

## COMPUPRESS S.A.

### Company Profile

1.	Brief History	pg 3
2.	Current Status and Branches	pg 4
3.	Company Structure	pg 6
4.	Financial Data 2010 - 2014	pg 7
5.	Cost of Acquisition	pg 8
6.	Financial Projections	pg 9

### Compupress Group of Companies

Athens, December 2015

### Compupress Group: A Brief History

Founder and sole owner:

Nicholas Manousos

Specialized Press (97% owned by Compupress)

Affiliate Companies:

Premium Gold (99% owned by Compupress)

Digital Content SA (100% owned by N.Manousos)

50

Current Staff (throughout the group):

2014 Compupress SA turnover: 5,502,873 €

2014 Group turnover: 6,352,760 €

The company was formed in 1982 and acquired its current legal status of 'Société Anonyme' in 1988. Originally the company was involved in publishing magazines and books related to the 'computer revolution' of the '80s and '90s, but quite soon Compupress branched out to adjacent sectors.

Between 1982 and 2002 the company published a large number of computer magazines and books, organized a number of exhibitions and trade-fairs pertaining to the computer market, produced a number of TV shows regarding computers and computer games and developed the largest Greek BBS which eventually became the first local commercial Internet provider.

During this time the company also created a branch dedicated to publishing business magazines and trade periodicals in a number of areas that deemed interesting at that time. Figuring prominently amongst them is the current leading magazine for the Greek Tourism Industry as well as a trade publication for the Food & Beverage Market.

At the turn of the century Compupress decided to exit the computer market and diversify in other areas. In so doing the company developed two new branches, one in the children magazines market and one in the crossword / Sudoku magazine area.

In recent years the company has entered the e-book and e-magazine market and, through its sister-company, Digital Content S.A., has successfully created retail outlets for both its own books, magazines and comics on the web (under the Adobe system) or on the iPad and android platforms.

In 2015, in accordance to the general trend, Compupress launched two new web sites in the technology and tourism sectors. These are the first of a series designed to facilitate the exploitation of the magazines' content in the digital format.

### Current Status and Branches

The company currently can be viewed as consisting of four distinct branches which, of course, share the same infrastructure, resources and are guided by the same management team.

#### Branch 1: Children magazines, comics & DVDs

The branch was launched in 2005 and currently handles 15 branded kids' magazines and 5 DVD brands. The majority of the magazines are licensed editions while a small number are the company's own productions. As an example of the brands licensed: **Playmobil, Lego, Peppa Pig, Ben and Holly, Thomas & Friends, Scooby Doo, Looney Tunes, Dreamworks, Train your Dragon, Penguins of Madagascar, Le Petit Prince, Masha and the Bear, Jungle Book** etc. Most magazines are cover mounted with a branded premium imported by Compupress' daughter company 'Premium Gold'.

This same branch houses the comics-publishing unit as Compupress is the Greek master licensee for DC Comics.

Currently Branch 1 is staffed by one manager and five editors, and makes use of the company infrastructure (DTP, copy proofing, ad sales, marketing, circulation dept. etc). Sales of the branch were 2,580,000 € in 2014.

#### Branch 2: Crossword & Sudoku puzzle magazines

The branch was launched in 2005 and currently handles over 18 crossword and 6 sudoku titles. All titles are the company's own production and nothing is licensed in. A few years ago Compupress purchased the source code of a foreign crossword-developing software application and since then the company has adapted the code into a custom built, multi-user, multi-format crossword building machine utilizing a 150,000-strong word / clue database created by the company itself.

Currently Branch 2 is staffed by one manager and six editors, and makes use of the company infrastructure (DTP, copy proofing, marketing, circulation dept. etc). Sales of the branch were 1,860,000 € in 2014.

*Note: The software application used by the Crossword branch can be modeled to cater for any foreign language as long as there exists (or is developed) a word / clue database in this language.*

#### Branch 3: Books, Graphic Novels and Childrens' Books

The book-publishing branch (imprint name: 'Anubis Publications') was launched in 1991 as a computer and business books publishing house. In 2000, responding to the decline of the computer market, Anubis repositioned itself as a 'pop-culture' publisher aiming at the growing-at-the-time sci-fi and fantasy audience. Translations of international best-sellers, either in the book format (Game of Thrones, Dune, Forgotten Realms, Dragonance etc), or in Graphic Novel format (V for Vendetta, Watchmen, Kickass, 28 days etc) helped Anubis become the local market-leader in this genre.

Since 2012, apart from the above, Anubis is also a leading publisher in the Children's Activity Book publishing arena, as the activities of Branch 1 helped obtain the rights for the same brands in the book market as well as additional brands.

Apart from the bookstore market, Anubis is active in the pocket book market publishing a large number of best-sellers and/or romance novels released through the newsstand / kiosk network. This is a project still being streamlined.

Currently the Anubis branch is staffed by one manager, three editorial staff, three sales staff and three shipping & logistics staff, and makes use of the company infrastructure (DTP, copy proofing, marketing, circulation dept. etc). Total sales of the branch were 667,000 € in 2014.

#### Branch 4: Miscellaneous

Under this label are a number of different projects, some very old and declining, some very new and not yet large enough to merit their own branch, and some experimental projects.

Currently Branch 4 is staffed by 3-4 editors and, of course, makes use of the company infrastructure (DTP, copy proofing, ad sales, marketing, circulation dept. etc). Sales of the branch were 736,000 € in 2014.

#### **Company Structure**

Apart from the 4 Branches per se, Compupress is structured in distinct departments catering to the products themselves:

- **Editorial** is usually taken care of by the core personnel of each Branch.
- **Copy proofing** is done by the two literature graduates making up the department.
- **Advertising sales** for the appropriate magazines is catered to by three salespeople.
- **Pre-Press**, that is **design page layout and cover artwork** is produced by the 10 employees of the DTP department.
- **Overseeing production** (paper supply and delivery, overseeing printing and binding etc) is taken care of by this department. This department orders and transports paper and pre-press produced magazines. This department has the use of the two company-owned trucks. One manager, an assistant and two professional truck drivers make up the staff of this department.
- **Circulation & Distribution** for all newsstand / kiosk products is taken care of by the four-person staffed appropriate department.
- **Secretarial support** and courier transport of documents / samples etc is taken care of by the three people staffing the secretary department.
- **Accounting & Finance** is taken care of by a staff of five.
- **Marketing** is done by the two marketers staffing the department.
- **I.T. and e-publishing** is taken care of by Digital Content - the sister company (staff of two), while some functions are outsourced to third parties.
- **Management** is practiced by the Managing Director assisted by the VP of the Board and the board members. The Management Team is assisted by two consultant firms, one in legal and one in finance.

## Financial Data 2010 - 2014

TURNOVER	2010	2011	2012	2013	2014
Compupress AE	6.805.461 €	9.747.888 €	8.983.240 €	6.699.327 €	5.502.893 €
Digital Content AE	218.128 €	200.555 €	194.771 €	89.752 €	162.798 €
Special Press EE	592.309 €	606.291 €	638.799 €	540.598 €	524.221 €
Premium Gold EE	585.006 €	377.300 €	319.873 €	60.830 €	162.867 €
<b>TOTAL</b>	<b>8.200.903 €</b>	<b>10.932.033 €</b>	<b>10.136.682 €</b>	<b>7.390.417 €</b>	<b>6.352.760 €</b>

PROFITS (pre-tax)	2010	2011	2012	2013	2014
Compupress AE	72.875 €	24.156 €	12.073 €	6.320 €	19.455 €
Digital Content AE	19.835 €	8.936 €	1.892 €	1.421 €	2.785 €
Special Press EE	22.222 €	5.051 €	2.066 €	789 €	882 €
Premium Gold EE	2.404 €	168 €	1.426 €	1.347 €	-6.424 €
<b>TOTAL</b>	<b>117.337 €</b>	<b>38.312 €</b>	<b>17.457 €</b>	<b>9.877 €</b>	<b>16.698 €</b>

## Cost of Acquisition

**1. Acquisition of 51%**

In order to offer control of the company, the owner is asking for 1,5M €.

The owner is willing to stay on and manage the company on a day-to-day basis, if this is compliant with the buyer's plans.

**2. Acquisition of 100%**

In case the buyer is interested in acquiring 100% of the company, terms are as in previous paragraph with the exception that the owner would be asking for 2,5M€.

## Forecast 2017 – 2021

The following forecast is based on the assumption that the necessary capital injection to the company has been administered.

Revenue / Sector	2017	2018	2019	2020	2021
Childrens' Magazines & DVDs	1.800.000 €	2.100.000 €	2.500.000 €	3.000.000 €	3.300.000 €
Teen Magazines & Comics	600.000 €	750.000 €	930.000 €	1.050.000 €	1.150.000 €
Mens' Magazines (Technology, Cars etc)	80.000 €	100.000 €	220.000 €	320.000 €	440.000 €
Handicraft & Cooking Magazines	320.000 €	380.000 €	420.000 €	480.000 €	550.000 €
Crossword & Sudoku Magazines	2.200.000 €	2.500.000 €	3.200.000 €	3.800.000 €	4.200.000 €
Business Magazines & Annual Guides	300.000 €	400.000 €	550.000 €	650.000 €	820.000 €
Pocket Books	180.000 €	250.000 €	350.000 €	400.000 €	450.000 €
Books, Graphic Novels & Manga	520.000 €	650.000 €	720.000 €	780.000 €	830.000 €
Childrens' Activity Booklets	220.000 €	300.000 €	360.000 €	420.000 €	470.000 €
<b>TOTAL REVENUE</b>	<b>6.220.000 €</b>	<b>7.430.000 €</b>	<b>9.250.000 €</b>	<b>10.900.000 €</b>	<b>12.210.000 €</b>
<b>PROFITS (Pre Tax)</b>	<b>520.000 €</b>	<b>680.000 €</b>	<b>880.000 €</b>	<b>1.030.000 €</b>	<b>1.450.000 €</b>