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## The Quarto Group launches new Spanish language imprint Quarto Iberoamericana in partnership with Catapulta Editores S.L.

(Catapulta Children Entertainment S.A. Argentina, Catapulta Editores S.L. Spain)

LONDON, 27 April 2017 - Quarto (LSE: QRT), the leading global illustrated book publisher, is launching a new Spanish language imprint - Quarto Iberoamericana, through an international publishing partnership with Argentina-based publisher Catapulta Editores S.L.

Catapulta Editores is a long-standing co-edition partner of the Group and the partnership gives Quarto direct access to a publishing market worth approximately US\$4 billion with 550 million Spanish speakers worldwide.

The new Quarto Iberoamericana imprint will publish 20 books a year with the first six books, launching in Autumn 2017, in adult categories such as cookery, lifestyle and spirituality. Other categories will be envisaged in the future as the co-operation grows.

Titles will be sourced from Quarto's rich intellectual property catalogue. Catapulta Editores will be responsible for sales and distribution in Spain, Argentina, Chile, Uruguay, Paraguay, Bolivia, Peru and Ecuador. Partners to distribute the books in the rest of Latin America and North America will be appointed in the near future.

**Marcus Leaver, Chief Executive of The Quarto Group, commented:** "Our stated intention to further expand our scale and reach around the globe sees it third iteration in the Spanish language, following the successful launch of Kalimat Quarto, our Arab language imprint in 2016, and Quarto Editora, our Brazilian imprint in 2015. This is another great example of finding further opportunities for growth with the right partners who share our values."

**David Inman, Managing Director, Quarto Partners added:** "There is tremendous opportunity in the Spanish language market and we believe this new venture with our long-standing partner Catapulta Editores will help us grow our business further around the world."

**Rodolfo Reyna, Vice President, Catapulta Editores 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 publishing group. Our mission is to make and sell great books that entertain, educate and enrich the lives of adults and children around the world.

Quarto creates and owns proprietary content, publishing books from a diverse portfolio of imprints that are creatively independent and expert in developing long-lasting content across specific niches of interest.

Quarto sells books across 50 countries and in 39 languages through a variety of traditional and non-traditional channels, while constantly looking for new ways to create and deliver content that people need.

Quarto employs over 400 talented people in the US, UK and Hong Kong. The group was founded in London in 1976. It is domiciled in the US and listed on the London Stock Exchange.

For more information, visit [quarto.com](http://quarto.com) or follow us on Twitter at [@TheQuartoGroup](https://twitter.com/TheQuartoGroup).