



Courtabœuf, September 20<sup>th</sup> 2017

## Lexibook launches online shop for the start of the school year!

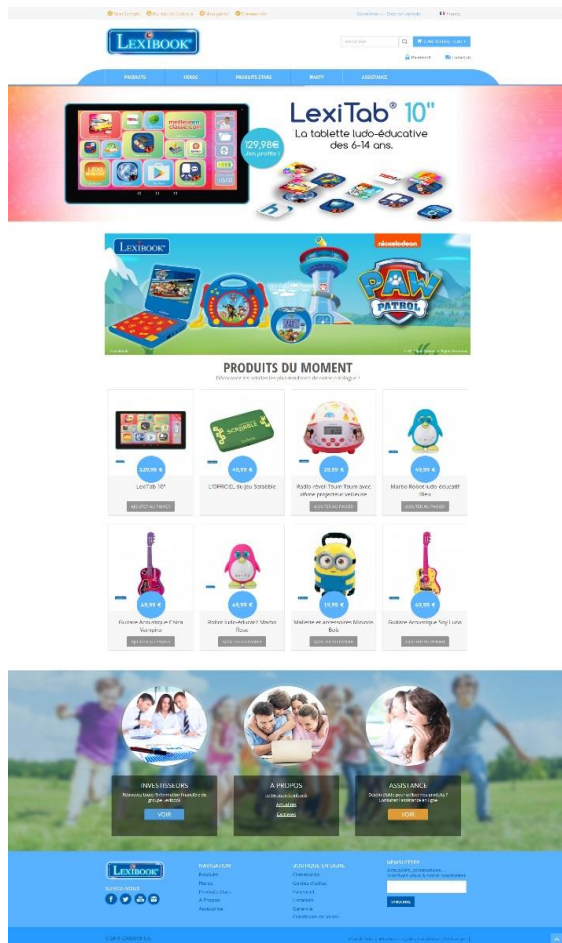
September is the month of the year bringing changes and previews of Christmas new trends!

On this occasion Lexibook® has launched its online retail shop to meet the increasing demand of its consumers, of people interested in the brand and its innovative products and mostly, all people enjoying direct purchase from a manufacturer.

The website has been entirely refreshed especially to be mobile-friendly and offer a smooth purchasing experience.

The large selection of products is focused on the most popular ranges and products of the moment and is continuously renewed.

And because content is important, it won't be affected by the strategy of transforming the website into an online retail shop. Quite the contrary, content is enhanced with clear and helpful descriptions, many product images and above all, unboxing videos focusing on unwrapping products and showing how to use them. We also find children and teens' favorite heroes and the best of the related products.



This business revolution is also a new way for the brand to communicate to consumers through newsletters on current events that will also retain customers by allowing them to follow Lexibook on social media.

Our website is available in 5 languages and deliveries are ensured everywhere in Europe and North America.

### About Lexibook:

Lexibook® is the European leader in licensed consumer electronics for children, owning over 42 registered trademarks. This success is due to a strategic focus on strong international licenses, coupled with high value-added electronic products (audio and video, etc.). This strategy, combined with a policy of continuous innovation, has spurred the Group's international growth and has enabled it to develop a wide range of products under the Group's trademarks.

EURONEXT (Alternext: 3359). With over 25 million products on the market, the company is currently selling one product every ten seconds around the world! For more information, please visit: [www.lexibook.com](http://www.lexibook.com).