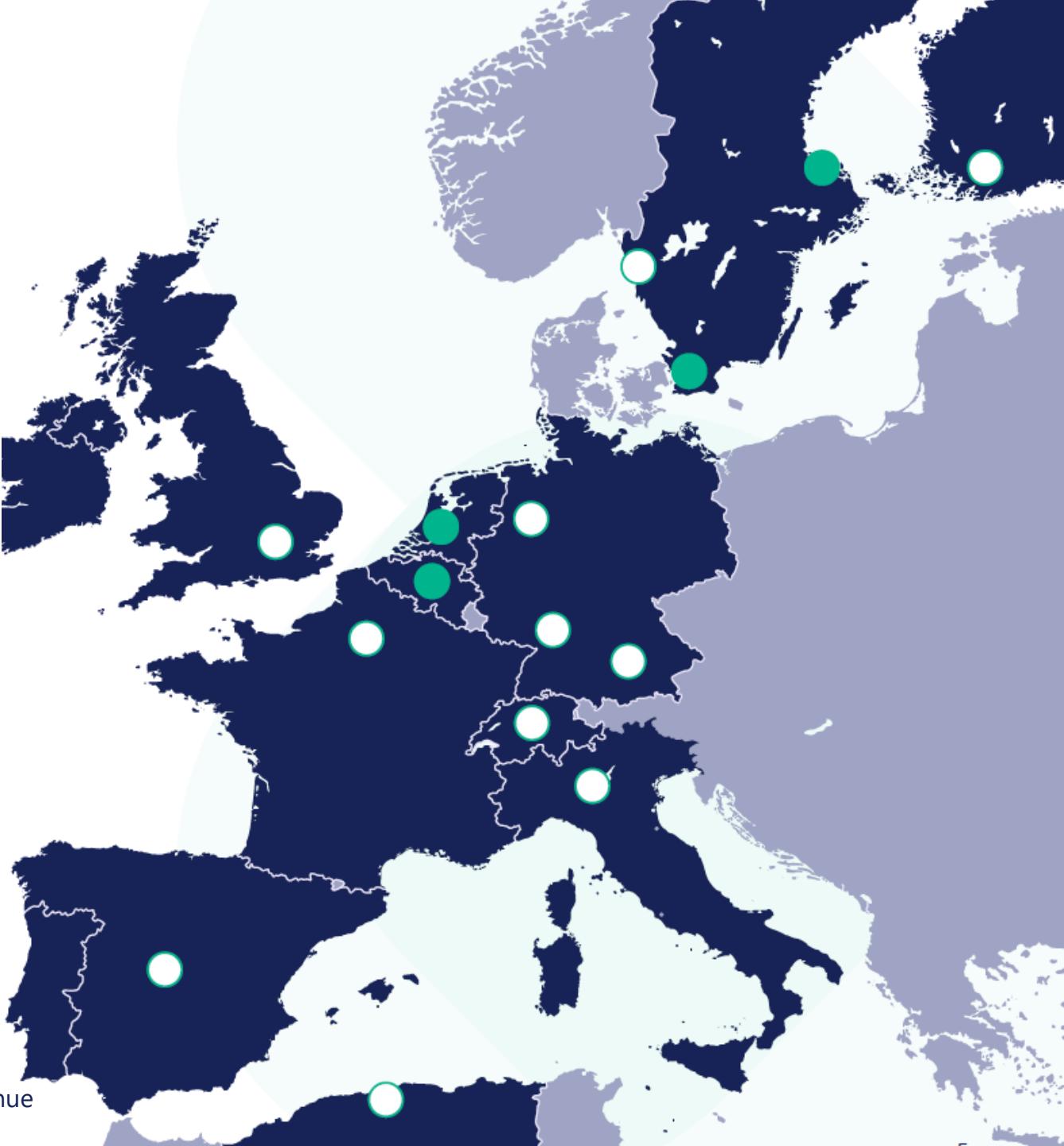


The Netherlands



Belgium

Office  
Office & Venue



# Our strategy to achieve our mission & vision

Be a great place to work



Act for the future

Deliver a high-level customer experience

Be a tech frontrunner

Enable customer success

Drive creative intrapreneurship

... with easy as a central brand promise



# Our values



**We serve communities with integrity**



**We are creative intrapreneurs**



**We nurture talent and bring people to their full potential**



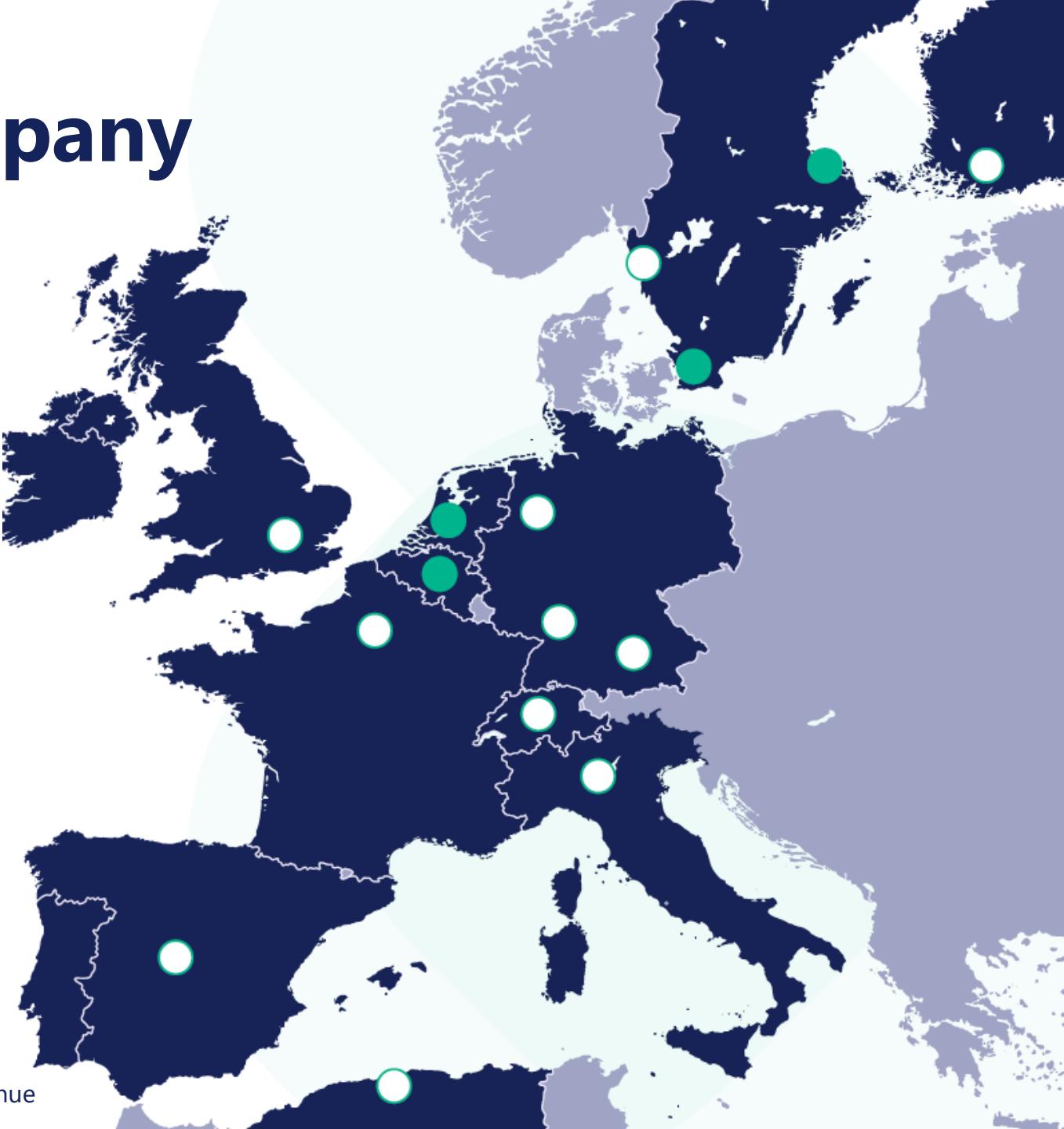
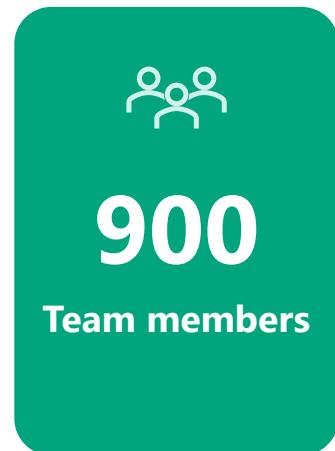
**We have fun**



**We care for our planet**



# A pan-European company



# 5 regional hubs



Belgium



DACH-IT



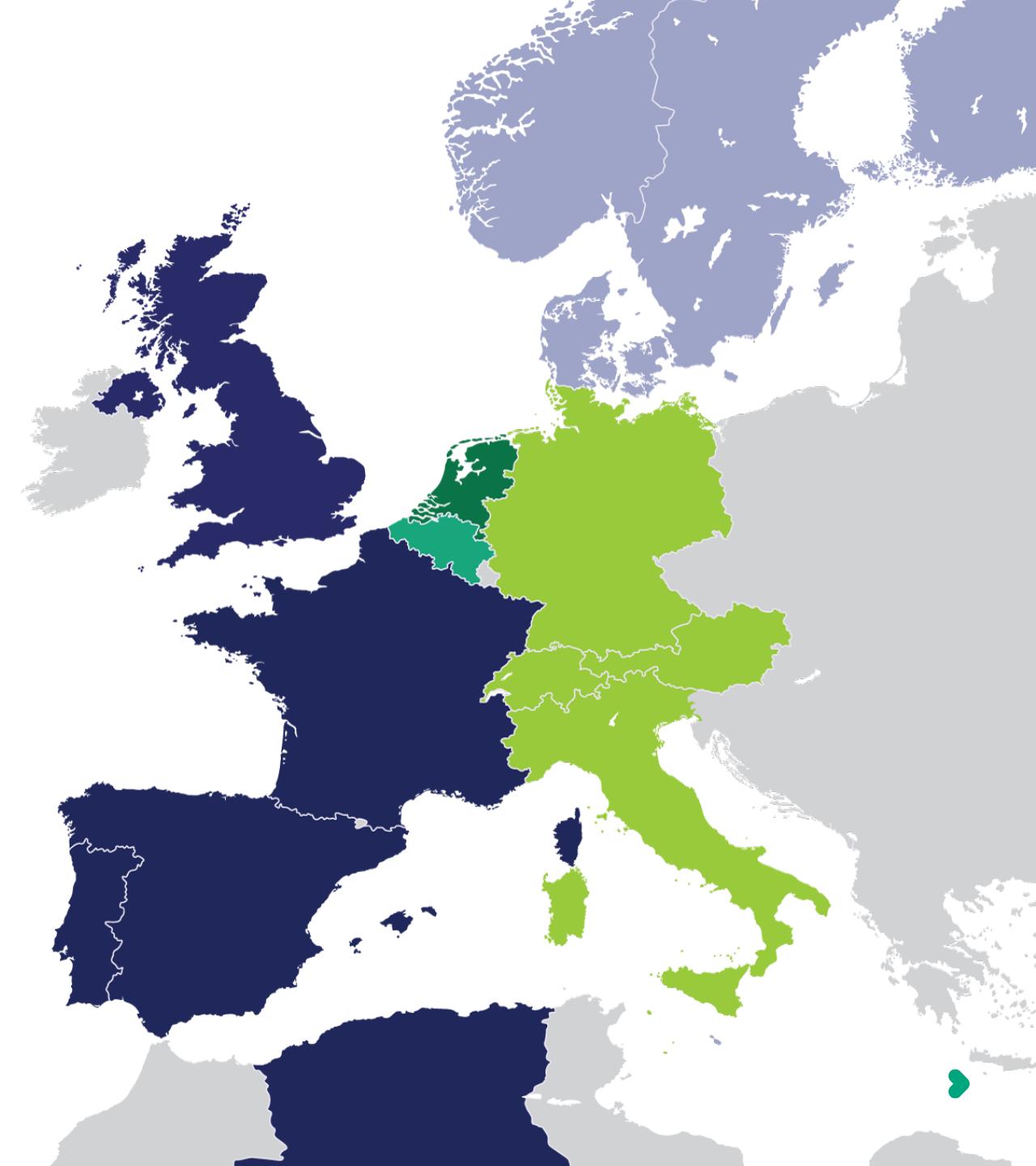
Netherlands



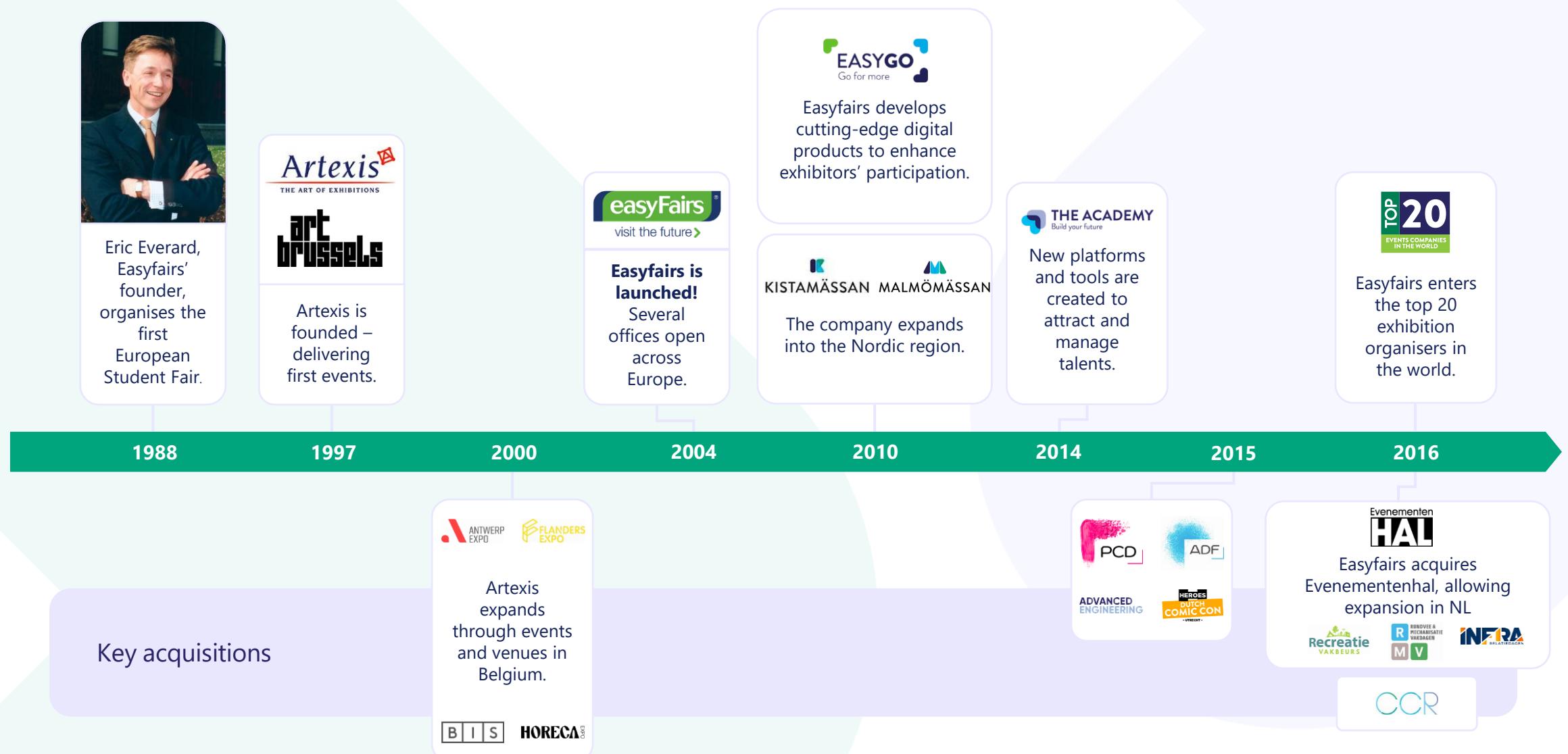
Nordic



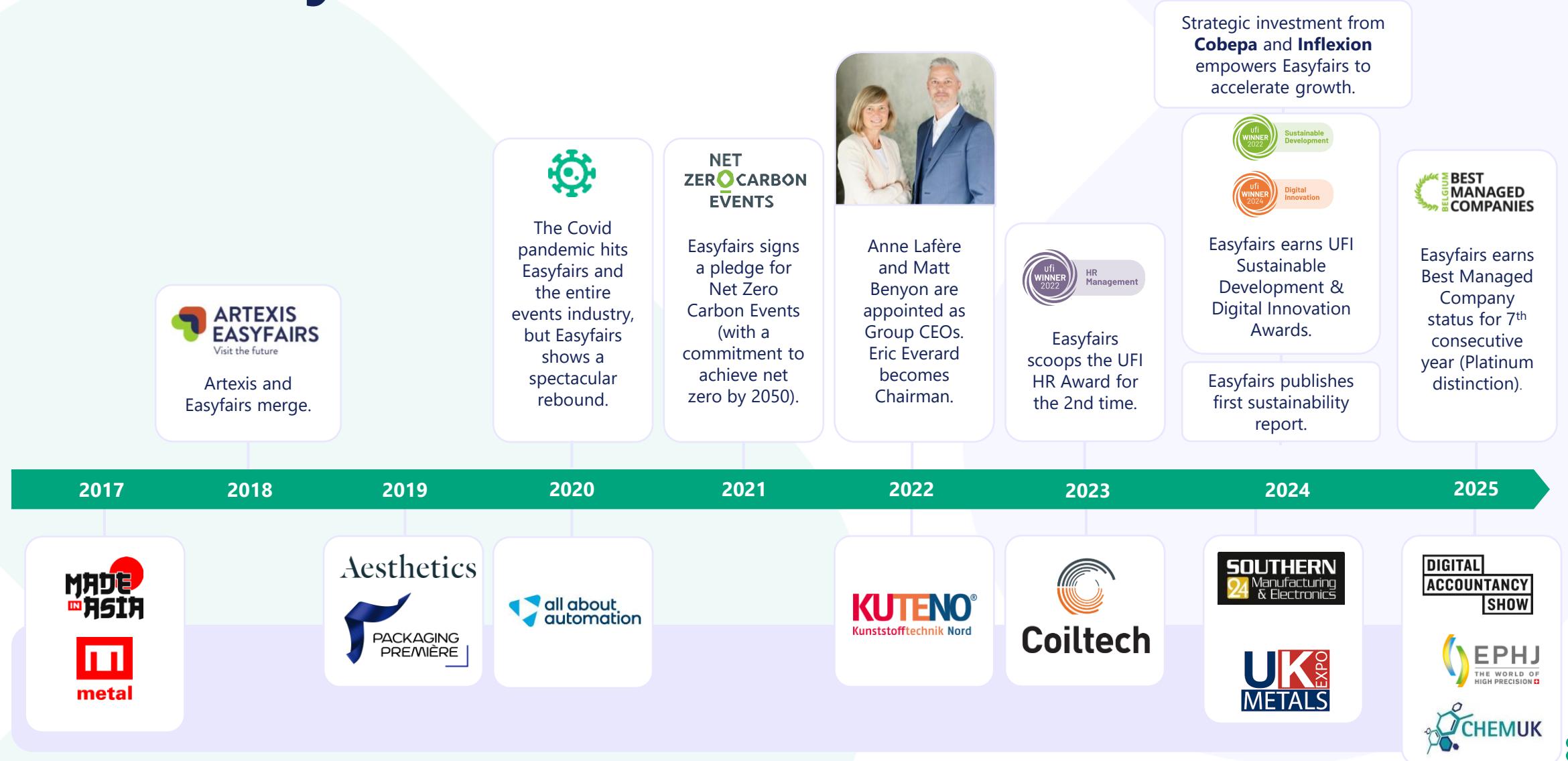
UK & Global



# Over 25 years of continuous development



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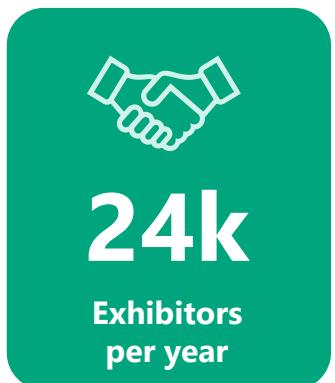


# What we do

We organise events. We host events.

# We organise events

Multi-format events: B2B, B2C, H2H all-in exhibitions, summits, conferences, congresses and confexes ...



# Our event industries



Packaging & logistics



Manufacturing



Industrial processes



Tech & business services



Hospitality & retail



Pop culture & lifestyle



Real estate, construction & interiors



Building B2C



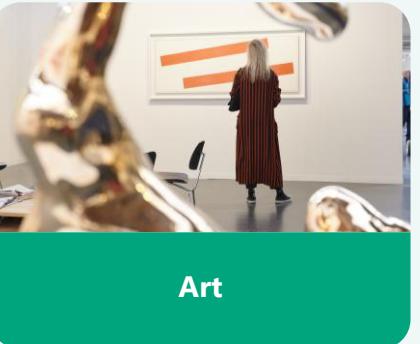
Beauty & care



Transport & maritime



Agriculture & landscaping



Art



# Our events portfolio

## Packaging & logistics



## Manufacturing



## Industrial processes



## Tech & business services



## Hospitality & retail



## Pop culture & lifestyle



## Real estate, construction & interiors



## Building B2C



## Beauty & care



## Transport & maritime



## Agriculture & landscaping



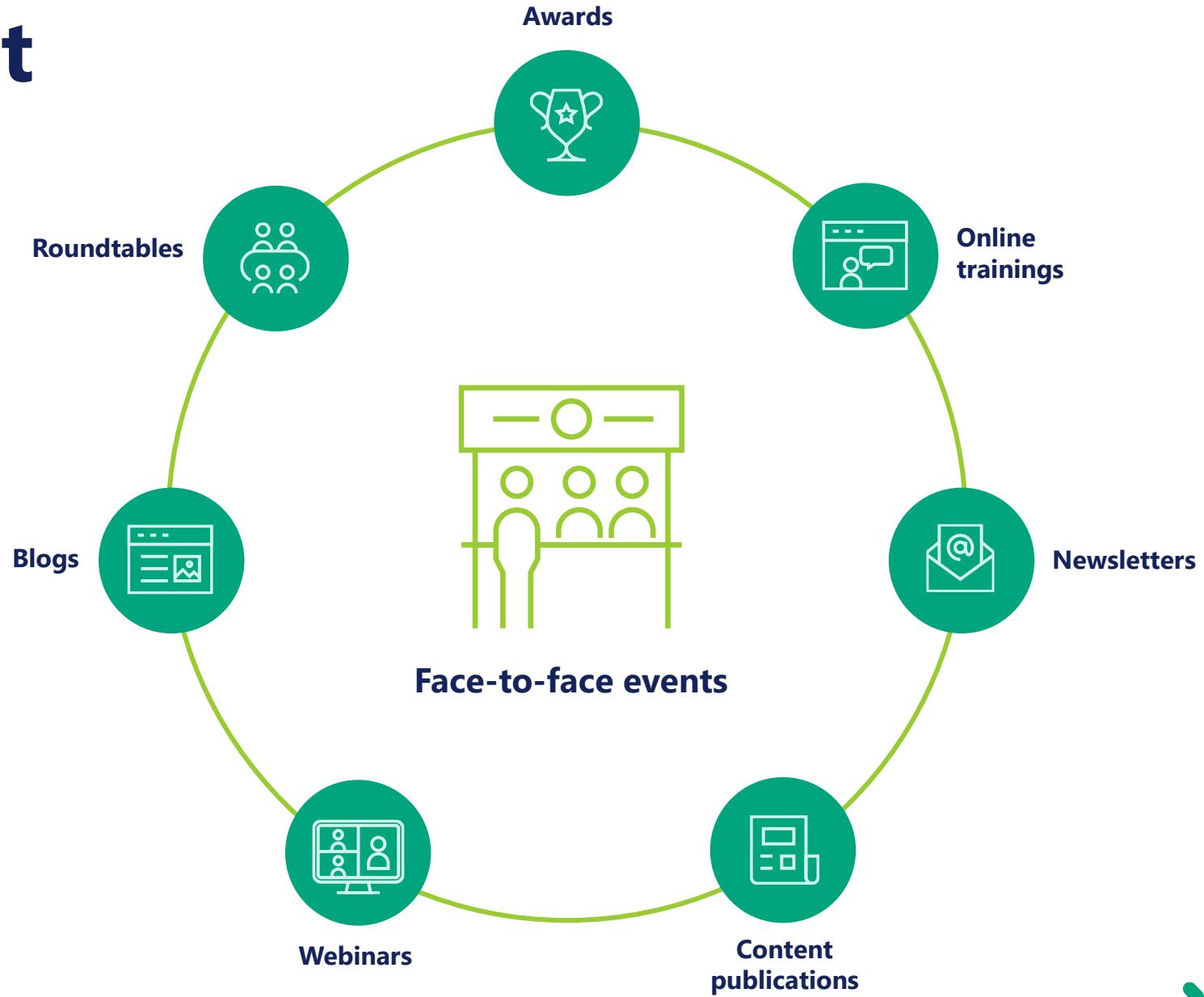
## Art



# Beyond the event

## Engaging all year with 365-connect

We stay connected with our community **before, during, and after the event** through a blend of **digital and physical** touchpoints.



# We host events



8

Venues



3

Countries



215k

Square meters



500+

Events hosted  
per year



# 8 venues in 3 countries



## Belgium

- ① **Ghent:** Flanders Expo
- ② **Antwerp:** Antwerp Expo
- ③ **Brussels:** Nekkerhal Brussels North
- ④ **Namur:** Namur Expo



## Netherlands

- ① **Evenementenhal Hardenberg**
- ② **Evenementenhal Gorinchem**



## Sweden

- ① **Malmö:** Malmömässan
- ② **Stockholm:** Kistamässan



# Discover our venues



## Antwerp Expo

📍 Belgium      ✈ 23,960 sqm  
🏡 5 Halls / 6 Meeting rooms



## Flanders Expo

📍 Belgium      ✈ 56,220 sqm  
🏡 8 Halls / 8 Meeting rooms



## Namur Expo

📍 Belgium      ✈ 10,700 sqm  
🏡 2 Halls / 2 Meeting rooms



## Nekkerhal Brussels North

📍 Belgium      ✈ 18,420 sqm  
🏡 1 Halls / 1 Blackbox



## Evenementenhal Gorinchem

📍 The Netherlands      ✈ 23,130 sqm  
🏡 2 Halls / 1 Foyer / 8 Meeting rooms



## Evenementenhal Hardenberg

📍 The Netherlands      ✈ 25,940 sqm  
🏡 8 Halls / 8 Meeting rooms



## Kistamässan

📍 Sweden      ✈ 15,000 sqm  
🏡 2 Halls / 2 Auditoriums / 16 Meeting



## Malmömässan

📍 Sweden      ✈ 20,000 sqm  
🏡 1 Hall / 1 Auditorium / 16 Meeting



# Profiles & results

# Company ownership

**31,6%**



**31,6%**



**31,6%**

Eric Everard

**5,2%**

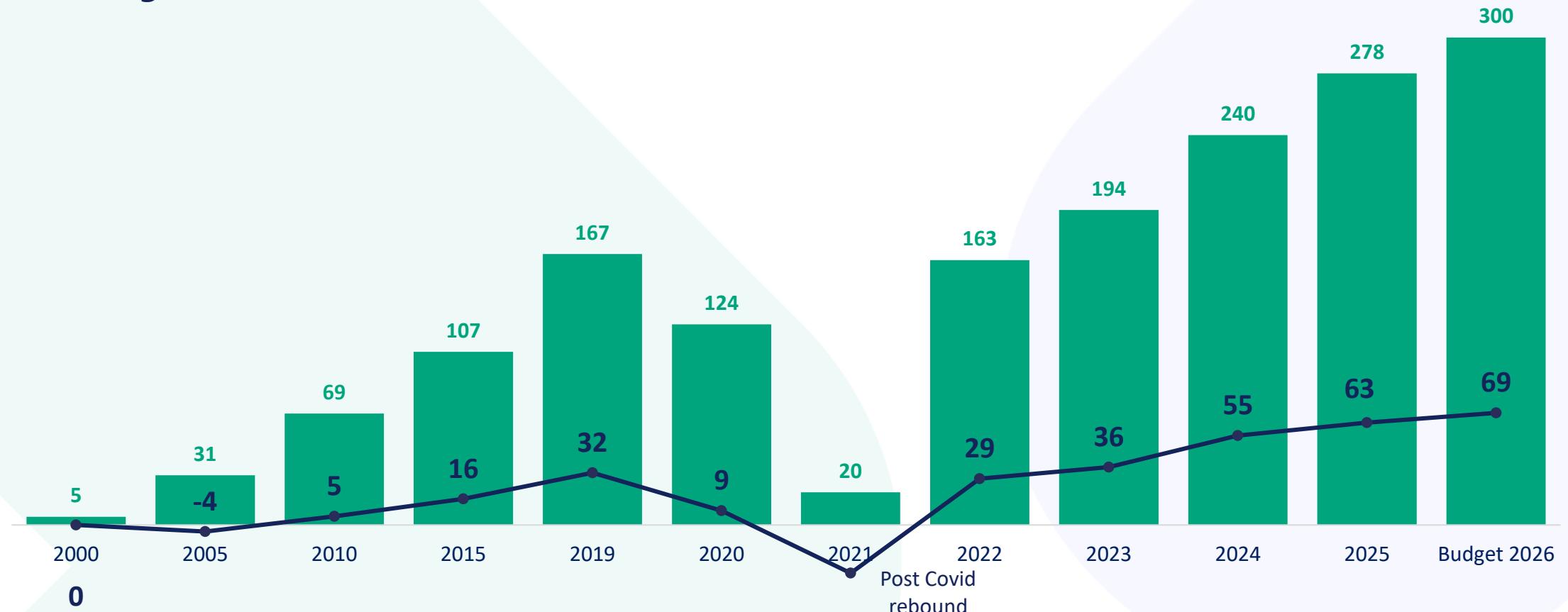
Management



# Our revenues

**Recurring revenues** (2025): 278M€

**Recurring EBITDA** (2025): 63M€



# A multiple award-winning company



Easyfairs is one of the world's top 20 exhibition organisers according to the annual STAX ranking, which is based on exhibition-organising revenues.



Easyfairs is certified as a Great Place to Work® in multiple European countries and named a Sunday Times Best Place to Work in the UK—recognising our inclusive culture, employee wellbeing, and commitment to excellence across all teams.



In 2025, Deloitte named Easyfairs a Best Managed Company for the seventh consecutive year, awarding us Platinum status. BMC evaluates companies based on their strategy, capabilities, commitment and financial performance.



HR Management

Easyfairs won the UFI Education Award in 2017 and the UFI HR Award in 2023. These accolades recognise and honour the most creative and innovative HR initiatives in the events industry.



Sustainable Development

In 2024 Easyfairs received the UFI Sustainable Development Award. Our submission covered both the intrinsic sustainability of our business model and overall roadmap.



Digital Innovation

In 2024 Easyfairs received the UFI Digital Innovation Award, which recognises how we are deploying artificial intelligence to enhance operations and customer experience.





# Our growth strategy

# A new chapter of growth and expansion

**2024**

Cobepa and Inflexion join  
Founder Eric Everard  
to support Easyfairs'  
growth ambitions.



# How we're driving expansion



## Organic growth

- ▶ Launch new events
- ▶ Geoclone successful events



## Acquisitions

- ▶ Strengthen existing clusters
- ▶ Enter new verticals, geographies or event formats





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