



5 March 2010

## **UBM acquires E Commerce Expo**

### **Strong addition to UBM Live's Customer Management Portfolio**

United Business Media Limited today announces that it has acquired E Commerce Expo Ltd (ECE) on behalf of its UBM Live division for an initial cash consideration of £0.6 million and a deferred amount dependent upon future financial performance.

ECE ([www.ecommerceexpo.co.uk](http://www.ecommerceexpo.co.uk)) is a two day exhibition with an associated conference and awards ceremony, dedicated to e-commerce and online retailing. The show covers all aspects of e-commerce, including acquisition, conversion, fulfillment and retention. It is the only dedicated event of its kind in the UK, and attracted over 4,000 attendees last year. This year's event will be held on 19-20 October 2010 at Olympia, London. The awards take place on the first night of the exhibition to recognise excellence in the field of e-commerce, hosting over 300 guests last year. The acquisition also includes E Commerce Expo North, an annual exhibition held in Manchester.

The acquisition advances UBM Live's presence in the e-commerce, internet retailing and digital marketing sectors, which it has identified as offering sustainable long-term growth potential.

In 2009 ECE generated revenue of £0.8 million. The acquisition is anticipated to exceed UBM's cost of capital criterion in its first full year of ownership.

Jane Risby Rose, Chief Executive Officer of UBM Live, said:

"The E Commerce Expo and awards are attractive events that have a natural fit with UBM's existing Customer Management Portfolio, specifically in the digital business sector. They provide excellent synergies with our Internet World and Technology For Marketing & Advertising shows, which will enable us to further leverage content and networking opportunities for our communities."

- Ends -

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## **Notes to Editors**

### **1. UBM**

UBM is a leading global provider of events; data, marketing and information products; print products; and targeting, distribution and monitoring services to specialist business communities. Our 5,800 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them and their markets to work effectively and efficiently.

For more information, go to [www.ubm.com](http://www.ubm.com)

### **2. UBM Live**

UBM Live provides leading integrated media solutions across 30 different markets. Operating predominantly in the UK, its events, publications, awards and websites offer professionals in Interiors, Security, Venues, Customer Management, Safety & Health and Facilities the ultimate event or media platform to bring buyers and sellers together. Its leading brands include the Interiors event – the 2nd largest exhibition in the UK; IFSEC – the world's leading security event and others like The National Business Awards. UBM Live has 40 exhibitions, 12 publications and over 15 digital products and awards shows. Each year 250,000 marketers attend its shows, over 100,000 professionals receive UBM Live publications, while each month its website generate over 1 million page impressions. UBM Live has recently extended its leading brands into Abu Dhabi and India.

For more information, go to <http://www.cmpi.biz/ubmlive>