

Bustle Digital Group Taps Jack Gillespie and Charlotte Owen To Lead London Expansion

— Bustle UK to launch in late spring 2018 —

March 8, 2018 (New York and London) — Bustle Digital Group announced today its plans to expand internationally into the United Kingdom, with its first office outside the U.S. opening this month in London. Jack Gillespie has been hired as Vice President, United Kingdom, and Charlotte Owen as Executive Editor. The expansion effort will be led by Bustle Digital Group Editor-in-Chief Kate Ward and Chief Revenue Officer Jason Wagenheim. Bustle will officially launch its web and social platforms in the U.K. in late Spring 2018.

Bustle Digital Group, which publishes Bustle, Romper and Elite Daily, had a marquee year in 2017, which included the acquisition of Elite Daily and achieving 50% growth in revenue. With a readership of nearly 80 million unique readers each month, Bustle Digital Group has the largest reach among premium digital publishers targeting millennial women.

Prior to joining Bustle Digital Group, Gillespie was Mashable's Regional Sales Director, EMEA & SEA, opening and overseeing offices in Paris and Singapore. Before joining Mashable, he worked at The Wall Street Journal and Financial Times.

Owen was most recently the Associate Editor in Vanity Fair's London office, where she also served as a managing editor on the magazine's UK special issues. In 2016, she was appointed editor of Vanity Fair UK's online vertical and social channels, where she managed a platform redesign and worked on digital strategy across editorial and commercial projects.

"The U.K. was the obvious next place for us to expand," Wagenheim said. "We are already reaching nearly 5 million Comscore unique visitors in the market—a footprint larger than that of our competitors—it's clear our content is already resonating among millennial women. We look forward to helping marketers in the U.K. find innovative ways to connect with them."

"This is a milestone moment for Bustle Digital Group and I'm so thrilled to be joining the company as it expands internationally," Gillespie said. "Bustle has been at the forefront of bringing more women's voices to the global conversation. I look forward to helping Bustle Digital Group forge new

partnerships and revenue opportunities in the UK and further expand its reach as the largest premium publisher for millennial women."

"The past year has been a hallmark year for women, and we can't think of a better time to be expanding Bustle's message overseas." Said Bustle Digital Group Editor-in-Chief, Kate Ward. "We're excited to build upon our existing UK readership with content that serves the audience more directly, continuing our commitment to amplify women's voices worldwide."

"I'm so excited to be joining Bustle at a time when their entertaining and inclusive coverage of pop culture, news, and lifestyle, created for and by women, feels more important than ever," Owen said. "The breadth and diversity of Bustle's focus makes it a brilliant fit for audiences across the whole of the UK, and I can't wait to build on the title's impressive existing readership by diving into the issues that matter to young British women. I'm particularly excited to be joining a title with a reputation for supporting and empowering its readers, and look forward to bringing this perspective to our UK coverage."

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About Bustle Digital Group

Bustle Digital Group is the largest premium publisher reaching millennial women. Every month, nearly 80 million readers turn to Bustle Digital Group publications — Bustle, Romper, and Elite Daily — for impactful conversation around the interests and issues engaging women today. Focusing on everything from pop culture to parenthood, Bustle Digital Group's content leverages the power of a diverse set of voices from coast to coast. Bustle Digital Group does business with over 300 global brands, and ranks among the most popular media companies with our demographic on social media. Bustle Digital Group was founded in 2013 and is headquartered in New York City.

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