



PlanetArt Acquires Assets of Award-winning Personalized Children's Book Publisher, I See Me!

Paris, France – July 9, 2021, 7:00 a.m. (CET). PlanetArt, the personalized e-commerce division of Claranova, announced today that it has acquired certain assets of Minneapolis-based I See Me!® from the McEvoy Group in a move that signals the company's deepening commitment to custom children's products.

I See Me! publishes more than 60 personalized children's books, as well as other products for children, each of which can be customized via its website with information such as a child's name and birthday. The result is a finished product that builds both learning and confidence, consistent with the company's mission to bring smiles to customers' faces by making each person feel special in their own way.

"I See Me! is, quite simply, the best in its class," said Todd Helfstein, PlanetArt's president. *"There are a number of companies in the personalized children's books space but no other with the quality and innovative product development for which I See Me! has become renowned. These are not just books that lay down black ink on uninspired backgrounds."* Citing an example of the company's personalization technology, Helfstein continued, *"I See Me! books are beautifully illustrated and richly customized with children's names spelled out in the stars or with letters on flags carried by just the right number of mice."*

Customers can also select from options for skin tone and hairstyle so that the main character of a book more closely resembles their child.

Of note, I See Me! has won more than a dozen awards, including the Family Choice award and Mom's Choice award, and the product line has included a New York Times bestseller.

PlanetArt, operator of such brands as Personal Creations®, FreePrints®, Simply to Impress® and CafePress®, saw what they determined to be unrivaled technology features in I See Me! products, as well as an obvious cultural connection.

Maia Haag, I See Me!'s co-founder and president, noted, *"It's really a wonderful fit. Apart from the obvious synergies and the years-long partnership I See Me! has had with Personal Creations, our missions align perfectly. Both companies are committed to the positive emotions evoked by truly innovative personalized products."*

I See Me! produces a number of other unique custom products for children, including coloring books, puzzles, games, growth charts and board books for infants and toddlers, and PlanetArt foresees tremendous synergies, including the opportunity to leverage its broader product catalog to create new customizable products for I See Me! customers.

"I See Me! is a highly accomplished publisher consistently producing innovative and immersive personalized titles. In addition, they have proven to be great colleagues to our many McEvoy Group employees," noted Jack Jensen, president of the McEvoy Group. *"They will be sorely missed, but PlanetArt will provide magnificent advantages in technology and market reach, both here and abroad, that will provide substantial growth*

opportunities for the I See Me! Business and its dedicated staff. The PlanetArt group will be an excellent new steward of this great business, and we are certain the future of I See Me! is in wonderful hands."

The financial aspects of the deal will remain private.

Financial Calendar

August 4, 2021: FY 2020-2021 revenue

About Claranova:

Claranova is a global technology company, home of digital services acclaimed by millions of users across the world. Delivering annual revenue of 409 million euros with average annual growth of more than 45% over the last three years, Claranova has proven its capacity to turn a simple idea into a worldwide success in just a few short years. With a presence in 15 countries and leveraging the technology expertise of its 700 employees across North America and Europe, Claranova is an international group, with 95% of its revenue made outside its home country.

As a leader in personalized e-commerce, Claranova also stands out for its technological expertise in software publishing and the Internet of Things, through its businesses PlanetArt, Avanquest and myDevices. These three business divisions share a common vision: empowering innovation for everyone through simple and intuitive digital solutions that facilitate everyday access to the very best of technology.

For more information on Claranova group:

<https://www.claranova.com> or https://twitter.com/claranova_group

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