

LEXON[®]

/ **CORPORATE PRESENTATION**

H1 2026

The background is a top-down view of various Lexon products scattered on a white surface. The products include portable speakers in red, blue, and white, some with antennas; small rectangular speakers with the 'Off' logo; and other small electronic accessories. The colors are primarily red, blue, and white, creating a clean, modern aesthetic.

Maison de design *française*

SINCE 1991

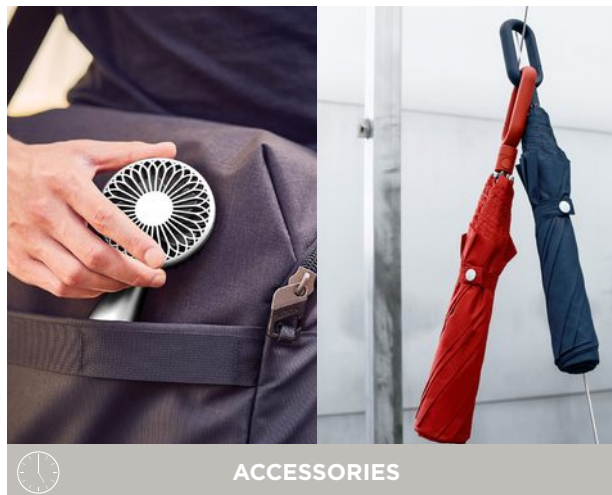
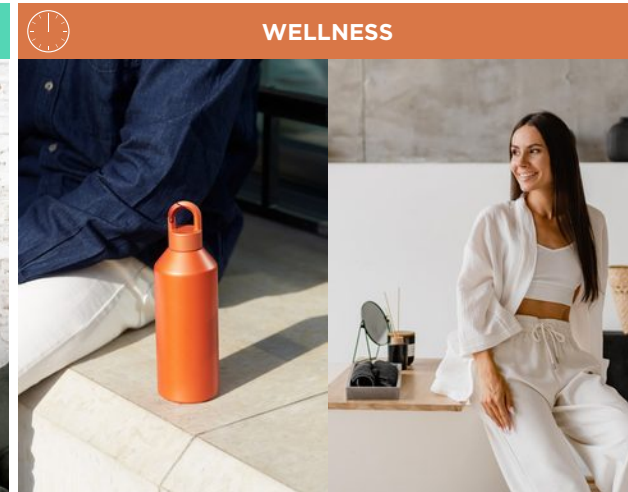
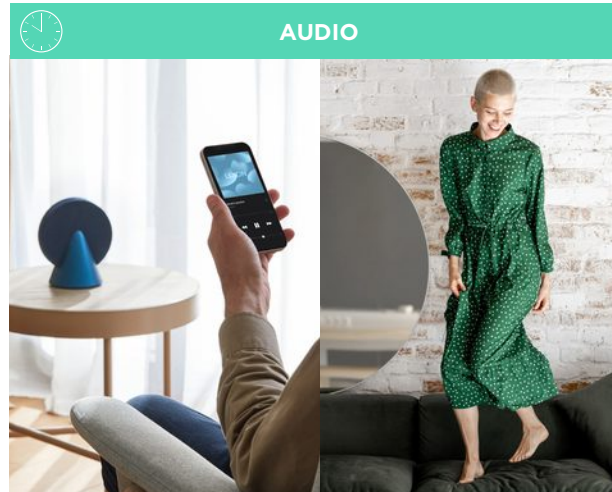
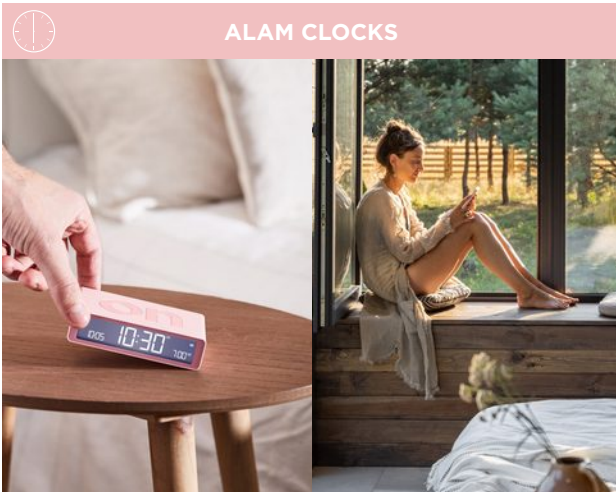
Since its foundation, Lexon has relentlessly pushed boundaries and created a difference in the world of design, all while staying true to its commitment of making small objects useful, beautiful, innovative, and affordable.

Whether in home, office, leisure, or travel accessories, Lexon has established a unique relationship with creativity and partnered with the best designers around the world to create timeless collections of lifestyle products, sold at million pieces every year.

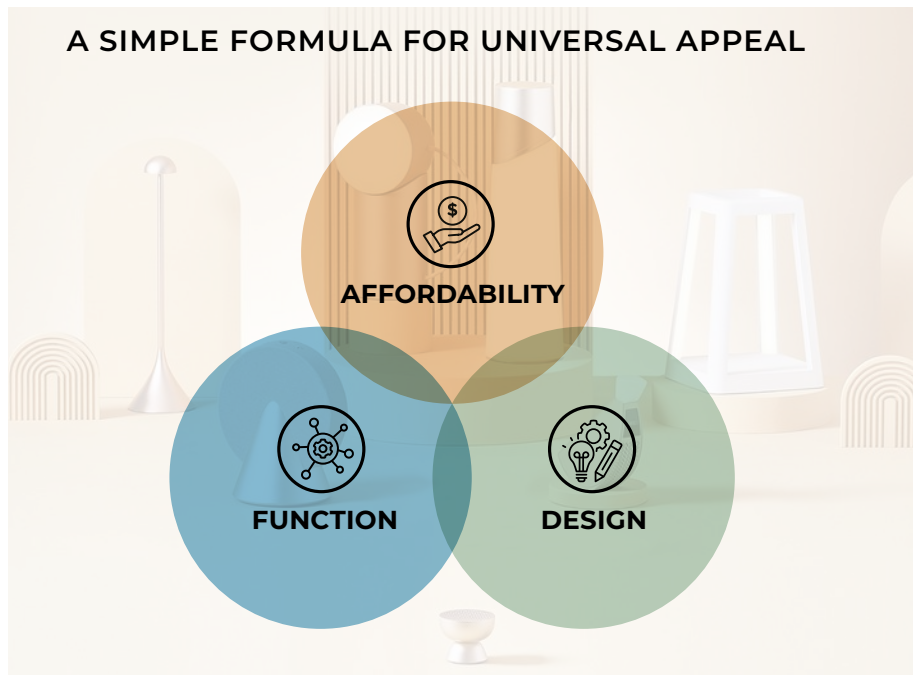
Today, with more than 35 years of existence, +250 awards, collaborations with some of the most renowned designers, a retail presence in 90 countries across the Globe, Lexon has truly established itself as an iconic French design brand.

DESIGN, ALL DAY LONG

Our creations are thoughtfully designed to accompany every moment of your day:
from waking up with an iconic alarm clock, to staying productive with elegant desk accessories, to unwinding with ambient lighting and premium audio.
Wherever life takes you, Lexon is there — seamlessly blending function and style.



The Lexon equation



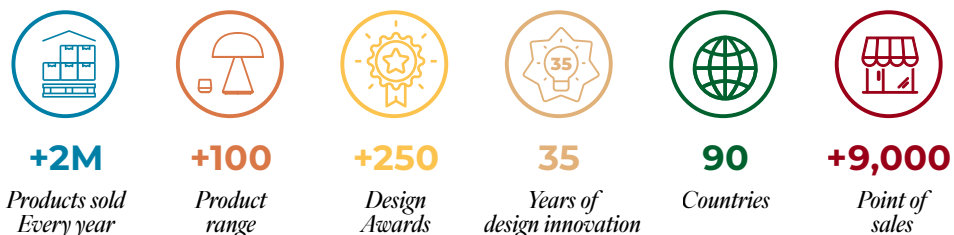
Crowned with International Recognitions



With a total of **250 design awards** since its inception, Lexon stands as a global ambassador of French creativity and innovation. Over the past five years alone, the brand has earned **66 new awards**, reflecting a sharp growth in recognition and a bold creative evolution. Among these accolades, **Lexon holds a remarkable distinction:** with **36 Red Dot Design Awards**, it is the **most awarded French brand** in the history of this internationally renowned competition. This ongoing achievement celebrates Lexon's unique ability to blend **aesthetics, functionality, and emotion** across everyday objects.



Key figures



Partnering with Visionary Designers to Elevate Everyday Objects

A UNIQUE NETWORK OF DESIGNERS

- Lexion fosters **creativity** by combining **global design expertise** with a commitment to innovation and timeless appeal
- Lexion works with a **diverse network of renowned designers** as well as emerging talents offering fresh perspectives
- This collaboration allows Lexion to create **trend-aligned objects** with **universal appeal**
- Lexion's products feature **minimalist, colorful, or bold designs**, blending innovation with the brand's signature style



QUAGLIO & SIMONELLI



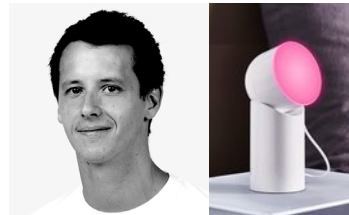
GUILLAUME DELVIGNE



ALAIN BERTEAU



MARC BERTHIER



NELSON FOSSEY



NEIL POULTON



NATACHA POUTOUX & SACHA HOURCADE



LUC ARTOLI



STEFANIE KAY



LIDIA GOMEZ



ADRIAN & JEREMY WRIGHT

A Diversified Multi-Channel Distribution Ecosystem

BUILT ON FOUR STRATEGIC PILLARS AND LONG-TERM PARTNERSHIPS

RETAIL



Includes electronic stores, department stores, concept stores mass retail and telcos

B2B / GIFTING

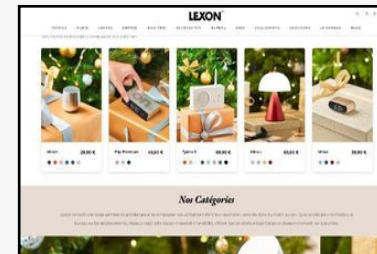
Recent collaborations, such as the partnership with Zara Home, highlight opportunities in corporate gifting and co-branded product initiatives



Focuses tailored solutions for corporate clients

E-COMMERCE

BOW Group's online presence extends across multiple platforms, including its own Magento-powered website, Amazon, and other leading marketplaces



Focuses on ecommerce platforms and Amazon stores to drive digital growth

HOSPITALITY & RESTAURANTS



Targets new markets for specific professional needs

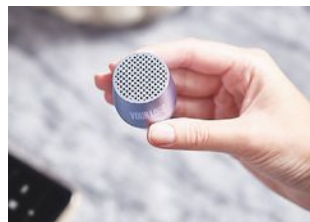
Our expertise: from concept to execution



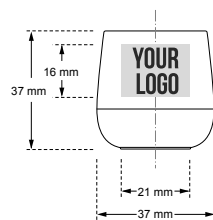
EQUIP YOUR TEAM



PROMOTE YOUR BUSINESS



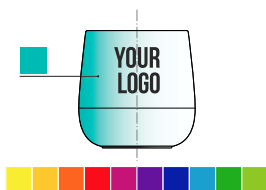
REWARD YOUR STAFF



BRANDING ON PRODUCT*



BRANDING ON PACKAGING**



SPECIAL COLOR DEVELOPMENT***

*50 pcs / **3000 pcs / ***5000 pcs



SPECIAL KIT CREATION

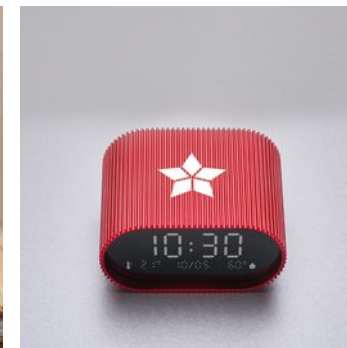
Our Corporate Gift savoir-faire

We design, develop and manufacture corporate gift objects to serve the needs of leading companies and brands.

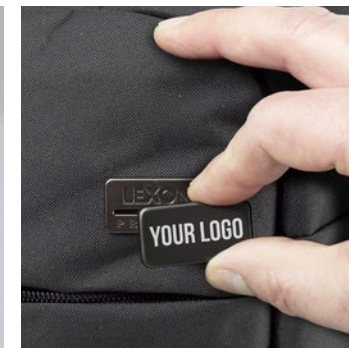
BRANDING TECHNIQUES



SILKSCREEN



LASER



LASER ON PLATE



GEL INK



PAD INK



DIGITAL PRINTING

They trust us

SAINT LAURENT
PARIS

KIENZO

AIRBUS

AUDEMARS PIGUET
Le Brassus

ZARA
HOME



carhartt

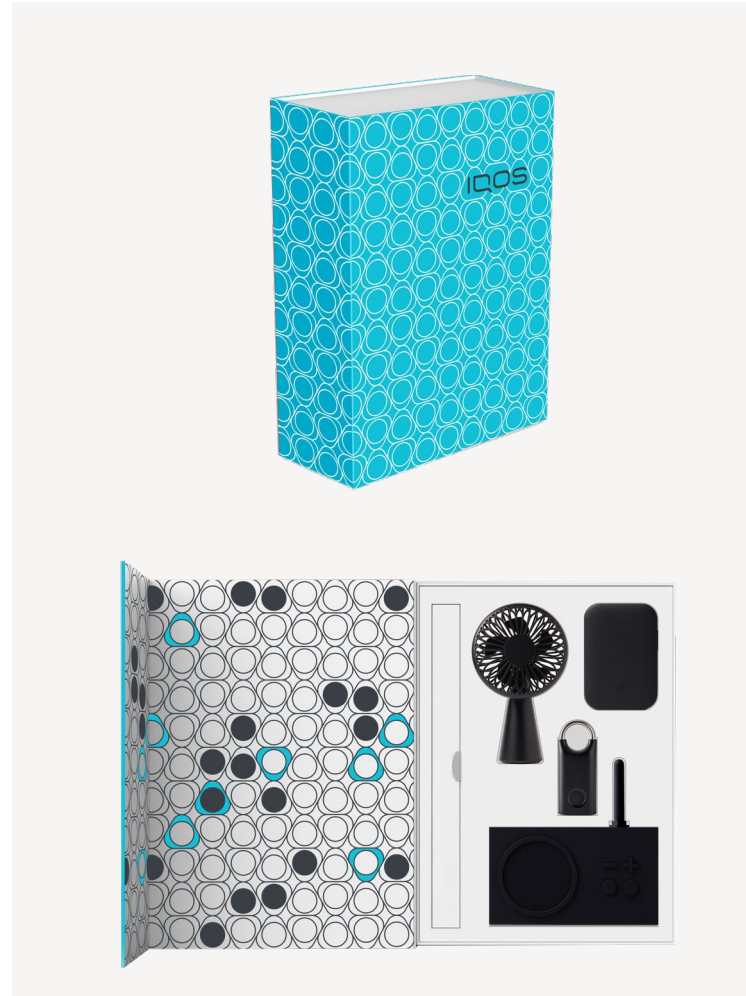
Hertz

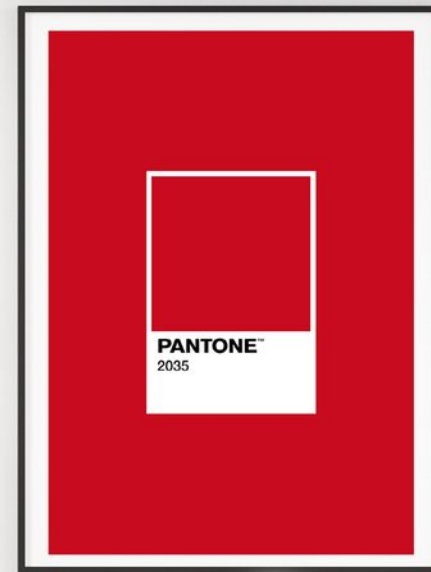
T-Mobile

intel.

Bespoke Kits: Elevate Your Gifting Strategy

From concept to execution, we can create made-to-measure kits tailored to specific needs, whether for corporate gifting, events, or hospitality. Our transversal product range, creative capabilities, and attention to detail allow us to build unique, elevated experiences that truly stand out.





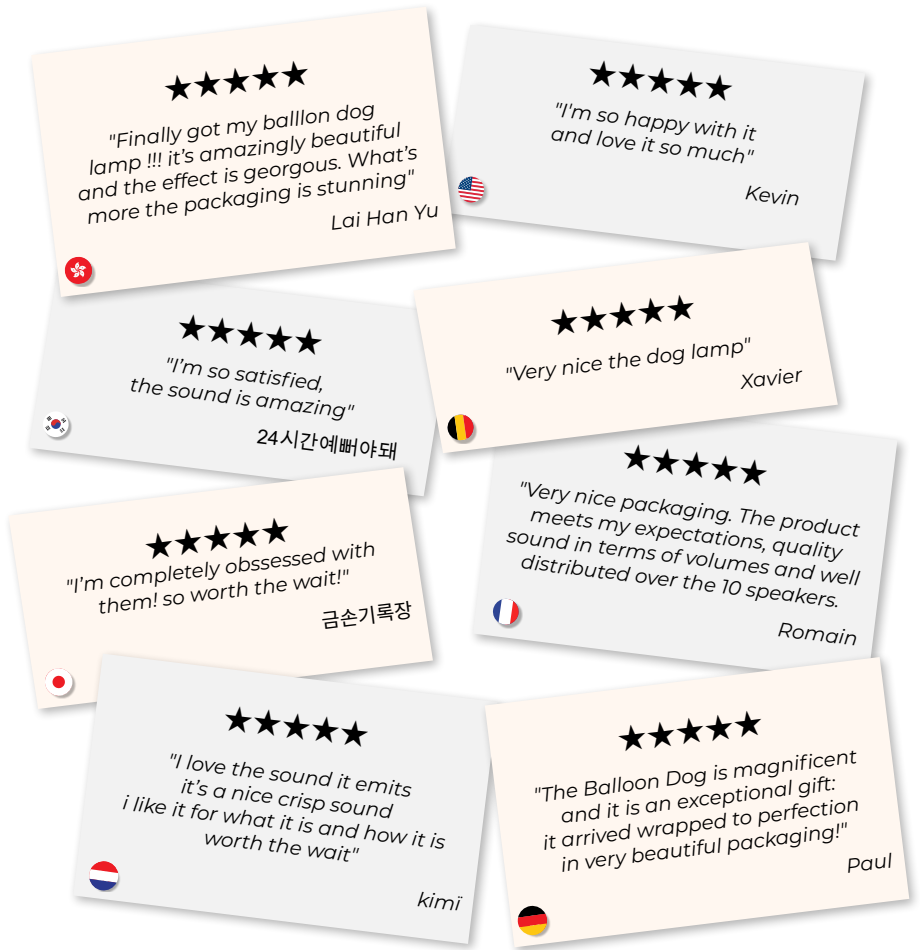
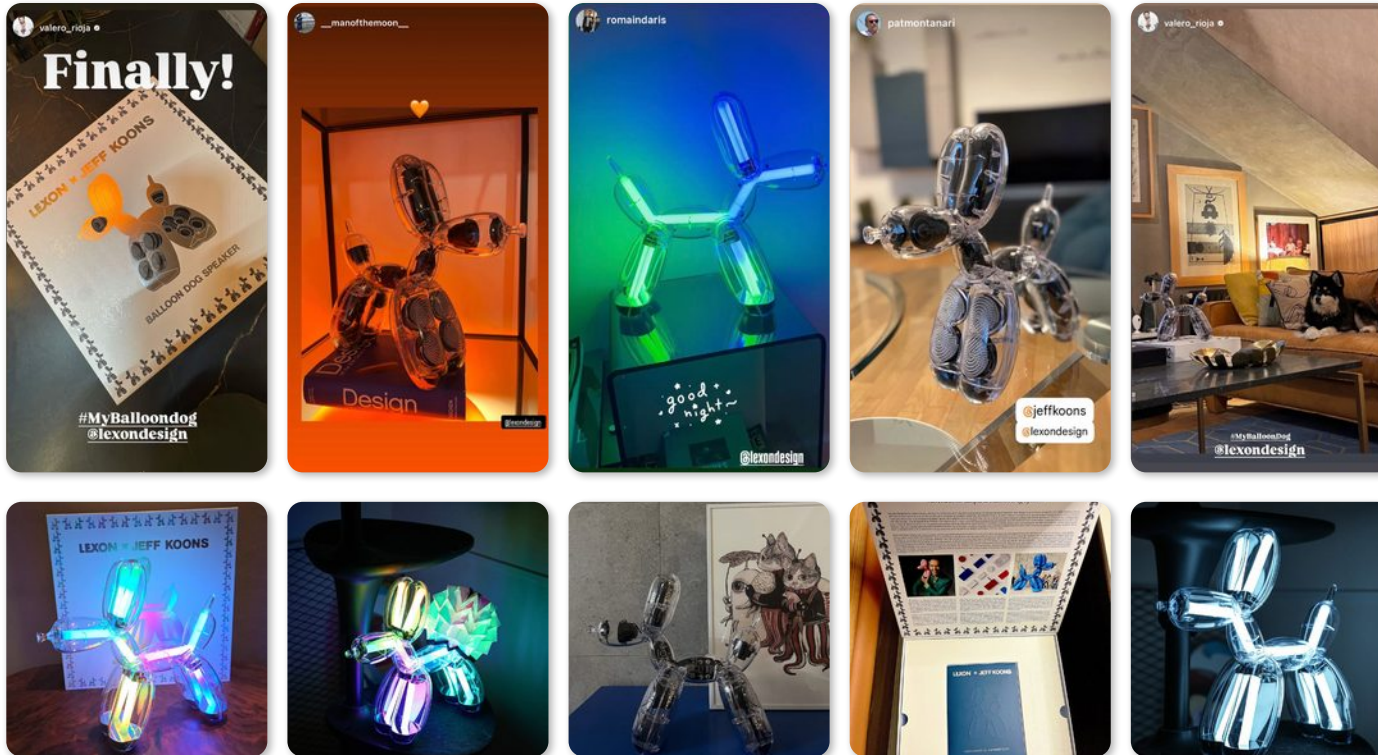
A 3x3 grid of shelves displaying various colorful and patterned electronic devices, including radios, lamps, and digital clocks, arranged in a minimalist white setting. The items are arranged in a grid-like fashion, with each shelf containing a mix of different designs and colors. The top row features a black and white patterned radio, a black and white patterned radio, a colorful abstract painting, a green and black patterned radio, and a green and white lamp. The middle row shows a red and white patterned radio, a small colorful container, a digital clock, a colorful patterned radio, a yellow and black patterned lamp, and a red, blue, and yellow container. The bottom row includes a yellow and black patterned lamp, a colorful patterned radio, a digital clock, a black and white patterned radio, a blue and white lamp, and a digital clock. The overall aesthetic is modern and artistic, with a focus on bold colors and intricate patterns.

LEXON × JEFF KOONS

Imbued with Lexon's expertise in design and lighting, the Balloon Dog Lamp and Balloon Dog Speaker reinvent Jeff Koons' iconic sculpture as functional objects. Created in collaboration with The Broad, the museum where the original artwork is displayed, this partnership brings Koons' playful universe into everyday life. Together, Lexon and Jeff Koons aim to democratize art by making it accessible while preserving the playful spirit that makes the Balloon Dog a timeless symbol of contemporary creativity.



Collector's unboxing moment & testimonials



Lexon x Jeff Koons - Chromatic collection - 2026 Edition

The Chromatic Collection unfolds through eight distinctive models. The iconic Balloon Dog is reimaged as both a lamp and a speaker, each presented in four striking colors, blending sculptural presence with everyday function.

BALLOON DOG LAMP CHROMATIC



Gold



Blue



Red



Platinum

BALLOON DOG SPEAKER CHROMATIC



Gold



Blue



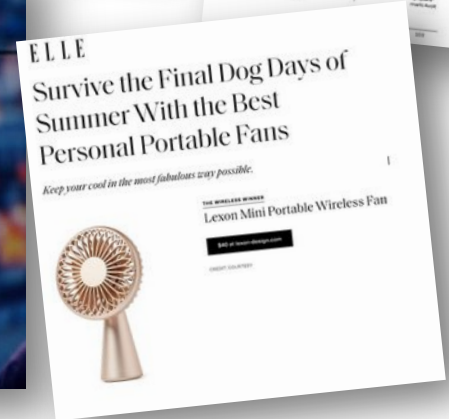
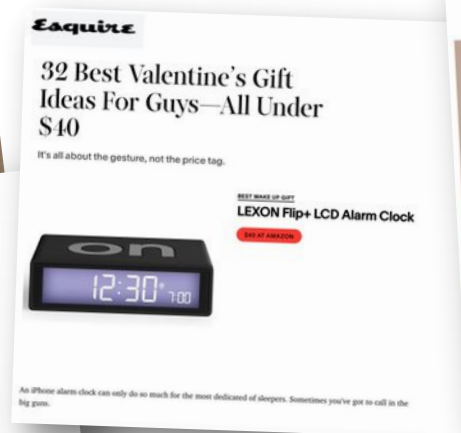
Red



White

Our Global Media Presence

Lexon achieved a cumulative media reach of **858 million viewers in 2025**, across print, digital and broadcast platforms.



Integrating Sustainability

A BALANCED APPROACH TO ECONOMIC, SOCIAL, AND ENVIRONMENTAL IMPACT



ENVIRONMENTAL

- BOW Group prioritizes **sustainability** by using **durable, low-impact** materials such as **aluminium**, recycled plastics, and ecofriendly synthetic leathers
- Packaging is now **100% recyclable cardboard**, and luggage collections are transitioning to **rPET fabrics** for a more sustainable future.
- To reduce **emissions** and encourage sustainable habits, the Group promotes **reusable items** and prioritizes **sea transport** over air shipping



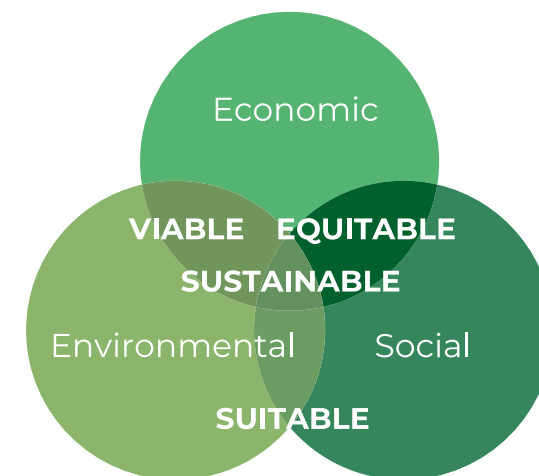
ECONOMIC

- BOW Group prioritizes longterm operational and financial performance, aligning with client expectations and fostering mutual value creation
- Regular intragroup video conferences promote ideasharing, best practices, and diverse experiences to optimize performance and strengthen competitiveness



SOCIAL

- BOW Group promotes an inclusive culture by valuing diversity, ensuring equal pay and creating opportunities for individuals of all backgrounds, with nearly 50% of leadership roles held by women
- The Group supports local hiring near its establishments, fostering social and cultural diversity



CHALLENGER *Backpack*



Each bag saves the equivalent of the number of plastic bottles indicated Environmentally friendly fabrics (like rPET)



Lexon's **eco-friendly packagings** use **carton-based structures** and **recyclable materials** to minimize environmental impact

Our product range



Iconic best-sellers

SOME PRODUCTS MAKING HISTORY

Lexon is making timeless objects
and some of our products have made
the highlights of design history and
keep selling by large quantities.

Our mission is to deliver
uncompromised products with unique
design and customer experience.



Tykho 3 Bluetooth® Speaker & FM Radio



Mino+ Mini Bluetooth® Speaker



Mina Family Portable LED Lamps



Flip Family Unique Design Alarm Clocks



LEXON® × PANTONE™



COLLABORATIONS

Color is a vital affirmation of who we are, and living with our favorite colors is the utmost form of self expression. Pantone's universal language of color is the ultimate way to describe and choose your colors. PANTONE transforms insight from the world's color authority into outstanding designs for everyday living.



AVAILABLE IN INDIVIDUAL GIFT BOX OR LIMITED-RUN GIFT SETS

Limited in production, this exclusive gift set includes all four Lexon products capturing the colors of Pantone's masterpieces.



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Trusted & Top-Rated by Customers



★★★★★ Love this versatile alarm clock - easy to hush or light up clock

Reviewed in the United States on June 30, 2023

Verified Purchase

This is my all time alarm clock. When the alarm goes off, you can just flip it to hush it, no need to find small buttons. Or just tap and it will snooze. In the middle of the night just tap it to have the clock/time light up briefly. This is the coolest alarm clock I have owned, and I own several by now (and have given away some as gifts).

★★★★★ Joli design et très bon son

Avis laissé en France le 11 décembre 2024

Couleur: Jaune | Achat vérifié

Le poste est très joli, il y a un grand choix de couleurs et le son est très bon. Agréablement surprise. Joli objet deco dans la salle de bain

★★★★★ Sveglia top!

Avis laissé en Italie le 5 janvier 2025

Couleur: Menthe | Achat vérifié

Bellissima e super funzionale. Mai avuto sveglia migliore!

★★★★★ Top design !

Avis laissé en France le 3 avril 2025

Couleur: Gris Métallique | Achat vérifié

Magnifique ! Jolie lumière ! Très beau design !

★★★★★ Colores

Avis laissé en Espagne le 7 juin 2024

Couleur: Bronze | Achat vérifié

Es bellissimo, perfecto para mi. Minimalista y completo..



Lindos diseños y buen servicio

Compré 2 artículos por la web, llegaron en perfecto estado y a tiempo. Además los diseños son originales y muy cuidados.



Sur invitation

Hohe Qualität

Hohe Qualität - zeitloses Produktdesign - konzentriertes Produktangebot - problemloses Bestellen - schnelle Lieferung -



Sur invitation

Excellent produit de qualité

Excellent produit de qualité. Choix important sur le site. Commande facile et livraison très rapide. Prix très intéressants. Très satisfaite de mon achat. Je recommande vivement cette marque.



Le réveil Minut, un très bel objet !

Le réveil Minut est de très bonne qualité. Sa forme et sa couleur rose en font, de plus, un très bel objet design.

Je ne regrette pas mon achat !

Le service client Lexon est, de plus, très réactif et au top !



good products

good products, good prices, fine website, satisfying delivery



Second time buying

Second time buying. Awesome product and grate delivery 🚚

Marketing *assets*



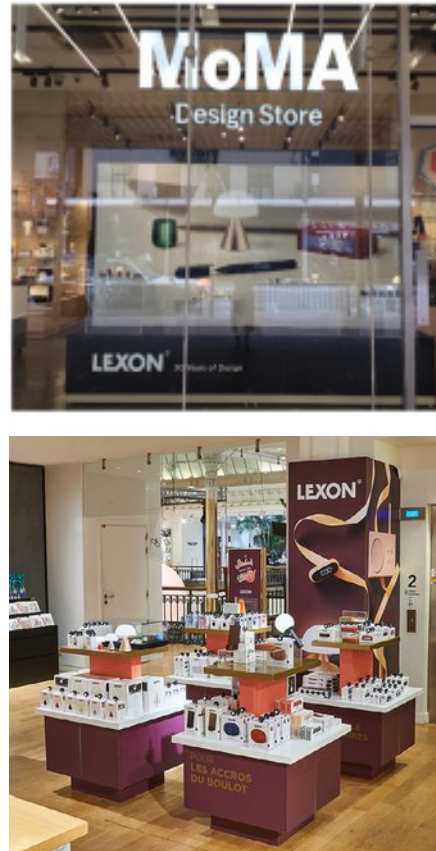
Merchandising

SHOP-IN-SHOP



Lexon operates permanent branded corners in some of France's most iconic department stores, including Galeries Lafayette and BHV Marais in Paris, as well as over ten additional premium locations nationwide.

POP-UP STORE



Our pop-up stores are strategic, short-term activations designed for product launches or seasonal campaigns. They offer immersive experiences in standout venues such as the MoMA Design Store in Soho, or Le Bon Marché in Paris.

TRADE MARKETING

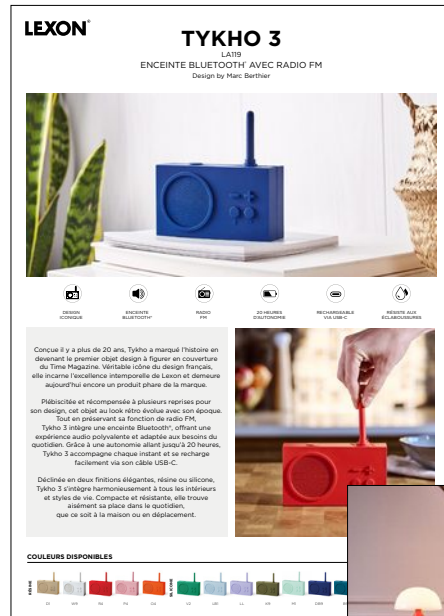


To support its retail network, Lexon provides a comprehensive trade marketing toolkit. This includes a full range of merchandising assets like acrylic or cardboard POS displays, tailored planograms, branded visuals, brochures and more.

Media kit & catalogs

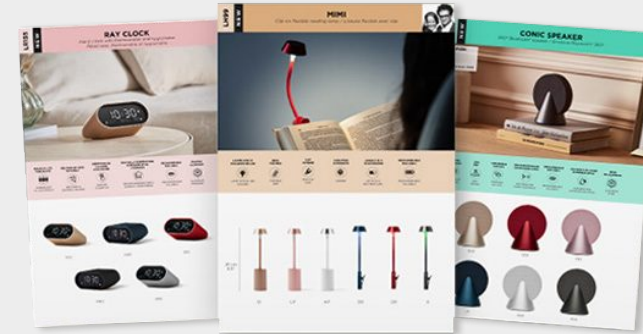
MEDIAKIT

(including product visuals, videos, technical sheet and more!)



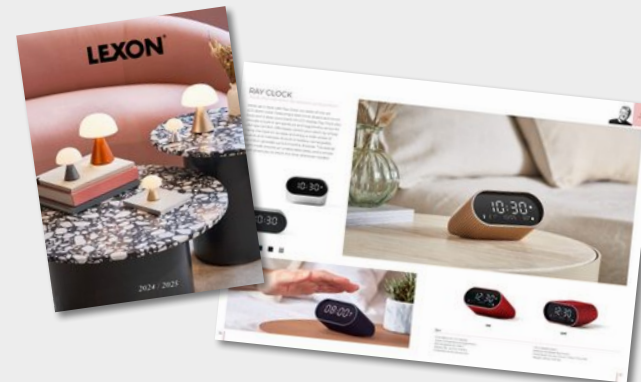
<https://www.dropbox.com/scl/fo/zwzowfgdw40dbrnrcsr2/h?rlkey=2iqrx97e0u1s3wyzbgb08ub&st=pj1ckob&dl=0>

Workbook



<https://www.dropbox.com/scl/fo/ytr3fui3skag7ykqwd2f6/AISAAJfklUblUlpCbEmln8?rlkey=1a40o0rvq0uu4dp0wh4amvswa&st=eb4ke0jo&dl=0>

Lifestyle catalog



https://www.dropbox.com/scl/fo/dn4gae3d8v05qpc7ickgr/AKEeU7Cvmp_dsDi8qItFH4M?rlkey=crwp0wmjil3u3my2ocqb93yhlm&st=meha7811&dl=0

Hospitality catalog



<https://www.dropbox.com/scl/fo/5gcmgf3krrlvvg0s0kujf6/AFltJ4gadsQsEw6r3ddq0LgE?rlkey=krrbqzozqx99rfty1267bb-ttb&st=1lntof50&dl=0>

ALARM
CLOCKS



ALARM CLOCKS



FLIP MINI
29€



FLIP CLASSIC
39€



FLIP PREMIUM
49€



MINUT
39€



RAY CLOCK
59€



MINA SUNRISE
79€



CONIC CLOCK
99€

FLIP MINI

Mini reversible alarm clock / Mini réveil réversible

AWARDS



reddot winner 2025



DESIGN AWARD 2025



RÉVEIL RÉVERSIBLE



REVERSIBLE ALARM CLOCK

ÉCRAN LCD ÉLECTROLUMINESCENT



ELECTROLUMINESCENT LCD DISPLAY

LUMINOSITÉ RÉGLABLE



ADJUSTABLE-BRIGHTNESS

TOUCHEZ POUR RÉPÉTER L'ALARME & L'ÉCLAIRAGE



TOUCH TO SNOOZE & LIGHT UP

JUSQU'À 6 MOIS D'AUTONOMIE



UP TO 6 MONTHS BATTERY LIFE

RECHARGEABLE PAR USB-C

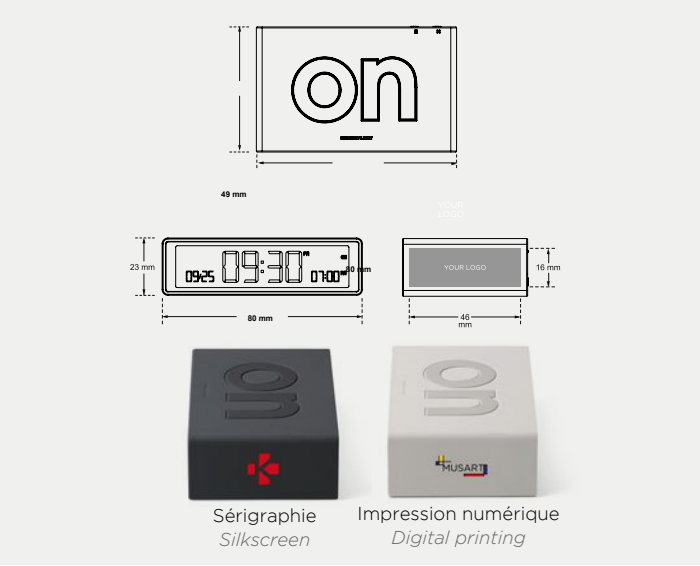


RECHARGEABLE VIA USB-C









Technical drawing showing dimensions and printing options:

- Top view: 49 mm width, 23 mm height.
- Front view: 80 mm width, 16 mm height.
- Back view: 46 mm width, 16 mm height.
- Printing options: Sérigraphie (Silkscreen) and Impression numérique (Digital printing).



Produit :	8.0 x 4.9 x 2.3 cm	P. Net :	68 gr		
Pack :	8.4 x 3.2 x 7.6 cm	P. Brut :	120 gr		
Carton :	18.5 x 34.5 x 18 cm	P. Total :	6.2 kg	40 pcs	
Product:	3.14 x 1.92 x 0.9"	N.W:	0.15 lbs		
Pack:	3.31 x 1.26 x 2.99"	G.W:	0.26 lbs		
Carton:	7.28 x 13.58 x 7.09"	T.W:	13.67 lbs	40 pcs	

SKU	PRODUCT NAME	MSRP €/\$
LR158	FLIP MINI	29,90

LEXON

H1 2026
CORPORATE PRESENTATION

LEXON

AUDIO



AUDIO



MINO COLLECTION
19€ TO 49€



TAMMO
39€



TYKHO 3
69€



RAY SPEAKER
79€



OSLO NEWS PREMIUM
149€



CONIC SPEAKER
99€



OHO AQUA SPEAKER
2026



CLICKBUDS
2026



STELI SPEAKER
2026

LAMPS



LAMPS



MINA COLLECTION
29€ TO 99€



LUMA COLLECTION
39€ TO 129€



STELI COLLECTION
69€ TO 149€



MIMI
29€



RAY LIGHT
59€



ORBE
79€



BUBLE LAMP
99€



TERRACE+
129€



LANTERN
129€



NOVA S
39€



NOVA M
59€



NOVA L
89€



OHO LIGHT
2026



SPOT
2026



WELLNESS



CHARGERS

WELLNESS



HORIZON SAFETOUCH
19€



NOMADAY PILLBOX
29€



HORIZON THERMO BOTTLE
39€



HORIZON DISPENSER
39€



MANO
59€



NOMADAY UV STRAW
39€



ROMINO
49€



HORIZON DIFFUSER
59€



OBLIO COLLECTION
59€ TO 99€

CHARGERS



METALI-C
19€



POWERUP
29€



POWERON
39€



FINE TUBE
POWERBANK 2
29€



NOMADAY
POWERBANK
29€



SOFTPOWER
MAGBANK
69€



OSLO ENERGY+
79€



MAGBANK SERIES
2026



MAGBANK FOLDER
2026



TELA
2026

OFFICE



ACCESSORIES



OFFICE



CITY
COLLECTION



NOMADAY CARD
19€



BEE 2
19€



SCRIBALU
39€



C-PEN
39€



C-PEN STYLUS
39€



PEAS HUB C
29€



CITY ENERGY PRO
79€



MUSO
2026



RAY DOCUMENT SHREDDER
2026

ACCESSORIES



LUCIE
19€



NOMADAY LIGHT
19€



NOMADAY FLASH
29€



FINE BAG LIGHT 2
29€



WINO
29€



NOMADAY LOCK
49€



MINI HOOK
29€

BAGS



TERA

Design by Luca Artioli

LN2600

BACKPACK



Sac à dos double compartiments - Usage sport et business - Compartiments ordinateur 15" et tablettes - Dos renforcé - Multi poches - Capacité: 23 L

30 x 17 x 45 cm / P.Brut: 900 g / Colisage: 12p / 10.4 kg

Double compartment backpack - For sport and business - 15" laptop and tablet compartments - Reinforced back - Multi pockets - Capacity: 23 L

11.8 x 6.7 x 17.7" / G.W: 2 lbs / Carton: 12 p / 22.93 lbs

SKU	PRODUCT NAME	MSRP €/\$
LN2602	GYM BAG	89,90

PREMIUM+

Design by LEXON Studio

LN2703

LARGE LAPTOP BAG



Porte-documents et ordinateur - Compartiment pour ordinateur jusqu'à 16" - Bandoulière large - 2 poignées en aluminium - Capacité: 10 L

40 x 9 x 30.5 cm / P. Brut: 640 g / Colisage: 12p / 7.7 kg

Laptop document bag - Compatible up to 16" laptop - Wide shoulder strap - 2 aluminium handles - Capacity: 10 L

15.74 x 3.54 x 12.01" / G.W: 1.41 lbs / Carton: 12 p / 16.97 lbs

SKU	PRODUCT NAME	MSRP €/\$
LN2703	LARGE LAPTOP	79,90

TRACK

Design by Luca Artioli

LN2402

SIMPLE BACKPACK



Sac à dos - Compartiment pour ordinateur jusqu'à 14" - Capacité: 18 L

28 x 16 x 40 cm / P. Brut: 590 g / Colisage: 8p / 4.7 kg

Backpack - Compatible up to 14" laptop - Capacity: 18 L

11.02 x 6.29 x 15.75" / G.W: 1.30 lbs / Carton: 8p / 10.36 lbs

SKU	PRODUCT NAME	MSRP €/\$
LN2402	BACPACK	69,90

PEANUT

Design by Luca Artioli

LN1510

PEANUT BACKPACK



Sac à dos repliable en pochette compacte - Capacité : 18 L

Sac à dos: 31 x 14 x 43cm / Plié en pochette: 14 x 2.5 x 24 cm / P. Brut : 260 g / Colisage : 48 p / 12.5 kg

Foldable backpack in a pouch - Capacity: 18 L

Backpack: 12.2 x 5.5 x 16.9" / Foldable in pouch: 5.5 x 0.98 x 9.4" / G.W: 0.57 lbs / Carton: 48 p / 27.56 lbs

SKU	PRODUCT NAME	MSRP €/\$
LN510	BACPACK	39,90

CUSTOMIZE YOUR LEXON BAG

PERSONNALISEZ VOTRE SAC LEXON

Discover our range of over-plates* customizable with your logo on request when placing your order.

Découvrez notre gamme de sur-plaques* personnalisables avec votre logo sur demande à la commande.



*Patented system / Système breveté

ONE+



31mm x 19mm
1.2 x 0.7"

PREMIUM+



33 x 18 mm
1,3 x 0,7"

TRACK



32 mm x 13 mm
1.2 x 0.5"

CHALLENGER



60 mm x 9 mm
2.4 x 0.4"

EVE



Ø 37 mm
Ø 1.4"

TERA



40 x 31,5 mm
1,6 x 1,2»

PEANUT



44 mm x 34 mm
1.7 x 1.3"

PACKABLE



Ø 28 mm
Ø 1.1"

Additional branding techniques available for bags:

- Silkscreen on fabric
- Digital printing

Autres techniques de marquage disponibles pour la bagagerie:

- Sérigraphie sur tissu
- Impression numérique

A photograph of a dining table set for a meal. The table is covered with a light-colored wooden surface. In the foreground, there are two place settings, each consisting of a white plate, a glass, and a fork. Behind the plates, there are several tall, slender lamps with conical bases and hemispherical tops. The lamps are in various colors: black, white, and red. There are also several glasses, some of which are filled with a golden liquid. The background is a plain, light-colored wall.

Thank You!