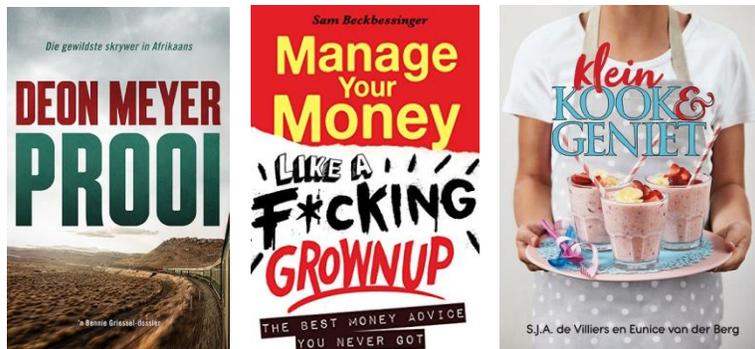




PRESS RELEASE

MANAGE YOUR MONEY LIKE A F*CKING GROWNUP BY SAM BECKBESSINGER WINS THE SA BOOK AWARDS 2019



Cape Town, 27 August 2019 - Nielsen Book—the leading provider of discovery, commerce and research services to the international book industry—today announced *Manage Your Money Like a F*cking Grownup* as the overall winner of the 2019 SA Book Awards. Powered by Nielsen Book and SAPnet and supported by PASA and SABA, these awards celebrate the breadth and success of South African writing as voted for by South African booksellers.

For the first time South African booksellers were asked to vote for their favourite bestselling titles across three categories: Fiction, Non-Fiction and Children's. In a closely fought race, Deon Meyer's thriller *Prooi* won the Fiction category and *Klein Kook en Geniet*, the cookery book for kids, by Eunice van der Berg was runaway winner of the Children's category. *Manage Your Money Like a F*cking Grownup* won the Non-Fiction category and also received the highest number of votes in total to become the overall winner.

Sam Beckbessinger is a writer and fintech entrepreneur who has spent the last 10 years building tools to help people manage their money better. *Manage Your Money Like a F*cking Grownup* is a clear and engaging basic guide to help readers manage their finances and is described as empowering, humorous and helpful.

On hearing she had won, Beckbessinger said: "It's an honour to be included amongst the group of writers who won awards this year. For such a small book market, South Africa produces



some of the most daring, bold, challenging books in the world, and the very best thing about being a writer is getting to hang out with the people who write them.

Books really can change the world. Books can give us a different perspective on life, they show us that the world can be different than it is, that we can be different than we are. It's a way of holding a conversation amongst thousands of people who will never meet each other in real life. Books are magic, and books matter."

Deon Meyer said of his Fiction award: *"I am deeply honored by this recognition from the very trenches of the South African book industry. Thank you for this award, thank you for being such a vital cog between authors and readers, and thank you for being such delightful people too!"*

Of her Children's award Eunice van der Berg said: *"An award supported by PASA and SABA? This is completely unexpected and a big honour to be recognised by the heart of the book industry! My mother, Ina de Villiers, who worked with me on the original edition in 1982, would have been very proud."*

This year the shortlist was generated for each category based on the top 10 bestselling titles, published in South Africa, as measured by Nielsen BookScan South Africa in 2018. South African booksellers were then invited to vote for their favourite titles in each category. SAPnet sponsored the category awards with each winner being awarded R5,000 and the overall prize was sponsored by Nielsen Book and the winner was presented with a cheque for R20,000. The winners were announced this evening at the annual PASA/SABA Conference held at the Vineyard Hotel in Newlands.

Andre Breedt, Managing Director, Nielsen Book Research International, said: *"Many congratulations to Sam Beckbessinger, Deon Meyer and Eunice van der Berg. We are delighted to expand the Awards this year to include the different categories and recognise these authors who have achieved significant Nielsen BookScan sales and clearly won the hearts of South African booksellers. I would also like to thank the Bookseller and Publisher Associations of South Africa who have supported the SA Book Awards."*

Notes to editors:

For more information contact Freda van Wyk, Chief Executive Officer, SAPnet
Email: freda@sapnet.co.za

[#SABookAwards](#) / www.facebook.com/SABookAwards

About Nielsen Book

Nielsen Book provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen Book runs the ISBN and SAN Agencies for UK & Ireland as well as providing search and discovery services for booksellers and libraries. Its electronic trading solutions, including Nielsen PubEasy, help everyone involved in the book supply chain trade more easily and its Research services provide retail sales analysis for both print and e-books



alongside research from the Books and Consumers Survey. The company is wholly owned by Nielsen. For more information, visit: www.nielsenbook.co.uk.

About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

