

Press release

October 2, 2019

Australian Geographic ends its licensing agreement with University Co-op Bookshop for its Australian Geographic brand.

Australian Geographic Holdings Pty Ltd, owner of the Australian Geographic brand and publisher of Australian Geographic Magazine and other Australian Geographic media, announced today that the licence granted to University Co-operative Bookshop Ltd for the use of the Australian Geographic brand for retail and online stores has been terminated.

Jo Runciman, Managing Director of Australian Geographic advised that the end of the exclusive agreement with the Co-op Bookshop would return full control of the much-loved brand to Australian Geographic at a time when it is enjoying strong growth.

Since its acquisition by Blue Ant Media in 2018, the business has focused on expanding the brand in new directions more aligned with its core values.

In the last 12 months Australian Geographic has launched a speakers' bureau, an e-commerce platform, the *Talking Australia* podcast and currently has touring exhibition partnerships with both the South Australian Museum and the National Museum of Australia.

The Australian Geographic magazine continues to enjoy strong growth with the latest Roy Morgan figures showing that AG Magazine recorded the second highest increase in readership up 19.1% YOY amongst all surveyed magazines in Australia. Ms Runciman noted that the business has bucked overall industry trends by seeing increases in subscribers from edition to edition and strong growth across its digital platforms with cross platform growth up 28% YOY.

Finally, Ms Runciman confirmed that the end of the arrangements with the Co-op Bookshop will have no impact on the availability of the magazine and other branded Australian Geographic products at retail outlets, including at Woolworths, Coles and independent newsagents or on <https://www.australiangeographic.com.au/>.

For further information please contact Momentum2:

Lyn Tuit

ltuit@momentum2.com.au

T: 0405 160 275

Australian Geographic Holdings Pty Ltd

Australian Geographic Holdings Pty Ltd is the owner of the Australian Geographic brand and publisher of Australian Geographic Magazine. The AG Magazine is a bi-monthly magazine that has been celebrating the very best of Australia's nature, culture, people and places since the first edition was published 1986. The magazine is renowned

for its photography, maps and stories that cover Australian rural life, natural history, adventure, science, culture, innovation and travel.

Australian Geographic Society

Founded in 1987 by Dick Smith, the Australian Geographic Society is a not-for-profit organisation dedicated to supporting scientific research, protecting and fostering a love for our environmental and natural heritage, encouraging the spirit of discovery and spreading the knowledge of Australia to Australians and the world. The AG Society's members are many thousands of Australians who subscribe to the *Australian Geographic* magazine.

Blue Ant Australia and Northern Pictures

Blue Ant Australia owns both Australian Geographic Holdings Pty Ltd and multi-award-winning producer, Northern Pictures, one of Australia's premier natural history film makers. Northern Pictures shares AG's values and focus on Australian natural history, culture and people and its productions include Blue, Life on the Reef, Kakadu, Outback, and most recently Magical Land of Oz. Blue Ant Media is a multinational media company that specialises in media devoted to nature, wildlife and the environment. Blue Ant owns and operates television production companies, television channels and magazines in North and South America, Europe, Asia, New Zealand and Australia.

* * *