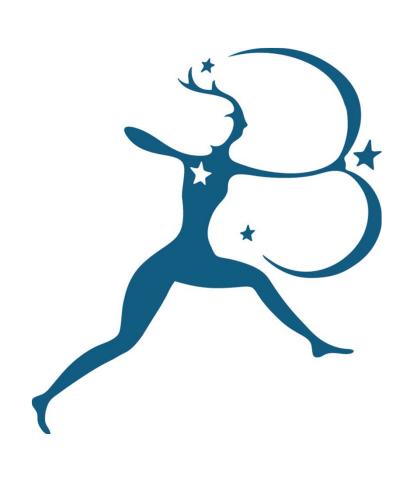


Bloomsbury Publishing Plc

RESULTS FOR THE SIX MONTHS ENDED 31 AUGUST 2018

BLOOMSBURY PUBLISHING



Innovative & entrepreneurial global publisher



Growing academic digital revenues



Growth of Harry Potter brand



Rich in intellectual property



Editorial and design excellence



Strong financial position



HIGHLIGHTS

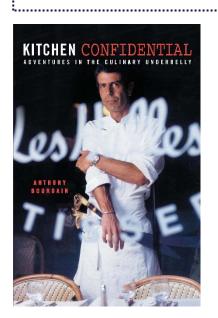


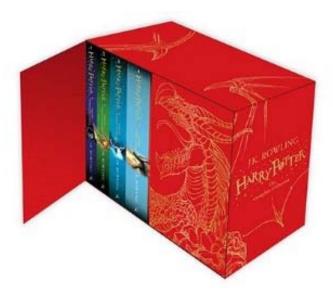
Group financial performance

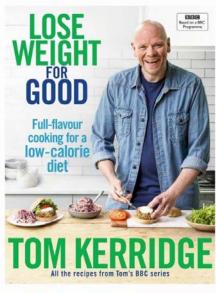


- Revenue growth of 4% to £75.3m (7% at constant exchange rates) primarily due to strong performance within Adult
- Adjusted profit before tax up 13% to £2.9m
- Robust cash generation, with £16.9 million cash at 31/8/18
- Interim dividend increased by 5%







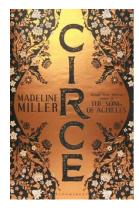


FINANCIAL HIGHLIGHTS



H1 £m	2019/10	2017/18	Change %	Change CER ³
	2016/19	2017/18	/0	/0
Revenue	75.3	72.1	4%	7%
Operating profit margin	3.8%	3.4%		
Pre-tax profit	2.9	2.5	13%	13%
Effective tax rate ²	16.5%	16.5%		
Diluted EPS	3.14p	2.81p	12%	19%
Net cash	16.9	16.9	1%	5%
Interim dividend per share	1.21p	1.15p	5%	
Cash flow conversion	172%	<i>197</i> %		





Notes:

- 1. The above results are adjusted by excluding highlighted items, comprising restructuring costs relating to the acquisition of IBT and amortisation of acquired intangible assets (£1.3m), which are shown on slide 28
- 2. The above effective tax rate is the adjusted rate used to calculate adjusted EPS. The reported rate in the period is 21.0% (2017/18: 19.1%)
- 3. CER is results at constant exchange rates calculated by applying monthly average exchange rates for 2017/18 to the monthly results for 2018/19
- 4. Cash flow conversion is cash generated from operating activities less capex divided by reported operating profit, excluding the acquisition of IBT

RESULTS BY PUBLISHING DIVISION





H1 Revenues as % total:

HI Revenues as % total:		
£m	Consumer	Non-Consumer
Revenues H1 2018/19	47.0	28.3
Revenues H1 2017/18	44.7	27.4
Change %	<i>5</i> %	3%
Operating profit H1 2018/19	3.1	(0.3)
Operating profit H1 2017/18	2.9	(0.4)
Change %	8%	<i>32</i> %
Operating profit margin H1 2018/19	6.7%	(1.1)%

Non-Consumer profits include £0.8m net costs of the Bloomsbury Digital Resources investment (H1 2017/18: £0.8m)



REVENUE BY SUB-DIVISION

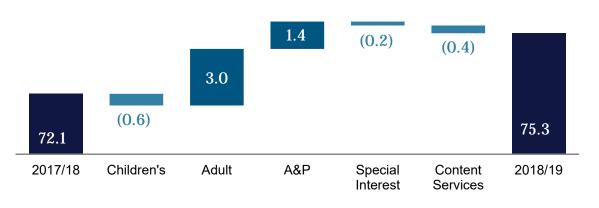


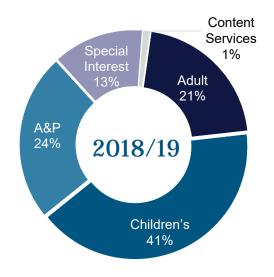
H1 £m	2018/19	2017/18	Change %
Adult	15.9	13.0	22%
Children's	31.1	31.7	(2%)
Total Consumer	47.0	44.7	5%
Academic & Professional	18.0	16.6	9%
Special Interest	9.9	10.1	(2)%
Content Services	0.4	0.7	(50)%
Total Non-Consumer	28.3	27.4	3%
Total revenue	75.3	72.1	4%

Excellent Adult growth Strong A&P growth, with Digital resources

with Digital resources up 13% on a like for like basis

Total revenue £m





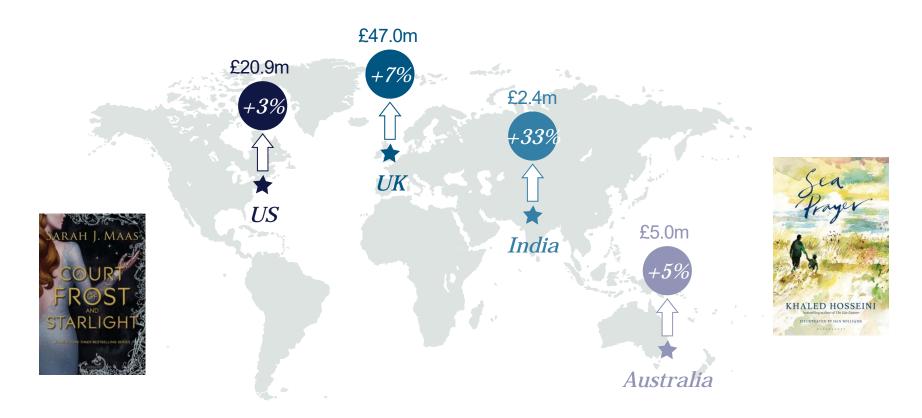
REVENUE MIX



H1 £m	2018/19	2017/18	Change %	
Print	62.2	60.1	4%	Print books 87% of total book sales – continued demand for print format
E-books	7.3	6.6	11%	:
Other digital revenues	2.3	2.3	-	Strong backlist sales drive 11% e-book sales growth including Anthony
Digital	9.6	8.9	8%	Bourdain, Sarah J. Maas and Neil
Total book sales	71.8	69.0	4%	Gaiman
				Digital resources on track. A&P
Copyright licences	2.9	2.6	13%	revenues grew 13% on a like-for-like
Publishing services	0.5	0.4	30%	basis, before IFRS 15 adjustment of £0.3m
Other	0.1	0.1	-	<u> </u>
Rights and Services	3.5	3.1	13%	New licence deal with Spotify contributes to growth of 13%
				Continuites to growth of 1370
Total revenue	75.3	72.1	4%	

TERRITORIAL REVENUES





- **★** ★ Revenues increase 7% using constant exchange rates
- **★** * Reported revenues excluding Continental Europe: 88% of total

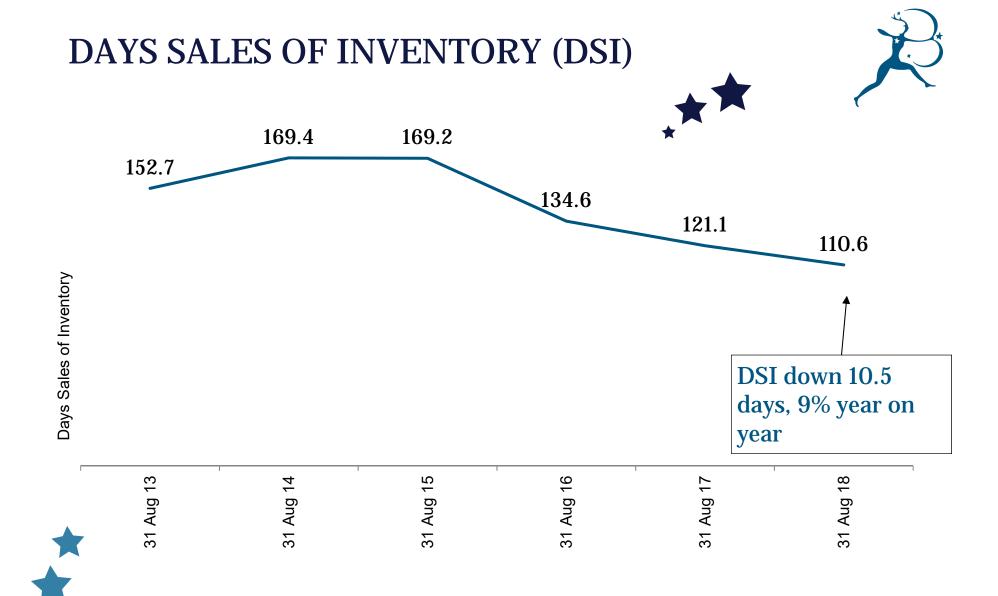


STRONG BALANCE SHEET



£m	31.8.18	31.8.17	•
Goodwill & acquired intangibles	60.8	56.0	Acquisition of IBT for £5.8m
Internally generated intangibles	6.8	6.8	
Property, plant & equipment	2.0	2.1	,
Tax balances: deferred & current	2.5	1.7	Continued improvement in working capital
Working capital (ex tax)	48.3	55.8	 Inventory management initiative continues to
Retirement benefit obligations	(0.2)	(0.3)	deliver: inventory reduces by £0.8m, 3% like for like*
Other	0.1	0.3	
	120.3	122.4	Robust cash generation,
Net cash	16.9	16.9	after IBT acquisition (£5.0m) and earlier final dividend
Net assets	137.2	139.3	payment (£4.7m)

^{*} An adjustment to introduce a returns inventory recovery asset in 2017/18 increases inventory by £1.3m, reduces creditors by £0.3m and reduces debtors by £1.6m. The like for like inventory reduction number above excludes the effect of this, is at CER and excludes the acquisition of IBT





Days sales of Inventory = $\frac{Inventory (excl WIP)}{Cost of Sales} \times 184 \text{ days}$

FREE CASH FLOW PRIORITIES

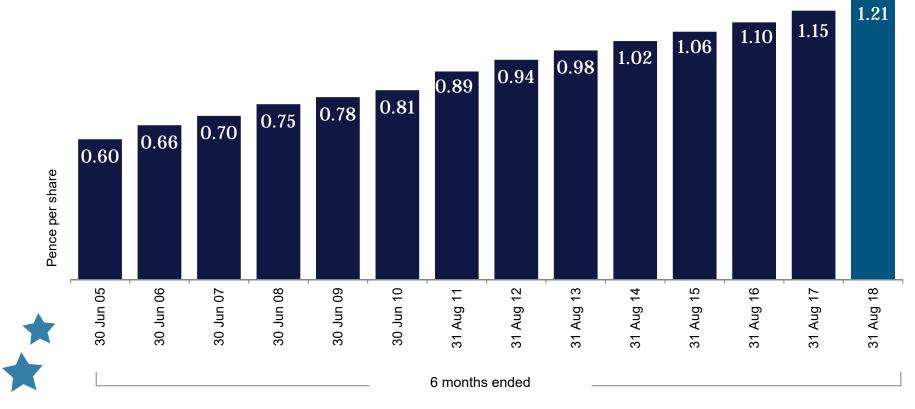


PRIORITIES	ACTION
Working capital focus	On track for 5% like for like reduction in inventory for 2018/19
Investing for growth:	
o Bloomsbury Digital Resources	£0.8m net investment & £0.7m capex in H1 2018/19
 New content 	£3.8m invested in advances in period
o Acquisitions	£5.8m IBT April 2018
Maintaining a robust balance sheet	Cash £16.9m at 31.8.18
Sustaining a progressive dividend	Dividend increases 5% (Cover 1.8x)
*	*

EXCELLENT INTERIM DIVIDEND GROWTH



Interim dividend increases by 5%



Note: A one-off interim dividend of 3.91 pence per share was paid for the 12 month interim accounts ended 31 December 2010. These interim accounts were part of our transition from a December year end to a February year end.

CONSUMER DIVISION: ADULT TRADE



Excellent performance

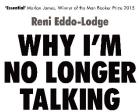
- Revenues grow 22% to £15.9m (H1 2017/18: £13.0m)
- Profit of £0.4m (H1 2017/18: loss of £1.8m)
- Strong front and backlist sales



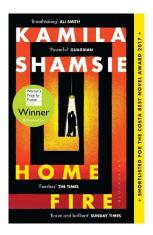


- Strong US list includes Kitchen Confidential, Dreamland, The List and Lost Connections
- The UK's bestsellers include Why I'm No Longer Talking To White People About Race, The Guernsey Literary and Potato Peel Pie Society, Home Fire, Sea Prayer and The Seven Deaths of Evelyn Hardcastle









CONSUMER DIVISION: CHILDREN'S TRADE





Financial results



- Revenue of £31.1m (H1 2017/18: £31.7m)
- Revenues excl. Harry Potter and Sarah J. Maas in line with last year
- Profit of £2.8m (H1 2017/18: £4.7m)

Sarah J. Maas

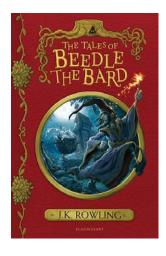


- Sales of Sarah J. Maas books 30% lower; with 2 releases compared to 4 for H1 last year
- October release of next new title, Kingdom of Ash
- 6 future titles contracted

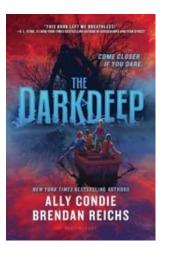
Harry Potter



- Harry Potter sales grew 5%
- Building on momentum of twentieth anniversary last year
- Strong backlist performance demonstrates longevity of Harry Potter









NON-CONSUMER DIVISION: ACADEMIC & PROFESSIONAL





Financial progress

- Revenues up 9% to £18.0m
- US business now 28% of divisional revenues (H1 2017/18: 27%) with growth of 11%
- Profit of £0.1m (H1 2017/18: loss of £0.7m)
- New 5 year contract with the ICAEW
- Digital customer retention rate above 90%
- Spotify licence contributes to growth of 60% within rights & services revenues

Revenue – H1 £m	2018/19	2017/18	Change %
Digital Resources*	2.5	2.2	13%
IFRS 15 adjustment	(0.3)	-	_
Core A&P - Books (e & p)	14.0	12.8	9%
Core A&P - Rights & services	0.8	0.5	<i>60</i> %
Core A&P	17.0	15.5	9%
Education	1.1	1.1	(3)%
Total A&P	18.0	16.6	9%







Note:

^{*} Digital Resources revenue is shown excluding the £0.3m impact of IFRS 15 A full analysis of Bloomsbury Digital Resources results across all divisions is shown on page 27

OTHER NON-CONSUMER





Special interest

- Total revenues of £9.9m (H1 2017/18: £10.1m)
- Key titles in the period include Wisden Cricketers' Almanack, The Strange Death of Europe paperback edition and Handbook of Western Palearctic Birds
- Good progress with Bloomsbury China

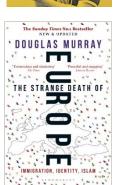


Content services

- Total revenues of £0.4m (H1 2017/18: £0.7m) following strong prior year comparative
- On-going revenues from IZA World of Labor following a 5 year deal renewal in prior period







FOCUS ON BLOOMSBURY DIGITAL RESOURCES INVESTING TO GROW B2B DIGITAL REVENUES

H1 2018/19 achievements

- Launch of 2 new major digital resources – as planned:
 - Screen Studies
 - Bloomsbury Early Years
- Announced today, new 5 year contract with ICAEW leveraging Bloomsbury Professional Tax Online content
- Launch of new Title by Title and Evidence Based Acquisition sales models
- Launch of 2 new modules within Drama Online and The Arcadian Library



Launches for H2 2018/19

- On track to deliver 5 new digital resources for the full year as planned, with 3 in H2:
 - Bloomsbury Architecture Library
 - Bloomsbury Fashion Business Cases
 - Bloomsbury Applied Visual Arts Library

Financials

£'m	H1* 2018/19	H1 2017/18	FY 2018
Revenue	2.5	2.3	4.7
P&L investment	(0.5)	(8.0)	(1.2)
Capex	0.7	0.6	1.7

^{*} Stated on a like for like basis, excluding impact of IFRS15

BIGGER BLOOMSBURY STRATEGY



Initiative

Progress

Growing the profits of the Adult division

Growing the profits of the Academic & Professional division

Reducing our finished goods stock further by continuing to roll out globally efficiencies already made in the UK business

Increasing the focus on Bloomsbury's nine biggest assets, starting with Harry Potter, Sarah J. Mass and Tom Kerridge

Maximising the success of Bloomsbury Digital Resources

Accelerating the growth of Bloomsbury's sales in the USA, Australia and India

Developing Bloomsbury China

Adult operating profit up 121% to £0.4m

Academic & Professional operating profit up 107% to £0.1m

Inventories down 3% like for like

Successful H1 performance on front and backlist for key assets

New ICAEW contract leveraging our professional content and strong H1 performance with A&P BDR revenue growth of 13% on a like for like basis

US revenues up 3%, Australia revenues up 5% and India revenues up 33% (local currency)

MOU signed in May 2018 and developed opportunities with leading Chinese publishers



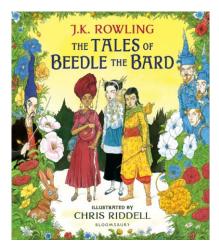
BUSINESS OUTLOOK 2018/19



Trading in line with management expectations for H2 2018/19

Bloomsbury Digital Resources: Launch of 3 new major digital resources in H2 2018/19





Illustrated Beedle the Bard

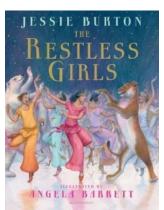


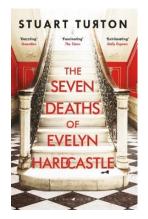
New Sarah J. Maas title



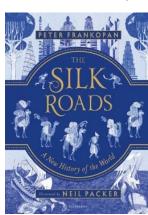
Strong publishing list for H2 includes:

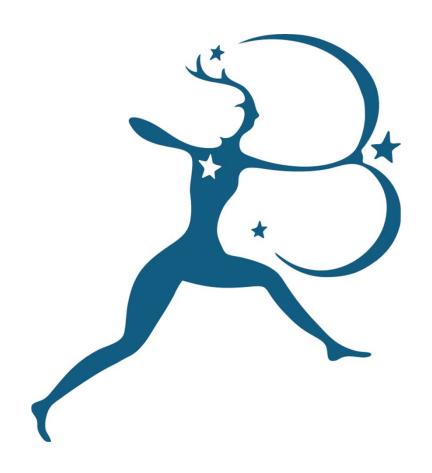




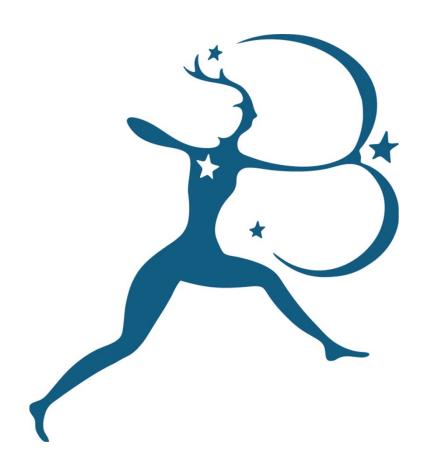








QUESTIONS



APPENDICES

ADJUSTED INCOME STATEMENT



H1 £m	2018/19	2017/18	Change %	Change CER%
Revenue	75.3	72.1	4%	7%
Gross profit	36.9	36.7	1%	
Gross profit margin %	49%	<i>51</i> %		
Marketing and distribution costs	(10.5)	(11.0)	(5%)	
Marketing and distribution costs as % revenue	14%	15%		
Administrative expenses ¹	(23.5)	(23.2)	2 %	
Operating profit ²	2.9	2.5	<i>15%</i>	
Operating profit margin %	4%	3%		
Net finance income	-	-	(78%)	
Profit before tax	2.9	2.5	<i>13%</i>	<i>13</i> %

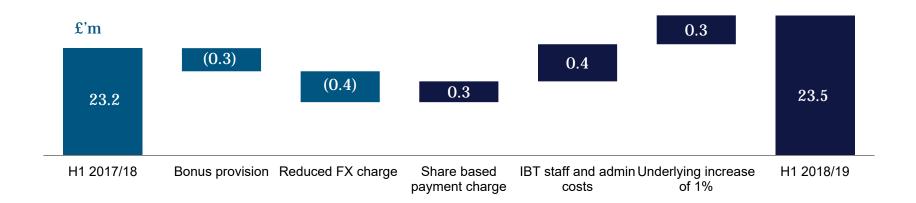
Note:

¹ A breakdown of administrative expenses can be found on slide 23

The adjusted income statement excludes highlighted items of £1.3m: £0.9m for the amortisation of acquired intangible assets and £0.4m for other highlighted items (H1 2017/18: £0.8m for the amortisation of acquired intangible assets)

ADMINISTRATIVE EXPENSES





ADJUSTED SEGMENTAL ANALYSIS H1 2018/19



£000£	Children's Trade	Adult Trade	Tota Consur		A&P	Special Interest	Content Services	Total N Consur		Total Gr	coup
Print Sales	28,039	12,603	40,642	86%	13,111	8,340	153	21,604	76%	62,246	<i>82</i> %
Digital Sales	1,832	2,908	4,740	10%	3,975	787	64	4,826	17%	9,566	<i>13%</i>
Rights & Services	1,241	421	1,662	4%	951	762	137	1,850	7%	3,512	<i>5</i> %
Total revenue	31,112	15,932	47,044	100%	18,037	9,889	354	28,280	100%	75,324	100%
% of total	41%	21%	62%		24%	13%	1%	38%		100%	
UK	18,541	8,438	26,979	<i>58</i> %	12,743	7,058	307	20,108	71%	47,087	<i>63</i> %
US	8,671	5,489	14,160	<i>30</i> %	4,787	1,902	27	6,716	24%	20,876	28%
Australia	2,749	1,135	3,884	8 %	304	793	17	1,114	4%	4,998	6 %
India	1,151	870	2,021	4%	203	136	3	342	1%	2,363	<i>3</i> %
Total revenue	31,112	15,932	47,044	100%	18,037	9,889	354	28,280	100%	75,324	100%
Gross margin	13,843	7,446	21,289		10,738	4,667	194	15,599		36,888	
Gross margin %	44%	47%	45%		<i>60</i> %	47%	<i>55</i> %	<i>55</i> %		49%	
Marketing and distribution	(4,532)	(2,550)	(7,082)		(2,017)	(1,392)	(22)	(3,431)		(10,513)	
Contribution	9,311	4,896	14,207		8,721	3,275	172	12,168		26,375	
Administrative expenses	(6,538)	(4,527)	(11,065)		(8,666)	(3,352)	(450)	(12,468)		(23,533)	
Operating profit/(loss)	2,773	369	3,142		55	(77)	(278)	(300)		2,842	
Operating profit/(loss) %	9%	2%	7%		-%	(1%)	(79%)	(1%)		4%	
% of total	98%	13%	111%		2%	(3%)	(10%)	(11%)		100%	
PBTA										2,854	

ADJUSTED SEGMENTAL ANALYSIS H1 2017/18



£000£	Children's Trade	Adult Trade	Tota Consur		A&P	Special Interest	Content Services	Total N Consur		Total (Group
Print Sales	28,407	10,703	39,110	88%	12,092	8,613	307	21,012	77%	60,122	84%
Digital Sales	2,246	1,955	4,201	9 %	3,861	732	82	4,675	17%	8,876	<i>12%</i>
Rights & Services	1,034	350	1,384	<i>3</i> %	655	748	328	1,731	<i>6</i> %	3,115	4%
Total revenue	31,687	13,008	44,695	100%	16,608	10,093	717	27,418	100%	72,113	100%
% of total	44%	18%	62%		23%	14%	1%	38%		100%	
UK	17,797	6,512	24,309	<i>55</i> %	11,801	7,113	610	19,524	71%	43,833	<i>61</i> %
US	9,900	5,004	14,904	33%	4,194	2,108	64	6,366	23%	21,270	<i>29</i> %
Australia	3,022	948	3,970	9 %	321	766	14	1,101	4%	5,071	7%
India	968	544	1,512	<i>3</i> %	292	106	29	427	2%	1,939	<i>3</i> %
Total revenue	31,687	13,008	44,695	100%	16,608	10,093	717	27,418	100%	72,113	100%
Gross margin	16,021	5,309	21,330		9,834	5,046	486	15,366		36,696	
Gross margin %	<i>51</i> %	41%	48%		<i>59</i> %	<i>50</i> %	68%	<i>56</i> %		51%	
Marketing and distribution	(5,070)	(2,389)	(7,459)		(2,008)	(1,505)	(57)	(3,570)		(11,029)	
Contribution	10,951	2,920	13,871		7,826	3,541	429	11,796		25,667	
Administrative expenses	(6,243)	(4,712)	(10,955)		(8,572)	(3,177)	(489)	(12,238)		(23,193)	
Operating profit/(loss)	4,708	(1,792)	2,916		(746)	364	(60)	(442)		2,474	
Operating profit/(loss) %	15%	(14%)	7%		(4%)	4%	(8%)	(2%)		3%	
% of total	190%	(72%)	118%		(30%)	15%	(3%)	(18%)		100%	
РВТА										2,529	

ADJUSTED SEGMENTAL ANALYSIS H1 2018/19 AT CONSTANT EXCHANGE RATES



£000	Children's Trade	Adult Trade	Tota Consur		A&P	Special Interest	Content Services	Total N Consur		Total G	roup
Print Sales	28,738	12,973	41,711	86%	13,290	8,502	154	21,946	77%	63,657	83%
Digital Sales	1,898	2,978	4,876	10%	4,001	788	64	4,853	17%	9,729	13%
Rights & Services	1,273	428	1,701	4%	967	763	137	1,867	<i>6</i> %	3,568	4%
Total revenue	31,909	16,379	48,288	100%	18,258	10,053	355	28,666	100%	76,954	100%
% of total	41%	21%	62%		24%	13%	1%	38%		100%	
UK	18,541	8,438	26,979	<i>56</i> %	12,743	7,058	307	20,108	70%	47,087	<i>62</i> %
US	9,190	5,773	14,963	31%	4,976	2,003	27	7,006	25%	21,969	28%
Australia	2,925	1,217	4,142	9 %	319	844	18	1,181	4%	5,323	7%
India	1,253	951	2,204	4%	220	148	3	371	1%	2,575	3%
Total revenue	31,909	16,379	48,288	100%	18,258	10,053	355	28,666	100%	76,954	100%
Gross margin	14,181	7,666	21,847		10,858	4,732	196	15,786		37,633	
Gross margin %	44%	47%	45%		<i>59</i> %	47%	55%	55%		49%	
Marketing and distribution	(4,669)	(2,641)	(7,310)		(2,042)	(1,451)	(22)	(3,515)		(10,825)	
Contribution	9,512	5,025	14,537		8,816	3,281	174	12,271		26,808	
Administrative expenses	(6,712)	(4,642)	(11,354)		(8,769)	(3,385)	(450)	(12,604)		(23,958)	
Operating profit/(loss)	2,800	383	3,183		47	(104)	(276)	(333)		2,850	
Operating profit/(loss) %	9%	2%	7%		-%	(1%)	(78%)	(1%)		4%	
% of total	98%	13%	112%		2%	(4%)	(10%)	(12%)		100%	
РВТА										2,860	

Note: Constant exchange rate results for overseas subsidiaries are calculated using the monthly average exchange rate for the same period last year

BLOOMSBURY DIGITAL RESOURCES RECONCILIATION ACROSS DIVISIONS



	H1 2018/19			H1 2017/18			
H1 £m	A&P	Content Services	Total	A&P	Content Services	Total	Change %
Other digital revenues	2.2	-	2.2	2.2	-	2.2	
Publishing services	-	-	-	-	0.1	0.1	
Total revenue	2.2	-	2.2	2.2	0.1	2.3	(6)%
Operating profit/(loss)	(0.8)	-	(8.0)	(0.9)	0.1	(0.8)	

Note: H1 2018/19 results include the impact of IFRS 15

HIGHLIGHTED ITEMS



H1 2018/19

Amortisation of acquired intangible assets

£0.9m

Restructuring costs relating to the acquisition of IBT

£0.4m

Total

£1.3m

H1 2017/18

Amortisation of acquired intangible assets

£0.8m

Total

£0.8m

IFRS 15 – REVENUE RECOGNITION

- IFRS 15 new standard on revenue recognition, introduced for the 6 months ended 31 August 2018
- Not material impact on the Group's results
- For Non-Consumer, change to timing of recognition of certain nonsubscription, Perpetual Access ('PA') digital resources sales
- Revenue previously recognised when customer was granted access; under IFRS 15 recognised over 5 years
- Impact is to defer revenue and profit from certain PA sales into the current and future periods
- For the six months ended 31 August 2018, the net impact has been to reduce Bloomsbury Digital Resources revenue by £0.3 million and PBTA by £0.3 million

OTHER NOTES





All metrics and commentary in this presentation are at reported foreign exchange rates and include adjusting items unless stated otherwise



The amortisation of acquired intangible assets has been highlighted in the financial results for the six months ended 31 August 2018



Adjusting items are highlighted in the financial statements and this presentation because in the opinion of the Directors, they provide additional understanding of the ongoing performance of the Group



Certain financial data within this presentation has been rounded. All percentage movements are based on the results to the nearest thousand

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