

## Going global: Money 20/20 transcript

Location to Money 20/20 is really important. We were founded in 2012 in the USA, Las Vegas. That's been our home since then. So primarily that's where we started. The USA is the biggest money market, payments market in the world.

Since then we've moved through other key markets. So we went to Europe in 2016, Asia in 2018.

Now we've gone to Riyadh, Saudi Arabia last year, 2025.

And really that launch came from the acquisition of Money 20/20 as part of the Ascential acquisition for Informa. It was very quick really after that acquisition because our partner in the region, Tahaluf, who is obviously part of Informa, is very successful there, understands that region has great relationships.

Money 20/20 is the number one event for the Fintech ecosystem around the world. You put those two together and that's a really compelling composition, if you like, for our customers, for the industry.

And just right now, last week, I was in Miami, our newest show, Fintech Americas, out of Miami, covering the Latin American market. So really, we go where our customers need us.

All the Money 20/20s around the world really are focused on game-changing content. So we have the very best speakers, we bring our customers together to do business, so meetings, connecting them and we have the formula that runs through if you like.

Although our shows look different around the world, fundamentally it's about world-class content and connections in order to do business. But the other thing I'd say about the Money brand or the Money 20/20 brand is it has an amazing experience. You know, we're part of the Festivals division. You know, the move of events to that sort of consumerisation if you like, that sort of festivalisation. And Money does that and has done it since we launched in 2012. So I think the combination of delivering what we deliver for our customers, that real wrapper of incredible experience and dare I say fun, because you know we know that if people having fun, they'll do more business and that's a really important element of what we do

People want to spend their business time and live their business life in the way that almost they would live their consumer life and I think that's the same when it comes to events. People don't want to go to dull events. You know, I don't think the subject of money by the way is dull and it's absolutely fascinating and you know it's absolutely critical, trust in money, how money moves, these are such important topics but you can take really serious topics and build great experiences around them.

That's what Festivals are all about.

Well what is next for Money20/20? That's always a really big question

We're launching new products within the shows so we launched awards last year which is our industry benchmarking of excellence so that's going to get bigger this year and incredible winners and we're excited about that.

We've been innovating and bringing new ways for our customers to do business on site with SmArtMeets, so that is now going around the world this year, it's just about to debut in Amsterdam in June.

And we are launching our campaign to really remind customers that we are the number one show for stablecoin and tokenised asset. Blockchain. That is one of the mega trends at the moment, there are many in money, but that's the mega trend. So a lot to be excited about at Money 20/20.