

## Lexibook®: major licence contract signed with Nickelodeon Junior® on Paw Patrol®!

Lexibook® announced a new collaboration with Nickelodeon Junior® following the signing of a 3-year contract. This agreement covers the development and marketing of franchised products of Paw Patrol® in the following categories: Game Consoles, Audio, Clocks, Video, Communication and Tablet Accessories. The first products will be launched this summer.



Lexibook® welcomes this new strategic agreement which allows the group to pursue the positive momentum initiated in 2017 and gives visibility on the growth prospect of its licensing portfolio, strengthening its position as European leader in the categories it addresses.

### Nickelodeon Junior

The media group Nickelodeon is the global leading channel network thanks to its catalogue of premium brands such as SPONGEBOB SQUAREPANTS, NINJA TURTLES, DORA THE EXPLORER, PAW PATROL, BLAZE AND THE MACHINES, ICARLY, BIG TIME RUSH... In France, the NICKELODEON JUNIOR, NICKELODEON and NICKELODEON 4TEEN channels are exclusively broadcasted to more than 9 million households on CABLE/SAT/Broadband and on MOBILE MOBILE/TABLET.

### Paw Patrol, the « one and only » pre-school program!

Paw Patrol is a cartoon series in CGI, co-produced by Spin Master and NICKELODEON. PAW PATROL, are six rescue puppies led by Ryder, a 10-year-old tech-savvy boy. Their role? Perform top-flight rescue missions in their state-of-the-art vehicles and protect the inhabitants of Adventure Bay.

Broadcasted on TF1 since March 2014 and on NICKELODEON JUNIOR since January 2015, the series ranks each month in the top of the youth audiences. The television success of PAW PATROL extends

to all media supports: digital, marketing, on the ground with more than 100 days of presence per year and in store. The PAW PATROL puppies quickly became a must-have with nearly 60 licensees and the trademark is ranked No. 2 on the preschool toys market, in the top 10 for the total children toys and is No. 1 among DVDs addressed to children.

### **Lexibook**

Lexibook® is the European leader in licensed leisure electronic products for children and is the owner of more than 42 registered trademarks such as Karaoke Micro Star®, Spy Move®, Move Cam®, Cyber Arcade®, Meteoclock®, Serenity®, Tablet Phone®, iParty®, FlashBoom®, etc... This success is based on a strategy that includes strong, international licenses as well as high value added products with integrated electronics (audio and video, etc.). This strategy, supported by a policy of continuous innovation, drives the growth of the group internationally and broadens the range of products under the group's brands.

Lexibook® is quoted on EURONEXT (Alternext: 3359). With over 25 million products on the market, the company now sells a product every 10 seconds around the world!

For additional information: [www.lexibook.com](http://www.lexibook.com).