

9 May 2016

Ascential plc

Ascential recognised at the British Media Awards

Ascential plc (the “Group” / LSE: ASC.L), the international, business-to-business media company with a focused portfolio of market-leading events and information services products, was recognised in five categories at the prestigious British Media Awards, receiving a total of six awards.

The Gold award for ‘Website of the Year’ was awarded to the Nursing Times website, which was relaunched in 2015 to deliver NT Learning - online continuing professional development for the Nursing Times community of nurse subscribers. The new product was a response to this year's introduction of nurse revalidation, which means nurses are legally required to collect evidence of their professional practice and CPD. The Nursing Times team was quick to understand the impact of this on its core customers – frontline nurses, and new corporate customers – chief nurses of healthcare providers, and quick to bring to market an innovative online product to address those needs. The product has resulted in a 70% subscription increase in the brand's subscription file.

In the same category WGSN won bronze for Insider, WGSN's first free-to-air digital platform, which provides an inside view of the editors' world as well as tasters of its world class content. The site was designed to increase traffic to and interest in the subscription service as well as promote WGSN's influence more widely in the industry as a whole.

The WGSN team celebrated a double win with a Silver trophy for ‘Content Team of the Year’, who published 4,261 reports, uploaded 1.7 million images and generated more than 250 videos in 2015 alone.

Retail Week's new digital product won Silver for ‘Digital Launch of the Year’ while Architectural Review also won Silver for ‘Print Product of the Year’.

Ascential was also recognised in the ‘Launch of the Year’ category, winning silver for Lions Innovation. Launched in 2015, Lions Innovation is a two-day specialist event during Cannes Lions, exploring data and tech as catalysts for creativity. It unites around 1,000 delegates with 900 ground-breaking entries judged and awarded.

Duncan Painter, CEO Ascential, said: “I'm delighted to see Ascential's Information Services and Event products being recognised and rewarded at the British Media Awards. Delivering industry leading, valuable products for our customers is a core focus of our business and the recognition from these awards is testament to the innovation, dedication and creative talent of our teams.”

The British Media Awards were held on Wednesday 4th May at the London Hilton, Park Lane.

For further information, please contact:

FTI Consulting LLP

020 3727 1000

Matt Dixon / Ed Bridges / Chris Lane

About Ascential plc

Ascential plc is a leading international media company that informs and connects business professionals in 150 countries through market-leading Exhibitions and Festivals, and Information Services.

Ascential powers the prestigious Cannes Lions festival for the branded communications industry, the world's premier payments and financial services congress Money 20/20, Spring Fair/Autumn Fair, Bett, the global fashion trend forecasting service WGSN and environmental risk data business Groundsure. 23 of Ascential's 32 product lines are marketing leading and occupy number one positions. Ascential exists 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.

Ascential.com