



VTech® Electronics North America Appoints New President

Chicago, February 26, 2018 - VTech Electronics North America, L.L.C., a wholly owned subsidiary of VTech Holdings Limited (HKSE: 303), today announced Andrew (Andy) S Keimach has been named President, effective immediately. The appointment follows the retirement of the current President, William To.

In this role, Mr. Keimach leads the Electronic Learning Products (ELPs) business of both the VTech and LeapFrog brands in the US. He and his team are charged with delivering growth through executing the dual brand strategy, effectively engaging consumers and business partners, as well as contributing to product innovation. Mr. Keimach reports to Gilles Sautier, International President of ELPs.

Prior to the appointment, Mr. Keimach was most recently President at Munchkin, Inc. He focused on building a strong international sales team and expanding the business geographically, which made Munchkin one of the leading US infant products manufacturers. Before joining Munchkin in 1999, Mr. Keimach started his career at Procter & Gamble in 1983 and became Vice President of Sales in 1996. He has more than 30 years of experience in global consumer products, with a strong cross-functional, market and customer business development track record.

“Under William’s leadership, VTech became the number one supplier of electronic learning toys from infancy through toddler and preschool in the US, a position we retain today. We thank William for his decades of service and contribution,” said Dr King Pang, Group President of VTech Holdings Limited. “Andy is a talented executive with strong leadership skills in driving business growth and product development. We look forward to further success under him.”

“VTech has been a pioneer in the electronic learning toy category for more than three decades, and both VTech and LeapFrog are great names in children’s learning and entertainment. I look forward to building on the tremendous platform VTech’s ELPs business has in the US as we continue to develop the innovative products that make us the market leader,” said Mr. Keimach.

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About VTech

VTech is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich 40 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with multiple award-winning products, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 31 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit www.VTechkids.com, www.facebook.com/VTechtoys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

Media Contact:

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com