



Informa Markets, BolognaFiere Group and the Professional Beauty Association Close on Landmark Partnership, Creating the Largest Beauty Portfolio in North America

The organizers of Cosmoprof North America join the Premiere Beauty Group to bring collective expertise to a growing portfolio of U.S. beauty shows

Miami, FL (November 15, 2022)— Today, Informa Markets, BolognaFiere Group and the Professional Beauty Association have announced closing on a monumental joint venture to deliver the largest and most impressive series of beauty events in the U.S. beauty market.

Beginning in January 2023, the three beauty industry leaders will combine their extensive knowledge and network to create a best-in-class event format with unrivalled reach, leveraging the power of the two industry leading brands, Cosmoprof North America and Premiere Beauty and, to deliver extraordinary value, more robust digital offerings, better educational and enrichment opportunities to a level never before achieved in the beauty industry across the U.S.

BolognaFiere and PBA, who currently partner on the Cosmoprof North America show held in Las Vegas, announced a resoundingly successful 2022 edition, with over 1,000 exhibiting brands and 32,000 operators - retailers, distributors, investors, beauty brands, suppliers from around the globe. The 2022 exhibition was held for the first time in the Las Vegas Convention Center, with a dedicated hall to Cosmoprof finished products, and a specific area for the supply chain collecting at Cosmopack. Excellent educational sessions enriched the show, providing compelling updates and expertise to stakeholders.

Premiere Beauty Orlando, the largest beauty show in the U.S., announced the launch of two new shows in the emerging Anaheim and San Antonio markets earlier this year, signaling the evolution of the group's fast-growing portfolio of industry-leading beauty events. Premiere Beauty continues to make a name for itself as the leading voice in the U.S. beauty industry, with its recent 2022 Orlando a resounding success, with 47% growth YOY, and hundreds of top-name exhibitors. 82% of visitors attended the over 650 free classes that were offered during the show, allowing them to develop skills and strengthen their expertise. This show is the first since Informa Markets' early 2022 acquisition of Premiere, and its success sets the stage for Premiere's new joint venture and upward growth.

"The joint venture we established with our partners will reinforce the offer of performing and committing b2b beauty trade shows in the US market", highlights Antonio Bruzzone, General Manager of BolognaFiere. "Today it is fundamental to provide a high-lever business experience to operators working in our industry, and creating synergies is the best way to offer all the necessary tools to facilitate the growth of the industry."

"The expanded line-up of beauty industry shows allows PBA the ability to provide more educational and experiential opportunities to our members nationwide. This partnership will help foster new products, brand expansions and further education in the beauty space," said Nina Daily, PBA Executive Director.

"Our beauty portfolio has expanded substantially in the past few years, and it is thrilling to be a part of its continued growth and success," said Ed McNeill, SVP of Premiere Group. "This joint venture is just the next step in our goal to be the country's leading network of beauty industry events—connecting

beauty industry professionals, educators, students, and top brands together in a way that hasn't been done before."

This joint venture will unite Cosmoprof North America in Las Vegas with Premiere Beauty's Orlando, Columbus, San Antonio, and Anaheim shows, and a newly announced Cosmoprof North America in Miami which will launch in 2024. PBA's ISSE show in Long Beach will evolve to be part of the Premiere Anaheim brand as part of this new partnership, which will be the first show the joint venture partners launch in 2023. Premiere Anaheim, set to take place April 2-3, is expected to draw a large crowd of diverse beauty representatives from different facets of the community. The show will also host the PBA's North American Hairstyling Awards (NAHA), allowing attendees increased networking and growth opportunities by combining two leading industry events in one place.¹

"This is a revolutionary partnership that will help to grow the U.S. beauty industry exponentially and deliver best-in-class customer experience," said Ken McAvoy, President of Informa Markets' South Florida Ventures portfolio. "The finalization of this deal is the result of careful planning and coordination, and we are excited to grow this talented team, and create meaningful growth for the industry across the Cosmoprof and Premiere brands, focusing on event experience, education, data opportunities, and more, to not only meet, but exceed, the expectations of the community."

The joint venture, USA Beauty LLC, will be led by industry veteran Ed McNeill from Informa Markets' Premiere Group, alongside Meredith Loza, Marco Labbate, and in cooperation with the Sales and Marketing teams from BolognaFiere Cosmoprof. The team will be headquartered in Orlando, FL, where an expanded call center is also planned to launch next year.

The beauty community can expect dramatically expanded marketing and sponsorship opportunities, the ability to easily participate in multiple shows through multi-show contracts opportunities, better support through the expanded call center, additional educational opportunities, and access to global markets.

This partnership is a landmark one for the U.S. beauty industry, increased sales 16% in 2021, and is expected to exceed \$716 Billion by 2025, and is expected to bring the best business opportunities, education, connection, and innovation to cities across the country, under a single umbrella.

For further information please visit www.cosmoprof.com

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Boating, Pharmaceuticals, Food, Fashion, and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

About BolognaFiere

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2022 edition, Cosmoprof registered more than 220.000 attendees from 144 countries in the world, and over 2,700 exhibitors from 70 countries. Cosmoprof Worldwide Bologna 2023 is scheduled from March 16 to 20, 2023, in Bologna – Italy. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof CBE ASEAN, Cosmoprof India, and Cosmoprof Asia. For more information, please visit www.cosmoprof.com

About The Professional Beauty Association

The Professional Beauty Association (PBA) is the largest and most inclusive trade organization representing the entire beauty industry. PBA exists to elevate, unite, and serve the beauty industry and the professionals who improve people's lives and is the only national organization to represent the entire beauty industry. Our members include manufacturers, distributors, salons, spas, schools, independent practitioners, students, and industry suppliers. PBA is dedicated to advocating and fighting for the rights of the beauty industry, enhancing professionalism, and committed to the long-term success of the stylist and the businesses that employ and support them. For more information on membership, please visit: www.probeauty.org/join.