

14 April 2016

Quarto creates new business development arm, Quarto Innovation

London, 14 April 2016 - We are pleased to announce the creation of Quarto Innovation - a new business development arm of the Group that will develop innovative ways of selling Quarto's rich resource of content, brands and expertise beyond our growing co-edition and publishing businesses, and find more channels and customers to serve.

This new business will look to work with publishing and non-publishing partners, brands and organisations around the world and help them further and promote their business across a wide range of content areas.

Quarto Innovation will be headed by Frank Chambers, Director, Quarto Innovation. Frank has held senior roles at Pavilion, Guinness World Records and Carlton and has expertise in managing and building the international and commercial value of brands and content - both as a licensor and a licensee. He will report to David Breuer, Managing Director, Quarto International Co-Editions Group.

Frank will be joined by Carolina Connor, Business Development Director, Quarto Innovation. Carolina has been a senior member of the Quarto Foreign Rights team who, as well as building Quarto's international co-edition business over a number of years, had the vision for, has established and manages Quarto's joint venture in Brazil, Quarto Editora.

Frank Chambers said: *"Carolina and I are delighted and excited to be building a new part of the Quarto business, based on its unrivalled expertise at creating the best illustrated non-fiction books in the market. Working with a broad range of publishing and non-publishing partners, we will find new ways to create content our customers need, and put it in their hands and in front of their eyes."*

David Breuer added: *This is an exciting and enterprising new development for our business. "We see it as a logical extension of our proven expertise and success in delivering successful book concepts and ideas to the global market."*

About The Quarto Group

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

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.

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