

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549**

**SCHEDULE 14A**  
Proxy Statement Pursuant to Section 14(a) of  
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**QUEST MEANS BUSINESS**

*By Richard Quest / Quest Means Business  
September 30, 2021*

QUEST: The chief executive of "Forbes" says he wants his business to be as big as the company's brand. For more than a century, "Forbes" has covered millionaires and billionaires, has been a byword for business journalism. It was first published in 1917 as a magazine, quote, "devoted to doers and doings," then came the 400 Rich List in 1982. And now, it's looking for a bit of money on its own.

It is going public with a SPAC, working with a company based in Hong Kong. The chief executive of "Forbes" is Mike Federle. He joins us now.

Mike, it is good to have you, sir. Thank you. And it's going to be different, isn't it? A public company, which is going public in a sort of an unusual way -- well, it is not unusual

now, but it's not the most conventional ways. SPACs are still unusual. Why this way?

MIKE FEDERLE, CEO, "FORBES": Well, thanks, Richard, for having me. Good to see you there. Well, it's not very unusual anymore, if you look at the number of SPACs going on, and for us, it was -- we had multiple choices of how to go public or how to raise money, whether through private equity, through a private deal, and this SPAC option proved the best for us at this point in time.

QUEST: The change -- "Forbes" is such -- it's an institution and, of course, Steve has been on this program on many occasions in the past. How do you take the value of the money you're going to get from this and grow the business? Where does it grow? Bearing in mind, the digitization and the interest in digital properties, that sort of wanes and comes back and seems to be back in vogue.

FEDERLE: It seems to be back in vogue is right. You know, the timing for this is, is just right for "Forbes." You know, about 10 years ago, we really set ourselves down a path over this last decade, to take the company through this digital transformation, and we've done it very successfully. We have invested a lot of money in our tech stats, which enable us to -- we've created this business of scale. And in digital media, you need scale.

And so we have scale and we have the technology behind it now to really start segmenting audiences and understand through data and analytics, how we can address those audiences with very bespoke products and experiences.

And to do that, we're going to use this investment and the cash that we're getting to the public market, to really take us through the next transformation.

QUEST: Now, clearly, the quality of journalism and information is the gold standard, if you like. I don't think either of us will disagree on that. And I look at things like "Business Insider" Bloomberg, our own CNN Business, and I ask you though, it's getting very crowded out there, which does suggest there needs to be a shift to quality.

But can you teach the elephant a new dance? A new trick? Or do you end up looking like our parents disco dancing at a wedding?

FEDERLE: I think the question was on journalism and obviously that is the core of what we do as it is what CNN does. You know, the challenge in all of that is, you know, the media model really hasn't changed in a hundred years if you think about it. It's about creating content that attracts an audience, then you can then monetize their subscriptions or advertising. That part hasn't changed.

What has changed is the technology in order -- through data and analytics to really understand these audiences. So, I think you'll see, journalism and media in general become much more targeted, and, again, creating products that speak to specific interests of different audiences that we address.

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[15:25:33]

QUEST: Final question to you. We were talking about the debt ceiling and the seriousness of it, if it all goes belly up. It made me think to ask one of my colleagues, you know, if you had a choice these days, what would you choose? Put under your bed for a rainy day, would you choose a dollar? A euro? A Bitcoin? Or gold?

And most people seem to say they go for gold. What would you choose? Something for a rainy day to put under the bed, which one would you like?

FEDERLE: I would follow Warren Buffett's advice and stay with the dollar. It's still going to be the best bet and the best economy to bet going forward. And also, it might be a surprise, I am more of a Keynesian who believes stimulus spending is the appropriate path right now, so the dollar it is.

QUEST: And we thank you. Good luck, sir. Good luck, and we'll talk more as things progress. I appreciate it.

FEDERLE: Thank you.

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