

Paris, 31 March 2026

Louis Hachette Group announces the sale of Prisma Media's luxury division and Vivendi's acquisition of a stake in Prisma Group

Louis Hachette Group announces the completion today of the sale to Vivendi of Prisma Media's luxury division, comprising the *Harper's Bazaar* France title as well as stakes in the companies Milk and Côté Maison/Côté Régie.

This sale is part of the Group's desire to refocus Prisma Media on its core businesses against a backdrop of rapid transformation of its business model, which requires a strong strategic prioritisation.

Vivendi SE has also acquired today a 13.58% stake in Prisma Group, the holding company of Prisma Media, as part of a cash capital increase by the company.

Arnaud Lagardère, Chairman of Prisma Media, said: *"The sale of the Luxury division allows Prisma Media to refocus its portfolio on its core historical businesses in order to strengthen its leadership in Women's, TV, Discovery, Business and Celebrity content. This clarification of our strategic scope should also enable us to accelerate our efforts in video, social formats and generative AI to adapt our model to a rapidly changing market. Vivendi's simultaneous acquisition of a stake in Prisma Group will facilitate potential collaborations between our two groups, supporting our ambition for Prisma Media"*

About Louis Hachette Group

Louis Hachette Group, which owns 66.29% of Lagardère SA and 100% of Prisma Media, is a global group with over 34,000 employees in more than 50 countries. It is a leading and diversified player in the fields of publishing, travel retail and media:

- Lagardère Publishing, the world's third-largest book publishing group for the general public in the trade and educational markets, and the leader in France: Books (paper, digital and audio formats), Partworks, Board Games and Premium Stationery;
- Lagardère Travel Retail, the world's third-largest travel retail merchant and number one in France: Travel Essentials, Duty Free & Fashion, and Dining.
- Prisma Media, the French leader in magazines and digital press, with a portfolio of over 40 leading brands.

The Group also carries out other activities in the media and entertainment space with Lagardère Live, which includes Lagardère News (press and the Elle brand licence), Lagardère Radio (radio and advertising sales brokerage), Lagardère Live Entertainment (performing arts) and Lagardère Paris Racing (sports club).

In 2025, Louis Hachette Group's activities generated revenue of €9,619 million.

The company is listed on Euronext Growth (Paris) – (ALHG/FR001400TL40). For more information, visit www.louishachettegroup.com

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