



PRESS RELEASE

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LYRECO ENTERS INTO TWO NEW STRATEGIC ALLIANCES IN RUSSIA AND ROMANIA

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Lyreco is delighted to announce the signature of two strategic alliances with Samson in Russia and RTC in Romania, two leading office supplies distributors on their respective markets.

Samson, founded in 1993 and based in Voronezh (500 km south of Moscow), is one of the leading office supplies distributors in Russia. Originally dedicated to the business of wholesale office supplies, Samson has developed its contract stationery channel under the brand OFFICEMAG and since mid-2000's has been rapidly gaining market shares in the Regions and Moscow area. Samson's consolidated sales exceed USD 200 million (€ 155 million) and have more than doubled since 2007. Operating from 13 different locations, Samson provides a nationwide coverage to its customers and employs 2,000 people.

Founded in 1994 and acquired by Oresa Ventures (Swedish private equity fund), RTC is the leading contract stationer in Romania and is one of the 5 best-known brands in its country. RTC's sales are above RON 110 million (€ 25 million) and has 250 employees. The company is located in Bucharest with 5 additional sales offices to service its customers on a nationwide basis.

With annual sales of around € 2.2 billion, Lyreco is the European leader in B2B office supplies solutions. It also operates in Canada, Australia and across Asia and with these 2 new partnerships in Eastern Europe, Lyreco covers now 39 countries on 5 continents.

"We have had regular contacts with these 2 companies for many years and are very pleased to materialize our relationships with these 2 exclusive partnerships. Samson and RTC keep developing their business in their respective countries focusing on service level. These 2 partnerships follow the path of our strategic plan to improve constantly our global service proposition towards our international customers." declared Steve Law, CEO of Lyreco

"We are thrilled to enter into the big family of Lyreco. We see this partnership agreement between our companies as a significant step on our way to be the leader in B2B office supplies distribution in Russia. We are confident in our ability to deliver the service level that a prominent and reliable player like Lyreco offers to its international customers." stated Igor Trifonov, founder and CEO of Samson.

" We are very pleased to enter into alliance with Lyreco and to start working in a close relationship with a global player of that size and credibility. We expect that our joint efforts will be able to help each other to provide the best service to our customers." added Cornel Marian, President of the Board of Administration. "EOSA remains beneficial for us as experience sharing and purchasing but we are delighted to be the partner of Lyreco for Romania and service its international customer locally".

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 € 2.2 billion in 2011. Adding partners, it covers 39 countries over 5 continents. The 9 sales partners of Lyreco are:

- OFFICEMAX covering the USA and Mexico markets,
- ASKUL in Japan,
- OFFICEPRO in Taiwan,
- WALTONS covering the markets in Southern Africa (South Africa, Namibia and Mozambique),
- OFFICE PRODUCTS DEPOT in New Zealand,

- INFORSHOP in Brazil,
- MARKEN in Argentina,
- SAMSON (OFFICEMAG) in Russia,
- RTC in Romania.

For more information, please visit www.lyreco.com

About Samson:

Samson is a Russian privately-owned office supplies distributor. Based in Voronezh with 12 additional locations (including Moscow and St-Petersburg), Samson offers a nationwide coverage to its customers. Samson generated sales of more than € 155 million (USD 200 million) in 2011 and employs 2 000 people.

For more information, please visit www.officemag.ru / www.samsonopt.ru

About RTC:

RTC is a Romanian privately-owned office supplies distributor. Based in Bucharest, the company employs 250 people. Leader in Romania for many years, RTC generated sales above € 25 million (RON 110 million) in 2011.

For more information, please visit www.rtc.ro

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