

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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**NOVEXCO and LYRECO**  
**announces acquisition of LYRECO CANADA by NOVEXCO**  
**and their new STRATEGIC ALLIANCE**

**January 23, 2014**

On January 23, 2014, Novexco, the largest group of independent retailers in the business solutions sector for various workplaces in Eastern Canada, acquired the Canadian division of Lyreco.

This decision meets the business objectives of both companies because Lyreco Canada was in a phase of divestiture in Canada and Novexco was seeking to become a player Canada-wide.

"We are thrilled to be able to integrate such expertise and effectiveness as demonstrated by Lyreco Canada into our operations, and we believe that with this new acquisition Novexco will be in a better position than ever to maintain its original mission to provide innovative business solutions designed to build customer satisfaction and loyalty," stated Robert de Montigny, President and CEO of Novexco.

"I am convinced that the combined operations of Novexco and Lyreco Canada will create a much stronger player on the Canadian market place. In addition, the creation of our strategic partnership will enable us to serve our international customers with an enhanced proposition" declared Steve Law, CEO 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 Australia and Asia operating in 26 countries. The group generated sales of € 2.0 billion in 2013. Adding partners, it covers 44 countries over 5 continents. The sales partners of Lyreco are:

- Africa : WALTONS (South Africa, Namibia and Mozambique)
- Americas: INFORSHOP (Brazil), MARKEN (Argentina), WB MASON (USA), NOVEXCO (Canada)
- Asia: ASKUL (Japan), COMIX (China), BENIR E-STORE SOLUTIONS (India), OFFICEPRO (Taiwan)
- Europe: SAMSON/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](http://www.lyreco.com)

**About Novexco**

Novexco is an entirely Canadian company that invests in this country and in the interest of the Canadian economy. With more than 14,000 products in stock, Novexco operates in both the business market and the consumer market through a broad distribution network that includes independent retailers, resellers and direct sales to businesses.

Since its creation, Novexco has given itself the mission of providing its partners with a full range of services, from procurement to marketing, including IT solutions.