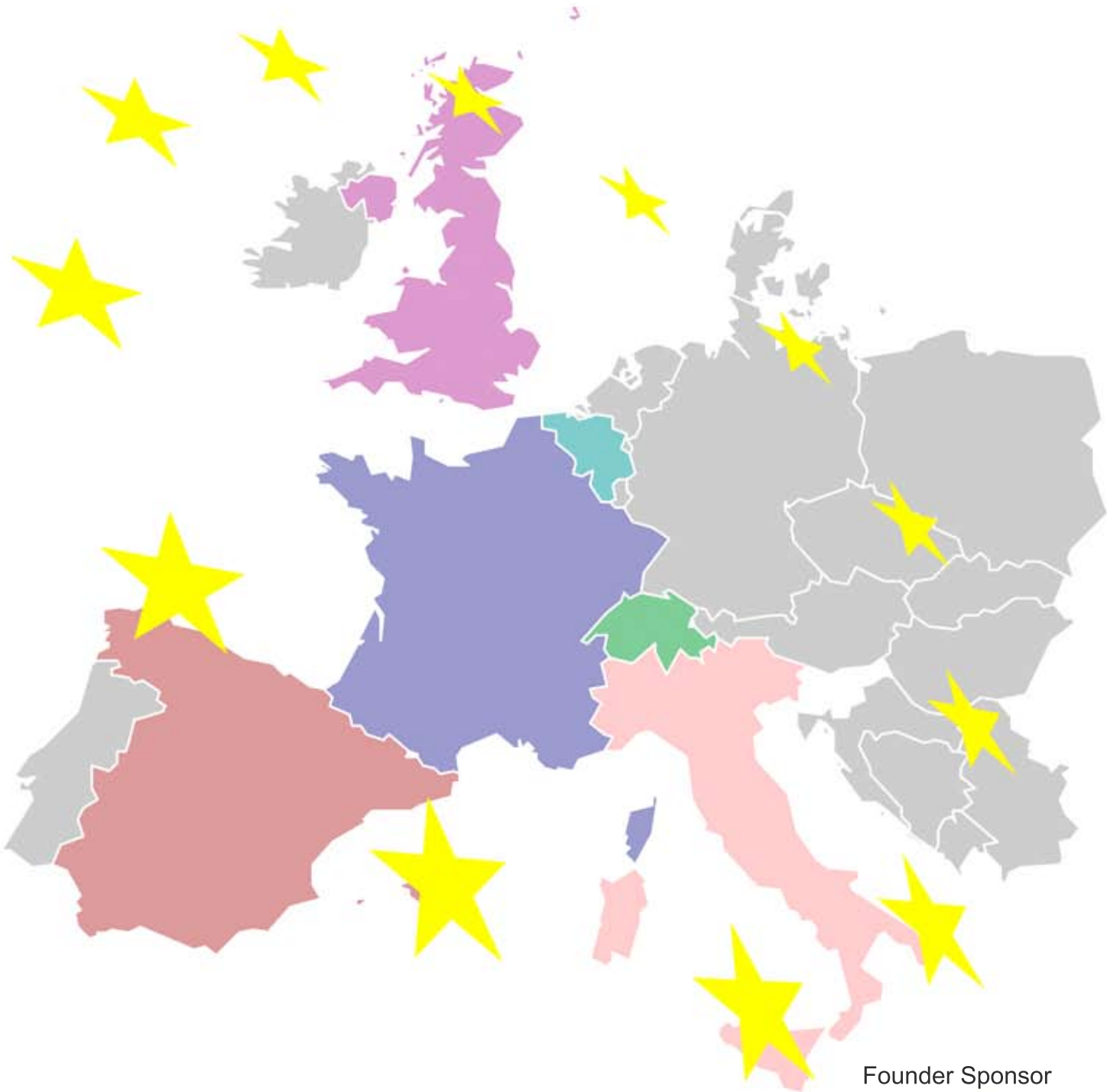


# Financial Benchmarks

## European Event Organisers 2008

Second Edition



### European Event Organisers

In Association With:



Founder Sponsor



mci

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## Table Of Contents






















































<b>Table Of Contents</b>	
<b>Introduction</b>	1
<b>Currency</b>	2
<b>Commentary on the Survey</b>	3
<b>Foreword from Our Founder Sponsor MCI</b>	9
<b>Definitions</b>	10
<b>Overall Survey Highlights</b>	11
<b>Survey Rankings</b>	
Ranking By Sales	12
Ranking By Gross Margin	14
Ranking By Gross Margin Per Euro of Pay Costs	16
Ranking By Gross Margin As % Of Sales	18
Ranking By Pre Tax Profit	20
Ranking By Pre Tax Profit As % Of Sales	22
Ranking By Pre Tax Profit As A % Of Gross Margin	24
Ranking By Average Pay Cost	26
Ranking By Return On Capital Employed	28
Ranking By Current Ratio	30
<b>Belgium</b>	
<b>Belgium - Highlights</b>	33
<b>Belgium - Full Accounts</b>	
Brand & Active Marketing	34
Carlson Marketing Group	36
Carre Associates	38
D-Side	40
Euro Rscg Brussels	42
GIC Management	44
GL Events Belgium	46
ICEO	48
Ince & Tive	50
MCI Benelux SA	52
Mindstream International	54
Next Event	56
THA Group	58
Travex SA	60
<b>Belgium - Rankings</b>	
Turnover	62
Gross Margin	62
Gross Margin Per Uom of Pay Costs	63
Gross Margin As % Of Turnover	63
Pre Tax Profit	64
Pre Tax Profit As % Of Turnover	64
Pre Tax Profit As A % Of Gross Margin	65
Average Pay Cost Per Person	65
Return On Capital Employed	66
Current Ratio	66
<b>France</b>	
<b>France - Highlights</b>	67
<b>France - Full Accounts</b>	
Alice Congres	68
Auditoire	70
BCA	72
CWT Events	74
Colloquium	76
Connect Factory	78
Courant Chaud	80
Equatour Voyages	82
Euro Rscg MS	84
Europa Organisation	86
GL Events	88
Group Ormes	90
Le Public Systeme	92
MCI France	94
Marcade	96
Market Place	98
Overcome	100
Phenomene	102
Publicis Dialog	104
Publicis Meetings France	106
Sagarmatha	108
Shortcut Events	110
W One	112
<b>France - Rankings</b>	
Turnover	114
Gross Margin	114
Gross Margin Per Uom of Pay Costs	115
Gross Margin As % Of Turnover	115
























---

Pre Tax Profit	116
Pre Tax Profit As % Of Turnover	116
Pre Tax Profit As A % Of Gross Margin	117
Average Pay Cost Per Person	117
Return On Capital Employed	118
Current Ratio	118
<b>Italy</b>	
<b>Italy - Highlights</b>	119
<b>Italy - Full Accounts</b>	
AIM Congress Srl	120
AIM Travel Srl	122
AW Events Srl	124
Aristea International Srl	126
Attila E Co Srl	128
DDP Incentive Management Srl	130
Euro Target Srl	132
Fourth Dimension Italy Srl	134
Gattinoni & Co. Srl	136
Gruppo FMA Srl	138
Input Eventi E Comunicazione	140
It's Cool Spa	142
Jumbo Grandi Eventi Spa	144
O.I.C. Way Srl	146
O.I.C.Srl	148
Prodea Spa	150
Promotions Italia Spa	152
Promoviaggi Spa	154
Studio EGA Srl	156
<b>Italy - Rankings</b>	
Turnover	158
Gross Margin	158
Gross Margin Per Uom of Pay Costs	159
Gross Margin As % Of Turnover	159
Pre Tax Profit	160
Pre Tax Profit As % Of Turnover	160
Pre Tax Profit As A % Of Gross Margin	161
Average Pay Cost Per Person	161
Return On Capital Employed	162
Current Ratio	162
<b>United Kingdom</b>	
<b>United Kingdom - Highlights</b>	163
<b>United Kingdom - Full Accounts</b>	
BCD Meetings & Incentives Ltd	164
BSI Holdings Ltd	166
Banks Sadler Group Limited	168
Bi Worldwide Ltd	170
Capital Incentives and Motivation Limited	172
Carlson Marketing Group (UK) Limited	174
Concerto Group Ltd.	176
George P. Johnson (UK) Limited	178
Grass Roots Group Plc (The)	180
International Travel Group Limited	182
Jack Morton Worldwide Limited	184
Maritz Europa Limited	186
Motivcom Plc	188
Rapier Design Limited	190
Skybridge Group Plc	192
THA Group Ltd.	194
Turner Agency (The)	196
UCIT (Holdings) Limited	198
World Events Limited	200
Zibrant Limited	202
<b>United Kingdom - Rankings</b>	
Turnover	204
Gross Margin	204
Gross Margin Per Uom of Pay Costs	205
Gross Margin As % Of Turnover	205
Pre Tax Profit	206
Pre Tax Profit As % Of Turnover	206
Pre Tax Profit As A % Of Gross Margin	207
Average Pay Cost Per Person	207
Return On Capital Employed	208
Current Ratio	208
<b>Spain</b>	
<b>Spain - Highlights</b>	209
<b>Spain - Full Accounts</b>	
EDT Eventos SA	210
Equipo Singular SL	212
Euphon Events	214
Euro RSCG 4D SA	216

Global Emotions SL	218
Grass Roots Group Espana	220
Grass Roots Viajes y Eventos	222
Grupo Sorensen-SBA SL	224
International Meetings SL	226
Kuoni Incoming Services SL	228
Last Lap SL	230
MCI Communication Spain SA	232
Norman 2000 SL	234
Octagon Esedos SL	236
Open Espais SL	238
Quum Comunicacion SA	240
Targeting de Comunicacion SL	242
Viajes Incoming Tours BCN SA	244
Viajes Pacifico SA	246
Wow Caufrage Bordera SL	248
<b>Spain - Rankings</b>	
Turnover	250
Gross Margin	250
Gross Margin Per Uom of Pay Costs	251
Gross Margin As % Of Turnover	251
Pre Tax Profit	252
Pre Tax Profit As % Of Turnover	252
Pre Tax Profit As A % Of Gross Margin	253
Average Pay Cost Per Person	253
Return On Capital Employed	254
Current Ratio	254
<b>Switzerland</b>	
<b>Switzerland - Highlights</b>	255
<b>Switzerland - Full Accounts</b>	
MCI Group Holding SA	256
<b>Switzerland - Rankings</b>	
Turnover	258
Gross Margin	258
Gross Margin Per Uom of Pay Costs	259
Gross Margin As % Of Turnover	259
Pre Tax Profit	260
Pre Tax Profit As % Of Turnover	260
Pre Tax Profit As A % Of Gross Margin	261
Average Pay Cost Per Person	261
Return On Capital Employed	262
Current Ratio	262

## Ranking By Pre Tax Profit

Ranking	Country	Corporation	01/01/2007 - 31/12/2007	01/01/2006 - 31/12/2006
1		GL Events	48,924,000	1
2		Grass Roots Group Plc (The)	12,312,748 <sup>2</sup>	2
3		International Travel Group Limited	6,490,338 <sup>2</sup>	7
4		Europa Organisation	4,964,428	8
5		Motivcom Plc	4,913,524 <sup>2</sup>	6
6		EDT Eventos SA	4,671,915	5
7		AIM Congress Srl	4,517,125	9
8		Le Public Systeme	4,401,000	10
9		BSI Holdings Ltd	4,350,604 <sup>2</sup>	17
10		MCI Group Holding SA	4,323,460 <sup>3</sup>	4
11		Auditoire	3,203,290	12
12		Publicis Dialog	3,073,198	11
13		Turner Agency (The)	3,015,834 <sup>2</sup>	18
14		Euro Rscg Brussels	2,297,709	20
15		Group Ormes	2,297,641	16
16		Capital Incentives and Motivation Limited	2,172,576 <sup>2</sup>	13
17		Fourth Dimension Italy Srl	2,037,033	23
18		World Events Limited	1,779,316 <sup>2</sup>	15
19		O.I.C.Srl	1,742,337	14
20		George P. Johnson (UK) Limited	1,641,435 <sup>2</sup>	85
21		Alice Congres	1,524,419	24
22		BCD Meetings & Incentives Ltd	1,522,467 <sup>2</sup>	43
23		It's Cool Spa	1,420,523	21
24		O.I.C. Way Srl	1,283,510	26
25		Last Lap SL	1,270,694	40
26		Sagarmatha	1,249,094	72
27		AIM Travel Srl	844,903	49
28		Viajes Pacifico SA	837,474	27
29		Zibrant Limited	803,562 <sup>2</sup>	19
30		Banks Sadler Group Limited	723,996 <sup>2</sup>	29
31		Promotions Italia Spa	717,176	22
32		Publicis Meetings France	699,355	30
33		Carre Associates	659,372	32
34		Maritz Europa Limited	652,960 <sup>2</sup>	36
35		Connect Factory	650,724	28
36		Marcade	641,824	35
37		Phenomene	612,279	33
38		Concerto Group Ltd.	556,083 <sup>2</sup>	53
39		Carlson Marketing Group	554,692	48
40		Ince & Tive	538,629	67
41		Overcome	526,407	25
42		UCIT (Holdings) Limited	452,308 <sup>2</sup>	52
43		Colloquium	438,796	31
44		Jumbo Grandi Eventi Spa	421,480	3
45		THA Group Ltd.	406,616 <sup>2</sup>	82
46		W One	405,598	37
47		GL Events Belgium	379,766	41
48		Gruppo FMA Srl	372,670	42
49		ICEO	360,980	61
50		Next Event	360,838	39
51		CWT Events	288,833	70
52		Octagon Esedos SL	276,956	47
53		D-Side	274,022	56

54		Prodea Spa	228,861	51
55		Attila E Co Srl	222,035	55
56		International Meetings SL	215,622	62
57		Studio EGA Srl	215,412	38
58		Kuoni Incoming Services SL	190,100	68
59		DDP Incentive Management Srl	172,283	46
60		Euro Target Srl	168,547	59
61		Input Eventi E Comunicazione	161,502	63
62		Promoviaggi Spa	96,777	58
63		Viajes Incoming Tours BCN SA	94,856	50
64		GIC Management	88,176	57
65		Market Place	69,933	79
66		MCI Benelux SA	65,570	54
67		Euphon Events	52,023	83
68		Targeting de Comunicacion SL	30,469	64
69		Travex SA	22,998	66
70		Grass Roots Viajes y Eventos	17,827	76
71		Mindstream International	17,206	65
72		Aristea International Srl	7,263	69
73		MCI Communication Spain SA	3,884	71
74		MCI France	1,149	45
75		Bi Worldwide Ltd	132 <sup>2</sup>	80
76		BCA	(7,538) <sup>1</sup>	44
77		Courant Chaud	(32,525)	60
78		Grass Roots Group Espana	(76,864)	74
79		THA Group	(113,420)	78
80		Rapier Design Limited	(204,142) <sup>2</sup>	34
81		Skybridge Group Plc	(526,820) <sup>2</sup>	81
82		Gattinoni & Co. Srl	(669,777)	77
83		AW Events Srl	(751,018)	73
84		Brand & Active Marketing	(1,653,568)	75
85		Carlson Marketing Group (UK) Limited	(2,264,538) <sup>2</sup>	86
86		Jack Morton Worldwide Limited	(5,878,124) <sup>2</sup>	84

<sup>1</sup> Actual accounts filed were for a period of 6 months. This value has been pro-rated to provide a 12 month period

<sup>2</sup> Value has been converted from GBP to EUR using a conversion rate of 1.484

<sup>3</sup> Value has been converted from CHF to EUR using a conversion rate of 0.633

**Connect Factory**

3 Rue Blondel  
Courbevoie  
92400  
France

**B397975384**

Account Date	31/12/2007	31/12/2006	31/12/2005	31/12/2004
Share Capital	1,193,680	1,193,680	1,193,680	1,193,680
Total Net Assets	1,528,782	1,184,484	595,017	459,466
Current Assets	10,338,556	11,065,618	3,003,259	2,132,595
Current Liabilities	10,166,424	11,370,257	4,289,799	1,714,017
Sales	15,103,781	17,738,936	4,544,873	4,433,601
Gross Margin	3,309,108	4,948,243	1,293,233	1,174,659
Pre Tax Profit	650,724	869,387	135,550	63,648
Pay Costs	2,655,195	3,676,386	1,124,240	1,191,375
Staff Numbers	45	52	28	28
Increase In Gross Margin	(33.13)	282.63	10.09	(0.35)
Gross Margin As % Of Sales	21.91	27.89	28.45	26.49
Pre Tax Profit As % Of Sales	4.31	4.90	2.98	1.44
Return On Capital Employed	54.94	146.11	29.50	16.08
Current Ratio	1.02	0.97	0.70	1.24
Pre Tax Profit As A % Of Gross Margin	19.66	17.57	10.48	5.42
Average Pay Cost	59,004	70,700	40,151	42,549
Gross Margin Per Person	73,536	95,159	46,187	41,952
Gross Margin Per Euro of Pay Costs	1.25	1.35	1.15	0.99

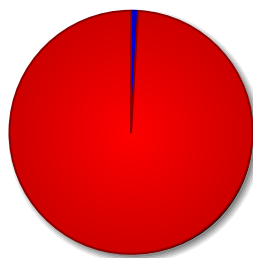
**Gross Margin**

Position In Survey Ranking:

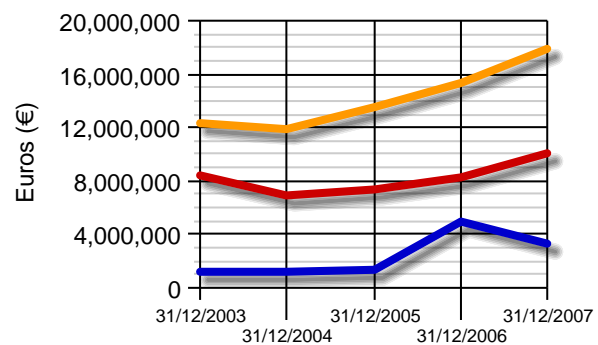
48 of 86

Position In Country Ranking - France :

13 of 20

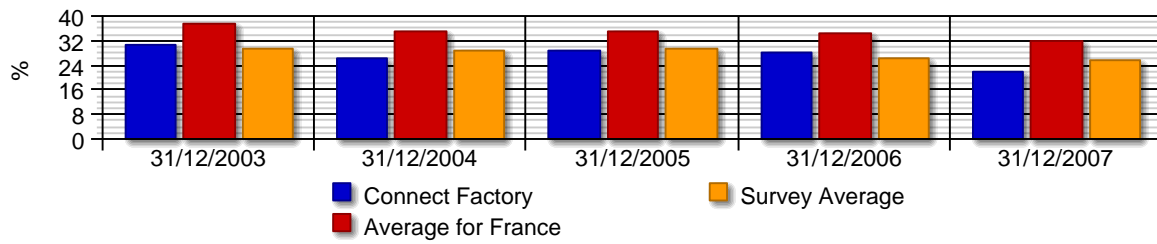


■ Connect Factory  
■ Others in France

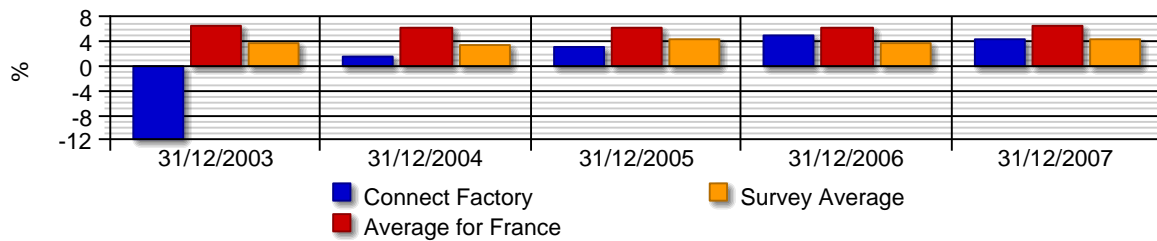
**Gross Margin**

■ Connect Factory    ■ Survey Average  
■ Average for France

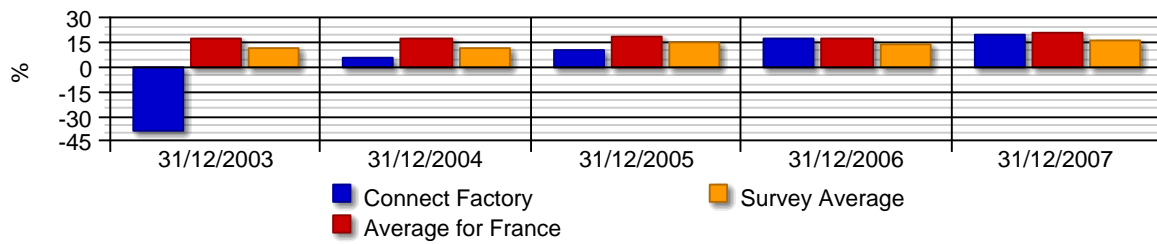
Gross Margin As % Of Turnover



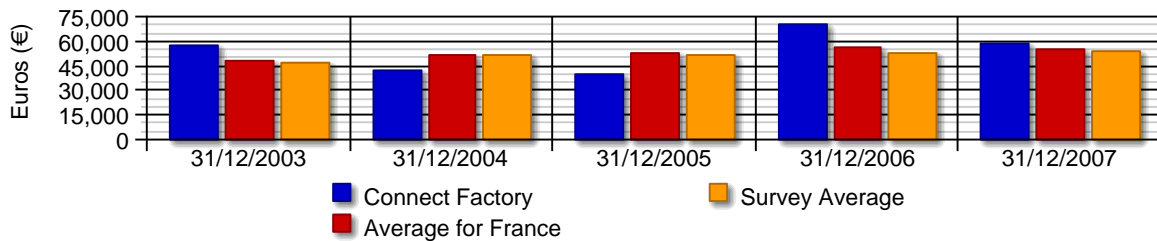
Pre Tax Profit As % Of Turnover



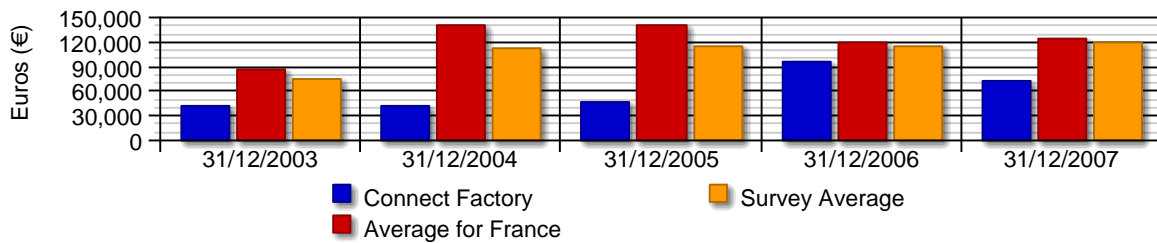
Pre Tax Profit As A % Of Gross Margin



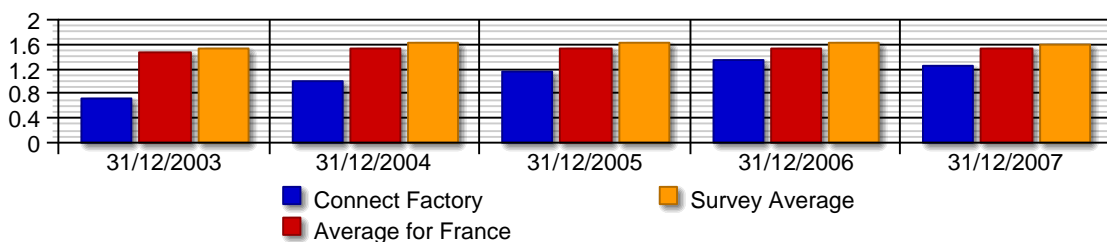
Average Pay Cost Per Person



Gross Margin Per Person



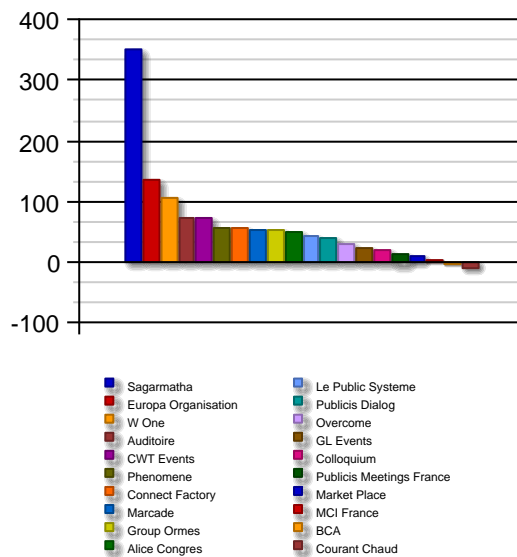
Gross Margin Per Uom of Pay Costs



### Return On Capital Employed - France

Ranking	Corporation	01/01/2007 - 31/12/2007	01/01/2006 - 31/12/2006
1	Sagarmatha	351.19	19
2	Europa Organisation	135.78	6
3	W One	107.24	3
4	Auditoire	74.27	7
5	CWT Events	71.54	18
6	Phenomene	55.70	9
7	Connect Factory	54.94	2
8	Marcade	53.40	14
9	Group Ormes	51.71	8
10	Alice Congres	48.21	10
11	Le Public Systeme	42.20	11
12	Publicis Dialog	41.20	12
13	Overcome	28.43	4
14	GL Events	23.63	15
15	Colloquium	18.54	13
16	Publicis Meetings France	14.80	17
17	Market Place	10.72	20
18	MCI France	0.30	1
19	BCA	(2.35) <sup>1</sup>	5
20	Courant Chaud	(11.36)	16

<sup>1</sup> Actual accounts filed were for a period of 6 months. This value has been pro-rated to provide a 12 month period



### Current Ratio - France

Ranking	Corporation	01/01/2007 - 31/12/2007	01/01/2006 - 31/12/2006
1	Marcade	2.10	1
2	Alice Congres	1.46	3
3	Phenomene	1.41	2
4	Publicis Meetings France	1.25	4
5	Europa Organisation	1.24	5
6	Overcome	1.22	7
7	Group Ormes	1.16	12
8	GL Events	1.14	9
9	Auditoire	1.13	6
10	Sagarmatha	1.12	13
11	W One	1.11	8
12	Colloquium	1.11	11
13	Le Public Systeme	1.08	10
14	Market Place	1.04	15
15	Connect Factory	1.02	18
16	BCA	1.01 <sup>1</sup>	14
17	Courant Chaud	1.01	16
18	MCI France	0.99	17
19	Publicis Dialog	0.96	19
20	CWT Events	0.93	20

<sup>1</sup> Actual accounts filed were for a period of 6 months. This value has been pro-rated to provide a 12 month period

