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## Groupe Jemini lists on NYSE Alternext

**Paris, 24 February 2011** – NYSE Euronext today announced the listing of Groupe Jemini, specialized in children's products under licence, on NYSE Alternext in Paris.

Set up in 1986, Groupe Jemini designs and distributes, with production subcontracted out, a range of goods that include plush toys, stuffed textile accessories, furniture, watches and many other products using licensed rights to around 30 characters such as Hello Kitty and Barbapapa. Thanks to its sales and marketing know-how, the company is present in all distribution channels in France and has a major presence in other European countries.

Groupe Jemini (ticker code: ALJEM) was listed through admission to trading of 5,052,249 existing shares including 937,500 new shares issued in a private offering to qualified investors. The total amount raised was €6.8 million.

The admission and issue price of Groupe Jemini shares was set at €7.29. Market capitalization stood at €37 million on the day of listing.

*"We are delighted to welcome Groupe Jemini, a pace-setter in the fast-moving market for licensed children's products, to NYSE Alternext,"* said Ronald Kent, Group Executive Vice President and Head of International Listings at NYSE Euronext, noting *"Listing will give Groupe Jemini access to a broader range of finance and raise its appeal with clients, partners and employees."*

Sylver Amouyal, Chairman & CEO of Groupe Jemini, added: *"We are very happy with our successful listing on NYSE Alternext. The funds raised will enable us to actively pursue our strategy of sector consolidation to become a European leader in the design and distribution of children's products under licence."*

Invest Securities is the Listing Sponsor.

In just over five years, €2.4 billion have been raised on NYSE Alternext, half on the secondary market, by 157 companies from countries including Belgium, Canada, China, France, Italy, Luxembourg, the Netherlands, Spain, the UK and the US. Altogether, their market capitalization totals €1 billion.

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#### **About Groupe Jemini**

Founded in 1986, Groupe Jemini designs, develops and distributes a range of over 800 products for children of all ages, in six main lines:

- plush toys
- stuffed textile accessories
- tableware
- furniture and decorative items
- outdoor items
- watches and personal accessories

Through its proven expertise in selecting licences and designing and developing products, as well as choosing distribution channels, Groupe Jemini has built up a large portfolio of top-notch licences including Disney, Warner, Dora the Explorer, Spiderman and Hello Kitty.

It distributes its products under licence and own-name brands through an extended distribution network with complementary outlets including GSA; toy, personal equipment and home furnishings stores; department stores; e-commerce; catalogue sales; and export.

Building on this strong base, the group plans to play a key role in sector consolidation at European level.