



**TACTIC GAMES** is the leading board game manufacturer and toy distributor in the Nordic countries!





Games



Toys



Books

## Tactic Products

Tactic has been the leading creator and producer of bestselling board games for several decades. Today, in addition to the board games business, Tactic is also a fast growing distributor of the most appealing toy brands and a successful publisher of children's books. The company is known for high quality products, very professional sales personnel, accurate and prompt deliveries, excellent customer service and the capability in identifying the latest trends.

- Founded 1967 in Pori, Finland
- Subsidiaries/Branch Offices: Sweden, Norway, Denmark, Poland, Netherlands, France, UK and USA
- Area of business: Board and Outdoor Games, Toys, Children's Books. Group turnover: 40+ million €
- Personnel: 200+



## Ethics and Values

In its everyday work Tactic thrives to be cheerful, sociable, entertaining, sincere and responsible. These terms also describe the core values of Tactic Group.

With a responsible approach to ethical issues, Tactic Group upholds a highly responsible attitude in issues concerning the environment, production, technical quality, humanity and employability. The suppliers of Tactic Group are also required to commit themselves to these ethical manufacturing and uncompromising production values.

- Member of ICTI Care
- Holder of ISO 9001 certificate







## Facts & Figures

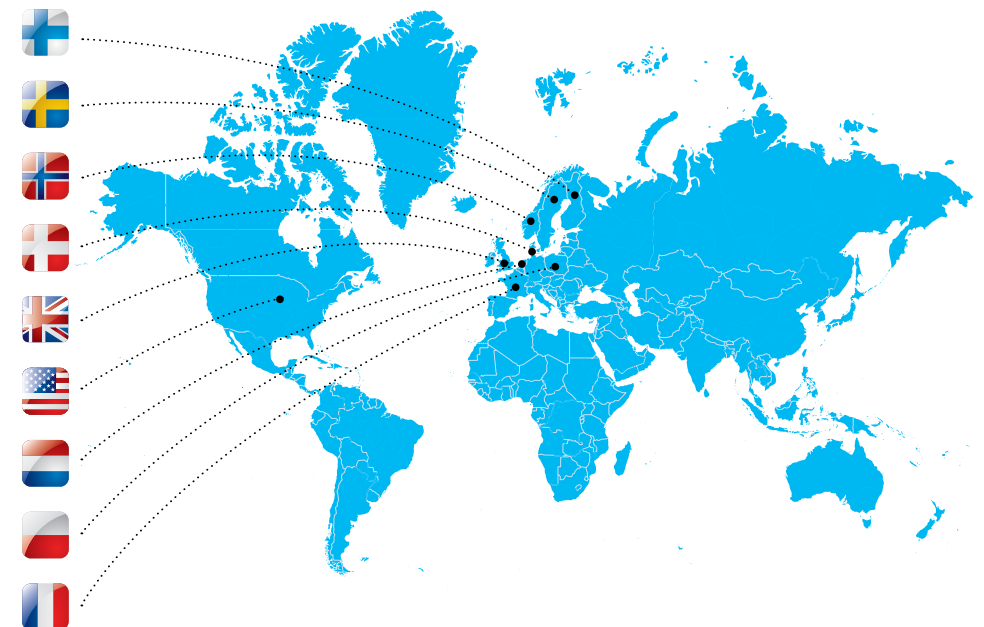
The Tactic Games factory and logistics centre is situated in Pori, Finland. In 2014 we manufactured a total of 3 million board games!

- Production facilities: 10,186 m<sup>2</sup>
- Warehouse facilities: 7 000 pallets (FI)  
+ 1 000 (NL)
- 40 000 deliveries per year
- Tactic has subsidiaries/branch offices in Sweden, Norway, Denmark, Netherlands, France, Poland, UK and USA

Over 5 million Alias games sold worldwide!



Tactic products are sold in over 70 countries!







### Sales team

Tactic has strong local sales organisations in each Nordic country including country managers, KAMs and sales representatives, altogether 30 people. Because of the combined sales and marketing teams, we understand the Nordic toy business market better than any other toy and book distributor.

### Logistics

We are the real logistic partner to the toy trade. Tactic has the capacity to deliver toys and games to every store in 72h in the Nordic countries. We deliver daily to all other areas except Norway, where we deliver twice per week. In the coming years, we aim to become the no. 1 logistics company in the industry through investments in automated warehousing.



### Presence in stores

Tactic Games Oy sells toys and games to almost all shops and stores (approx. 6500) which sell toys. Toys and games that Tactic represents were available in 6,250 points of sale in the Nordic countries during 2014. We operate on a similar scale in all the markets we are active in.

Nordic total	QTY of chains	QTY of points of sale	QTY of points of sale that sell toys	TACTIC QTY who buy from Tactic
Hypermarkets	9	497	497	465
Supermarkets	30	3 165	1 304	1 139
Specilised Toy Stores	17	900	900	895
Book Stores	19	1 065	700	1 000
Department Stores	11	335	208	198
Discount stores	29	2 482	1 832	1 476
Web Stores	127	123	79	89
Petrol/Service stations	14	1 920	410	516
Kiosks	9	3 009	400	400
Others	9	481	81	81
Total	274	13 977	6 411	6 259



## Toy brands and licences

In the Nordic countries Tactic exclusively represents well known brands such as:

- **Tactic**, the market leader in board games
- **Ty**, the biggest and most successful plush toy brand
- **Brunder**, leading manufacturer of high-quality plastic toy vehicles
- **Carrera**, world market leader in car racetracks
- **Green Toys**, no. 1 manufacturer of recycled plastic preschool toys
- **John Adams**, science sets
- **Masterkidz**, wooden preschool toys, etc.



- **Inkoos**
- **Wrebbbit**, 3D puzzles

Tactic carries all the hot licences such as:

- Disney - we have a broad range of licences in different categories
- Minions, our hottest 2015 licence
- Nickelodeon, Turtles, Sponge Bob, Dora
- Hello Kitty, My Little Pony, Angry Birds, Strawberry Shortcake, Moomin, Skylanders







## Multi-platform marketing activities

- Annual catalogue
- Strong presence in retailer's catalogues
- TV advertising
- Radio
- Social networks
  - [www.youtube.com/user/TacticBoardGames](https://www.youtube.com/user/TacticBoardGames)
  - [www.facebook.com/tacticgamesoy](https://www.facebook.com/tacticgamesoy)
  - [twitter.com/TacticGames](https://twitter.com/TacticGames)
- Website
  - [www.tactic.net](http://www.tactic.net), [www.alias.eu](http://www.alias.eu)
- Consumer events
- POS materials
- Show rooms in all Nordic countries
- Press releases



## Presence at international and local trade fairs

- Nürnberg Toy Fair, Germany
- Hong Kong Toys & Games Fair
- Distoy, UK
- London Toy Fair
- New York Toy Fair
- Attendance in numerous fairs locally where Tactic has subsidiaries or branch offices







## **TACTIC GAMES OY**

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