



TACTIC



ty **BEANIE BOOS** **plushes** **TACTIC**



ty **BEANIE BOOS** **games** **TACTIC**

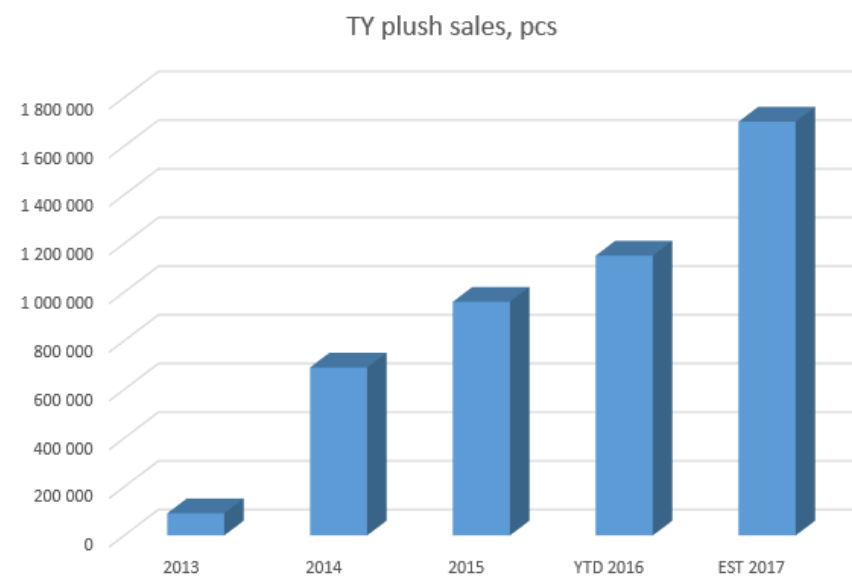


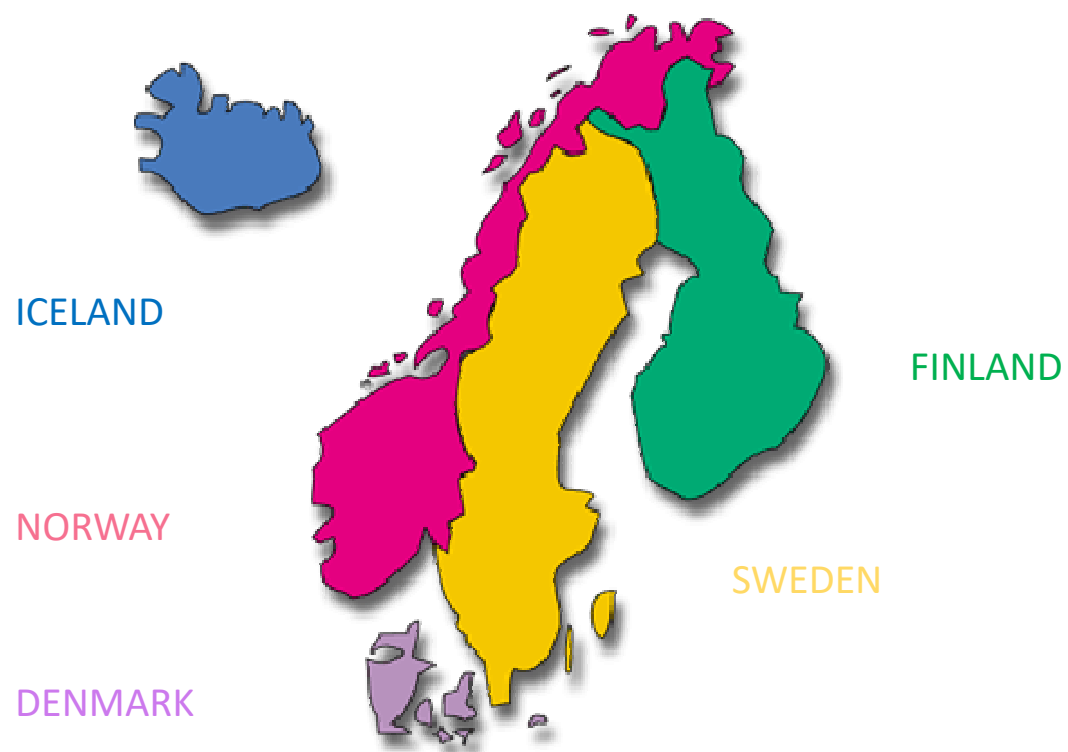
ty **BEANIE BOOS** **books** **TACTIC**



History:

Tactic has been the distributor of Ty since 2013
Sales of Ty -plushes has been growing yearly.





Population in Finland: 5,5 million

- 16 % children 0-14 years

Market: Hypers, supermarkets, book chains,
only a few toy stores or speciality stores

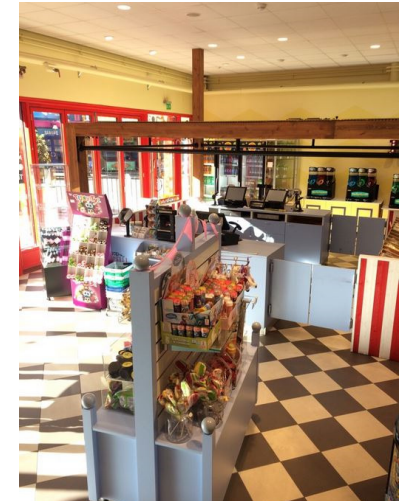
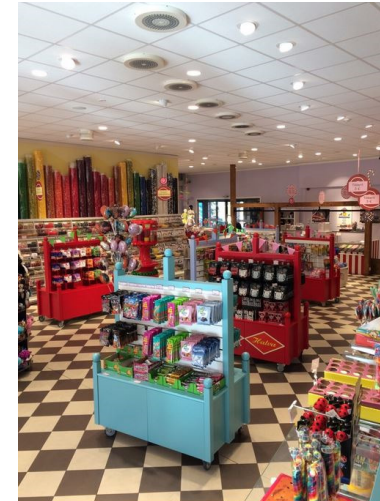
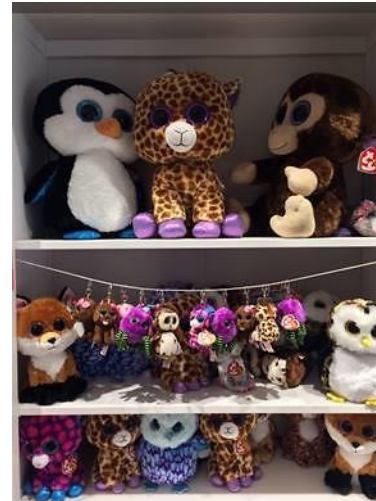
Ty is sold in all big hyperchains, toy stores (except BR or ToysRUs),
in the biggest book chain and in special shops, like amusement parks...



Ty In Finland



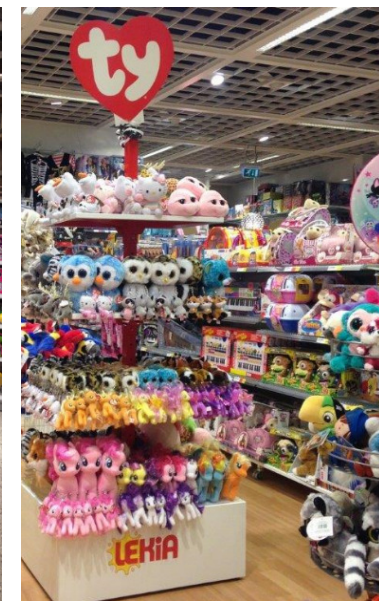
Linnanmäki is Finland biggest amusement park with 1 million visitors yearly. Ty have been succesfully sold from this year, and we are already in discussion with Tivoli, Copenhagen and Grönlund, Sweden for next season.



Population in Sweden: 9,7million

- 20,2% children 0-14yrs

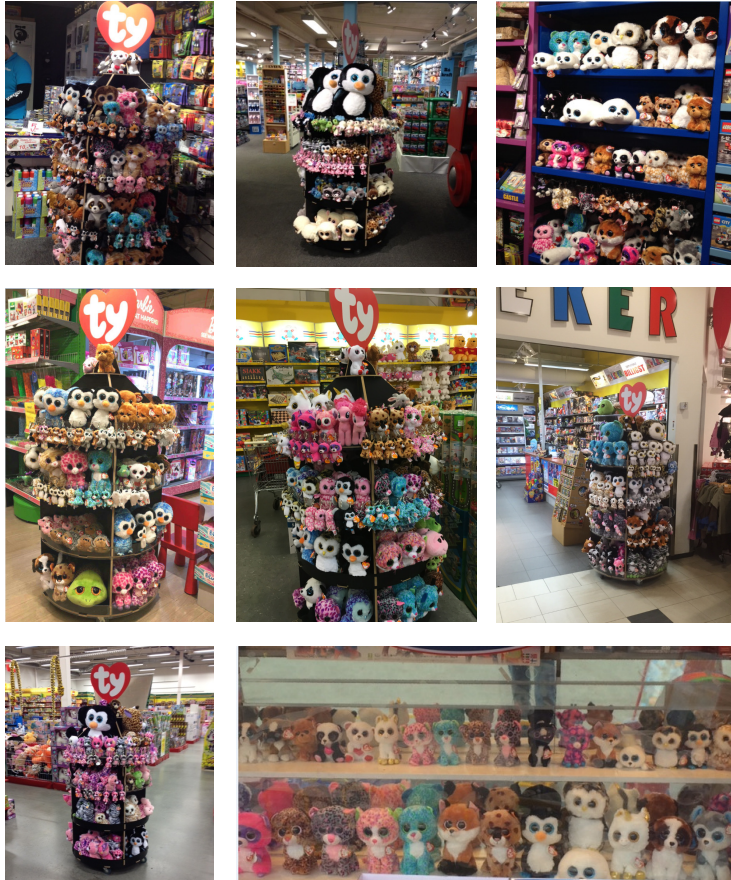
Market: Several small toy store and book store chains



Window/ display competition in Sweden for retailers

- The competition organized to toystores in Sweden was a success and a great way to keeps shelves/ displays and windows in order.
Market: Several small toy store and book store chains





Population in Norway: 5,2mil

- 18,9% children 0-14yrs

Book Store driven market

Products present in many Christmas and Easter catalogues in toy and book stores

Toy stores

Easter catalogues 2016: Kozmos, Ringo and Yes

Facebook with Ty mobile holders with Yes

Christmas catalogue 2016; Kozmos, Ringo, Yes, Extra Leker and Skalleberg

Book stores

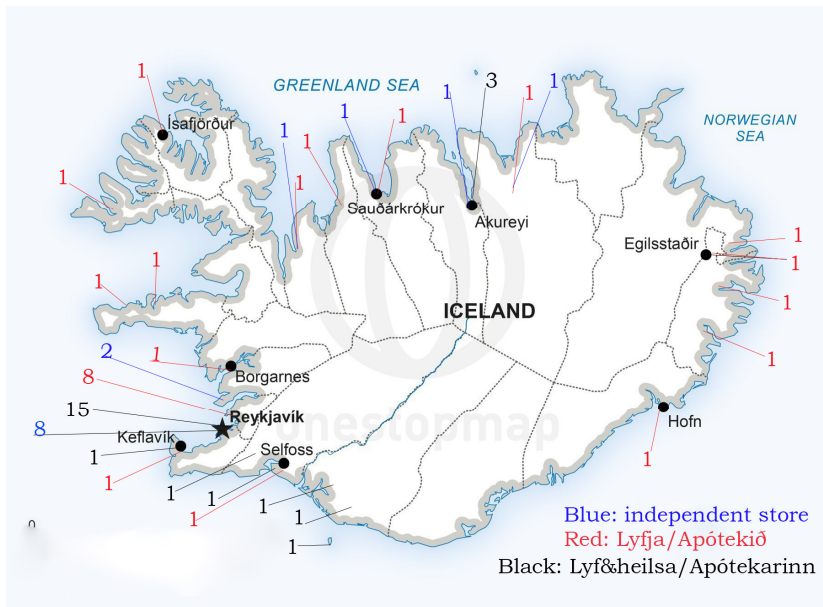
Christmas 2016; possible with Notabene and Ark

Population in Denmark: 5,7 mil

Market: Hyperchain driven market, bookstore chains, Toy stores



Population in Iceland: 333000



Market: Not many independents left

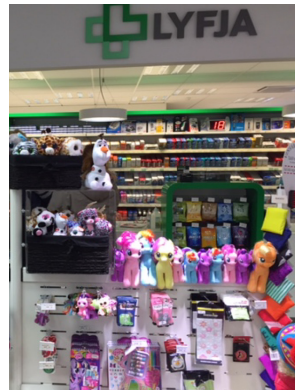
Biggest customers for Ty on the domestic market is the **Pharmacy chain stores Lyfja/Apótekið and Lyf&heilsa/Apótekarinn.**

Lyfja/Apótekið carry all Ty products that we import.

Lyf&Heilsa/Apótekarinn carry Beanie Boos and Frozen.

Biggest customer for Ty My Little Pony and Frozen is the Duty Free store at Keflavik Airport. No 2 for Frozen is Artic Shopping which is a chain tourist store and the Frozen items are mostly in their Xmas store.

No 3 Lyf&Heilsa/Apótekarinn for Frozen - then Lyfja/Apótekið and rest is independent stores.





In Iceland there are also a number of shops who buy directly from UK or some other country. We have then no possibilities to keep control of the displays or how Ty is presented.





The best selling Ty Beanie Boo's 2016 are:

- Maddie
- Slick
- Sophie
- Leona
- Brutus
- Icy
- Slush
- Tasha
- Pinky
- Pegasus



Teeny Ty's is also a success in the Nordics and keeping the displays full is a positive challenge.

During the first month Tactic sold totally 55 000pcs, orders in are about 75 000pcs.



A pallet campaign

We had some challenges to get a wide selection of Beanie Boos to our leading hyper chain due to their ordering system so we needed to think out of the box to get more space for TY.

We created a pallet campaign, which was the only way we could extend the selection of the Beanie Boos.

The sell through has been great and this chain we keep a wide selection in the shelves after the campaign.



Print:

Ty selection is widely presented in Tactic's own consumer magazine that comes out twice a year and will be directly mailed in to household with 3-10 years old children.

Ty plushes are presented in customers magazines and in trade magazines.

Ty is also in Tactic's printed Christmas calendar that will be sent to families as an insert in family magazines.

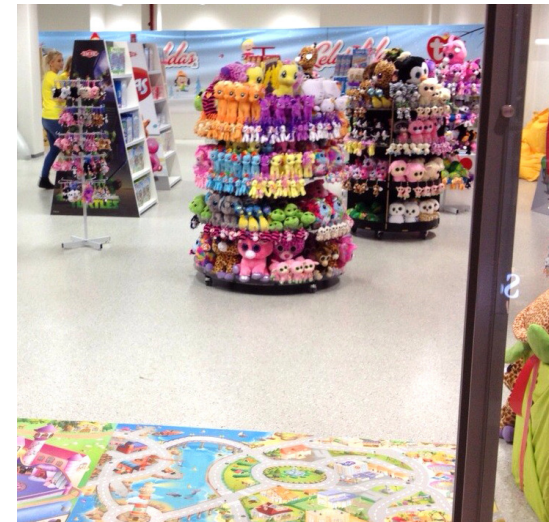


Fairs:

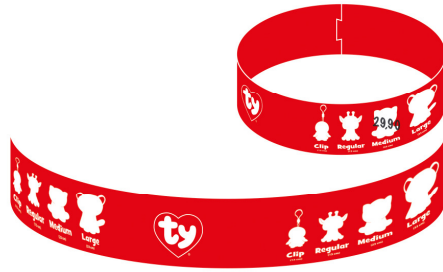
Each Tactic company attends to both trade and consumer fairs where Ty is well presented.



Shop-in-shop & Pop-up



Marketing



POS:

For customers we offer:

- Posters
- shelvespeakers
- pricelistbelt
- Mobiles



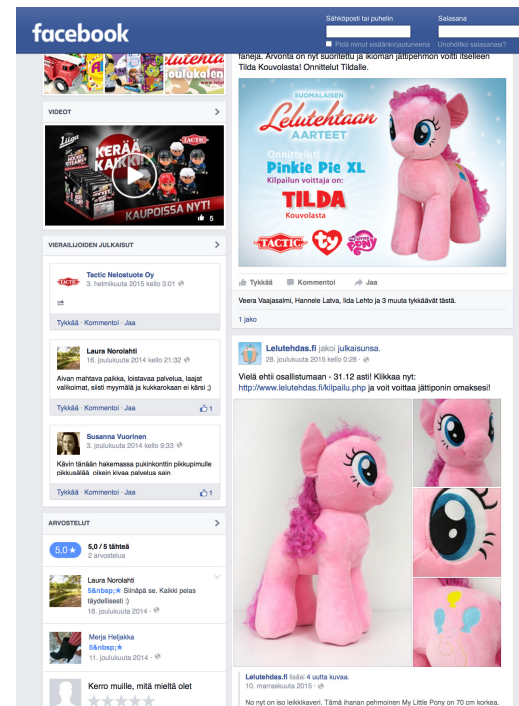
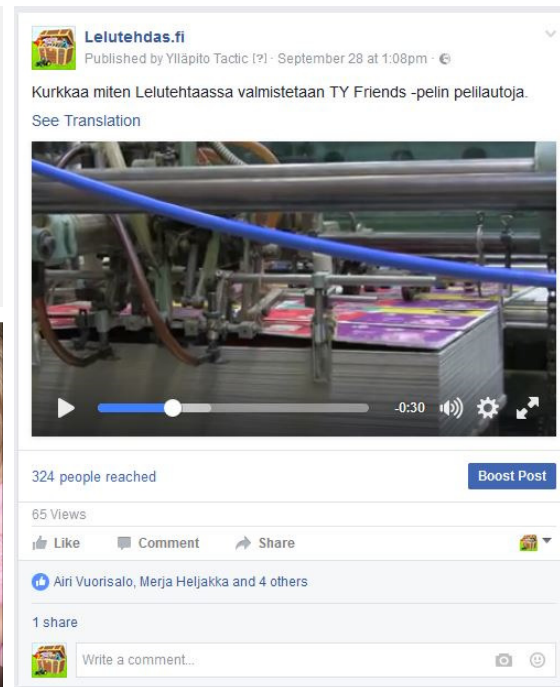
Windows





Online:

Tactic has strong online marketing especially in Youtube and Facebook. Ty is also presented in posts, videos, consumer competitions actively.





Online:

Children's own webpage called "Toyfactory"

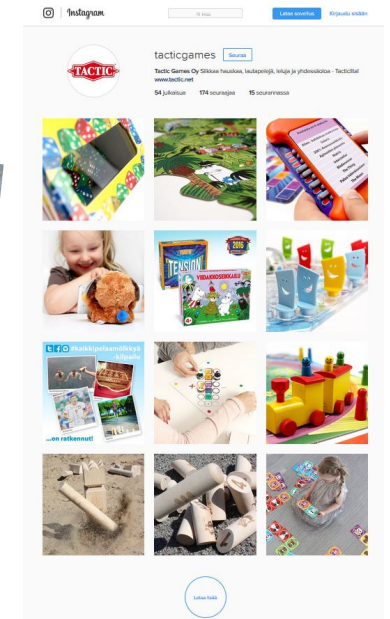
- Newsletters
- Novelty articles
- Digital Christmas calendar
- Tactic TV (videos)
- Digital catalogs



Coming up:

In October - November we will have a TY Selfie competition (online & Print)

The aim is to get Beanie Boo's owners share selfies of plushes and / or them selves with them. They might win a birthday party for their own Beanie boo.





To support and market the TY brand Tactic has created a wide selection of Ty Beanie Boos items such as:

- Games
- Books
- Stickers & room decoration

Novelties for these for 2016 are

- Ty Beanie Boos party game
- Coconut game
- Kimble
- Giant Domino game.



Tactic Sales force is dedicated to build brand awareness

Ty Drives the Business!





Thank You