

VIAD CORP
Form 8-K
November 24, 2014

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934

November 24, 2014

Date of Report (Date of earliest event reported)

Viad Corp

(Exact name of registrant as specified in its charter)

Item 8.01 OTHER EVENTS

On November 24, 2014, Viad Corp (the “Company”) issued a press release announcing the acquisition of N200 Limited and affiliates (collectively, “N200”) for €10,000,000 (approximately \$12.5 million) in cash, subject to certain adjustments, plus an earnout payment (the “Earnout”) of up to €1,000,000. The amount of the Earnout is based on N200’s achievement of established financial targets for fiscal 2015. N200, which has offices in the United Kingdom and the Netherlands, is a leading event registration and data intelligence services provider for the live events industry in the United Kingdom and the Netherlands. The press release, which is attached hereto as Exhibit 99 and is incorporated by reference herein, contains forward-looking statements regarding the Company and includes cautionary statements identifying important factors that could cause actual results to differ materially from those anticipated.

Item 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

99 – Press release dated November 24, 2014.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Viad Corp
(Registrant)

November 24, 2014 By: /s/ Leslie S. Striedel

Leslie S. Striedel
Chief Accounting Officer