



Edipresse Group acquires Appetite Media Pte Ltd



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Emetteur : Edipresse Group

Edipresse Group announced it has reached today an agreement to acquire 100% shareholding in Singapore lifestyle publisher Appetite Media Pte Ltd. The move marks Edipresse continued expansion of its luxury lifestyle publishing portfolio in Asia. Appetite Media publishes Appetite, Luxury and Grandeur (Haohua in Chinese) magazines.

Its management team consists of Managing Director, Ho Sum Kwong, age 54, who has been a magazine publisher for over 25 years and is currently the President of Magazine Publishers Association Singapore. Its General Manager, Cecilia Goh has over 18 years of publishing experience and manages the day to day publishing operations as Publisher of Appetite Media magazines.

The Company will be renamed

Edipresse Appetite Media and will operate independently as a division of Edipresse Group in Asia with the aim of growing its titles as well as licensing its magazine brands internationally.

"Our investment in Appetite Media extends our offering of luxury lifestyle media in Singapore. When combined with our other existing luxury Food and Restaurant publications, it will give us a market leading position in the Food and Fine Dining category," said Barrie Goodridge, CEO of Edipresse Asia. "By acquiring 100% control, we are now in a position to leverage these assets to launch international editions and open new markets in the region and emerging economies."

Ho Sum Kwong added: "everyone in Appetite Media is very excited about this partnership with Edipresse. We have young magazine brands which rapidly established themselves as market leaders in Singapore. Now under the Edipresse network, our aim is to turn these "magabrands" into internationally recognized publications".

Terms of the transaction have not been disclosed by the parties.

About Edipresse Group www.edipresse.com

Edipresse Group is an international media and communications company headquartered in Switzerland. The Group is active in newspapers, magazines and electronic publishing. It publishes 180 titles and websites and employs 3?000 people. Edipresse is present in 15 countries and territories: the company has operations in Switzerland, Spain, France, Poland, Ukraine, Russia and Romania. In Asia, the Group is present in China, Hong Kong & Macau, Taiwan, Singapore, Philippines, Malaysia and Thailand. It also licenses its products in Indonesia and Korea.

About Appetite Media www.appetite-asia.com

Appetite Media was established in January 2007 by industry veterans, Mr. Ho Sum Kwong and Ms Cecilia Goh with over 43 years of working experience between them publishing food media and upscale lifestyle magazines. The publications launched by them are *Appetite*, *Luxury* and *Grandeur* (in Chinese entitled *Haohua*) and each magazine has already established its niche in its respective genre of targeted audience and readership space. The Company has full-time staff strength of 18 people. *Appetite* is also circulated in Malaysia and available on board Cathay Pacific Airways and Singapore Airlines and also in Silver Kris Lounges worldwide.

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