



Press Release
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Hong Kong, China

**UBM and Interexpo enter into strategic partnership to organise
AES Expo & Beauty Expo**

UBM Asia announces today that it has entered into a strategic partnership with Interexpo (M) Sdn Bhd to organise Interexpo's annual AES Expo & Beauty Expo in Malaysia starting from the 2015 event.

The partnership is a significant addition to UBM's portfolio of beauty, cosmetics and wellness events in Asia. UBM organises beauty exhibitions, namely PhilBeauty in the Philippines, ASEANBeauty in Thailand, Diet & Beauty in Japan and is a joint organiser of Cosmoprof Asia, the region's largest and most international cosmetic and beauty trade show held annually in Hong Kong.

Mak Weng Kit, owner and CEO of Interexpo, a 30-year veteran of the exhibition industry in Malaysia, established Beauty Expo 15 years ago. Commenting on the partnership, Mak said: "Before becoming an entrepreneur I used to work for UBM. So it feels like something of a homecoming to be once again working with the company. I am excited about the potential to further grow Beauty Expo in partnership with UBM."

M. Gandhi, Managing Director UBM Asia (ASEAN Business), remarked: "This strategic partnership that brings AES Expo & Beauty Expo into UBM's ASEAN beauty series, makes excellent sense in giving more value to our global customers to further promote their products in one of the fastest growing markets, while adding significant value to AES Expo & Beauty Expo exhibitors who will further benefit from UBM's global network."

The key members of AES Expo & Beauty Expo team will join UBM Malaysia to further develop the successful Beauty Expo.

Both AES Expo & Beauty Expo 2015 will be held from 16 – 19 October at the Kuala Lumpur Convention Centre, Malaysia.

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For press enquiries, please contact:
Jennifer Law, Director of Corporate Marketing & Communications
UBM Asia

UBM Asia Ltd

17/F China Resources Building
26 Harbour Road
Wanchai
Hong Kong

T : +852 2827 6211
F : +852 3749 7310

www.ubmasia.com



Tel: +852 2516 1691
Fax: +852 3749 7342
Email: Jennifer.Law@ubm.com

Christy Chan, Corporate Marketing & Communications Executive
UBM Asia
Tel: +852 2516 1679
Fax: +852 3749 7342
Email: Christy.Chan@ubm.com

Notes to Editors

1. About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 24 major cities with 30 offices and 1,300 staff.

With a track record spanning over 30 years, UBM Asia operates in 20 market sectors with 230 dynamic face-to-face exhibitions and high-level professional conferences, 23 targeted trade publications, 20 round-the-clock online products for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 11 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Suzhou and Shenzhen, where we organise 90 exhibitions and conferences. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with over 40 events in this region. UBM India teams in Mumbai, New Delhi, Bengaluru and Chennai organise 40 exhibitions and conferences every year across the country.

2. About UBM plc (www.ubm.com)

UBM plc is a leading global events-led marketing services and communications company. We help businesses do business, bringing the world's buyers and sellers together at events, online and in print. Our 5,000 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.

For more information, go to www.ubm.com; for UBM corporate news, follow us on Twitter at @UBM_plc and go to <http://media.ubm.com/social> for more UBM social media options.

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