



## FOR IMMEDIATE RELEASE

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## **PENGUIN GROUP WORLDWIDE REPORTS** **RECORD SALES AND OPERATING PROFITS IN 2003**

**-- Underlying Profit Up 2 Percent; Underlying Revenue Up 2 Percent  
Versus a Year Ago --**

London, 1 March 2004, The Penguin Group today reported its operating results for the year ending December 31, 2003, with underlying operating profits up 2% and underlying revenues up 2% over the previous year. Sales for the group were up to £840m versus £838m last year and profits were up to £91m as against £87m in 2002.

This overall profit increase was once again driven by strong frontlist performance worldwide, improved operating efficiencies and increased investment in new authors.

In the UK, the Penguin Group sales through the General Retail Market in 2003 increased by 2.6% year on year, moving the group into second position behind The Random House Group. The Penguin Group held its market leading position in non-fiction (the largest of the market sectors) in 2003, with 11.6% of share by value. Sales growth came from a substantial increase in bestsellers, sixty titles in the Nielsen BookScan top 15 (as printed in *The Bookseller*) as opposed to forty-five last year. Some of the bestselling non-fiction titles in hardback in 2003 were *A Royal Duty* by Paul Burrell, *How Clean is Your House?* by TV's cleaning ladies Kim Woodburn and Aggie MacKenzie, *Dude, Where's my Country?* by Michael Moore, *The Kid* by Kevin Lewis, and *JKF: An Unfinished Life* by Robert Dallek. In fiction, *Spellbound* by Jane Green went to number one in hardback and there were other strong hardback performances from *Land of the Living* by Nicci French, *Remember Me* by Lesley Pearse and *Trojan Odyssey* by Clive Cussler. In paperback, Penguin had thirteen titles on the *Guardian* Fastsellers list, which did not include the 2002 published *Stupid White Men*, which racked up sales of over a million copies in the year. Other top paperback titles included *First Light* by Geoffrey Wellum, *Samuel Pepys: The Unequalled Self* by Claire Tomalin, *31 Songs* by Nick Hornby, *Globalization and its Discontents* by Joseph Stiglitz, and in fiction, *The Autograph Man* by Zadie Smith and *Angels* by Marian Keyes. At Puffin, picture books sold very strongly at Christmas, led by Madonna's *The English Roses*, which was the fastest selling picture book ever in the UK in its first week of publication, supported by *Mr Peabody's Apples*, *Angelina Ballerina's Invitation to the Ballet* and *Harry and the Dinosaurs make a Christmas Wish*. Puffin fiction once again enjoyed success with Eoin Colfer's *Artemis Fowl – The Eternity Code* and great acclaim for the debut *Lionboy* by Zizou Corder.



At Dorling Kindersley highlights in 2003 included the ambitious natural history project, *Earth* (globally *Earth* sold 8% more than the 2002 bestseller, *Animal*, by volume) and Tom Peter's *Re-imagine!*, which was the number one business book in the UK at publication. In DK's largest market, the USA, the year finished well after a tough first three quarters. It started to see the return of significant re-orders for core backlist. On the frontlist, *America 24/7* featured on the *New York Times* Bestseller list after the glowing endorsement by Oprah Winfrey as her book of the year. In the UK, *The Big Read Book of Books* sold well on the back of the largest ever promotion for books on television. In Gardening, DK retained its position as the number one gardening publisher. Monty Don's beautiful *The Gardening Year* was a strong seller in the spring. In travel, DK grew sales by 21% year on year around the world as the acclaimed Eyewitness travel guide series celebrated ten years. On the children's side, DK maintained its position as leading children's reference publisher, showing real innovation in this category with the *e.encyclopedia*, which was number two in the children's reference bestseller chart. The two titles by Peter Ackroyd, *The Beginning* and *Space* also did well at Christmas. DK International Licensing has had a strong year with growth of 10% year on year due to [strong sales](#) with its international network of co-edition partners, [special sales, and the launch of Eyewitness travel guides in China and Korea](#). Elsewhere in the world, DK Verlag has outperformed a market in recession, helped by Jamie Oliver (400,000 copies now in print in Germany).

Warne had a runaway success with the *Calendar Girls* tie-in calendar. In the pre-school division, the tie-in programme for the record-breaking movie *Finding Nemo*, sold over 800,000 units across 10 titles. Ladybird also did well with a new series *Start School* introduced in August, and with another pre-school series of *Boohbah* books, the new tie-in from Ragdoll, makers of the Teletubbies, which launched in the autumn. Rough Guides biggest selling title of the year was *The Rough Guide to The Lord of the Rings*, selling 50,000 units in the few weeks before Christmas. RG also launched the world's first rip-proof/tear-proof maps to critical acclaim.

2004 has started strongly for the group, with Dave Pelzer's first book for Penguin *The Privilege of Youth* hitting the bestseller lists last month. In fiction, Penguin had three fiction titles in the bestseller lists in February: the debut thriller *Retribution* and Robyn Sisman's *A Weekend in Paris* in hardback and Lesley's Pearse's *Remember Me* in paperback. Looking ahead, Rageh Omaar's *Revolution Day* is about to publish, Jeremy Clarkson comes to Penguin with two books in 2004, there's a new cookery book with television attached from Gordon Ramsay in May and then a brand new project from Jamie Oliver in the autumn. The "cleaning ladies" Kim and Aggie are back with a follow-up to *How Clean is Your House?* and there are new novels from top brand name authors Marian Keyes, Clive Cussler, Sue Townsend and Jonathan Coe. Michael Moore's *Dude, Where's my Country?* is likely to be one of the biggest paperbacks of the year. Non-fiction heavyweights in 2004 include books from some of our biggest history authors: Antony Beevor, Ian Kershaw and Richard Overy. In Puffin, there is the sequel to *Lionboy*, a new book by Eoin Colfer, more from Madonna and Angelina Ballerina as well as some strong debuts for readers of young fiction.

Following the success of *America 24/7* last year, DK will be publishing a remarkable new photographic project in September 2004. Each of the 50 States of America will have their own unique 24/7 title – all published on the same day. DK has some giant global projects scheduled for the second half of the year: *Flora Mundi*, a lavishly illustrated survey of flora worldwide, in association with The Royal Botanical Garden at Kew, *Ship*, published in collaboration with the National Maritime Museum and *Human*, fronted by television celebrity and bestselling author Robert Winston.



On the children's side, Robert Winston will be publishing his first children's book with DK called *What Makes Me Me?* plus more e-publishing with Google and more titles in the history series by Peter Ackroyd. In May, DK celebrates its thirtieth birthday with a trade-wide backlist promotion and also in the spring, there is a big gardening book from Diarmuid Gavin called *Design Your Garden* which will tie in with a six-part television series at the time of Chelsea. This year also marks the bicentenary of the RHS, and these branded titles will be promoted heavily throughout the summer months.

Rough Guides launches "Directions", a new travel series, designed with short breaks in mind. The series will be unique in the market, offering content additionally in e-book format for download to handheld computers and PCs.

Anthony Forbes Watson, Chief Executive of Penguin Group (UK) said, "I am delighted that Penguin showed steady growth in 2003, the first year in five that we've been without a new Jamie Oliver blockbuster. With the success of ambitious global projects such as *Earth* and Tom Peter's *Re-imagine!*, DK demonstrated its unique creative capability once again."

John Makinson, Chairman and CEO of Penguin Group, stated, "The Penguin Group achieved record sales and profits once again in 2003. Every one of our publishing businesses around the world contributed to this performance, which was achieved in very tight and competitive markets through the simple but challenging strategy of publishing the right books, and publishing them well."

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#### Notes:

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