



Q&A

Advanstar integration



The management teams at Advanstar and UBM worked together in an attempt to answer the key questions we felt were likely to be on your mind. At the town halls in January we will discuss how we will combine Advanstar and UBM, future growth plans for the business, provide more information about UBM, and give further details about marketing and branding changes. For now, we simply want to assure you that the formation of UBM Advanstar is intended to give you, your products, and your business more opportunities for growth.

1. What does this announcement mean for Advanstar employees?

Today's announcement means that the acquisition of Advanstar by UBM is complete. Advanstar is now a part of UBM plc, and the business will now be called UBM Advanstar. There is no change to day-to-day business operations as a result of this announcement.

2. Will any employees lose their jobs as a result of today's announcement?

UBM acquired Advanstar in order to grow it. Advanstar and UBM are both events businesses with related marketing service activities. Together we will be much stronger, building on a market-leading growth platform in the US. Advanstar employees are critical to continuing the business success and planning for the future.

We believe there will be some areas of overlap between Advanstar and UBM where we hope to achieve some synergy savings over time. In particular, we have several offices which are very close together, so we are examining the possibility of combining these offices. We will keep anyone who will be affected by change informed at the earliest possible time.

3. Will my benefits or compensation change?

All employment benefits and compensation will remain the same, or will be improved.

The only immediate change is regarding the 401k plan where US employees will receive a higher matching formula, a true-up provision to maximize their match opportunity, more investment choices, lower overall plan fees, and preserved prior service credits for vesting.

You will receive additional information from our US benefits team about this matter shortly.

4. What will happen to senior Advanstar executives?

The Advanstar executive team were closely involved through the entire sale process. Indeed, one of the reasons that UBM has acquired Advanstar is the strength of the executive team. They are committed to growing the newly formed UBM Advanstar business and will continue to focus on their current responsibilities while being active leaders in the integration. The only change at the executive level is that Tom Ehardt will lead Life Sciences and Media Operations and will no longer be CFO and CAO (Tom is very excited about this change!)

5. What is Joe Loggia's role?

We are delighted that Joe will continue to lead the business as CEO of UBM Advanstar for a period of 12 months. He will also work to ensure the business is smoothly integrated into UBM.

6. What is the organizational structure of UBM Advanstar?

As CEO of UBM Advanstar Joe Loggia will now report to Tim Cobbold, CEO of UBM plc. All other reporting lines will stay the same.

7. Will I be moving offices?

This depends on which office you work in. Where Advanstar and UBM offices are very close together, we are examining the possibility of combining them into a single office. The process of assessing a potential move includes reviewing commute times, work environments, and special arrangements. We will keep all those affected informed at the earliest possible time.

8. Do I need to make any changes for my upcoming event or publication?

No, please carry on as normal for now. In due course, we will share new marketing and branding guidelines to be implemented when possible.

9. Will my email change?

Your current email address still exists, and your customers will not see any difference when you email them.

You also now have a UBM email address that is firstname.lastname@ubm.com, so for example Joe Loggia is joe.loggia@ubm.com. All emails will arrive in your existing inbox, irrespective of the address. As well, shortly you will have access to the UBM address book which will allow you to look up and email anyone in UBM.

10. Who should I ask if I have immediate questions?

Please feel free to submit any questions you have now. Your questions will be addressed during the town halls during the first week of January. Additionally, we will keep track of all the questions, and share the answers with you after the town halls.