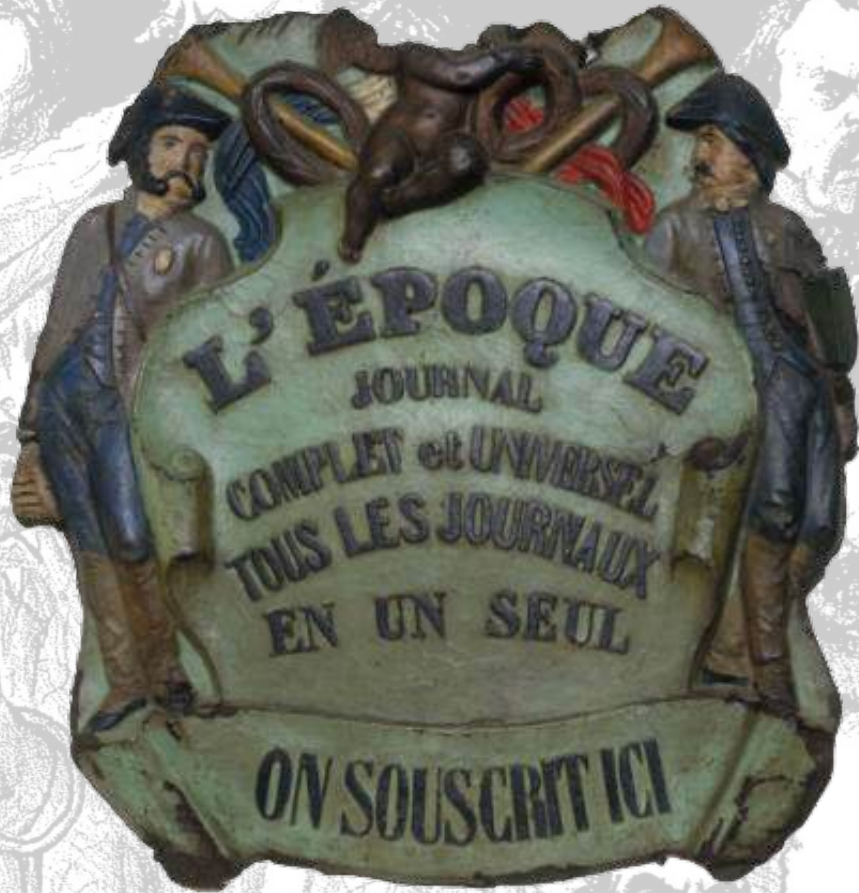


L'ÉPOQUE

BUREAU DE REDACTION
ET DE RECONCILIATION



L'ÉPOQUE

THE HISTORY

Since 1845

Original plate from the L'ÉPOQUE editorial office dating from 1845,
on display at the Musée Carnavalet in Paris

L'ÉPOQUE

THE FONDATION IN 1845



François Guizot

The newspaper L'ÉPOQUE was founded on October 1, 1845 at 3 rue du Coq Héron in Paris (near the newspaper La Lanterne and the Petit Figaro, both at 5 rue du Coq Héron) under the patronage of François Guizot and directed by Félix Solar until 1847.

This dynastic and ultra-conservative newspaper could have concerned "La Presse", which had turned against the Ministry. In large format (75 x 50 cm), the newspaper dealt with politics, but also with science, law, trade and literature.

Relaunched in Paris in 1865 by Ernest Feydeau, writer, stockbroker, press owner and archeologist, L'ÉPOQUE was a political, moderate and independent newspaper. The first issue of L'ÉPOQUE, a daily evening newspaper, appeared on March 9, 1865.

The new newspaper was financed and managed by a company with a capital of 400,000 francs, based at 5 rue Coq Héron and founded by Feydeau and a partner, the annuitant Jules Giraudeau. The latter became joint Managing Director of the newspaper, while Feydeau retained the functions of Editor-in-Chief and Political Director. Its editorial line, which aims for complete independence, is liberal in terms of the rights of the press and citizens, but conservative on certain important political and social issues. L'ÉPOQUE thus represents the opposite view of the opposition newspapers of the late 19th century. On June 14, 1866, Feydeau sold L'ÉPOQUE to Frédérick Terme, who became the newspaper's new Editor-in-Chief and CEO, before selling it for 100,000 francs to Auguste Dusautoy, Napoleon III's former tailor. Napoleon III, who had been supported by General Fleury, seems not only to have been the inspiration for Dusautoy's L'ÉPOQUE, but also its financier, as can be seen from the accounting documents found in the Tuileries after the fall of the imperial regime.



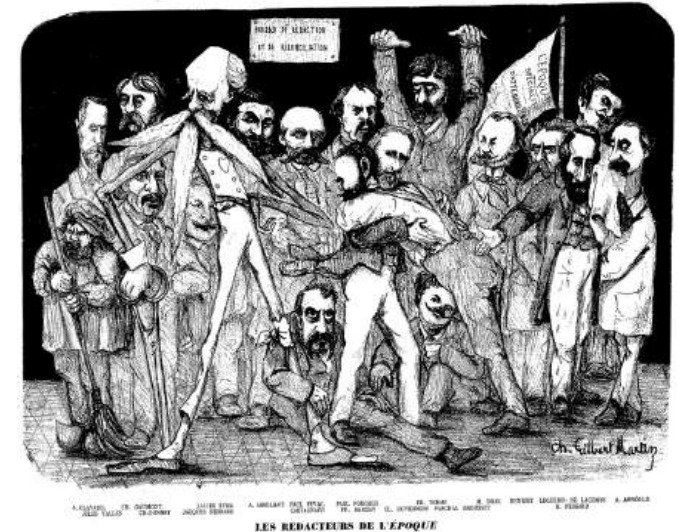
Ernest Feydeau

L'ÉPOQUE

Under this influence, L'ÉPOQUE became the unofficial newspaper of the liberal Empire thanks to Clément Duvernois, who had been its Political Director since July 1, 1867, while Terme retained the position of Editor-in-Chief.

At the beginning of 1868, L'ÉPOQUE changed and became a morning newspaper. Duvernois thus became the new owner of the newspaper on April 1, after acquiring Dusautoy's shares. Frédérick Terme had to restructure the newspaper, which had a circulation of 2,900 copies at the time.

On February 1, 1869, the newspaper ceased daily publication and became a weekly, before finally ceasing publication.



In 1937, Henry Simond re-established L'ÉPOQUE as a daily newspaper. The first issue appeared on June 9, 1937, with an editorial board composed of former journalists from L'Écho de Paris. When Henry Simond died on July 24, 1937, André Pironneau and Henri de Kérillis took over the title of Co-Director, while Raymond Cartier became Editor-in-Chief.

His political positioning, conservative but resolutely hostile to National Socialism, did not guarantee him a large number of readers. The circulation reached 92,000 copies at the beginning of 1938.

After the Anschluss in March 1938, L'ÉPOQUE was the only French daily newspaper to seriously consider the possibility of war against the Third Reich. It rejected the Munich Agreement of September 1938.

L'ÉPOQUE suspended its publication once more at the close of 1946, remaining inactive until it was reestablished and underwent several ownership changes. Ultimately, it was acquired by the NEREIDES DE BOURBON GROUP on October 1, 2022, and subsequently relaunched in January 2023.

L'ÉPOQUE

THE RENAISSANCE IN 2023



**H.R.G. Prince Nereides Antonio
Giamundo de Bourbon**

Since its beginnings, many journalists, writers, poets and politicians of the late 19th century have contributed to the success and reputation of L'ÉPOQUE as a liberal source of information.

In 2023, His Royal Highness Prince Nereides Antonio Giamundo de Bourbon, cultural diplomat, entrepreneur, artist, founder and chairman of the French conglomerate **NEREIDES DE BOURBON GROUP (NDB GROUP)** and the diplomatic club **NEREIDES CLUB - INTERNATIONAL CULTURAL DIPLOMACY CORPORATION**, announced the renaissance of L'ÉPOQUE after 178 years under his patronage as the new owner and publisher. Since January 2023, L'ÉPOQUE is a magazine published by the **NDB GROUP** with its headquarters at 10, Place Vendôme in Paris.



**Lello
Ammirati**

The creative direction of the magazine has been entrusted to the artist Lello Ammirati, co-owner of L'ÉPOQUE and CEO of **NDB GROUP** with more than two decades of career in fashion and editorial photography industry.

The **NDB GROUP** has made great efforts to adapt L'ÉPOQUE to the new policy of numerical transformation of industries by investing in the digital transformation of the magazine and the use of new advanced technologies, including the launch of a blockchain and the development of new algorithm systems capable of distributing content based on the habits and preferences of its subscribers worldwide. However, the use of artificial intelligence has not been extended to content creation, which is the exclusive domain of professional journalists.

With a blockchain license issued by the **NDB GROUP** and managed by LutinX, L'ÉPOQUE has also made its debut in the metaverse by launching a new NFT project to promote a new model of circular economy. L'ÉPOQUE is the first magazine in the world to employ blockchain technology for information resource verification, intellectual property protection and data security.

L'ÉPOQUE

THE RENAISSANCE IN 2023



Prince Nereides de Bourbon holding a historic issue of L'ÉPOQUE in Place Vendôme in the presence of Chinese TV – April 30, 2024

Following the takeover in 2023, the NDB GROUP is investing in the international expansion of the legendary French magazine by launching further editions alongside the historic L'ÉPOQUE PARIS. On May 3, 2023, the American edition L'ÉPOQUE USA was launched on the occasion of World Press Freedom Day, followed by L'ÉPOQUE ITALIA on May 16, Prince Nereides' birthday, and then by L'ÉPOQUE GREECE, which was presented on August 1st of the same year on the occasion of the August Moon Festival, a highly symbolic holiday for the Hellenic people and a godsend for the magazine. Finally, the launch of L'ÉPOQUE MONACO is planned for 2024.

As a result of this global expansion, L'ÉPOQUE reached more than 87 million online subscribers in 2024, making it one of the largest online subscriber databases in the world.

Currently, the new leaders of L'ÉPOQUE diligently uphold the liberal, progressive and revolutionary legacy of the magazine, embodying the values established by its early founders.

The historic motto of L'ÉPOQUE is: *'Complete and universal journal. All newspapers in one'*. True to this progressive model, all editions of L'ÉPOQUE have been centralized on a single numerical platform resulting in a universal encyclopedia. Almost two centuries after its founding, L'ÉPOQUE remains an endless wellspring of culture and freedom of expression, positioning itself as a global leader in premium journalism. L'ÉPOQUE addresses a curated selection of topics, including current events, politics, diplomacy, culture, business, industry developments, philanthropy, art, fashion, luxury, lifestyle, and more.

In the realm of information dissemination, L'ÉPOQUE stands out as a trustworthy and independent resource, recognized as one of the most historically significant yet progressive magazines of its era. Most importantly, L'ÉPOQUE serves as a source of inspiration for emerging generations and acts as a cornerstone of the world's cultural heritage.

L'ÉPOQUE