

QUB LIVRE: NEW BOOKS SECTION ON THE QUB APP

MONTRÉAL, November 24, 2021 – The QUB app is expanding its content and offering users more by launching **QUB Livre**, a new feature that lets users browse and buy books directly in-app. Readers will be able to choose from thousands of titles in an attractive and functional environment. The catalogue will continue to expand in the coming months.

This timely new feature will make life easier for thousands of holiday shoppers searching for the perfect gifts for the people on their list. From cookbooks to award-winning novels, from children's books to biographies, QUB Livre has something for everyone.

“QUB’s plan has always been to bring a wide range of content from all our digital properties together on one platform, where users can access the content that interests them in one place, in the manner of their choosing,” says Nicolas Marin, General Manager of QUB. “QUB Livre is in line with this mission. Designed for occasional readers who are interested in popular culture, it will offer book suggestions that fit seamlessly into their searches for news and entertainment. QUB Livre will be the platform of choice that encourages a wider audience to pick up a book.”

For more information on QUB Livre and to explore its catalogue, use the QUB app or go to the gublivre.ca website.

About Quebecor

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