



**Press Release**  
**For Immediate Release**

## **Mishmash Média Acquires *L'actualité***

***The magazine, a pillar in Quebec's media landscape for over 40 years, will continue its mission which focuses on information, analysis and reflection.***

**Montreal, December 22, 2016** – Mishmash Média, member of the Mishmash experience collective, announces the acquisition of the magazine *L'actualité*, owned by Rogers Media since 1994.

In September 2016, the private equity firm XPND Capital announced the creation of the Mishmash collective—a group of businesses from the sectors of culture, media and entertainment, whose goal is to promote Quebec talent on a global scale. The acquisition of *L'actualité*, one of the world's prominent French-language publications, is perfectly aligned with this vision. This transaction also forms a valuable complement to the activities of two businesses that are part of XPND Capital's portfolio: Communication Voir (editor of the magazine *Voir*) and Média Boutique (an innovative media-oriented platform for the monetization of exchange contracts with advertisers).

In addition to exploiting the synergies generated through collaborations with other members of the collective, Mishmash will leverage the development of new business models, the growth of the brand *L'actualité* and the building of strategic alliances in order to ensure the long-term sustainability of the magazine.

Mishmash will also leverage the full potential of digital platforms while maintaining a strong focus on print. According to Alexandre Taillefer, Managing Partner at XPND Capital, print remains a key support for written media. E-platforms must therefore be used as a complementary resource as opposed to an alternative to print. "In a context showcasing a high level of media concentration and where certain social networks have become the main source of information for a large part of the population, *L'actualité* is one of Quebec's media jewels and ensures a diversity of voices in Quebec media," says Taillefer.

"*L'actualité* is a historic title in the Quebec media landscape and Rogers Media is pleased it will continue serving its readers under strong, local ownership with XPND Capital," says Steve Maich, SVP of Digital Content & Publishing, Rogers Media.

**The Future of *L'actualité***

Mishmash recognizes the essential role played by *L'actualité* in providing a means of reflection, analysis and criticism on issues relating to public affairs. The collective will thus continue to build upon the solid foundations set by the magazine's editorial team over the past decades. "We warmly welcome Mishmash Média as our new owner and trust that the collective will endeavor to maintain the status of the magazine with French-speaking readers while bringing new energy to face today's challenges," states Carole Beaulieu, Editor in Chief of the last 18 years at *L'actualité* and strategic consultant for Mishmash Média.

### **Complementarity between the Magazines *Voir* and *L'actualité***

Mishmash's short-term goal will be the pooling of certain functions of the magazines *Voir* and *L'actualité*. The two brands will nonetheless maintain independent editorial teams and directions in order to meet the expectations of the magazines' specific reader bases who, although being different, are quite complementary.

### **More Announcements to Come**

The Mishmash team is in discussions with other businesses from the media and entertainment sectors and plans on welcoming new members into its group over the coming months.

### **About Mishmash**

Mishmash is an experience collective whose mission is to promote the talent of Montreal and Quebec artisans, on a local and international scale. The collective's activities are focused in four sectors: media, production, events and entertainment hubs. The collective currently has four corporate members: La Tribu, Groupe Piknic Électronik, Productions Opéra Concept MP (producer of *Another Brick in the Wall – The Opera*) and Mishmash Média. The Mishmash collective is an initiative of XPND *Capital*—a Montreal-based private growth equity investment company. [www.mishmash.ca](http://www.mishmash.ca) | #mishmashmtl

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### **Source**

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