

's-Hertogenbosch, 11 december 2018

## **Sanoma Learning acquires educational service provider Iddink Group**

**Sanoma Learning announces today that it intends to acquire the educational platform and services provider Iddink Group from current owner NPM Capital. The acquisition covers all parts of the group in the Netherlands, Belgium and Spain. After the acquisition, Malmberg and Iddink Group will work together in secondary education and secondary vocational education to develop seamless digital solutions for better and personalized education.**

Iddink Group is known with Iddink as a distributor of learning materials and as the company behind the popular student administration systems Magister and Eduarte. Iddink Group has in recent years increasingly developed into a provider of digital platforms. Finnish Sanoma Learning owns leading educational publishers in various countries, including Malmberg in the Netherlands and VAN IN in Belgium.

### **Working together for better education**

With the acquisition of Iddink Group, Sanoma Learning can create and offer the most user-friendly and inspiring seamless digital learning solutions enabling schools to realize a breakthrough in personalized learning. Naturally, Iddink Group will continue to work closely with all publishers and the solutions and platforms created will be available for the entire market. The companies will operate as separate subsidiaries and their non-exclusive cooperation is explicitly open to all other providers of content and platforms.

### **History, experience and vision**

Malmberg (founded in 1885) and Iddink (founded in 1922) share a long history and a vision of the future of education. According to John Martin, CEO of Sanoma Learning, the two companies complement each other well: *"We offer personalized education for students and take care of the administrative burden of schools. Sanoma Learning and Iddink Group strengthen and complement each other in the development of methods, platforms and services for education with the same goal in mind: offering the best personalized and affordable education solutions."*

Malmberg and Iddink Group have been working together for years. The digital developments, more and more common ground in their performance: *"I am excited that it is now really possible to provide seamless learning solutions that fit contemporary education,"* says Wijnand Spring in 't Veld, CEO Iddink Group, *"Malmberg, VAN IN and Iddink Group continue to operate independently in the Dutch and Flemish markets and offer their own products and services. We can best fulfil the needs of teachers and school managers, students and their parents when we operate openly and without barriers between publishers and service providers."*

The acquisition is submitted to the Authority for Consumers and Markets (ACM) and the works council of Iddink Group.

### **About Sanoma Learning**

Sanoma Learning is a leading European educational publisher. Over 1 million teachers are supported in developing every student's talents to the maximum. With more than 1,400 employees in companies in the Netherlands, Belgium, Poland, Finland and Sweden, the turnover in 2017 was over € 300 million. Sanoma Learning is part of Sanoma Corporation, an education and media company listed on the NASDAQ in Helsinki, Finland. Sanoma is also well known in the Netherlands as publisher of, among others, NU.nl, Donald Duck and Libelle.

### **About Iddink Group**

Iddink operates in secondary and vocational education markets in the Netherlands, Belgium and Spain. The brands Iddink, Eduarte and Magister offer digital learning environments, apps and advanced teaching and learning (means) solutions. Every day more than 2 million users can develop themselves in the way that suits them best. The Iddink Group also includes the activities of The Implementation Group (TIG), the business intelligence specialist for education. In total, the company employs more than 300 employees, with around half of whom are in technology.