



BRAND
from the
HAPPIEST
COUNTRY
in the
WORLD



600
DAYS
STORY



www.
LUMO
STARS
.com





THE LUMO STARS BRAND
WAS BORN UNDER
THE NORDIC SKY,
FROM THE POWER AND
VIBRANT COLOURS
OF THE NORTHERN LIGHTS.

COLOURS



NORDIC NATURE

PURITY

FOUR SEASONS

DESIGN

NORDIC NATURE AS INSPIRATION

Lumo Stars has been inspired by the pure Nordic nature full of mesmerizing and jaw-dropping wonders! The Lumo Stars story, characters, design and illustrations have all been created in Finland, the homeland of Santa Claus. The small Nordic country is also famous for Lapland, Northern Lights and both Scandinavian design and technology.

Animals living in the Nordic wilderness are the heroes of the Lumo Stars brand. Each animal character has a unique personality and a wonderful backstory. Their colouring, names and personalities reflect the fantastic colours of the four seasons and the wonders of nature, such as berries, forests, lakes, sea, snow and the Northern Lights.



HOW IT ALL BEGAN

The Lumo Stars story is based on a children's book written by Kati Heljakka, called Northern Brights. The book was published in 2017.

Northern Brights is a fantastic fairy tale with enchanting illustrations. The story celebrates the wonders of the four seasons and their importance in our life. Every season is full of magical moments, and the Lumo Stars animal characters know how to embrace them.

Ms. Heljakka is also one of the owners of Tactic Games. She continues her writing work with the second instalment of the Lumo Stars series.



THE FOCUS

Our primary target group includes infants, toddlers and boys and girls aged 3–7 years.

The secondary target group includes tweens, teens, kidults and collectors.

However, it is important to remember that Lumo Stars has no age limit!

The captivating story and lovely characters can be enjoyed by children and adults alike.



PLAY AND LEARN

Lumo Stars products are not only magical, but educational too!
In the midst of playing, children will learn a lot about Nordic nature.

Each Lumo Stars character has their own personality and birthday.
In addition to traditional playtime, children can also interact with their favorite soft toy in a digital form thanks to the free Lumo Stars app.
The app contains fun and interesting facts about real Nordic animals.

In addition to the Northern Brights product line, Lumo Stars also includes several sub-category product lines, such as baby products, figurines and surprise eggs!



NORTHERN BRIGHTS AND OTHER SOFT TOYS

There are 150 Lumo Stars characters in total and you can take all of them home in a cuddly soft toy form!

The Nordic animals have cousins in the East and South, like pandas and sloths just to name a few. One can also encounter colourful butterflies and even mythological creatures like unicorns.

You can choose between four different soft toy sizes
– Mini, Classig, Big and Huge.



SAFETY AND SOFTNESS

Finland is the leading country in baby healthcare and early childhood education, and the famous state-sponsored maternity package was also created in the country.

Baby Line products have been designed for infants and toddlers. Product safety has been emphasized in the design process and the shapes and colours of the toys support the different development stages of babies.

Baby Line contains two different product groups – soft toys and toy blankets. The products can handle even the fiercest cuddles and have been made from soft and extremely smooth materials!



COLLECTIBLE GOODIES

The Lumo Stars universe is full of surprises and these little eggs will put a smile on your face!

Each collectible surprise egg contains an adorable and soft character in fantastic colours.

There are currently three waves of surprise eggs, each containing six unique eggs for you to collect!

SURPRIZE



FAMILIAR CHARACTERS WITH AR

The original Northern Brights characters are also available as collectible figurines!

Each magical figurine has an adorable personality and a unique AR story to tell.



PLAYFUL ACTIVITIES

The Northern Brights characters have distant relatives in the East, who love to play and have fun.

Cuddle a huge and soft panda or dive into a Panda Stars activity book, it is up to you!



UNLIMITED OPTIONS

Spice up your Lumo Stars experience with our different add-ons and accessories! Get your favorite soft toy a sparkly dress or a cute mushroom house, build a vivid Lumo Stars puzzle with friends or make your school days brighter with Lumo Stars backpacks and pencil cases!

Our product range is constantly evolving and expanding with new materials, products and product variations.



LOTS
OF PRODUCT
VARIATIONS



150
CHARACTERS
CREATED



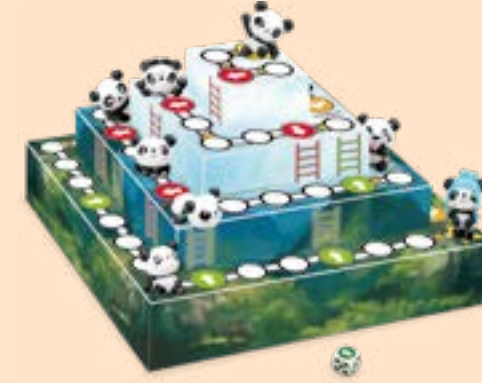
A GREAT
AMOUNT
OF
ACCESORIES





BOOKS AND GAMES

Lumo Stars story books, activity and colouring books, puzzles and games offer countless hours of entertainment and fun learning opportunities! Play together with friends and family and have fun!



EXCITING GAMES

IMMERSIVE STORIES



HOURS AND HOURS OF ACTIVITY



GREAT SUPPORT FOR LEARNING



+600K VIEWS ON YOUTUBE

Lumo Stars animations created by the Finnish Nopia Studio have reached a wide audience on YouTube and the numbers are growing every day.

Lumo Stars has only been on the market for 600 days, but we have already sold over 6 million products and our presence on different social media channels is strong.





LUMO STARS DIGITAL DIMENSION

The Lumo Stars app and AR feature add to the experience and offer a vast new dimension full of adventure and wonder.

The app is available in several different languages and helps children to get to know their favorite characters better.

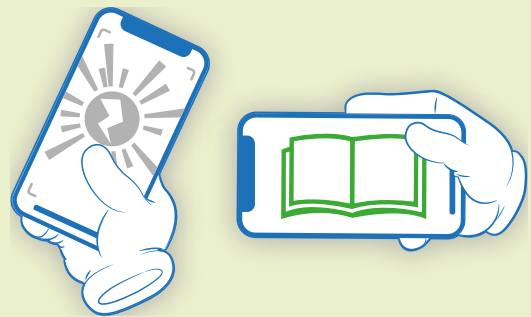


IN APP
COLLECTOR'S
BOOK



100 +
NEW USERS
DAILY
(APRIL '19)

AUGMENTED
REALITY
BOOK
(LUMO STARS FIGU)



ACTIVITY
BOOK
DOWNLOADS

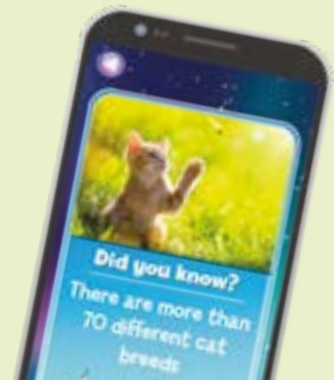


SHARE
&
FOLLOW



AVERAGE
USER AMOUNT
DAILY 500 +
(APRIL '19)

LEARNING
WITH USEFUL
FACTS



IN APP
ACTIVITIES
AND
MINI GAMES



RETAIL MARKETING EXAMPLES

The colourful and captivating Lumo Stars advertisements and retail displays catch your eye and stand out.

Lumo Stars has a strong presence in toy fairs and magazines and on YouTube.



LUMO STARS IN NUMBERS

Lumo Stars is a rapidly growing brand with a future as bright as the shining Northern Lights!

You can find a summary of our sales journey on the right.



2017 – Soft Launch for Christmas market

2018 – Official launch year

2019 – Over 6 Million pcs sold

Sold across the world in over 25 countries.

Our partners in retail: Target, Walmart, Hamleys...



LUMO STARS
OFFERS
ENDLESS
LICENSING
OPPORTUNITIES!



LICENSING OPPORTUNITIES!





LICENSING
OPPORTUNITIES!



LICENSING
OPPORTUNITIES!



LICENSING OPPORTUNITIES!



WE WILL OFFER TRUE COMPANIONSHIP
WE OFFER A FLEXIBLE CO-OPERATION
MODEL THAT CAN BE TAILORED
TO SUIT THE NEEDS OF YOUR COMPANY.
WE ARE CREATING SUCCESS STORIES
TOGETHER!



WHO IS BEHIND LUMO STARS?

Tactic Games, the original Finnish game company established in 1967 is the Lumo Stars brand owner, creator, story teller, publisher and distributor.



- 600 DAYS ON THE MARKET
- 6 MILLION PCS SOLD
- 600K VIEWS ON YOUTUBE





600
DAYS
STORY

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