

Press Release

October 2016



Sophie la girafe®

The indispensable license
of baby's early years !

What's new in 2016 ?

Sophie la girafe turned 55 on the 25th of May and her licensing development program turned 5 on the same date!

For this very special milestone Sophie la girafe license worked very hard all year round. Thus she is able to announce some thrilling and lovely new partnerships at the BLE 2016.

- The soon to be launched new range of baby Sunglasses in Australia. The range is coming to life thanks to Les Folies, which worked hand in hand with the recognized Australian sunglasses maker Eye Tribe.
- A deal with the Ergobaby Company for a trendy and tender range of limited edition baby carrier.
- A full birthday set for 12 kids developed by Calisson Inc for the US market.

Already existing licensees also planned many novelties for this very special year: Bed linen, musical boxes, night-lights, gift sets, layette ...etc.

Finally, this year Sophie la girafe license continues to extend her territory.



Sophie la girafe License

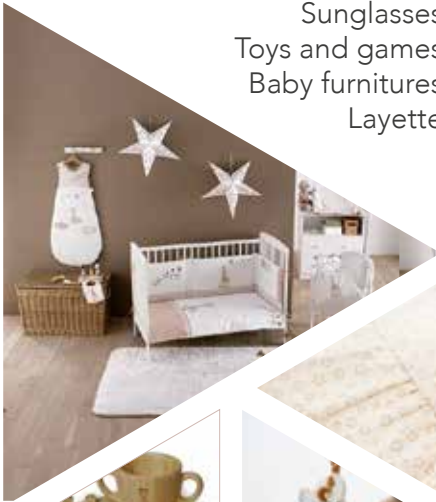
DeLiSo is the contraction of Development Licensing Sophie la girafe. The company is in charge of the world-wide licensing right of Sophie la girafe. DeLiSo was founded in 2011, following consumers demands for Sophie la girafe products.

Close to Sophie's history, DeLiSo office is located directly in Vulli's factory, in France, where Sophie is still made.

DeLiSo continues today to grow in importance each year.

Sophie la girafe license is available in:

- | | |
|--------------------|------------------|
| Publishing | Apps |
| Baby skincare | Baby bedlinen |
| Nurserie products | Reusable pouches |
| Epiphany figurines | Room decoration |
| Sunglasses | Bamboo dish-set |
| Toys and games | Chocolate |
| Baby furnitures | Home linen |
| Layette | |



What we search for 2017!

Sophie la girafe license actively searches partners around the world for baby bed-linen, jewelry, accessories, luggage, stationery for parents ...etc.

While staying open to new ideas and opportunities.

A recognized value :

Over 10 awards have already rewarded the quality of Sophie la girafe licensed products.



Keys of its success :

A double target which allows her to aim at babies from 0 to 3 years old, as well as their nostalgic mums.

Strong values : Timeless, classical, natural, protective and tender.

A sweet graphic world, chic and classical at the same time.



About Sophie la girafe®

Sophie la girafe, a one of a kind international icon!

Existing for over 55 years and with more than 55 million products sold since her creation, Sophie la girafe is the first Baby's toy and the must have at birth.

Sophie is still "traditionally" produced to this day. A process that involves more than 14 manual operations. She is made from 100% natural rubber derived from the latex of the Hevea tree.

In France she is part of the establishment and is now sold in more than 77 countries with an outstanding celebrity and fondness worldwide.