



Bloomsbury Publishing Plc

RESULTS FOR THE YEAR ENDED 28 FEBRUARY 2015

# FORWARD-LOOKING STATEMENTS



Statements contained in this presentation are based on the knowledge and information available to the Company's directors at the date it was prepared and therefore the facts stated and views expressed may change after that date. By their nature, the statements concerning the risks and uncertainties facing the Company in this presentation involve uncertainty since future events and circumstances can cause results and developments to differ materially from those anticipated. To the extent that this presentation contains any statement dealing with any time after the date of its preparation such statement is merely predictive and speculative as it relates to events and circumstances which are yet to occur. The Company undertakes no obligation to update these forward-looking statements.

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# OPERATING HIGHLIGHTS



## Strategic progress in changing business mix

Acquisition of Osprey Publishing

Good Academic & Professional performance driven by strong digital & rights sales

Profits from non-consumer books increase from 47% to 56% of total.

## Excellent Children's performance

Revenues up £3m to £26.6m, profits up £1.0m to £2.9m

UK: Harry Potter & *Paper Towns*

US: 3 Sarah J. Maas titles & *I Love You Night and Day*

## Successful online product launches

Bloomsbury Collections

Churchill Central

Scottish tax law

Music Express Online

Cooked.com

# FINANCIAL HIGHLIGHTS



£m	2014/15	2013/14	Change %
Revenue	111.1	109.5	+1%
Operating profit margin	11%	11%	
Pre-tax profit	12.1	12.0	+1%
Effective tax rate	9%	18%	
Diluted EPS	14.73p	12.80p	+15%
Net cash at year end	7.5	10.0	-25%
Full year dividend per share	6.10p	5.82p	+5%

*Note: The above results are Adjusted. Net cash is after £5.3m paid during the year for acquisitions.*

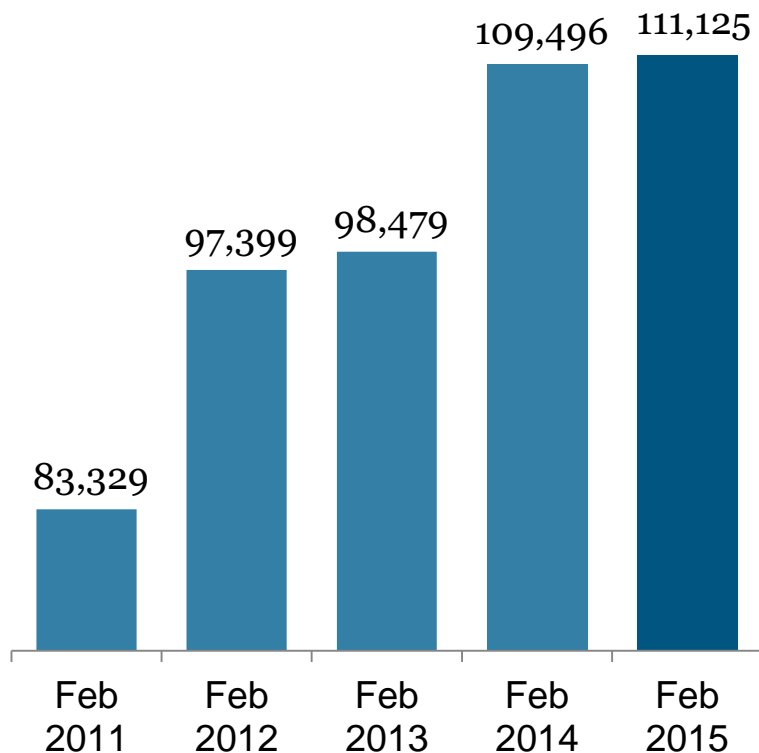
*Note for all slides:*

*Adjusted numbers exclude highlighted items (see slide 14) and include adjustments relating to amortisation following our change in policy announced on 10 July 2014. Details of this change are shown in the Appendix.*

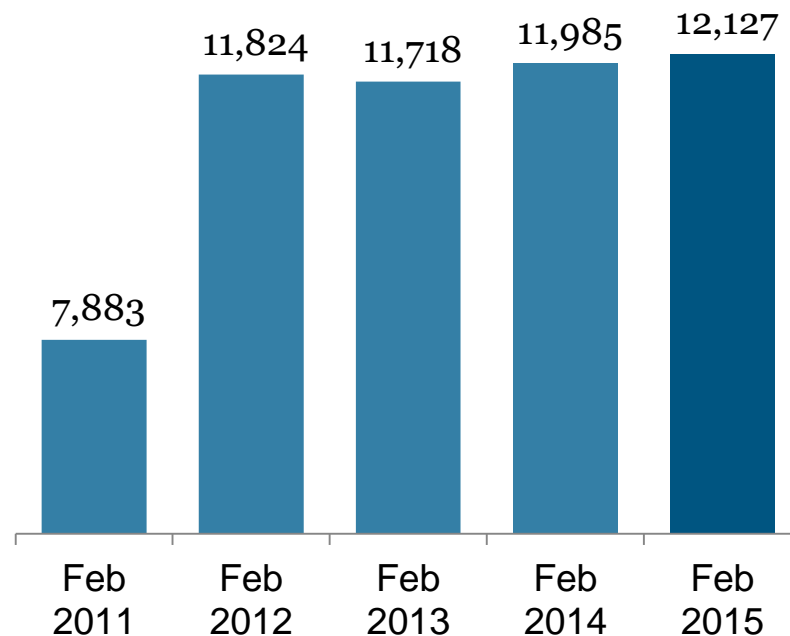
# RESULTS HISTORY



Revenue (£m)



Adjusted Operating Profit (£m)

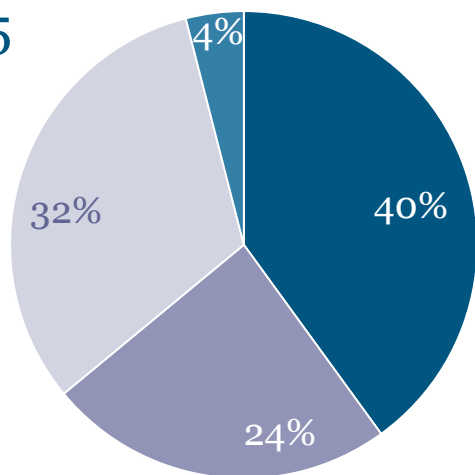


Four year CAGR revenue 7.5%, adjusted operating profit 11.4%

# REVENUE BY PUBLISHING DIVISION

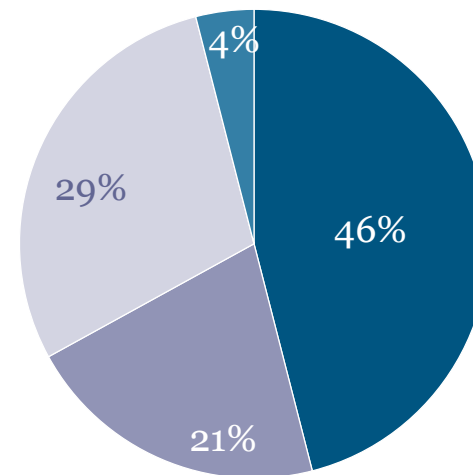


2014/15



2013/14

- Adult
- Children's & Educational
- Academic & Professional
- Information

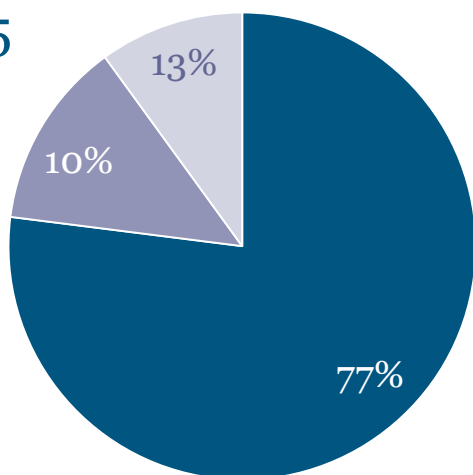


	2014/15 £m	2013/14 £m	Change %	2012/13 £m
Adult	44.6	49.9	-10%	44.4
Children's & Educational	26.6	23.6	+13%	21.3
Academic & Professional	36.0	32.1	+12%	29.0
Information	3.9	3.9	-	3.8
<b>Total revenue</b>	<b>111.1</b>	<b>109.5</b>	<b>+1%</b>	<b>98.5</b>

# REVENUE BY TYPE

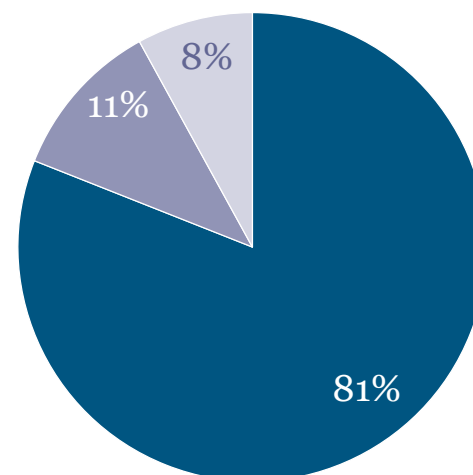


2014/15



2013/14

■ Print  
■ Digital  
■ Rights & services



	2014/15 £m	2013/14 £m	Change %	2012/13 £m
Print	85.3	88.8	-4%	77.0
Digital	11.7	12.2	-4%	10.0
Total title revenues	97.0	101.0	-4%	87.0
Rights and services	14.1	8.5	+66%	11.5
<b>Total revenue</b>	<b>111.1</b>	<b>109.5</b>	<b>+1%</b>	<b>98.5</b>



# DIGITAL SALES



£m	2014/15	2013/14	Change %
E-books	9.8	10.5	-6%
Online	1.9	1.7	+15%
<b>Total digital</b>	<b>11.7</b>	<b>12.2</b>	<b>-4%</b>

- E-book sales are 9% of Group sales by value (2013/14: 10%)
  - 13% in US
  - 8% in UK
  - 13% of Adult sales (2013/14: 14%)
- Bloomsbury titles available as e-books up 23% to 16,000 (28 February 2014: 13,000, 28 February 2013: 9,000)

# RIGHTS & SERVICES REVENUE



£m	2014/15	2013/14	Change	2012/13	2011/12
Copyright licences	10.2	3.8	+6.4	6.3	6.3
Trademark licences	0.4	0.7	-0.3	0.7	1.2
Management contracts	2.9	3.2	-0.3	4.0	3.4
Other	0.6	0.8	-0.2	0.5	1.7
<b>Total</b>	<b>14.1</b>	<b>8.5</b>	<b>+5.6</b>	<b>11.5</b>	<b>12.6</b>
% Total sales	13%	8%		12%	13%

# GROSS PROFIT MARGIN



£m	2014/15	2013/14
Cost of sales:		
Production costs	24.1	24.1
% Total sales	22%	22%
Author royalties and advances	16.3	17.8
% Total sales	15%	16%
Stock costs	6.6	5.3
% Total sales	6%	5%
	<b>47.0</b>	<b>47.2</b>
Gross profit margin before amortisation	58%	57%
Amortisation of internally generated intangibles	0.8	-*
<b>Total cost of sales</b>	<b>47.8</b>	<b>47.2</b>
Gross profit margin	57%	57%

## Notes

- \* Amortisation of £0.6m is included in administrative expenses in 2013/14
- The above results are Adjusted

# OTHER COSTS



£m	2014/15	2013/14	Change %
Marketing and distribution costs	15.5	14.9	+4%
% Total sales	14%	14%	
Administration costs:			
Acquired businesses*	0.7	-	
Amortisation of internally generated intangibles	0.6	1.0	
Underlying business	34.4	34.4	-
<b>Total Administration costs</b>	<b>35.7</b>	<b>35.4</b>	<b>+1%</b>
% Total sales	32%	32%	

## Notes

1. The above results are Adjusted

2. \* This is the costs of Osprey and Hart (for the first 6 months of the year) which were not in 2013/14

# ADJUSTED OPERATING PROFIT BY PUBLISHING DIVISION



£m	2014/15		2013/14	Change
	Margin	Operating Profit	Operating Profit	
Adult	7%	3.0	5.1	-2.1
Children's & Educational	11%	2.9	1.9	+1.0
Academic & Professional	14%	5.1	3.9	+1.2
Information	29%	1.1	1.1	-
<b>Adjusted Operating Profit</b>	<b>11%</b>	<b>12.1</b>	<b>12.0</b>	<b>+0.1</b>
Adjusted Operating Profit margin %		11%	11%	

## Key factors driving Operating Profit movements:

- Adult: lower sales due to exceptional performance in prior year
- Children's & Educational: strong sales
- Academic & Professional: strong rights revenues, good digital sales, lower print title sales, higher returns, stock write off

# HIGHLIGHTED ITEMS



£m	Charge
Legal costs relating to acquisitions	0.2
Restructuring costs (including Hart & Osprey)	0.5
Amortisation of acquired intangible assets	1.8
<b>Total</b>	<b>2.5</b>

*Note: Amortisation from internally generated intangible assets is now excluded from highlighted items and deducted from operating profit in administration costs and cost of sales. This change was effective from 1 March 2014, further detail is included in the Appendix.*

# TAX



	2014/15		2013/14	
	£m	% of PBT	£m	% of PBT
Profit at standard corporation tax rate	2.0	21.2	2.2	23.1
Effect of:				
Tax losses utilised	(0.6)	(6.1)	(0.3)	(2.7)
Prior period: current tax	-	-	(0.5)	(5.1)
Prior period: deferred tax	(0.8)	(8.3)	0.2	2.0
Other	0.2	1.6	0.1	1.0
<b>Adjusted tax charge</b>	<b>0.8</b>	<b>8.4</b>	<b>1.7</b>	<b>18.3</b>

- Tax losses utilised are the recognition of the remaining Continuum UK losses as a deferred tax asset
- Prior period adjustment to deferred tax reflects increased certainty over the recoverability of temporary differences in the US

# CONSOLIDATED BALANCE SHEET



£m	28 Feb 2015	28 Feb 2014	Change
Goodwill and acquired intangible assets	58.1	56.5	+1.6
Other intangible assets	6.0	4.3	+1.7
Other non-current assets	6.4	5.2	+1.2
Inventories	29.2	25.2	+4.0
Receivables	61.7	56.8	+4.9
Net cash	7.5	10.0	-2.5
Total liabilities	(44.7)	(42.0)	-2.7
<b>Net assets</b>	<b>124.2</b>	<b>116.0</b>	<b>+8.2</b>

- Goodwill and acquired intangibles increase reflects acquisition of Osprey Publishing in December 2014
- Cash spend on acquisitions in the last 12 months is £5.3 million
- Stock increase as US now selling specialist titles and no longer selling rights in the US



# RECEIVABLES



£m	28 Feb 2015	28 Feb 2014	Change
Trade receivables	37.9	31.6	+6.3
Returns provision	(6.1)	(4.7)	-1.4
% of trade receivables	16%	15%	
Net trade receivables	31.8	26.9	+4.9
Advances	21.3	20.8	+0.5
Other receivables	8.6	9.1	-0.5
<b>Total</b>	<b>61.7</b>	<b>56.8</b>	<b>+4.9</b>

28.2.15 trade receivables includes £1.6m for Osprey acquired in year

# CASH FLOW



£m	2014/15	2013/14
EBITDA after other highlighted items	13.6	12.9
Share based payments	0.5	0.7
Working capital	(2.4)	(0.2)
Operating cash flow	11.7	13.4
Taxes paid	(1.4)	(2.3)
Capital expenditure	(0.3)	(0.8)
Investment in intangibles	(3.6)	(1.7)
Acquisitions	(5.3)	(8.5)
Dividends	(4.3)	(4.0)
Other changes	0.7	(0.1)
<b>Movement in cash</b>	<b>(2.5)</b>	<b>(4.0)</b>
<b>Cash flow conversion</b>	<b>81%</b>	<b>115%</b>

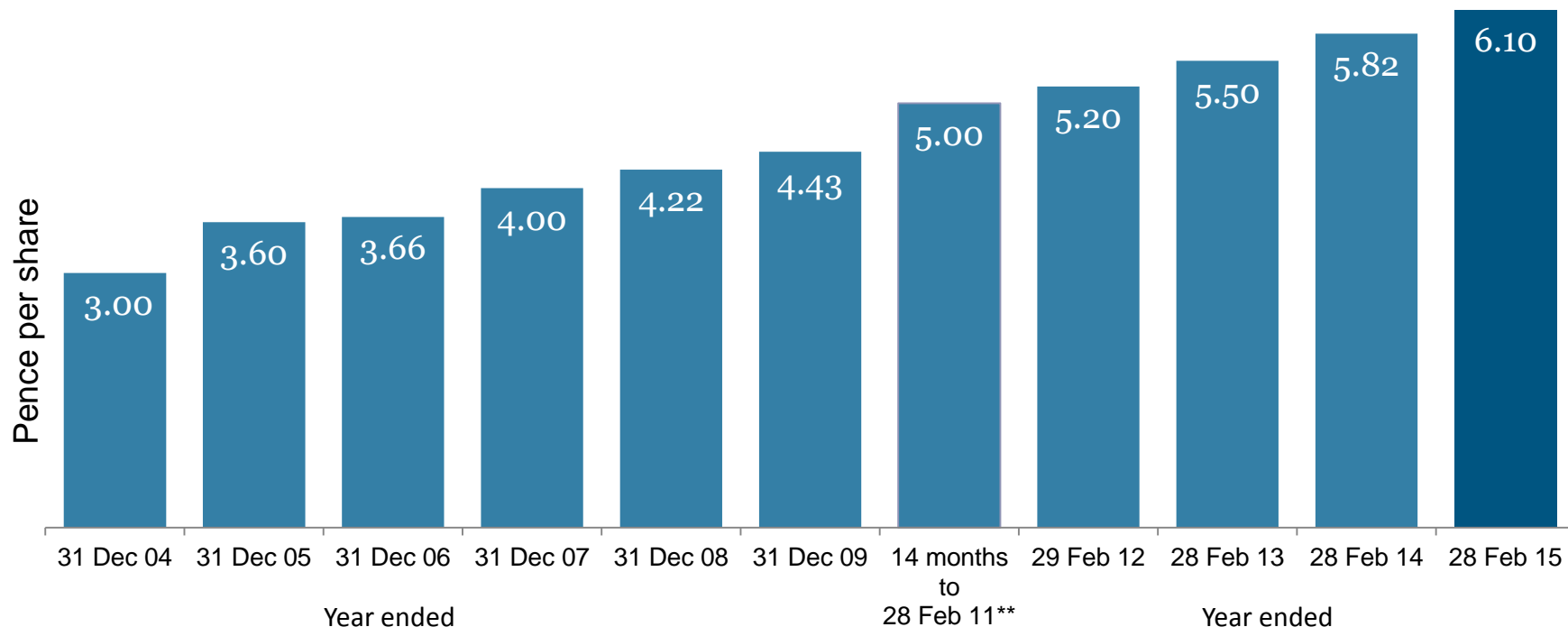
*Cash flow conversion is Operating cash flow after deducting investment in tangible and intangible assets as a percentage of Operating profit*

# DIVIDEND GROWTH



2014/15: Dividend yield 3.4%\*

Compound annual dividend growth of 7.4% over 10 years



Notes: \* Yield calculation assumes share price of 179.0p

\*\* Dividend for 14 months ended 28 February 2011 included 0.28 pence per share for the two months ended 28 February 2011

# ACADEMIC & PROFESSIONAL DIVISION



## Digital strategy progress

Digital revenues grew 35% to £4.2m, boosted by robust online revenue

2014 launches include Bloomsbury Collections, Churchill Central, Scottish Tax Law

Bloomsbury Fashion Central on track to launch Q2 2015

Deal with RIBA to publish History of Architecture Online

## Continuing overall sales growth

Academic & Professional total sales up 12% to £36m

Good UK result, bolstered by strong rights sales & Hart exceeding forecast

US affected by Amazon prior year over-ordering, Fairchild related high returns and H1 stock adjustment

## Major awards

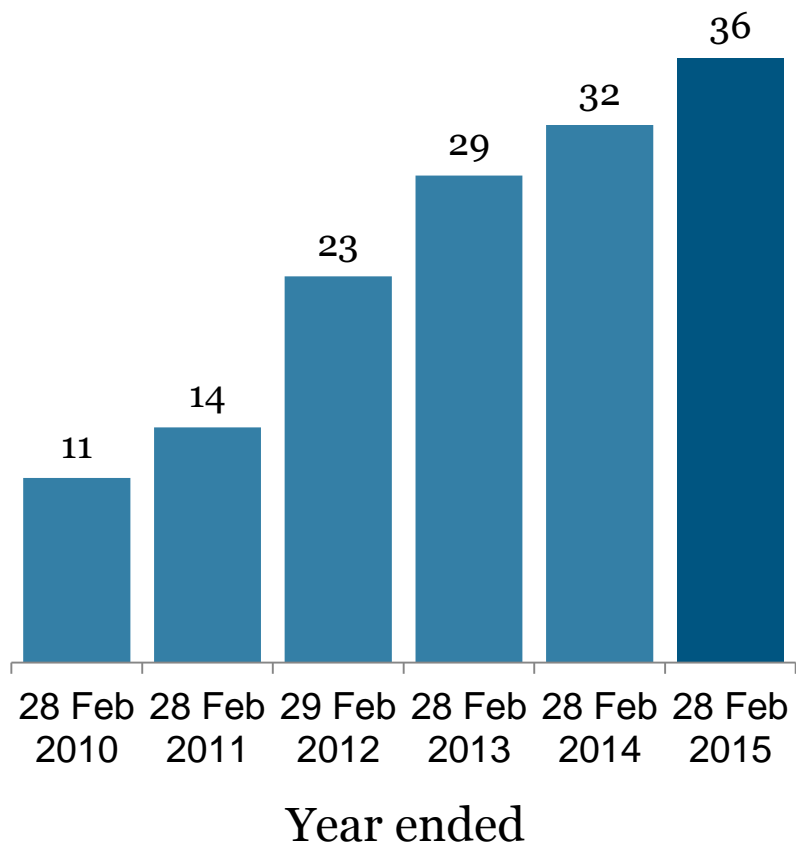
Shortlisted for Bookseller Academic, Educational and Professional Publisher of the Year – after two back to back wins

Shortlisted for IPG Frankfurt Book Fair Academic Publisher of the Year and Ingram Digital Publisher of the Year

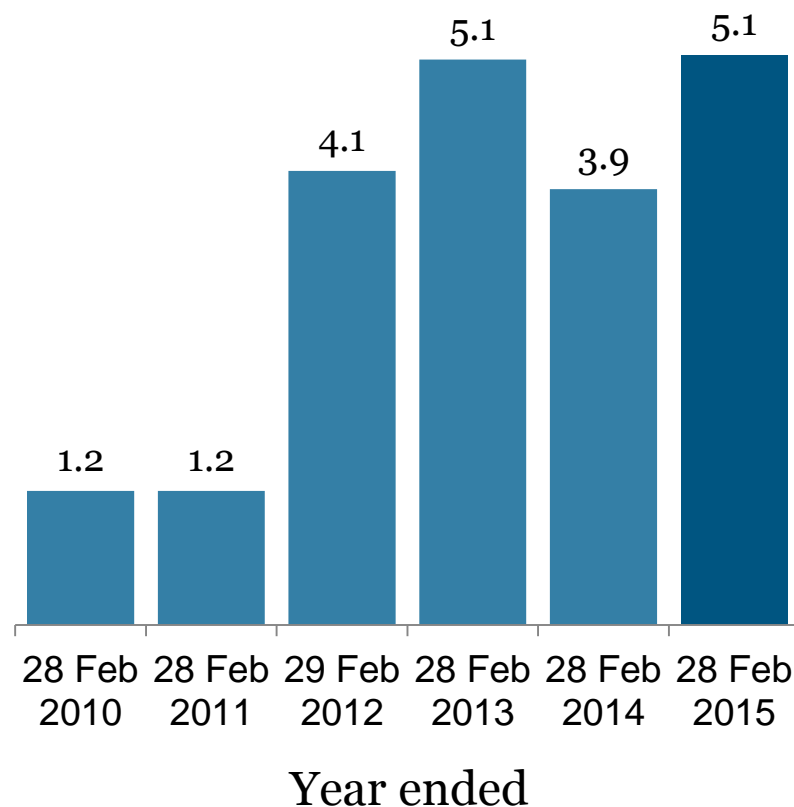
# ACADEMIC & PROFESSIONAL DIVISION RESULTS HISTORY



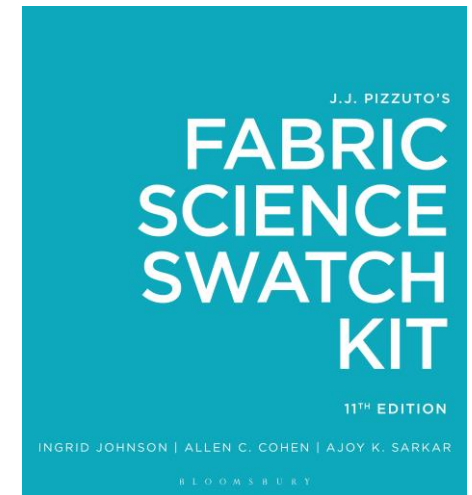
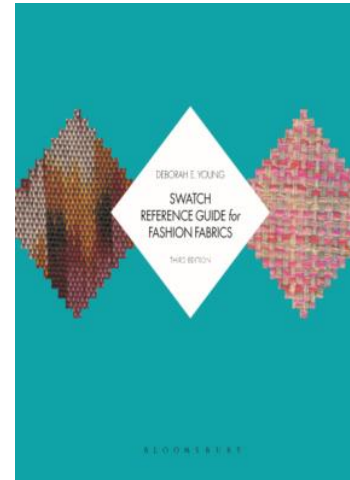
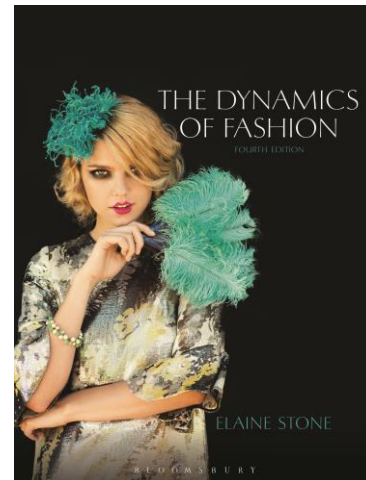
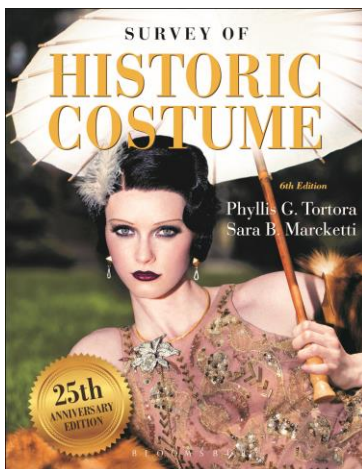
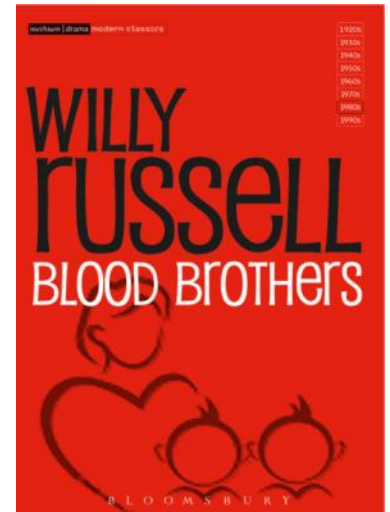
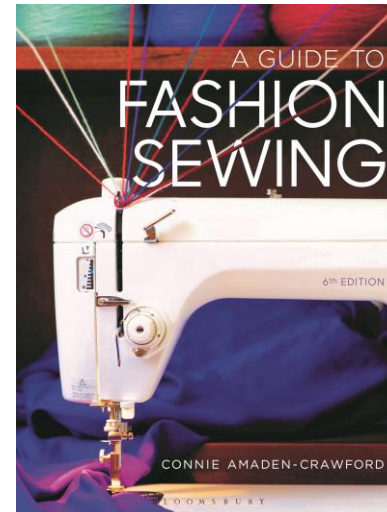
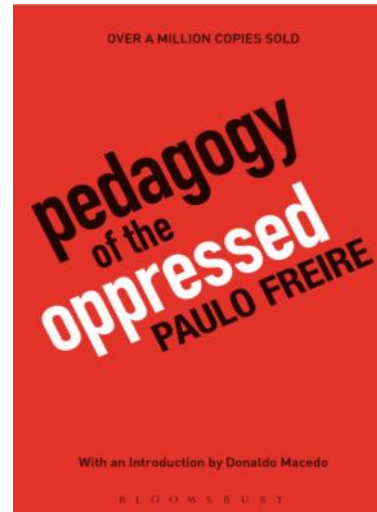
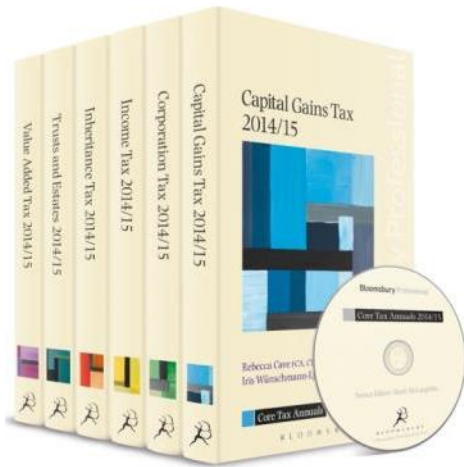
Revenue (£m)



Operating Profit (£m)



# ACADEMIC & PROFESSIONAL PRINT BESTSELLERS





# ACADEMIC & PROFESSIONAL ONLINE PRODUCTS



The collage displays five distinct online platforms:

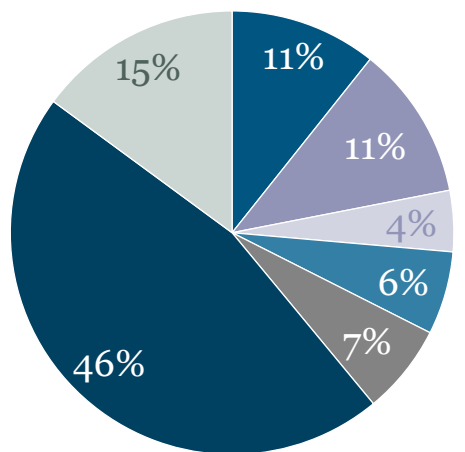
- Bloomsbury Professional:** Features sections for 'UK Tax Online' and 'Irish Tax and Law', with navigation tabs for 'All Content', 'Cases', 'Commentary', 'Legislation', 'Precedents', and 'News'.
- Berg Fashion Library:** A digital library offering fashion-related content, including a search bar and a featured article titled 'Discover the Space Age'.
- Bloomsbury Fashion Central:** A platform for fashion education and research, featuring 'WELCOME TO BLOOMSBURY FASHION CENTRAL' and various fashion-related images and text.
- Drama Online:** A platform for drama-related content, featuring a search bar and a featured article titled 'Discover Read Study Perform'.
- Churchill Archive:** A platform dedicated to Winston Churchill, featuring a search bar and various articles and images related to his life and work.

# BLOOMSBURY COLLECTIONS: CASE STUDY



Delivering online access to scholarly books, spanning the humanities and social sciences

## Geographic Split of Revenue

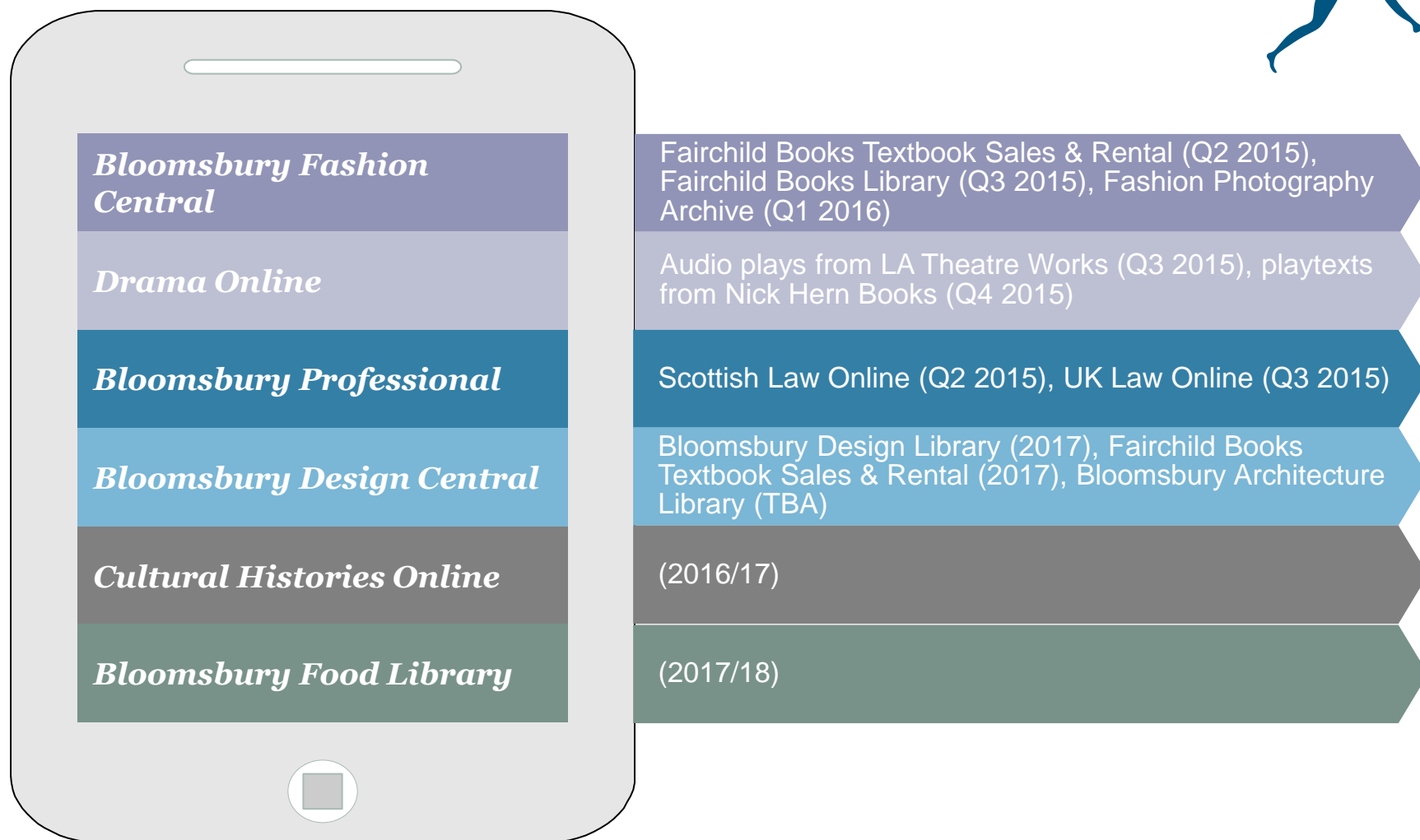


■ Australia	■ Canada
■ Germany	■ Denmark
■ Israel	■ UK
■ US	

- Launched September 2014
- 75 collections live by Feb 2015 (3,897 books)
- FY 15/16 expect 95 collections to go live (4,500 books)
- Exceeded budget by 202%
- 23% revenue from Hart Collections
- Good growth potential in USA



# FUTURE ONLINE PRODUCT LAUNCHES



# ADULT DIVISION



## Solid performance

Solid performance in a year with fewer major bestsellers

Strong comparator year with excellent 2013/14 with *And the Mountains Echoed* by Khaled Hosseini

## Major awards and prize shortlists

Roz Chast's *Can't we talk about Something More Pleasant?* won National Book Award

Kamila Shamsie's *A God in Every Stone* shortlisted for Bailey's Women's Prize for Fiction 2015

*Tenth of December* by George Saunders won the inaugural Folio Prize

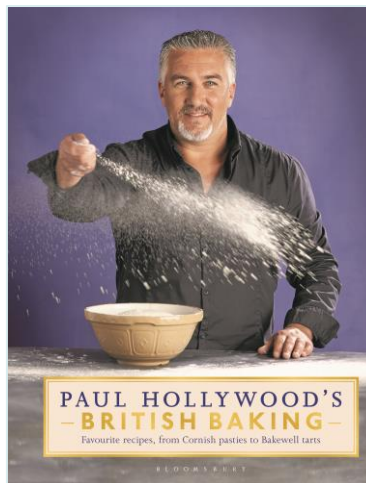
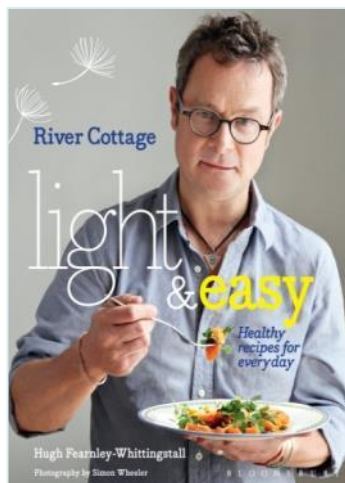
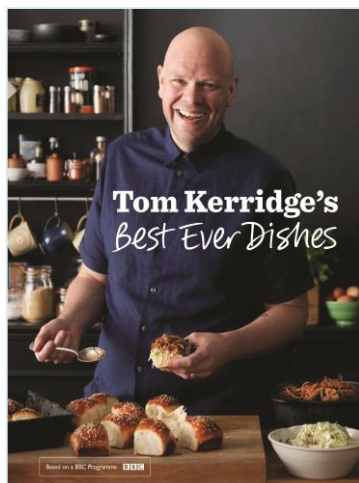
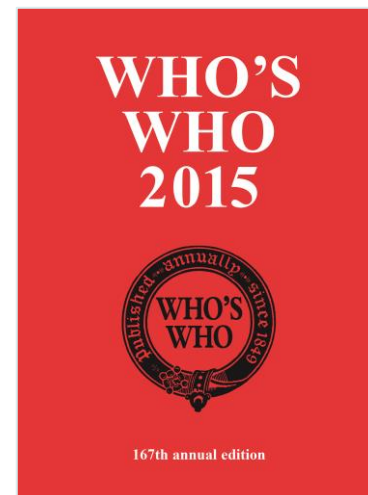
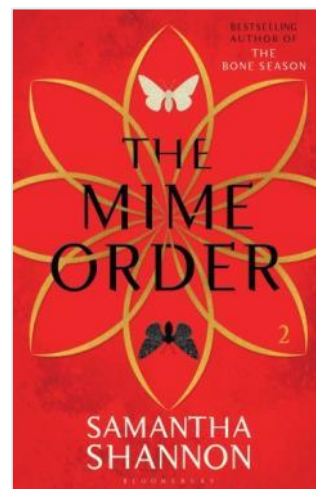
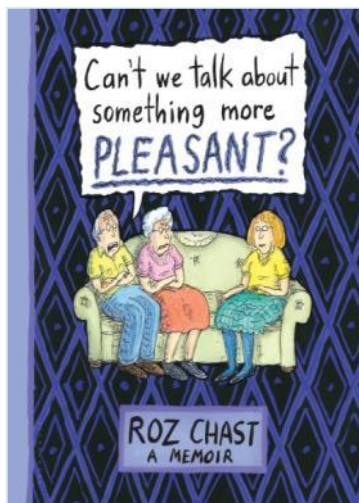
## Acquisition of Osprey

Quality special interest publisher - world's best known military history brand

>50% revenues outside UK

£1.2m revenue and £0.1m profit in 2014/15

# ADULT BESTSELLERS





# COOKED.COM




Our new consumer subscription recipe site, which launched in Feb 2015

**Cooked.**

RECIPES BOOKS AUTHORS COLLECTIONS THE FEED STORE MEMBERSHIPS

Q ? SIGN IN >




## 22,000+ recipes and counting in your new online cookbook library


Start your free trial and access every cookbook today or [find out more](#).

START COOKING >

Or

 Connect to Facebook

Already a member? [Sign in](#)



15 AUTUMN Salads

18 EASY WORKDAY LUNCHES


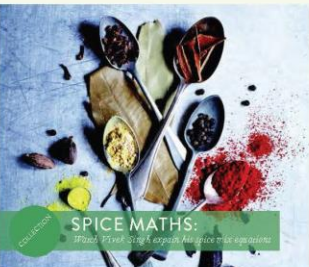



TABLE TALK:  
*The dish that inspired Anjum Anand*



SPICE MATHS:  
*How to cook like a chef*




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# CHILDREN'S & EDUCATIONAL DIVISION



## Excellent result

Revenue up 13% to £26.6m, profit up 52% to £2.9m

Good sales of Harry Potter & *Paper Towns* by John Green

Successful strategic investment in Activity and Picture Books, now 13% of total sales

## Harry Potter novels by J.K. Rowling

29% increase in sales due to newly re-jacketed editions

Warner Bros film trilogy based on *Fantastic Beasts & Where to Find Them* November 2016

Illustrated editions of *Harry Potter* first book launching Autumn 2015

First ever Harry Potter Book Night with 10,000 event sign ups

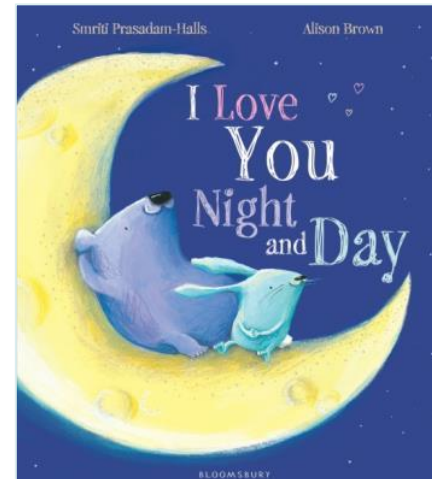
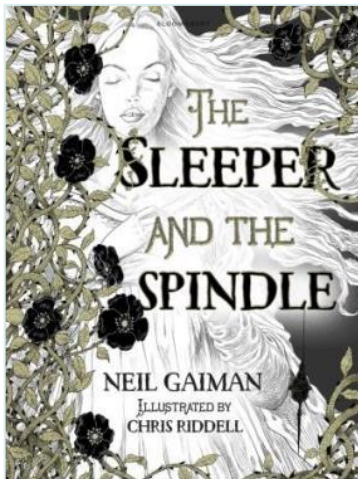
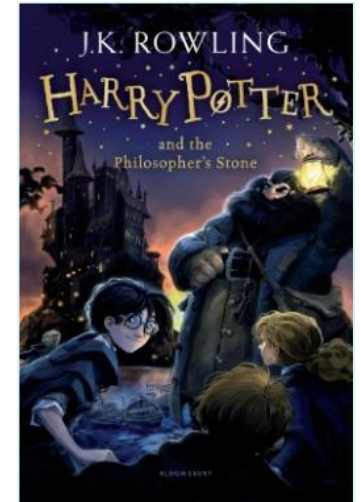
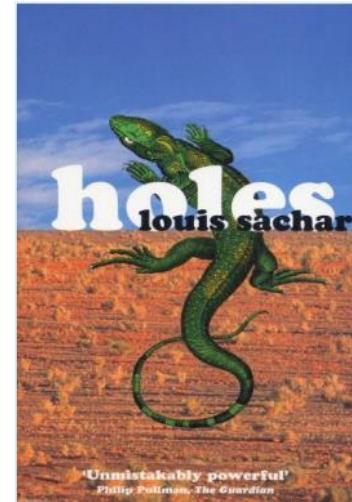
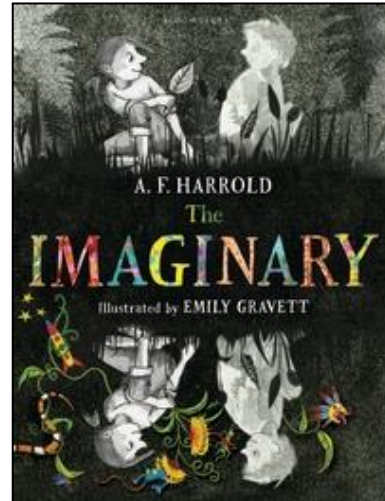
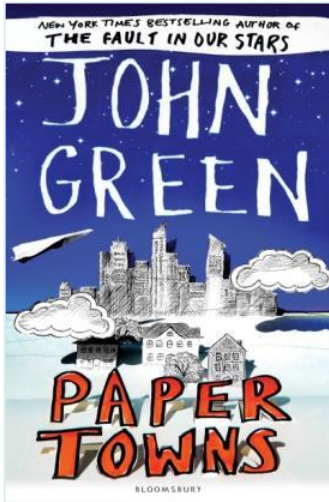
## Good US performance

Strong sales of 3 best selling Sarah J. Maas titles: *Heir of Fire*, *Throne of Glass*, and *Crown of Midnight*

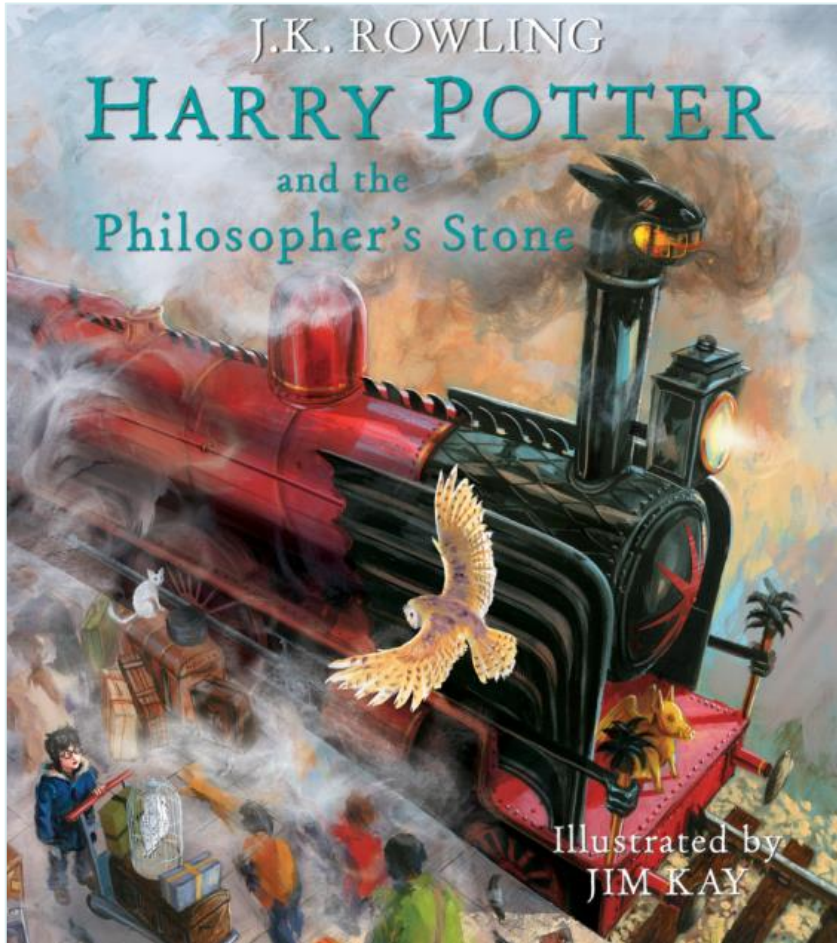
*I Love You Night and Day* by Smriti Prasadam-Halls and Alison Brown, picture book selected for B&N Valentine's Day promo



# CHILDREN'S BESTSELLERS

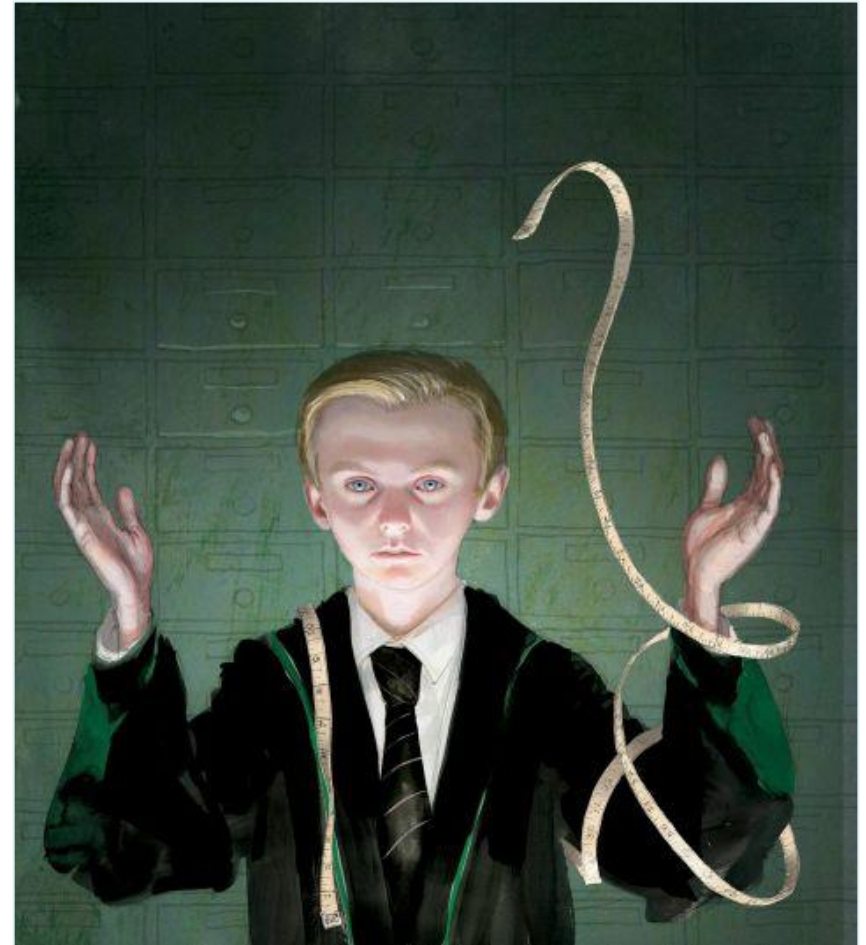


# ILLUSTRATED HARRY POTTER AND THE PHILOSOPHER'S STONE BY J.K. ROWLING BEING RELEASED 6 OCTOBER 2015





# ILLUSTRATED HARRY POTTER AND THE PHILOSOPHER'S STONE BY J.K. ROWLING





# BLOOMSBURY INFORMATION



## Strategic focus

Development of IP-rich knowledge hubs in cooperation with external partners

Provision of management and publishing services including to Qatar Foundation and Lloyds Bank

Publishing of management, finance and reference titles

## Knowledge hubs

Official launch of IZA World of Labor on 1 May 2014, now includes 150 articles

Bloomsbury content now live on Lloyds Bank website

## Qatar Foundation

Extension of Qatar Foundation management services agreement to 31 December 2015 on the same terms and the intention of the parties is to enter into a long term renewal

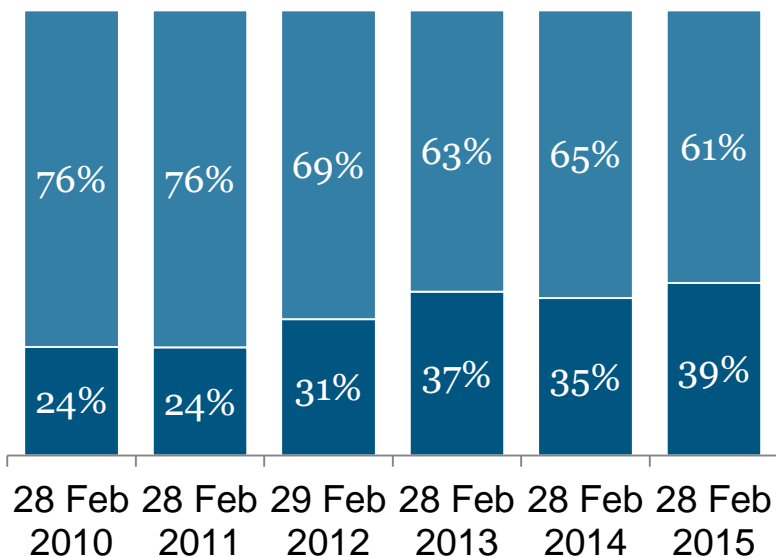
# STRATEGIC PROGRESS: BALANCING THE PORTFOLIO



A core part of the Group's growth strategy:

Balancing consumer and non-consumer\* revenues

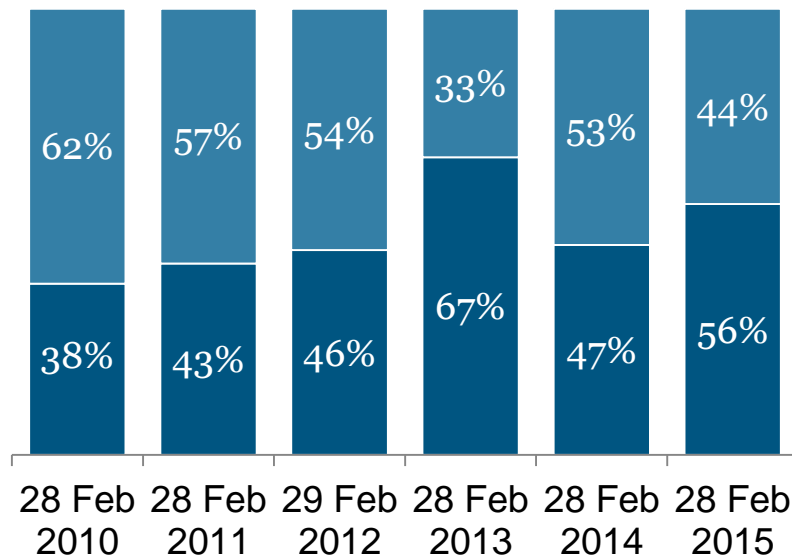
## Revenue



Year ended

■ Non-consumer

## Operating profit



Year ended

■ Consumer

Note: \* This includes Academic & Professional, Bloomsbury Information, Education and Specialist titles (excluding Cookery)

# ACADEMIC & PROFESSIONAL STRATEGIC PROGRESS ON OUR MEDIUM-TERM GOALS



- |   |  |
|---|--|
| 1 | Number 1 independent humanities and social science publisher in Europe<br>2014/15: Number 2                                      |
| 2 | Number 1 Applied Visual Arts academic publisher in the world<br>2014/15: Number 1  |
| 3 | Non-consumer makes up 50% of Group turnover (39% in 2014/15, 35% in 2013/14) and 70% of profits (56% in 2014/15, 47% in 2013/14) |
| 4 | 50% digital and subscription-based<br>12% in 2014/15, 9% in 2013/14  |

# ADULT DIVISION

## STRATEGIC PROGRESS ON OUR MEDIUM-TERM GOALS



1	Number 1 UK publisher of choice in cookery, sport, natural history, military history 2014/15: Number 1 in sport, Number 3 in cookery, Number 2 in natural history*
2	Top ten in UK quality fiction 2014/15: Number 6*
3	First choice publisher for many authors
4	25% digital sales 14% in 2014/15 and 2013/14
5	50% backlist sales 36% in 2014/15, 37% in 2013/14
6	50% special interest sales 39% in 2014/15, 32% in 2013/14

Source: \* Nielsen Bookscan

# CHILDREN'S & EDUCATIONAL DIVISION

## STRATEGIC PROGRESS

### ON OUR MEDIUM-TERM GOALS



1

Bloomsbury Activity Books will be a leading, profit generating list  
2014/15: strong growth in sales 30%, profit contribution £0.06m

2

Bloomsbury Children's Books will be known for author care,  
independent spirit and innovation

3

25% digital sales  
7% in 2014/15, 8% in 2013/14, 10% in 2012/13

4

50% of trade frontlist illustrated sales  
40% in 2014/15, 41% in 2013/14, 22% in 2012/13

# BLOOMSBURY INFORMATION

## STRATEGIC PROGRESS

### ON OUR MEDIUM-TERM GOALS



1	Digital first and foremost Focus on development of major knowledge hubs such as IZA World of Labor ( <a href="http://wol.iza.org">wol.iza.org</a> ) and Lloyds Bank
2	Global reach and impact Through establishing division across all Bloomsbury Group offices and international team of ambassadors – US now established with first revenues
3	Expand product pipeline Through increasing product pipeline and finding new partners
4	Deliver impact to partners Through sustained marketing strategies
5	Achieve sustainable profitability Through multi-year deals

# OUTLOOK



- Strong trading in March and April
- Focus on digital publishing in Academic & Professional: 2015/16 launch of Bloomsbury Fashion Central and the Fashion Photography Archive, strong pipeline of further digital services
- Completion of integration of Osprey
- Worldwide sales of *Harry Potter and the Philosopher's Stone* illustrated edition by J.K.Rowling and Jim Kay
- Strong Adult division programme for 2015/16
  - *Sweet Caress* by William Boyd, *Big Magic* by Elizabeth Gilbert, *The Sunlit Night* by Rebecca Dinerstein
  - New cookery titles from Paul Hollywood, Tom Kerridge, Frances Quinn, Hugh Fearnley-Whittingstall and Russell Norman among others
  - 2 major TV series linked to Bloomsbury books: the second Grantchester Mysteries novel *Sidney Chambers and the Perils of the Night* by James Runcie and *Jonathan Strange & Mr. Norrell* by Susanna Clarke



QUESTIONS





# APPENDIX

# APPENDIX

## ADJUSTED INCOME STATEMENT



£m	2014/15	2013/14	Change %	Change % CER**
Revenue	111.1	109.5	+1%	+3%
Gross profit	63.3	62.3	+2%	+2%
Gross profit margin %	57%	57%	-	-
Marketing and distribution costs	-15.5	-14.9	+4%	-4%
Marketing and distribution costs as % revenue	14%	14%	+3%	-6%
Administrative expenses*	-35.7	-35.4	+4%	+6%
Operating profit	12.1	12.0	1%	-
Operating profit margin %	11%	11%	-	-
Net finance costs	-	-	-	-
Pre-tax profit	12.1	12.0	1%	-
Tax	-0.9	-1.8	-52%	-50%

### Notes

- \* There is a £0.7m increase year on year from having extra months of Hart and Osprey . Excluding these costs, Administrative expenses are down 1% year on year.
- \*\* CER is results restated based on constant exchange rates

# APPENDIX

## ADJUSTED SEGMENTAL ANALYSIS 2014/15



£000	Adult		Children's & Educational		Academic & Professional		Information		Total	
Print sales	36,263	81%	23,224	87%	25,448	71%	366	9%	85,301	77%
Digital sales	5,693	13%	1,800	7%	4,231	12%	24	1%	11,748	11%
Rights & services	2,713	6%	1,611	6%	6,280	17%	3,472	90%	14,076	9%
<b>Total revenue</b>	<b>44,669</b>	<b>100%</b>	<b>26,635</b>	<b>100%</b>	<b>35,959</b>	<b>100%</b>	<b>3,862</b>	<b>100%</b>	<b>111,125</b>	<b>100%</b>
% of total	40%		24%		32%		4%		100%	
UK	29,817	67%	15,705	59%	25,023	70%	3,810	99%	74,355	67%
US	11,351	25%	7,955	30%	9,800	27%	50	1%	29,156	26%
Australia	2,971	7%	2,523	9%	530	1%	2	0%	6,026	5%
India	530	1%	452	2%	606	2%	-	0%	1,588	5%
<b>Total revenue</b>	<b>44,669</b>	<b>100%</b>	<b>26,635</b>	<b>100%</b>	<b>35,959</b>	<b>100%</b>	<b>3,862</b>	<b>100%</b>	<b>111,125</b>	<b>100%</b>
<b>Gross margin</b>	<b>23,113</b>		<b>14,791</b>		<b>22,470</b>		<b>2,951</b>		<b>63,325</b>	
Gross margin %	52%		56%		62%		76%		57%	
Marketing and distribution	(6,393)		(4,422)		(4,605)		(99)		(15,519)	
<b>Contribution</b>	<b>16,720</b>		<b>10,369</b>		<b>17,865</b>		<b>2,852</b>		<b>47,806</b>	
Administrative expenses	(13,672)		(7,510)		(12,774)		(1,723)		(35,679)	
<b>Operating (loss)/profit</b>	<b>3,048</b>		<b>2,859</b>		<b>5,091</b>		<b>1,129</b>		<b>12,127</b>	
Operating profit %	7%		11%		14%		29%		11%	
% of total	25%		24%		42%		9%		100%	
<b>EBITDA</b>	<b>3,733</b>		<b>3,187</b>		<b>6,125</b>		<b>1,176</b>		<b>14,221</b>	

*Note: The above results include amortisation of internally generated intangible assets as follows:*

Cost of sales	165	20	619	-	804
Administrative expenses	254	152	203	21	630
<b>Total</b>	<b>419</b>	<b>172</b>	<b>822</b>	<b>21</b>	<b>1,434</b>

# APPENDIX

## ADJUSTED SEGMENTAL ANALYSIS 2013/14

### RESTATED



£000	Adult		Children's & Educational		Academic & Professional		Information		Total	
Print sales	40,284	81%	20,582	87%	27,671	86%	323	8%	88,860	81%
Digital sales	7,073	14%	1,854	8%	3,134	10%	114	3%	12,175	11%
Rights & Services	2,550	5%	1,181	5%	1,291	4%	3,439	89%	8,461	8%
<b>Total revenue</b>	<b>49,907</b>	<b>100%</b>	<b>23,617</b>	<b>100%</b>	<b>32,096</b>	<b>100%</b>	<b>3,876</b>	<b>100%</b>	<b>109,496</b>	<b>100%</b>
% of total	46%		21%		29%		4%		100%	
UK	33,561	67%	14,615	62%	19,668	61%	3,825	98%	71,669	66%
US	11,490	23%	6,967	30%	11,501	36%	27	1%	29,985	27%
Australia	4,047	8%	1,682	7%	612	2%	24	1%	6,365	6%
India	809	2%	353	1%	315	1%	-	-%	1,477	1%
<b>Total revenue</b>	<b>49,907</b>	<b>100%</b>	<b>23,617</b>	<b>100%</b>	<b>32,096</b>	<b>100%</b>	<b>3,876</b>	<b>100%</b>	<b>109,496</b>	<b>100%</b>
<b>Gross margin</b>	<b>25,619</b>		<b>12,826</b>		<b>20,637</b>		<b>3,231</b>		<b>62,313</b>	
Gross margin %	51%		54%		64%		83%		57%	
Marketing and distribution	(6,848)		(3,585)		(4,404)		(53)		(14,890)	
<b>Contribution</b>	<b>18,771</b>		<b>9,241</b>		<b>16,233</b>		<b>3,178</b>		<b>47,423</b>	
Administrative expenses	(13,645)		(7,359)		(12,310)		(2,124)		(35,438)	
<b>Operating profit</b>	<b>5,126</b>		<b>1,882</b>		<b>3,923</b>		<b>1,054</b>		<b>11,985</b>	
Operating profit margin %	10%		8%		12%		27%		11%	
% of total	43%		16%		32%		9%		100%	

*Note: Restated for the change in treatment of amortisation of internally generated intangible assets which is now included in administrative expenses and excluded from highlighted items. This has the effect of increasing administrative expenses in the above restated results by the amounts below:*

Administrative expenses	307	103	613	31	1,054
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# APPENDIX

## ADJUSTED SEGMENTAL ANALYSIS 2014/15

### AT CONSTANT EXCHANGE RATES



£000	Adult		Children's & Educational		Academic & Professional		Information		Total	
Print sales	36,651	81%	23,574	87%	25,721	71%	366	9%	86,312	77%
Digital sales	5,739	13%	1,826	7%	4,249	12%	24	1%	11,838	11%
Rights & services	2,726	6%	1,624	6%	6,287	17%	3,472	90%	14,109	13%
<b>Total revenue</b>	<b>45,116</b>	<b>100%</b>	<b>27,024</b>	<b>100%</b>	<b>36,258</b>	<b>100%</b>	<b>3,862</b>	<b>100%</b>	<b>112,260</b>	<b>100%</b>
% of total	40%		24%		32%		3%		100%	
UK	29,815	67%	15,705	58%	25,025	68%	3,810	99%	74,355	66%
US	11,544	25%	8,110	30%	10,037	28%	51	1%	29,742	26%
Australia	3,208	7%	2,736	10%	569	2%	1	0%	6,514	6%
India	549	1%	473	2%	627	2%	–	0%	1,649	1%
<b>Total revenue</b>	<b>45,116</b>	<b>100%</b>	<b>27,024</b>	<b>100%</b>	<b>36,258</b>	<b>100%</b>	<b>3,862</b>	<b>100%</b>	<b>112,260</b>	<b>100%</b>
<b>Gross margin</b>	<b>23,185</b>		<b>14,999</b>		<b>22,592</b>		<b>2,950</b>		<b>63,726</b>	
Gross margin %	51%		56%		62%		76%		57%	
Marketing and distribution	(6,149)		(4,249)		(3,850)		(97)		(14,342)	
<b>Contribution</b>	<b>17,039</b>		<b>10,750</b>		<b>18,742</b>		<b>2,853</b>		<b>49,385</b>	
Administrative expenses	(14,130)		(7,850)		(13,685)		(1,725)		(37,390)	
<b>Operating profit</b>	<b>2,909</b>		<b>2,900</b>		<b>5,057</b>		<b>1,128</b>		<b>11,994</b>	
Operating profit %	6%		11%		14%		29%		11%	
% of total	24%		24%		42%		10%		100%	
<b>EBITDA</b>	<b>3,591</b>		<b>3,312</b>		<b>6,053</b>		<b>1,154</b>		<b>14,109</b>	

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

# APPENDIX

## ACADEMIC & PROFESSIONAL

### DIGITAL PLATFORMS: MARKETS & BUSINESS MODELS



Product	Market	Model	Launch date
Berg Fashion Library	Institutional	Subscription	2010
Bloomsbury Professional Law & Tax Products	B2B	Subscription	2010 (ongoing)
Churchill Archive	Institutional	Perpetual Access and Subscription	2012
Drama Online	Institutional	Perpetual Access and Subscription	2013
Bloomsbury Collections	Institutional	Perpetual Access	2014
Churchill Central	B2C	Sponsorship funded	2015
Churchill for Schools	Secondary Schools	Sponsorship funded	2015
Fairchild Books Fashion (textbook rental)	B2C	Purchase or Rental	2015
Fairchild Books Library	Institutional	Subscription	2015
Fashion Photography Archive	Institutional	Perpetual Access and Subscription	2016
Cultural Histories Online	Institutional	Perpetual Access and Subscription	2016
Bloomsbury Design Library	Institutional	Subscription	2017
Bloomsbury Food Library	Institutional	Subscription	2017
Bloomsbury Architecture Library	Institutional	Subscription	TBA

