

# Future PLC

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## Future shares surge on back of Mobile Nations acquisition

Future PLC (LON:FUTR) shares surged in lunchtime trading Friday after it acquired US-based publisher Mobile Nations.

The media group it would pay US\$55m in cash and US\$5m in shares for Mobile Nations, a digital publisher focused on consumer electronics, adding that there was also a deferred payment of up to US\$60m that would be paid subject to meeting certain financial targets in the year ending 31 March 2020.

**READ:** Future's looking bright as publishing group sees jump in audience numbers

Together, the total consideration for Mobile Nations amounted to US\$120m.

Future added that the transaction was expected to be earnings enhancing in the current fiscal year and "materially" enhancing in the first full year after completion.

Mobile Nations, whose publications include Android Central, iMore, Windows Central, and Thrifter, has a monthly audience of around 40m.

Zillah Byng-Thorne, chief executive of Future, said that the acquisition would "further strengthen" the company's position in the technology, as well as extending its presence in the US market.

"We already have an established commercial relationship with Mobile Nations through its longstanding partnership with Purch, which we acquired in September 2018. The addition of Mobile Nations' brands will deepen our presence and expand our opportunities to monetise our significant US online audience," the CEO added.

Shares were up 10.5% at 758p.

**Price:** 905

**Market Cap:** £887.03 m

### 1 Year Share Price Graph



### Share Information

**Code:** FUTR

**Listing:** LSE

<b>52 week</b>	<b>High</b>	<b>Low</b>
	<b>1572</b>	<b>489.5</b>

**Sector:** Media

**Website:** [www.futureplc.com](http://www.futureplc.com)

### Company Synopsis:

*Future plc was founded in 1985 with one magazine, but now has operations in the UK, US and Australia creating over 180 special-interest publications, websites and events with a strong market position in games, film, music, technology, cycling, automotive and crafts. Future is traded in the ISDX Exchange [HERE](#).*

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