



Facts & figures

(as of Dec 31, 2022)

Company

- Founded in 2013 by Patric Fassbender and Marcus Stahl, first Tonieboxes sold in 2016
- Listed since November 2021 (ETR: TNIE) at Frankfurt Stock Exchange
- Around 400 employees globally with headquarter in Düsseldorf and offices in Schwäbisch-Gmünd, Hamburg, Berlin, London, Paris, Santa Cruz/California
- FY results 2022:
 - Revenue: Group EUR 258 million (FY 2021: EUR 188m), US EUR 66 million (FY 2021: EUR 20m)
 - Adjusted EBITDA margin: -2.4% (FY 2021: -8.1%)
- Guidance for 2023:
 - Revenue: Group EUR 354 million, US EUR 116 million
 - Adjusted EBITDA margin: positive

Global success story

- 5m sold Tonieboxes globally (as of Dec 31, 2022)
- 58m sold Tonies globally (as of Dec 31, 2022)
- Activated Tonieboxes in >100 countries worldwide
- Available in retail stores and online in Germany, Austria, Switzerland, US, United Kingdom, Ireland, France, and Hong Kong, and online in 16 European countries via tonies webshop
- Regional share of revenues outside the DACH region rose to 39% in 2022 from 19% in 2021
- Point-of-sales: 7,000 in DACH region / 4,200 POS in US / 1,200 in UK / 550 in France

Products & licensing

- Toniebox as the robust but softly padded center platform for an interactive, screen-free, wireless audio system – specifically developed for young children to transform the way in which they independently play and learn
- Around 262 minutes average playtime per Toniebox per week
- More than 700 different Tonies figurines in portfolio
- Online audiothek & app for digital content: 3,000 paid content titles and 600 free content titles
- Broad selection of accessories (headphones, backpacks, transport bags, shelves)
- Own licensing brand “Sleepy friends” (Tonie figurines, Night Light and merchandise incl. e.g., cuddle blankets, sleeping bags)
- More than 200 licensing partners around the world – from major global brands (e.g., Disney, Paramount, DreamWorks, Universal, Sony Music) to local publishers; need for two licenses for each Tonie figurine (audio rights + figurine rights)