

## Blue Ocean acquires Spanish children's magazine publisher Heinrich Bauer Ediciones



Blue Ocean Entertainment AG is acquiring the Spanish publisher Heinrich Bauer Ediciones, a wholly-owned subsidiary of the Bauer Media Group, retroactively to July 1, 2018. As part of the business transition, 20 employees and 16 magazines at the Madrid location will move under the roof of the Stuttgart children's media specialist, a subsidiary of Hubert Burda Media.

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*"Our acquisition is part of the growth strategy of Hubert Burda Media's National Media Brands division. Following the worldwide sublicensing of many of our titles in recent years and the founding of our first subsidiary in Poland at the beginning of 2018, Blue Ocean is now strategically continuing its international expansion with the acquisition of the Spanish business of the Bauer Media Group. Our new Spanish portfolio with the leading children's magazine Clan, strong licensed magazines such as Paw Patrol, PJ Masks, Peppa Pig and, above all, the broad Disney range with titles such as Frozen and Lego Star Wars carries so*

*much potential that it will enable Blue Ocean to achieve ideal market expansion on the Iberian peninsula".*

**Sigrun Kaiser**, CEO of *Blue Ocean Entertainment*

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Both publishers have agreed not to disclose the purchase price for Heinrich Bauer Ediciones, S.L., S. en C.. The execution of the purchase agreement is subject to the approval of the relevant antitrust authorities.

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