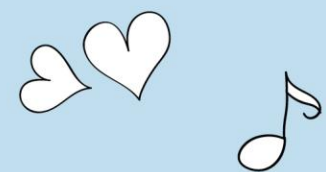


Our *story*

Once upon a time, two dads, **Patric Faßbender** and **Marcus Stahl**, wanted to give their kids a new way to listen to audio by developing something that inspired creativity and fostered imagination. After three years in development, the **Toniebox** and **Tonies** were born and launched in Germany in 2016.

Today, it's the #3 most popular toy in the region with several awards celebrating our innovation.

Designed to spur imagination and active, independent play, **tonies** is everything that young, curious minds need.





tonies is the **pioneer**

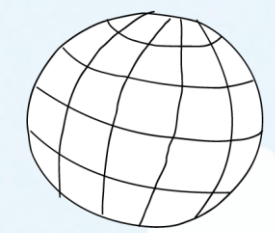
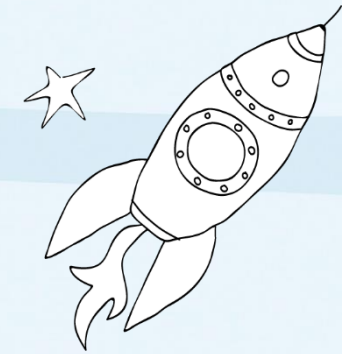
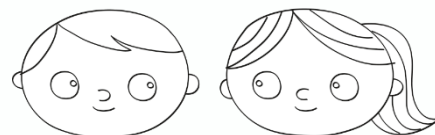
of a newly created product category

It taps into a blue ocean and has huge

untapped market potential

Currently creating the **leading global brand**

for digital audio entertainment for children



tonies: the world's largest interactive audio platform & creator of a multi-billion Euro category in kids entertainment & beyond



Digitally connected



Audio / Listening



Playful



No screen-time



Child friendly



Educational



Independent play

We are the pioneers of connected, technology-enabled audio systems for kids and provider of premium, curated audio content

At home all over the *world*



Our current markets



Our *unique* customer experience is highly recognized



Disney Creativity Award 2020



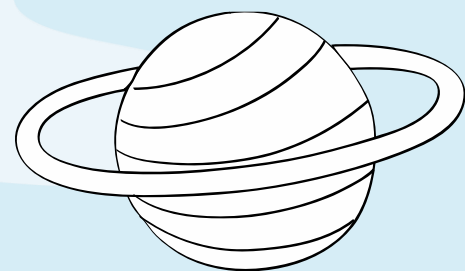
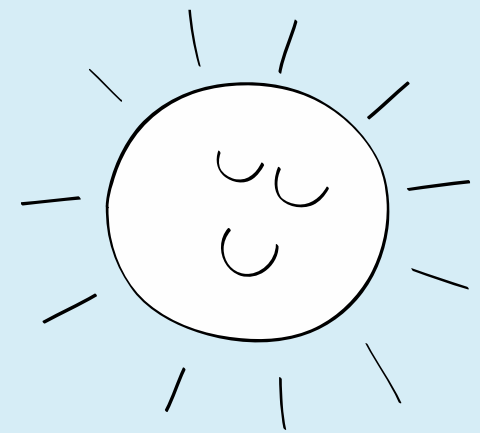
German Brand Award 2020



Award-winning audio system

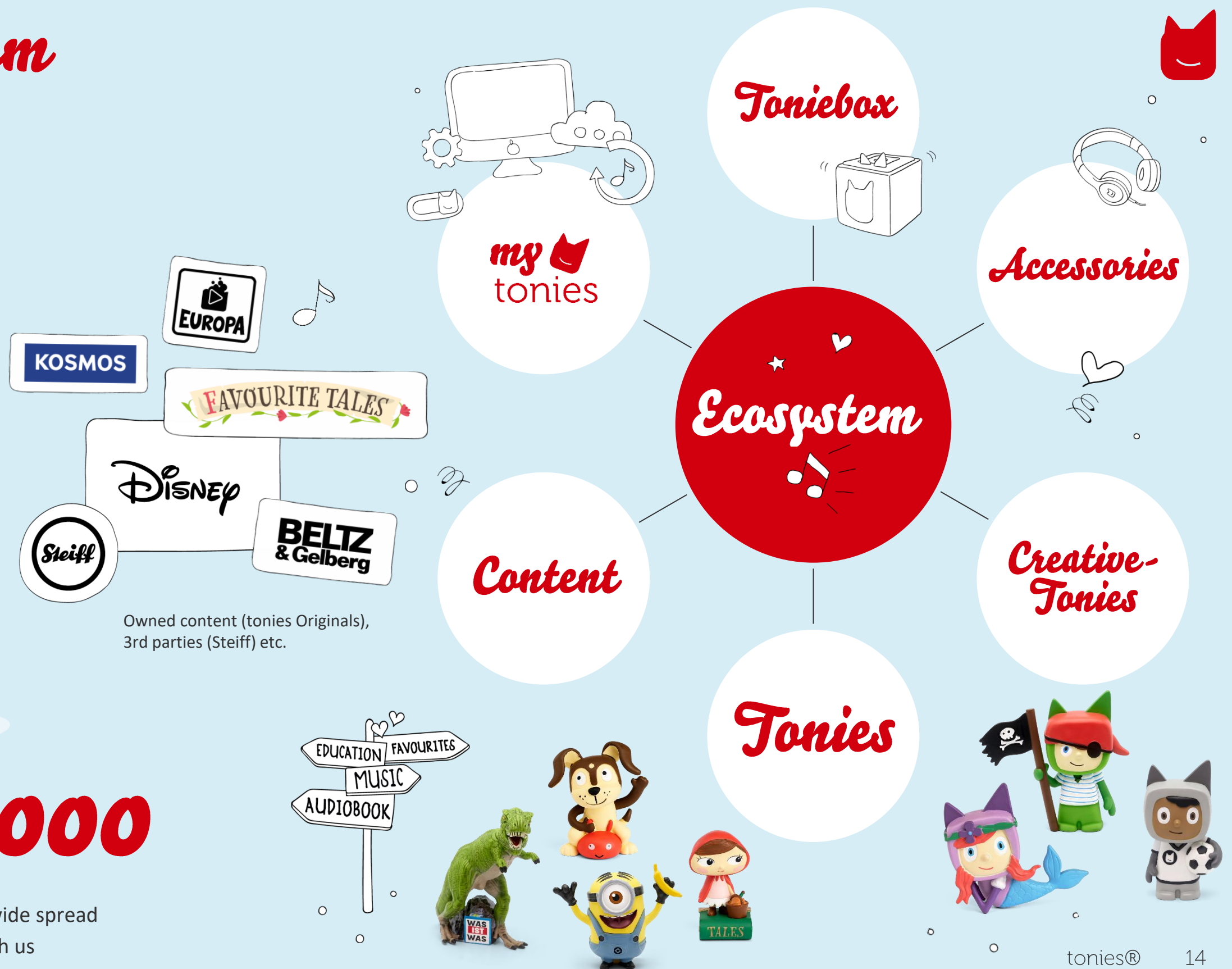


The Tonies *Ecosystem*



> **14.000**

Points-of-sales worldwide spread the joy of listening with us



... with an unprecedented
“cult” status in the
home market...

Launch in Germany in
September **2016**

170,000

... follow us on
Instagram with high
user engagement



275,000

... Tonie-Fans like
our Facebook Page



260,000

... members of
independent Tonie
Facebook fan groups

... overwhelming
handwritten feedback
and gifts from Tonie
Community



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