

# ASCENTIAL

## **Top Right Group rebrands to Ascential**

Monday 14 December: Top Right Group today announces it has rebranded its group operations to Ascential: the global provider of exhibitions and festivals and information services for business professionals.

Today's rebrand follows the successful completion of the three year turnaround of the group which began in 2012, and signals a clear purpose for the future of the group which is now focused on two key areas: Exhibitions & Festivals and Information Services.

Duncan Painter, CEO, Ascential, said:

“We are targeting to become the global leader in large-scale live events and the digital information services industry and our new name and strong brand identity reflects the exciting future we see ahead.

“The Top Right Group brand was the right identity for us when our focus was on transforming and turning around our operating companies. Over the past three years, those operating companies have performed well financially and it is now time to move the group brand forward. Our successful new business model provides the confidence that we are stronger as a group than as individual standalone operating companies.

“The Ascential name and brand crystallises our constant focus on growing our customers' success by creating more essential products and services for them, building greater value for our shareholders and an aspirational future for our business.”

**-Ends-**

**For more information please contact Sarah Kemp on 07738 740 831 or at [sarah.kemp@ascential.com](mailto:sarah.kemp@ascential.com)**

**[www.ascential.com](http://www.ascential.com)**

### **Notes to Editors**

Ascential informs and connects business professionals in 150 countries through market-leading Exhibitions and Festivals, and Information Services.

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Ascential powers the prestigious Cannes Lions festival for the branded communications industry, the world's premier payments and financial services congress Money 20/20, and the global fashion trend forecasting service WGSN. 75% of Ascential's products are marketing leading and occupy number one positions.

We exist to provide our customers with world class content and connections empowering their businesses to be the best informed and best connected. Our products enable focus, growth and value.

## **Company History**

### **2015**

Top Right Group rebrands to Ascential.

Ascential is a leading, global provider of exhibitions and festivals and information services for business professionals.

### **2012-2014**

EMAP International Ltd is rebranded Top Right Group in 2012 to reflect the structural changes and the organisation's long term growth and high performance aspirations. The Group is reorganized into four independent operating companies, each positioned for sustainable top-line growth, with new leadership and separate business strategies: exhibitions and festivals (i2i Events and Lions Festivals) and Information Services (WGSN and 4C Group). Group revenues surpassed £300m for the first time in our history. FY 14 Group revenues were £312.7m, up 9% and EBITDA up 27% over a year earlier.

### **2011**

Duncan Painter joins as the new CEO from BSkyB/Sky IQ.

### **2008**

On 29 January 2008, Emap PLC completed the sale of its radio, television and consumer media businesses to German company Bauer.

In March 2008, funds advised by Apax Partners and Guardian Media Group acquired Emap PLC's B2B business and takes the business into private ownership.