



PRESS RELEASE

FOR IMMEDIATE RELEASE

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LYRECO ENTERED INTO STRATEGIC ALLIANCE IN MEXICO

November 26th, 2014

Lyreco is delighted to announce the signature of a new strategic alliance with Principado (Mexico).

Founded in 1993, Principado is a family-owned business headquartered in Mexico DF. The company has generated 2 digit growth for the last 4 years and employs 150 people. With 3 distributions centers in the country (Mexico DF, Monterrey and Guadalajara), Principado provides a nationwide coverage to its customers. Its fleet of vans enables to provide a next day delivery proposition in these cities. Interestingly aligned with Lyreco's strategy, Principado enlarges its product range to embrace the workplace environment by adding PPE, hygiene or catering products to its assortment.

"Partnering with an international workplace supplies solutions leader will be a major asset", stated General Manager of Principado. "Lyreco's international customers will be recommended one of the best service propositions in Mexico".

Steve Law, CEO of Lyreco declared "This partnership in Mexico offers a solution to our international customers in the 5 main economies of the American continent (USA, Canada, Brazil, Mexico, Argentina)." "Over the last 3 years, 11 new partners have joined the Lyreco's community of partners which enables Lyreco's international sales team to confidently propose an industry leading coverage with 45 countries worldwide to their customers and prospects." 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 8,700 employees including a sales force of 4,000 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 Australia and Asia operating in 26 countries. The group generated sales of € 2.0 billion in 2013. Adding partners, it covers 45 countries over 5 continents. The sales partners of Lyreco are:

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

For more information please visit www.lyreco.com

About Principado:

Principado is a Mexican business office supplies distributor. Headquartered in Mexico DF with 2 additional locations (Monterrey, Guadalajara) and serves the whole country, Principado generated 2 digit growth for the last four years and employs 150 people.

For more information please visit www.principado.com.mx

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