MAGZTER

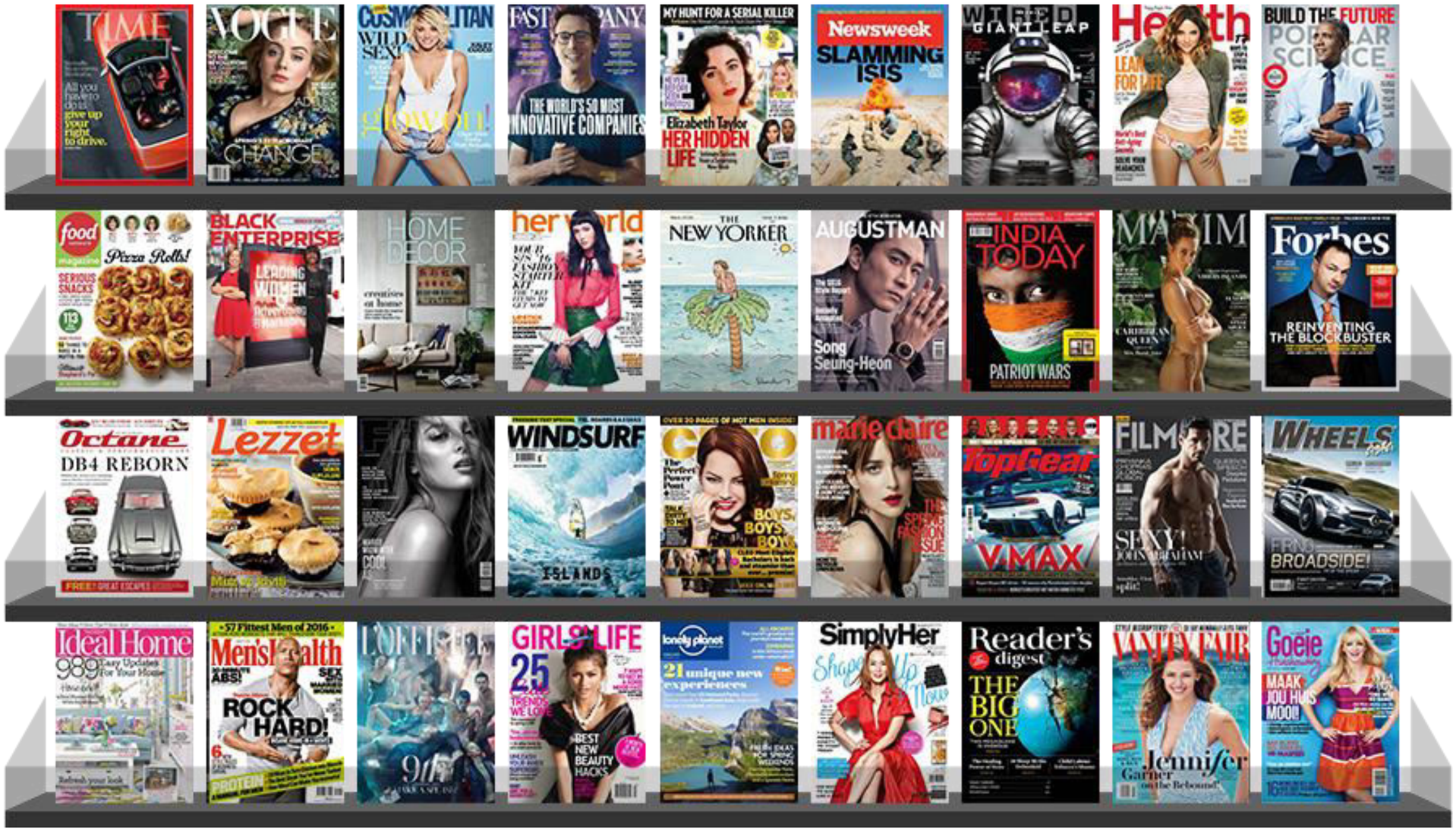
DIGITAL NEWSSTAND

TAP • READ • ENJOY

WHAT IS MAGZTER?

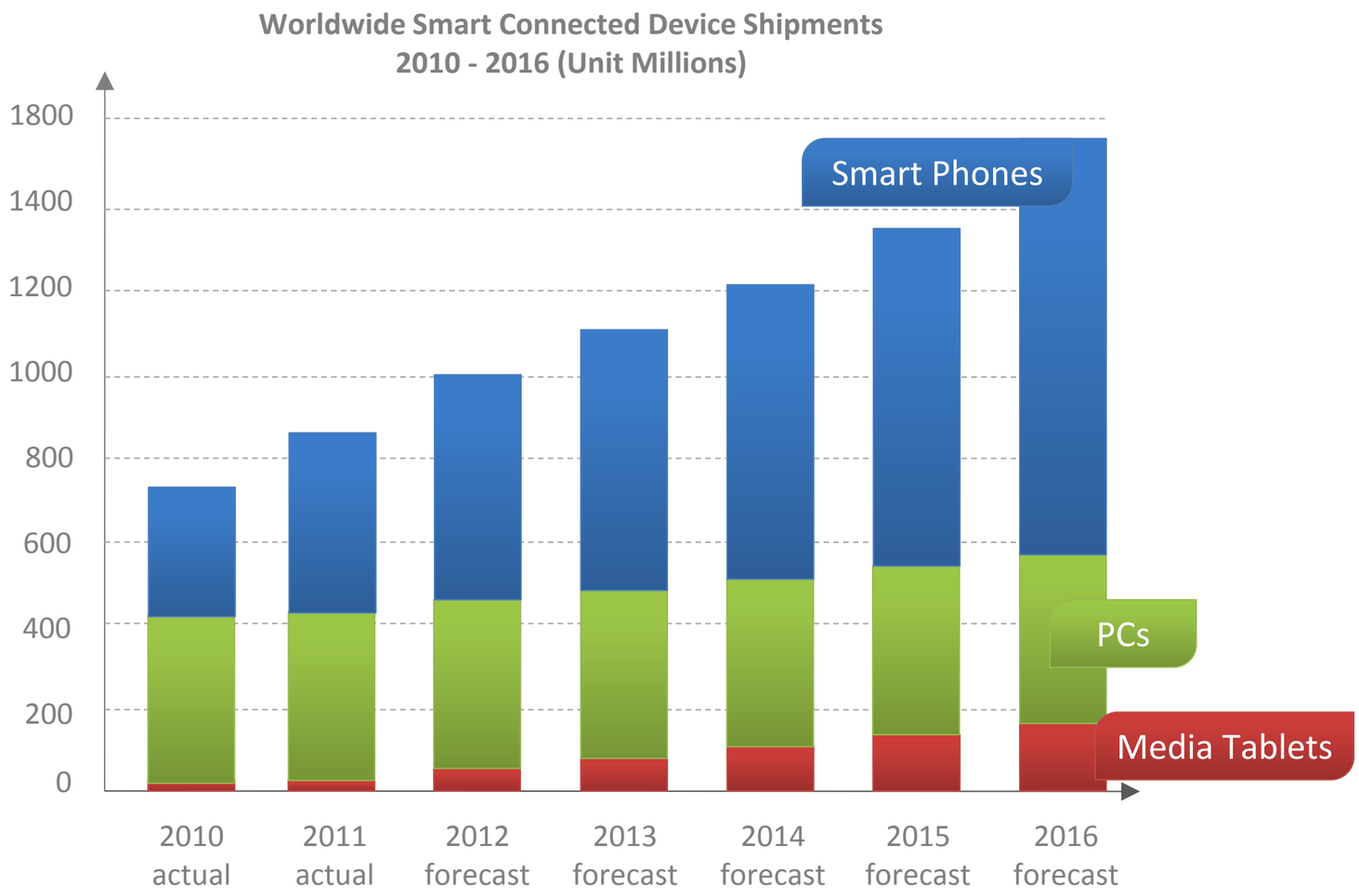
- Largest cross-platform global digital magazine newsstand/content destination
- Publishers from all over the world upload their magazines on Magzter and reach out to millions of readers to sell their digital magazines
- Magzter makes magazines available for sale via subscription, single copy as well as archives on Apple devices (iPads, iPad Minis, iPhones), Google Play devices (Android Tablets and phones), Kindle Fire in most countries, Amazon App Store, Nook and for those who do not have smart devices; they can browse, buy and read magazines at www.magzter.com
- Only platform to enable magazines on Apple's iTunes Store as well
- NO UPFRONT COSTS – revenue share only!

28+ million users...7,600+ magazines...3,300+ publishers



#1 CHOICE FOR PUBLISHERS ALL OVER THE WORLD!

GLOBAL SMART DEVICE BOOM FUELING GROWTH



Device evolution and interactive content create a virtuous cycle

- Sales of color, touch-enabled, smart connected devices are projected to grow significantly over the next few years, sparking consumer demand for content
- Color, touch-enabled, portable devices ignite excitement in colorful magazine content
- Consumers pay and consume content on these devices
- Almost 70% of digital magazine readers are NEW readers which means digital is not cannibalizing physical sales – in fact it is adding a new revenue stream for publishers
- AAM counts digital replicas for their circulation audits
- More than 50% of smart device users need a cross-platform solution to read their magazine content
- Social sharing of information and articles from magazines increase visibility and sales of magazines
- Users prefer original magazine layouts and quick downloads – they prefer exclusive videos and bonus content but not at the cost of bandwidth and speed of download
- Users prefer progressive downloading of magazine pages instead of waiting for a long time to download the full magazines and then read them

Source: Gartner

USERS AND ADVERTISERS WANT DIGITAL MAGAZINES
"THE FUTURE IS NOW!"

Digital Magazine Business in 2012	**$2.9 billion**
Circulation revenues	$0.3 billion
Advertising revenues	$2.6 billion
Global Mag., Business in 2016	**$8.4 billion**
Circulation revenues	$2.9 billion
Advertising revenues	$5.5 billion

Source – PwC Report

Publishing Industry Pain Points

Physical

- Rising publishing costs
- Rising distribution costs
- Difficulty in connecting to next-gen readers
- Difficult to deliver to global readers
- Advertisers looking for digital avenues and added interactivity like videos and links for their ads

Digital

- Too many devices/platforms – which way to go?
- Cost of App creation, maintenance and support
- Building a consumer base
- Discoverability
- Multi currency sales globally

Publishers Exploring Options

Expand reader base | Add interactivity | Reduce costs | Deliver magazines across devices
Retain/grow sales and advertising | Retain magazine brands | Social media connectivity

DIGITAL PUBLISHING – KEY ISSUES

Too many devices/platforms which way to go?

Cost of App creation, maintenance and support

Promotions

Interactivity – What level of interactivity should be done?

Building a consumer base - Reaching global audience

Real-time Sales Reporting

Discoverability

Multi-currency sales globally

Consumer data and up selling

MAGZTER: THE BEST CHOICE

TECHNOLOGY

- Availability on all platforms – iOS, Android, web, etc
- Interactive content creation tools
- Availability of support for any new updates on the platform. (i.e. iOS9)
- Global bookmarking
- Direct publishing
- Seamless workflow
- Dynamic edit
- Digital format - platform independent
- Content encryption

CONTROL

- Buy Anywhere…Read Anywhere
- Control your publishing (Self-Service)
- Upload and edit your own content
- Create interactive pages
- Price your content
- Real-time sales data and consumer data
- Sales Analytics

AVAILABILITY

- Magzter users – Reach 28+ million Magzter users globally
- Additional reach – Sell to millions of existing Apple Newsstand users
- Differential pricing – Set different pricing in different geographies
- Geo-blocking – Restrict sales in geographies
- Social Media Connectivity – Sharing with Facebook/Twitter/Pinterest/Google+/LinkedIn – 1.5M+ Facebook Fans

SALES

- Higher revenues
- Zero costs upfront
- Better margins
- Flexible monetization through content and ads

MULTI PLATFORM "OREY CLICK®" DISTRIBUTION

OREY stands for **O**ne-click **R**eal-time **E**ver**Y**where

- Magzter's revolutionary self service "OREY Click Publishing® & Distribution" tool (Patent pending) is a game changer in digital publishing and comes to publishers for Free on Magzter
- It allows publishers to get their magazines on ALL platforms below along with their own branded apps on Apple's newsstand with one-single upload!
- It includes a Buy anywhere/Read Anywhere – seamless integration for end-users to buy on any supported device and read on any other supported device
- It has completely automated the entire production process to enable publishers to GO DIGITAL within 60 minutes!

MAGZTER in

Newsstand

Read all about it. All in one place.

Google play

amazon apps

nook by Barnes & Noble

HTML

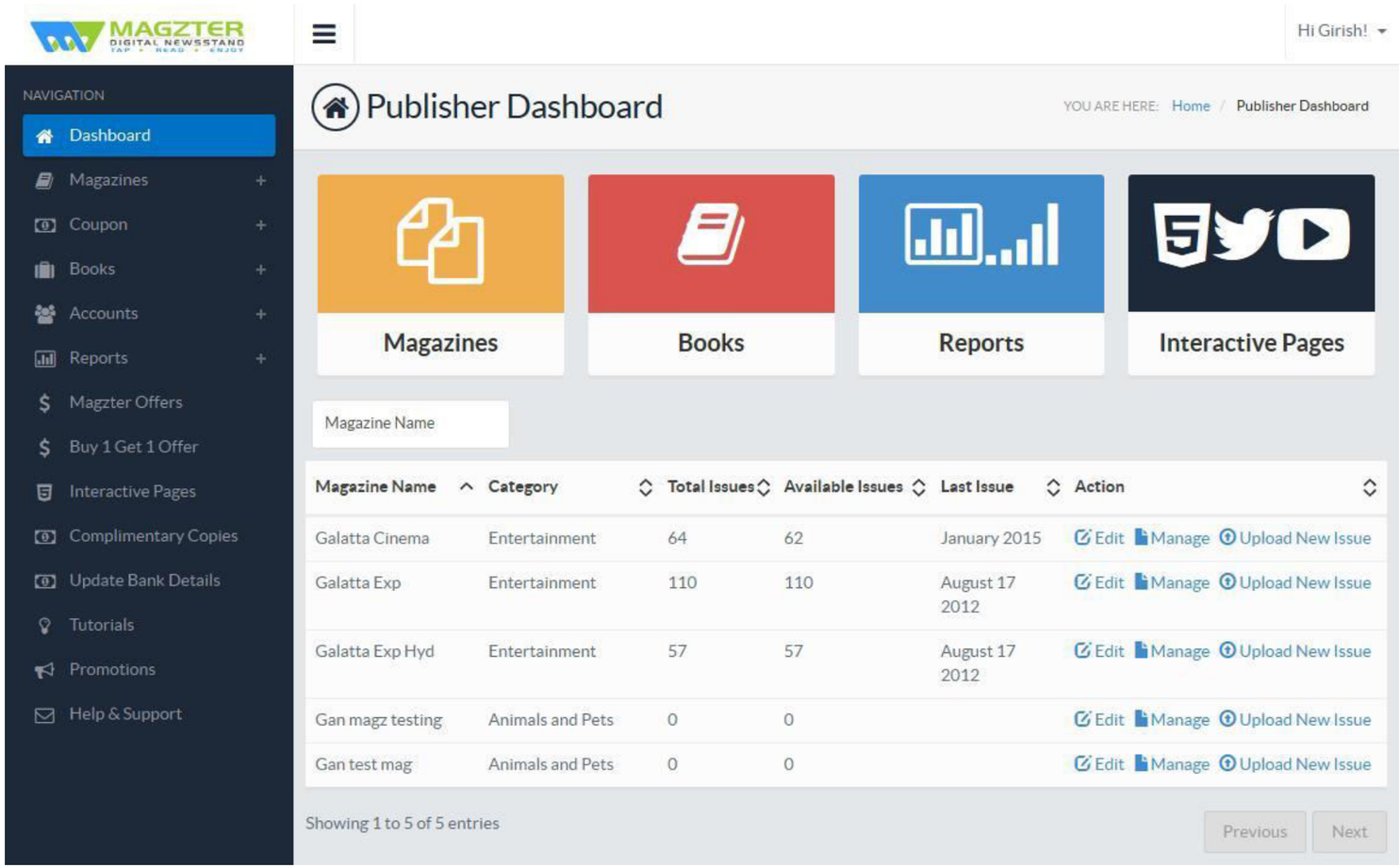
kindle fire

SAMSUNG

TRADITIONAL DIGITAL PRODUCTION PROCESS (Manual, time consuming, expensive) :

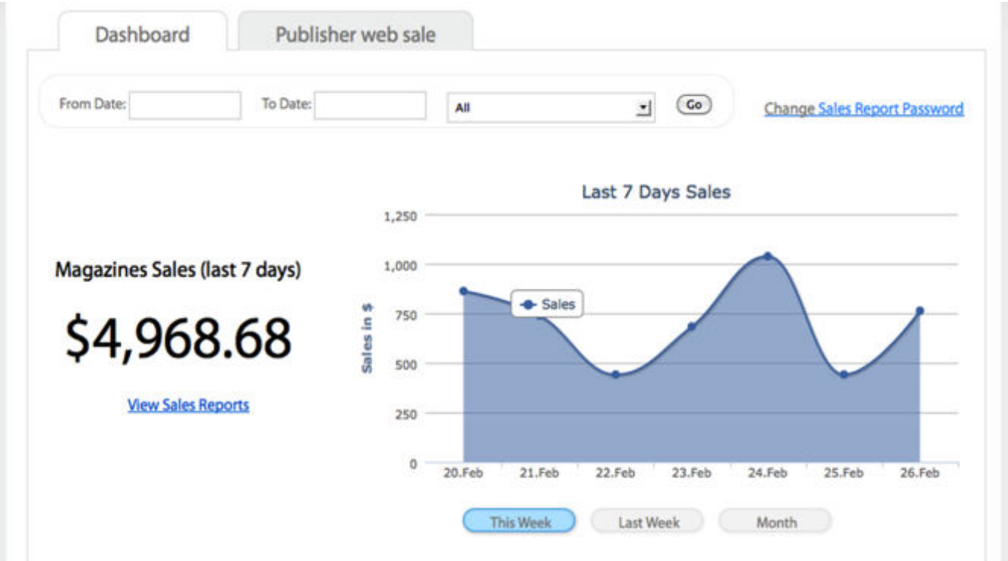
- Buy software like Adobe or hire an app developer in-house or outsource (upfront $$ and ongoing increasing costs)
- Manually work on converting print files to digital
- Create Apple and Google Play app for each magazine
- Create content and upload separately to each device/platform
- Publisher does not get user data and has no cross platform compatibility
- This takes 3-7 days to complete while Magzter does this in 60 minutes or less!

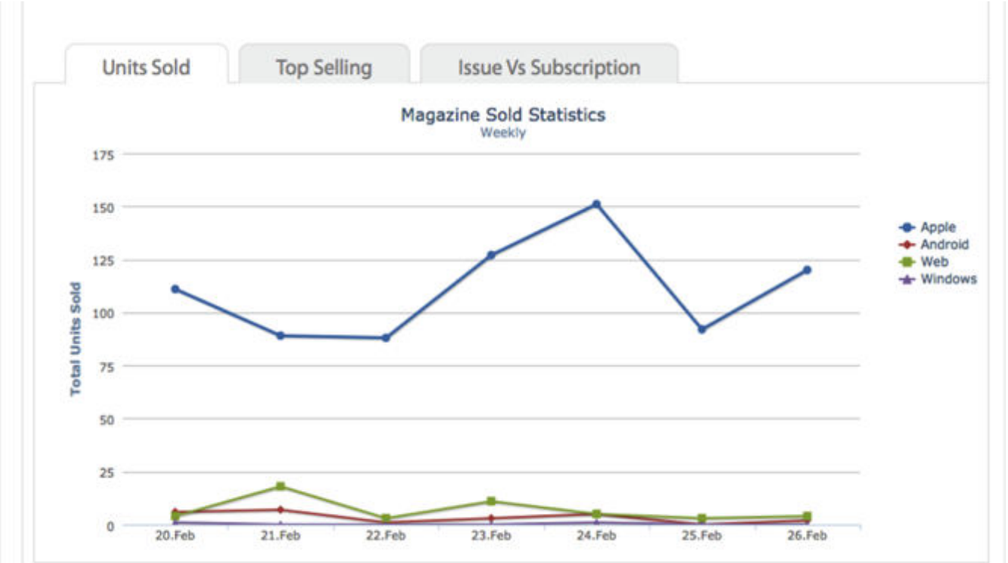
PUBLISHER DASHBOARD CONTROLS



As part of Magzter's OREY Click® System, publishers who sign up on Magzter automatically are set up with access to a full fledged PUBLISHER DASHBOARD where they can control the entire magazine upload process as well as see reports, set pricing, give away free copies of their magazines, set up sub accounts for their teams to use, learn more about promotions and adding interactivity, etc.

REAL-TIME SALES REPORTING





Publishers are given access to REAL-TIME sales data which can be drilled down by device, magazine issue, date and many other parameters.

Publishers can submit their circulation data from the Magzter data directly downloaded into an user-friendly Excel format!

Magzter also gives Publishers full control over pricing

Magzter can also create custom reports for Publishers

ACCESS TO CUSTOMER DATA

		OVERALL									
S.no	Magazine Name	Total Sales	Single Issue	Subscription				Total Earnings	Total Sales	Single Issue	
				1 mth	3 mth	6 mth	1 yr				1 m
1	Magazine Name1	1259	707	12	159	11	370	$8,901.09	1173	662	0
2	Magazine Name2	275	141	7	19	3	105	$855.34	256	137	5
3	Magazine Name3	385	164	7	39	12	163	$1,801.15	367	160	5
4	Magazine Name4	64	37	0	7	0	20	$217.36	62	37	0
5	Magazine Name5	151	82	3	6	10	50	$558.44	139	75	1
6	Magazine Name6	170	85	5	24	2	54	$633.43	146	70	4
7	Magazine Name7	95	34	3	11	1	46	$453.92	81	29	2
8	Magazine Name8	65	31	3	10	2	19	$240.90	55	28	2
9	Magazine Name9	143	61	7	20	3	52	$632.36	125	55	3
10	Magazine Name10	331	126	0	0	0	204	$2,331.90	313	122	0

*users can always opt to not share their data in which case this data will not be available to Publishers

Magzter's robust and comprehensive back end system also allows Publishers access to customer information.

Publishers get to know the following information about the users*:

- First name, Last name
- Email ID
- Date of purchase
- Type of purchase
- Device
- Country of purchase

This info can be downloaded in an Excel format

REACH MORE READERS FOR FREE!

Magzter is the ONLY newsstand in the world that allows you, as a Publisher, to give free copies of your magazine to anyone you want!

This can be used to enable the following:

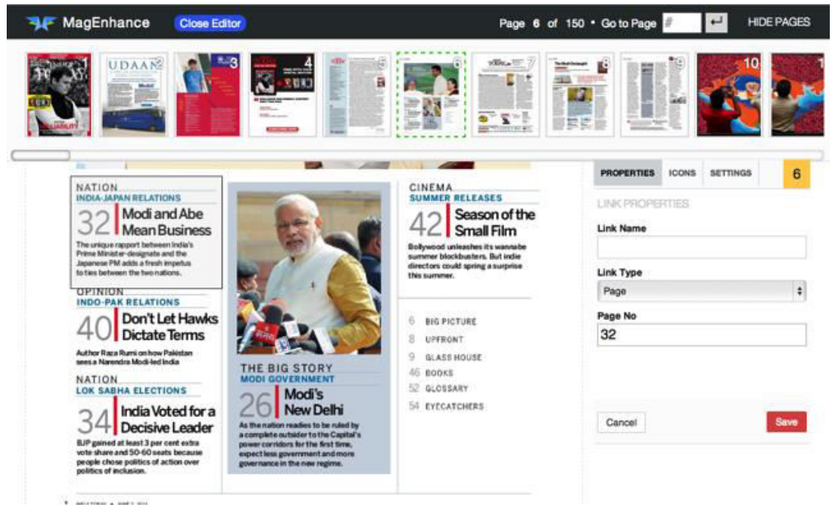
1. GIVE UNLIMITED COMPLIMENTARY COPIES TO VIP USERS OR FRIENDS SO THAT THEY CAN ENJOY YOUR MAGAZINE
2. GIVE ACCESS TO FREE ISSUES OR SUBSCRIPTIONS TO ADVERTISERS SO THAT THEY CAN READ YOUR DIGITAL EDITIONS AND DECIDE TO POTENTIALLY ADVERTISE WITH YOU
3. GIVE FREE DIGITAL ACCESS TO PRINT SUBSCRIBERS

MagEnhance®

Making Interactive magazines from your existing PDFs just got easier!

- Digital users expect interactive elements on magazines.
- Publishers can now use MagEnhance from Magzter for adding interactivity on magazines' PDF versions
  - Easy to use
  - User friendly
  - No technical knowledge required
  - Interactive elements can now be easily added

(video, audio, links, slideshows, 360-views, panoramic views supported)



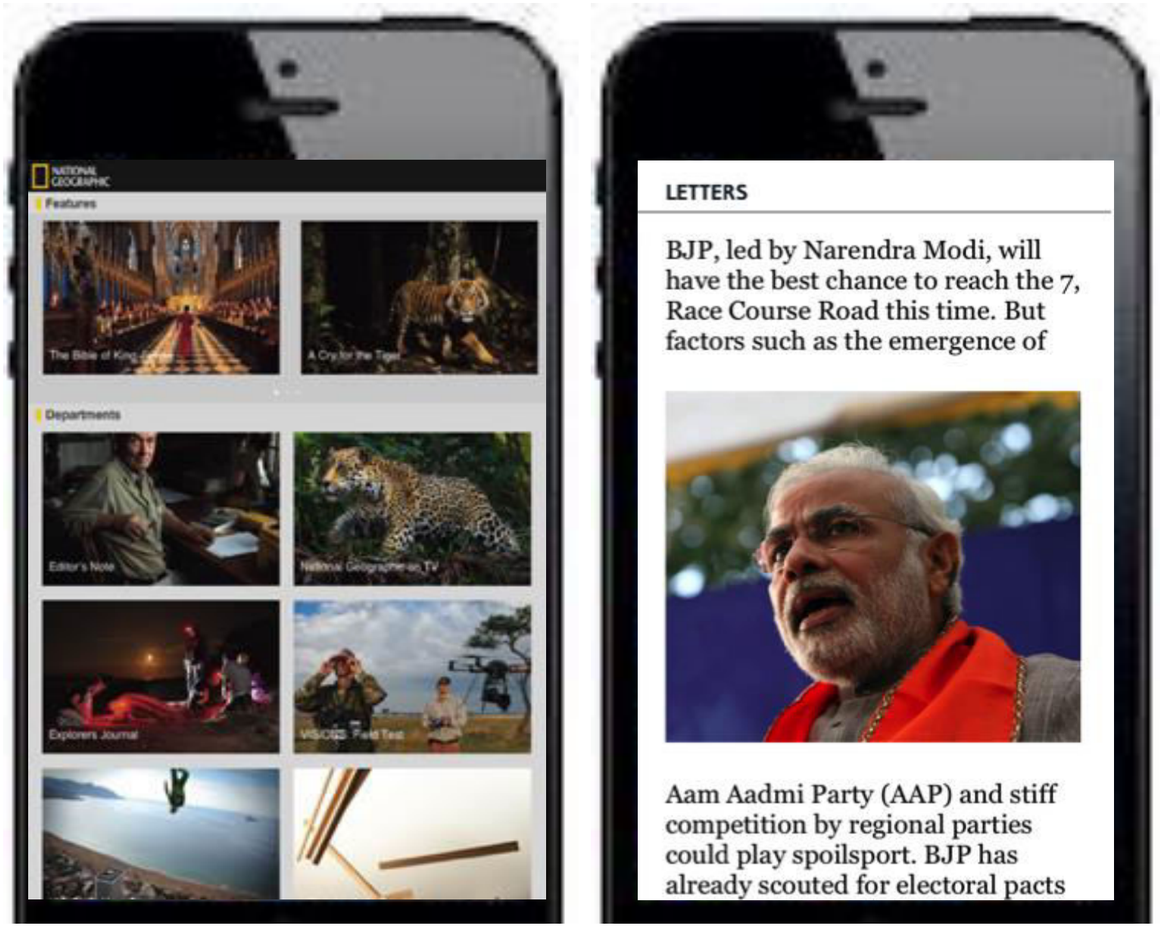
ADDRESSING AN UNTAPPED MARKET OF 1 BILLION+ HANDSETS

Today's digital publishing world has no solution to address the small form factor screens of smartphones (iPhone, Android phones, Windows phones, etc). Today's mobile enabled sites and device interfaces are not made for deep content reading.

An opportunity to define "THE" mobile magazine experience as user engagement on mobile grows and changes rapidly today.

Magzter's CMS system is transforming this landscape by giving publishers a one-click solution to publish their magazine content across all form factors including small screen mobile phones where it is currently not possible to read on.

The images shown here illustrate how magazine content can be automatically re-formatted for reading on small screens of mobile phones.



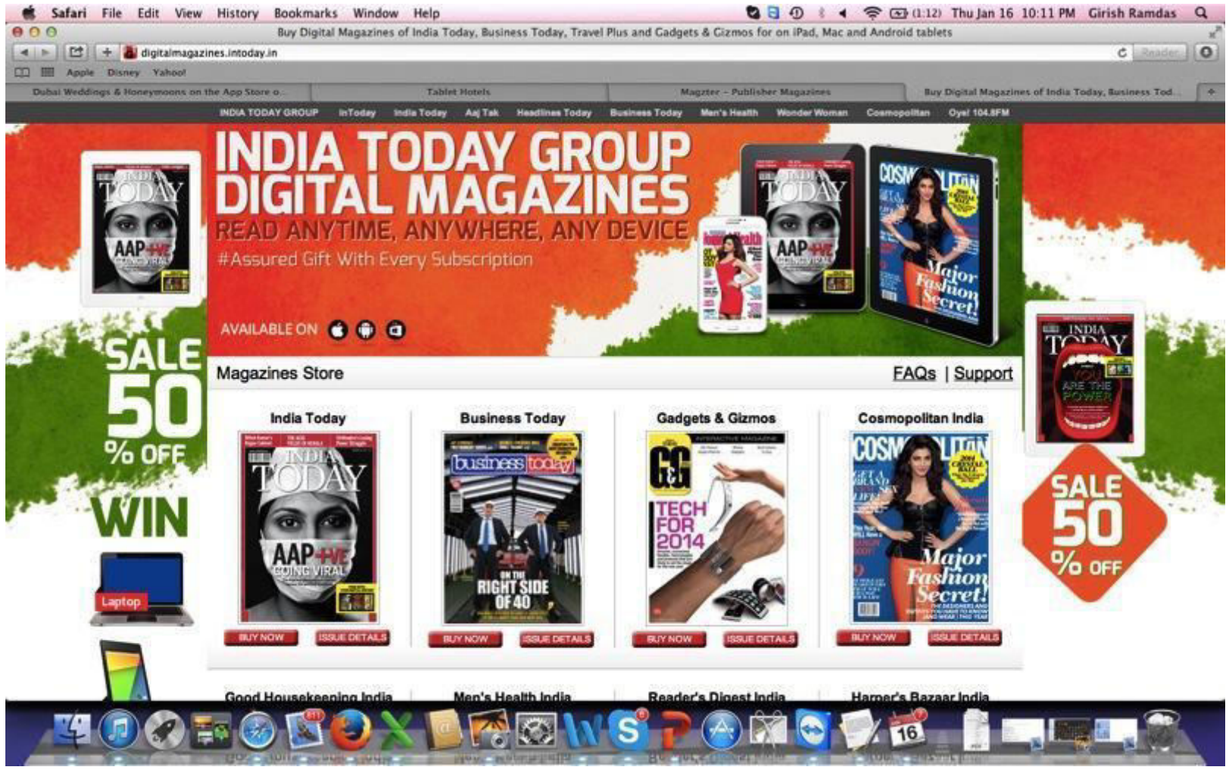
SMALL FORM FACTOR SOLUTION – EASY CMS

- Small form factor digital reader
  - Readable on all devices
  - Supports iOS, Android
- Add articles with metadata
- Choose from different templates available
- Content reflow automatically across devices
- Interactive elements supported

API INTEGRATION ON PUBLISHER WEBSITE – ZERO COST, ZERO EFFORT! MORE SALES!

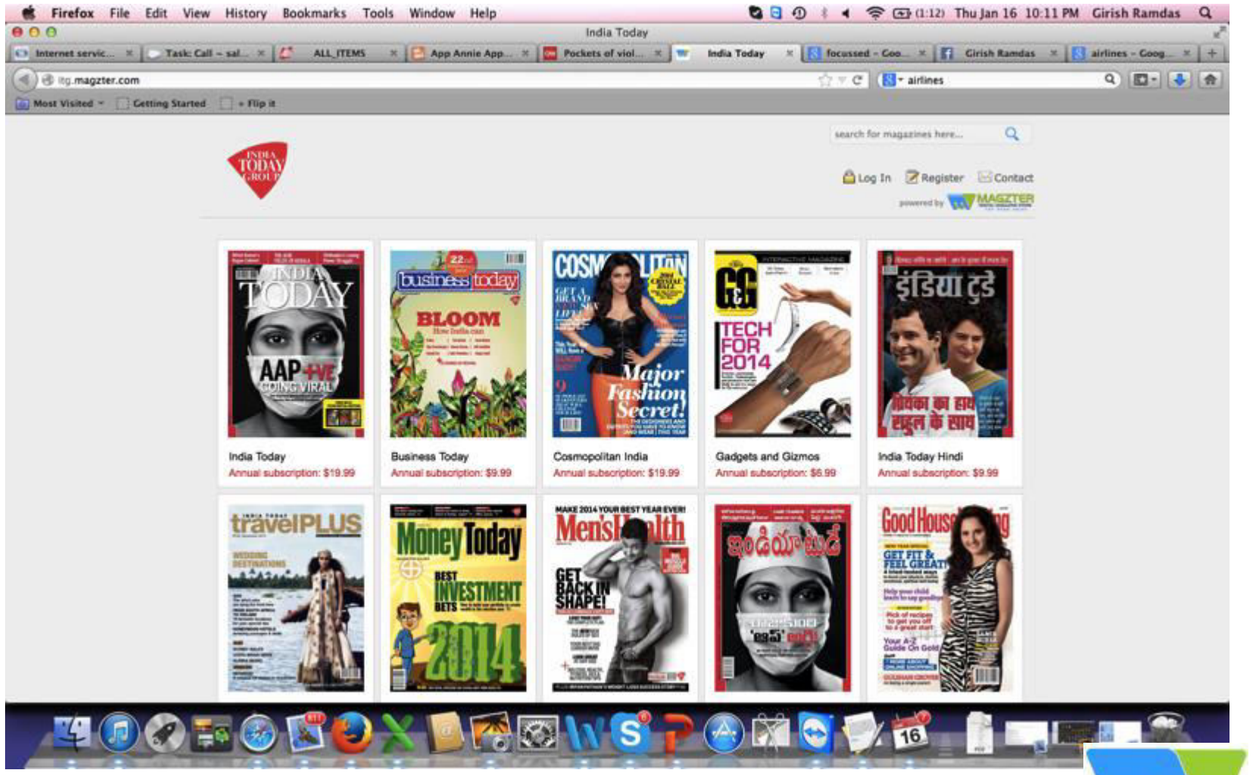
Magzter's unique APIs can be integrated with your magazine's website so that you can drive traffic to your own users and drive sales. The Magzter system can either connect with your own subscription forms and payment gateways and deliver the magazines digitally to the users while you collect the money OR publishers can use Magzter's website itself to promote multiple magazines. Here is an example of this which we have done for India's largest publisher.

***http://digitalmagazines.intoday.in* - Full API integration**



Publisher uses their own payment gateway and system and Magzter delivers the digital editions

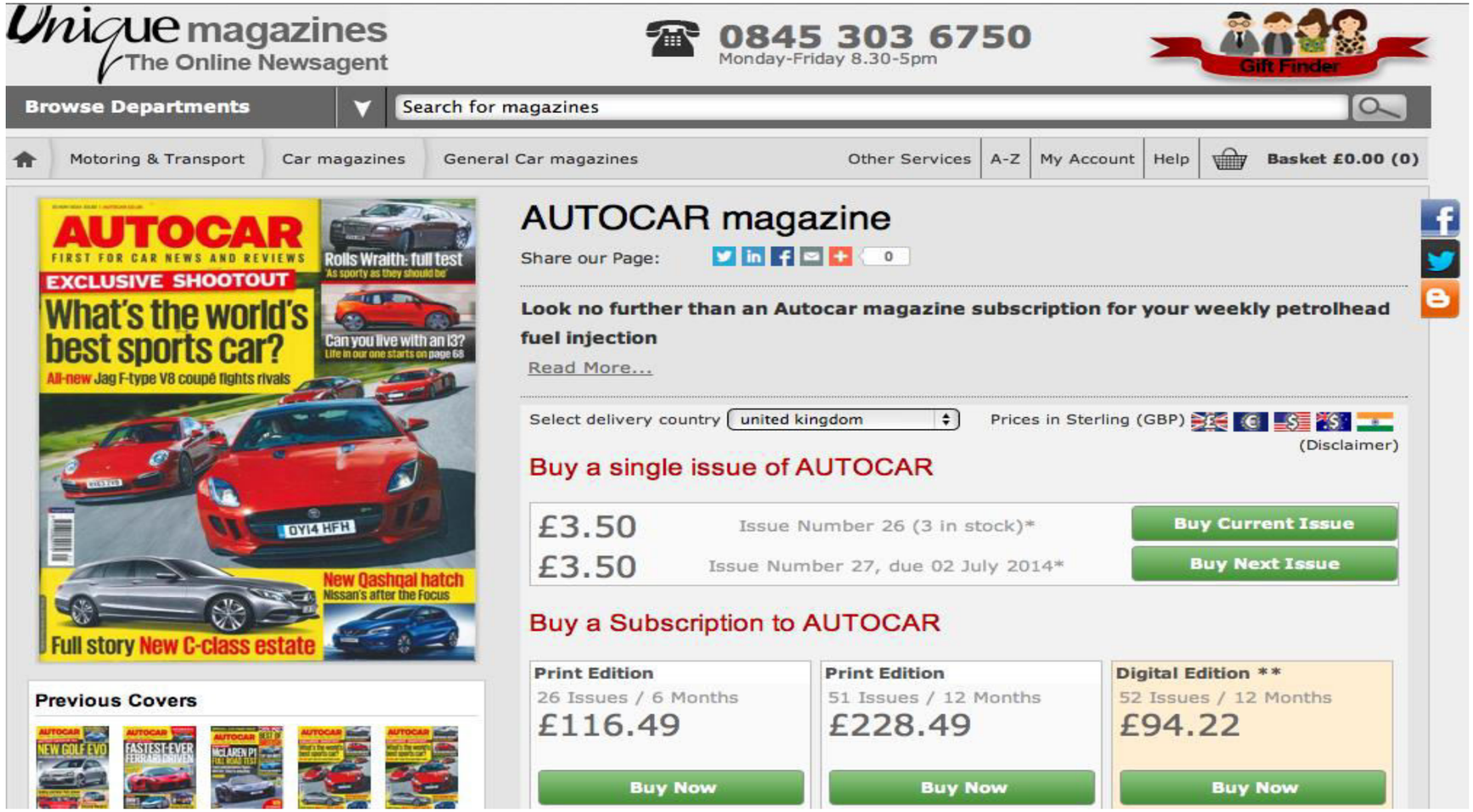
***http://itg.magzter.com/* - Vanity URL and Publisher branded kiosk**



Publisher does not have their own payment gateway and so they use Magzter's gateway

API INTEGRATION ON RETAILER WEBSITE – ZERO COST, ZERO EFFORT! MORE SALES!

Magzter's unique APIs can be integrated with print retailers' websites to drive digital sales by offering a digital edition alongside the print one. Here is an example of this which we have done for a key UK print fulfillment house.



Showcase Articles

Read hundreds of premium articles & 3,500+ best-selling magazines with Magzter GOLD

MAGZTER GOLD

Access 3500+ Magazines | Unlimited Reading | One Low Monthly Price

- Due to popular customer demand we are introducing “Magzter GOLD” subscription model for magazines on Magzter
- Magzter GOLD will open new discovery paths and draw new readers to explore your magazines through our 28M+ global user base
- Magzter GOLD offers consumers to read as much and as often as they like for a flat rate of $7.99 per month
- We have an exclusive marketing program for the Magzter GOLD launch program and your titles will get better visibility amongst audiences
- Reach global user base from 50+ countries
- Magazines can be sold on both Magzter GOLD subscription as well as on annual subscription model
- Revenue share is based on both magazine subscription price and pages viewed
- Publishers receive separate sales reports for magazines included in Magzter GOLD

MAGZTER GOLD

Unlimited access to 3,500+ of the best magazines. All for just one low monthly price!

Read all magazines and their back issues, anytime and anywhere!

Read both current and previous issues

Magzter GOLD lets subscribers read the very latest issues along with as many previous issues as they like. Users can download your magazines for offline reading and keep your other favorites on the cloud.

Read across up to five devices with one login

Users can subscribe to Magzter GOLD on one device and read magazines on up to five smart devices *(Apple iOS, Android (Google Play), the Web, Amazon App Store and Kindle Fire)* by using the same login.

Share articles with friends and family

Magzter's instant sharing allows your users to share their favorite magazine articles and images with anyone they like on Facebook, Twitter and by email.

FREE BRANDED MAGAZINE APPS

More than 2,400 apps and counting!

Magzter-powered ‘branded’ apps

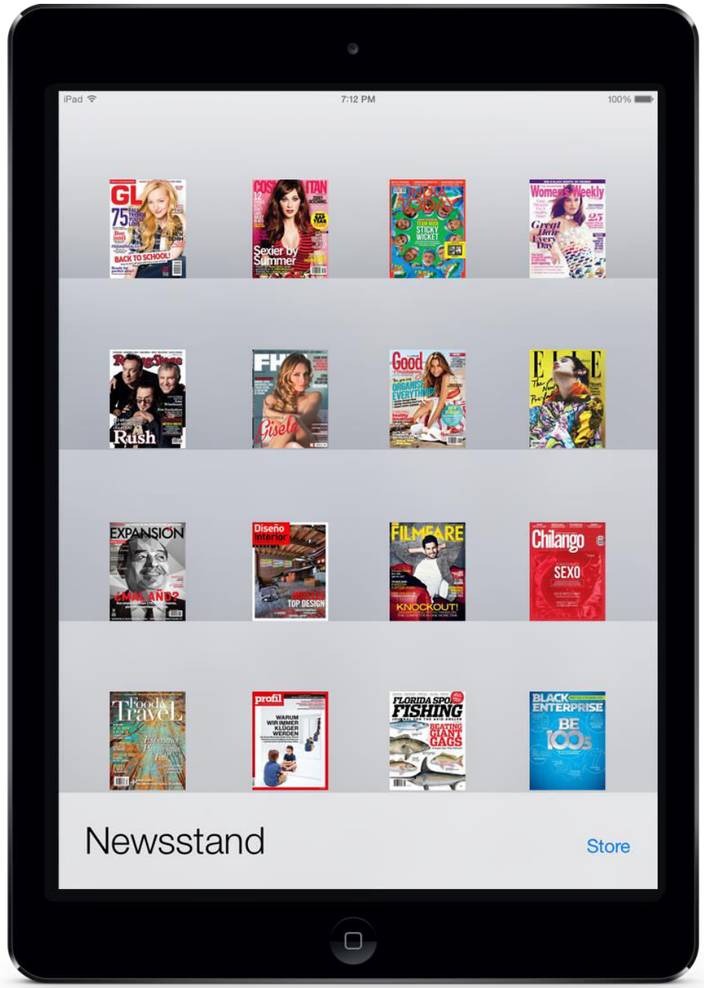
Addressing the need for Publishers to retain their magazine brands with stand alone branded apps, Magzter has launched self-service ‘white labeling’ of **Apple iTunes Store** and **Google Play (Android)** magazine apps.

Magzter is now the world leader in creating these branded apps with more than 2,400 apps created for publishers all over the world including those of *Cosmopolitan*, *FHM*, *Maxim*, *Vogue*, *GQ*, *Harper’s Bazaar*, *India Today*, *Filmfare*, *Outlook*, *Autocar*, *Reader’s Digest*, *Stuff*, *Top Gear*, *Forbes*, *Men’s Health*, *Grazia*, *Hello!*, *Zoo* among many others from various parts of the world and in various languages!

A single upload feeds Magzter and the various branded apps running off the Magzter engine.

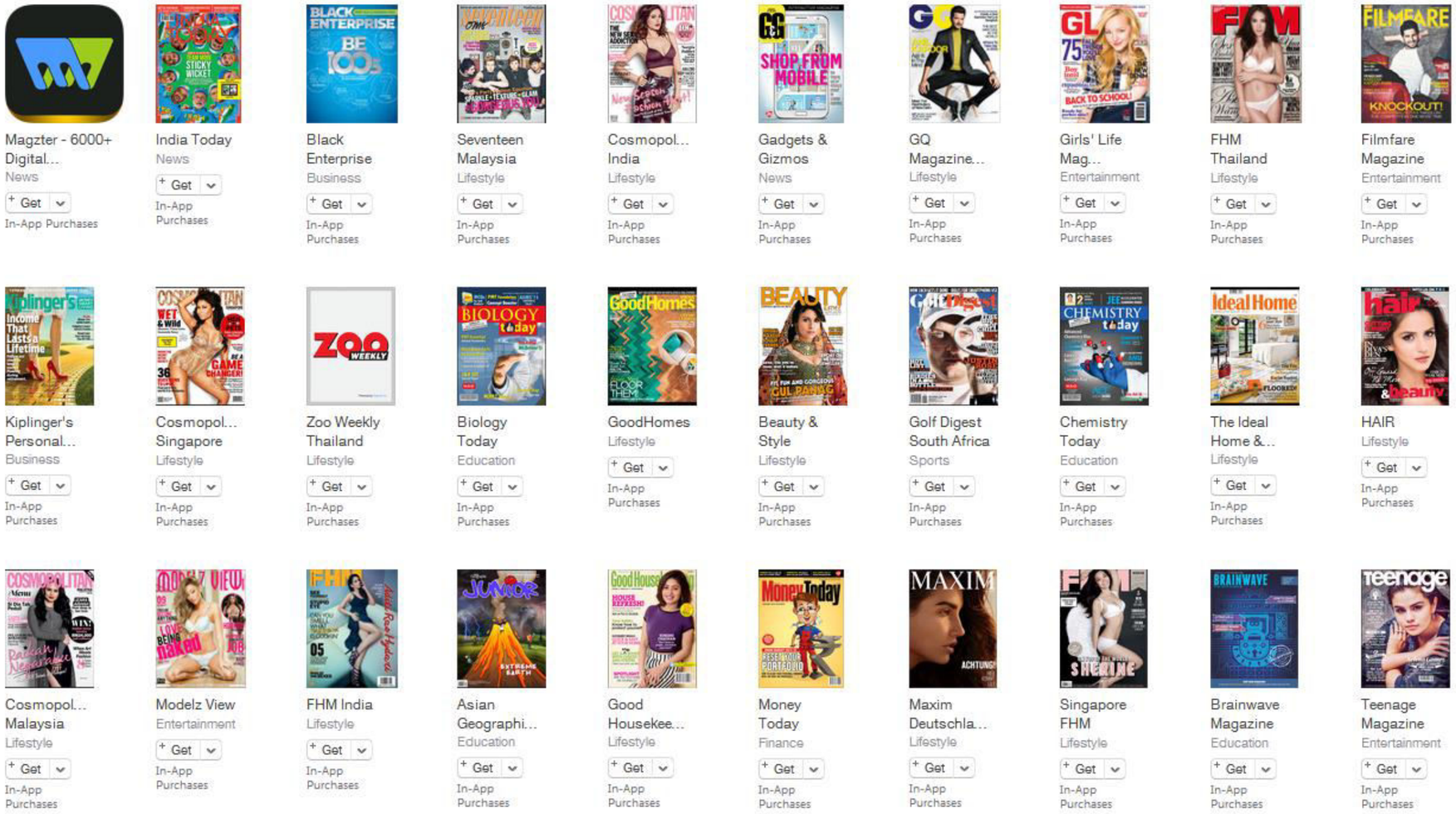
Revenue is received by Magzter and shared with the publishers.

Magzter manages all correspondence with Apple and Google for this. Hassle-free for publishers.



APPLE PROMOTES MAGZTER CREATED APPS

- Magzter is the #1 creator of Apple iTunes apps in the world with over 2,400 apps
- Apple promotes Magzter created apps globally bringing more visibility to publisher titles and brands



SUPPORTING MAGAZINES IN MORE THAN 50 LANGUAGES

Afrikaans

Arabic

Bengali

Catalan

Chinese

Deutsch

English

España

French

Gujarati

Greek

Hindi

Hungarian

Italian

Japanese

Kannada

Korean

Malay

Malayalam

Marathi

Polish

Portuguese

Russian

Sinhalese

Tamil

Telugu

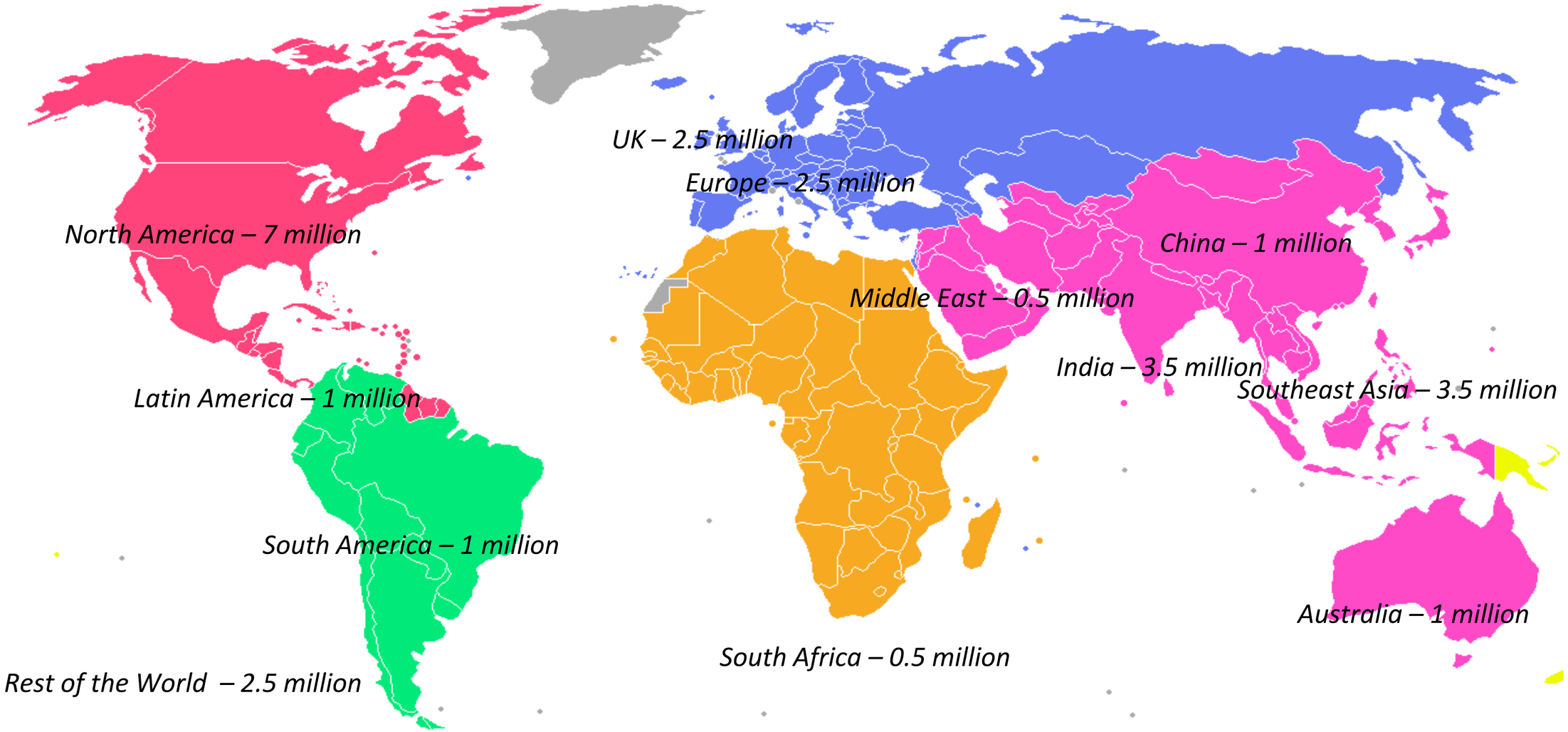
Thai

Turkish

Urdu

Vietnamese

28+ million users – Global Reach



MAGZTER: THE BEST CHOICE

EXPERIENCE

- Intuitive, easy to browse and searchable
- Free preview of magazines
- Simple flip, pinch-zoom interface
- One-click to buy
- New-issue notifications for subscribers
- Access to video, audio and embedded links without leaving the magazine
- Social sharing options – Facebook (over 1.5 Million likes), Twitter, Pinterest, Google+, LinkedIn and email
- No software to install for web based access
- Bookmarking of content

CONTROL

- Download and store all mags in 1 app
- Password protection of content
- Option to archive magazines and issues
- Cloud based account retrieval
- Parental controls/access

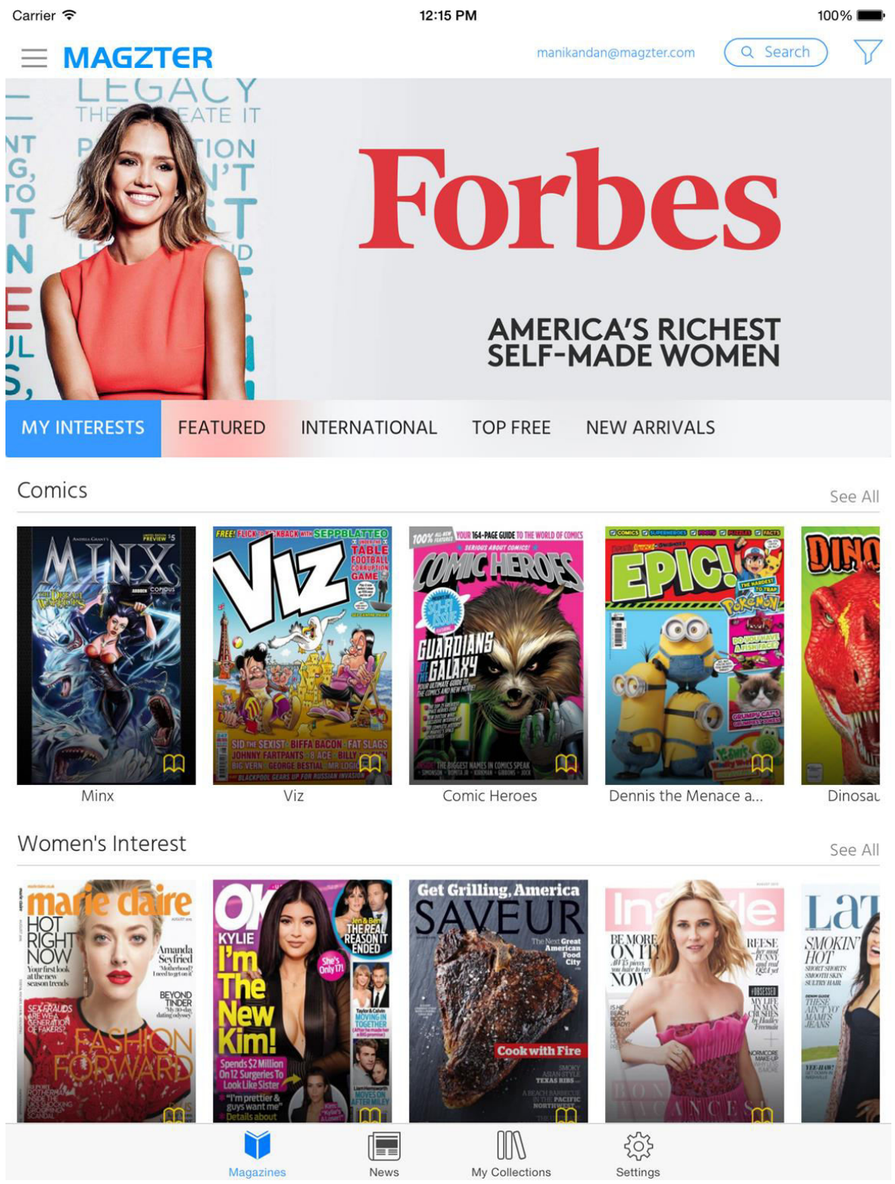
AVAILABILITY

- Catalogue of thousands of global and local magazines
- Available across all top platforms
- Ability to buy anywhere – read anywhere
- Purchases recognized across multiple devices
- Back issues and archive material available
- Local language support available
- Available on the browser for all browser enabled devices

RELEVANCE

- One-stop-shop for all reading requirements
- Social integration
- Interest-based online content augmentation (future)

IN-APP PROMOTIONAL SPACE



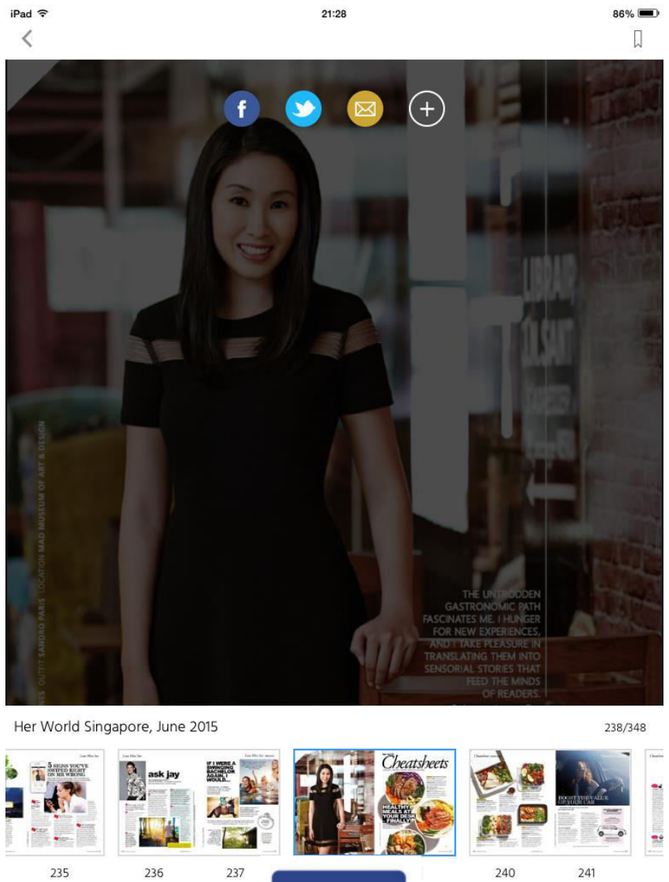
Magzter's in-house promotions team selects magazines with the best covers, images and content and promotes them on the Magzter app's opening screen as well as in the Magazine home page for additional visibility.

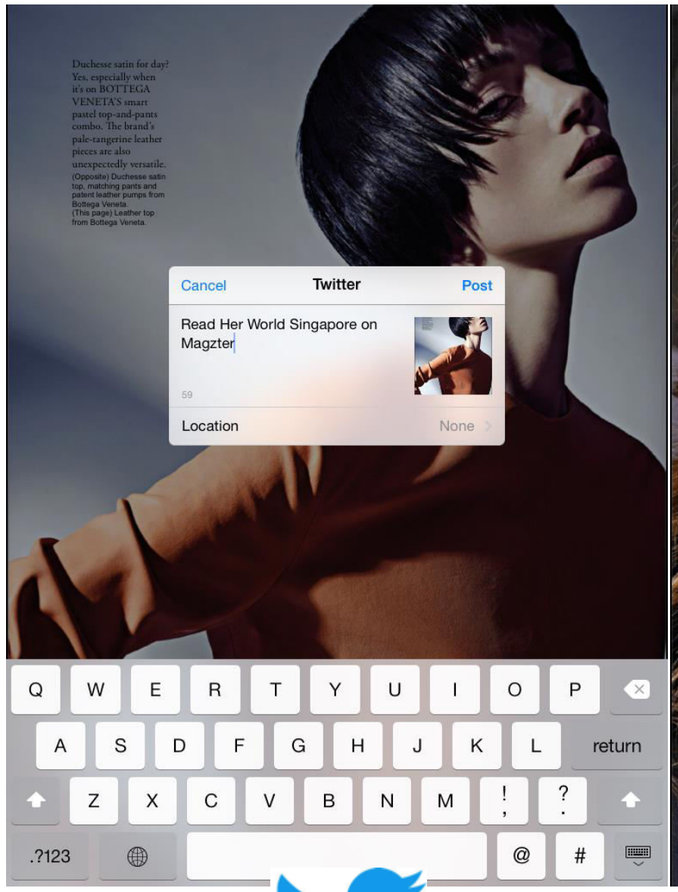
There is also additional promotion banner space inside each branded app that Magzter creates for Publishers!

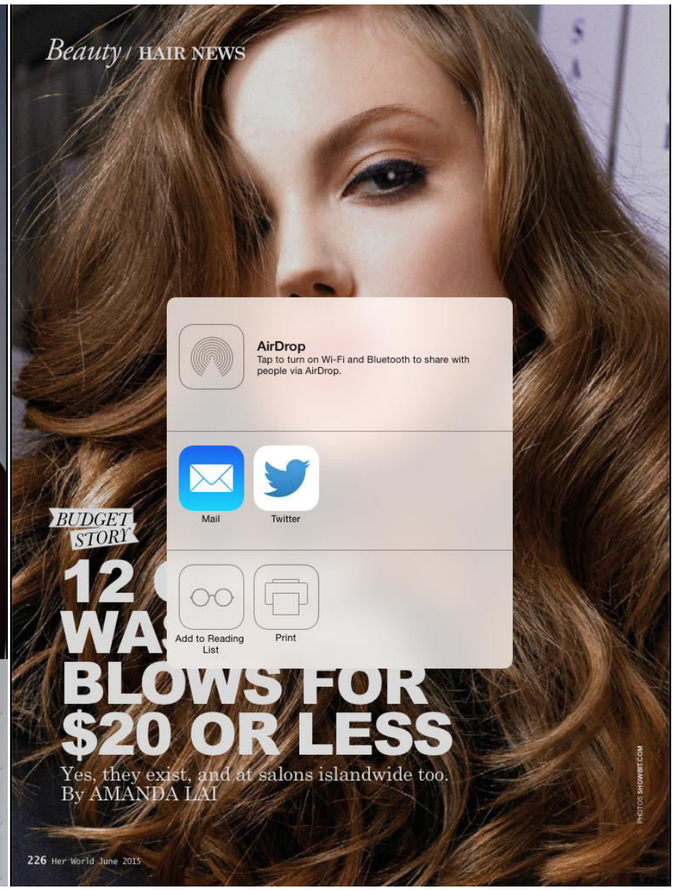
SOCIAL SHARING – CUSTOMERS AS ADVOCATES

Magzter currently has over 1.5 Million Facebook fans!

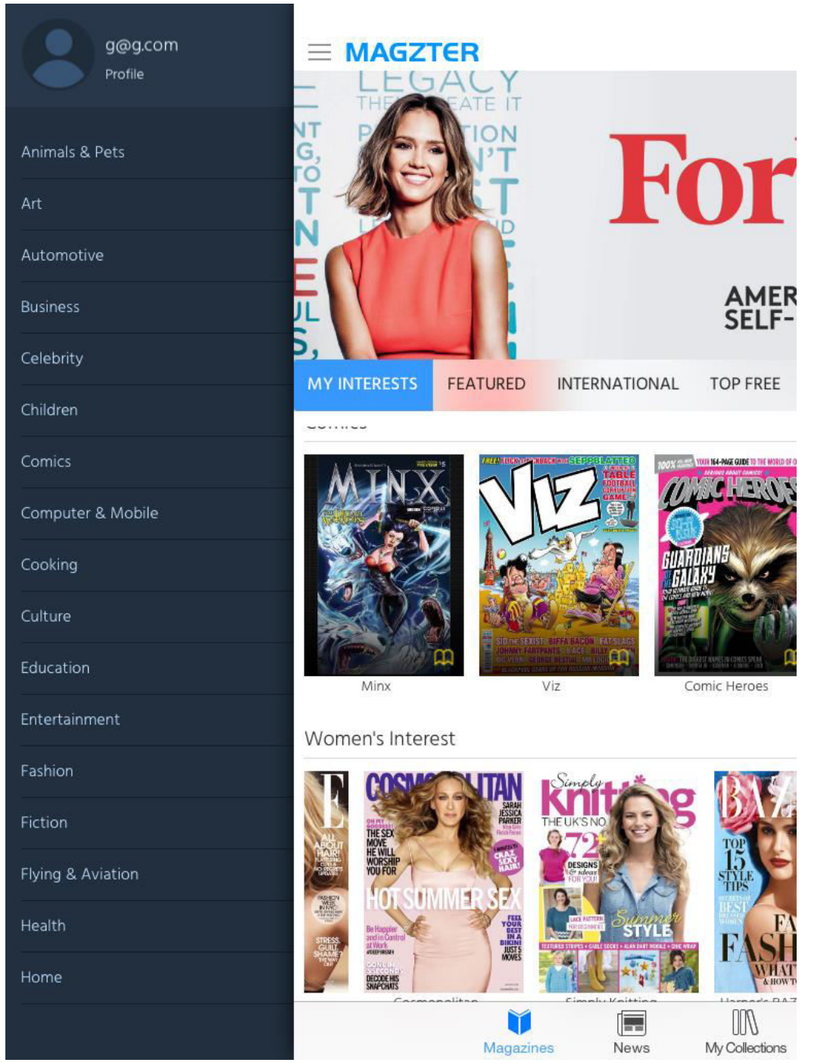
In addition to this huge social fan base, users can also share screenshots of magazine covers and articles on their Social media feeds giving huge additional visibility to your content at no cost to you!

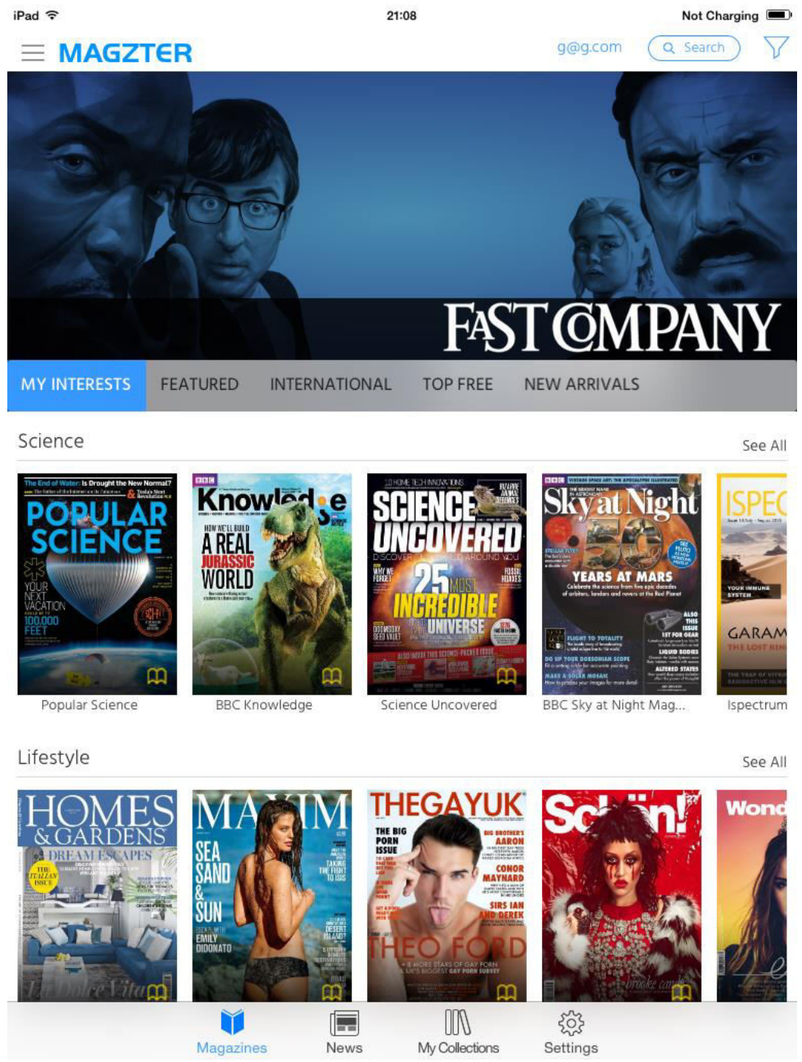


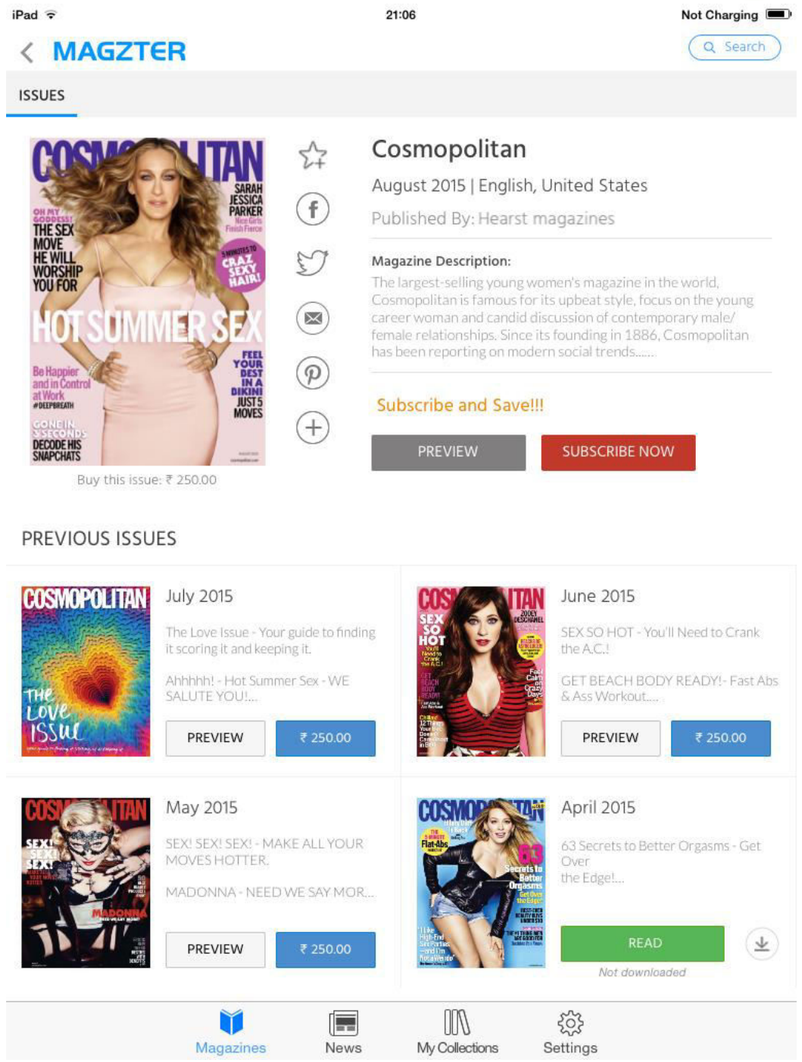




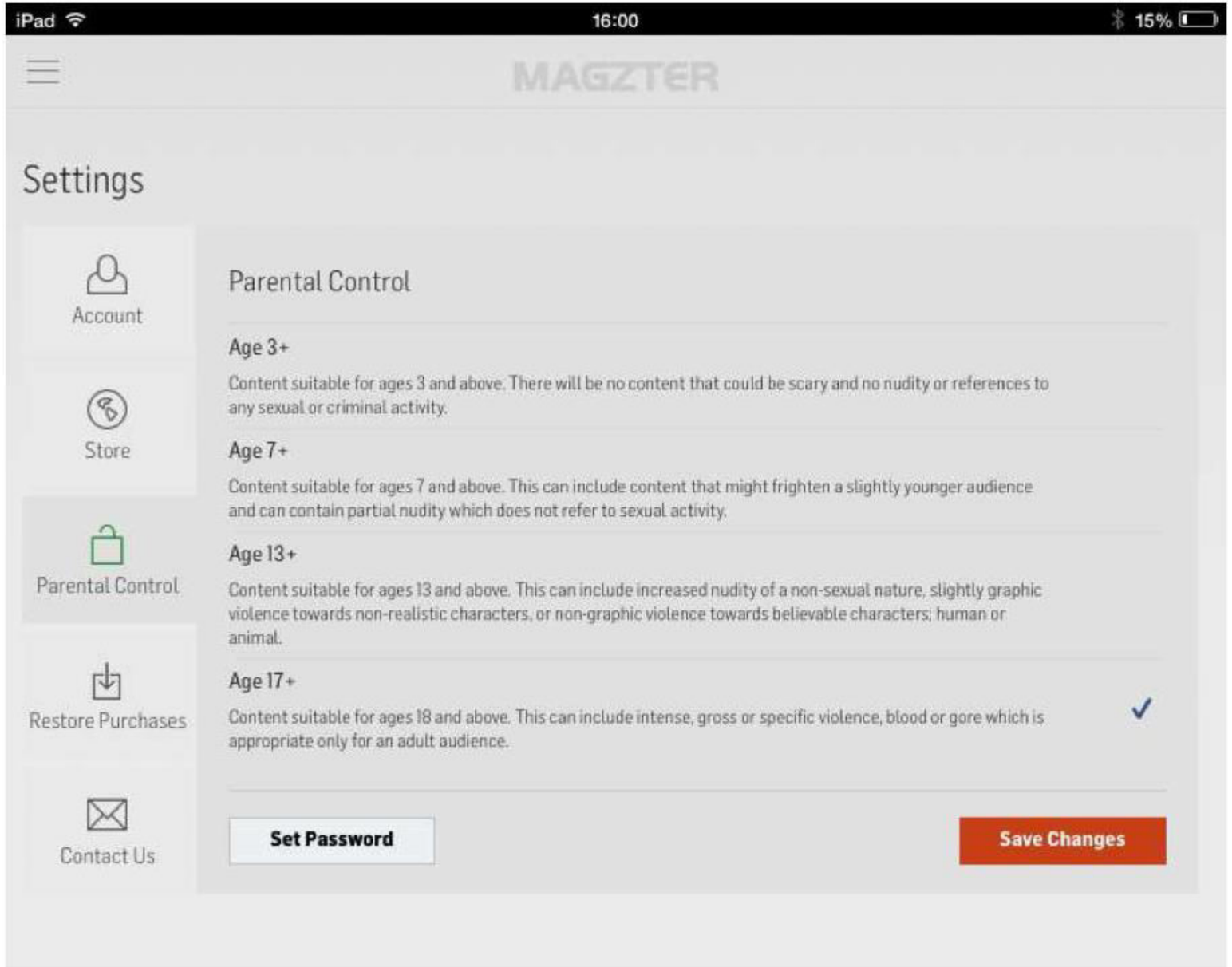
SIMPLE, INTUITIVE NAVIGATION







PARENTAL CONTROLS



PARTNER MARKETING

What we do

- **Discoverability** of your magazine on the iTunes App Store search engine
- Give magazine buyers the option to post on their Facebook wall & Twitter feed when they buy your magazine
- Showcase your magazine in the FEATURED and NEW ARRIVALS sections of Magzter
- New content promoted on Magzter's Facebook (over 1.5 Million fans), Pinterest, Twitter, Google+, LinkedIn
- Promotions through Magzter Facebook, Twitter and Pinterest pages
- Issue a press release
- Email all Magzter users news of NEW ARRIVALS and FEATURED magazines
- Seasonal and genre based offers
- Push notifications of offers via app
- On site/ in app banners
- Cross promote titles on site/ in app function
- Re-marketing opportunities to buyers
- Customizable ad banners available to promote purchase on your website and customer emails
- SEO marketing activity

We advise our publishers to do

- **Promote** the fact that your magazine is now on Magzter/Apple's iTunes Store
- Give the link to download the Magzter app on your website
- Advertise in Your Magazine promoting your presence on Magzter/ Apple's Apple's iTunes Store
- Promote through magazine print subscribers as part of your subscription
- Promote through your Newsletters
- Promote through your Facebook/ Twitter/Pinterest/LinkedIn pages
- Issue a press release

UNIQUE INITIATIVES FOR MORE MAGAZINE VISIBILITY AND POTENTIAL REVENUES

- Airlines
- Libraries (Public, School, College)
- College/University Alumni magazines
- College/University student magazines
- Print subscription digital entitlement

FUTURE POTENTIAL BUSINESS MODELS

- Article-wise sales

MAGZTER AIRLINE PARTNER PROGRAM (MAAP)

Magzter has been a pioneer in setting up innovative avenues to reach out to global consumers. Magzter has partnered with industry leaders within 75% of the world's airlines to provide passengers another avenue of entertainment through In-Flight Entertainment (IFE), Wireless In-Flight Entertainment (W-IFE) and Airport Lounges.

By joining Magzter, we have made it easy for your publications to take part of this opportunity. Some of the benefits include:

- **REVENUE:** Same amount of rev-share as it is in your current contract, which means a new revenue stream.
- **MORE EYEBALLS**: Imagine hundreds of thousands people reading your publication (In-flight) each month.
- **INCREASED ADVERTISER AWARENESS**: More readership of your advertisers' message.

Airline Partners:

Magzter in-flight reader

THE MAGZTER DIGITAL LIBRARY PROGRAM

As part of the Magzter family, your publication will be able to reach thousands of US, UK and international libraries with no risk, efforts or cost involved.

Magzter has partnered with library experts; WT Cox Information Services (USA) and Unique Magazines (UK) to provide international digital magazines to library patrons. This program allows readers to view titles in digital format at participating libraries via the Magzter app or a web browser.

Unique Advantages of Magzter Digital Library Program:

- **MORE REVENUE:** NEW revenue stream and a potential of more income compared to our competitors.
- **INCREASED TRAFFIC**: Imagine thousands of eyes on your publication each month, which means MORE SALES in the long run and even increase in your print sales as a result of this
- **EXPANDED ADVERTISER AWARENESS**: More readership of your advertisers' message. Reporting of number of viewers for publisher's advertising numbers (totals and unique)
- **TRANSPARENCY:** Transparency is our #1 goal. As a result, we will not be charging libraries any other fee's, except for the subscription fees. Which mean's publishers win!
- **USER DATA:** In addition, user information will be shared with publishers which would be a great asset for you as a publisher

Library Partners:

WT.COX Information Services

Unique magazines

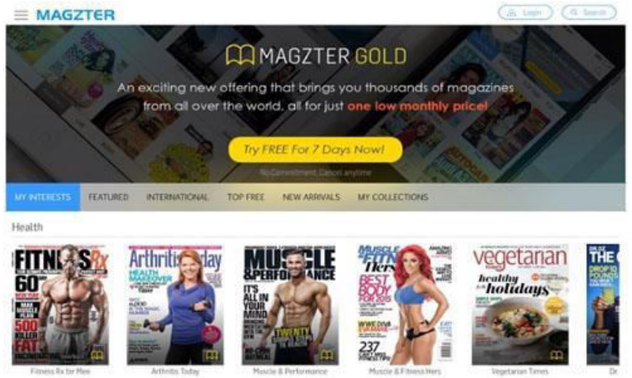
GLOBAL MEDIA LOVES MAGZTER!

PC

'Netflix of Magazines' Magzter Adds 500 Titles

BY STEPHANIE MLOT MARCH 30, 2015 09:25AM EST 0 COMMENTS

New titles include Bloomberg, Entrepreneur, The Atlantic, Men's Fitness, OK!, Star, and The National Enquirer.



Digital magazine store and newsstand Magzter is adding more than 500 new titles to its "all-you-can-read" Gold subscription service.

For $9.99 per month, mobile, tablet, and Web users get unlimited access to a library of 2,500 digital periodicals. Gold Lite also offers unlimited access to any five available titles for $4.99 per month.

"Since launching Magzter Gold in late January, we've seen a threefold increase in the number of magazines and pages read, and a similar increase in overall user engagement," CEO Girish Ramdas said in a statement. "Publishers are quickly taking note of these impressive metrics as the 'all-you-can-read' model proves capable of delivering a substantial [return on investment."

Joining titles like *Maxim*, *ESPN The Magazine*, and *Fast Company* are business magazines like *Bloomberg* and *Entrepreneur*, as well as cultural commentary from *The Atlantic*, fitness content from *Men's Fitness*, and celeb news from *OK!*, *Star*, and *The National Enquirer*.

Magzter Gold also comes with a revamped user interface, while the free app—available for iOS, Android, Windows, the Web, Amazon, and Kindle—offers a customized reading experience based on interests and interactions with in-app content, Magzter said.

"The 'all-you-can-eat' model is an increasingly popular format for all media, from movies to music, and magazine publishers can't ignore the demand," said company president Vijay Radhakrishnan. "With our user base, technology and content, we expect even more to join our newsstand in the coming weeks."

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THE MAGAZINE MAN

RAVEENA JOSEPH meets Girish Ramdas, whose digital newsstand has put him in the news

Ask Girish Ramdas where he lives and he'll say, in a suitcase. With his company headquartered in New York and offices in London, Paris and Barcelona, Chennai-based Girish is constantly globe trotting. In the last 12 months, he's been on the move for 270 days and has travelled to over 40 different countries. In 2013, he was the only Indian invited to speak at The FIPP World Magazine Congress in Rome and this year, he's once again been invited to address the congress in Toronto. "Many publishers don't understand the digital medium; they are hundred-year-old companies who don't connect with the younger audiences and I hope to be the person to tell them what to do," smiles the 40-year-old.

Girish's company, Magzter, a digital magazine newsstand and bookstore launched in 2011, has changed the way content is consumed around the world. His made-in-Chennai product has reached 200 countries and currently has 2.5 crore users globally. "We even have two users in Antarctica. So obviously, there are a couple of people in a remote research station who use Magzter to read magazines," laughs Girish, CEO and co-founder of the company.

Users can download the app and have paid access to 5,500 magazines from 60 countries, which they can access across devices. In India alone, where people are largely hesitant to pay for content, Magzter has nearly 40 lakh users, contributing to 15 per cent of their global sales. And given that we are a market where the penetration of iPad and tablets are not that high, it's a substantial number. "It was good business because of the need to go digital; and at that time, there was no global platform for publishers to publish content... We

"We even have two Magzter

DRIVEN BY THE 'DIGITAL' *Girish Ramdas* PHOTO: K. PICHUMANI

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Food caFE GIRISH RAMDAS

We want to be the YouTube of digital reading

The co-founder & CEO of Magzter, the world's largest digital magazine service app, shares with **Sushila Ravindranath** how its multilingual focus and innovative subscription models are making it a hit across the globe

When I call Girish Ramdas, the co-founder and CEO of Magzter, he is in New York. His office is bustling with the company's back-office work is done in Chennai, his home town. He promises to meet me for lunch at Sandy's in Walden Garden (which is a favourite restaurant) the day he returns. I ask him if he won't be jet-lagged. "No problem," he assures me. True to his word, we meet at Sandy's, which is a delicatessen that makes its own sinful chocolates and desserts. He looks all bright and fresh, saying he hasn't yet has revived him.

With 22 million users and more than 10,000 downloads per day, the world's largest digital magazine service app Magzter's growth rate, since it was launched in 2011, has been nearly 300%. Magzter offers thousands of magazines in international and Indian languages, including certain niche publications that would otherwise be very difficult to find online. It has recently added book titles to its offerings. Ramdas wants to make 1 million books downloadable from his platform and has made a beginning with the introduction of 10,000 book titles. Magzter wants to establish itself as one-stop reading destination in the digital world. It is about to add newsweek.

We order Caesar salad (mine egg-free) prepared with organic vegetables and I ask Ramdas about his hectic travel schedule. "Last year I was in India for 100 days," he grins. Magzter is only three-and-a-half years old. "What we want to be is the YouTube of this space. You think videos and you look up YouTube, and we want you to think reading and look up Magzter."

I ask him how he and his friend and co-founder Vijayakumar Radhakrishnan (the president) started Magzter. Before launching Magzter, Radhakrishnan had built web-engineering company Network Technology Solutions, while Ramdas had set up a software company called Dot Com Infoway. He had also launched a film magazine called Galatta. "My company used to outsource projects to Radhakrishnan's company for web-clients and soon we merged the two companies to create a single entity in 2006," Ramdas says. When the iPhone and iPad came to India, he and Radhakrishnan decided to turn the magazine into an app. Galatta was Asia's first magazine app for the iPad. Then came the Android and other new platforms.

It struck Ramdas and Radhakrishnan that theirs was the perfect app to serve magazine publishers who were eager for a user-friendly, one-stop-solution to reach the digital marketplace. The content owner uploads pages, and the magazine is published on multiple platforms almost instantly. Built-in MIS reporting functionality allows publishers to monitor metrics in real time. When Ramdas approached a large publishing house in Delhi, he was given one of their magazines on a trial basis. The publishing house was trying to build its own platform, but within 45 days Magzter was up and ready for the company's (that is, its building's) elevator pitch. While Ramdas had set up a software company called Dot Com Infoway, he had also launched a film magazine called Galatta. "My company used to outsource projects to Radhakrishnan's company for web-clients and soon we merged the two companies to create a single entity in 2006," Ramdas says. When the iPhone and iPad came to India, he and Radhakrishnan decided to turn the magazine into an app. Galatta was Asia's first magazine app for the iPad. Then came the Android and other new platforms.

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Magzter rapidly scaled up to become the world's largest creator of Apple Newsstand apps. Within a year, it attracted more than 1 million users and a growing list of top magazines. Kalaari Capital, a leading in-vestor in early-stage businesses, signed up Magzter. What sealed the deal for the company is that its technology is device-agnostic, unlike Apple or Google Play Newsstand which is restricted to a single technology and device. "Google's Newsstand has 600 magazines. We have content from 60 countries," he says. Magzter's application can be downloaded for free onto any device including smartphones. Its OREO (one-click real-time everywhere) publishing system allows publishers to upload content with a single click' where the cloud software converts the content to suit multi-device distribution. This is done in less than 60 minutes. "You know, 'every' means one time in Tamil. We are local as well as global." Magzter acts as an 'aggregator for aggregators'. "Nearly 25% of the content on Apple's Newsstand is provided by us, as we really do not view them as direct competitors." Samsung and other device manufacturers, who are keen on creating a device app, approach Magzter to partner them on content aggregation.

I follow up my salad with a falooda roll and Ramdas, who says he eats anything that moves, asks for a cilantro-chicken burger. He tells me that, in December 2013, Magzter raised Series B funding to the tune of $10 million. The round was led by a wholly-owned subsidiary of Singapore Press Holdings with participation from its existing investor Kalaari Capital. A significant portion of this investment is being used for Magzter's global expansion. "We had to have our headquarters in New York. It is the nerve centre for publishing industry. Many publications such as all Hearst Group's magazines, Newsweek, Bloomberg are on our platform and they all are around 7 km from our office," Ramdas adds.

Magzter currently has eight offices across the world. "We create local teams that will represent Magzter to publishers in the regions we don't know the language. In South they speak English and Catalan. There are 140 publications in Catalan. We have both English and Afrikaans publications on our platform in South Africa. All Indian language publications are with Magzter. We have been bringing vernacular publishers online. This is a huge bet with the Indian diaspora. Our multilingual focus has set us apart from other aggregators who tend to focus on single geographies. We plan to be in most geographies," he says.

Ramdas says the digital publishing platform is free to all publishers where there is a 30:50 revenue-sharing agreement ensues. "We make all our money through subscriptions." In the next two years, subscription will only be 30% of Magzter's revenue. "The rest will be from digital and experiential advertising," says Ramdas. This will be a mix of video and interactive advertisement in the magazines. The template for Rolex advertisement in Forbes India magazine, for example, was developed by Magzter and given to Rolex. The user can see what the watch looks like and how it works, and can click and buy it. Forbes' tablet version was sponsored by Rolex.

We end the meal with Sandy's famous chocolate cake. While waiting for it to arrive, I ask Ramdas whether Magzter has started making money. He tells me about the new monthly subscription model they launched early this year. "It is like the successful monthly subscription model adopted by Netflix for movies and TV shows. We are opening access to a library of about 2,500 magazines, for ₹499 a month under the Magzter Gold plan." In another plan, Magzter Gold Lite, users can read five magazines of their choice at ₹249 a month. Both the plans are priced at ₹10 and ₹6 a month, respectively, for global markets. "Because of the plans, more than 100 new publishers signed up to Magzter across the globe. We have a larger library than our rivals."

Ramdas says Magzter could have broken even if it was not spending on growth. "We have to keep coming up with new ideas and introduce them to 100-year-old publishers. The $18-billion print industry is going digital. Can you imagine the potential?"

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G. Ramdas and V. Radhakrishnan

39, 37, CO-FOUNDERS

MAGZTER

Magzter's one-click publishing solution reaches 5,300 publishers in 60 countries. Its new subscription innovation is Magzter Gold: Pay a monthly fee to read as many magazines you want. Publishers share revenue with Magzter, which now has 22 million users, including two in Antarctica. Last year, the duo hired Time Inc. and HBO veteran Abe Cytryn, as they train their sights on Brazil, Russia, and China. "We are becoming the Tata Sky of magazines," says Ramdas.

FORTUNE INDIA

CNBC

Entrepreneur MAGAZINE

VentureBeat

THE ECONOMIC TIMES

Bloomberg Businessweek

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PUBLISHER TESTIMONIALS

MAXIM AUSTRALIA

”We’ve experienced great digital growth with MAXIM Australia, and Magzter has seen the best % growth of any digital platform we use. I believe this is primarily because of how easy it is for readers to use the app, and also how user-friendly the back-end is for content creators. It’s by far the best digital platform we use in terms of its ease of navigation and different options it provides publishers. ”

- **Michael Downs**

Founder & CEO, MAXIM - Australia

TV GUIDE

“TVGM is very pleased to partner with Magzter in continuing the growth of our on distribution of TV Guide magazine. We are looking forward to introducing the foremost guide to What’s Worth Watching to Magzter’s highly engaged audience of 25 million subscribers. ”

- **David J. Fishman**

CEO, TV Guide Magazine

WING CHUN Illustrated 詠春

“For many months, I had grown increasingly frustrated with our previous digital distributor but thankfully a fellow publisher made me aware of Magzter. From my first exploratory inquiry, Magzter has been extraordinarily accessible, candid, professional, and flexible. I was truly impressed with how quickly they made our large back issue catalogue available and on top of that created several branded apps—all for free! WOW! The customer service is simply second to none! The staff is extremely friendly, helpful, and knowledgeable. It’s quite refreshing to deal with people who are both competent and amiable. To partner with Magzter has definitely been one of the best decisions I have made during my 16+ years in magazine publishing! I look forward to have Magzter in our corner for many years to come.”

- **Eric Lilleør**

Publisher & Editor, Wing Chun Illustrated - UK

CONDÉ NAST CHINA

“Condé Nast China has always been committed to producing the highest-quality products and to providing premium services to our partners and clients. Magzter is a leading global digital newsstand and we believe our partnership will enable Conde Nast China’s titles to be more broadly and efficiently distributed. We are excited to launch this partnership!. ”

- **Elizabeth SCHIMEL**

President, Conde Nast China

CASE STUDY - DENNIS PUBLISHING
79 publications go digital in just 10 days

Day 10	Issue goes LIVE	Issue available on iPhones, iPads, iPod Touch, Android devices, Amazon and the web
Day 9	Apple Approval	This usually takes 7-10 business days but in this case Apple approved it overnight!
Day 8	Dennis previews issues	Issues available for preview on Dennis' team iPads for secure preview
Day 7	Dennis uploads files	Dennis uploads PDF files to the Magzter system
Day 6		
Day 5		
Day 4		
Day 3		
Day 2		
Day 1	Magzter Sign up	Dennis Publishing registers online with Magzter

AND NOW THE BEST PART - NO ADDITIONAL COST!

- PUBLISH YOUR MAGAZINES
  No additional cost
- MAGAZINE DOWNLOADS
  No additional cost
- ADD INTERACTIVITY
  No additional cost
- GET CONSUMER DATA AND ANALYTICS
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- APP CREATION
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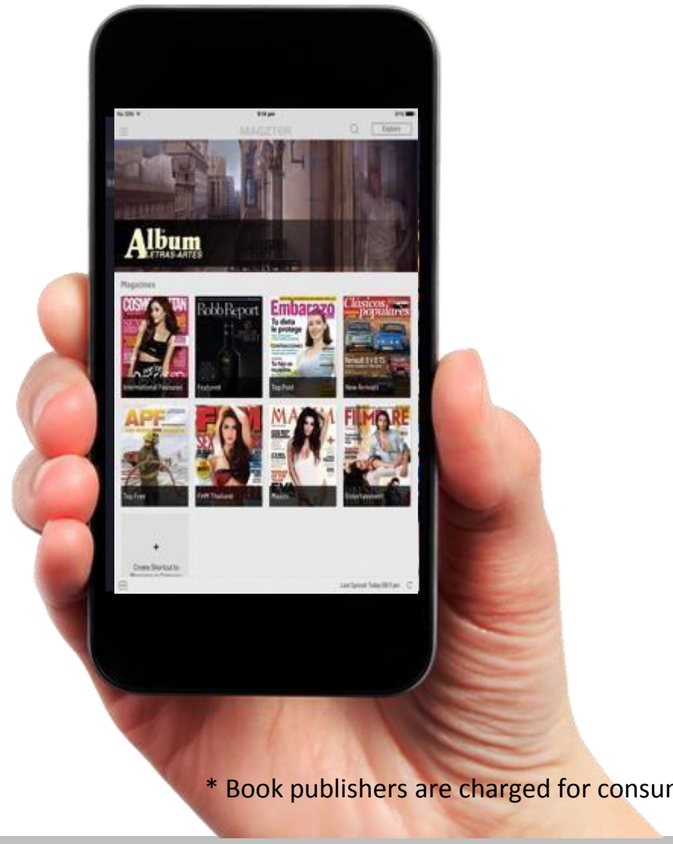
JUST REVENUE SHARE!



* Book publishers are charged for consumer data

BUSINESS TERMS

Magazines that are sold in the store

- Zero setup fee
- Zero upload fee per issue

50:50 revenue share after any transaction fees to Apple, Android, etc. (e.g. transaction fee is 30% for Apple/Android and 10% for the web)

Paid Magazines
Revenue Share

Magazines that are sent for free to users

- Zero setup fee
- Zero upload fee per issue

ZERO FEE per copy downloaded by user

Free Magazines
ZERO Delivery Fee

WHITE-LABEL Apple App: for brand building in the Apple iTunes Store

NO Fees to create a white-label app for Apple's iTunes store (revenue share same as for paid mags)

Magzter also creates Android branded apps and Windows 8 apps at no cost to the publisher depending on the size and circulation of the magazine

Apple iTunes
NO COST to create Apps
Only Revenue Share

NEXT STEPS

STEP 1

Sign up for a FREE Magzter Publisher account at **http://www.magzter.com/signup.php**

STEP 2

See the magazine PDF and Interactive file specifications and book specs using this link: **http://www.magzter.com/publisher/pdf_specs.html**

STEP 3

Upload your magazine to your Publisher dashboard online at www.magzter.com

STEP 4

Set pricing in the Publisher dashboard

STEP 5

Provide your magazine description and preferred keywords in the Publisher dashboard

STEP 6

Preview your magazine on your iPad or online. Once the magazine is uploaded you will get a preview mail within a couple of hours. The Magzter team will publish it on the pre-set publishing date if no feedback is received from the Publisher

STEP 7

OREY Click Publishing process happens and your magazine goes live across all devices simultaneously

STEP 8

Reach millions of users worldwide, start selling your magazines and start promoting your magazine presence on Magzter across all devices and the Apple Newsstand

NO OTHER NEWSSTAND PROVIDES ALL THESE BENEFITS

Cloud Based | **Self-Service** | **Cross Platform** | **Fully Automated** | **Single-Sign-On** | **HTML5 enabled** | **Scalable**

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