



13 February 2019

# Future plc

## Acquires Cycling News and Procycling Magazine from Immediate Media

Future plc (LSE: FUTR), the global platform for specialist media, today announces the acquisition of two specialist consumer brands from Immediate Media Co. – *CyclingNews.com* and *Procycling Magazine*. Cycling News is the leading cycling news website in the UK, while Procycling is the market-leading magazine within the professional cycling arena.

Future is dedicated to building specialist brands and Cyclingnews and Procycling perfectly complement our leading consumer hobbies portfolio – further supporting our commitment to grow and deliver expertly written and credible content.

### Executive Summary

- The proposed transaction provides an exciting acquisition that allows Future plc to publish the leading global media brands in pro-cycling. This opportunity for our business provides us with:
  - Market leading positions in the pro-cycling sector.
  - Long established, profitable brands with attractive development opportunities.
  - Robust business models with strong digital subscriptions, export and licensing revenues.

### The brands

- Launching in 1995 Cycling News has a dominant brand reach of over 3.3M. CN is the world's biggest pro-cycling website.
- Procycling launched in 1999 publishing 13 print issues annually. Pro is the UK's best-selling professional cycling magazine.
- Audiences are affluent and predominantly male with an average age of 43.

### Market Insight

The cycling market is set to grow from £2.6bn to over £3bn by 2020.

Public interest in professional cycling in the UK has grown during the past decade, buoyed by the success of Team GB and Team Sky during this period. Building on the success of Sir Chris Hoy, cycling's power couple of Laura and Jason Kenny have taken cycling's appeal to a broader mass market audience. With each of the Grand Tours of 2018 being won by British riders, the emerging success of Geraint Thomas and Simon Yates has further driven interest and enthusiasm for cycling within the UK.

This has also been reflected in a good underlying trend in the UK cycling retail market, which has seen strong growth over this period and is forecast to continue to grow towards £3.0bn by 2020.

Much of the professional cycling audience comprises of very active cyclists with a high propensity to buy top-end kit. 77% of Cyclingnews users are regular cyclists and plan to spend significantly on bikes and bike kit within the next 12 months (c.£3,000\*).

This provides a great platform for Cyclingnews to continue to grow its eCommerce capabilities and meet the needs of its readers who like to participate in cycling as well as follow the professional sport.

### Acquisition highlights & rationale

- Respected brands with strong and engaged users, which complement Future's specialist media strategy.
- In line with the strategy, to diversify revenues in specialist media with expanding Future's presence in the sport and outdoor leisure vertical.
- Bring organic growth opportunities by leveraging and growing brands and content through Future's technology platform and eCommerce model.



Zillah Byng-Thorne, CEO of Future, said:

***“The acquisition of these brands will expand our presence in the sport and outdoor leisure vertical and is a clear demonstration of our strategy to leverage enduring content on our technology platform to further diversify our revenue streams.***

***“Cycling News and ProCycling are respected brands with leading market positions that will complement our existing portfolio whilst extending our reach into new adjacent communities. These brands are leading worldwide voices on professional cycling, offering analysis, insight, gorgeous photography and exclusive interviews with the industry greats.***

***“We have a proven methodology and track record of integration and we are confident that this deal will drive further growth in operating profitability and cash generation.***

***“You may remember that these brands were originally published by Future before we sold them to Immediate in 2014. Buying them back is a special moment for us to honour a piece of our heritage and a fantastic opportunity to expand our portfolio into the world of cycling.***

***“The employees working on these brands will transfer to Future. UK employees will be based in our Bath office from March.”***

**Enquiries:**

**Future plc**

(News) Chris Convey, Commercial Finance Director  
Zillah Byng-Thorne, Chief Executive Officer  
Penny Ladkin-Brand, Chief Financial Office

01225 442244

01225 687346

**Instinctif Partners**

Kay Larsen/Chantal Woolcock/Hannah Campbell

020 7457 2020

**About Future:**

Future is a global platform business for specialist media with diversified revenue streams.

The Media division is high-growth with three complementary revenue streams: eCommerce, events and digital advertising. It operates in a number of sectors including technology, games, music, home interest, hobbies and B2B and its brands include TechRadar, PC Gamer, Tom’s Guide, Homebuilding & Renovating Show, GamesRadar+, The Photography Show, Top Ten Reviews, Live Science, Guitar World, MusicRadar, Space.com and Tom’s Hardware.

The Magazine division focuses on publishing specialist content, with over 80 publications and over 520 bookazines published per year, totalling global circulation of 1.3 million. The Magazine portfolio spans technology, games and entertainment, music, creative and photography, hobbies, home interest and B2B. Its titles include Classic Rock, Guitar Player, FourFourTwo, Homebuilding & Renovating, Digital Camera, Guitarist, How It Works, Total Film, What Hi-Fi? and Music Week.