



PRESS RELEASE

FOR IMMEDIATE RELEASE

For further information, please contact:

Lyreco contact:

Steve Law, Chief Executive Officer, Lyreco

Tel: +33 (0)3 27 23 64 14

steve.law@lyreco.com

Akoffice contact:

Alper Kisa, Deputy Managing Director, Akoffice

Tel: +90 212 444 0 589

alperkisa@akofis.net

Benir e-Store Solutions contact:

Hemanshu Naik, Director, Benir e-Store Solutions

Tel: +91 99 01 357777

hemanshu@benir.in

LYRECO ENTERED INTO STRATEGIC ALLIANCES IN TURKEY AND INDIA

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Lyreco is glad to announce the signature of two strategic alliances with Akoffice (Turkey) and Benir e-Store Solutions (India). These two players are leading distributors of stationery and office supplies in their respective markets.

Established in 1974 and based in Istanbul (Turkey), the Akçay family-owned company Akoffice is the leading office supplies distributor in Turkey with sales of TRY 43.1m (EUR 18.5m) in 2011. Akoffice is active in B2B direct sale to end-users and wholesale. The company provides a national coverage to its customers and employs 154 people.

The Akçay family also operates five stationery retails in the Istanbul area under the name Kirtasiye Dunyasi (“world of stationery”).

“We have had regular contacts with Lyreco for several years”, declared Alper Kisa, Deputy Managing Director of Akoffice. “We are now delighted to have signed this alliance in order to service Lyreco’s international customers in Turkey. We now want to further increase our leading position in Turkey with the support and great experience of Lyreco”.

Founded 10 years ago and headquartered in Bangalore (India), Benir e-Store Solutions is a leading B2B office supplies dealer able to service pan-India customers through its 8 locations in Bangalore, Chennai, Delhi, Gurgaon, Hyderabad, Kolkata, Mumbai, Pune. In 2005, Benir e-Store Solutions was the first player in the industry to develop an exclusive online in-house store concept in India. The company generated INR 370m of turnover (EUR 5.2m) in 2011. Benir e-Store Solutions is mainly owned by Mr. Hirji Narayan Patel family and employs about 120 people.

Hemanshu Naik, Director of the company, stated “Our association with Lyreco has come at the right time, when Corporate India is progressing toward working with a single vendor not only across India but also globally. We are very happy to partner with Lyreco for India and strongly feel that this strategic alliance will help us strengthen our market share and also meet Lyreco’s global requirements in India. We look forward to working with Lyreco and growing together in the future”.

Steve Law, CEO of Lyreco declared “we are delighted to announce two new exclusive partnerships expanding our worldwide coverage to 41 countries and more importantly covering these two main markets for our global accounts in line with our strategic plan”.

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 41 countries over 5 continents. The 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 in Russia,
- RTC in Romania,
- AKOFFICE in Turkey,
- BENIR E-STORE SOLUTIONS in India.

For more information please visit www.lyreco.com

About Akoffice:

Akoffice is the Turkish leading office supplies distributor. Based in Istanbul, Akoffice offers a nationwide coverage to its customers. Akoffice generated sales of TRY 43.1m (EUR 18.5m) in 2011 and employs 154 people.

For more information please visit www.akofis.net

About Benir e-Store Solutions:

Benir e-Store Solutions is an Indian privately-owned office supplies distributor. Based in Bangalore and with offices also in Chennai, Delhi, Gurgaon, Hyderabad, Kolkata, Mumbai and Pune, the company offers a national coverage to its customers. Benir e-Store Solutions generated sales of INR 370m (EUR 5.2m) in 2011 and employs 120 people.

For more information please visit www.benir.in

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