



Bonnier Zaffre Limited acquires Totally Entwined Group Limited

30 April 2016

Payne Hicks Beach acted for Bonnier Zaffre Limited (“Bonnier Zaffre”), part of the Bonnier global media and publishing group, on its acquisition of Lincolnshire based Totally Entwined Group Limited (“Totally Entwined Group”).

The acquisition includes Totally Entwined Group’s leading flagship erotic romance publishing house, Totally Bound Publishing, Pride Publishing, Finch Books, Evidence Press and Celebritease. It becomes part of Bonnier Zaffre, led by CEO, Mark Smith.

The Payne Hicks Beach team included Corporate Partner Jonathan Gatward, Corporate Solicitor Marcia Kidd, Employment Associate Chris Weaver and Property Associate Marisa Beccarelli. Chattertons McKinnells acted for the sellers.