

Egmont Publishing unveils new contract and rights management system on Publishing Technology's *advance* platform

Oxford, 10th March 2015 - Egmont Publishing, a leading global children's book, magazine and digital publisher, has launched a new global contracts and rights system running on Publishing Technology's *advance* platform.

The system, which went live late last year at the publisher's UK and Denmark-based Scandinavian offices, will enable the company to benefit from a single, centralised resource containing all of its global contract and rights information. Following the successful implementation, Egmont expects to roll *advance* out to further Egmont Publishing territories in the near future.

Designed to help track and manage the status of contracts at every stage of their lifecycle, from offer through to signature, *advance* will improve and simplify the way Egmont Publishing manages rights, sub-rights, fragments and permissions, while strengthening its existing processes.

Egmont Publishing's business also benefits from:

- Enhanced visibility of the status of contracts throughout the business
- Complete visibility across the business of the commercial opportunities and liabilities relating to contracts and rights
- The ability to generate reports, data, legal templates relating to contracts
- The capacity to log background information relating to contracts, such as correspondence, royalty reports, marketing activity and other items

Henrik Højsholt Nielsen, CFO Egmont Publishing, commented: "Contracts and rights form an integral part of our business processes as a publisher. With that in mind it is fundamental that we have the appropriate systems in place that can empower our employees and stakeholders to effectively manage a diverse range of contract types across multiple content and product formats. Since signing the initial contract we have been working closely with Publishing Technology to migrate all of our historical and current contract data across to the system and have made very good progress. We look forward to continuing this relationship and potentially rolling out the platform globally so that Egmont Publishing employees all over the world can benefit."

Jane Tappuni, EVP, Business Development, said: "One of the biggest challenges that large international publishers face is ensuring that employees, regardless of where they are in the world, can be fully informed regarding intellectual property rights and contract obligations that need to be executed. This is one of the main strengths of *advance* Contract, Rights and Royalties, which can pull contract and rights information from local markets and make it available internationally. We are delighted that the first phase implementation of this project has been a success and are confident that we will be launching *advance* across additional further Egmont Publishing territories in the near future."

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Notes to Editors:

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Publishing Technology plc:

Publishing Technology is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with content systems, audience development and content delivery software and services. Combining our unmatched publishing knowledge, global operations and perpetual support model with our *advance* enterprise system, *ingentaconnect* scholarly portal, *pub2web* custom hosting platform and PCG (Publishers Communication Group) sales and marketing consultancy, we offer the industry's only full spectrum of solutions to help publishers move their content forward. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India, China and Australia. Assisting 400 trade and scholarly publishers for over thirty years, Publishing Technology solves the fundamental issues content providers face.

About *advance*:

The *advance* system is a publishing operations software package supporting product and relationship management, contracts, rights, royalties, permissions, content monetization and fulfillment. Built on 35 years of industry expertise, *advance* is a strategic investment providing a flexible, modular solution that is product agnostic, cost-effective and optimized for digital publishing. With *advance* applications, publishers can manage processes from end to end, maximize all revenue streams, and transform from print to digital business models.

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About Egmont Publishing

Egmont Publishing is part of the Egmont Group which was founded in 1878 and owned by the Egmont Foundation, a charitable trust dedicated to supporting children and young people. It is Scandinavia's leading media group and Europe's largest children's publisher telling stories through books, magazines, film, TV, music, games and mobile in 30 countries throughout the world.

In the UK, Egmont is the leading specialist children's publisher for babies to teens, inspiring children to read through more than 30 million award-winning books, magazines, ebooks and apps each year. We're proud to be home to many of the world's favourite stories and best-loved authors, illustrators and characters such as Michael Morpurgo (War Horse), Andy Stanton (Mr Gum), Enid Blyton, Julia Donaldson, Lemony Snicket, Michael Grant (Gone series and BZRK), Winnie-the-Pooh, Tintin, Mr. Men, Thomas & Friends, Ben 10, Fireman Sam, Angry Birds, Minecraft and Star Wars.

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