



AN ORIGINAL GAMING EXPERIENCE

using the creativity of paper and the interactivity of digital technology



The colouring brand BIC®Kids is launching DrawyBook, a unique concept based on a free app and a story book, for children aged 5 to 10.

Available on



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London 6th April

For many years BIC®Kids has championed colouring as an essential part of a child's development, encouraging the young and not-so young to use their imagination to develop their motor skills, concentration and creativity. Today, BIC®Kids is unveiling a new gateway between the world of colouring and that of digital technology, largely through augmented reality.

As young people spending an increasing amount of time digesting information through screens the number of households with children who possess a tablet, which is used primarily by the child, has grown dramatically.

In an effort to bridge the gap between the creative world of colouring and the exciting universe of educational gaming apps **BIC®Kids is launching its brilliant new venture the DrawyBook app.**

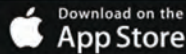
DRAWYBOOK BY BIC®KIDS

BIC®Kids has worked tirelessly to create a selection of original stories involving endearing characters and engaging stories that can be personalised by children using the combination of:

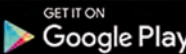


A FREE MOBILE APP LAUNCHED IN APRIL 2016...

DrawyBook invites children aged between 5 and 10 to take part in an interactive story incorporating all sorts of hands-on activities as well as fun and educational games.



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CREATE WITH THE 'DRAW AND SCAN' FEATURE

Children can personalise and play with many aspects of the interactive story by drawing their own characters or objects before scanning them using the app. The drawing is then captured, incorporated and animated within the story for children's continued use, bringing their drawings to life in front of their eyes.

GAMES INCORPORATED IN THE STORY ADD AN ELEMENT OF FUN

Throughout the game users are challenged with several mini games which appear as the story unfolds, enabling children to score points which can be used to purchase items throughout their journey.

DISCOVER AND LEARN

In addition to all of these fun activities, the free BIC®Kids DrawyBook app contains educational content with varying levels of difficulty to engage users of all ages.

... FOLLOWED BY A STORY BOOK COMBINING COLOURING AND AUGMENTED REALITY (APRIL 2016)



The BIC®Kids DrawyBook will be available from April 2016 in the form of a story colouring book offering augmented reality colouring and audio story-telling through the app.

Just by scanning with a mobile device (tablet or smartphone), the characters and background jump from the page, come to life and encourage the children to dive into a fascinating and interactive world. **An amusing and immersive experience** where children must demonstrate creativity and imagination to explore the story and bring it to life!

Sold with a pouch of magical BIC®Kids colouring pens, this 21-page book offers 9 scenes of the story in virtual reality.

Marty and the Alien

A STORY OF ALIEN...



The first DrawyBook story, 'Marty and the alien' has been written by Elissa Elwick, an English children's author. It presents two characters with which young children will be able to identify easily.

'Marty is passionate about astronomy and likes to gaze up at the sky and the stars... From an early age he has dreamt of discovering the universe. One evening, when he decides to camp out in his garden, Marty has an encounter that is unexpected to say the least. A strange object from outer space falls out of the sky and lands with a loud crash! A hairy alien gets out of his space ship and invites him on a wonderful adventure. The little boy is entrusted with a mission of the greatest importance... Will he be able to help the alien?'

The BIC®Kids DrawyBook experience will continue with new adventures. The next, for 2017, will tell the story of a young detective, Alice, who goes on the pursuit of a mysterious ninja cat.

Find out more at: www.bickids.com

The website dedicated to colouring and learning to write, which offers more than 300 activities (folding, colouring, memory games etc.) for children and specially designed areas for parents and teachers.

USEFUL INFORMATION



DRAWYBOOK APPLICATION

- Application is universal (smartphone and tablet compatible) and free
- Available on IOS and ANDROID, download from App Store/Google Play
- Languages: English, French, Spanish, German, Dutch
- Launch date in UK : End of March 2016



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DRAWYBOOK COLOURING BOOK (+ POUCH CONTAINING 12 MAGIC COLOURING PENS BIC®KIDS)

- Recommended retail price: £ 9.99
- Available from: April 2016
- Distribution network: GMS

ABOUT BIC®



BIC® is a world leader in stationery, lighters, shavers and promotional products. For more than 60 years, BIC® has provided high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC® has become one of the most recognised brands in the world. BIC® products are sold in more than 160 countries around the world. In 2014, BIC® recorded Net Sales of 1,979.1 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC® is also part of the following SRI indexes: Carbon Disclosure Leadership Index (CDLI), FTSE4Good Europe, Euronext Vigeo Europe 120, Ethibel Sustainability Excellence Europe, STOXX Global ESG Leaders and Gaia Index.

As a leader in colouring on the European market¹, BIC®Kids is developing a full range of products tailored to each age group. From the very young to young teenagers, everyone is catered for.

¹ GfK panel Europe 7 countries – MAT august 2015 in value

For more information, visit the BIC® Group's website :

www.bicworld.com

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