

ANGRY BIRDS™

GAME CONCEPTS 2014





“ These concepts have brought together two strong brands – Angry Birds and Tactic – to deliver games with a real punch!



ANGRY BIRDS™

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ANGRY BIRDS™

ACTION GAME - GIANT

Transformed into real 3-D, Angry Birds have landed!

A worldwide success, Angry Birds are the stars of Tactic's action game, which is as much fun indoors as it is outdoors. The game allows the players to recreate the familiar scenes, where the birds attempt to knock the pigs out and save their eggs. With the playing surface, a number of wooden blocks, the pig and, of course, Angry Birds themselves, the players can enjoy an entirely new game experience!

Angry Birds Action Game has already proved a huge sales success, and we fully expect more as awareness of it grows worldwide!



CONTENTS

Large (1m) Score Mat • Wooden Blocks x 3
Minion Pig • Yellow Bird • Red Bird
Score Pad • Carrying Bag • Tees x 4 • Rules

GIANT ACTION GAME

Retail box: Size 25 X 25 X 16 cm • 4 pcs / Outer carton

Outer Carton: Size 52,3 x 33,3 x 28 cm • Net weight 2,86 kg • Gross weight 3,6 kg

Container loads: 2.480 pcs / 20 FCL • 5.140 pcs / 40 FCL • 5.860 pcs / 40 HQ FCL

ANGRY BIRDS™

ACTION GAME ADD-ONS

By adding extra pieces to the original Angry Birds Action Game set, players can transform their gaming experience. Acquiring extra obstacles and combining them in different ways will enable them to enjoy and enhance the game in countless ways.

These ten Add-Ons are a must for every Angry Birds fan, and combined with the original game, they create a more comprehensive game experience. However, getting the whole range of the Angry Birds Action Game characters isn't the only added value consumers will get by buying them; each Add-On comes with a collectible card and a QR-code. By scanning the QR-code (and only through it) the consumer will land on a webpage where they can download a digital score pad for Angry Birds Action Game, screen savers, ring tones and more.



- Screen savers
- Ring tones
- Digital Scorepad
- and more...

ACTION GAME ADD-ONS

Retail Blister card: Size 17 x 28 x 10 cm • 6 pcs / Outer carton

Master carton (including 4 x 6 games)
Size 64,8 x 35,3 x 39,5 cm • Net weight 4,26 kg • Gross weight 6,39 kg

Container loads: 6.600 pcs / 20 FCL • 13.320 pcs / 40 FCL • 15.360 pcs / 40 HQ FCL

ASSORTMENT 1



Black Bird • 40518
EAN 6416739405186
6 pcs / Outer Carton

White Bird • 40516
EAN 6416739405162
6 pcs / Outer Carton

Minion Pig • 40526
EAN 6416739405261
6 pcs / Outer Carton

Green Bird • 40517
EAN 6416739405179
6 pcs / Outer Carton

ASSORTMENT 2



Red Bird • 40635
EAN 6416739406350
2 x 6 pcs / Outer Carton

Blue Bird • 40632
EAN 6416739406329
6 pcs / Outer Carton

Girly Bird • 40637
EAN 6416739406374
6 pcs / Outer Carton

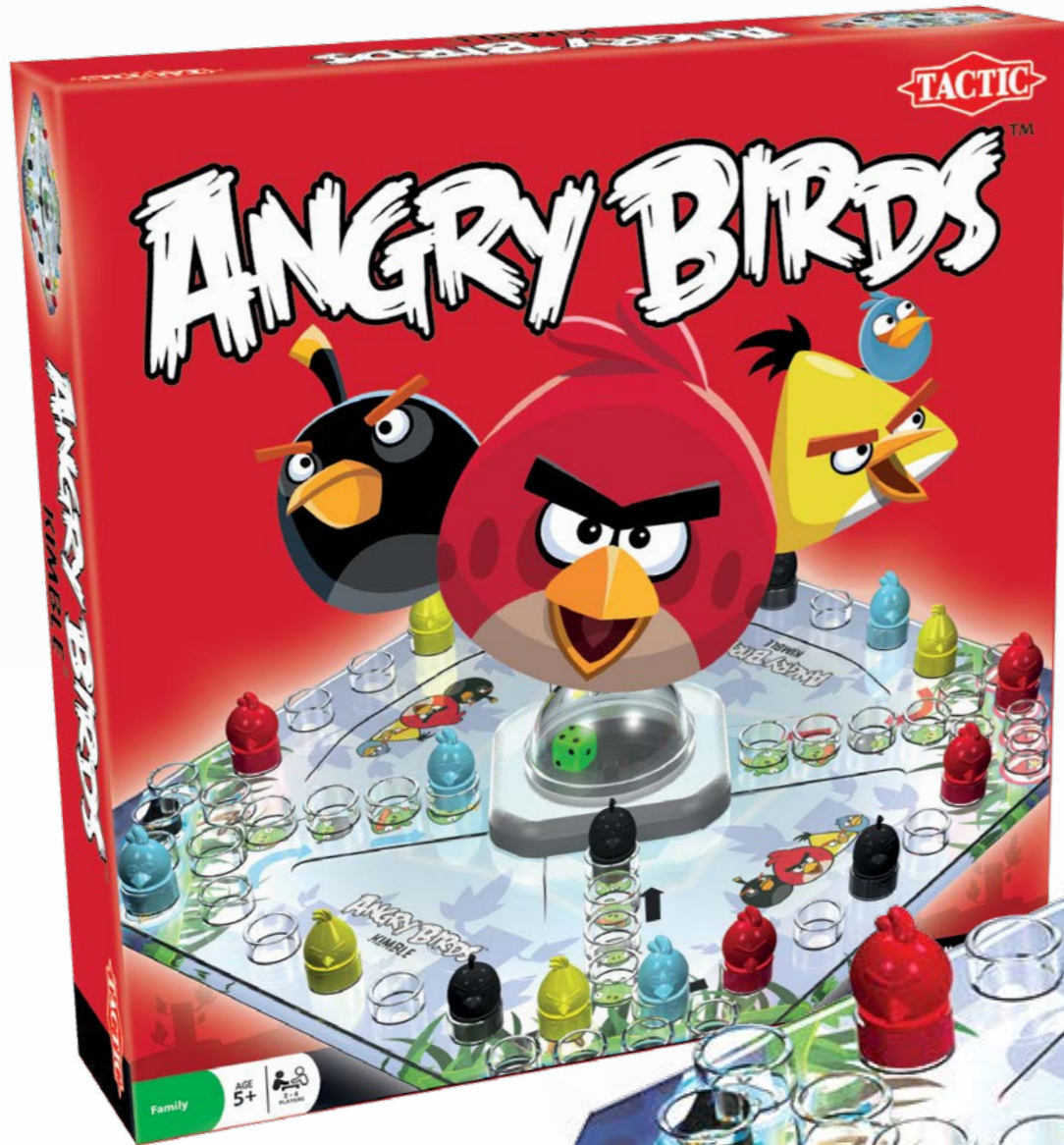
ASSORTMENT 3



King Pig • 40633
EAN 6416739406336
6 pcs / Outer Carton

Yellow Bird • 40634
EAN 6416739406343
2 x 6 pcs / Outer Carton

Blocks • 40636
EAN 6416739406367
6 pcs / Outer Carton



CONTENTS

Strong and durable game board with a built-in die
4 x set of four 3D game pieces (in 4 colours) • Rules

ANGRY BIRDS™

KIMBLE

In 1967 Tactic made history by bringing Kimble to the World. Now that classic game has been updated with a new look that is a little bit angrier than before... With unique game pieces and a stunning design, Kimble is ready to continue conquering the World.



|| *This is Kimble with a punch!*

KIMBLE

Retail box: Size 27,5 x 27,5 x 5 cm • 6 pcs / Outer carton

Outer Carton: Size 32 x 29 x 30 cm

Truckload: Pallet / 336 pcs • Full Truckload / 11.088 pcs

Container loads: 6.030 pcs / 20 FCL • 12.714 pcs / 40 FCL

ANGRY BIRDS™

PETANQUE

This version of the classic outdoor game will be guaranteed to excite a whole new generation to enjoy petanque. Take aim, throw with precision and let the Angry Bird wing its way towards the piggy jack!

Angry Birds Petanque comes with high-quality game parts that are light enough for also younger players to throw, and it can be played indoors as well as outdoors.



Take aim, throw with precision
and let the Angry Bird
wing its way!

CONTENTS

2 X Yellow Bird • 2 X Red Bird • 2 X Black (Ø 70mm)
1 x Minion Pig • Carrying Bag (Size: 220 X 145 X 60mm) • Rules

PETANQUE

Retail box: 6 pcs / Outer carton
Container loads: 10.080 pcs / 20 FCL • 20.280 pcs / 40 FCL

ANGRY BIRDS™

XL YATZY

Throw the five wooden dice and see if you can score the highest! Yatzy is a true dice classic but paired with Angry Birds, it is a veritable smasher! Have a go and see if you can throw a feathery yatzy!

Angry Birds XL Yatzy contains game pieces made of wood from sustainable Finnish forests.



CONTENTS

5 x Wooden Dice (Size: 55 x 55mm)
Handy Carrier Tube • Rules



Angry Birds
XL Yatzy
is a veritable
smasher!

XL YATZY

Retail box: Size Ø12,3 X 28 cm • 6 pcs / Outer carton
Truckload: Pallet / 324 pcs • Full Truckload / 10.692 pcs



ANGRY BIRDS™

ACTION GAME

Angry Birds Action Game is full of familiar fun, in a more compact form! With more wooden blocks, birds and pigs you can let your imagination run wild.

The rules are easy: build a structure, place the pigs in/on it and see how far you can fling them with a couple of Angry Birds.



ALSO AVAILABLE WITH
ANGRY BIRDS SPACE THEME!



CONTENTS

Wooden Blocks x 10 • King Pig
Minion Pig • Red Bird • Yellow Bird
Black Bird • Game Board • Rules

ACTION GAME

Retail box: Size 25 x 25 x 6,2 cm • 6 pcs / Outer carton

Truckload: Pallet / 384 pcs • Full Truckload / 12.672 pcs

ANGRY BIRDS™

SPACE ACTION GAME - GIANT

Angry Birds Giant Action Game has now been elevated to new heights, to offer players a great new playing experience! Pick one of the three spots marked with a wooden block, build a structure and start throwing!

The game design is literally out of this world, as are the great playing pieces. Play Angry Birds Giant Space Action Game alongside the Classic Action Game and let your imagination do the rest.



CONTENTS

Large (1m) Score Mat • Wooden Blocks x 5
Frozen Pig • Lazer Bird • Super Red Bird
Score Pad • Rules

GIANT SPACE ACTION GAME

Retail box: Size 25 X 25 X 16 cm • 4 pcs / Outer carton

Outer Carton: Size 52,3 x 33,3 x 28 cm • Net weight 2,86 kg • Gross weight 3,6 kg

Container loads: 2.480 pcs / 20 FCL • 5.140 pcs / 40 FCL • 5.860 pcs / 40 HQ FCL

ANGRY BIRDS™

SPACE RACE KIMBLE

In the digital application, Angry Birds Space, the birds have taken to space to continue their hunt for their eggs and the thieving pigs who took them. We have brought this experience into the world of board games, in the shape of Angry Birds Space Race Kimble. While closely reflecting the visual design and idea of the original game, Space Race Kimble offers players a great interactive experience. The carefully designed playing pieces add to the impressive detail in the game!



CONTENTS

Strong and durable game board with a built-in die
4 x set of four 3D game pieces (in 4 colours) • Rules

SPACE RACE KIMBLE

Retail box: Size 27,5 x 27,5 x 5 cm • 6 pcs / Outer carton

Outer Carton: Size 32 x 29 x 30 cm

Truckload: Pallet / 336 pcs • Full Truckload / 11.088 pcs

Container loads: 6.030 pcs / 20 FCL • 12.714 pcs / 40 FCL

ANGRY BIRDS™

STELLA SHOPPING GAME



Move around the city and get all the things on your shopping list! Going shopping with Stella helps children learn simple addition and subtraction as well as choosing the best routes from one location to another. The game is completed with an impressive supermarket part, which really brings Stella's world alive!



CONTENTS

4 Angry Birds pawns • 1 game board • 16 price tags
1 Super Market game box • 4 shopping lists
1 textile bag • 1 die • 42 coins • Rules

STELLA SHOPPING GAME

Retail box: Size 25 x 25 x 6,2 cm • 6 pcs / Outer carton
Truckload: Pallet / 384 pcs • Full Truckload / 12.672 pcs

ANGRY BIRDS™

STELLA MEMO



Shuffle the memo tiles and take turns to find the right pairs. This game is perfect for little players and all fans birdy, pink fun! Stella Memo is full of colourful images from the world of Stella.



CONTENTS

72 picture tiles

STELLA MEMO

Retail box: Size 21,9 x 21,9 x 5 cm • 6 pcs / Outer carton

Outer Carton: Size 23 x 23 x 31 cm

Truckload: Pallet / 528 pcs • Full Truckload / 17.424 pcs

Container loads: 10.000 pcs / 20 FCL • 20.000 pcs / 40 FCL

ANGRY BIRDS™

POWER CARDS

Who's got the most power? And who's got the best aim? Compare your cards, and see which one beats all the other ones. That's not all, though – be the first one to build a wooden, icy or stone structure and take the other players' pigs down!



CONTENTS

33 x Double-sided challenge cards
Cool and durable card case • Rules

ALSO AVAILABLE WITH
ANGRY BIRDS SPACE THEME!



Angry Birds Power Cards contain a special feature: build a structure from the cards you win, place a pig on top and try to beat the others!

MARKETING CONCEPT

Angry Birds is a very popular and well-known brand, so we can assume that when marketing these games, the target group will recognize the brand and what's behind it. All marketing activities should be based on the brand's existing popularity, and the fact that all these concepts are ingenious and fun "line extensions" of the original virtual game.

MARKETING TOOLS available to you:

- General guidelines, suggestions and examples on how to market Tactic's range of Angry Birds products
- A YouTube video demonstrating the game (www.youtube.com/TacticBoardGames)
It can be also used on websites, in-store promotions, etc.
- TV ad - a 20 second and a 15 second version, very easily localized
- Templates for print ads, posters, roll-ups and web banners

NOTE that all marketing material must be approved by Tactic (and through us by Rovio Ltd) before publication.

Please email marketing@tactic.net for a link to download the above-mentioned material.

SALES REQUESTS

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