



EASYFAIRS

Visit the future

Do you want to visit the future with us?







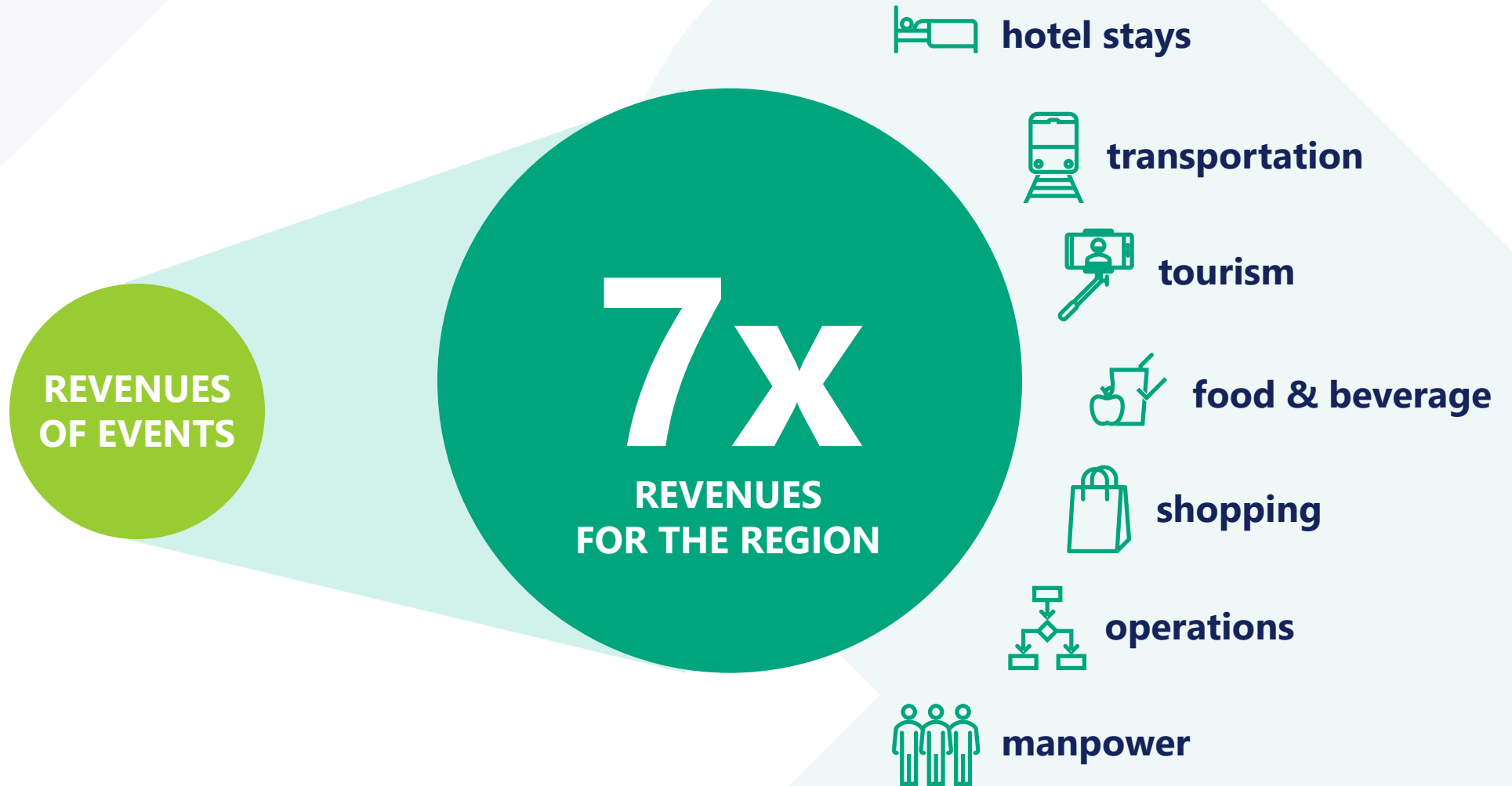
The events industry



Visit the future

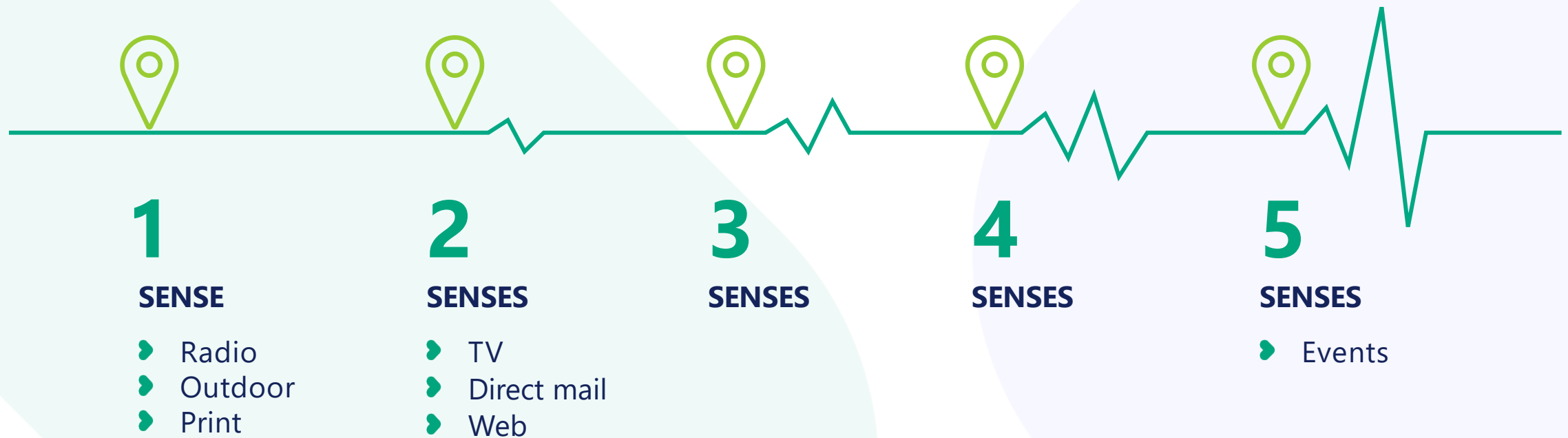


Big economic impact



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



Visit the future



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



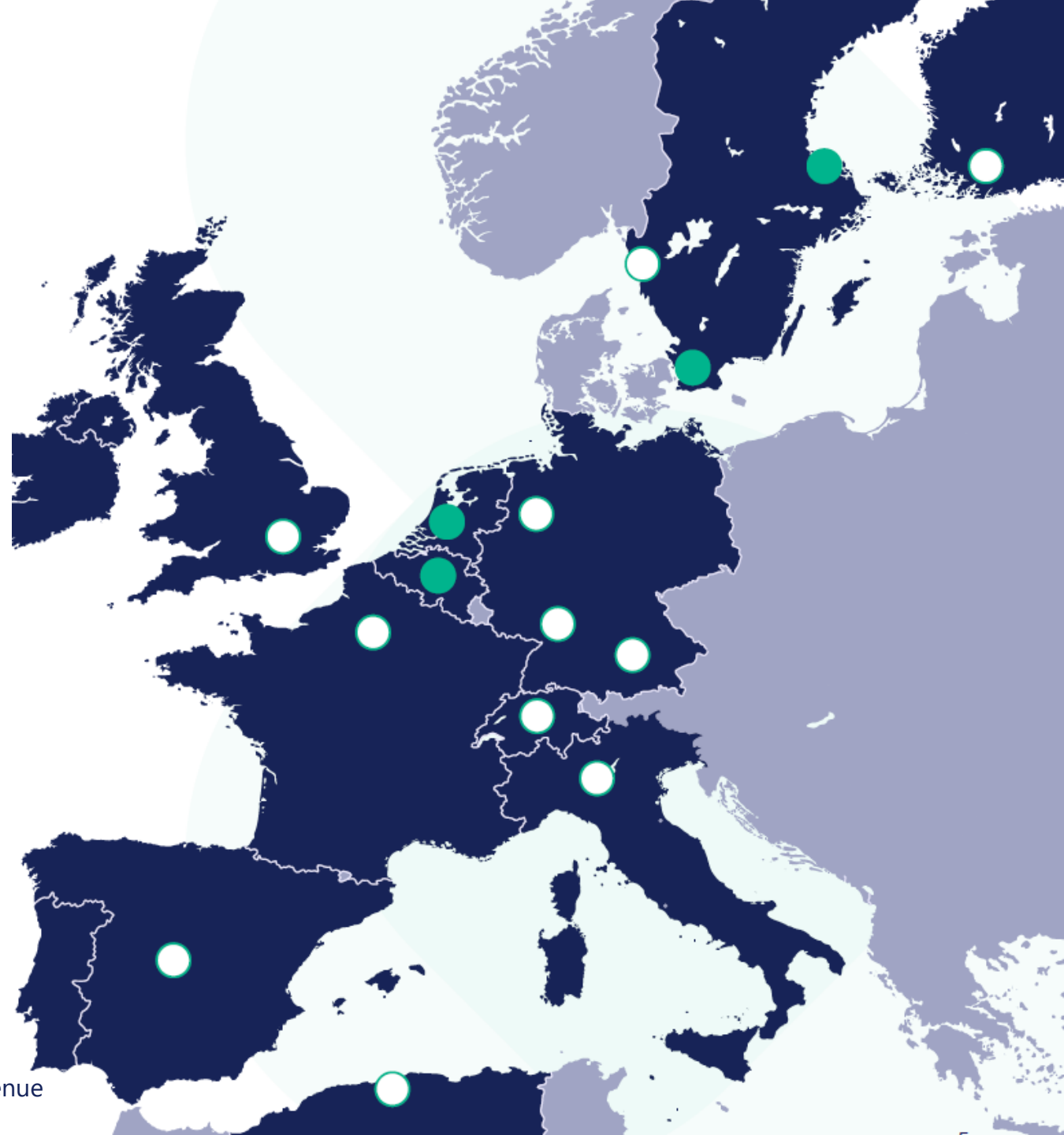
Belgium



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



900

Team members



37

Nationalities



16

Countries
hosting
our events



20

Offices



11

Countries with
Easyfairs offices

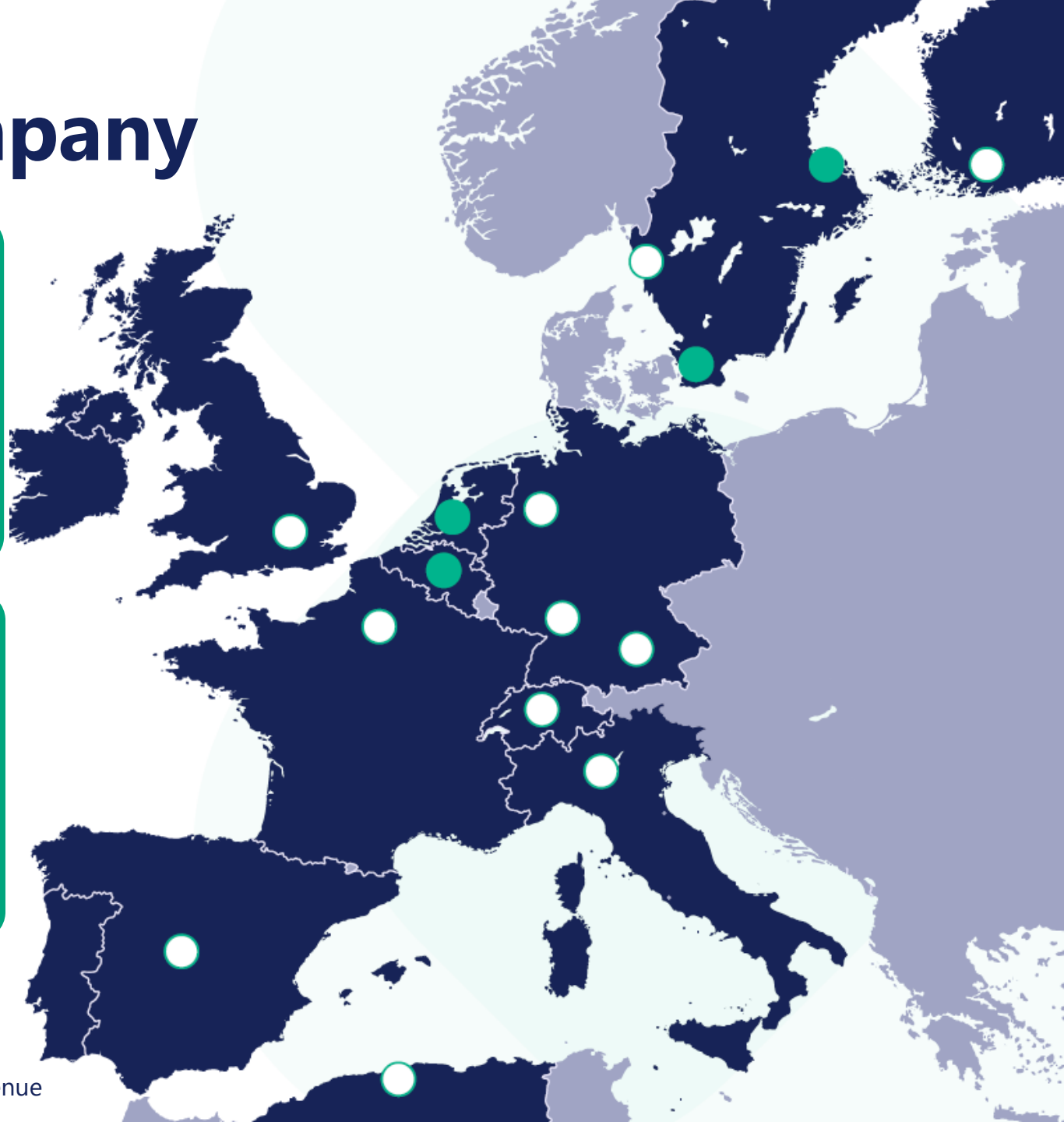


Brussels

Headquarters

 Office

 Office & Venue



5 regional hubs



Belgium



DACH-IT



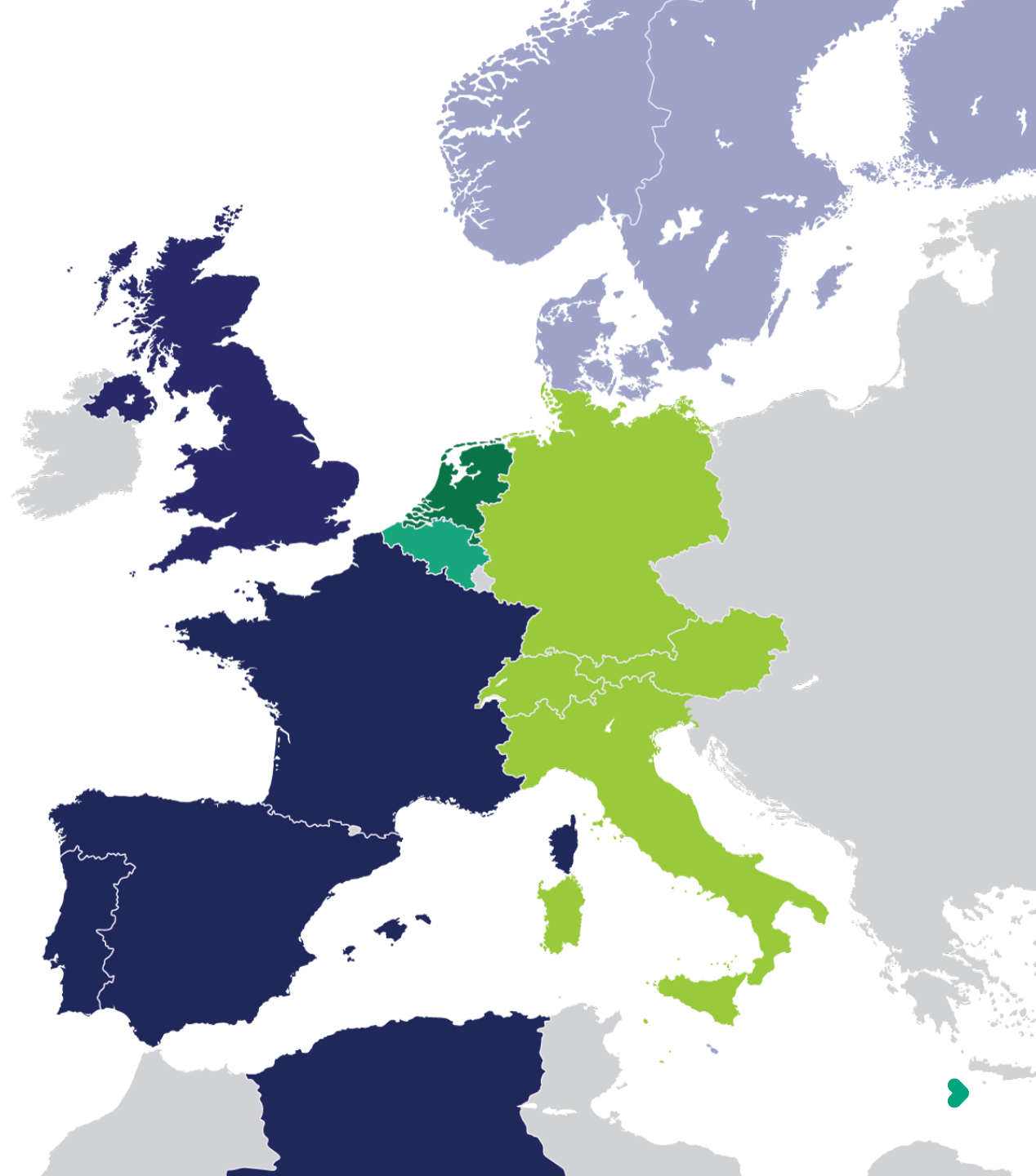
Netherlands



Nordic



UK & Global



Over 25 years of continuous development



Eric Everard,
Easyfairs' founder,
organises the first
European Student Fair.



Artexis is
founded –
delivering
first events.

1988

1997

2000



**Easyfairs is
launched!**
Several
offices open
across
Europe.

2004



Easyfairs develops
cutting-edge digital
products to enhance
exhibitors' participation.

2010



The company expands
into the Nordic region.



New platforms
and tools are
created to
attract and
manage
talents.

2014

2015



Easyfairs enters
the top 20
exhibition
organisers in
the world.

2016

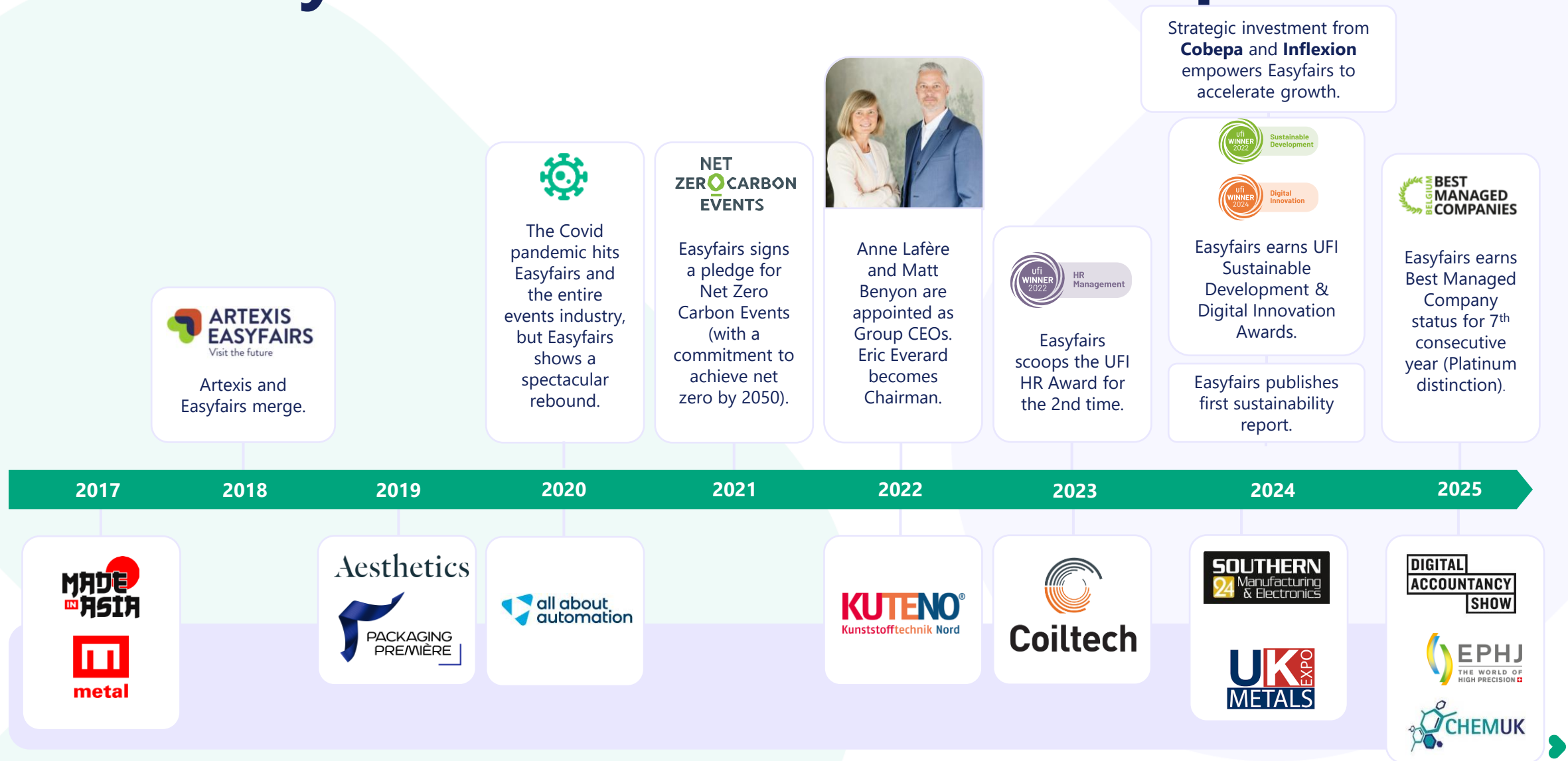
Key acquisitions



Artexis
expands
through events
and venues in
Belgium.



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 ...



110

Market-leading
event titles



12

Industries



90%

B2B events



>1M

Visitors
per year



24k

Exhibitors
per year



16

Countries



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



Real estate, construction & interiors



Manufacturing



Building B2C



Industrial processes



Beauty & care



Tech & business services



Transport & maritime



Hospitality & retail



Agriculture & landscaping



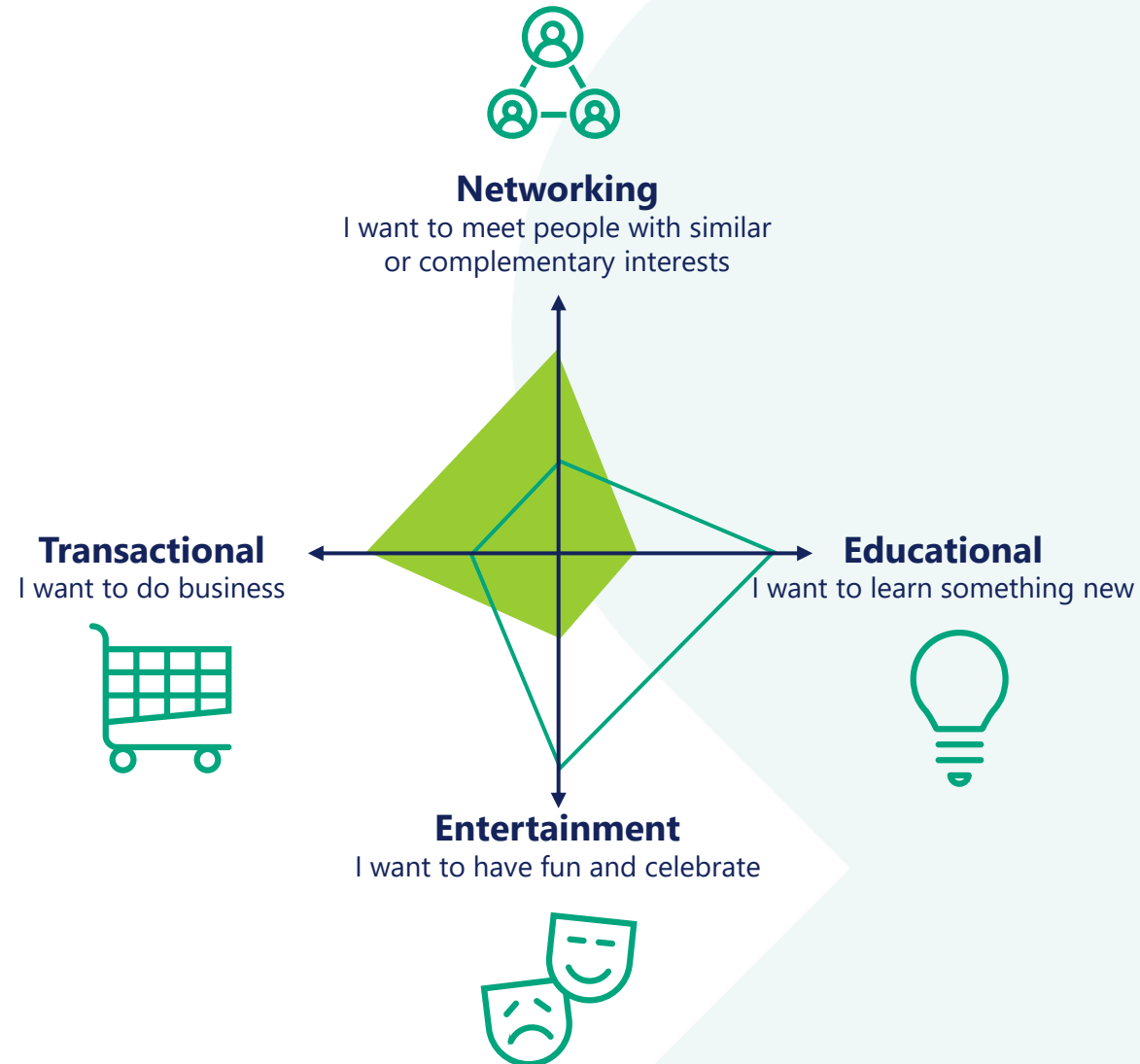
Pop culture & lifestyle



Art

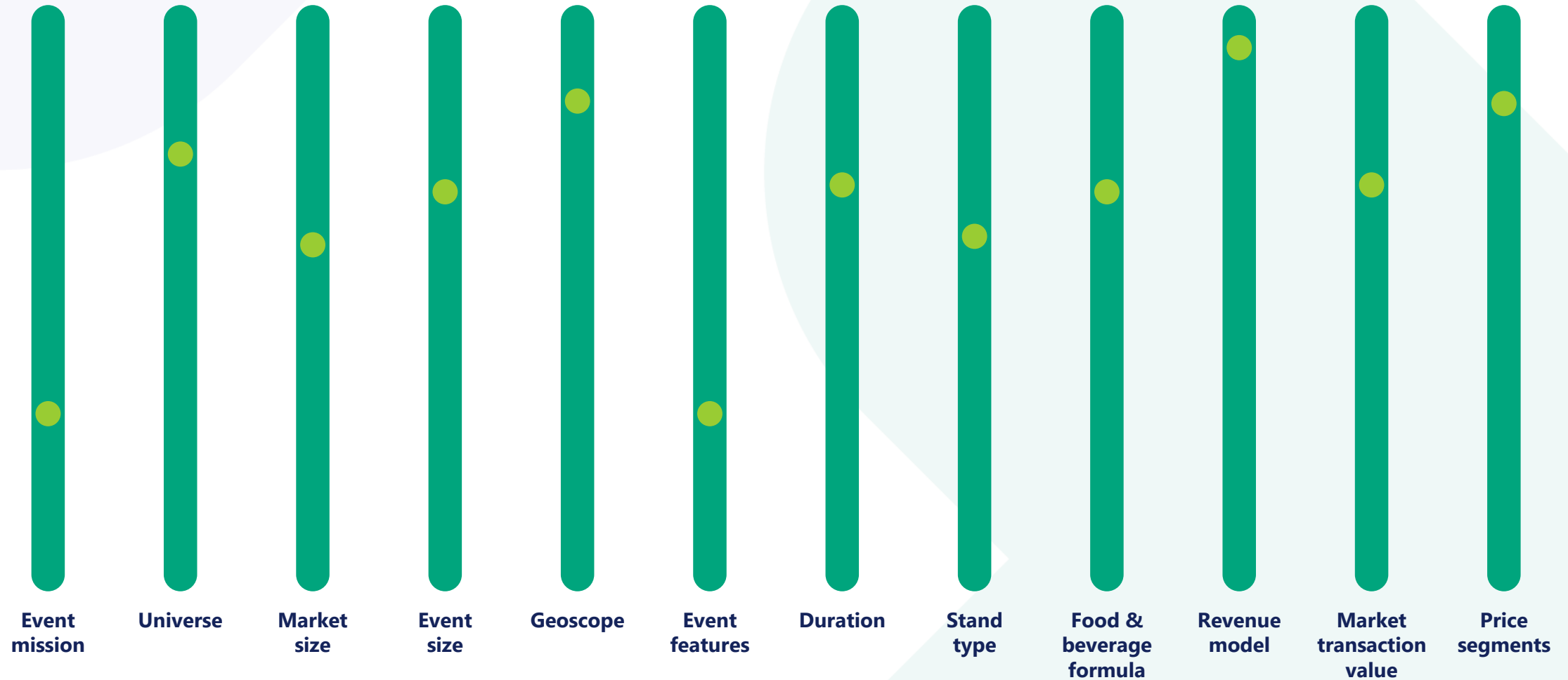


Event mission: understanding & serving communities



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



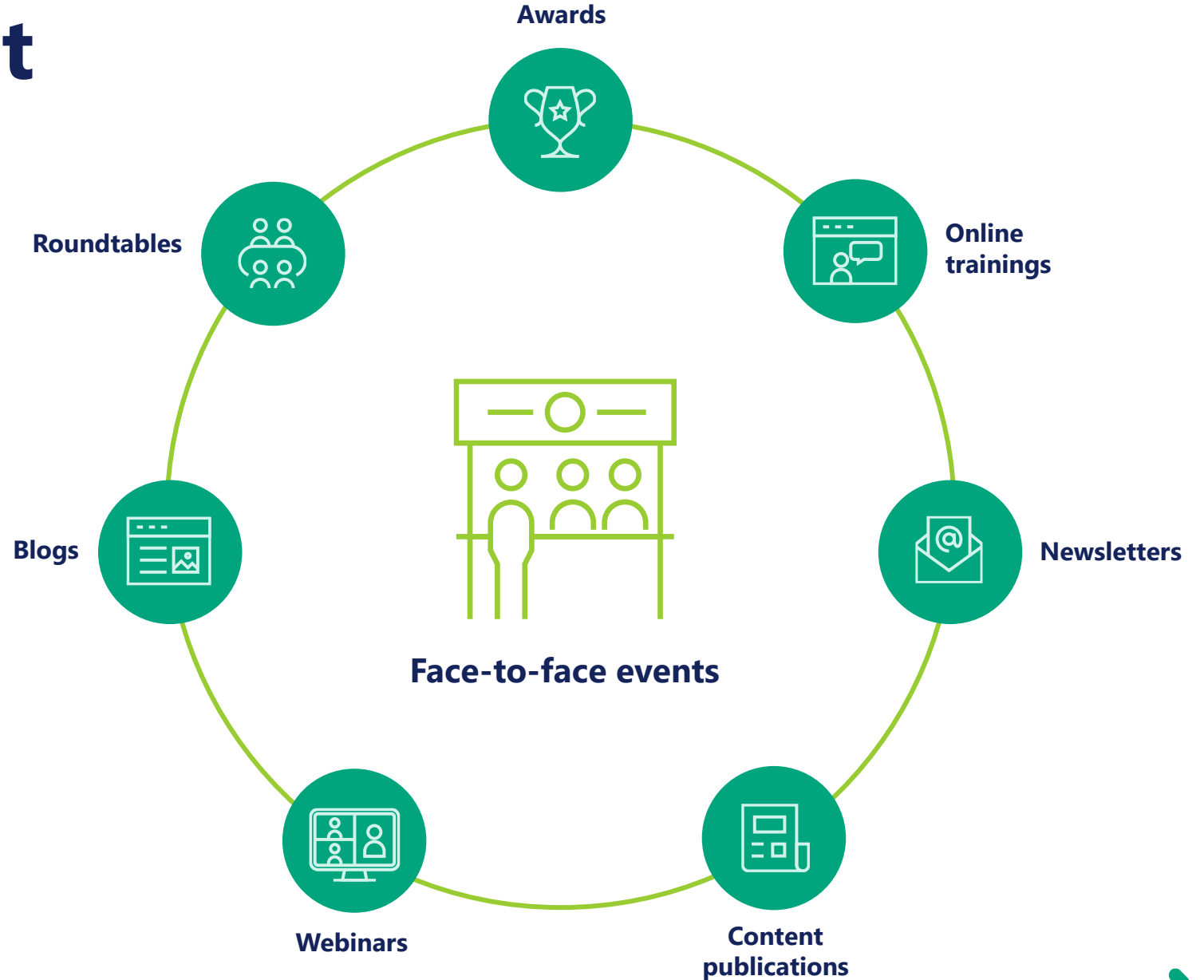


Large H2H events

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



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



Malmö Mässan

📍 Sweden ✂ 20,000 sqm
🏠 1 Hall / 1 Auditorium / 16 Meeting

Flanders Expo (Belgium)



FLANDERS
EXPO



EASYFAIRS
Visit the future



namur expo

LE SALON DES PHARMACIENS
Pharma forum
23 & 24 SEPT
NAMUR EXPO
pharmaforum.be

Namur Expo (Belgium)

Evenementenhal Gorinchem (The Netherlands)





Boka din arrangemang hos oss!
for stora
möten
& events
modern
& trivsamma
moteslokaler
mobila
restauranger
& designat
boende

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KISTAMÄSSAN

Microsoft
tech-days
SHAPING THE FUTURE
Kistamässan 20-21 september 2016

Den största konferensen
i Sverige för alla som
arbetar med Microsofts
produkter, plattform och
lösningar är tillbaka

Kistamässan (Sweden)

Profiles & results

Company ownership

31,6%



31,6%

inflexion

31,6%

Eric Everard

5,2%

Management



GMT+

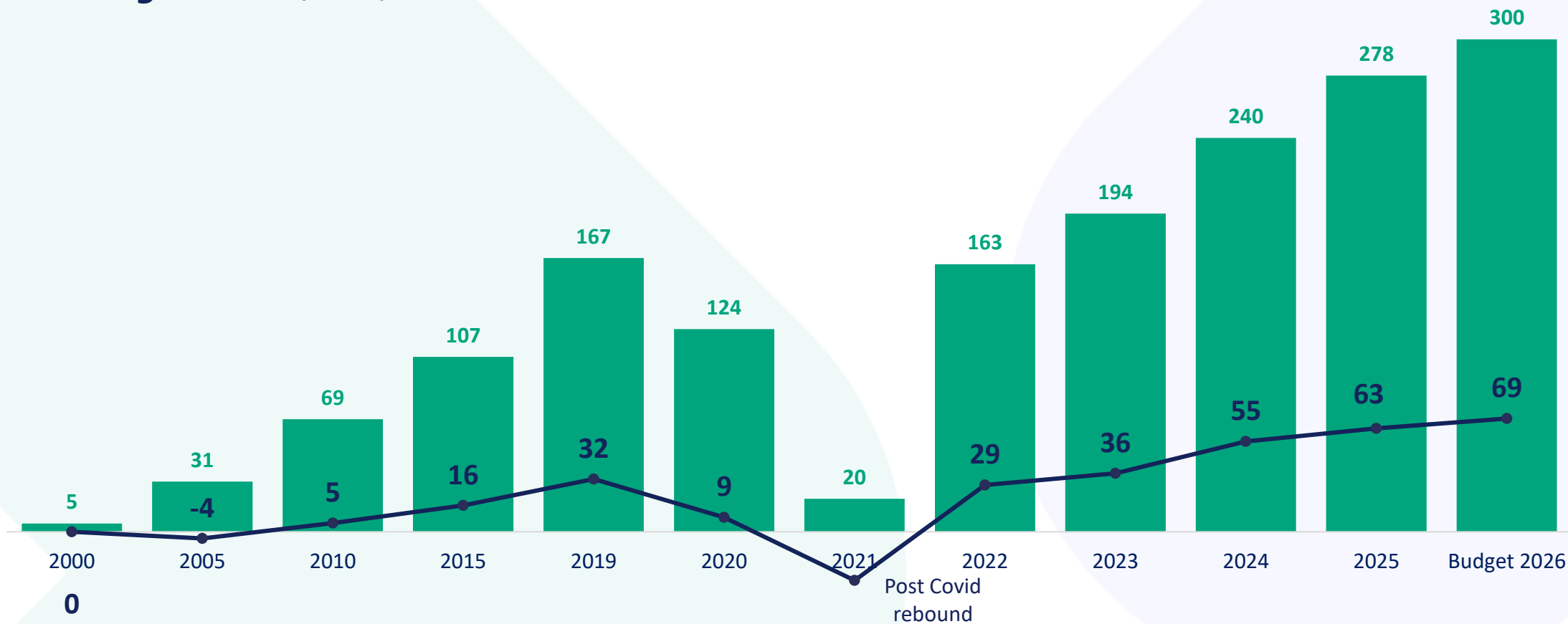
(Global Management Team)



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.



Platinum Laureate 2025

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.



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.



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



In 2024 Easyfairs received the UFI Digital Innovation Award, which recognises how we 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



Visit the future



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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