



# UNIQUE HERITAGE MEDIA

Des médias pour les nouvelles tribus.

Paris, 28<sup>th</sup> september 2018

## PRESS RELEASE

### UNIQUE HERITAGE MEDIA RAISES €5M TO FINANCE ITS DEVELOPMENT

**UNIQUE HERITAGE MEDIA**, a media and publishing group dedicated to young people and everything about them, announces the raising of €5 million from **123 Investment Managers**, **Entrepreneur Venture** and **Education Wizards Investissement** (an investment holding company in education controlled by Emmanuel Mounier), in order to finance its growth and sector buildup projects in publishing, media and new technologies for young people and their families. As a result of this operation, Emmanuel Mounier retains control of the group.

#### SUSTAINED AND STRUCTURED GROWTH

Founded in 2014 by Emmanuel Mounier, entrepreneur and business developer, **UNIQUE HERITAGE MEDIA** was supported by the **Entrepreneur Venture** investment fund from its early stages, and has experienced sustained growth since its creation, increasing its turnover by a factor of 10.

Emmanuel Mounier, President of **UNIQUE HERITAGE MEDIA**: *“This new round of financing is an important step for the deployment of the group’s strategy, ensuring we have renewed abilities to fuel growth. The interest of parents in the education and intelligent entertainment of their children is undeniable, and I want **UNIQUE HERITAGE MEDIA** to be a consolidating actor with an adequate, modern and dynamic range for educational purposes”.*

*“We are delighted to join the shareholders of **UNIQUE HERITAGE MEDIA**. We were convinced by the quality of the management team and the growth potential in the Young People sector”* says Pierre Dupuy-Chaignaud, managing director of **123 Investment Managers**.

*“After financing **UNIQUE HERITAGE MEDIA**’s acquisition of **Fleurus Presse** in 2015, we are reinvesting alongside new shareholders to continue the group’s development”* says Bertrand Folliet, **Entrepreneur Venture**.

#### A STRUCTURED AND AGILE MEDIA GROUP AIMED AT FAMILIES AND YOUNG PEOPLE

Producer, publisher and broadcaster, **UNIQUE HERITAGE MEDIA** creates and distributes innovative, diversified and quality content: magazines, augmented books, applications, websites, media devices for advertising brands. They all have the same purpose: **learning while having fun**.

The growth of the group is fueled by startups **Quelle Histoire Editions**, **Pili Pop Labs** and **Wondercity**, with **Fleurus Presse** acting as a powerful base.

Today the group **UNIQUE HERITAGE MEDIA** operates on **4 business lines**:

- **Subscriptions**, which account for 60% of sales, mainly through Fleurus Presse's magazines and digital, especially Pili Pop applications;
- **Retail**, which accounts for more than 30% of sales, mainly driven by sales at traditional media points of sale, but also the success of the Quelle Histoire books, recently distributed by Hachette, which have established themselves as a benchmark in young person's publishing with over 800,000 books sold in 4 years, including nearly 300,000 in 2017;
- **B2B and the Agency**, supported by an integrated advertising agency that has recently become number 1 in digital sales aimed at Family and Young people, and has a cumulative print and digital audience of over 14 million;
- **Animation** under development.

The group benefits from the know-how in the various media intended for its Family and Young people target: **Press, Book, Creative Studio and Digital, Agency**. In particular, the Digital division benefits from a dedicated internal team and relies on the group's digital media (Wondercity newsletters distributed to over 410,000 digital mums) and partners (Tête à modeler and Hugo l'Escargot) but also their own language learning applications (Pili Pop English, French and Spanish) with over 800,000 copies downloaded.



**123 Investment Managers** is an independent management company specialising in private equity, private debt and real estate. It manages €1.3 billion in assets and has a portfolio of 108 holdings. 17 years of continuous growth have made 123 Investment Managers a key player in the financing and support of mid-caps in France and Europe. Since 2001, 123 Investment Managers have deployed nearly €1.8 billion in over 250 companies.

**Entrepreneur Venture** is an independent management company approved by AMF, an unlisted specialist, owned and managed by its founders. It manages 450 million euros of assets and since its creation has financed more than 150 SMEs in innovation capital and development capital through its FIP and FCPR.

## Contact

Nicolas Ruscher  
Agence Antidox  
Tel. : +33 (0) 6 63 05 72 73  
nicolas.ruscher@antidox.fr



**UNIQUE  
HERITAGE  
MEDIA**

### ABOUT UNIQUE HERITAGE MEDIA

UNIQUE HERITAGE MEDIA is a media and publishing group dedicated to children and their relatives. We are producers, editors and distributors who, above all, strive to create material that innovates, both in form and content, through the range and quality of our products, all of which have the same goal: to educate through entertainment. UNIQUE HERITAGE MEDIA develops fifteen brands strong, including *Papoum, Abricot, Pirouette, Pili Pop, Je lis déjà !, Mille et une histoires, Quelle Histoire, National Geographic Kids, Histoires vraies, Les P'tites Filles à la vanille, Les P'tites Princesses, Les P'tites Sorcières, Le Monde des ados, Tout comprendre et Réponse à Tout.*