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Publisher Profile-SAGE

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ATG: *We understand that Adam Matthew will continue to operate under its existing management. That implies similar corporate cultures, but there are bound to be some differences. What changes will we see down the road?*

KP: As with any company there will be differences in working practices, but at the core both **SAGE** and **Adam Matthew** are closely aligned in our business values and publishing goals. There are no plans to merge **Adam Matthew** into **SAGE**, or to change existing relationships between **Adam Matthew** and its partners. **SAGE** is committed to maintaining the distinctive brand that the **Adam Matthew** team has developed.

KR: An acquisition should not be about changing who you are, but rather finding a company to support your long-term goals. As a smaller company with an established reputation, it was important for us to maintain our brand recognition when we were acquired. **SAGE** recognized and respected our distinctive brand, and in **SAGE** we found a strong product fit. At **Adam Matthew** we have the same management team in place who will continue to run **Adam Matthew** as an independent subsidiary of **SAGE**. We see both companies mutually benefiting from our individual strengths: **SAGE** from **Adam Matthew's** expertise and **Adam Matthew** from **SAGE's** global and financial support.

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against the grain publisher profile

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