



Bringing eReading to More People in More Places Around the World

In December 2009, Kobo was founded on the belief that books were going digital and that this shift would be a 25 year transformation. Kobo's vision is to lead the global transformation in reading and to inspire people to find the time to read more – anytime, anyplace, anywhere around the world. Kobo delivers the best digital reading experience to 16 million users in 190 countries around the world, offering one of the world's largest catalogues with 4 million titles.

Content is King: Kobo offers one of the world's largest eBookstores with 4 million titles across 68 languages. From bestsellers to self-published works, magazines to colourful kids content, there's something for every Reader.

Award Winning Devices: With an innovative suite of E Ink eReaders and Android tablets, Kobo offers a device for any reader with state-of-the-art technology, superior design and excellent value.

Apps for Everyone: eReading with Kobo's free iOS, BB10, W8 and Android apps allow people to read anytime, anywhere, and access their libraries from any device they choose. Bookmarks sync across devices so people can easily pick up where they left off from one device to another.

Open Platform: Kobo believes people should be able to read on their terms. Our open platform, which supports the most popular formats including EPUB and PDF, allows readers to buy and read digital content from a variety of sources on a Kobo eReader.

Celebrating Authors: Kobo Writing Life has established itself as a launching pad for authors by empowering them to easily publish their work – there are currently more than 100,000 Kobo Writing Life titles, published by authors from 124 countries in 54 languages, available on Kobo.com. This represents 10% of unit sales at Kobo.com.

Global Strength, Local Experience: Kobo is committed to working with publishers, authors and booksellers to advance the transformation of print to digital while bringing the Kobo eReading experience to Readers in 190 countries through Kobo.com and our retail partner network, represented by 17,600 retail locations around the world.

Kobo by the numbers

Kobo is outpacing the competition:

- Revenue is up **98%** year over year in **Q1 2013**
- eReader sales are up **145%** year over year

Headquartered in Toronto, Canada, Kobo employs more than 500 people in 16 countries with offices in:

- Toronto
- Luxembourg
- Montpellier
- Dublin
- New York

Acquired Aquafadas, a leader in creating innovative digital publishing solutions, in October 2012

More than 16 million users worldwide – up 80% year over year

Catalogue includes 4 million eBooks – up 42% year over year

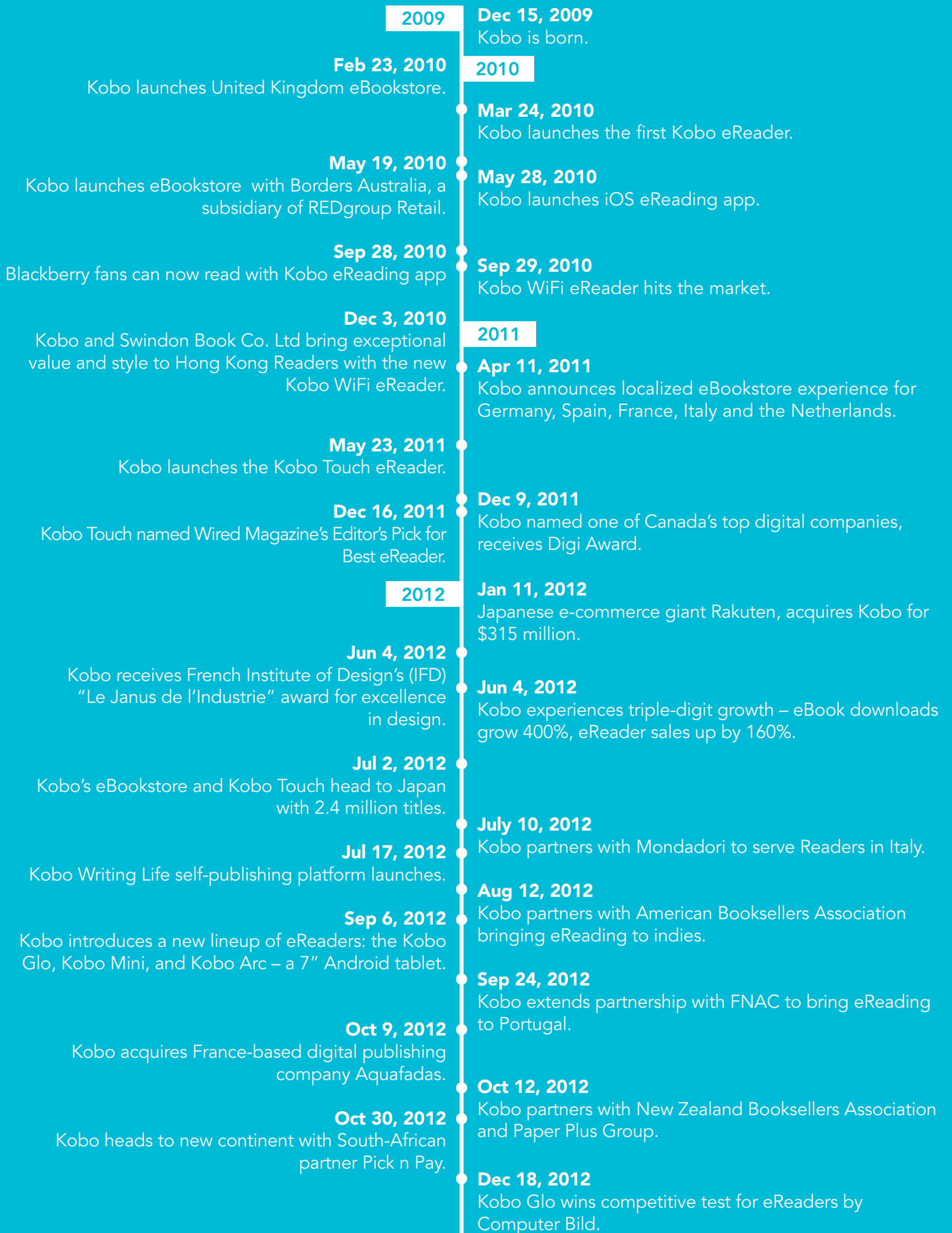
Serving Readers in 190 countries through a network of more than 17,600 physical and online stores including Kobo.com.

Working with more than 11,000 publishers + 1.3 million authors worldwide to deliver the best in digital content

Localized experiences in 16 countries and growing

Kobo estimates market potential for eReaders in 2013 is 24 million units

Kobo: The Story



Read more.

Kobo: The Story Cont'd

2013

Jan 24, 2013

Kobo Arc joins the Kobo Mini and Kobo Glo, receiving the Parent Tested Parent Approved™ (PTPA) seal of approval.

Mar 13, 2013

Kobo Arc wins red dot: Product Design Award

Mar 13, 2013

Kobo sponsors up-and-coming designers at Toronto's Fashion Week with The Collections.

Mar 21, 2013

Kobo Arc now running Android Jelly Bean.

Apr 25, 2013

Khaled Hosseini selects Kobo to publish digital eBook of *And The Mountains Echoed* in Portuguese for Brazilian market.

Apr 25, 2013

Kobo Aura HD – the world's first high-definition E Ink eReader – introduced to market.

Jun 4, 2013

Kobo Glo named best eReader on the market by Dutch consumer magazine *De Consumentengids*, Australian International Design Awards team recognizes Kobo Arc for exceptional design.

Aug 14, 2013

Kobo recognized with Silver Stevie Award for "Company of the Year - Electronics" and Kobo Arc with Silver Status for "Best New Product - Consumer Electronics".

Aug 27, 2013

Kobo focuses on Readers. New lineup introduced: Kobo Aura, Kobo Arc 7, Kobo Arc 7HD, and Kobo Arc 10HD. Magazines and Kids Store bring colour content to Kobo.com.

Sept 10, 2013

Kobo partners with National Book Store to serve readers in the Philippines.

Oct 9, 2013

Kobo partners with La Central to bring localized eReading experience to Spain.

Oct 10, 2013

Kobo partners with Feltrinelli bookstores to expand eReading offering in Italy.

Oct 17, 2013

Kobo introduces world-class eReading experience to India with leading bookselling partners Crossword, WHSmith, and electronics retailer Croma.

Oct 21, 2013

Kobo wins German Design Award 2014 in the Lifestyle category for Kobo Aura HD.

Oct 30, 2013

Kobo partners with Eason to bring eReading to Ireland.

Oct 30, 2013

Kobo opens European software development centre in Dublin.

Nov 13, 2013

Kobo Aura HD named CES Innovations 2014 Design and Engineering Award Honoree.

Dec 3, 2013

Kobo Kids Store, Kobo Arc 7HD, and Kobo Aura recognized with the Parent Tested, Parent Approved seal of approval.



Read more.