

# LELO



*"Millions of people enjoy LELO, it's just sometimes the best luxuries you keep to yourself."*

LELO Founder Filip Sedic

## BRIEF OVERVIEW

LELO is a Swedish design company and the world's leading provider of intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through an ever-growing collection of bedroom accessories and intimate pleasure products.

## QUICK FACTS ABOUT LELO

<b>2003</b>	LELO is founded in Stockholm, Sweden, and releases its first 'Pleasure Object'.
<b>33</b>	The number of major awards LELO and our products have won.
<b>50+</b>	The number of countries in which LELO products are sold, everywhere from high-end lingerie boutiques to pharmacies and fashion stores.
<b>500</b>	The number of LELO employees worldwide, spread across nine offices extending from Stockholm to San Jose; Sydney to Shanghai.
<b>10,000,000</b>	The number of LELO products sold as of January 2015, cementing its position as the undisputed leader in luxury personal massagers and sensual accessories.
<b>25,000</b>	The approximate number of retail outlets that currently stock LELO products worldwide.
<b>100,000</b>	The number of respondents to the LELO annual global survey to date: <a href="http://lelo.com/survey">lelo.com/survey</a>

## PORTFOLIO HIGHLIGHTS

ORA™ 2		The multi-award winning ORA™ 2 is the world's most intelligent oral sex simulator, offering a thrilling, teasing, better-than-real sensation of oral sex that will have you coming back for more each and every time.
INA Wave™		Inspired by the caress of a lover's fingers, INA Wave™ surges in a 'come-hither' motion to massage your G-Spot, while ultra-powerful vibrations assure a blended climax crashes over you.
SMART WANDS™		The world's premium and most powerful cordless body massagers with SenseTouch™ technology.
SIRI™ 2		For those craving ultimate power in the palm of the hand, SIRI™ 2 is the music massager that also vibrates in time to music or the sound of a lover's voice.
IDA™		The revolutionary couples' massager that rotates and vibrates for the most incredible shared enjoyment.
LUNA BEADS™		The combined health and pleasure system with enticing benefits for foreplay and beyond.
LUNA Smart Bead™		LUNA Smart Bead™ is your very own personal pleasure trainer. It measures your orgasm potential and sets out a personal routine for stronger orgasms.
SORAYA™		The elegantly-crafted, dual-action vibrator inspired by the female form and remains an all-time bestseller.
MIA™ 2		The USB-rechargeable lipstick-like vibe as the perfect handbag accessory.

## RECENT AWARDS & HONORS

### 2015

ETO Awards	Best Luxury Brand of the Year
XBIZ Awards	Pleasure Products Company of the Year
XBIZ Awards	Luxury Toy/Line of the Year (ORA™ 2)
XBIZ Awards	Sex Toy of the Year—Powered (HULA Beads™)

### 2014

SHE Awards	Best Luxury Sex Toy (PINO™)
A'Design Awards	Product Design Award (ORA™)
Cannes Lions Festival	Product Design Award (ORA™)
ETO Awards	Best Pleasure Products Brand
ETO Awards	Most Innovative Brand
ETO Awards	Best Female Product (ORA™)
ETO Awards	Best Product Marketing (ORA™)

ETO Awards	Best New Couples' Product ( <b>TIANI™ 3</b> )
ETO Awards	Best Product Packaging
ETO Awards	Services to the Industry ( <b>Filip Sedic</b> )
AVN 'O' Awards	Outstanding Debut Product ( <b>IDA™</b> )
xbiz award	Luxury Toy/Line of the Year ( <b>TARA™</b> )
EROS Shine Awards	Best Products ( <b>LELO</b> )
<b>2013</b>	
Red Dot Design Awards	Excellence in Product Design ( <b>SMART WAND™</b> )
XBIZ Awards	Pleasure Product Company of the Year
XBIZ Awards	Excellence in Product Packaging
AVN Awards	Best Product Line for Women
EROS Shine Awards	Best Products
<b>2012</b>	
AVN 'O' Awards	Outstanding Luxury Product ( <b>SMART WAND™</b> )
ETO Awards	Best Couples' Product ( <b>IDA™</b> )
ETO Awards	Best Product Packaging
Red Dot Design Awards	Excellence in Product Design ( <b>TIANI™ SenseMotion™</b> )

## RECENT MILESTONE



The SenseMotion™ TIANI™ inducted in the **Red Dot Design Museum** in Essen, Germany in 2012, followed by the LELO Smart Wands™ in the following year.



ORA™ becomes the most viral 'pleasure product' in history, with more than 500,000 organics views on Youtube within 4 weeks, helping secure its place as the first ever sex toy to **win a Cannes Lions Award in 2014**, beating Samsung and Coca-Cola in the process.



LELO's Intima Silk Blindfold **appear in 50 Shades of Grey** in the infamous Red Room of Pain scene, alongside TV appearances and mentions in Chelsea Lately, Jimmy Kimmel Live and the Real Housewives of New York.

2012

2014

2015



LELO inducted into the American Congress of Obstetricians and Gynecologists Ralph W. Hale Museum in Washington D.C.



Milan Design Week 2012 closes in style, with after-party sponsored exclusively by LELO to promote its latest mainstream design award contest.



LELO **welcomed into Selfridges**, London – the World's Number 1 department store in 2014, the latest mainstream store to sell LELO following presence in Dolce & Gabbana, Brookstone, 10 Corso Como and Ron Robinson at Fred Segal.



Beyond the Wave, an apocalyptic romance movie by LELO, starring Casper Van Dien, **screened at 2015 Cannes Film Festival**.