

HABA FAMILYGROUP Expands International Growth and E-Commerce Expertise with Acquisition of Bella Luna Toys

Bad Rodach – August 6, 2021 - HABA FAMILYGROUP has acquired specialty online retailer Bella Luna Toys and Oompa, expanding its e-commerce footprint in the United States. HABA FAMILYGROUP and Bella Luna both share the same vision of supporting families and children with sustainable production and environmentally friendly high-quality toys, believing that the future of our world can be shaped through imaginative play in childhood.

“Our goal is to drive sustainable growth, and by purchasing Bella Luna Toys we underline our strategy, which is based on a strong customer focus, high quality products, premium brands, and an emphasis on international expansion,” says Tim Steffens, CEO of HABA FAMILYGROUP. “I am very happy that we can lay another important building block in the future of the HABA FAMILYGROUP with Bella Luna Toys and Oompa. They fit perfectly with our DNA, enabling us to respond more quickly and flexibly to the market and customer needs in the USA.”

Bella Luna Toys was acquired in 2009 by former Waldorf school teacher, Sarah Baldwin. The brand offers high-quality, educational wooden toys made from environmentally friendly and sustainable materials. Sarah operated the fledgling business in her garage for the first year and has expanded the company with a great deal of passion, sharing her experience and knowledge in regular YouTube videos and on the company’s social media channels – delivering an impressive 57% CAGR over the past 12 years.

HABA’s 80-year experience as a family-owned business is aligned with Bella Luna Toys’ history as a small, independently owned family business. Bella



Luna and its employees will report into the HABA USA subsidiary and Bella Luna will continue to operate as a separate company. Sarah Baldwin and Chris Percival will continue to lead the merchandising process, using their expertise to choose new products that fit both the Bella Luna and Oompa brands.

"The acquisition of Bella Luna Toys is a key step in the 5-year growth strategy for HABA USA. We are excited to build scale and, in turn, learn as much as we can from Sarah Baldwin and the extremely talented team she has assembled," emphasizes Willie Wilkov, CEO of HABA USA.

In January 2022, Bella Luna Toys will double their warehouse space by moving their fulfillment operations to Skaneateles, New York where HABA USA is based. HABA's experience in B2B and importing will also open possibilities of distributing some of the European brands that Bella Luna currently carries in the U.S. on a larger scale.

"I'm very proud of what we've accomplished at Bella Luna Toys over the past 12 years. With the resources of the HABA FAMILYGROUP behind us, we can now reach our full potential. Tapping into HABA's operational expertise in logistics, warehousing and distribution will allow me to focus my time and attention on my passion – curating the most unique collection of specialty toys available online and educating parents and those who care for children on the importance of play and imagination," says Sarah Baldwin, President of Bella Luna Toys.

About Bella Luna Toys:

<https://www.bellalunatoys.com/>

<https://www.oompa.com/>

<https://www.youtube.com/user/bellalunatoys>

About the HABA FAMILYGROUP

The HABA FAMILYGROUP has been enriching families and institutions with high-quality products in the core areas of family life, play, education, exercise, clothing and furniture for over 80 years. Under its roof, it unites the well-known brands HABA, JAKO-O, FIT-Z, Wehrfritz, project and the HABA Digital Workshop. Since its founding in 1938 by Eugen





Habermaass, the HABA FAMILYGROUP, headquartered in Bad Rodach, has been family-owned. Tim Steffens is the managing director. The company employs around 2000 people and generates annual sales of around EUR 360 million.

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