

Press release

Lyon, Madrid, January 23rd, 2023.

Vivlio arrives in Spain!

The Spanish bookstore chain Casa del Libro chooses Vivlio for its digital book selling and reading solution

Already a partner of four of the main booksellers in France with Cultura, Leclerc, Système U and the Nosoli group (Furet du Nord / Decitre), the first network of bookstores in Belgium with Standaard Boekhandel and Club, and the biggest European player on the library market with Divibib in Germany, Vivlio is expanding its offer to one of the major EU countries and the second most spoken language in the world.

Vivlio e-readers will be marketed in the stores of the famous Spanish bookstore chain Casa del Libro from spring 2023.

Founded in 1923, **Casa del Libro is now the leading bookstore chain in Spain.**

In 1992, the Casa del Libro brand joined **Grupo Planeta** and in 1996, it opened its online bookstore which has made it the leading online bookseller in Spain today. Casa del Libro currently has 54 bookstores.

This is one of many new points of sale for the Lyon-based company Vivlio's reading devices, with the company signing a new strategic partnership demonstrating its European ambitions.

Casa del Libro entered the era of digital reading in 2011 with the **creation of its own solution and its own brand: Tagus**. Their goal was similar to Vivlio: to create a solution independent of GAFSA offers. But over the last ten years, the creation of a European alternative on the digital reading market has become a collective fight, shared by many brands in Europe. This is why Casa del Libro has chosen to join Vivlio.

By moving from Tagus to Vivlio, **the Spanish brand joins an alliance of major European booksellers and distributors** who already use the French solution, such as Cultura, Standaard Boekhandel, Boulanger, Nosoli (Furet du Nord / Decitre), Espaces



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Culturels Leclerc, System U, Divibib, etc. Like Vivlio's other partners, the Spanish brand aims to bring out a European champion in digital reading.

From spring 2023, the 54 Spanish bookstores will market e-readers from [the Vivlio range](#). In order to benefit from the Spanish brand's reputation, the ecosystem will display both the Vivlio and Casa del Libro brands.

Casa Del Libro will offer a range of three e-reader models :

Touch Lux 4 refurbished, Touch Lux 5, Touch HD Plus. Devices known for their quality, designed for reading comfort and the ability to take them anywhere.

Spanish readers will also be able to take advantage of the entire Vivlio reading ecosystem: My Vivlio Cloud personal space, mobile applications and desktop applications.

David Dupré, CEO of Vivlio, *"We are delighted with this cooperation with Casa del Libro, the leading bookstore chain in Spain. It will offer Spanish readers the best possible digital reading experience while allowing them to remain faithful to their historic brand. This agreement confirms the credibility of Vivlio, our teams and our strategy in Europe."*

Javier Arrevola Velasco, CEO of Casa del Libro: *"We are convinced that this collaboration with Vivlio, such a prestigious and expert digital reading supplier, will be of great benefit to Casa del Libro and to our customers. This is an important step towards the birth of a champion of digital reading within the European Union."*

With more than **100.000** new digital readers joining the more than two million users in France, Germany and Belgium, the partnership between Casa del Libro and Vivlio demonstrates the French company's ability to support partners on a European wide scale, allowing it to take another step towards becoming the European leader in digital books.



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About Vivlio

Founded in Lyon, in France, in 2011, Vivlio provides booksellers and publishers with a complete and intuitive reading ecosystem.

With Vivlio, digital reading is possible anywhere, anytime and on any digital device. Vivlio makes more than a million titles accessible in its e-bookstore, open to everyone of all styles and all ages.

A real alternative to e-commerce giants, Vivlio offers a robust and dedicated solution, available in bookstores and major French and European cultural brands.

www.vivlio.com

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