

Ronshin Group

About Us

Making World Class Books for Chinese Kids.

Ronshin Group was founded in the spring of 2006.

Making World Class Books for Chinese Kids has always been our goal, with that in mind we have established imprints like Lelequ, Piling Cats and young literature imprint Whisper in 2022.



Ronshin is dedicated to make reading a fun experience for kids aged from 0~14 through humorous contents, aesthetically pleasing artwork and designs, last but not least, intriguing interactive designs. We intend to help our audiences observe a wider world through books, experience the beauty of the world with reading and gain the ability to stand up to the world on their own. After more than 10 years of developing, Lelequ and Piling Cats together have a backlist of thousands, with Lelequ being one of the most renowned children's book imprint in China.

Backlist in total
**more than
2000 titles**

Copies Sold Yearly
**more than
10 millions
copies**

2nd largest non
state-owned
Children's book
publishing house
in China.

2nd largest publishing
house for toddler books

5th largest publishing
house for children's
non-fiction books



What We Are



Core

Experience the beauty of the world with reading, see the world with different eyes.



Goal

Make world class books for Chinese kids



Ethics

Fortify the mental health for a happy childhood with good books.



Vision

To become a quality children's book publisher for kids around the world.



The Road So Far



2006

Establishment of Ronshin Group and its first imprint Lelequ.

2007

Happy Snappy, the first bought-in pop up series is published.



2009

First round of angel investments for Ronshin Group.



2010-2011

In-house created books start to receive awards.



2013

Starts to take part in international book fairs.



2015

Listed on The National Equities Exchange
And Quotations





2016

UK editorial team established.

2018

Invests in Cottage Door Press (US).

2019

Imprint Piling Cats founded.

2019

Invests in Lucky Cat Publishing (UK)

2022

Officially a public trading company

2022

Young literature imprint Whisper founded



Lelequ

Experience the beauty of the world with reading.

Every Lelequ title is designed to suite the reading needs and abilities of each kid. We believe the interactive nature and novelties would help lead the way for kids to love reading for life.

**Partnering with world leading publishers,
bringing Chinese kids closer to the world.**



macmillan
Publishers

BLOOMSBURY

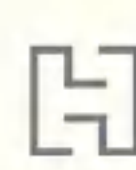
BONNIER
Books



bayard



Nathan



hachette
BOOK GROUP



OXFORD
UNIVERSITY PRESS

Gakken

白泉社
HAKUSENSHA

Disney



凯叔讲故事



IUYDAD
常青藤爸爸

.....

Selected topics

Lelequ tries the best to cover every aspect of the growing needs from a child with fun and easily understood contents.

Curated artworks

Bringing the kids closer to books with aesthetically pleasing illustrations , diverse topics and content designs.

Lelequ

Bestsellers



● Book with a Hole Series



● Lelequ Lift the Flaps



● Our Own Encyclopedia Series



● Maurice Pledger's Touch and Feel Series



● Peek Inside Series



● Pop Up World Series



● Mr. Croc Series



● Picture Book Series



● The Pop Up Book Classics Collection

Lelequ



Toddlers and Early Years

Lelequ makes books for toddlers to play with, focusing on their developmental needs, our books will help stimulate key cognitive abilities, building a firm foundation for the future.

"0~2 years are crucial for a baby's developmental progress, reading is just like playing at this stage."



My Cellphone Sound Book Series



Maurice Pledger's Touch and Feel Series



Book with a Hole Series



Montessori Activity Book Series

Lelequ



Toddlers and Early Years



Lelequ



Toddlers and Early Years

We specifically designed most of our Lelequ books with creativity in mind for this age group on topics that are closer to a toddler's self-awareness and cognitive needs. These books will open the doors to establishing better connections with the outside world.

"2~4 years are the best years to introduce reading to a baby. At this stage, the perimeters of a baby is growing, this is also the starting point of growing curiosity to themselves and their surroundings."

T'Choupi Series



Mr. Croc Series



Peek Inside Series



Our Bodies



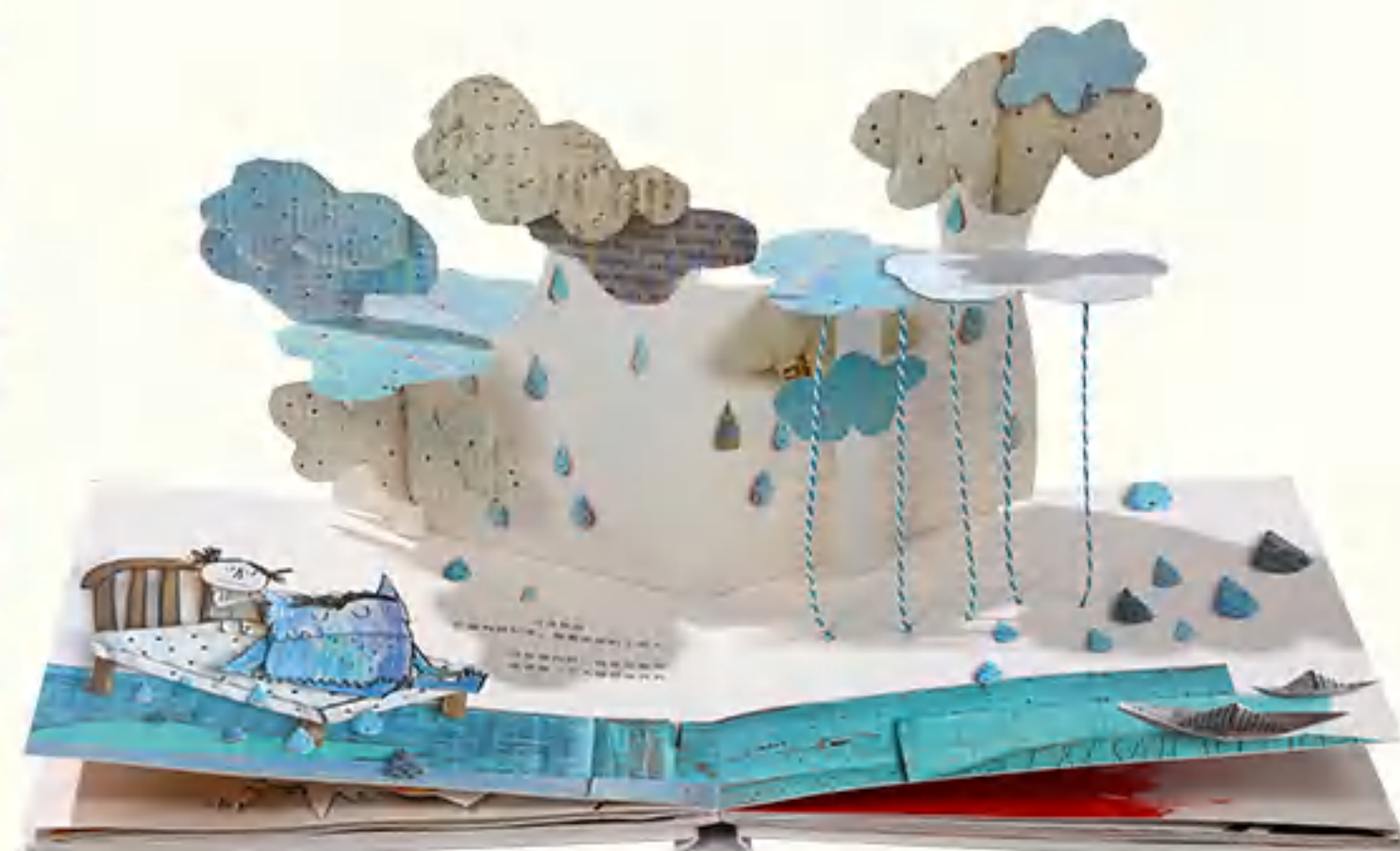
The Colour Monsters Pop Up Book



Lelequ



Toddlers and Early Years



Lelequ



Picture Books

Aiming at kids from 2~7 years old, Lelequ only picks the classics and the greatest from publishers and contributors around the world.

Millie's Hat Magics



"Reading as a family can weave an emotional bond between the child and the parents while help developing their language skills."

Classic Literatures of China



Poetries from Nobel Literature Prize Winners



Guru the Wolf: I have a secret



Lelequ



Picture Books



Ji Xianlin



Jia Pingwa



Satoshi Kitamura



Tatsuya Miyanishi



Tony Ross

Lelequ

Non-fictions



Different from plain text non-fiction books, Lelequ non-fictions especially pops out with easy-to-read layout, along with meticulously designed novelties, we always intend to bring our non-fiction books to life. With the vast selection of topics, Lelequ non-fictions are key to a broader horizon, and the doorway to a future of discoveries.



Story of the Oceans



Chang'e Moon Mission Pop Up Book



The World Under Your Feet

"Literature helps you understand yourself, non-fictions leads you to a bigger world"



Pop Up World: Dinosaurs

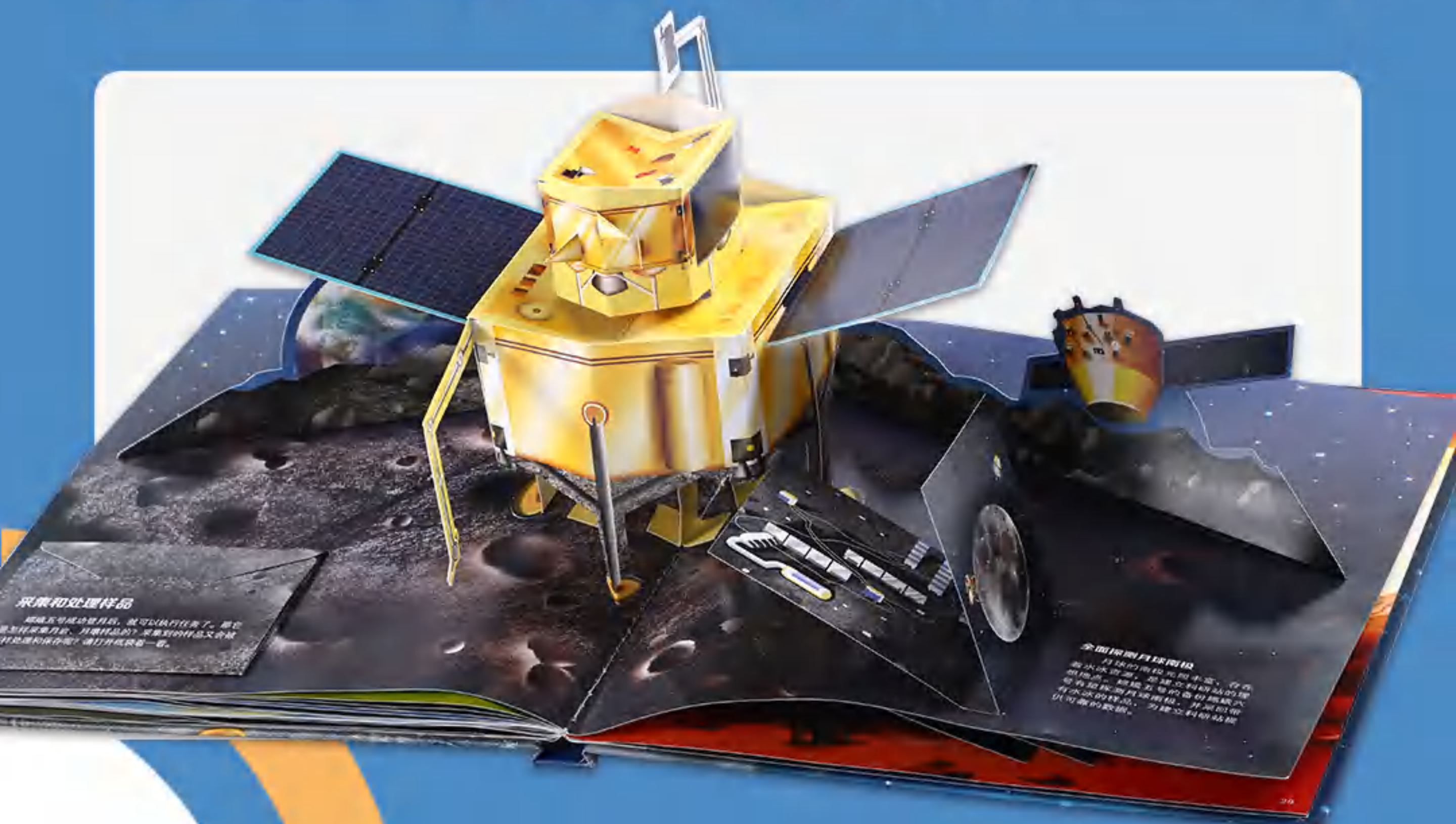
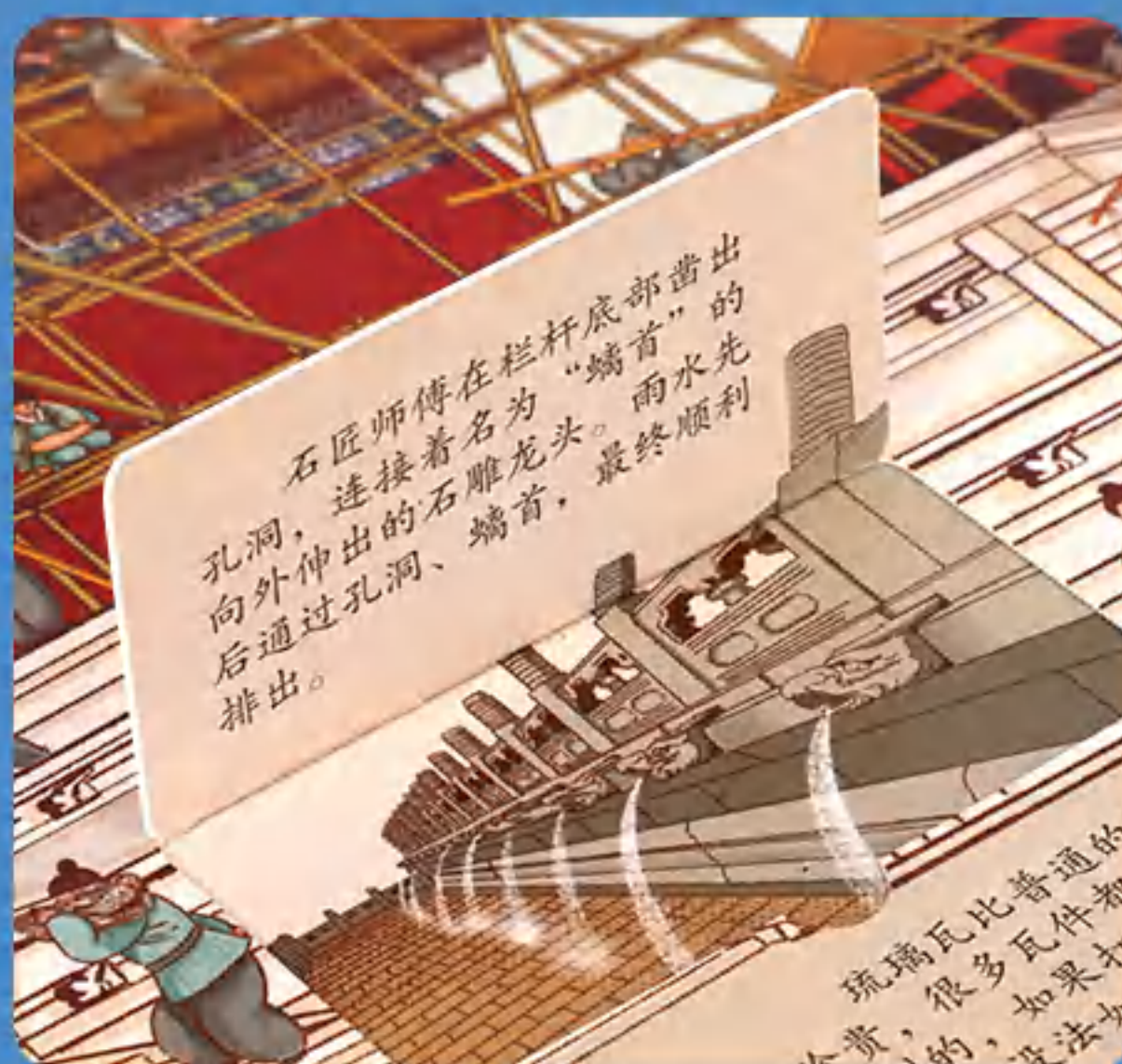


Pop Up World: Plants

Lelequ



Non-fictions



Lelequ



Middle Grades

Once a kid knows enough vocabulary, their reading needs multiply with it. Lelequ for Older Kids presents books made by experts and enthusiasts from around the world to fulfill their ever-growing urge to know more.



Havoc in Heaven



The Little Prince



Chang'an in Tang Dynasty



Welcome to the Museum: Fungus



Words that Changed the World: Shakespeare



Dragon Ark

"Reading, is the best hobby
one can have."

Lelequ



Middle Grades





Piling Cats

The Preschool Companion You Need

Piling Cats built their brand on a trinity of getting ready for preschool: Early Cognitive Education, Preschool Prepare, Getting Ready for Primary School.

Piling Cats X Ability to learn

Find the problem:

discover the world by the drive of curiosity

Understand the problem:

develop the scientific methods of observing and thinking

Solve the Problem:

maintain the excitement for trying and finding out the truth

Piling Cats

Early Cognitive Education

Key Stage for developing learning abilities: utilizing all five senses to discover the world around.

Sense development



Fun Sound Book Series



Piano Sing Along

Sound Book You can Touch Series



Sound Book you can Smell Series

Nursery Rhymes Sing Along

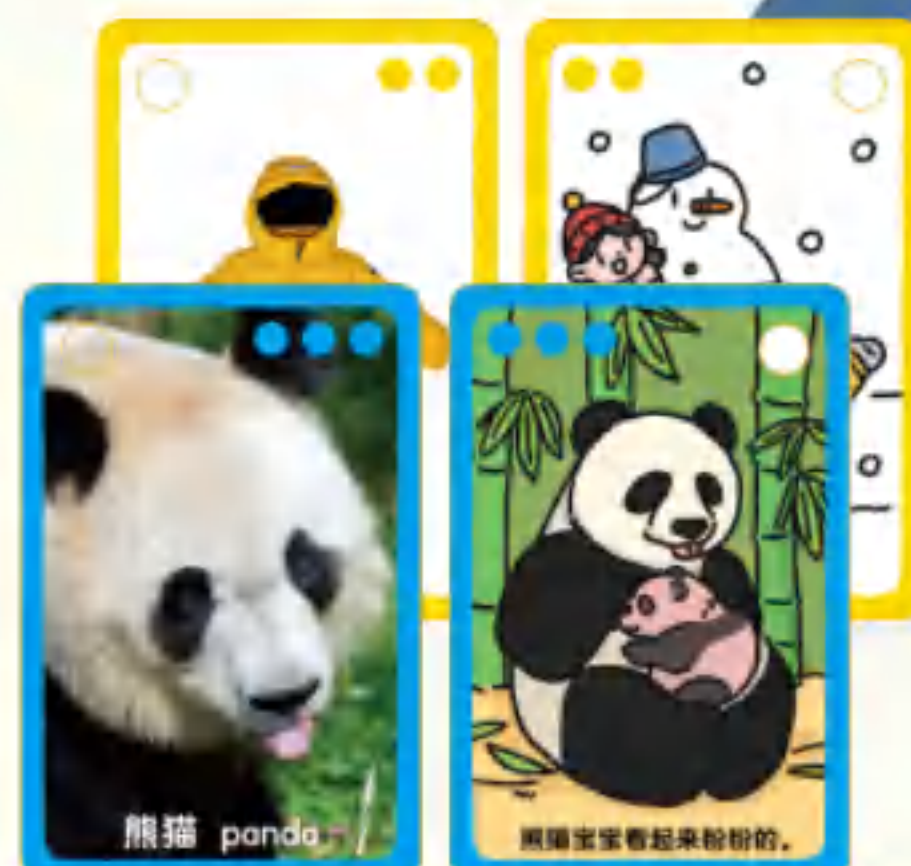
Cognitive Development



Pop Up Book to Know Colours



Things Around Me Series



My First Set of Vocabulary Cards

Piling Cats

Prepare for Preschool

This is an important stage for kids to develop their linguistic abilities, helping them to understand numbers, bringing out their desire to discover.

Linguistic development



Reading by Steps

Desire to Discover



Know about Numbers



Reading by Steps



Stories within the Stars



Everything in the Festivals

Piling Cats

Ready for Primary School

A further step into building a kid's linguistic abilities and logics with math. This is also the stage to develop a functional learning habit.



Reading by Steps

Advance Reading and Writing Abilities



Logic Training

Brain Teaser Logic Training Activity Book Series

Ready for Primary School Training Activity Book Series



Learning Methods and Habit Building



文学的轻声细语

Whisper

The Murmurs of Imagination

Whisper is dedicated to help explore 6~12 years old's unlimited imagination with fantastic fictions.

Whisper originated from the view point of a child, purposefully left out the practicality of reading, instead to hope to help unleash the inner imaginative power everyone is gifted by birth. Whisper aims to lead the readers on to explore the world by offering great stories.

Teen Classics Series I



Imagination Shore

Classics Peninsula

Inference Isle

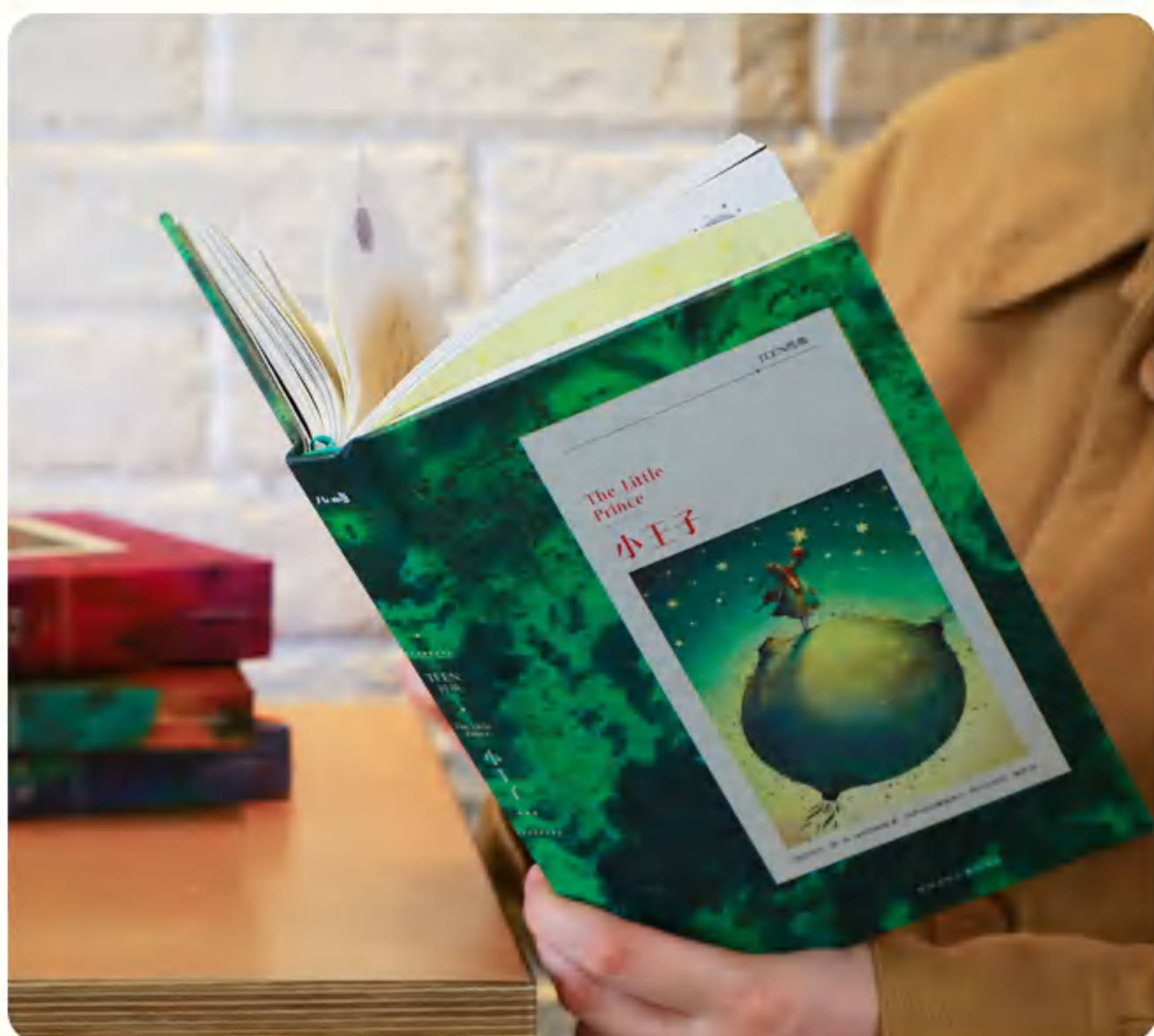
The Wolf's Secret



Story Islands

Nature Calls Series





Full Spectrum Distribution Channels

"We Are Wherever Our Customers Are"

The constant changing market is the only thing not changing, Ronshin has always been embracing the changes and challenges. After years of connecting with both ends of the market, Ronshin's own distribution network only grows stronger.

- **Cooperating with E-commerce platforms**

Ronshin has been actively seeking new opportunities with new e-commerce platforms through out the year, trying to reach out to our consumers and establishing personal connections using our membership systems.

Tmall

JD.com

TikTok

Lelequ
Membership
Centre

PDD



• Other online platforms

Online bookstores are the meeting points of the reading populations. Ronshin has established the bond with e-bookstores by hosting online launch events and book club events.



Most popular imprint of 2022



Partner of the year 2022

Tmall 天猫

Quality Supplier of 2022

小红书

hao



万物心选



亲宝宝
陪伴宝宝一起成长

• Location Events and Retail Stores

Ronshin believes good books and products deserve to be put on display and shown around. Ronshin is available in every retail bookstores around China, and our teams of brand ambassadors are traveling the country all year round to host events showcasing our books.



2nd largest
retail store
distributor
on the market.



*All ranking sourced from openbook.com

• Other Crossovers

Cross overs with other brands have been one of the bedrocks of Ronshin since the beginning. Making special editions with brands from other industries is the Ronshin way to spread the good word of reading.



Lelequ AI Rocket Audio Pen

In 2022, Ronshin has launched the first generation of its AI Rocket Audio Pen. It is the solution to every kid's vaults of questions, at the same time offers a traceable record of every child's reading progress for parents.



Going Public

In September 8th 2022, Ronshin Group is officially listed as a public trading company, the first non state-owned children's publishing company in China.



Overseas Investments

Ronshin's globalization intentions was put into action when the investment for US publishing house Cottage Door Press was made in 2018. The already well know publishing house made its name with a colourful list of toddler novelty books. In 2019, Ronshin's overseas arm reached to a newly founded UK publishing house Lucky Cat Publishing, it's imprint Magic Cat has become one of the most prolific trade book publisher in just 4 years.





THANKS

www.lelequ.com