

SEWARD & KISSEL LLP

Seward & Kissel advises UBM plc
on its acquisition of Content Marketing Institute

Seward & Kissel's Business Transactions Group
Focusing on Middle-Market Deals

In June 2016, **UBM plc** (LSE: UBM-LN) announced its acquisition of trade event producer **Content Marketing Institute**. **Seward & Kissel** was pleased to represent UBM in this cross-border, middle-market M&A transaction.

Headquartered in Cleveland, Content Marketing Institute produces Content Marketing World, the leading event in the content marketing sector with over 3,500 attendees from 55 countries for its annual event in 2015. London-based UBM is one of the world's leading business-to-business event organizers, with 5,100 staff in more than 20 countries running over 400 events per year.

Seward & Kissel LLP (www.sewkis.com) is a leading New York law firm, originally established in 1890, offering legal advice emphasizing business, financial and commercial law and related litigation. The firm's Business Transactions Group handles middle-market M&A, private equity, venture capital and joint venture transactions involving a wide variety of industries. The firm is ranked as Highly Regarded for Corporate/M&A by Chambers USA and is recommended by The Legal 500 in the middle-market M&A category, stating that Seward & Kissel "advises on market-leading transactions within the industries where the firm has an international reputation, namely investment management and shipping" and "also handles complex middle-market deals in the media industry and international sell-side M&A."



UBM

London, England

has acquired



**CONTENT
MARKETING
INSTITUTE**

Cleveland, Ohio

Seward & Kissel
acted as counsel to UBM

SEWARD & KISSEL LLP

June 2016

The press release describing this transaction is reproduced below for your information.

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UBM to Acquire Content Marketing Institute's Leading Marketing Trade Shows and Brands

NEW YORK, June 1, 2016 /PRNewswire/ --UBM plc (LSE: UBM-LN), the world's leading business-to-business events organizer and marketing services organization, today announced that it has acquired the Content Marketing Institute ("CMI"). This acquisition further consolidates UBM's position as the leading events organizer in the US and provides an entry point to the vibrant and fast-growing content marketing vertical.

CMI produces the leading annual events in the content marketing sector, namely Content Marketing World and the Intelligent Content Conference, as well as the media channels and marketing services which support and inform the community.

Driven first by content creation and second by the technologies that allow marketers to successfully distribute, automate, track, analyze and measure, content marketing is one of the fastest growth segments of the marketing industry. By building a combined technology and marketing event portfolio, UBM and CMI will serve the market in the best way possible - covering all corners of the business - for customers, readers, attendees and exhibitors.

"The CMI business is complementary to UBM's existing technology business and we see excellent opportunities to help CMI grow to its full potential, to cross promote to technology marketing professionals and to provide additional insight as the relationship between marketing and technology evolves," said Scott Schulman, CEO, UBM Americas.

Added Marco Pardi, Managing Director, Technology Group, UBM Americas: "The CMI team has an incredible knowledge of the industry and is very high-touch with their customers. Their passion for content marketing is contagious, and we are looking forward to welcoming the respected CMI team into our UBM family."

Joe Pulizzi, Founder & CEO of CMI, commented: "UBM Americas is the perfect home for Content Marketing Institute and Content Marketing World. We are ready to expand and grow to continue our mission of education, training and serving the content marketing community."

About UBM plc

UBM plc is a leading global marketing services and communications company, whose primary focus is events. We help businesses do business, bringing the world's buyers and sellers together at events, online and in print. Our 5,100 staff in more than 20 countries are organised into specialist teams which serve commercial and professional communities, helping them to do business and their markets to work effectively and efficiently. Running over 400 events per year, UBM is the second largest exhibitions organiser globally and the largest independent organiser in the US and China.

For more information, go to <http://www.ubm.com>.

About UBM Americas

UBM Americas, a part of UBM plc, delivers events and marketing services in the fashion, technology, licensing, advanced manufacturing, automotive and powersports, healthcare, veterinary and pharmaceutical industries, among others. Through a range of aligned interactive environments, both physical and digital, UBM Americas increases business effectiveness for customers and audiences through meaningful experiences, knowledge and connections. The division also includes UBM Brazil's market leading events in construction, cargo transportation, logistics & international trade, and agricultural production; and UBM Mexico's, construction, advanced manufacturing and hospitality services shows. For more information, visit: <http://www.ubmamericas.com>

About Seward & Kissel LLP

Seward & Kissel LLP, founded in 1890, is a leading U.S. law firm with an international reputation for excellence. We have offices in New York City and Washington, D.C.

Our practice primarily focuses on corporate, litigation and restructuring/bankruptcy work for clients seeking legal expertise in the financial services, corporate finance and capital markets areas. The Firm is particularly well known for middle-market, cross-border M&A transactions and for its representation of major commercial banks, investment banking firms, investment advisers and related investment funds (including mutual funds and hedge funds), hedge fund administrators, broker-dealers, institutional investors and transportation companies (particularly in the shipping industry).

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