Ephelia Capital announces stake in Italian ‘Millionaire’ magazine

Monday 24 October, 2022

Lugano, 24 October 2022: Ephelia Capital, a Swiss-based Asset Management and VC firm, today announces it has taken a stake in Millionaire Multimedia Srl (soon to become SpA), the holding company of ‘Millionaire’, a leading Italian business magazine.

Since 1990, ‘Millionaire’, now part of award-winning publishing house APL Media Limited, is the most successful and popular magazines in the Italian SME market.

Franco Mignemi, Chairman of Ephelia Capital, says: “Millionaire represents yet another exciting chapter for Ephelia as we add digital media and. publishing to our diverse portfolio. We strongly believe in the magazine's impressive community, its re-birth under the new management and will support it both in its organic growth and in identifying follow-on investors willing to share this opportunity with Ephelia”.

The deal came to fruition after the magazine sought an institutional anchor investor to support its impressive growth, since APL’s acquisition earlier this year, and found a partner in Ephelia Capital.

Matthew Jackson, Publisher & Managing Director of APL Media, added: “Millionaire has proved to be an incredible product, with an amazing and diverse community backing it. The job done by our Editorial Director Matteo Cerri and all the Production Team, has been incredible on both the printed and the online version, the turnover and profitability are rocketing, and we can now look to the future with an aggressive expansion, new products and markets. We approached Ephelia after looking for a strategic growth partner. The partnership marks the start of a significant step for Millionaire as we welcome Ephelia on board as an anchor investor. We look forward to working together and further accelerating Millionaire’s expansion.”

Millionaire Magazine is the reference point for startups and the world of innovation and tells the stories of large and small businesses every month. Millionaire.it and its social channels are a daily reference for millions of readers every day, with a growing community among Generation Z readers.

This investment marks Ephelia’s first venture into the publishing and digital media space which will follow up with Millionaire Multimedia expansion well beyond the Italian market.

-ENDS-

Further information:

About Ephelia Capital:

Founded in 2020, Ephelia Capital is a financial institution based in Lugano, Switzerland. It provides asset management services to HNWI and comprehensive assistance in the VC arena for both investors who need to structure investment vehicles and entrepreneurs seeking capital and opportunity promotion.

Ephelia Capital works alongside other Financial Institutions, Family Offices and VC/PE Funds in offering tailored investment solutions and aims to make investment rounds faster, easier, safer, and more accessible by building the infrastructure needed to both raise and deploy capital. Ephelia's solutions fundamentally transform the venture capital landscape through expertise and technology.

For more information on Ephelia Capital, please visit: https://www.epheliacapital.com/

About Millionaire:

Founded in 1990 Millionaire is the leading Italian Business Magazine. With more than 50,000 monthly copies distributed and a readers’ base estimated in over 150,000, Millionaire is with no doubt the most read Business Magazine in Italy and, unlike all the competitors, has not witnessed great losses of readers in the last few years.

The online version of Millionaire, in particular thanks to its social media presence and engagement, is visible to over 8 Million readers on a monthly basis and has a more than 500,000 strong followers base

Media:



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(mostly on the business social media LinkedIn).

Following APL Media take over earlier in 2022 the magazine has sharply refocused to the population of young creators and entrepreneurs and under-30 represent now more than 50% of its readers' base.

For more information please visit: https://www.millionaire.it

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