

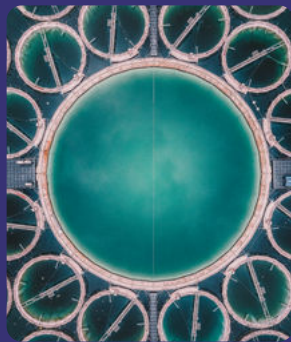
WilliamReed.



rethink.



Stronger together



William Reed and Rethink are successful, trusted and profitable companies operating in complementary areas within the agriculture, food and drink sectors. We are delighted to announce an exciting partnership and look forward to accelerating the growth of our combined portfolio of events and media platforms around the globe.

WilliamReed. + rethink.

From field to fork

Rethink is the highly respected global leader in networking events for the fast-growing agri-tech and food-tech sectors, a focus that very much complements that of William Reed. By coming together, the enlarged company will be the only one to cover the rapidly evolving agri-food and drink value chain from field to fork. Together, we become the world's leading food and drink multimedia, digital, events and data group. Our combined experience, knowledge and skills will allow us to extend our brands, grow our global reach and build on our market leadership.



“We both see the move more as a merger than an acquisition. We are stronger together”

Jennie Moss and Charles Reed



Same focus & shared values

We already have much more in common than our focus on the food and drink sectors. William Reed and Rethink are both privately owned, and the enlarged company will remain so.

Shared foundation
William Reed first published The Grocer in 1862 and is still owned and run by the founding family. Rethink was established by Jennie Moss in 2011 and has grown rapidly to include eight very successful, authoritative event brands.

Shared values
We both also have the same long-term, progressive perspective and value excellence and innovation. We are passionate about what we do, and are committed to conducting business responsibly.

Shared history
William Reed experts and brands already contribute to Rethink events. Our merger opens up new opportunities for further collaboration, audience engagement and personal development. Made all the easier by the close proximity of our UK offices and our combined global footprint.

Extending our brands

William Reed and Rethink both own established and respected global brands. This merger will strengthen all our brands, creating a group with unrivalled access to and knowledge of rapidly growing markets already worth many hundreds of billions of dollars. Our scale and scope bring benefits for everyone—for sponsors, exhibitors, delegates, audiences, visitors, subscribers, clients and colleagues. Together we have:

170

Years of B2B experience

6

Offices in 4 countries

4m+

Engaged audience

100

Food & drink focused websites

1,400

Award winners across 30 events

10,000+

Summit delegates per year

150,000

Consumers surveyed every year

40,000

Visitors to our exhibitions every year

1,500

Exhibitors every year

400

Colleagues

William Reed

We deliver scale, a proven track record of launching, nurturing and growing brands over the long term, an impeccable network, and a global presence with offices in Europe, Asia and North America. Our expertise in content creation and delivering must-have insights to our business audiences

has been the mainstay of our success spanning six generations.

By reaching an ever expanding international audience, we will power the growth of Rethink's summits, bringing together the entire supply chain and ensuring they continue to be 'must attend' events.

Rethink

Rethink is the world-leading events organiser in the fast-growing agri-tech and food-tech sectors. Our events, including the renowned World Agri-Tech and Future Food-Tech summits, deliver preeminent networking opportunities for investors, innovators

and business leaders right along the agri-food value chain. All this, along with our unrivalled network of industry contacts, will help further develop William Reed's existing brands such as Nutra-Ingredients, Feed-Navigator and Food-Navigator, providing a springboard for growth.

The Grocer

FOOD
navigator

FARM SHOP & DELI SHOW

THE WORLD'S
50
BEST
RESTAURANTS

Lumina
Intelligence

NUTRA
ingredients

WORLD AGRI-TECH
INNOVATION SUMMIT

ASIA-PACIFIC AGRI-FOOD
INNOVATION SUMMIT

ANIMAL AGTECH
INNOVATION SUMMIT

INDOOR AGTECH
INNOVATION SUMMIT

fft future food-tech
INNOVATION & INVESTMENT FROM FARM TO FORK

BLUE FOOD
Innovation Summit

Global food challenge

The global population is expected to reach 10 billion by the middle of the century, pushing up food demand by 60 per cent from its 2005 level. Rethink's core business is focused on how we will meet this increase in demand—from climate-smart agriculture and indoor farming to sustainable seafood and cell-based protein production.



*We're committed
to building
a healthy,
sustainable
food system*



A message from William Reed

“Rethink events are already highly successful in the US, Asia and Europe, and being part of the William Reed Group presents significant growth opportunities elsewhere in the ROW. That growth will drive value for our customers whether they be a sponsor or delegate but also for all our colleagues in the combined business.

Both our businesses have always been about building communities and serving them with content and solutions. Now as the clear market leader we can do that across the supply chain in whatever media is most relevant to our customers, whether that be a digital platform, large scale summit, trade show or premium insight. Exciting times ahead.”

Charles Reed, CEO William Reed

www.william-reed.com

A message from Rethink

“We're excited at this new chapter for Rethink, and how joining forces with the William Reed Group will amplify our presence and impact in the agri-food industry around the world.

With food security firmly at the top of the global agenda, there is a huge need for market intelligence and B2B networking in this sector, and together we support the entire value chain, from sustainable farming, through to innovation in nutrition and health, to retail and culinary excellence.”

Jennie Moss, Founder & MD Rethink

www.rethinkevents.com