



Les Ulis, 25th June 2020

The Lexibook® Company is pleased to announce the signing of a new licensing agreement with Nintendo, whose famous characters from video games enrich the brand's properties portfolio in Europe.

This contract covers many categories including electronic products, music, clocks, lighting, and phone accessories - under the license of several world-renowned franchises such as Super Mario™, Mario Kart™, Animal Crossing™, The Legend of Zelda™ and Splatoon™.

Lexibook® thereby reinforces its status as the European leader in children's licensed electronic products by launching, for the first time, a whole new range of products featuring "Super Mario™" and "Mario Kart™", the 2 most iconic Nintendo® franchises!

The launch of these exciting new products is planned for the autumn, with key products such as:

- A pair of "Super Mario™" walkie talkies with the effigy of Mario and Luigi. Their ergonomic design allows for easy handling. The practical belt clip enables you to take each handset with you wherever you go. Thanks to their long 120m range, these walkie talkies are an essential toy for role play or outdoor activities!



Ref. TW12NI / RRP €19.99_GBP14.99

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Contact LEXIBOOK – Delphine LE LAN - +33 173 232 311 - rpfr@lexibook.com

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- A "Mario Kart™" electronic table pinball machine to develop your reflexes with Mario, Luigi, Yoshi, Donkey Kong and many other characters from the video game! The obstacles light up and make sounds to punctuate the game, and the LCD screen displays the score and records the top performances: perfect for playing alone or challenging your friends!

MARIOKART™



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Ref. JG610NI / RRP €19.99_GBP29.99

These products will be available in most large and specialized retailers as well as on the main e-commerce sites.

Lexibook® Owner of more than 42 registered brands such as Decotech®, Karaoke Micro Star®, Spy Move®, Move Cam®, Cyber Arcade®, Meteclock®, Serenity®, Tablet Phone®, Lexitab®, iParty®, FlashBoom®, etc., Lexibook® is the European leader in licensed electronic leisure products for children. This success is founded on a proven strategy of marrying strong, international licenses to electronic consumer products with high added value. This strategy, complemented by a policy of constant innovation, enables the group to thrive internationally and to constantly develop new ranges of products under the Group's brands. Lexibook® is listed on EURONEXT (Alternext: 3359). With over 25 million products on the market, the company now sells a product every 10 seconds worldwide! To find out more: www.lexibook.com and www.decotech-lights.com

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