



MPS Limited

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MPS acquires Magplus

Orlando, FL and Noida, India: MPS Limited announced today that it has completed the acquisition of Magplus, a leading digital platform company for creating and distributing content apps, based in Sweden and USA. Magplus was a part of Bonnier Growth Media, which is the venture arm of media conglomerate Bonnier, and home to some of the fastest growing companies in the group.

Rahul Arora, CEO, MPS Limited stated:

"The acquisition of Mag+ has enhanced our platform capabilities and expanded our reach into newer publishing markets including enterprises and magazine publishers. We are delighted to support Staffan and his talented team in their next leap of platform development. The enhanced platform capabilities will also position us to advise and support publishers in our existing markets as they define their mobile content strategies".

Ulrika Saxon, CEO, Bonnier Growth Media stated:

"Under Staffan Ekholm's leadership, Mag+ has succeeded in broadening its offer to new customers and new product categories. I'm convinced that MPS, with its focus on platforms and services for content development, will provide a good environment in which Mag+ can continue to develop."

Staffan Ekholm, CEO, Magplus stated:

"Mag+ pioneered touchscreen publishing on the first iPad in 2010 and have since then remained the fastest and simplest platform for creating content optimized for mobile devices. Having spent the past 6 years working together with our team to build Mag+ into one of the world's most sought after publishing platform, plus recently launching a second innovative app creation tool (Semble) on the market, I am proud to say that MPS is the perfect home for our company's future. It's a home that will embrace the legacy of our strength in building innovative tools for transforming content and stories into apps on mobile devices and grow our businesses further and to its fullest potential."

About MPS Limited and MPS North America

MPS Limited is a leading provider of platforms and services for content development, production, and distribution. Over the 46 years of its dominant presence, MPS has established itself as a global leader in its space with partnerships with the world's leading publishers and platforms. MPS Limited offers a diverse geographic spread with facilities in Dehradun, Noida, Gurgaon, Bengaluru, and Chennai in India; and offices in Orlando, Portland, Durham, and Effingham in the US. MPS North America is a wholly owned subsidiary of MPS Limited and provides full-service editorial, design, research and permissions, and production services to the educational publishing market with expertise in developing turnkey solutions for print and online products.

About Mag+

Mag+ is a complete ecosystem for creating and distributing content to apps on the 1 billion+ mobile devices in the world. Mag+ apps are content hubs that engage users and keep them coming back. We give you tools for creating and delivering designed touchscreen-native documents and issues, news items, real-time notifications, in-app messaging and web content. Mag+ pioneered touchscreen publishing on the first iPad and remains the fastest, simplest publishing platform for creating content optimized for mobile devices, without the need for programming skills. Mag+ has offices in Stockholm and New York. For more information: magplus.com

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