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LONDON BOOK FAIR 2017
PRESS RELEASE

The story behind **PublishDrive**, a Budapest-based startup, is simple. In 2015, Kinga Jentetics (CEO) couldn't find a platform to publish her thesis so she created her own. PublishDrive quickly became popular as the most intelligent ebook publishing platform, helping publishers to increase sales by providing intelligent analytic solutions and global distribution.

PublishDrive operates on a royalty-share business model and distributes ebooks in the USA, Europe, Asia, India, and Latin-America. They've recently become the first ebook publishing platform setting foot on the Chinese market reaching over 1bn potential readers. Publishers can publish books in over 400 stores and 240k digital libraries worldwide including both major stores such as Amazon, Apple, Google, Kobo and Barnes & Noble, and local stores, schools, universities and public libraries. Being one of the few companies featured by Apple, PublishDrive's vision is to change the way how ebook publishing works, incorporate business intelligence and develop automated processes.

"We have over 900 publishers working with us from more than 40 countries worldwide and we published ebooks in 33 languages so far. In 2016, PublishDrive had a 300% annual growth both in our customer base and in revenue" says Jentetics, who is among the honorees of Forbes 2017, *30 under 30 Europe* list.

With PublishDrive, publishers can see 30% revenue growth in a month; enjoy total transparency and the advantages of business intelligence. They have full control over the ebook management process: from production, metadata management, distribution, business intelligence analytics to sales reports and billing. Uniquely on the market, PublishDrive introduced an *earn-as-you-sell* payment term assuring publishers to pay them in time, whether the funds from retailers have arrived or not. Keeping up with the trends in the digital publishing industry, the latest strategic move from PublishDrive is to set foot in the audiobook business and start global audiobook distribution, reaching another niche market. They are already accepting audiobooks: the estimated time of public launch is Q2 2017.

Attending the London Book Fair in March, PublishDrive is announcing **3 new features** during the event. Please do not release any information before the release dates, which are:

1. ONIX import

Release date: 14 March '17

The widely sought-after ONIX import at PublishDrive can be used to easily handle and upload detailed metadata, such as multiple languages and rights. While a simple Excel sheet based bulk import is already available, publishers will benefit from an automated, handier book upload system. The professional ONIX import gives another tool into the publishers' hand to help with bulk metadata management and make e-publishing easier and quicker.

2. Book and Seek

Release date: 15 March '17

The second feature to be introduced at the London Book Fair is a quality assurance management tool for publishers to help provide transparency and quality assurance in the publishing industry. Working with more distribution partners at a time, keeping track of books on sale in different stores can be chaotic and time-consuming. On the new *Book and Seek* platform, publishers can

simply use ISBN and later on their title to search for their books and monitor the stores in which they are available for sale.

3. Marketing Magic Tool (alpha version)

Release date: 16 March '17

The third feature aims to take the next step toward reforming the publishing industry by providing automated marketing solutions to publishers. Based on artificial intelligence and machine learning, hand in hand with the power of business intelligence, PublishDrive's Marketing Magic Tool is here to help to increase ebook sales and enable publishers to reach their audience more effectively. With the alpha version, publishers are able to see the most similar titles of their book (defined by tags and content), store by store. The software is designed to be self-learning to give publishers the best similar results. The reader base is unique of every store, so are the best-selling titles and genres – there is no publisher who can keep track of this and develop different marketing strategies by countries and stores without the help of AI and machine learning.

On the launch day of the new features, you will receive the exact links or demos where you can see them and try them out.

If you have any questions before, please contact me by email or Skype, I am happy to talk with you.