

27th August 2014

**Publishing Technology plc
("Publishing Technology" or the "Group")**

Contract win

Publishing Technology plc, (AIM: PTO), the leading provider of world-class software and services to the global publishing industry, is pleased to announce that its joint venture in China, has signed an agreement with the Zhonghua Book Company, one of the most prestigious trade and academic publishing houses in China, at the Beijing Book Fair. No financial information has been disclosed.

Using its pub2web platform, Publishing Technology in China will build a digital publishing and management system for the Zhonghua Book Company, to include its complete collection of classic Chinese works.

Founded in 1912, the Zhonghua Book Company publishes titles in the humanities sector, specialising in ancient Chinese texts. As part of a Government-backed project, its partnership with Publishing Technology in China will make its collection of ancient Chinese works, together with papers by subject matter experts, available to institutions around the world.

The Group's pub2web platform will be heavily customised to carry ancient Chinese text. The text is displayed and read vertically which historically has been seen as a challenge to publish digitally. This latest partnership is further testament to the strong demand internationally and particularly in China for Publishing Technology's software.

The Group's China joint venture was established in 2011 and is currently implementing or supporting over 20 pub2web and *advance* systems. During 2014, turnover within the joint venture has reached an annualised run rate of above £1m and its 60 staff in the region are currently implementing time based services contracts valued at more than £2m. The joint venture works with leading publishers such as China Law Press and China Publishing Group, the country's largest publisher and owner of CNPIEC (China National Publications Import and Export Corporation), which controls the majority of content moving in and out of China.

Michael Cairns, CEO of Publishing Technology plc, commented:

"This is a landmark contract for Publishing Technology in China. Zhonghua Book Company is one of the most prestigious trade and academic publishing houses in the country and is a strong endorsement for the software products we have invested millions in developing. The company is a great addition to our roster of blue-chip clients, both in China and internationally and I am pleased to be in China to sign the deal personally."

Jun Xu, President of Zhonghua Book Company, said:

"This collection will provide our readers with a multi-dimensional knowledge system of ancient Chinese texts, academic works and knowledge references. The new site will present this collection of works, now enhanced with additional knowledge from traditional Chinese culture, in one place, and each text will be closely connected with others within the site, revolutionising the way these texts have previously been presented. This new resource will become an invaluable asset for academic

and professional readers and is a significant step toward driving forward our digital publishing goals and changing the way we publish our works in the future.”

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Notes to Editors

Publishing Technology is the world-leading provider of content solutions that transform business. It covers the publishing process from end to end with content systems, audience development and content delivery software and services. Combining unmatched publishing knowledge, global operations and perpetual support model with its *advance* operations system, ingentaconnect scholarly portal, pub2web custom hosting platform and PCG (Publishers Communication Group) sales and marketing consultancy, the Group offers the industry’s only full spectrum of solutions to help publishers move their content forward.

Publishing Technology represents seven of the top ten global publishing groups and current clients include over 400 trade and scholarly publishers, including HarperCollins, McGraw-Hill, Macmillan, Elsevier, Springer, Sage, Oxford University Press, BMJ Group, Brill, United Nations, American Institute of Physics, American Society for Microbiology, BioOne and Bloomsbury Publishing.

Listed on the AIM market of the London Stock Exchange, Publishing Technology operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with representation or local offices in Brazil, India, China and Australia. Assisting trade and scholarly publishers for over thirty years, Publishing Technology solves the fundamental issues content providers face.