

# EBI Report

Report type **Current report**  
No. 31/2014  
Submission date 2014-05-15 09:17:19  
Company Abbey House Group S.A.

## **New strategy of the Issuer's activities and advanced negotiations on the purchase of significant assets and sale of the gallery**

With reference to the EBI report no. 14/2014 of 10 February 2014 (Changes in the structure of shares ownership and the company's authorities) and the EBI report no. 17/2014 (Purchase of significant assets) the Management Board of the Issuer shall hereby provide the information about the new strategy of the Issuer's activities. The main purpose of the new strategy is to become a leader in the global market of art media and services and to cease the activities related to trade in the works of art.

Moreover, the Issuers announces that it is now holding advanced negotiations concerning the acquisition of the leading publisher in the art media market. Should the Issuer succeed to fulfill the plan, it should gain additional credibility and significant share in the global art media market. The activities of the acquired company will be connected to the existing publishing activities of the Issuer in order to create a uniform Media segment. The Media segment will be functioning in New York and Warsaw, focusing to a large extent on digital materials. The Issuer's intention is to provide a part of its funds to integrate all the media it controls in order to create a uniform and interactive digital platform. The expected acquisition should have a significant impact on the Issuer's profit and loss account already in the second quarter of 2014, as the financial result of the acquired company in the United States should be consolidated with the result of the Issuer. The Issuer hopes that the negotiations should be finalized at any moment now.

In addition, the Issuer communicates to the public that it holds advanced talks with one of the reputed international galleries concerning the sale of activities involving trade in the works of art and promotion of artists the Issuer cooperates with, under the Abbey House Gallery brand. The intended transaction assumes continuation of the Issuer's project developed for more than three years, particularly taking into account additional possibilities of promoting Polish artists abroad, which shall be possible following this transaction. The Issuer expects to finalize said agreement at any time.

The Issuer will report, on an ongoing basis, in the form of current reports, on the development of transactions specified herein.

Legal basis: §3 paragraph 1 of Exhibit 3 of the Alternative Trading System Rules "Current and periodical information in the alternative trading system on the NewConnect market".

**Attachments:**

- [NOWA STRATEGIA DZIAŁALNOŚCI EMITENTA.pdf](#) rozmiar: 178.4 kB

**Representatives of the company:**

- Jakub Kokoszka – President of the Management Board
- Izabela Depczyk – Member of the Management Board