

26 February 2014

## Joint Venture - Grupo Nobel

Quarto (LSE: QRT.L), the leading global illustrated book publisher and distribution group, today announces that it has entered into a joint venture agreement with Brazil-based Grupo Nobel ("Nobel"), a subsidiary of Brazil Franchising.

The joint venture gives The Quarto Group direct access to a publishing market worth US\$2.4 billion in 2013.

Imprints from around Quarto's publishing businesses will supply adult illustrated non-fiction titles to Nobel Editora, Nobel's publishing business, which will distribute them throughout their franchises and main book trade channels from 2014. The new joint venture will publish under the Quarto Editora imprint in categories traditionally strong for both Nobel and Quarto such as cookery, beauty and self-help plus new categories that Quarto Editora will launch in Brazil.

Quarto and Nobel see great scope for developing the market for illustrated non-fiction in Brazil by selling Brazilian language titles. Currently this category is dominated by English language imports, which excludes a huge potential readership as English proficiency in Brazil is still low.

Marcus Leaver, Chief Executive Officer of Quarto, said:

"Our stated intention to develop our business further internationally sees its first iteration in Brazil. A partnership with a leading distributor in Nobel and the launch of Quarto Editora is exciting and sets the bar very high for further partnerships in other territories."

Sergio Milano Benclowicz, of Grupo Nobel, said:

"We are excited to have the opportunity to work alongside The Quarto Group in developing a market that is vibrant and full of potential."

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## About The Quarto Group

The Quarto Group (LSE: QRT) is the leading global illustrated book publisher and distribution group and is listed on the London Stock Exchange. Quarto has about 400 talented people in four distinct but complementary businesses - Quarto International Co-editions Group; Quarto Publishing Group USA; Quarto Publishing Group UK and Books & Gifts Direct, Australia & NZ.

The Group is well positioned in resilient segments of book publishing with rich reserves of Intellectual Property. Quarto is uniquely positioned for growth as the industry adapts to new means of marketing, sales and routes to market. The Group's headquarters are in London where the Company was founded in 1976.

## About Grupo Nobel/Nobel Editora

Nobel is one of Brazil's most successful publisher and bookstore chains, founded in São Paulo in 1943 by Cláudio Milano. It is currently the largest chain in Brazil, with around 180 locations nationwide.