



Les Ulis, October 11th, 2018

POWERMAN[®], The 1st Educational Robot From Lexibook Arrives On TV!

Lexibook[®] announces the launch of its TV advertising campaign for POWERMAN[®], its first educational robot. POWERMAN[®] had an excellent sales start and is becoming one of the most popular toys for the 2018 holiday season.



A few weeks after hitting the shelves, POWERMAN[®] is showing promising results in the various markets where it has been launched. From the U.S. to Scandinavia and France, the first sales results are beyond expectations and reaffirm POWERMAN[®] as a key toy for this Christmas.

This bright dynamic will be reinforced with the start of the TV advertising campaign in France. Since yesterday and till December 5th, it will be broadcasted on the major TV networks watched by kids aged 4-10 and massively shared through social media during the crucial season preceding Christmas.

To answer the needs of each market, Lexibook has adapted POWERMAN[®] in 23 languages, while taking into account local specificities. This robot also stands out thanks to its educational positioning, endless features and its retail price of 49.99€ which make it affordable to the greatest number.

POWERMAN[®] opens promising perspectives for the Lexibook group, which targets to become the European leader of the educational robot segment. This category is growing

with increasing expectations from kids and parents alike towards more educational and technological toys.

Watch the 20s and 40s POWERMAN® advertising, available in 6 languages [on the Lexibook's YouTube channel](#).

About POWERMAN®

POWERMAN® is an all-new interactive and educational robot to learn and play! An amazing talking robot with pre-loaded educational quiz, stories, music, dances and more to discover. He can repeat what is said, with his funny robot voice. It's also a fully remote control robot that kids can control to move in all directions and shoot foam discs!

About Lexibook® www.lexibook.com

Lexibook® is the European leader in licensed electronic entertainment products for children, owning over 42 registered trademarks such as Karaoke Micro Star®, LexiTab®, Decotech®, Cyber Arcade®, Tablet Phone®, iParty®, FlashBoom®, etc. This success is due to a strategic focus on strong international licenses, coupled with high added value products. 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 items under the Group's trademarks. Lexibook® is listed on EURONEXT (Alternext: 3359). With more than 25 million products on the market, the company currently sells one product every ten seconds around the world!

For more information, please visit: www.lexibook.com

