

## PRESS RELEASE

### EASYFAIRS ANNOUNCES COMPLETION OF STRATEGIC INVESTMENT FROM COBEPa AND INFLEXION

#### *Cobepa and Inflexion join Founder Eric Everard to support Easyfairs' growth ambitions*

Brussels, 24 July 2024 – Easyfairs, the Brussels-based international events company, is pleased to announce the completion of strategic investments from Cobepa and Inflexion. Following the [initial announcement on 30 May 2024](#), Easyfairs reports that all necessary conditions have now been met. Cobepa, Inflexion, and Easyfairs Founder Eric Everard all have equal representation in this partnership. This collaboration will empower Easyfairs to accelerate organic growth with new event launches and geo-clone existing successful event brands, broadening its geographic and sector presence. It will also enable the group to strengthen its leadership in big data and AI technologies and unlock additional strategic M&A opportunities.

Eric Everard, Easyfairs' Founding Father and Group Chairman is reinvesting a significant portion of his majority stake in Easyfairs, further solidifying his commitment to the company's success. He commented: *"This is a pivotal moment! I am delighted and confident that this partnership will usher in a new era of development for Easyfairs, benefiting our exhibitors, visitors, team members and partners. With Cobepa and Inflexion's backing, we are now in a prime position to enhance our technological capabilities and expand our global footprint, ensuring continued success and innovation in the events industry."*

Aurélien Delavallée, Managing Director Cobepa and Easyfairs Board Member, stated, *"We are very pleased to accompany Easyfairs in its next phase of growth. The company has established itself as a clear leader in its industry and is ideally positioned to continue and accelerate its growth through organic and inorganic initiatives."*

Tom Green, Partner at Inflexion and Easyfairs Board Member, remarked, *"We are thrilled to officially begin our partnership. With the deal now finalised, we look forward to working closely with Eric and the management team to support and achieve Easyfairs' ambitious growth plans."*

The new Board structure reflects equal representation from the three parties. Each will have two directors at the holding company level, these being Eric Everard, Arnaud Laviolette, Aurélien Delavallée, Filip Vanderschueren, Tom Green, and William An. Eric Everard will continue to serve as the Chairman of the Board.

#### For further information, please contact:

Marie Ost  
Easyfairs  
Group Communications  
Executive  
[marie.ost@easyfairs.com](mailto:marie.ost@easyfairs.com)  
+32 (0)496 40 60 28

Maité Lefebvre  
Cobepa  
Communication Manager  
[mlefebvre@cobepa.com](mailto:mlefebvre@cobepa.com)  
+32 (0)2 213 32 06

Sarah Gestetner  
Inflexion  
Head of Communications  
[sarah.gestetner@inflexion.com](mailto:sarah.gestetner@inflexion.com)  
+44 7767 481163



## About Easyfairs

Easyfairs organises 110 face-to-face event titles in 12 countries (Algeria, Belgium, Finland, France, Germany, Italy, the Netherlands, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and manages eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about “easifying” the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 820 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities. For the sixth year running, Deloitte conferred “Best Managed Company” status on Easyfairs in 2024.

Easyfairs is ranked 9th of the world’s largest exhibition organisers, according to the STAX annual ranking. Visit the future with Easyfairs and find out more on [www.easyfairs.com](http://www.easyfairs.com).

## About Cobepa

Cobepa is an independent, privately held investment company with offices in New York, Brussels, and Munich. Established in 1957, Cobepa is a well-recognized private equity investor, with over €4.7 billion net asset value. Cobepa invests in leading companies with superior business models, sustainable market positions and leading management teams. For more information, visit [www.cobepa.com](http://www.cobepa.com).

## About Inflexion

Inflexion is a leading European mid-market private equity firm which works in partnership with ambitious management teams of high growth, entrepreneurial businesses to accelerate sustainable growth. Inflexion’s flexible approach allows it to back both majority and minority investments, investing up to €600m of equity in each deal.

With bespoke teams and dedicated capital, Inflexion’s funds invest across a variety of sectors from offices in London, Manchester, Amsterdam, Stockholm and Frankfurt. Inflexion helps businesses achieve the next stage of growth through M&A, international expansion, digital enhancement, talent development, commercial strategy, sustainability focus and access to Inflexion’s global network. It also benefits from a local presence across South America, India and APAC dedicated to portfolio development, enabling investee companies to benefit from privileged access to these fast-growth markets.

Funds advised by Inflexion Private Equity Partners LLP have funds under management of c.€12bn. Read more at [www.inflexion.com](http://www.inflexion.com).