

INVESTOR PRESENTATION

June 2018





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The non-GAAP financial measures contained in this Presentation (including, without limitation, Adjusted EBITDA, Adjusted EBITDA margin, Adjusted Net Income and Free Cash Flow) are not GAAP measures of the Company’s financial performance or liquidity and should not be considered as alternatives to net (loss) income as a measure of financial performance or cash flows from operations as measures of liquidity, or any other performance or liquidity measure derived in accordance with GAAP. You are encouraged to evaluate each adjustment to non-GAAP financial measures and the reasons the Company considers them appropriate for supplemental analysis. In addition, in evaluating Adjusted EBITDA, Adjusted EBITDA margin and Free Cash Flow, you should be aware that in the future, the Company may incur expenses similar to the adjustments in the presentation of Adjusted EBITDA, Adjusted EBITDA margin and Free Cash Flow. The Company’s presentation of Adjusted EBITDA, Adjusted EBITDA margin and Free Cash Flow should not be construed as an inference that its future results will be unaffected by unusual or non-recurring items. In addition, Adjusted EBITDA, Adjusted EBITDA margin and Free Cash Flow may not be comparable to similarly titled measures used by other companies in the Company’s industry or across different industries.

MARKET AND INDUSTRY DATA

This Presentation also contains market data and other statistical information that are based on independent industry publications, reports by market research firms or published independent sources. Some market data and statistical information are also based on the Company’s good faith estimates, which are derived from management’s knowledge of its industry and such independent sources referred to above. While the Company is not aware of any misstatements regarding its market and industry data presented herein, such data involve risks and uncertainties and are subject to change based on various factors, including those discussed under the headings “Forward-Looking Statements” and “Risk Factors” in the Company’s preliminary prospectus.

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This Presentation includes long-term goals that are forward-looking, are subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the “Risk Factors” section of the preliminary prospectus. Nothing in this Presentation should be regarded as a representation by any person that these goals will be achieved and the Company undertakes no duty to update its goals..

INVESTMENT HIGHLIGHTS



1

Significant and Growing Market Opportunity

2

Extensive Portfolio of Large, Market-Leading Shows

3

Multiple Organic Growth Levers

4

Long Acquisition Runway

5

Highly Experienced Leadership Team

6

Exceptional Financial Characteristics

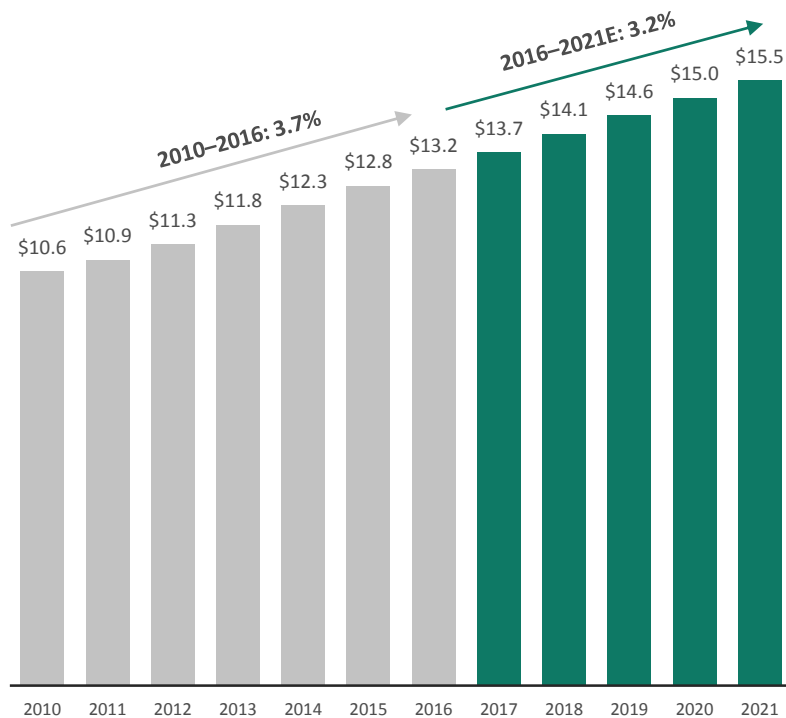
STRONG FREE CASH FLOW GENERATION



1 ATTRACTIVE MARKET OPPORTUNITY

US B2B EXHIBITION MARKET GROWTH

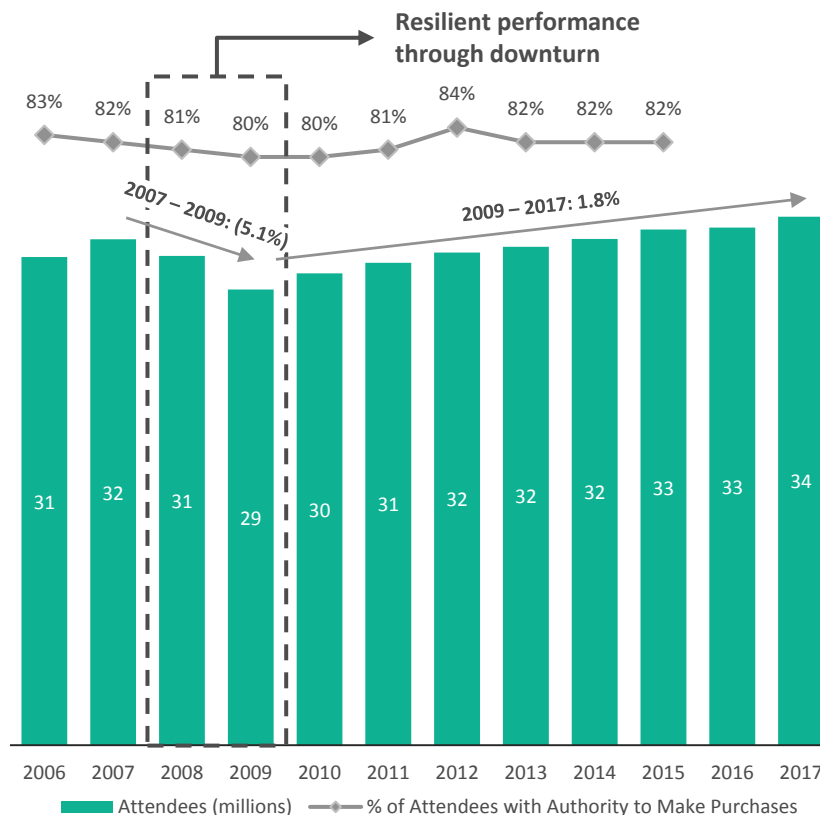
(\$ in billions)



Source: 2017 AMR Report, released September 2017. The 2018 AMR Report has not yet been released.

The U.S. is the most attractive geography in the trade show industry, with growth rates above GDP

HIGH, INDUSTRY-WIDE ATTENDANCE QUALITY METRICS



Source: CEIR 2018 Analysis; Exhibit Surveys Trade Show Benchmarks and Trends.

The trade show industry has demonstrated a sustained ability to attract high-quality and quantity of attendees

2 LEADING PURE-PLAY, B2B TRADE SHOW ORGANIZER IN THE US



#1
US B2B Large Event Organizer

55+
Trade Shows
32
Large Trade Shows ²






500,000+
Total Attendees

25,000+
Exhibitors

82%
2014-2017 Average Renewal Rate ¹

6.9+ mm
Net Square Feet of Exhibition Space

BENEFITS OF OPERATING LARGE, MARKET-LEADING SHOWS

-  Strong, defensible industry position
-  Moderate price increases without significant attrition
-  Attendee / Exhibitor mindshare
-  Exhibitor pre-bookings provide revenue visibility
-  Robust margin profile – show scale / premium pricing

APPROXIMATELY 95% OF EMERALD'S SHOWS ARE #1 IN THEIR CATEGORY



(1) Renewal rate refers to the net square footage (NSF) purchased by returning exhibitors as a percentage of the prior event's total NSF. Returning exhibitors include "win-backs" or customers who did not exhibit in the immediately preceding event but who previously exhibited in the event within the past five years.
 (2) Large trade shows are defined as having greater than 50,000 NSF.

2 CASE STUDY: OUTDOOR RETAILER + SNOW SHOW



JANUARY 25-28, 2018 | COLORADO CONVENTION CENTER | DENVER, CO

ASSOCIATION PARTNERS



~1,000 BRANDS (300 NEW)
(15,000+ representatives)

- 80% US, 20% International (24 countries)
- Multiple categories including adventure, travel, ski/winter, backpacking, camping, climbing, mountaineering, mountainbiking, fishing, food/nutrition, eyewear, footwear/running, health/fitness, pet products, raw materials



~900 WORKING MEDIA

~8,600 BUYERS

- All 50 US states (+ DC); 37 countries
- Multiple categories including ski, alpine, snowboard, backpacking, hiking, camping, climbing, lifestyle apparel
- 7,600 Retail; 600 Independent Reps; 400 Importers/Distributors
- 75% physical store; 12% online only
- 55% with online sales
- 79% independent/specialty retail; 9% national/regional chain stores; 12% other
- 1 retail store 50%; 2-10 stores 28%; 11+ stores 22%

BRAND OBJECTIVES

- ✓ Generate leads and sales
- ✓ Introduce new products
- ✓ Build brands
- ✓ Strengthen relationships
- ✓ Educate the market
- ✓ Service customers

BUYER OBJECTIVES

- ✓ Fulfill procurement needs
- ✓ Source new suppliers
- ✓ Learn about new products / services
- ✓ Reconnect with existing suppliers
- ✓ Identify trends
- ✓ Network with industry peers



2 2018 KEY SHOWS BY QUARTER

Portfolio is weighted to first and third quarters

		Stages in Quarter Ended			
Forecast Revenue		March 31	June 30	September 30	December 31
Trade Shows	\$20m+	ASD March KBIS NY NOW Winter		ASD August NY NOW Summer	
	\$10m-\$20m	OR + Snow Show	Hospitality Design Expo Couture IRCE	OR Summer Market	
	\$5m-\$10m	GlobalShop SurfExpo Winter Pizza Expo	ICFF	CEDIA Expo SurfExpo Summer Interbike	OR Winter Market
	\$1m-\$5m	ISS Long Beach WPPI Sports Licensing & Tailgate Show National Pavement Expo JA Spring ISS Atlantic City ACRE Philadelphia Medtrade Spring	RFID Journal LIVE! Digital Dealer Spring NSS LV AJWS Surtex	Modern Day Marine Digital Dealer Fall JA Summer InterDrone ISS Fort Worth	PhotoPlus Healthcare Design Medtrade Fastener Expo IGES JA Special Delivery ICFF Miami
Other Events	\$1m-\$5m	OMBAS StorePoint Fresh (Acq) StorePoint Retail (Acq) RestaurantPoint West (Acq) StorePoint Fashion (Acq)	HOW Design Live BuildPoint (Acq) HotelPoint (Acq)	RestaurantPoint East NextPoint (Acq)	



3 MULTIPLE ORGANIC GROWTH LEVERS

GROWTH DRIVER	DESCRIPTION
EXISTING PORTFOLIO GROWTH	<ul style="list-style-type: none">• NSF growth driven by economic growth and recent marketing investments• Strong market positions and must-attend nature of trade shows enables regular price increases
NEW CATEGORY ADDITIONS	<ul style="list-style-type: none">• New product categories added within existing, large trade shows
NEW SHOW LAUNCHES	<ul style="list-style-type: none">• Ability and proven track record of launching new shows in existing markets• Accelerating pace of launches to drive growth: 7-9 events in 2018, 6 events in 2017, 4 in 2016 and zero in 2015
GO-TO-MARKET (GTM) EFFECTIVENESS	<ul style="list-style-type: none">• Salesforce CRM and Pardot Marketing Automation recently implemented• New GTM strategy being rolled out to improve sales effectiveness at NY NOW and ASD
CROSS SELLING	<ul style="list-style-type: none">• Substantial opportunity to attract exhibitors to multiple trade shows within an expanding portfolio
INTERNATIONAL GROWTH OPPORTUNITY	<ul style="list-style-type: none">• Geo-adapt leading US events internationally to target international exhibitors and attendees

3 ACCELERATING NEW SHOW LAUNCHES



	2016	2017	2018
# Launches:	4	6	7*
# New Events 2016 thru:	4	9	11
Revenues (Forecast):			
\$1,500,000+			ICFF Miami RestaurantPoint East
\$1,000,000 - \$1,500,000			Brand Authority Summit
\$750,000 - \$1,000,000		ICFF Miami	Pizza & Pasta NE
\$500,000 - \$750,000	ICFF Miami	Pizza & Pasta NE	ISS Houston Active Collective (NYC Winter) Active Collective (NYC Summer)
\$250,000 - \$500,000	Fall CycloFest	Active Collective (NYC Winter) HOW REACH	National Pavement Expo West NY VR American Hand Crafted Orlando
0 - \$250,000	LUEUR Get Outdoors NYC	PopUp@Pier94 Get Outdoors NYC Fall CycloFest Jewelery Box NY VR	HD Elevate Design

* Excluding Outdoor Retailer Winter Market (November).
Note: There are one or two other possible fourth quarter 2018 launches.

Key: Event Launched in the Year



4 LONG ACQUISITION RUNWAY

M&A MARKET OPPORTUNITY

Significant industry roll-up opportunity for Emerald

~9,400 B2B events in the US ⁶

~\$13.2 billion market size In 2016

Very few players actively consolidating

ACQUISITION CRITERIA

Leading Market Position



B2B Trade Events



Critical to Attendees / Exhibitors



Many-to-Many Environment



Strong Growth Prospects



Opportunities to Add Value



















Accretive Multiples





4 PROVEN ACQUISITION TRACK RECORD

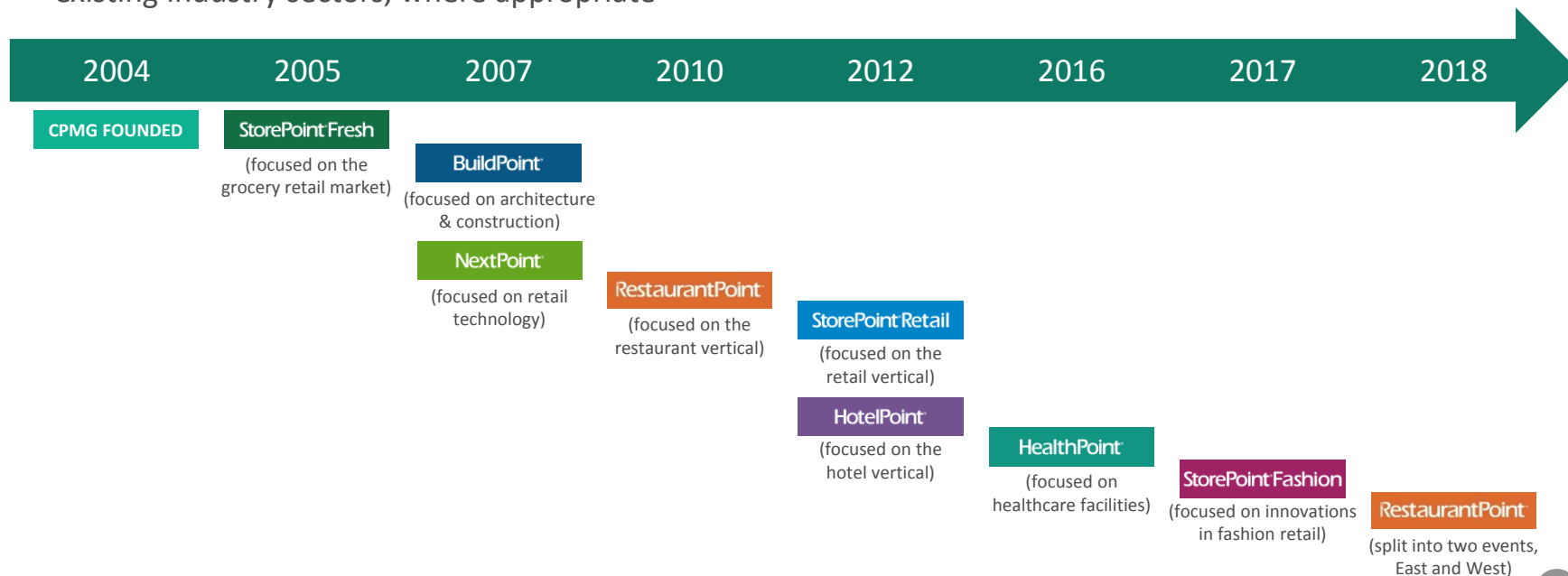
HISTORICAL ACQUISITIONS				
	Acquisitions	Milestones	# of Deals	Capital Deployed
2014	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> <p>Platform</p>  </div> <div style="text-align: center;"> <p>Show Brands</p>     </div> </div>	First Major Platform Acquisition and Integration	1	~\$335 million
2015	   	Established Tuck-in Acquisition Program and Expanded into New Sectors (Industrial, Food, Technology)	4	~\$90 million
2016	      		6	~\$65 million
2017	   	Acquired Two Association Owned Shows and Hired Internal M&A Lead	4	~\$100 million

\$590mm spent on 15 acquisitions since 2014



4 CPMG ACQUISITION (NOVEMBER 2017)

- Connecting Point Marketing Group (“CPMG”) organizes and hosts nine unique senior executive level business-intensive trade events focused on innovation for the hospitality, restaurant, healthcare, grocery and retail industries
- These four-day events are highly-curated, invitation-only forums that bring together leaders in each vertical market
- CPMG’s events are differentiated through the intimacy and personal interaction created by the unique “hosted buyer” format and exceptional execution, resulting in demonstrable ROI for all participants
- Acquisition of CPMG provides Emerald a new capability to develop new hosted buyer events in our existing industry sectors, where appropriate





5 EXPERIENCED LEADERSHIP TEAM

MANAGEMENT TEAM



David Loechner, CEO, President and Director
• CEO of Emerald since 2013; 34+ years industry experience



CORPORATE LEADERSHIP



Philip Evans, Chief Financial Officer
• CFO of Emerald since 2013; 30+ years financial experience



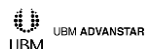
David Gosling, SVP, General Counsel and Secretary
• 4 years with Emerald; 14+ years legal experience



Bill Charles, Chief Information Officer
• 4 years with Emerald; 20+ years industry experience



Eric Lisman, EVP, Corporate Development
• Joined Emerald March 2017; 30+ years industry experience



Eileen Deady, VP, Human Resources
• 9 years with Emerald; 14+ years industry experience



MARKET LEADERSHIP



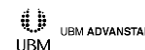
Darrell Denny, EVP
• 8 years with Emerald; 30+ years industry experience



Joe Randall, EVP
• 19 years with Emerald; 35+ years industry experience



Karalynn Sprouse, EVP
• 4 years with Emerald; 24+ years industry experience



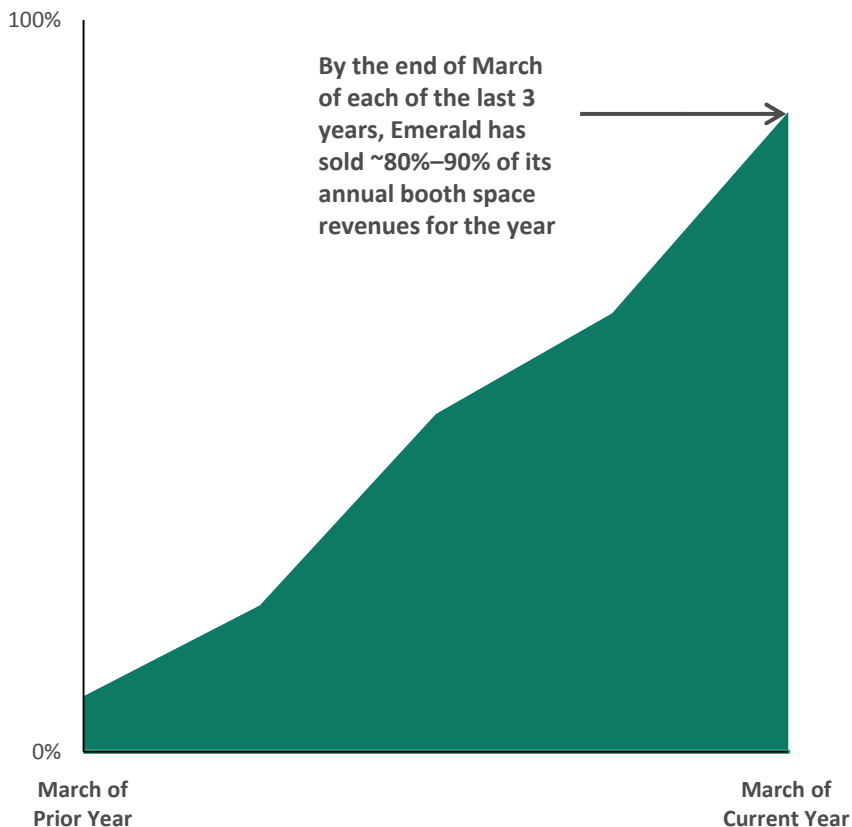
Gannon Brousseau, SVP
• 12 years with Emerald; 15+ years industry experience



6 HIGHLY PREDICTABLE OPERATING MODEL



% OF BOOTH SPACE REVENUE SOLD



Highly visible revenue, with customers often signing up for the next trade show at the current event

EMERALD NSF RENEWAL RATES ¹



Industry-leading NSF renewal rates

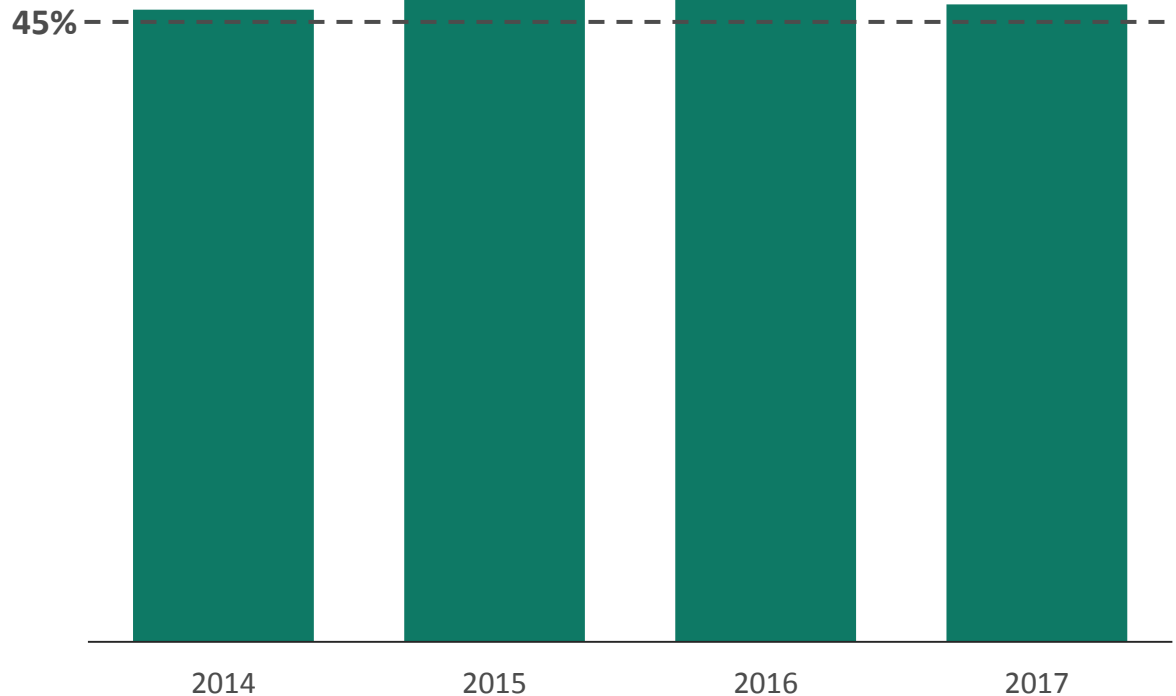
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6 ATTRACTIVE MARGIN PROFILE

ADJUSTED EBITDA MARGIN

KEY DRIVERS



Unique Business Model



High-quality Shows



Large Shows



Company Scale



Shareholder-Aligned Management



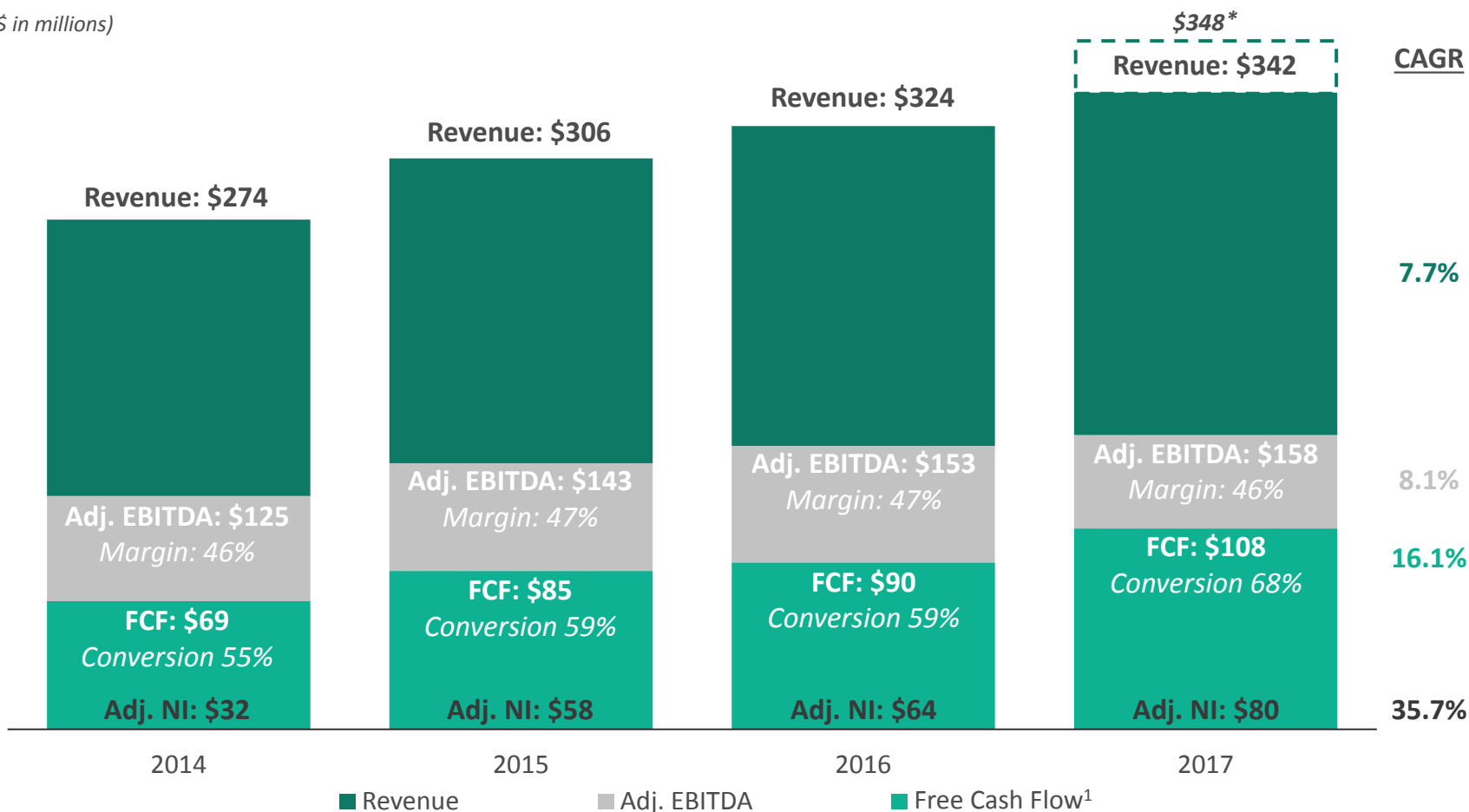
Consistent and stable margin profile with adjusted EBITDA margins of ~45% for each of the last four years

6 ROBUST FREE CASH FLOW CONVERSION



HISTORICAL FINANCIALS

(\$ in millions)



6 ROBUST FREE CASH FLOW DRIVES CAPITAL ALLOCATION POLICY



1

Make mandatory debt service payments and maintain low financial leverage

2

Baseline return of capital through regular dividends

3

Highly accretive M&A driving accelerated Adjusted EBITDA growth

4

Opportunistic incremental capital return through special dividends



6 FULL YEAR 2018 GUIDANCE

	EXPECT FULL YEAR 2018
TOTAL REVENUE	IN THE RANGE OF \$367 MILLION TO \$375 MILLION OR GROWTH OF 7.4% TO 9.7% (OF WHICH 1.5% TO 3.5% IS EXPECTED TO BE ORGANIC)
ADJUSTED EBITDA	IN THE RANGE OF \$158 MILLION TO \$162 MILLION OR GROWTH OF 0.1% TO 2.6%
ADJUSTED NET INCOME	IN THE RANGE OF \$90 MILLION TO \$100 MILLION OR GROWTH OF 12.1% TO 24.5%
ADJUSTED EPS	IN THE RANGE OF \$1.20 TO \$1.30 OR GROWTH OF 8.1% TO 17.1%
FREE CASH FLOW	IN THE RANGE OF \$110 MILLION TO \$120 MILLION

Importantly, this outlook does not incorporate the impact of any future acquisitions

INVESTMENT HIGHLIGHTS



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STRONG FREE CASH FLOW GENERATION

APPENDICES



FORMATION OF EMERALD EXPOSITIONS



1985

United News and Media acquires Miller Freeman Publications, a producer of trade shows, trade books and business magazines

1991

Miller Freeman Publications merges with Gralla Publications (owner of Outdoor Retailer) to create Miller Freeman, Inc.



1995

Miller Freeman Inc. acquires the Interbike trade show business and related publication. Miller Freeman Inc. acquires (ASD/AMD) trade shows owned by Walter Fletcher Inc.



2006

VNU is acquired by a consortium of private equity firms and rebranded The Nielsen Company

2013

Onex Partners ("Onex") acquires Nielsen Expositions from its parent, an affiliate of Nielsen Holdings N.V., to create Emerald Expositions

2014

Emerald Expositions acquires GLM; including NY NOW, Surf Expo, IRCE and ICFF



1985

1991

1995

1994

1998

2000

2010

2013

2014

2015-17

1994

Verenigde Nederlandse Uitgeverijen ("VNU") acquires Bill Communications, which includes the Military and Hospitality Design trade shows



1998

VNU acquires Medtrade and Shore Varrone, which includes GlobalShop as well as *Display and Design* magazine



2000

VNU acquires Miller Freeman's U.S. portfolio, including Sports, Apparel, General Merchandise, Jewelry and Kitchen & Bath shows



2010

Nielsen Expositions acquires the Wedding & Portrait Photographers International (WPPI) trade show and related publication and digital products



2012

Nielsen Expositions acquires the Sports Licensing and Tailgate Show



2015-17

Emerald Expositions acquires Pizza Expo, HCD, HOW, Fastener Expo, IGES, Collective, Digital Dealer, NPE, RFID LIVE!, ACRE, CEDIA, InterDrone, SIA Snow Show and CPMG





FIRST QUARTER 2018 SUMMARY

HIGHLIGHTS

Revenue

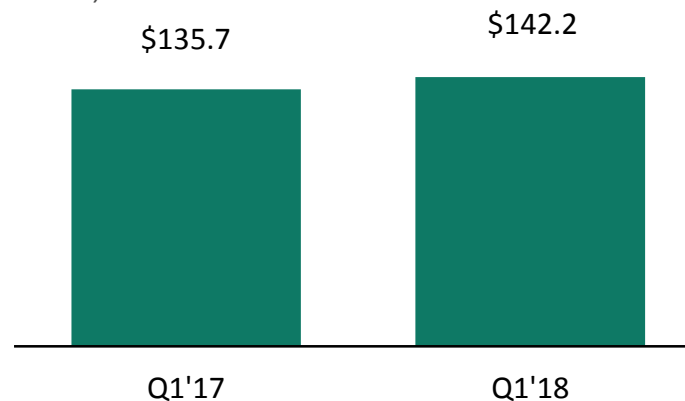
- Q1'18 revenue increase of \$6.5 million, or 4.8%, over Q1'17
 - Organic revenues were flat in Q1'18 compared to Q1'17
- Solid growth in several of the quarter's trade shows, including KBIS and Pizza Expo, offset by expected single digit revenue declines at ASD Market Week and NY NOW
- CPMG, acquired in November 2017, contributed \$8.2 million in revenues

Adj. EBITDA

- Q1'18 Adjusted EBITDA increase of \$1.2 million, or 1.7%, over Q1'17
 - The increase in EBITDA largely reflected a strong contribution from CPMG, offset by incremental public company costs and a modest reduction in Adj. EBITDA from the rest of the portfolio, in line with expectations communicated

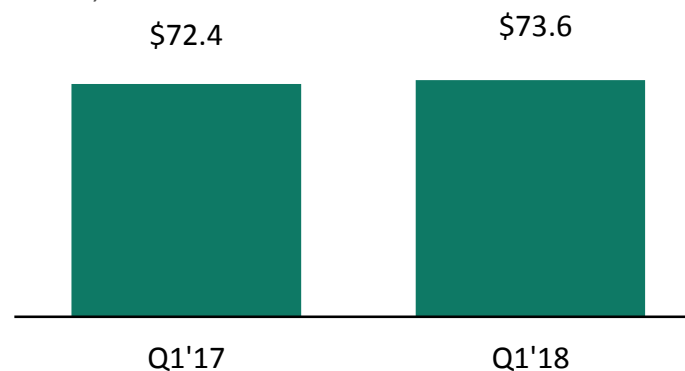
Q1 REVENUE

(\$ in millions)



Q1 ADJUSTED EBITDA

(\$ in millions)



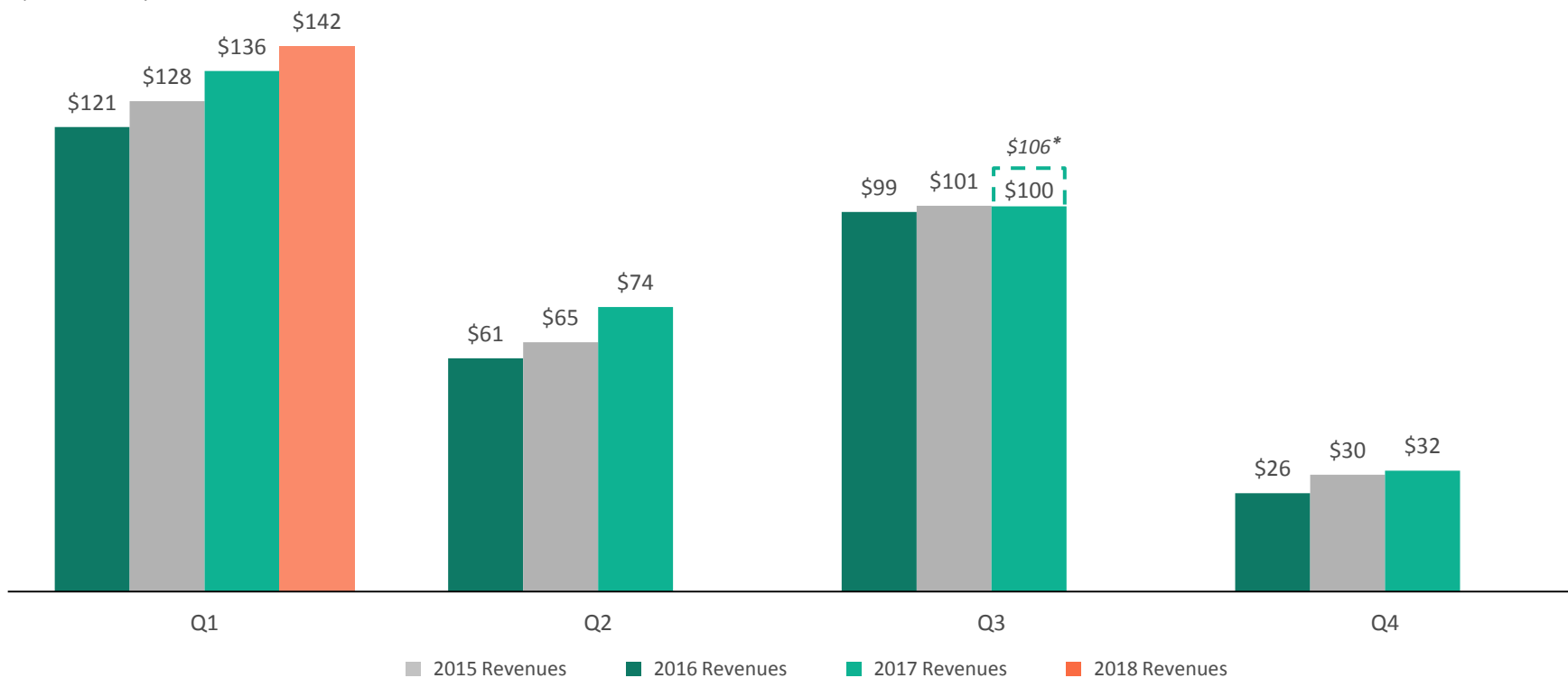


QUARTERLY PERFORMANCE

- Emerald quarterly performance driven largely by the timing of trade shows
 - Q1 and Q3 are consistently the highest-earning quarters due to the concentration of events taking place during the quarters
 - Q4 is consistently the lowest-earning quarter as very few events take place during the quarter

QUARTERLY REVENUE

(\$ in millions)



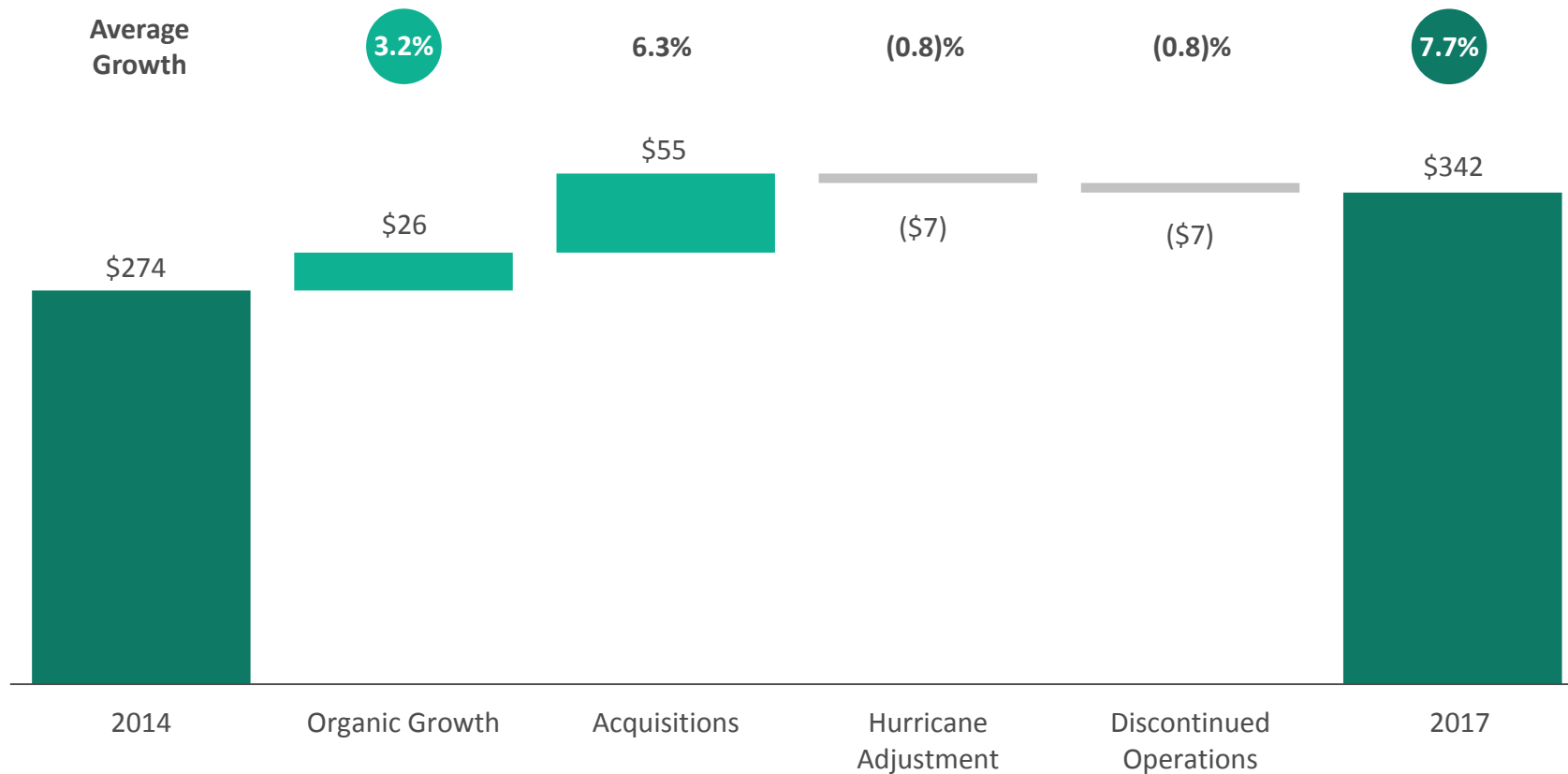
* Reflects the \$6.6 million of revenue from the Surf Expo and ISS Orlando trade shows that would have been recognized if they were not forced to close two days early as a result of Hurricane Irma. We carry cancellation insurance to mitigate losses caused by natural disasters, and during the fourth quarter of 2017 received a settlement of \$6.5 million (recorded as Other Income) to offset substantially all of the lost revenues from the affected shows.



STRONG REVENUE GROWTH

2014–2017 CUMULATIVE REVENUE BRIDGE

(\$ in millions)



Long-term organic growth rate of 3-5%

SUBSTANTIAL FAVORABLE TAX ASSETS



SIGNIFICANT TAX ATTRIBUTES

- Emerald will pay reduced cash taxes for a long period of time given the tax-efficient structures used for recent acquisitions, which created 15-year tax-deductible amortization streams
- Future acquisitions may also create incremental tax basis step-ups, generating additional amortization deductions
- The expected cash tax savings will arise only to the extent that we generate sufficient taxable income in the applicable periods

Up to ~\$490mm of tax deductions generated from historical acquisitions available to shield future income

(1) Represents Emerald's amortization of existing goodwill and intangibles and amortization of purchase price from 2014, 2015, 2016 and 2017 acquisitions.

(2) Amortization shields income at the combined federal and state tax rate of 26%.

(3) NPV of tax shield discounted at a rate of 3.3%, equal to Emerald's current after-tax cost of debt.

TAX SHIELD DETAIL

(\$ in millions)

	Existing Emerald Amortization ¹	Total Tax Shield ²	NPV of Total Tax Shield ³
'18E	40	10	10
'19E	40	10	10
'20E	40	10	10
'21E	40	10	9
'22E	40	10	9
'23E	40	10	9
'24E	40	10	8
'25E	40	10	8
'26E	40	10	8
'27E	40	10	8
'28E	40	10	7
'29E	19	5	3
'30E	15	4	3
'31E	11	3	2
'32E	4	1	1
Total	\$489	\$127	\$105

ADJUSTED EBITDA



- We use Adjusted EBITDA to evaluate our business performance as it illustrates key trends with better comparability from period-to-period while focusing on cash-based performance and removing capital and tax structure impacts

ADJUSTED EBITDA RECONCILIATION

(\$ in millions)

	2015	2016	2017
Net Income	\$19.6	\$22.2	\$81.8
Interest expense, net	51.9	51.4	33.8
Income tax expense	10.3	14.0	(35.0)
Depreciation & amortization	39.1	40.0	43.2
Loss on extinguishment of debt	--	12.8	3.0
A Stock-based compensation	5.0	2.9	2.4
B Deferred revenue adjustment	1.9	0.3	0.5
Intangible asset impairment charge	8.9	--	--
Management fee	0.8	0.8	0.2
C Other items	5.1	7.7	28.0
Adjusted EBITDA	\$142.8	\$152.1	\$157.9

- A** Represents costs related to stock-based compensation associated with certain employees' participation in the 2013 Stock Option Plan and the 2017 Omnibus Equity Plan.
- B** Deferred revenue balances in each of the opening balance sheets of acquired assets and liabilities for Emerald, GLM, and the 2015, 2016 and 2017 acquisitions, reflected the fair value of the assumed deferred revenue performance obligations at the respective acquisition dates. If the businesses had been continuously owned by us throughout 2017, 2016 and 2015, the fair value adjustments of \$0.5 million, \$0.3 million and \$1.9 million would not have been required and the revenues for the years ended 2017, 2016 and 2015 would have been increased by \$0.5 million, \$0.3 million and \$1.9 million, respectively.
- C** See page 26 for additional detail on these adjustments.

OTHER ITEMS BREAKDOWN



OTHER ITEMS BREAKDOWN

(\$ in millions)

	2015	2016	2017
A Contract Termination Costs	--	--	\$10.0
Refinancing and repricing fees	--	--	4.5
B Transaction Costs	2.8	4.0	5.7
C Transition Costs	1.4	2.4	3.2
Severance	--	--	--
Transition Costs from Nielsen	--	--	--
GLM One-Time Costs	0.9	--	--
Legal & Consulting Fees	--	1.3	4.6
Total Other Items	\$5.1	\$7.7	\$28.0

- A** Contract termination costs incurred in connection with the relocation of the Outdoor Retailer show from Salt Lake City to Denver.
- B** Transaction costs include both completed and pursued but not completed transactions.
- C** Transition costs from 2017 comprised severance costs, transition costs for 2016 and 2017 acquisitions and miscellaneous costs for onerous acquired contracts. Transition costs from 2016 primarily related to information technology and facility rental charges for terminated leases. Transition costs from 2015 represented integration costs related to the 2015 acquisitions.

FREE CASH FLOW



- We use Free Cash Flow to evaluate the amount of cash generated by our business that can be used to maintain and grow our business, for the repayment of indebtedness, payment of dividends and to fund strategic opportunities, including investing in our business and strengthening our balance sheet

FREE CASH FLOW RECONCILIATION

(\$ in millions)

	2015	2016	2017
Net Cash Provided by Operating Activities	\$87.8	\$93.0	\$110.8
Less:			
Capital expenditures	2.8	3.4	3.0
Free Cash Flow	\$85.0	\$89.6	\$107.8



ADJUSTED NET INCOME

- We use Adjusted Net Income as a supplemental metric to evaluate our business performance as it illustrates our ability to generate profitability on a recurring and cash basis from period-to-period on a consistent basis, eliminating one-time items and charges that are not related to day-to-day operations

ADJUSTED NET INCOME RECONCILIATION

(\$ in millions)

	2015	2016	2017
Net Income	\$19.6	\$22.2	\$81.8
Loss on extinguishment of debt	--	12.8	3.0
A Stock-based compensation	5.0	2.9	2.4
B Deferred revenue adjustment	1.9	0.3	0.5
Intangible asset impairment charge	8.9	--	--
Management fee	0.8	0.8	0.2
C Other items	5.1	7.7	28.0
Amortization of deferred financing fees and discount	4.9	5.3	4.6
Amortization of (acquired) intangible assets	36.8	38.3	41.3
Deferred tax adjustment	--	--	(52.1)
Tax adjustments related to non-GAAP adjustments	(24.8)	(26.6)	(29.4)
Adjusted Net Income	\$58.1	\$63.7	\$80.3

- A** Represents costs related to stock-based compensation associated with certain employees' participation in the 2013 Stock Option Plan and the 2017 Omnibus Equity Plan.
- B** Deferred revenue balances in each of the opening balance sheets of acquired assets and liabilities for Emerald, GLM, and the 2015, 2016 and 2017 acquisitions, reflected the fair value of the assumed deferred revenue performance obligations at the respective acquisition dates. If the businesses had been continuously owned by us throughout 2017, 2016 and 2015, the fair value adjustments of \$0.5 million, \$0.3 million and \$1.9 million would not have been required and the revenues for the years ended 2017, 2016 and 2015 would have been increased by \$0.5 million, \$0.3 million and \$1.9 million, respectively.
- C** See page 26 for additional detail on these adjustments.