

Hokulani Limited Acquires Minority Stake in Publisher of Women Football Magazine "She Kicks"

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London, UK – 5 August 2025 – Hokulani Limited, a leading investment firm with a strong legacy in women's football, has acquired a minority stake in Baltic Publications Limited, the pioneering publisher behind She Kicks, the first dedicated women's football magazine in England, and fcbusiness, the go-to source for comprehensive insights into the football industry. The acquisition price remains confidential by mutual agreement.

Daniel Thomas Loitz, Principal Investor & Director of Hokulani Limited, said: "After exiting our investments in six women's football clubs, including Halifax FC Women, in 2024, we believed our chapter in women's football had closed. However, inspired by the Lionesses' European Championship triumph and England Manager Sarina Wiegman's remarks at 10 Downing Street, we feel compelled to re-engage with the sport. England should be the global capital of women's football. We are thrilled to partner with a pioneer like Andrew Mullen and Baltic Publications to bring our expertise, capital, and vision to modernise processes, drive digital innovation, and champion creativity in women's football media."

Andrew Mullen, Director and Majority Shareholder of Baltic Publications Limited, said: "Having first launched a women's football magazine in 1996, it's fair to say we are committed to the cause of giving women's football the media profile it deserves. Coinciding with the Lionesses' astounding re-crowning as Champions of Europe, She Kicks Magazine gained further momentum last month with a national launch on the newsstands. In addition, fcbusiness has been the premier publication covering the business side of football for over twenty years. Baltic Publications is thrilled to partner with Hokulani Limited, a company known for its strategic investments and one which shares Baltic Publications' vision of growth and innovation in the football space. This investment will allow us to better serve our loyal audiences and introduce our publications to even more readers who are passionate about their football and the business behind it."

This strategic partnership aims to elevate She Kicks and fcbusiness by leveraging Hokulani's resources to enhance digital platforms and expand their reach in the rapidly growing women's football and football business sectors.

Related Sectors:

Business & Finance :: Media & Marketing :: Sport ::

Related Keywords:

She Kicks Magazine :: Hokulani Limited :: Lionesses :: Sarina Wiegman :: Women Football ::

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