



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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### **LYRECO ENTERED INTO STRATEGIC ALLIANCE IN CHINA**

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Lyreco is glad to announce the signature of a new strategic alliance with Comix (China).

Comix is headquartered in Shenzhen and listed on the Shenzhen Stock Exchange. The company has developed a unique business model mixing manufacturing (more than 2 000 products), distribution (50 sales branches / more than 30 000 retail shops) and BtoB contract sales. The brand Comix is among the best rated stationery brand in China. The company has generated a turnover of RMB 1,5 billion (EUR 180 million) in 2012 and employs more than 3 000 people.

Comix has developed a BtoB contract business since 2009, consolidating 2 leading distributors in Shanghai and Beijing. With 4 branches (Beijing, Guangzhou, Shanghai, Shenzhen), the sales force of Comix can cover the main coastal cities of China. A network of 25 service centers has been recently developed to increase the service level and the proximity with its customer base. This successful

strategy enables Comix to offer a market leading proposition in the Chinese BtoB contract market. The BtoB contract business unit employs 400 people and has generated a turnover of RMB 300 million (EUR 37 million) in 2012. Pushed by the win of a major chunk of the State Grid contract (largest electric utilities company in the world, with potential for Comix above EUR 50 million), Comix forecasts are to multiple its sales by more than 2 in 2013.

“Partnering with an international workplace supplies solutions leader will be a major asset to follow our plan to develop our BtoB contract business in China”, stated David Dai, Contract Sales General Manager of Comix. “Lyreco’s international customers will be recommended one of the best service propositions in China”.

Steve Law, CEO of Lyreco declared “This partnership in China adds a major country to the global service proposition we are offering to our international customers. Lyreco’s international sales team can now confidently propose coverage in 45 countries to their customers and prospects. Comix’s partnership strengthens Lyreco unique coverage across Asia-Pacific and enables to provide our customers a solution in 11 countries in the region including the 5 largest economies (China, Japan, India, South Korea and Australia)”. “Over the last 18 months, 8 new partners have joined the Lyreco’s community of interest which increase our global footprint by 10 countries” added Ludovic Teinte, Group Development Director of Lyreco

#### **About Lyreco:**

Lyreco is a privately-owned provider of workplace supplies solutions to the business community and a leader in business-to-business office products solutions. With 10,000 employees including a sales force of over 4,500 people, its core expertise is in the focus on customer service and distribution excellence. As well as being market leader in Europe, Lyreco is also present in North America, Australia and Asia operating in 27 countries. The group generated sales of € 2.1 billion in 2012. Adding partners, it covers 45 countries over 5 continents. The sales partners of Lyreco are:

- Africa : WALTONS (South Africa, Namibia and Mozambique);
- America: INFORSHOP (Brazil), MARKEN (Argentina), OFFICEMAX (USA and Mexico);
- Asia: ASKUL (Japan), COMIX (China), BENIR E-STORE SOLUTIONS (India), OFFICEPRO (Taiwan);
- Europe: SAMSON (Russia), RTC (Romania), AKOFFICE (Turkey), OFFICEDAY (Estonia, Latvia and Lithuania);
- Oceania: OFFICE PRODUCTS DEPOT (New Zealand);

For more information please visit [www.lyreco.com](http://www.lyreco.com)

**About Comix:**

Comix is a Chinese company listed on the Shenzhen Stock Exchange (code = 002301). Headquartered in Shenzhen, the company is an integrated office supplies player (manufacturing / distribution / BtoB contract). Comix generated sales of RMB 1,5 billion in 2012 and employs more than 3 000 people.

For more information please visit [www.comix.com.cn](http://www.comix.com.cn)

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