

WH Smith expands presence in China with Toys & Kids' brand "Zoodle" in partnership with La Source



WH Smith is delighted to announce its expansion into China with "Zoodle", its exclusive Toys & Kids brand, through a franchise partnership with La Source Commercial Co. Ltd.

The first Zoodle store opened in Changsha Huanghua International Airport in March 2019, and more stores are scheduled to open in Summer 2019 in Tianjin Binhai International Airport and Ürümqi Diwopu International Airport (exhibited in the above render), as well as two stores at the new Beijing Daxing International Airport.

The stores will showcase the latest Zoodle concept, retailing popular international and local brands such as Lego, Mattel, V-Tech, Richelieu, Gincho, and many more, as well as an exclusive kids' stationery range.

Based in Changsha, La Source is one of the fastest growing travel retail distributors in China. It is the exclusive travel retail distributor of Travel Blue, Richelieu, and Gincho, as well as an important Lego distributor. Their customer network encompasses leading duty paid and duty-free operators, in-flight retail operators, High Speed Rail, as well as major high street and online retailer.

Mr. Fan Xianming, the founder and General Manager of La Source Commercial Co. Ltd, commented: *"We have been steadily growing our distribution business in China within the quickly growing travel retail sectors. Over the past few years, we were keen to develop a focused business line within the Toys & Kids' market. With this intent, we saw good synergies with WH Smith's proprietary Kids' brand, Zoodle. We believe that WH Smith has a strong international expertise and know-how to operate and with their Zoodle brand, we could leverage our local insights to develop and grow rapidly in China."*

We are proud to have opened our first Zoodle store at Changsha International Airport and have many more stores in the pipeline that we would be rolling out very soon.”

Louis de Bourgoing, WH Smith International Chairman, commented: *“We are very pleased to partner with La Source and their professional and enthusiastic team. We are confident that they are the best partner to develop Zoodle within China travel retail.*

We now have both WH Smith and Zoodle brands franchised in China which cements our vision to become a leading travel retailer within our categories.”

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Notes to Editors:

WH Smith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,600 stores across the globe, WH Smith offers customers a wide range of books, newspapers & magazines, travel accessories and food and drink. The Company has a growing international business with over 400 stores across 99 airports worldwide, including: London Heathrow, Dublin, Copenhagen, Stockholm, Helsinki, Dusseldorf, Roma, Madrid, Athens, Doha, Abu Dhabi, Delhi, Singapore, Sydney, Melbourne, Rio de Janeiro, Sao Paulo and the USA. On 30 November 2018, the WH Smith Group acquired InMotion - a market-leading, pure play digital accessories retailer in North America - comprising 115 units across 43 airports. The Company employs around 15,000 people.