



RCS MediaGroup: *Amica* in Indonesia and Singapore

Milan, 9 October 2008 – *Amica* – RCS MediaGroup's high-end women's monthly and the top seller in Italy – hit the newsstands in Indonesia in September and will be launched in Singapore by the end of the year.

The two new English-language editions of *Amica* will be published under license from RCS by major local partners, namely MRA in Indonesia and Lexicon Group Limited in Singapore.

MRA is the Indonesian leading publisher of high-profile magazines and a successful operator in the Luxury Goods industry. MRA already publishes the Indonesian edition of *Bravacasa* which was launched last February with excellent results, always under license from RCS MediaGroup.

Lexicon Group Limited, with more than 20 titles in a number of languages, is one of Singapore's leading publishers and also has a significant presence in the Chinese and Malaysian markets.

The Indonesian and Singapore editions are the next steps in the international development of *Amica*, which is already Bulgaria's market leader following its launch in 2007, thanks to excellent results in terms of circulation and advertising revenues; moreover the magazine's intensive licensing programme also represents for RCS MediaGroup a strategic springboard into Countries experiencing rapid economic growth – notably Indonesia, whose advertising market is projected to grow by 13% year-on-year in 2009 (source: Advertising Expenditure Forecast 2009 - Zenith Optimedia).

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