

RESTATED SEGMENTAL ANALYSIS

FY 2015/16 and FY 2014/15



Bloomsbury Publishing Plc

RESTATED SEGMENTAL ANALYSIS

2015/16



£000	Children's Trade	Adult Trade	Total Consumer		A&P	Special Interest	Content Services	Total Non-Consumer		Total Group	
Print Sales	33,110	22,814	55,924	84%	27,223	14,691	274	42,188	74%	98,112	79%
Digital Sales	2,817	4,907	7,724	12%	5,493	1,526	278	7,297	13%	15,021	12%
Rights & Services	1,795	1,005	2,800	4%	3,885	1,237	2,670	7,792	13%	10,592	9%
Total Revenue	37,722	28,726	66,448	100%	36,601	17,454	3,222	57,277	100%	123,725	100%
<i>% of total</i>	<i>30%</i>	<i>23%</i>	<i>54%</i>		<i>30%</i>	<i>14%</i>	<i>3%</i>	<i>46%</i>		<i>100%</i>	
UK	22,793	15,795	38,588	58%	24,801	13,428	3,168	41,397	72%	79,985	65%
US	11,067	9,568	20,635	31%	10,443	3,668	41	14,152	25%	34,787	28%
Australia	3,122	2,834	5,956	9%	710	358	13	1,081	2%	7,037	6%
India	740	529	1,269	2%	647	-	-	647	1%	1,916	1%
Total Revenue	37,722	28,726	66,448	100%	36,601	17,454	3,222	57,277	100%	123,725	100%
Gross Margin	20,712	14,274	34,986		21,179	9,726	2,636	33,541		68,527	
<i>Gross Margin %</i>	<i>55%</i>	<i>50%</i>	<i>53%</i>		<i>58%</i>	<i>56%</i>	<i>82%</i>	<i>59%</i>		<i>55%</i>	
Marketing and distribution	(5,469)	(4,989)	(10,458)		(4,369)	(2,155)	(83)	(6,607)		(17,065)	
Contribution	15,243	9,285	24,528		16,810	7,571	2,553	26,934		51,462	
Administrative expenses	(9,954)	(8,594)	(18,548)		(12,903)	(5,571)	(1,325)	(19,799)		(38,347)	
Operating Profit	5,289	691	5,980		3,907	2,000	1,228	7,135		13,115	
<i>Operating profit %</i>	<i>14%</i>	<i>2%</i>	<i>9%</i>		<i>11%</i>	<i>11%</i>	<i>38%</i>	<i>12%</i>		<i>11%</i>	
<i>% of total</i>	<i>40%</i>	<i>6%</i>	<i>46%</i>		<i>30%</i>	<i>15%</i>	<i>9%</i>	<i>54%</i>		<i>100%</i>	
PBTA										13,028	

The above restated segmental analysis is unaudited.

RESTATED SEGMENTAL ANALYSIS

2014/15



£000	Children's Trade	Adult Trade	Total Consumer		A&P	Special Interest	Content Services	Total Non-Consumer		Total Group	
Print Sales	19,103	27,372	46,475	83%	29,568	8,891	366	38,825	70%	85,300	77%
Digital Sales	1,651	4,826	6,477	12%	4,381	867	24	5,272	10%	11,749	11%
Rights & Services	1,173	1,739	2,912	5%	6,718	974	3,472	11,164	20%	14,076	13%
Total Revenue	21,927	33,937	55,864	100%	40,667	10,732	3,862	55,261	100%	111,125	100%
<i>% of total</i>	<i>20%</i>	<i>31%</i>	<i>50%</i>		<i>37%</i>	<i>10%</i>	<i>3%</i>	<i>50%</i>		<i>100%</i>	
UK	11,289	20,379	31,668	57%	29,439	9,438	3,810	42,687	77%	74,355	67%
US	7,663	10,057	17,720	32%	10,092	1,294	50	11,436	21%	29,156	26%
Australia	2,523	2,971	5,494	10%	530	-	2	532	1%	6,026	5%
India	452	530	982	2%	606	-	-	606	1%	1,588	1%
Total Revenue	21,927	33,937	55,864	100%	40,667	10,732	3,862	55,261	100%	111,125	100%
Gross Margin	12,105	17,501	29,606		25,156	5,612	2,951	33,719		63,325	
<i>Gross Margin %</i>	<i>55%</i>	<i>52%</i>	<i>53%</i>		<i>62%</i>	<i>52%</i>	<i>76%</i>	<i>61%</i>		<i>57%</i>	
Marketing and distribution	(3,899)	(5,277)	(9,176)		(5,128)	(1,116)	(99)	(6,343)		(15,519)	
Contribution	8,206	12,224	20,430		20,028	4,496	2,852	27,376		47,806	
Administrative expenses	(6,086)	(9,940)	(16,026)		(14,198)	(3,732)	(1,723)	(19,653)		(35,679)	
Operating Profit	2,120	2,284	4,404		5,830	764	1,129	7,723		12,127	
<i>Operating profit %</i>	<i>10%</i>	<i>7%</i>	<i>8%</i>		<i>14%</i>	<i>7%</i>	<i>29%</i>	<i>14%</i>		<i>11%</i>	
<i>% of total</i>	<i>17%</i>	<i>19%</i>	<i>36%</i>		<i>48%</i>	<i>6%</i>	<i>10%</i>	<i>64%</i>		<i>100%</i>	
PBTA										12,079	

The above restated segmental analysis is unaudited.

RESTATED SEGMENTAL ANALYSIS NOTES



- Children's Educational, which was formerly in the Children's & Educational division, has been moved to the Academic & Professional (A&P) Division to be with our other educational assets. It is not disclosed separately as it is not material to the Group's results as a whole.
- Special Interest has moved from the Adult division to a new separate division within Non-Consumer.
- Content Services was previously known as Bloomsbury Information.

DISCLAIMER



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. This announcement does not constitute an invitation to underwrite, subscribe for or otherwise acquire or dispose of any Bloomsbury Publishing Plc shares. Nothing in this announcement should be construed as a profit forecast.