

New international expansion

## **DE MARQUE ACQUIRES FRENCH ONLINE BOOKSTORE FEEDBOOKS**

**Quebec City, August 28, 2019** – De Marque continues its international expansion! The leader in digital cultural content distribution has acquired the assets of Feedbooks, an online bookstore based in France that sells close to 900,000 titles from hundreds of publishing houses.

De Marque's CEO Marc Boutet is proud to announce that this merger creates the first international group to distribute and market multilingual digital content. "This is an important step in our vision to maintain our international leadership in the fields of e-reading and digital content monetization. The company's goal is to create an open network of renowned international experts and to be the reference in regards to e-reading and digital media consumption," said Boutet.

### **AN ENHANCED SERVICE OFFERING**

With this acquisition, De Marque adds an established online bookstore to its diverse offering of digital services for the publishing world. The combined Feedbooks and De Marque catalogues will represent 1.4 million multilingual ebooks and audiobooks available in numerous countries with merchandising and support services in five languages.

De Marque's current publishing clients will obtain new sales opportunities, whereas libraries with access to its e-lending service will gain access to a wider variety of content for their users. The US library market will be more accessible as Feedbooks currently supplies content to a large number of major US libraries through its partnership with the Digital Public Library of America.

In this context, De Marque also adds the mobile e-reading application Aldiko to its product portfolio. Aldiko is used by nearly two million people worldwide on iOS and Android.

### **A NATURAL PROGRESSION**

Through the acquisition of Feedbooks' assets, a subsidiary is created in which all Feedbooks employees join the De Marque team. Feedbooks co-founder Hadrien Gardeur joins the company as director of research and development.

"Our relationship with Feedbooks is not new," said Marc Boutet. "For over five years, our two companies developed many synergies together by investing in new flexible DRM (LCP) as well as in ebooks and audiobooks. We also both positioned ourselves as leaders within the Radium Foundation and the European organization EDRLab."

Loïc Roussel, co-founder of Feedbooks, added: "This is a natural and beneficial progression for Feedbooks. We are delighted that our project can keep going forward at a new speed."

De Marque also previously acquired Barcelona-based Libranda in July 2018. The company's international team now counts 57 people serving the publishing, public library, educational and corporate markets with offices in Quebec City, Montreal, Barcelona and Paris.

### **About De Marque**

De Marque is an international leader in the field of digital content distribution, particularly ebooks. Established in Quebec City, Canada, the company's Cantook Hub platform now distributes over 480,000 ebook titles from more than 2,300 publishers to 1,300 sales points worldwide. Cantook Station, the company's e-lending service for libraries, is currently used in over 2,000 libraries across Canada and Europe. Since its launch in 2012, the service has registered over 8.6 million ebook checkouts from library users.

### **About Feedbooks**

Founded in June 2007, Feedbooks is an online bookseller, connected to a large ecosystem of e-reading services and social networks. A leader in publication and distribution standards for digital publications, Feedbooks distributes millions of ebooks every month to an ever-growing community.

-30 -

SOURCE:

De Marque | [demarque.com](http://demarque.com) | [Facebook](#) | [Twitter](#) |

FOR MORE INFORMATION AND INTERVIEWS:

Anne-Elisabeth Benjamin | [anneelisabeth@fernandezcom.ca](mailto:anneelisabeth@fernandezcom.ca) |  
T 418 704-1559 x 224 | C 514 912-8157