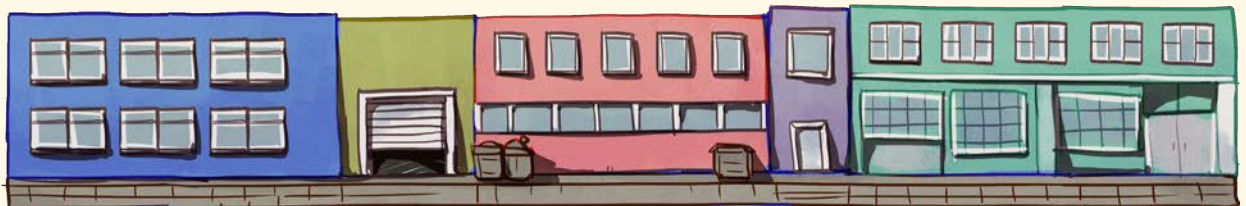


WONDERBLY YEARBOOK 2017

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Foreword

Well, well, well. What a fascinating year 2017 has been! We started out the year as a squishy wiggly caterpillar (Lost My Name). *Yes I know we weren't an actual caterpillar!* Then we entered the Cocoon of Rebrand (again, I'm aware it wasn't an *actual* cocoon). And finally, out flew a... Wonderbly butterfly! Not, obviously, an actual butterfly, more a crown, but crowns can't fly. Or go in cocoons. Or be a caterpillar once upon a time. Do you see? Let's all congratulate ourselves on our splendid work! GO THE WONDERBLY BUTTERFLIES CROWNS!



Q1

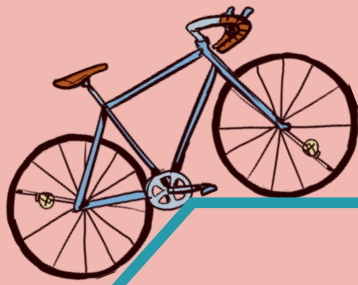
Anne Thouas



2017 TIMELINE

- 19th January** — Fantastic Firsts is launched
- 1st March** — We appear on Lego.com - '20 books to ignite your child's imagination'
- 6th March** — The sumptuous Kingdom of You is launched
- 17th March** — J-Home 'less address' launches
- 29th March** — Say kon'nichiwa . . . to LMN Japan!
- 31st March** — We celebrate with the LMNOPQ (Lost My Name Original Pub Quiz) Party



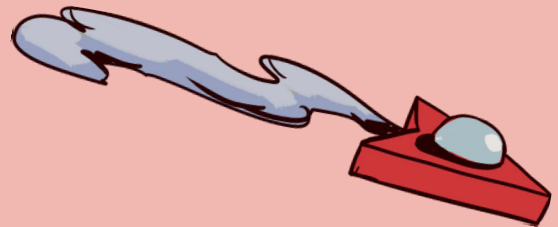


Q2

Alex Handley



- 2nd May** — LMN tiering is launched
- 12th May** — The Birthday Thief launches
- 1st June** — Our Series B round closes
- 12th June** — Congratulations! Yotam and Maya's baby Rio is born
- 16th June** — KOY wins the Junior Design Awards - BEST DESIGNED/ILLUSTRATED BOOK FOR CHILDREN
- 22nd June** — Say bonjour . . . to J-Home FR!
- 30th June** — We celebrate with the Hawaiian Aloha Party





Q3 Becky Percival



28th July

Goodbye, Lost My Name . . .
Welcome, Wonderbly. We rebrand!

1st August

The Times (of London) features Wonka

7th August

The Littlest Bear launches

31st August

My Golden Ticket launches

6th September

My Golden Ticket featured in the
Evening Standard

7th September

More MGT coverage, including
Huffington Post, The Sun, Fast Company,
BBC Radio 2, Wired.co.uk and, erm,
the Mail on Sunday

10th September

Sunday Times Tech Track 100 –
we're No. 1!

11th September

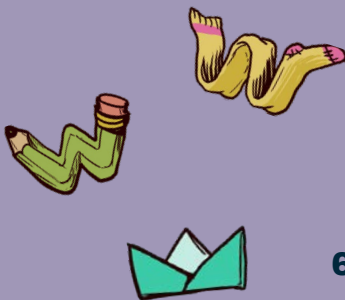
In EN markets, half of all books sold are
not Lost My Name!

13th September

UK sells more books than the US

19th September

Our glorious gift wrap launches



Q4



- 1st October** — We win Smallish Design Awards:
KOY is WINNER (SILVER)
of the new book category
LMN is WINNER (BRONZE)
of the picture book category
- 4th October** — The Birthday Thief launches in France
and Germany
- 7th October** — We celebrate with the Q3 Rave
- 12th October** — The Christmas Snowflake launches
- 21st October** — We sell our THREE MILLIONTH book!
- 26th October** — We start selling books at John Lewis
- 18th December** — Christmas Party



WONDERBLY TEAMS

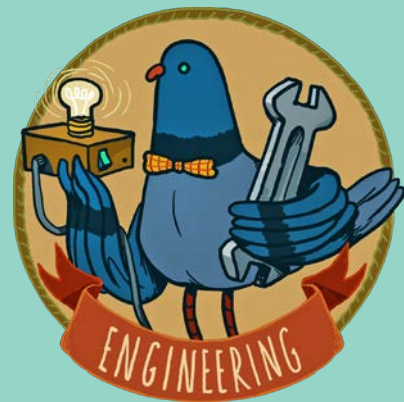
It's the teams that make Wonderbly wonderful. That and Shim's amazing coffee machine. And the dogs. And the multi-coloured umbrellas. But mostly the teams!



When it comes to heavenly customer service, this team is just divine.



When it comes to making and delivering books, this team really, erm, delivers. Sorry.



These heroes make everything faster, more elegant, less buggier and mostly less broken.



Their data's off the charts.
They need bigger charts.
Really big ones. Huge charts.



Serving up creativity that's
even lavishier than a Daphne
Tan breakfast.



Say what? Three MILLION
books? Holy moly, this lot
know what they're doing.



You know that bit when that
money goes into your bank
account? That's THESE GUYS!



Without them we'd all be in a
whole heap of unhappiness.
Plus we'd be hungry.



There's not a bespoke algorithm
in the world that can do what
this team does. Not yet, anyway.

CLASS OF 2017



Adam Carolan
“Adam has really taken onboard the Wonderbly values! He is always forthcoming to everyone who enters the building, engages in every possible extra-curricular, and is just a lovely person.”



Adam Hancher
“Adam is a dream to work with. Not only because he is super talented and clever - but also because he is so committed to the project. What a brilliant guy.”



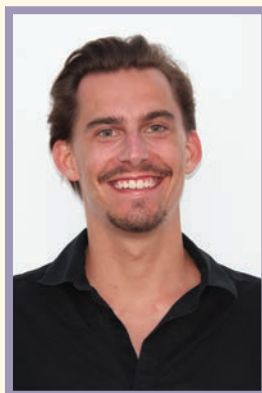
Alex Handley
“The absolute bomb, I don’t even understand how he’s that much of a morning person, running the ETL at 6am. The bestest, nicest, taking on a pretty crap deal when Jesse left. The ginger dream.”



Alex Stoica
“Alex is not afraid of any worthy challenge and his ambition and courage are an inspiration to everyone around him. You won’t get excuses from Alex, you’ll get results.”



Amanda Alvizo
“One of the loveliest Angels is back with us. Fills with delight!! Welcome back beautiful!”



Andre Almas
“He’s always first in line! He has a contagious enthusiasm that makes all the Angels braver.”



Andreanna Dais
“I’ve also discovered how kind, creative and thoughtful she is in responding to customer queries. Love her empathy and her willingness to go the extra mile for our customers.”



Andy Whitlock
 “When he talks about the brand, he uses his whole body to express it :)”



Angela Newman
 “So sweet I just wanna eat her face! but in a friendly way not in a zombie type way. :)”



Anna Brooks
 “I just think she is committed to her craft & I often see her burning the midnight oil. I know she cares about her work & she’s always open to feedback, while also using her keen eye to push back.”



Anna Josa
 “Not only has she been an incredible Angel to our customers over the first few years of LMN, she now gifts US all with her delightful massages which we all love!”



Anne Thouas
 “One of the most dedicated, reliable, hard working individuals I’ve ever worked with.”



Anup Sharma
 “A lovely person and always taking the time out to stop, chat and enquire about your day.”



Asi Sharabi
 “Always has time to answer any questions or help me with any tasks – lucky to have a CEO like him!”



Barney Fox
 “He’s always keen to try and fix something and gives his all to get it done... even if that means ridiculous overtime! Despite all the extra work, he’s still always approachable and willing to help :)”



Bec Clayton
 “Bec without a doubt needs cloning!”



Becky Percival
 “You make the hours, you get it done, and how! Email is up 100000% year over year, and it’s keeping us alive. Can we have a second Becky please? Or actually... Forget about that last bit.”



Ben Rowswell
 “Master of Mexico”



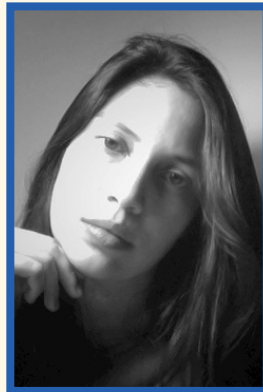
Ben Doyle
 “Yeah he’s loud. Sometimes brash. And his middle name could very well be “tech debt” but at 3am when alarm bells are ringing and books aren’t printing Ben will make sure to get the job done.”



Caiti Black
 “Any Q she knows the answer to, like a Wonderbly-pedia”



Carmen Mardiros
 “She is always trying to find ways of doing things better.”



Catarina Vieira
 “Catarina has brought to the company dedicated work, humble posture and delivery. She had an important role bringing to life diversity in our products and also the difficult task of adapting to various authorship styles different from her own.”



Charissa Welkie
 “The mother of the angels, always committed to her role.”



Chris Nokes

“He’s committed to bettering himself, his tools and his team. Without his extra legwork and willingness to always go the extra mile our customers wouldn’t have anything near the quality they have today.”



Christian Van Oostrum

“Christian is always super positive and willing to go out of his way to help others. This guy is a master of puns and deserves this award for his effort in variations of saying ‘good morning’ every day.”



Christie Leung

“Christie is amazing! She is such a dedicated and hard worker, who takes great pride in her work. She is a dream to work with, super reliable and a big asset to the Product team”



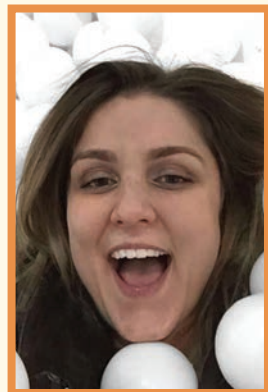
Ciara McCauley

“Always 100% focus, delivers consistently to a high level. Great to work with - bags of positive energy!”



Cil Poon

“The living, breathing source of truth; Cil is our website content master. There’s no page she hasn’t seen, no content that hasn’t passed her eagle eyes and simply put we wouldn’t be able to sell books on our website without her - game changer!”



Claire de Villiers

“In-store guru with a passion for dressing up in capes”



Daisy Smith

“Daisy has looked at so many bears, found out so much new stuff, and been such an asset.”



Dan Nokes

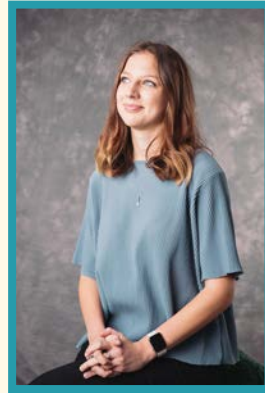
“Dan is always in a cheery mood and can defuse tension straight off. He always has time for a chat and is a pleasure to be around. He works long hours, and will always go the extra mile for his comrades.”



Daniela De Marchi
 “Can spot a dodgy Postman a mile off.”



Daphne Tan
 “I think Daphne is just bloody wonderful. Sharp, completely on it but also very supportive, relatable and kind.”



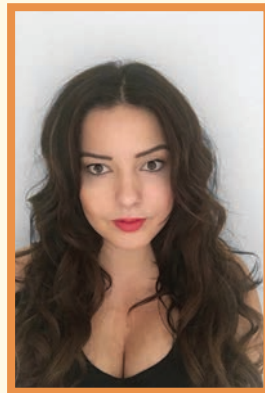
Dasha Yelova
 “Mistress of the credit notes, who can secretly interrupt the Stoica bros’ Romanian arguments”



David Cadji-Newby
 “David always checks in on everyone. Making sure they aren’t overwhelmed or overworked. And if you are - he has a way of making it seem manageable and doable. He is ace.”



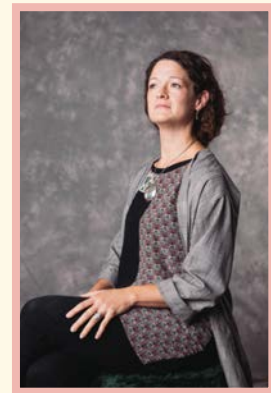
David Darwish
 “David is mega committed to his work, diligently monitoring his accounts throughout the day and night. He’s constantly learning and sharing and gets involved in every side of Wonderbly life”



Despina Stacey
 “She’s always pushing things forward and asking for great new things, coming up with great new ideas.”



Edwin Joseph
 “Will drop anything to help out. What a hero. A champ. A paragon of seflessness. Well done buddy.”



Elv Moody
 “Elv came from a traditional publishing background, and didn’t completely freak out when she saw how we do things here. What courage!”



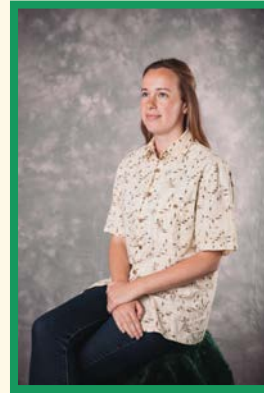
Eva Tkavc

“Eva enjoys a challenge and never undertakes a task half-heartedly. She’s an enthusiastic team player who is passionate about her projects.”



Evi Heinz

“Evi is an absolute dream to work with. She’s super engaged, capable, and has been a massive help with customer insights and editing. You know you can depend on her to do stuff to a mega high standard.”



Florence Cultha

“Always amazingly helpful whenever I have a request and need some data - she’s always happy to help. I love the “I’ll get it done” spirit.”



Gaelle Courau

“Gaelle is super energetic, friendly, hard-working and focused. Her light hearted attitude brings a positive atmosphere to the team even when stress is high and performance is struggling”



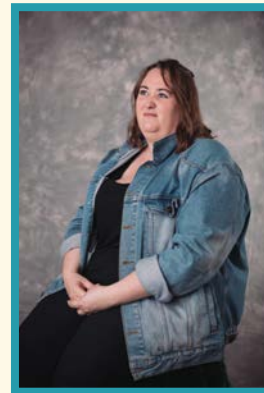
Giorgia Chiarion

“She is so goddamn awesome and can-do and positive. I cannot think of a situation that is not made better with added Giorgia.”



Hannah Harrison

“Well, she’s pretty amazing. She’s so professional, so ego-free and so friendly to everyone, always. She always tries her best to help out, or if she really can’t says so in a very nice way.”



Heather Ewles

“Heather works really hard and is just a bloody great human being in general (and drinking partner mwuhahaha)”



Hraban Luyat

“A little bit crazy and a lot smart. A man of many talents for all seasons.”



Ian Sutherland

“Touched the void of insanity during Series B, but he came back to us like Gandalf the White after his exhausting battle with Balrog the fire demon which lasted many millenia.”



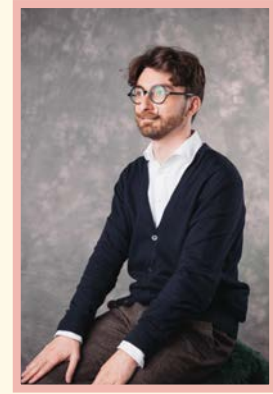
Jeffery Chung

“Jeffery is a great colleague, he always puts the team first and he’s often doing work that others don’t necessarily know about. He’s also one of the kindest people at the company and really cares a lot.”



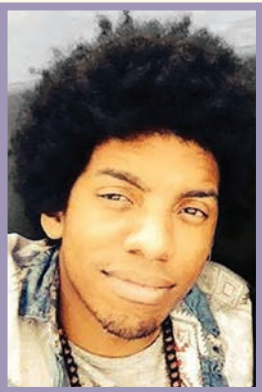
Jenna Cusworth Bolger

“Jenna has been steadfastly breaking down walls and getting amazing insights. Her prep and work ethic are benchmarks to aim for.”



Jeremy Neret

“Jeremy is doing God’s work - gathering the details needed to improve our purchasing experience”



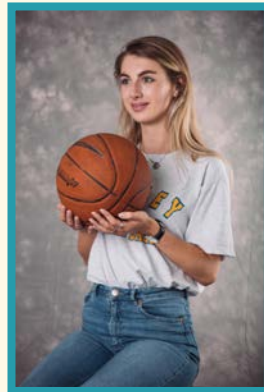
Jerome Alexis

“They’re a small team-of-two who have to deal with some of the most complain-y and unreasonable customers, and they do it with unflinching courage and good grace - I take my beret off to them.”



Jess Hayes

“Jess is a living breathing Wonderbly machine. Standing up and speaking out on behalf of the company and its people. She proudly promotes the spirit of Wonderbly wherever possible.”



Jess Ward

“This girl is always willing to help, is an amazing team player and ALWAYS ALWAYS asks for more and more work. You go girly!!”



Joe Melhuish

“Always making the raddest stuff”



Jonny Attenborough

“Always making sure I’m okay and asking if there’s anything, no matter how big or small, he could do to make my life easier. Very much appreciated.”



Jordan Brough

“When things break he’s always on hand to help. He’s never afraid to express his opinions - having Jordan on the team is a great buffer to making sure we get the best out of our teammates.”



Jorrit Bouma

“Always looking for improvements, no matter what the problem is. Open to new ideas, quick to experiment, and has a lot of great ideas. He’s constantly asking the hard questions that we need answering.”



Josh Fray

“WHAT A GO GETTER. He has such perseverance and a militant eye for detail.”



Jules Moscovici

“Because he always makes the extra effort to learn, ask about and understand everyone’s job to apply to his.”



Julia Gray

“Julia never uses a word if it’s not necessary, so in that spirit... Julia is a wonderful writer. The end.”



Kate Haynes

“Her questions are always thoughtful, and she’s always willing to learn something new to help do her job better.”



Katy Balfour

“She bravely drove and launched a frikkin’ personalised Willy Wonka book even though she’d never done anything like it in the past. HIGH FIVE! xx”



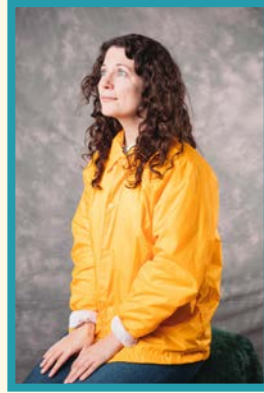
Kristy Paine

“She’s always willing to help out with any questions and is just an awesome person to work with in general!”



Lauren Osborn

“She’s not afraid to ask questions and is funny with it.”



Lily Smith

“I know it’s basically Lily’s job to be nice but she does such a fucking good job of it that it deserves to be recognised in award form. She’s literally the friendliest person you’ll ever meet.”



Lisa Stannah

“An ‘Angel of the Night’, Lisa is a shining star through everything the night shifts throw at us, from lovely comments to downright crazy.”



Luke Bishop

“He might be called Bishop, but he has the patience of a saint. Love working with him.”



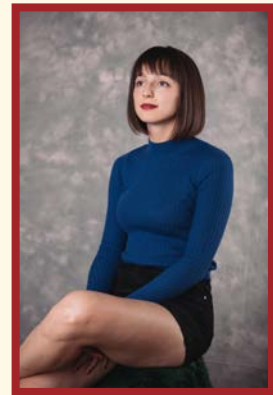
Lydia Moed

“She’s always there to help when you need her.”



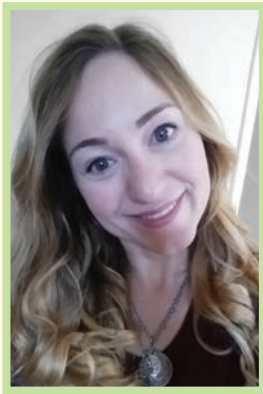
Marc Thomas

“Marc has completely smashed out everything that’s been thrown his way (which has been an awful lot). That man seems to whip up extra time from thin air!”



Marija Tiurina

“Because she drew a lot, and I mean an absolute fucking shitload, of fucking awesome illustrations. And she’s still at it.”



Mary Lou Vance
 “Because she always has great and interesting ideas.”



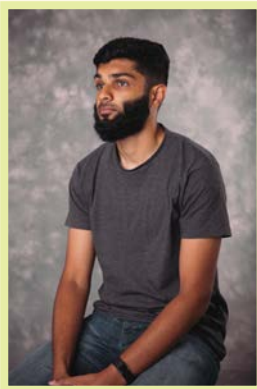
Matthew Nieuwenhuys
 “You’ve been amazing in morphing your role into whatever the company expects from you. Your quality work on promo campaigning is just another example of how you add tremendous value whilst being kind!”



Matt Price
 “More than a resource art director, we love having him as part of Creative Studio working his magic on making everything pixel perfect but more importantly... on brand!!! A great mentor, teacher and maker of sarcastic comments.”



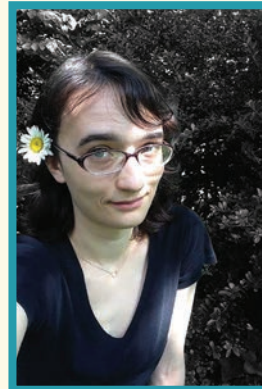
Michael Wolmersdorfer
 “You wouldn’t know it, but Michael is like an International Angel of Mystery, quietly working from a literal mountain top. He’s been here for as long as Lost My Name/Wonderbly has been around!”



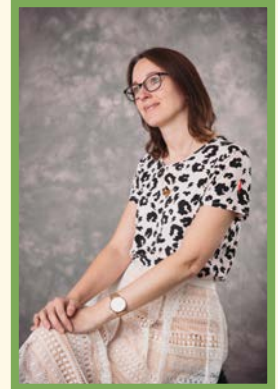
Muzammil Shaikh
 “If we rebrand again, we should call ourselves Muzammil-ly to show our deep appreciation for his hard work. He’s super helpful with EVERYTHING despite how much work he constantly has on. What a guy.”



Nadia Pedreschi
 “Nadia has a knack for asking the right questions helping us push our projects further. I find her candidness refreshing and of real benefit to the business. She’s also an exceptional team player.”



Natalie Riess
 “It turns out that Natalie’s Power Within is writing and drawing the world’s first (and best, obv’s) personalised superhero comic. Go Natalie!”



Nic Wilkinson
 “Nic has been a tremendous help to the performance marketing team. She always manages to consider what we may need when talking to agencies/influencers. It’s a pleasure working with her.”



Nick Marsh

“This man wakes up every single day and tries to work out how we do what we do but do it better.”



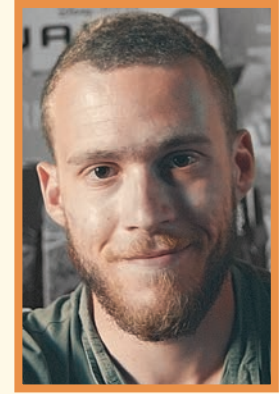
Parul Zelezny

“We distilled a whole PPC agency’s experience into one person, in the space of 3 months. Yowza. That’s some mean feat. You gotta be at least a little curious to pull that off.”



Paula Pintos

“Because you are always SUPER (really) kind and positive, and you always leave everybody feeling happy and full of energy :-)”



Pedro Codeço

“The man with the oldest glove ever, who smiles and draws like nobody else”



Pedro Serapicos

“Nobody, but nobody, on the entire PLANET draws bears like this man can.”



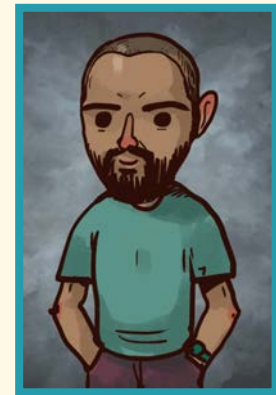
Pepe Xose Lloves Gomez

“More passionate about our Spanish customers than our entire team combined, Pepe is a true champion when it comes to misplaced parcels and dodgy South American tracking.”



Pete Roome

“You are one of the most genuinely kind and patient people I have ever met, thank you for being you!”



Peter Avdjian

“Curious to unearth tech heresy and even curiouser to fix it. Getting into problems like fiddly memory leaks no-one could diagnose (over the weekend!) or tags that don’t fire requires a tremendous drive.”



Rachel Brittain

“Rachel is so hard working and just lovely in general. She puts 100% effort into everything she’s given to work on, even though she owns about 8000 channels.”



Rachel Diamond

“Joining Wonderbly to fix SEO is probably the most courageous thing a person can do in his/her SEO career. Your presence is already being noticed.”



Rob Watts

“Rob is very open and communicative and helps drive the tech team forward toward solutions even when there are different problems. And he manages to care about individuals all the while.”



Robert May

“Asking lots and lots and lots of questions. Trying things- seeing what sticks and and what doesn’t. Not afraid to shake things up. Would recommend this CMO.”



Rya Nair

“Rya is a very careful and considerate QA Analyst bringing some much needed help when we are at our busiest.”



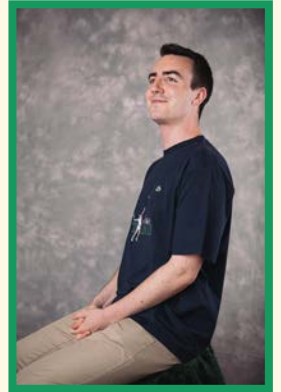
Ryan Moriarty

“I’ve never met a manager who loves and supports his team so much.”



Sam Edwards

“S - Swift
A - Awesome
M - Machine
’Nuff said.”

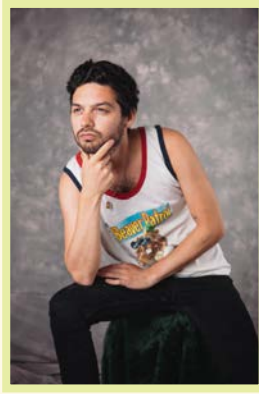


Sean Thomas

“Sean constantly put up with my bullshit during the making of My Golden Ticket, for which he deserves a large gold medal.”



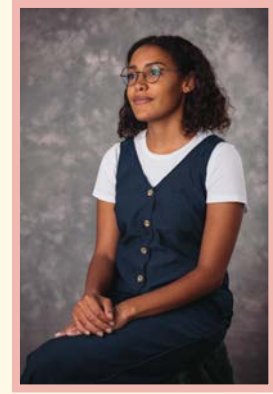
Sharna Jackson
 “Sharna is a legend! Strange Tales is such a really wicked extra-curricular fun activity. Plus she knows all the hot talent and how to draw ‘em in. And she’s got a boat. Yeah, she’s a total legend.”



Shimon Joseph
 “Although it’s his job to consider everyone in the office, he always goes above and beyond. Always checking in after something is done to ensure that everyone is happy. Very kind and considerate.”



Sixtine Boyer
 “They’re a small team-of-two who have to deal with some of the most complain-y and unreasonable customers, and they do it with unflinching courage and good grace - I take my beret off to them.”



Stephanie Johnstone
 “A natural curiosity that makes her work considered, and stronger both creatively and commercially.”



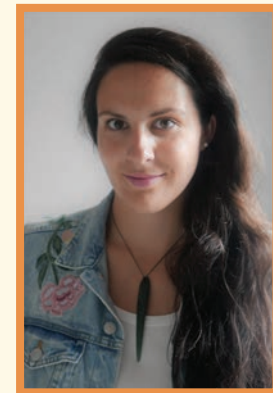
Tal Oron
 “Never sleeps. Always available. Always there.”



Tom Connell
 “I mean the amount of courage in that man’s bones is probably lots.”



Tom Waterfall and Winston
 “This human has a very difficult job and every time I spy his Trello board it fills me with fear. He must be incredibly committed to put up with such demands. And Winston will eat anything. It’s crazy.”

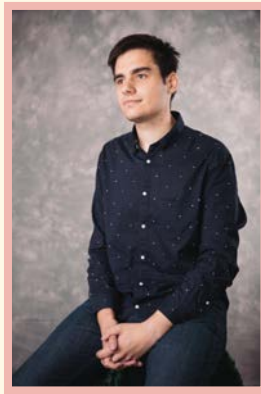


Valeria Civilleri
 “Able to get even the most terrifying customers on her side, Valeria is a true Angel! She’s creative, confident, and a real gem to the team.”



Van Le

“Van is consistently smashing it out the park. Her execution is spot on and her output is always over and beyond.”



Vlad Stoica

“Vlad is always making things happen incredibly quickly and magically. If Vlad were a print shop he would provide same-day delivery with top-quality books.”



**Will Dogg
Cookson**

“Dogg is our pixel pushing, design guru. He might look like the Doc from Back to The Future but he’s no mad scientist. Cool, calm, calculated design wizardry is his bag, redefining CVR improvement metrics all day, everyday.”



Yi Ying Wu

“Handling two languages through multiple contact channels, and offering valuable insight into our Asian markets, Yi Ying takes it all in her stride and delivers consistent, considerate support.”



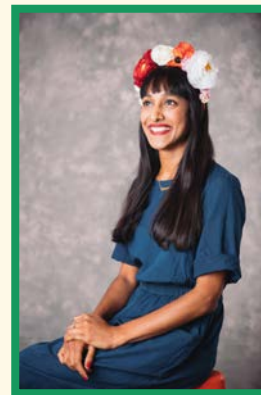
Yotam Laufer

“He constantly questions the norm. He wants to know why things don’t work in detail most CTO’s wouldn’t have the time of day for and cares deeply about how all engineering teams and systems operate.”



Zaza Muntinga

“So enthusiastic and eager to help, constantly coming up with creative and original ideas. We are really lucky to have her on board as someone who’s got our back. She is an all round fabulous babe.”



Zeena Shah

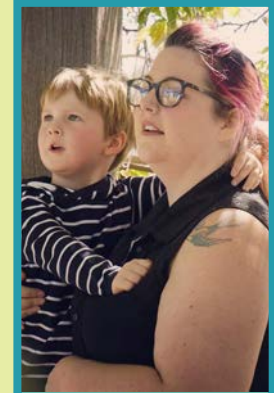
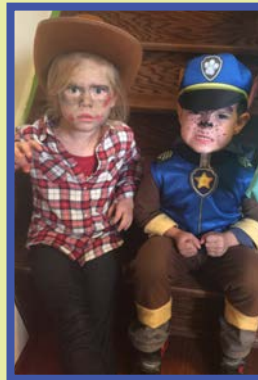
“As well as being the clever mastermind behind Giftwrap 3.0, she has also been such a welcoming and friendly presence in the HQ who it has been a great pleasure to chat to, and learn more about her work.”

At Wonderbly, we are lucky to be supported by a truly talented (and totally tremendous) team of translators and editors. Without them, thousands of children wouldn’t get to enjoy our (wonderfully written) books. Thank you, merci, danke, gracias, grazie to you all!

Kai Maack
Belén Álava
Valérie Espinasse
Sara Marconi
Josephine Zwaan
Emmanuel Tre
Valeria Civilleri
Imogen R. W.
Claudia Boldt

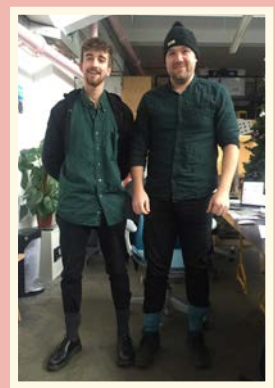
KIDS

Without kids, where would we be? No, not bankrupt, we didn't mean it like that. We meant it in a 'aren't they wonderful?' way. And they are. Look!



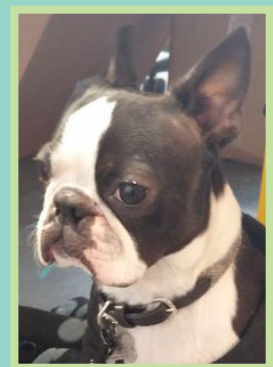
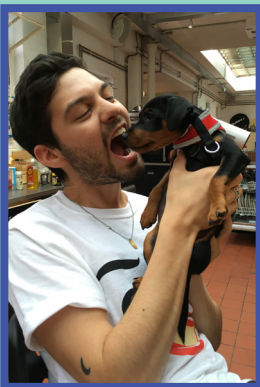
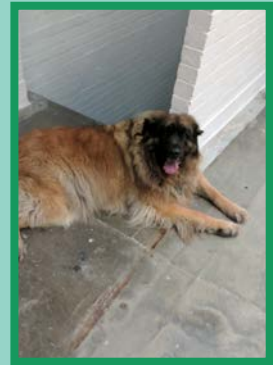
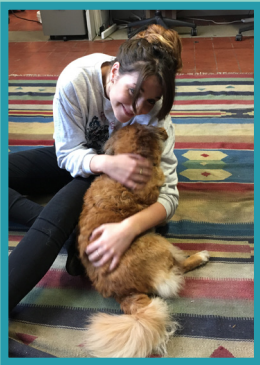
TWINS

The first ever twins were Arnold Schwarzenegger and Danny DeVito. We think. Not sure. Anyway, look how many we've got!



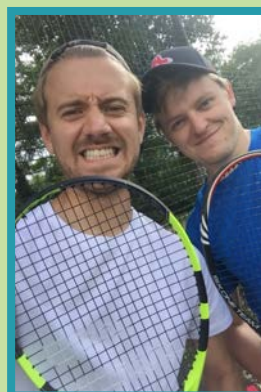
DOGS

Woof! Woof! Woof woof woof! Woof!
Winston said that, not us, and frankly Winston it's not really in the spirit of this Yearbook.



SPORTS

Give us a W! Give us an O! Give us an N!
Give us a D! Give us an E! Give us an R!
Give us an L! Give us a Y!
What have we got? WONDERLY! Oh.





Heathrow Worldwide
Distribution Centre
Reception
Visitors and staff
car park

so hr
people staff
talent talent
mez w
careers

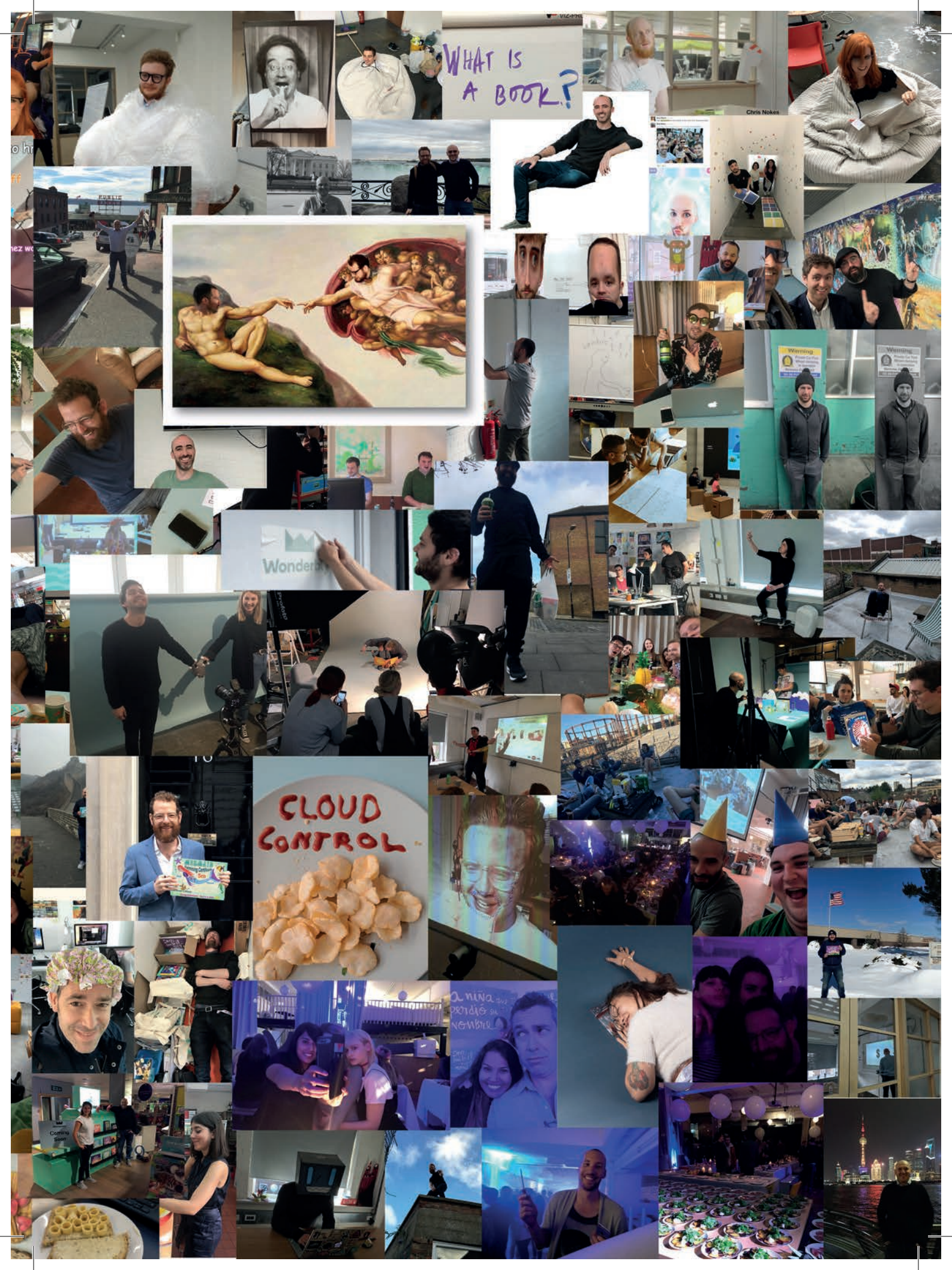
Lively

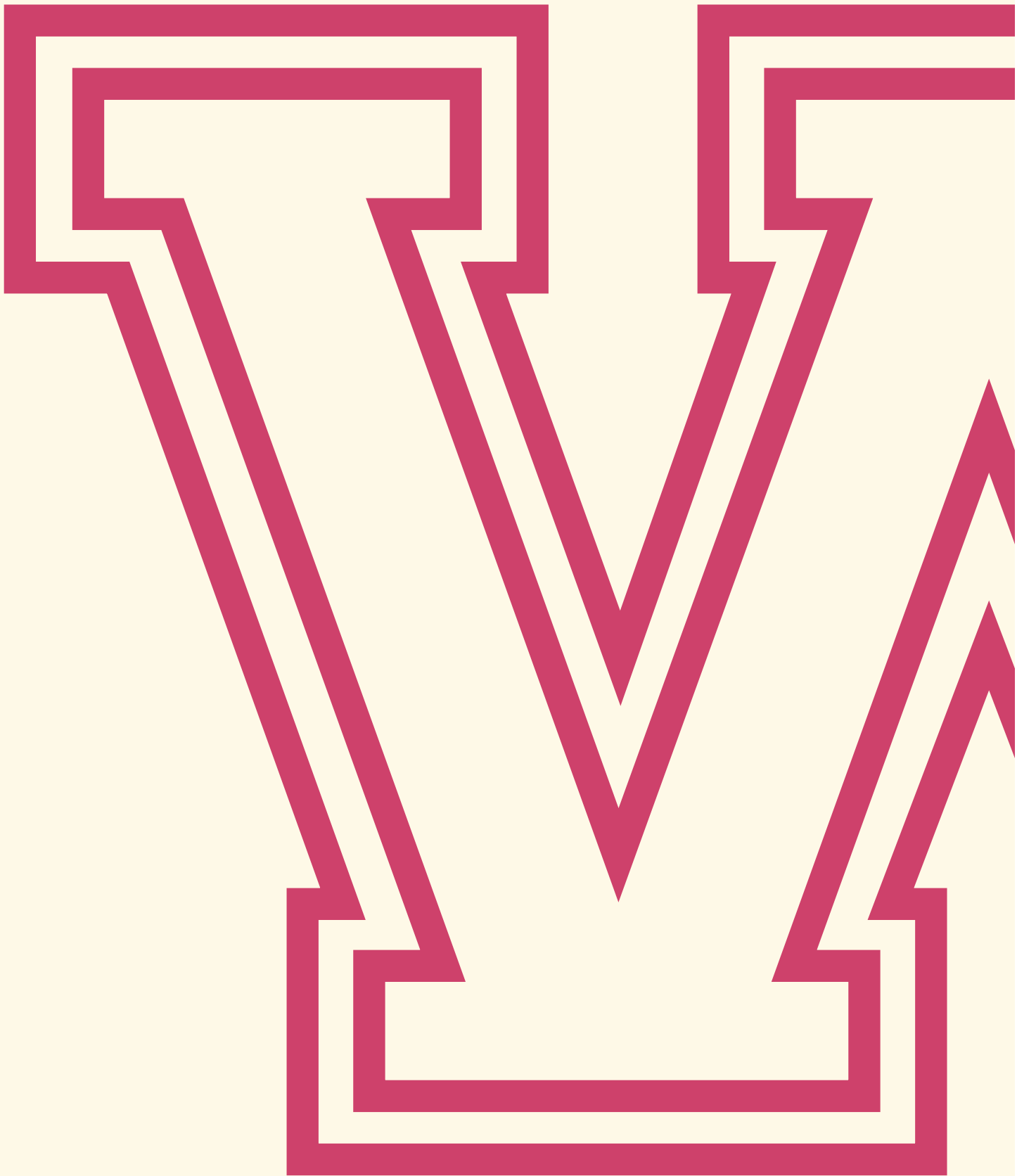
IT DOESN'T FEEL LIKE AN...

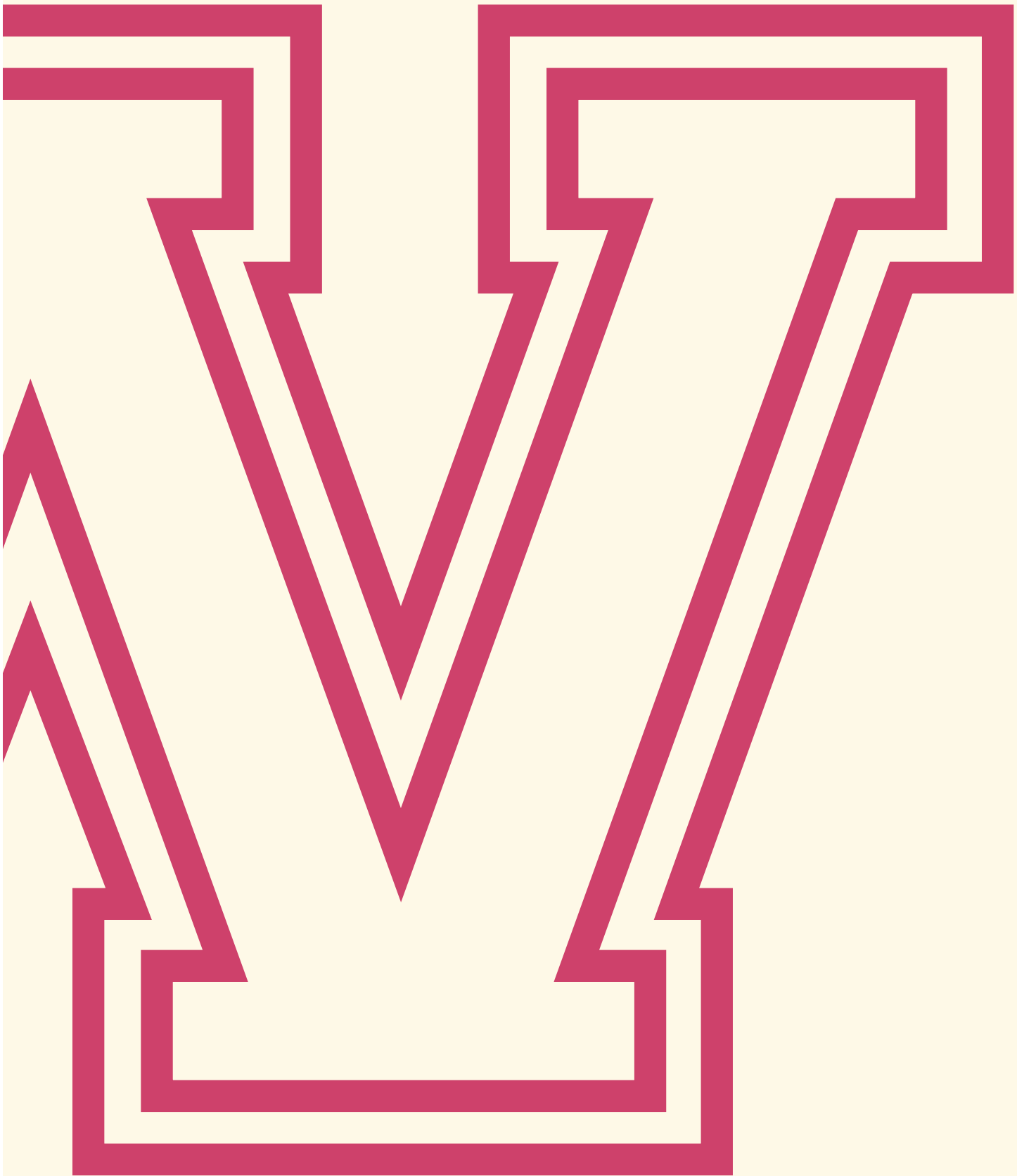
Coming Soon

First Dates









**This Wonderbly Yearbook was
cooked up, written, designed,
illustrated, shot and delivered
(quite delightfully) by:**

David Cadji Newby

Giorgia Chiarion

Heather Ewles

J e s s H a y e s

J o s h F r a y

L e e H e w i t t

L i l y S m i t h

Marija Tiurina

Shimon Joseph

Z e e n a S h a h

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