



EASYFAIRS
Visit the future

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







The events industry

Big economic impact

REVENUES
OF EVENTS

7X
REVENUES
FOR THE REGION

 hotel stays

 transportation

 tourism

 food & beverage

 shopping

 operations

 manpower



A key pillar in the marketing mix

78% of exhibitors rank exhibitions as the medium with the best return on investment





**Trade shows are real life
social media**



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.

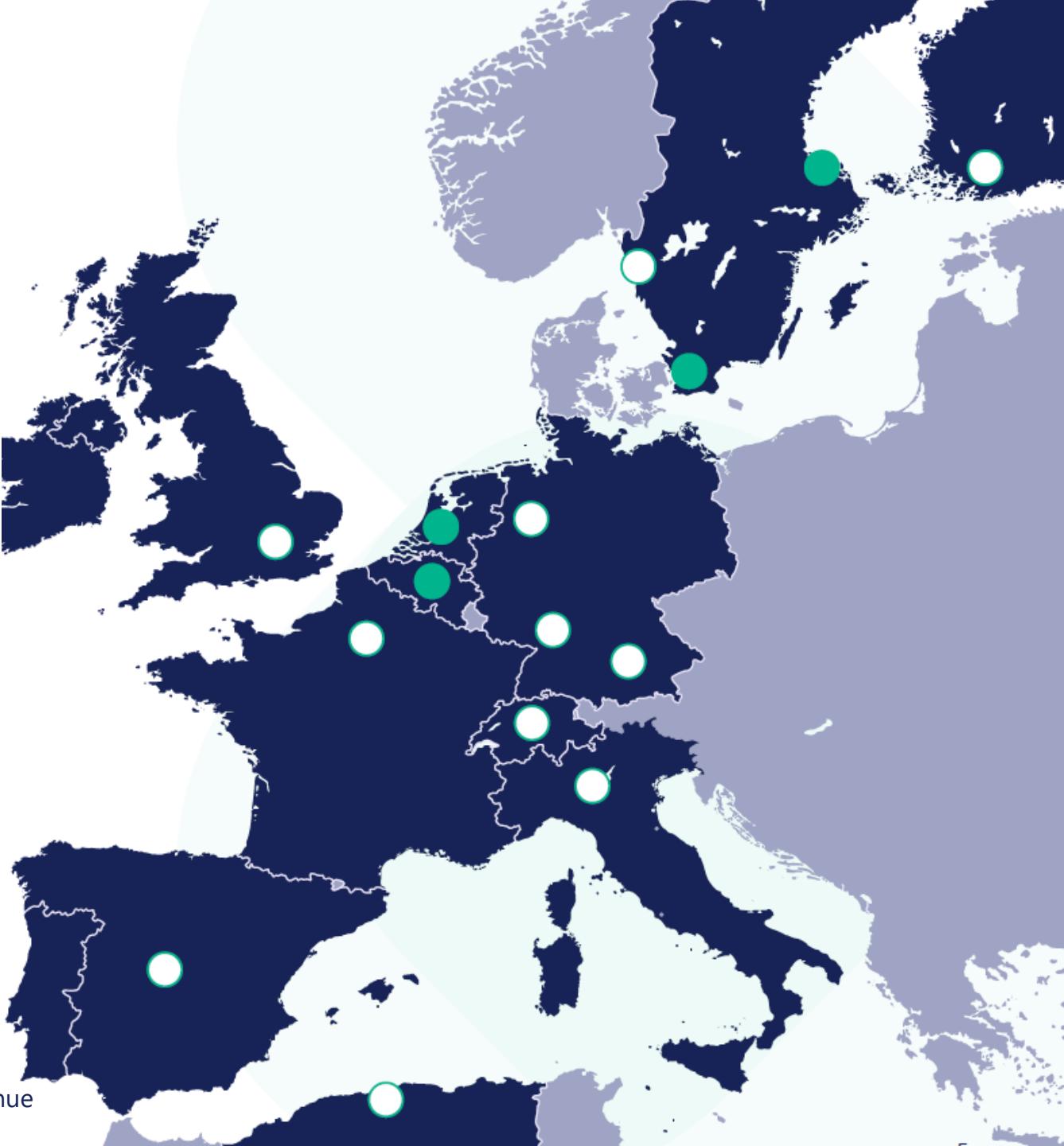


The Netherlands



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**



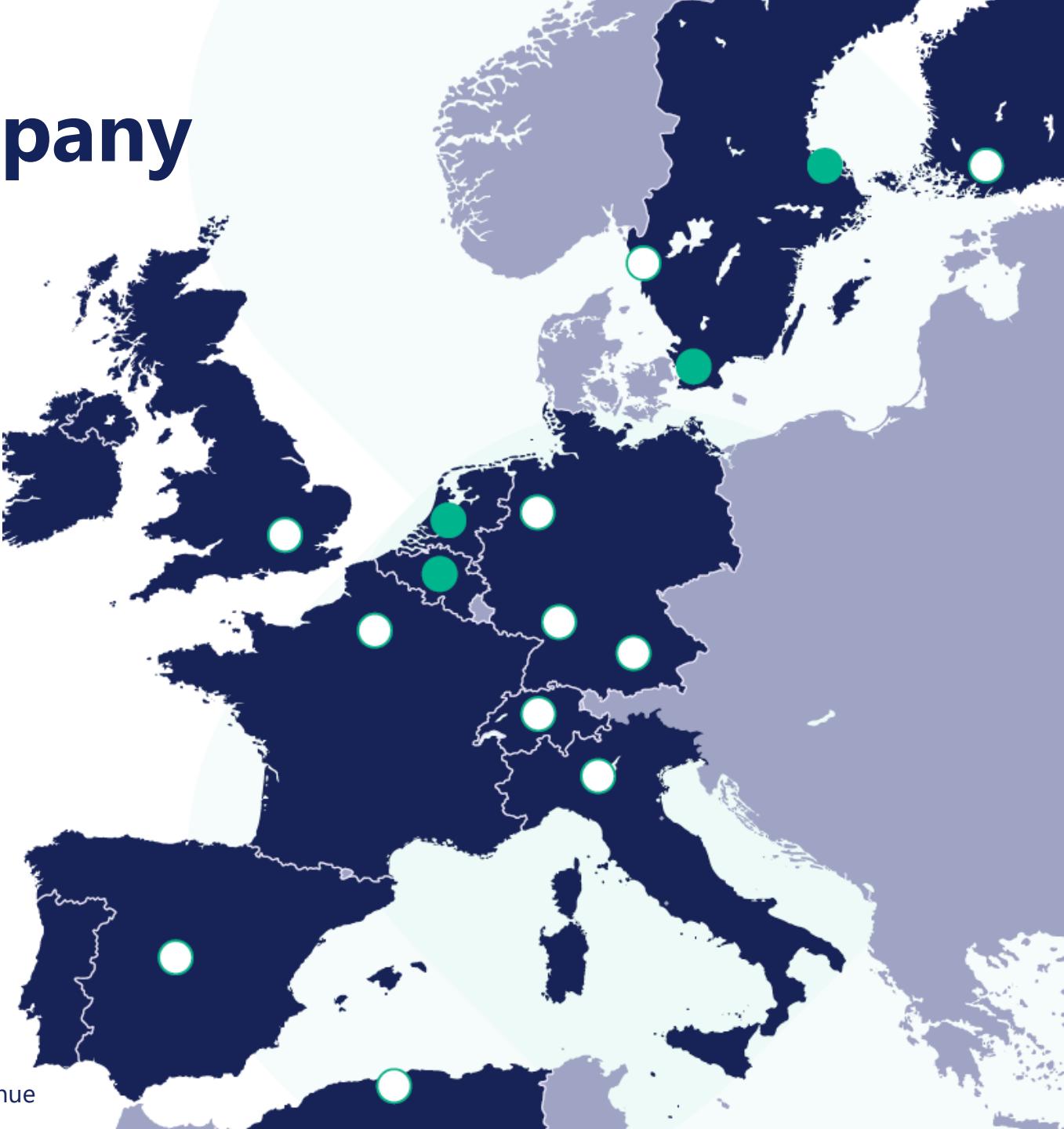
We have fun



We care for our planet



A pan-European company



5 regional hubs



Belgium



DACH-IT



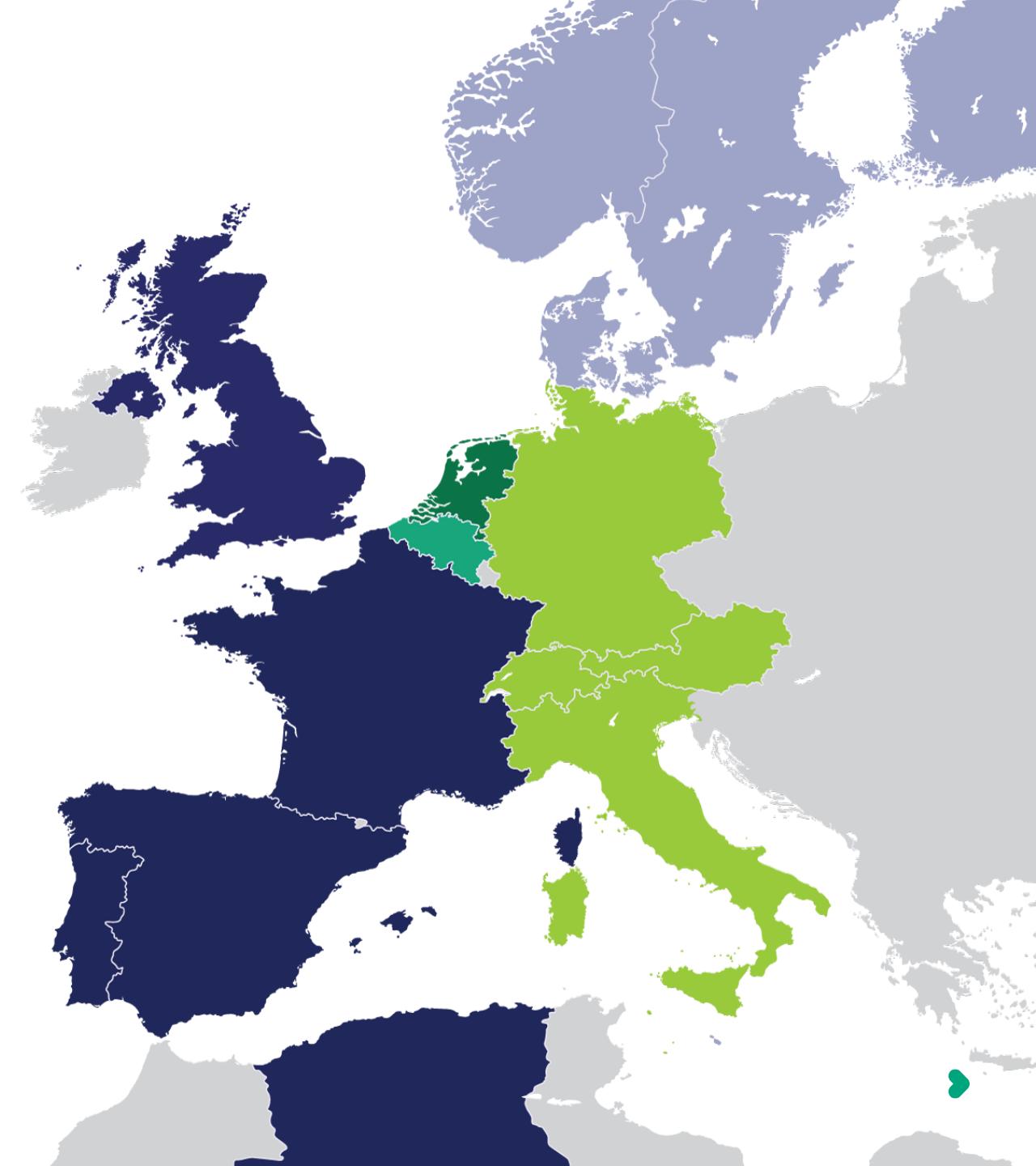
Netherlands



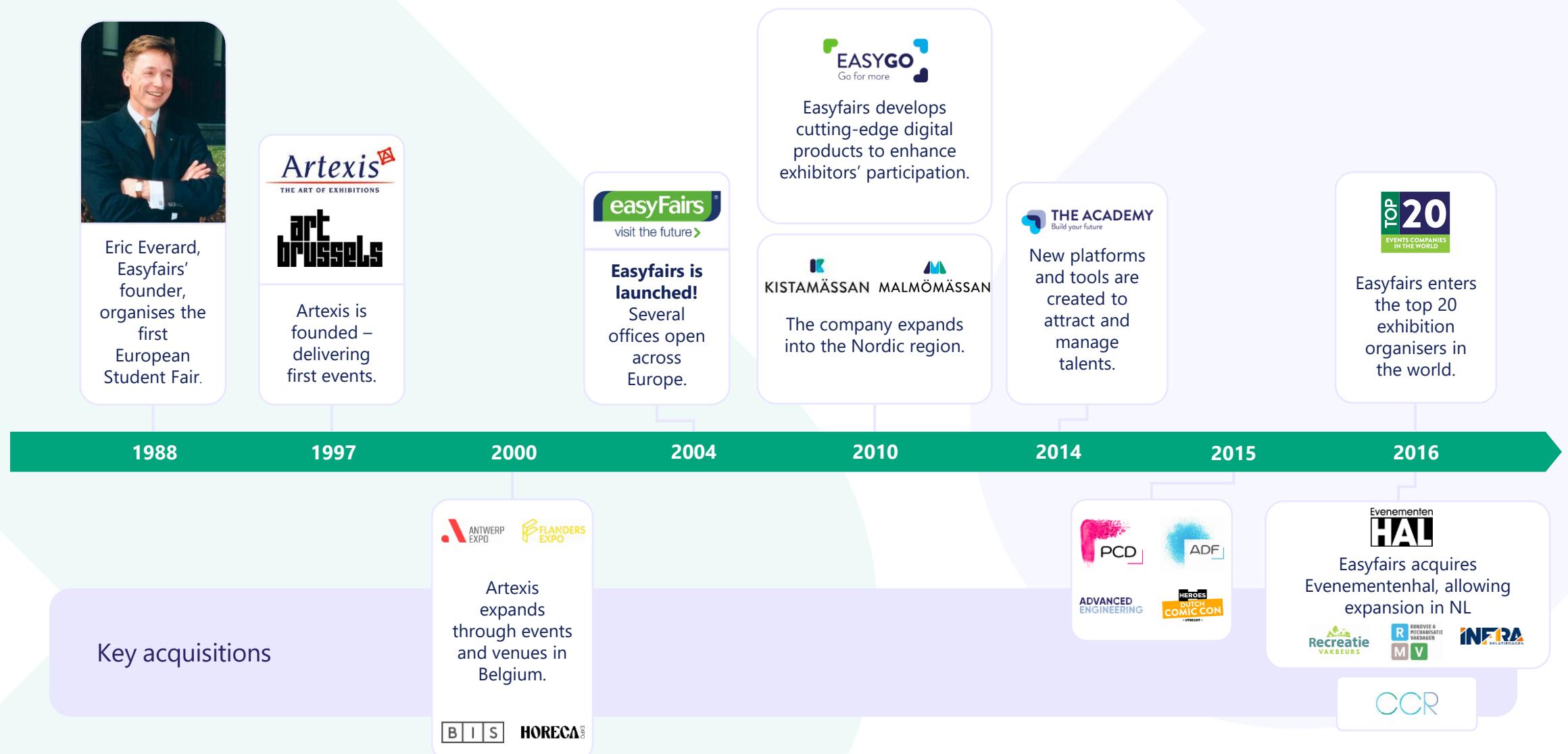
Nordic



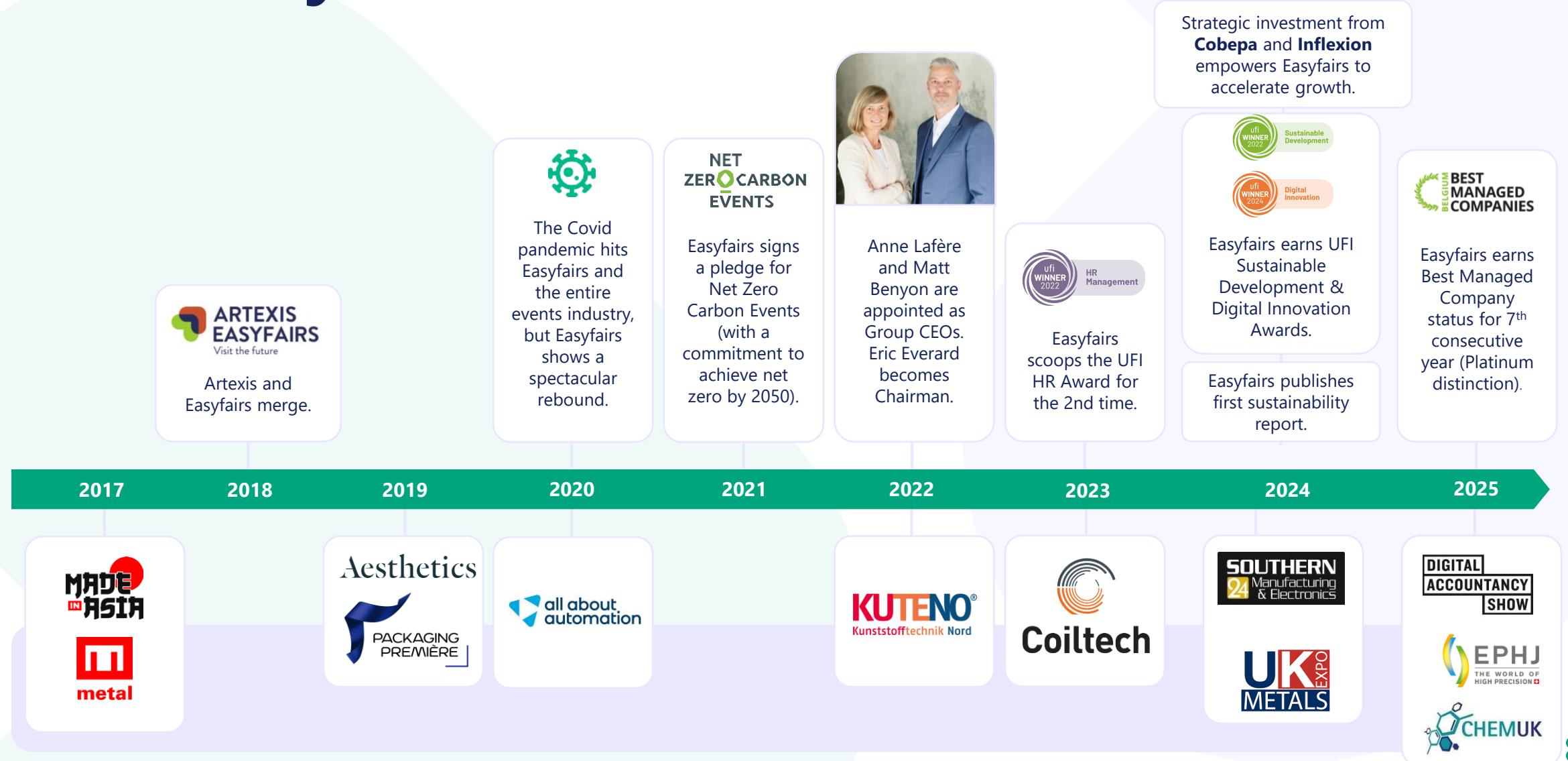
UK & Global



Over 25 years of continuous development



Over 25 years of continuous development



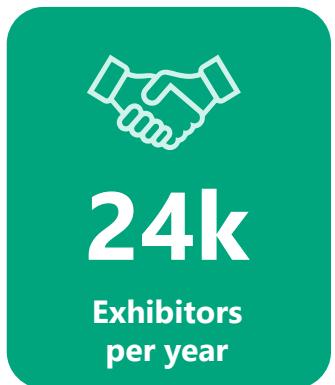


What we do

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



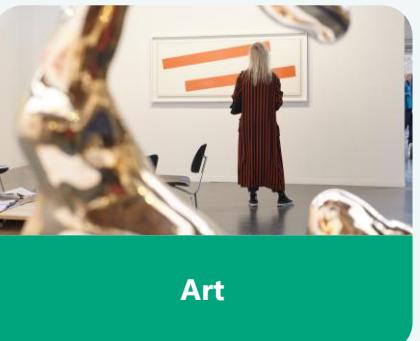
Beauty & care



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



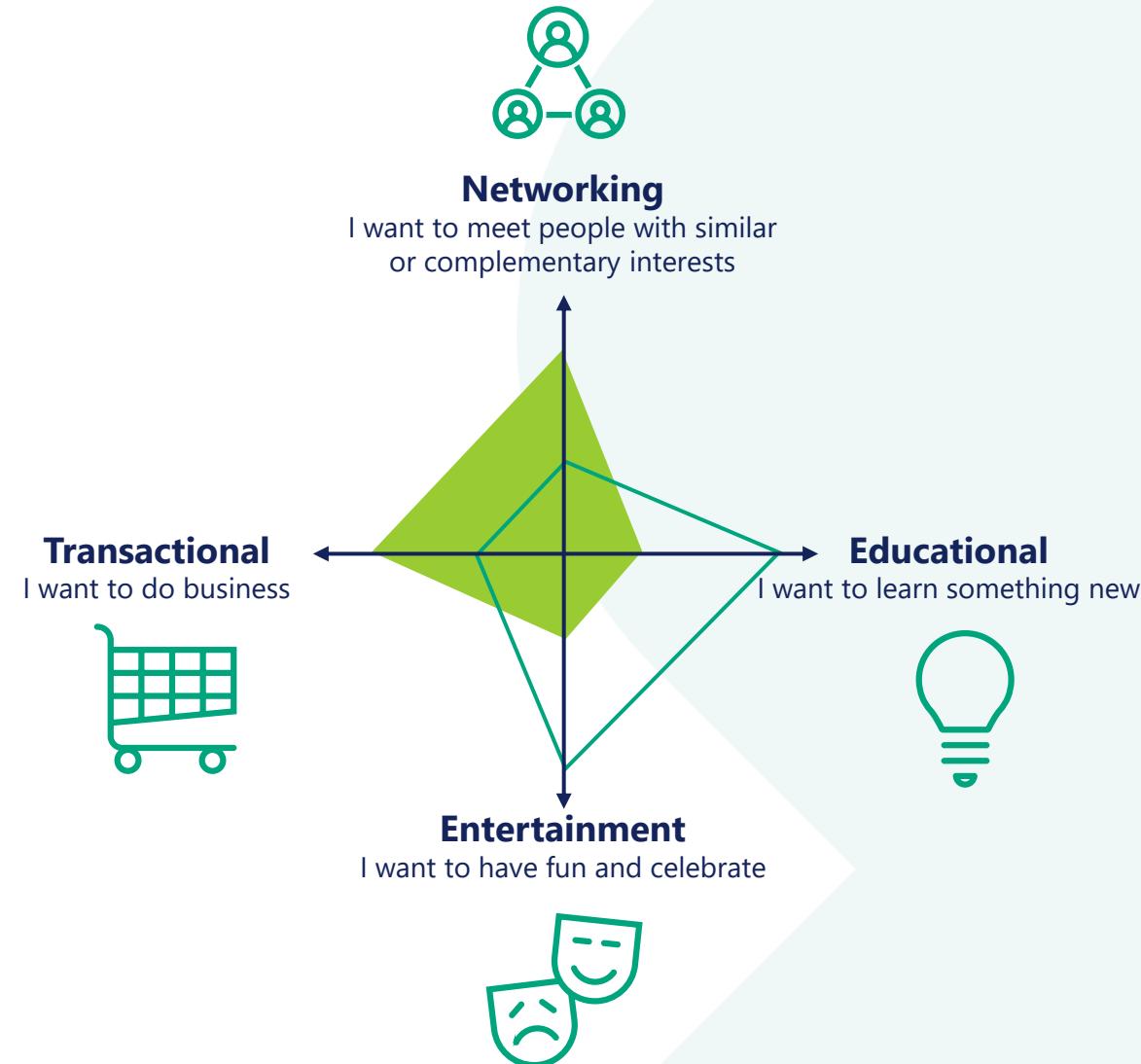
Agriculture & landscaping



Art

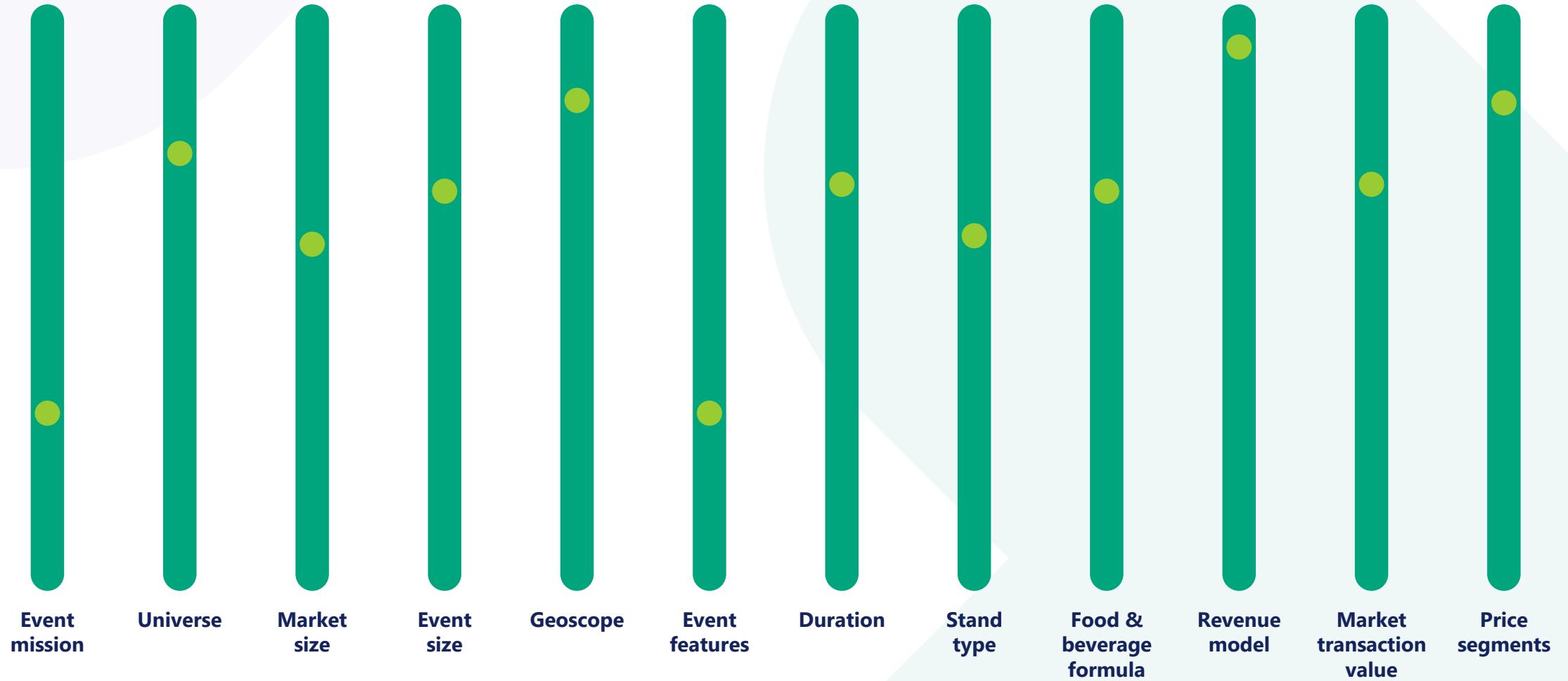


Event mission: understanding & serving communities



Event mission: creating the best event format

By designing the event components and characteristics, we create the perfect event.



All-in B2B events





Traditional B2B events

Conferences



B2C events



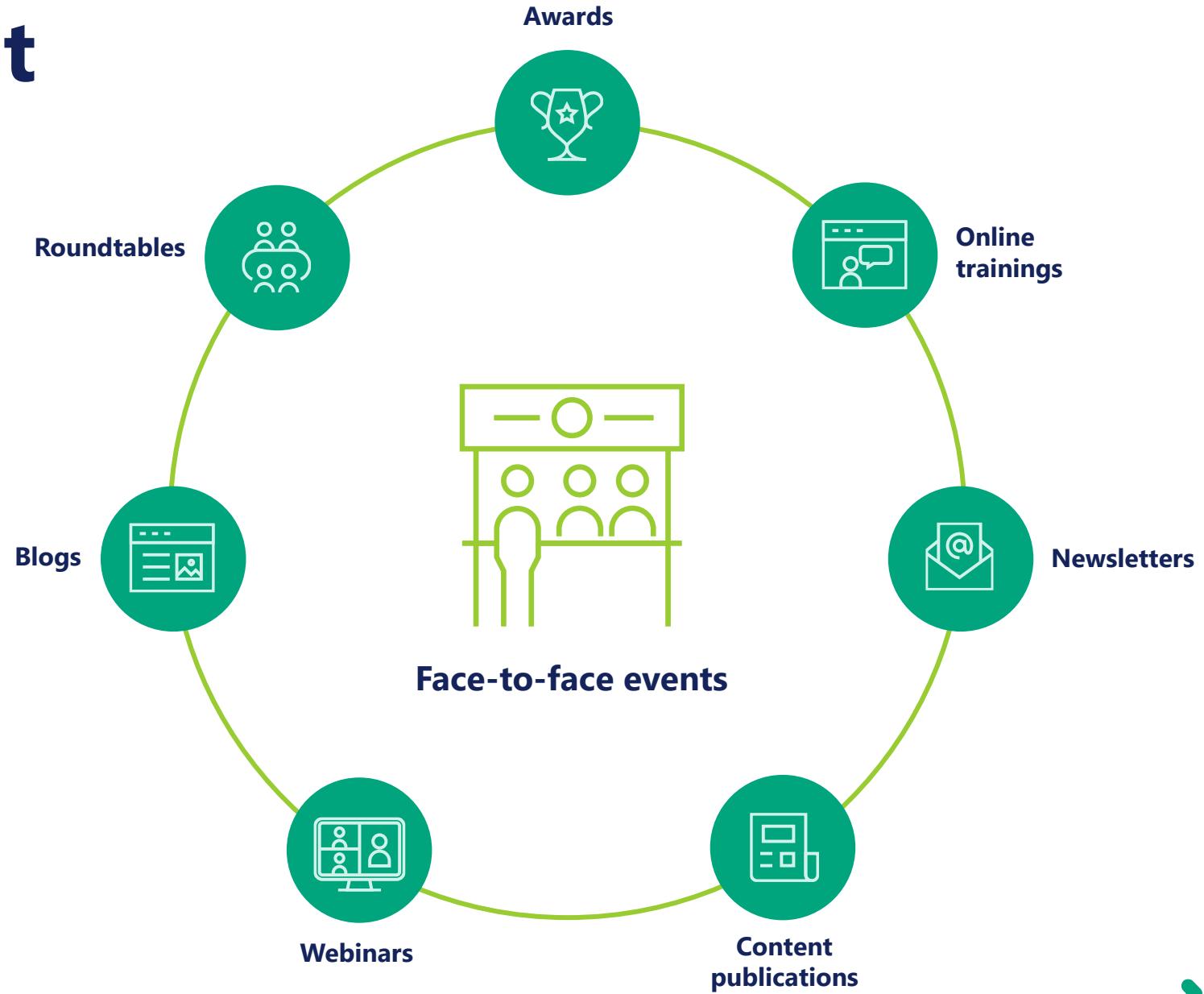


Large H2H events

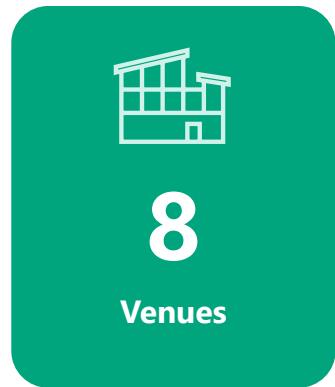
Beyond the event

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 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

Flanders Expo (Belgium)





**Namur Expo
(Belgium)**

Evenementenhal Gorinchem (The Netherlands)





Kistamässan (Sweden)



Profiles & results

Company ownership

31,6%



31,6%



31,6%

Eric Everard

5,2%

Management



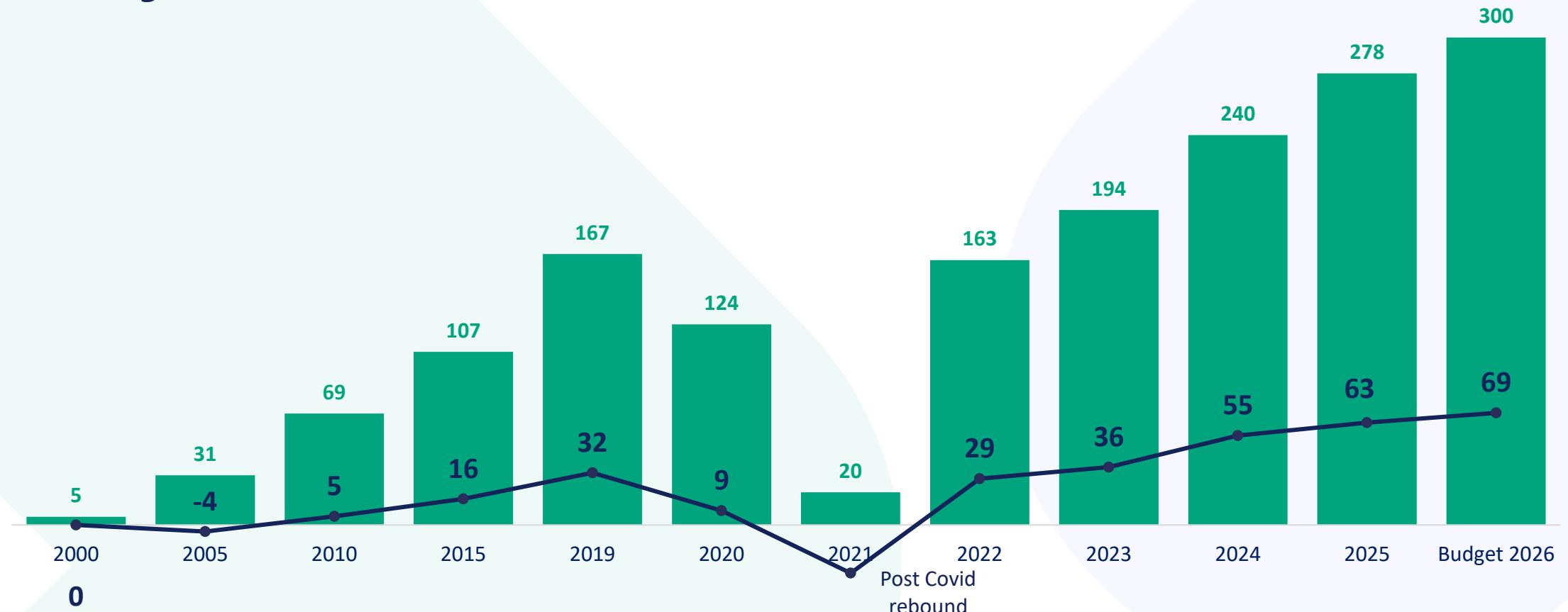
GMT+ (Global Management Team)



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.



A multiple award-winning company

2024 | ESG Award (Exhibition News)



2019-2025 | Best Managed Companies



2025 | Great Place To Work (BE – NL – DE – CH – IT)





Our growth strategy

A new chapter of growth and expansion

2024

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



A new chapter of growth and expansion



"This partnership will usher in a new era of development for Easyfairs, benefiting our exhibitors, visitors, team members and partners. We are now in a prime position to enhance our technological capabilities and expand our global footprint, ensuring continued success in the events industry."

Eric Everard, Easyfairs Group Chairman and Founder

How we're driving expansion



Organic growth

- ▶ Launch new events
- ▶ Geoclone successful events



Acquisitions

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



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

www.easyfairs.com



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company/easyfairs



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