

Booktopia spearheads biggest ever Australian book launch as Scott Pape's *Barefoot Kids* fuels online retail frenzy

Australia, 22 November 2022: Booktopia, Australia's biggest bookstore, has partnered with publisher, HarperCollins Australia, on the release of finance guru, Scott Pape's new children's finance book, to drive the biggest book launch of any Australian author on record, according to Nielsen BookScan data.

To maximise impact, in collaboration with Pape and HarperCollins Australia, Booktopia launched an exclusive pre-sale period where the book was solely available for consumers to buy via its website. During this period, the book sold more than 120,000 copies through the Booktopia website, with Booktopia achieving a market share of more than 93% for first week BookScan results.

The launch delivered unprecedented levels of traffic to the Booktopia website for a single title and the retailer saw a further increase in sales around the traditionally bumper festive period.

Pape - also known as The Barefoot Investor, has published a children's version of his best-selling personal finance guide - *Barefoot Kids* - designed to help teach kids about money and set them up for success in childhood and adulthood. The book has become the biggest release in 2022 by copies sold with its first-week sales the highest of any book since August 2016 and is Pape's third successive number one best-selling title.

Jo Lewin, Head of Merchandise, Booktopia, said: "Pape has built a unique relationship with his audience and this success is testament to his work supporting his tribe and building community over many years. We are delighted to have played a part in delivering a record-breaking publishing and retail feat. Our customer fulfillment centre worked tirelessly to deliver this highly coveted book into customer's hands."

Booktopia is gearing up to create and lead more retail events of this nature in the coming months.

Steffen Daleng, Chief Marketing Officer, Booktopia, commented: "Book launches often have the potential to command significant attention and deliver strong commercial returns. The growth in book sales since the pandemic has only cemented this phenomenon. We are seeing increased demand for Booktopia to be the home for high-profile talent to lead their book sales drive. There is a big opportunity to accelerate growth to make these launches among the most sought and talked about retail moments of the year outside of traditional seasonal events."

Booktopia has already seen a strong early start to its Black Friday and Christmas promotional activities as the festive period gets into full swing.

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Notes to Editors

Booktopia is Australia's biggest bookstore: listed on the Australian Stock Exchange (ASX:BKG), selling books, ebooks, games & puzzles, stationery, ereaders and audiobooks, delivering to every corner of Australia and New Zealand. Booktopia has access to over 6 million books in its database, offering Australian readers thousands of titles from a wide variety of international and local publishers. Whether you like to read physical books, or prefer reading via your computer, tablet, iPhone, Android smartphone or electronic reading device, Booktopia has readers covered – both online and offline.

For more information or to talk to a Booktopia spokesperson, please contact:

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