



Confucius and the Mark Allen Story

*‘Choose a job you love, and
you will never have to work
a day in your life’*



Mark Allen
Chairman
Mark Allen Group



1. The early years

- ✓ **Sheffield Star**
- ✓ **Daily Express**
- ✓ **Community Care/Nursing Mirror**
- ✓ **Thomson**

2. Milestones since 1985

1985 Launch of company. Focus on healthcare

1987 The Link-Up disaster

1993 Sale of The Probe

1993 Entry into education publishing

2000 Launch of internurse.com

2003 Move to St Jude's Church

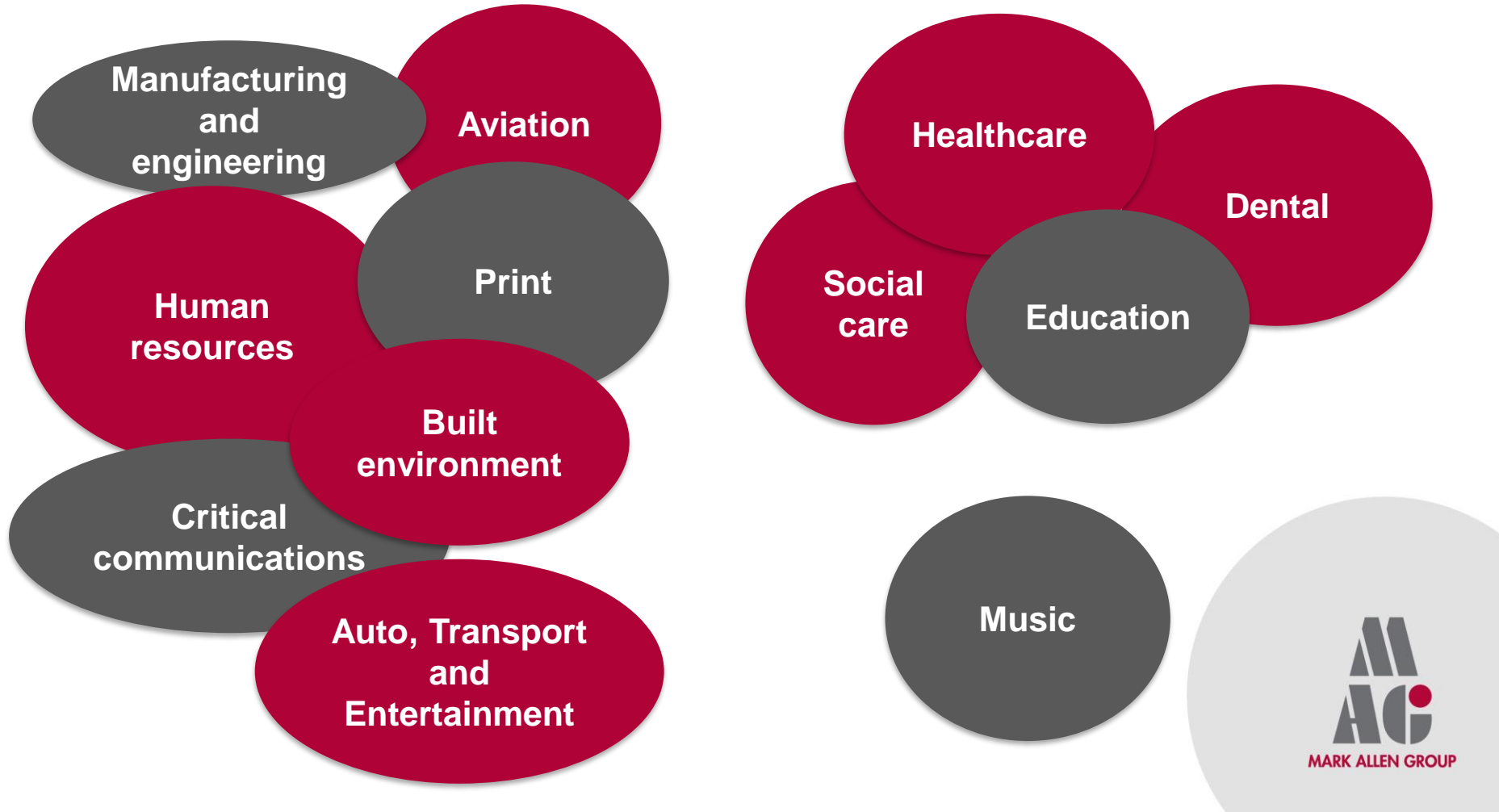
2010 New acquisitions strategy

2015 Five-year plan

3. A belief in the value of magazines and events

- ✓ **A core belief fundamental to our success**
- ✓ **Need to adapt and embrace all components of publishing and events**
- ✓ **Digital is only a delivery system**
- ✓ **Content is king**
- ✓ **Don't believe the doomsters and merely follow prevailing fashion**
- ✓ **What goes around, comes around**

4. The markets in which we operate



5. What is the USP of the Mark Allen Group?

Connecting specialist audiences with critical information

- ✓ **we inform**
- ✓ **we educate**
- ✓ **we inspire**
- ✓ **we engage**
- ✓ **we know our markets**
- ✓ **we enable business**

6. Acquisitions: the key to our growth

- ✓ **24 acquisitions in last 10 years**
- ✓ **Average pay back - three years**
- ✓ **12 different sectors**
- ✓ **Combination of magazines and events - 100 magazines, 12 exhibitions and 250 events**

7. Record results 2018-19

- ✓ Revenues of **£51million**
(up from **£43million**)
- ✓ **Net profits up 37%, from £5million to £6.85million**
- ✓ **Net profit margins of 13.3%**
(up from **11.6%**)
- ✓ **EBITDA of £8.5million**
(up from **£7.2million**)

8. Profiting from acquisitions

(last 10 years up to March 2019)

	Purchase price and acquisition costs	Forecast contribution 2018/19	Rolling contribution	Rolling P & L
Mark Allen Holdings Step Forward/Hopscotch Findlay Media Total Mark Allen Holdings				
Total Healthcare Total Education Total Music & Leisure Total Business Total George Warman				
Grand Total	32,705,846	12,074,402	52,654,118	19,948,272



9. The teachings of Confucius

*'I hear and I forget.
I see and I remember.
I do and I understand'*

**Emphasis is on doing and injecting a
'can do' spirit.**

‘Life is really simple, but men insist on making it complicated’

Business really is simple

‘Wheresoever you go, go with all your heart’

**Determination and passion
equal success**

'Never do to others what you would not like them to do to you'

Honesty and integrity are essential

'Our greatest glory is not in never falling, but in rising every time we fall'

How Link-Up taught me a hard lesson

*'It does not matter how slowly
you go so long as you do not
stop'*

**Desire to build up over time a
successful company**

To end with two quotes - one
from a current employee on
Glassdoor

THE TEACHINGS OF CONFUCIUS

‘Mark Allen Group is a refreshingly honest company; one which is transparent about its operations to members of staff of all levels. As an employee, you feel trusted, appreciated, and are actively recognised and rewarded for hard work. Despite the fact that the company has grown exponentially, it maintains a “small company” atmosphere in its working culture: all staff are acknowledged and valued.’ current employee

Last word is Confucius

***‘Everything has its beauty,
but not everyone sees it’***



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Thank you
Any questions?



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