

08 December 2015

CEO, Marcus Leaver, guest speaker at IP Dealmakers Forum, New York

The Quarto Group, the leading global non-fiction illustrated publisher, yesterday presented at the IP Dealmakers Forum in New York. The annual workshop, launched in 2014, explores the challenges and opportunities in the rapidly changing intellectual property ("IP") marketplace by connecting IP market specialists with a range of private and public investors as well as legal and business communities.

As a guest speaker, Marcus Leaver, Chief Executive of Quarto, presented the Quarto business model as "An IP Engine for a Profitable Investment in Book Publishing". Quarto's model is based on a deep understanding of the value of IP, as demonstrated by its rich backlist, which accounts for 67% of recurring revenue. More than 9,000 backlist titles provide a stable revenue stream year after year and enable the Group to constantly invest in the highest quality of new books. The business is underpinned by a network of creative experts who in developing the IP enable Quarto to deliver content with long-lasting appeal to its readers through a network of global distribution partners.

Quarto continues to develop ways of monetising its IP reserves by exploring new methods of marketing, sales and routes to market. In the last two years the business has increased its exposure to the children's publishing genre through organic start ups and by acquisition, and has expanded its distribution channel through the creation of a new website, QuartoKnows.com

Commenting on the forum, Marcus Leaver said:

"I am delighted to have been invited to present at such a significant industry event in recognition of Quarto's achievement in harnessing the value of IP. The market place is waking up to the investment value of businesses rich with IP and the forum offers a fantastic opportunity to discuss and learn from industry specialists to get the most out of this opportunity. We are extremely proud to offer our customers educational, entertaining and enriching products with almost timeless appeal, underpinning real long term value for our investors."

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About The Quarto Group:

The Quarto Group, Inc. (LSE: QRT) is the leading global illustrated book publisher and distribution group and is listed on the London Stock Exchange. Quarto employs about 400 talented and creative 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 & New Zealand.

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.

www.quartoknows.com

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