

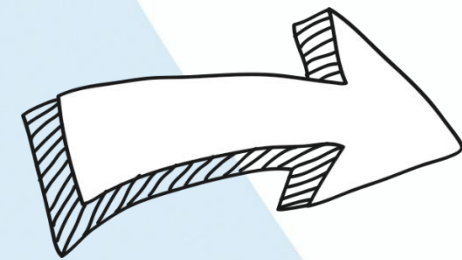
Our *Retail Partners*

G/A/S market



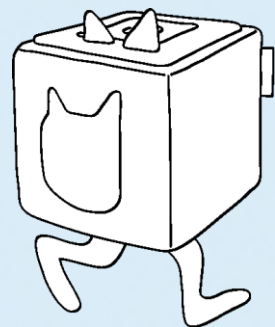
Introducing **tonies**
to every kid in the UK

retailers



spotted

130,000



Tonieboxes
(+108% vs 2021)

800,000



Tonies
(+157% vs 2021)

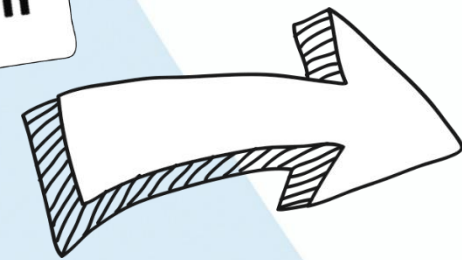
+250%

growth rate in comparison
to previous year



Tonies have built some real *momentum* in the US market

bestseller



awards



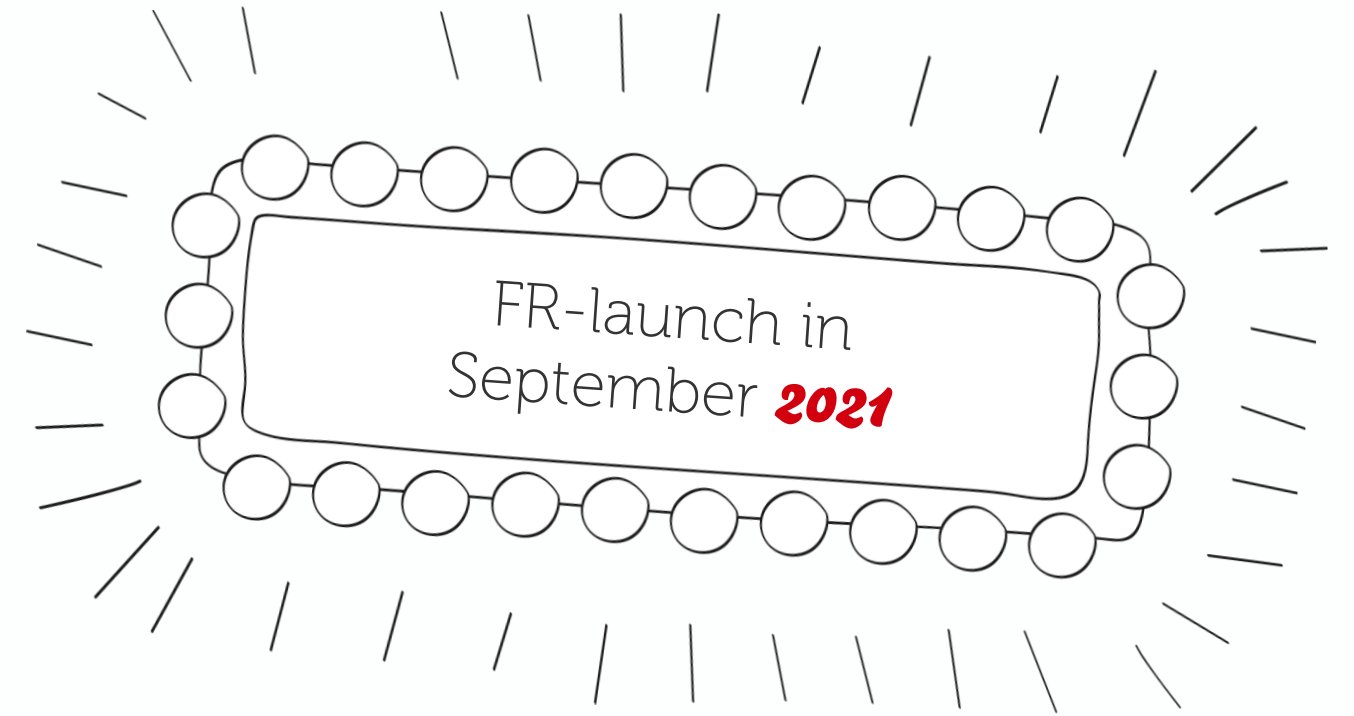
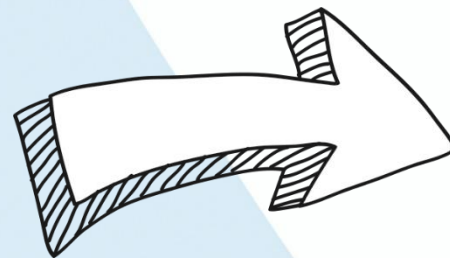
Audio fun and local heros in France since 2021

retailers



550

Stores selling Tonies



marketing

Exclusive partnership



licensor-partnership

Partnerships



Le Petit Nicolas



The Smurfs



Asterix

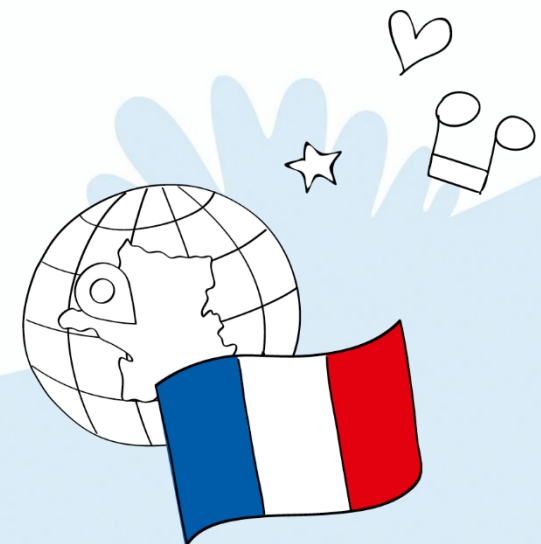
Audio production



Peppa Pig



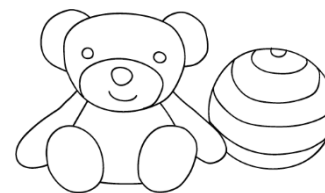
Paw Patrol



Over
5,100,000
Tonieboxes
sold



Over
63,000,000
Tonies living
happily
in children's rooms



We have experienced tremendous growth and would love to have *you* on board to spread the joy of listening to the Netherlands



> 5,1 m

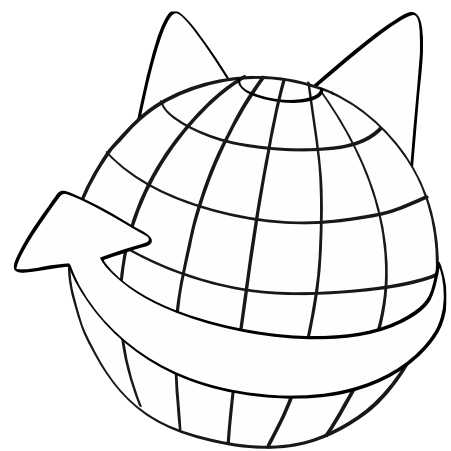
Tonieboxes sold

> 63 m

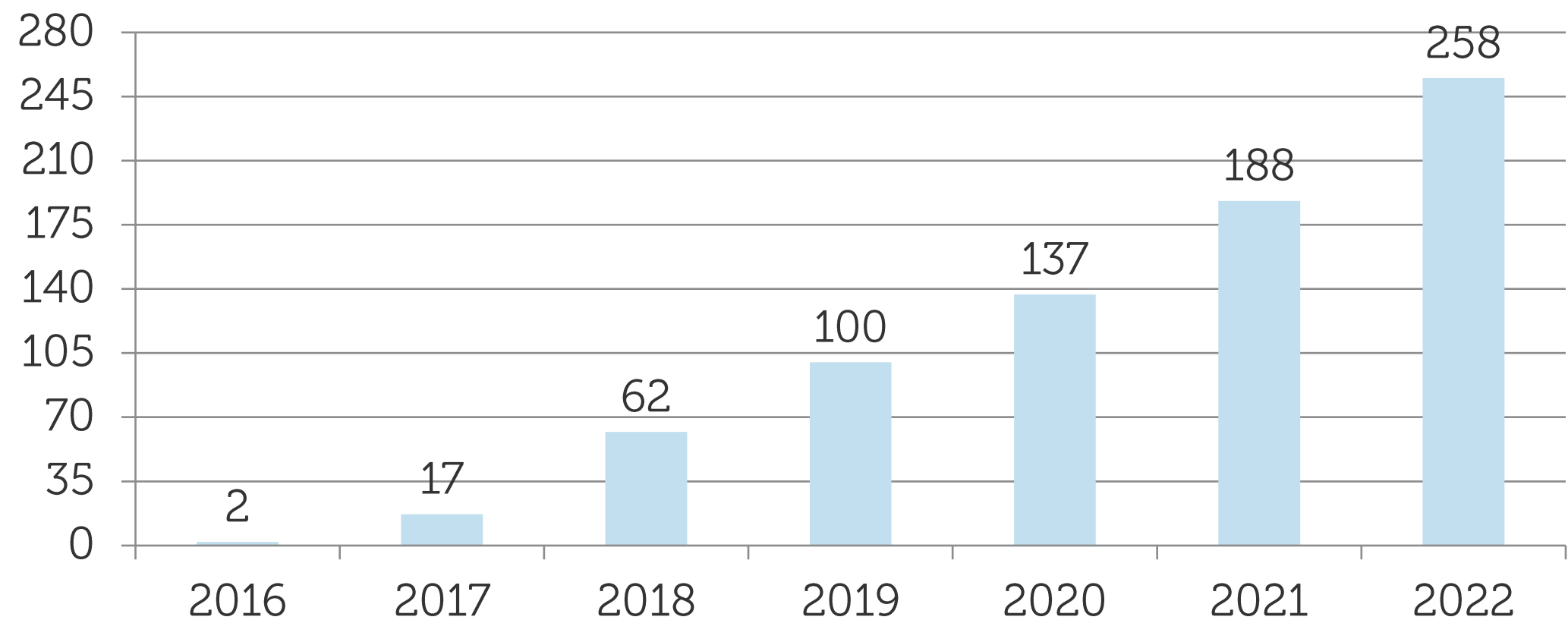
Tonie figurines sold

6

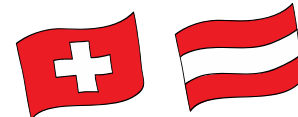
Markets entered,
multiple 'early settlers'
worldwide



Sales development in EUR m



Market launch



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