

GEN | Grupo Editorial Nacional



Health



ROCA



Law



Sciences

LTC  
EDITORA

Humanities



## About GEN

GEN | Grupo Editorial Nacional was founded in 2007 and is a market leader in the STM (Scientific, Technical and Medical) book publishing segment in Brazil. GEN is the publishing platform for some of the most important and prestigious publishers in this market and its catalog offers approximately 3,300 titles in the area of Medicine, Nursing, Nutrition, Dentistry, Veterinary, Administration, Engineering, and Law among others.

Presided by Mauro Koogan Lorch, an executive with more than 30 years experience in the publishing field, GEN provides value to authors, shareholders and contributors, as well as scientific content of interest to a wide range of audiences including students, teachers, professionals, universities and booksellers.

During the last four years, six publishers have joined forces with the existing members of this publishing group, taking advantage of the best opportunity to expand their catalogs, as well as increasing their profitability through operational synergies.

GEN has a strong and longstanding relationship with over 2,450 Brazilian authors and contributors, as well as with foreign publishing partners, which is the outcome of consistent and serious work for the enhancement and compliance to the agreements made.

**“We are proud to be the best and most important platform for the STM segment in Brazil”.**

Mauro Koogan Lorch  
President – GEN | Grupo Editorial Nacional

## GEN is a publishing group comprised of nine of the most renowned and prestigious publishers in the STM segment

### Guanabara Koogan

Founded in 1932, Editora Guanabara Koogan is the market leader in the medical and health area. Its catalog comprises over 800 titles for the courses of and professionals in the areas of Medicine, Dentistry, Nursing, Physical Education, Physical Therapy, Veterinary Medicine and Allied Health.

### Editora Santos

One of the main publishers of Dentistry and Medical books in Brazil, Santos has published over 400 works from renowned Brazilian and international authors.

### Roca

Over 600 titles, mostly by Brazilian authors, the Roca catalog comprises important titles in the areas of Veterinary Medicine, Nutrition, Mental Health, Traditional Chinese Medicine and Tourism.



### AC Farmacêutica

With over 20 years experience in the health sector, AC Farmacêutica provides high quality and updated scientific and medical content through books, journals, eBooks, continuing education, in-class and distance learning, among other products for the health and medical professionals. ACF also publishes content on behalf of medical societies and pharmaceutical companies.

### LTC Editora

Over four decades of commitment to quality and continuous updating of its catalog. LTC maintains strategic partnerships with important international publishers and stands out for attracting talents in the areas of Exact and Technological Sciences, Social Sciences and Humanities.

### E.P.U. – Editora Pedagógica Universitária

With a 59 years background in the market, E.P.U. emphasizes the publishing of Brazilian authors in the areas of Psychology, Education, Medicine, Nursing, Philosophy, and professional training books, among others. E.P.U. is a pioneer in publishing books and educational material for teaching Brazilian Portuguese as a foreign language.

### Editora Forense

Providing the best in legal publishing in Brazil for over 100 years, Editora Forense currently offers a catalog with over 500 titles, in addition to gathering the most acclaimed as well as upcoming jurists in the field of legal education. An important player in the development of the judicial elite of Brazil, Forense was also a pioneer in digital publishing, not only of its titles but also of the established law journal “Revista Forense”, in partnership with the Jurid Portal for the Forense Digital Library.

### Forense Universitária

Focused on Human Sciences, Forense Universitária offers over 100 titles in the areas of Philosophy, History, Politics, Social Sciences, Law, Economics and Psychology. The Forense Universitária imprint has an impressive catalog of translations of works of unquestionable intellectual and cultural value.

### Editora Método

Método publishes law titles that provide the best preparation for the public career exams and Brazilian Bar Association (OAB) exams. With over 440 titles in its catalog and 15 years of operation, its imprint has a reputation for success and is recognized for differentiated and relevant content to law students as well as candidates for public sector careers and professionals in this area.

## Domestic and international presence

In addition to the scope and importance of its titles, GEN preserves a solid and well-respected partnership with its booksellers and distributors, assuring ample nationwide distribution of its books and contents, as well as guaranteeing GEN's presence in major congresses and events.

In Brazil the group has offices in São Paulo and Rio de Janeiro, with a team of over 20 representatives to promote the entire GEN catalog to teachers, students, educational institutions and professional courses in the most important Brazilian states. Additionally its customer service center contains a database with over 50,000 teachers and instructors.

In Latin America GEN has been developing a catalog of Spanish language editions that already includes 26 titles for distribution in approximately 15 countries worldwide.

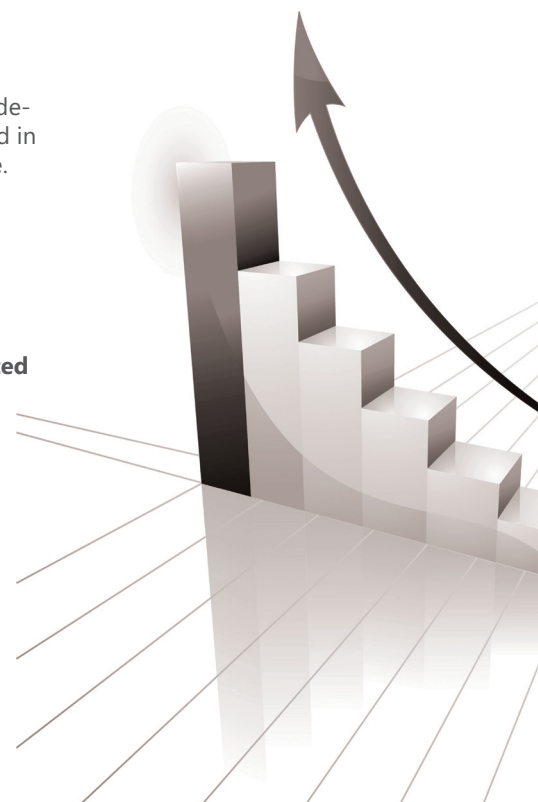
GEN | Grupo Editorial Nacional is also present in Portugal through Editora Nova Guanabara, a company which distributes GEN publications both in Portugal and other Portuguese language countries in Africa.

## Brazilian publishing market and the STM segment

As a result of the improvement of the Brazilian income and respective social ascension and considering the enormous scarcity of qualified and skilled professionals, high investments will be required in technical courses and university education, assuring a strong market growth in the years to come.

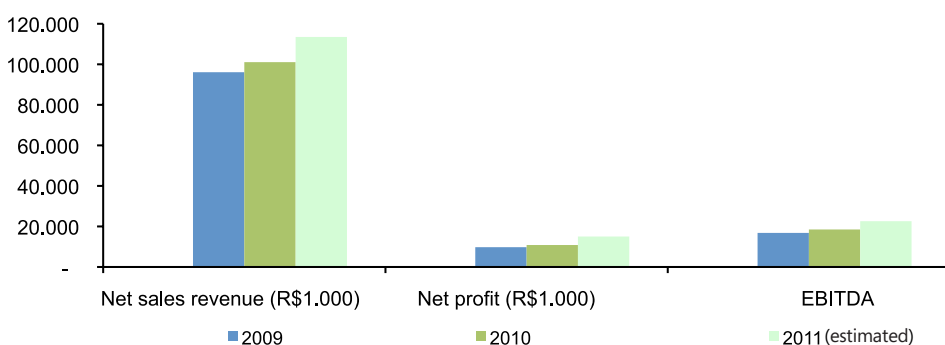
Total revenues for the Brazilian publishing sector in 2010 was R\$ 4.5 billion, with over 437 million copies sold. Of this total the STM segment was responsible for approximately R\$ 739 million (growth of 2.44% compared to the prior year) and approximately 26 million copies sold (increase of 1.72%).

**GEN, publishing in Law as well as all areas of the STM segment, is a leader with an estimated 15% market share.**



## GEN in numbers:

Performance indicators	2009	2010	2011 (estimated)
<b>Net revenue (R\$ 1.000)</b>	96.099	101.068	113.492
<b>Net profit (R\$ 1.000)</b>	9.765	10.835	15.031
<b>EBITDA</b>	16.814	18.501	22.589



# Alternative channels for content distribution

## Pasta do Professor – (Teacher's Folder Platform)

Pasta do Professor, created under the umbrella of ABDR - the Brazilian Reprographic Rights Protection Association - is an initiative of a group of academic publishers as an alternative to the illegal photocopying of books. This platform allows for the distribution of authorized titles (fragmented in chapters or blocks of content), both as a printed version and as a download of contents to tablets. The Estácio de Sá university complex is one of the major educational partners of this platform. Learn more at:

[www.pastadoprofessor.com.br](http://www.pastadoprofessor.com.br)

## Programa do Livro-Texto (PLT)

GEN, in partnership with Anhanguera, one of the main users and client of the university textbook program, participates actively in the selection of textbooks and customized content for specific courses.

This program permits that high quality content is made available to students at low-prices, mainly subsidized by the educational institutions such as Anhanguera.

## Continuing Medical Education Program

Provider of content for the medical sector in the biomedical area, with book publishing services, abstracts of the main presentations and lectures in this field, video-courses, and other topics pertinent to this segment.

## GEN-IO

Online portal for supplementary material for the books published by GEN, providing additional information and multimedia resources available through a practical channel for expanding content. GEN-IO includes exams, illustrations and quizzes. Video-courses will be added soon.

# GEN goes digital

## Minha Biblioteca (MB)

A consortium formed by GEN and the publishers Atlas, Grupo A and Saraiva, "Minha Biblioteca" is an E-book Service for University Libraries. Operating within the "VitalSource Bookshelf" platform, "Minha Biblioteca" will make available thousands of university level books in digital format for online reading, via the purchase of subscriptions by universities. The "Minha Biblioteca" project is aimed at keeping the student within easy access to the required content as well as offering conditions for disadvantaged students to as much quality content as possible. For more information

access: [www.minhabiblioteca.com.br](http://www.minhabiblioteca.com.br)

**eBook:** available for download to PC, tablets and smartphones.

Aiming at providing optimum reading experience in digital format, with various features such as research, notes and highlights, while at the same time ensuring security and copyright compliance, GEN developed a proprietary eBook reader: the GEN Reader.

Over 15% of GEN's catalog is already available in this format, and the inclusion of new editions and titles will guarantee the growth and continually update our e-book selection.

## Electronic book

### Drug interaction



A guide to quick and safe reference for health professionals and students, available for iPad and iPhone at the App Store.

An innovative book providing practical and safe access to information for those that prescribe, provide or manage medications.



Other interactive content will soon be available in this format.

Additional information:

• Access to the entire catalog: [www.livreiros.grupogen.com.br](http://www.livreiros.grupogen.com.br)

• Press Relations: Amora Comunicação

Phone: 55 (21) 3325.0147/3385.4689

• Grupo GEN

• @Grupo\_GEN

• Grupo GEN

### GEN | Grupo Editorial Nacional

Rio de Janeiro office:

Travessa do Ouvidor, 11

Centro | 20040-040

Rio de Janeiro | RJ | Brasil

Phone: +55 (21) 3543-0770

São Paulo office:

Rua Dona Brígida, 701

Vila Mariana | 04111-081

São Paulo | SP | Brasil

Phone: +55 (11) 5080-0770

Portugal office:

Editora Nova Guanabara

Rua Eugénio de Castro Rodrigues, 7 A

1700-183 | Lisboa | Portugal

Phone: + 35 (1) 21 840 50 66/7

[www.grupogen.com.br](http://www.grupogen.com.br)