



Bonnier sale of Totally Entwined Group

30 September 2019

Payne Hicks Beach advised Bonnier Zaffre Limited, part of the Bonnier global media and publishing group, on the sale of Lincolnshire-based romance and erotic fiction publisher, Totally Entwined Group Limited, to its co-founders, Claire and Marek Siemaszkiewicz, for an undisclosed sum.

Jon Perdoni, COO, Bonnier Books UK, said: "As we focus on strengthening our trade publishing in London and mass-market publishing in Northampton, we believe Totally Entwined Group will be better served under the direction of its co-founders, Claire and Marek. Since founding the business in 2006, Claire and Marek have shown great energy, passion and vision and we look forward to seeing where they take it next."

Claire Siemaszkiewicz, CEO, Totally Entwined Group, said: "We're thrilled to be back in control and driving Totally Entwined Group forward. We've seen a lot of changes in the industry over the last five years and we're keen to put some positive plans in place that will enhance our publishing group. We believe it's essential to stay relevant to both readers and authors in a changing market and our plans include diversifying and strengthening our brand at home and internationally."

The Payne Hicks Beach team included Corporate Partner Jonathan Gatward, Corporate Senior Associate Isobel Symonds and Employment Partner Chris Weaver. Wilkin Chapman LLP acted for the buyers.