



TOMORROW IS  
IN YOUR HANDS



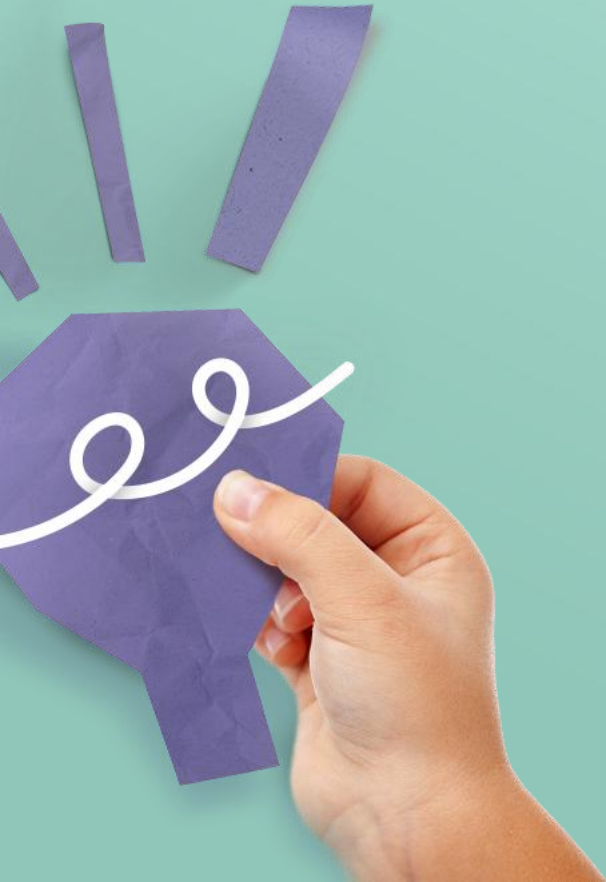
# MAPED HELIX'S MISSION TO EMPOWER EVERY CHILD TO CHANGE THE WORLD WITH THEIR OWN HANDS



To make **access to education easier** to develop every child's potential.

To develop products that are **more sustainable**, nurture imagination, and encourage children to learn.

To lead by example by placing our **environmental commitment** at the heart of our decisions.  
And to do it all together, hand in hand.



Tomorrow is  
in your hands.





# OUR VALUES



## INNOVATIVE

We monitor **how the world changes** and how children's needs change with it to offer **solutions** that don't yet exist.



## GENUINE

We are **proud of our history**, are aware of our strengths as much as our shortcomings, and are determined to always **question our actions**.



## AUDACIOUS

We run from convention and banality! We **make our own rules** and challenge the status quo to be **trailblazers** in our markets.



## RESPONSIBILITY

Our energy is dedicated to providing **inventive**, reliable, and **sustainable** learning tools that respect the highest academic and environmental standards.

## CIVIC ENGAGEMENT

We fight to serve our children's **education** and to help children change the world with their own hands.





THE POWER TO CHANGE THE  
WORLD WITH YOUR OWN HANDS

Maped designs and manufactures school and writing supplies and rolls out its creativity to serve children all over the world since 1887. Because if we are convinced of one thing, it is that they are the ones who have the power to change the world!

To give them the tools they need, we innovate every day - providing intelligent, sustainable, and fun products that put stars in children's eyes.

This results in nearly 200 million children all over the world having already used a MAPED HELIX products!





# OUR HISTORY IN A NUTSHELL



Helix invents the modern drawing compass

The Oxford brand was launched

Helix 100 years old, celebrated with a Royal visit from HRH The Princess of Wales

Launch of Maped Creativ



Launch of the 1% For Education Fund in the UK

1887

Helix was founded in 1887, its initial activity was the production of the wooden ruler

1894

1898

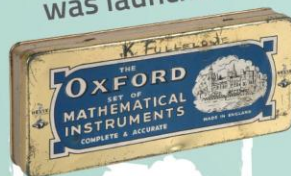
1912



'First' 'Maths Set' produced

1935

1955



1969

1987



2002



Establishment of Helix Hong Kong office

2012



Helix becomes part of the Maped Group

2019



2021

2022

Maped acquires Juratoys

2023

# INNOVATION & SAFETY

A  
**PATENTED  
BRAND**  
in  
130  
COUNTRIES

A catalogue  
of more than  
**3500**  
REFERENCES  
(approx 50 new  
products each year)

**100%**  
OF PRODUCT DESIGN  
is carried out  
in-house

## SAFETY FIRST

IN-HOUSE  
QUALITY LABORATORY

UNIQUE  
TEST MACHINES

THE OPERATIVE WORD:  
RIGOUR!



We follow 1,400 formidable test protocols in our in-house quality laboratory every year!

In total, 50 people are involved in quality across the Group and one in regulatory affairs.

**+ 370**  
DRAWINGS  
AND MODELS  
used in 2023

**50**  
ACTIVE  
PATENTS

60%  
of our products  
manufactured  
**IN OUR 2 SITES**  
ensuring eco-friendly  
production





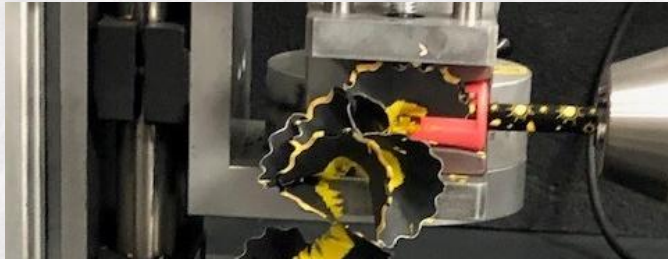
# INNOVATION & SAFETY

## SAFETY FIRST

IN-HOUSE  
QUALITY LABORATORY

UNIQUE  
TEST MACHINES

THE OPERATIVE WORD:  
RIGOUR!



Unique test machines designed by Maped and built for Maped. For example, our eraser tester is very high-tech. It measures shavings and fouling—the smear produced by the graphite pencil—and is equipped with a state-of-the-art camera to measure each eraser's performance.

## SAFETY FIRST

IN-HOUSE  
QUALITY LABORATORY

UNIQUE  
TEST MACHINES

THE OPERATIVE WORD:  
RIGOUR!

+

+

CE  
EN-71



Another difference at MAPED is that we also carry out more than 280 annual tests with independent ISO 17025-accredited laboratories to check the chemical, physical, and mechanical compliance of our products with European regulations (for example: EN71, REACH).

# INVENT WITH TEACHERS, STUDENTS, & CONSUMERS

Because there is no better school than being in the field, **we test all our colouring products in classrooms** and we work with school teachers to develop writing products **that are as close as possible to their expectations.**



## THE COMPASS KID'Z 360°

The Kid'z 360° compass was born after two years of research and development and designed based on a biomechanical study carried out with the Motion Sciences Institute Etienne Jules Marey.







SOCIETAL  
COMMITMENTS

MOVING FORWARD AS A  
TEAM ETHICALLY



# LIFT OUR HEADS AND MEET THE CHALLENGE

To facilitate access to education, contribute to the quality of learning, and bring out the potential of every child, we are mobilised and determined.

SOME OF OUR  
SMALL REVOLUTIONS:

## MANUFACTURE OF HAND PROSTHESES

For children with agenesis:  
Since 2017, we have been working on this project with the association E-nable France and private 3D printer owners. Thibaud, Théo, Nina, and Célia were the first to see their lives changed!



## A SPECIAL LEFT-HANDED RANGE

There are 250 million left-handed children in the world. So for them, we created a reverse blade on pencil sharpeners and scissors, and a reverse graduation direction on rulers, squares, and protractors.





# EDUCATION FOR ALL A FIRST CLASS OBJECTIVE

## In Morocco

Hundreds of school supplies were distributed to disadvantaged children.



## In Mexico

"Nuestros Pequeños Hermanos" helped repaint the walls of a classroom and distributed school supplies to the children.



## In Argentina

An educational initiative has provided resources and tools in primary schools to encourage children's creativity and critical thinking. As a result of this project, 36 teachers have received training, and 399 children have participated in creative workshops.

## In UK

3 pallets of 119,350 shatter resistant rulers donated.  
176 Charitable organisations reached.

Impacting community groups/projects and schools.



ANOTHER GREAT  
PROJECT SINCE 2021

1% of sales from our core products is used to finance educational initiatives in countries where we operate.



# NEW LEARNING RANGE FOR CHILDREN FROM 3 TO 8



WITH THEIR LITTLE COMPANIONS, OUR  
PRODUCTS COMBINE FUNCTIONALITY AND  
EMOTION TO FACILITATE CHILDREN'S  
LEARNING WITHOUT STIGMATIZING THEM



A transversal  
learning range  
dedicated to writing  
and school products

... and  
recommended  
by teachers\*



\*84% of the 129 French teachers surveyed recommend the Kidy learn finger guide (Institut Made In Survey - June 2023).



# KIDYlearn Magic



# THE FIRST ERASABLE LEARNING PEN

**KIDY**learn  
First tools

3 super cute  
animals that  
children will love

No more lost caps with  
this super handy  
rotating system!



Easy refill through  
the front screw-off



Compatible with  
standard erasable  
ink refills

Soft and comfortable  
grip zone helps  
children hold the pen  
correctly



Ergonomic eraser to  
erase all mistakes!

"LEARNING TO WRITE IS SO MUCH  
EASIER WITH A PEN DESIGNED FOR IT."



**RECOMMENDED**  
BY TEACHERS\*\*

# KIDY learn

## NEW PENCILS AND GUIDES





# 3 VERSIONS OF PENCIL GRIPS IN 3 DIFFERENT COLOURS!



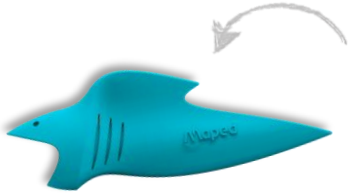
A **rabbit** and a **chameleon** now join the range with 4 new graphite colours!





# A PENCIL GRIP TO MAKE HANDWRITING LEARNING EASIER

## THE WRITING LEARNING COMPANION FOR CHILDREN AGED 3 TO 7



- A daily tool that children will enjoy having in their pencil case!
- Developed using biomechanical studies to support the acquisition of the tripod grip. \*

## A UNIVERSALLY ACCLAIMED TOOL!



**By the parents...**

**Appreciated by more than 80% of parents**  
even those whose children have no problem holding their  
pencil correctly. \*



**And also by teachers !**

**84% of the surveyed teachers**  
**recommend the Kidy Learn pencil grip\***



"Kids  
love it!"

"Simply  
magic!"

"I prefer  
this one to  
the ones I  
already  
have!"



\*Study conducted on a group of 129 French teachers: 84% of the teachers declared that they would recommend Kidy Learn pencil grip. Made In Survey, June 2023

\*\*Study conducted on a group of 166 French parents of children aged 3 to 6 years old: 58% of the respondents declared that their child had difficulties in handling their pencil and 82% declared themselves interested in the concept

# A DESIGN THAT LEAVES NOTHING TO CHANCE

SUPPORTS LEARNING TO WRITE WITH THE  
RIGHT GRIP, FROM THE START!\*

Fits most graphites on  
the market (triangular,  
round, hexagonal...)

The top of the animal prevents  
the child's fingers from  
overlapping



Suitable for left and  
right-handed users



Designed to help children place  
their fingers at the ideal  
distance from the nib

Available in 3 animal  
variations

Soft-touch material for  
maximum grip comfort



\* The ergonomics of the pencil grip have been designed to meet the Tripod grip:  
grip recommended by occupational therapists, according to the Revue  
Francophone de Recherche en Ergothérapie (31.03.2021).

# GRAPHITE PENCILS WITH GRIPS



- Graphite HB Pencil made of resin with eraser end
  - Easy to sharpen
  - 41% recycled material





## THE FIRST ERGONOMIC PEN WHICH GIVES BACK VISIBILITY TO LEFT-HANDERS!

The Maped Visio Pen features a unique, ergonomically curved barrel that angles the pen tip, allowing left-handed users to see what they are writing without needing to hook their wrist around. This design promotes a natural writing motion and reduces hand strain.



### AN INNOVATIVE PRODUCT

- Curved barrel with angled tip  
For increased visibility
- Adapted shape  
For a better grip and enhanced control



### A REAL COMFORT FOR LEFT-HANDED

- Triangular grip  
For an optimal grip and comfortable writing experience
- Soft Touch  
Finger and thumb indentations strategically positioned to encourage a correct left-handed writing grip



### A RELIABLE PRODUCT

- Smooth and regular writing
- Fast drying, non-smudge blue ink

